

Main Street Newnan Brick & Click Grant Program

I. INTRODUCTION

The Brick and Click Grant Program has been established to encourage business expansion and business retention by providing resources to business owners to invest in e-commerce. The program is administered by Main Street Newnan and the Downtown Development Authority of the City of Newnan.

II. PURPOSE

The purpose of the Grant Program is to provide a matching grant to downtown businesses for creation or improvement of their online presence. The widespread use of innovative information technologies has drastically transformed the business environment. The traditional brick-and-mortar distribution systems have defied all odds to remain relevant in the supply chain, and e-commerce has become a complimentary transaction channel to ensure that they remain competitive with online stores. Having an online presence allows businesses to enhance accessibility, garner a wider audience, build relationships and consumer trust, and enables effortless marketing.

III. TARGET AREA

The Technology Grant Program is available to all downtown Newnan businesses located in the Downtown Development Authority (DDA) of the City of Newnan's district.

IV. ELIGIBILITY

- The business must be within the City of Newnan's DDA District
- Applicant must be an active Downtown Participant in the Main Street Newnan program
- Applicants must be in good financial standing with Main Street Newnan and the City of Newnan
- The application must consider that software- programs submitted should support brick and mortar operations. We will not fund applications that move a mode of business strictly online.

Eligible Expenses:

- Website hosting fees
- Content Selling Applications
- Domain fees for new websites
- PayPal/Venmo/Square set-up for web-based software
- Shopping cart software (Shopify, Ecwid, etc.)
- Point of Sale systems that are integrated with online shopping/ordering capability
- Pieces of technology that compliment an online program (i.e. POS processing plugins, etc.)
- Other modes of technology may be reviewed for staff approval on a case-by-case basis
- Any expense submitted must have purchased within 30 days of submitting this application
- All eligible expenses must support business within a brick and mortar storefront.

Ineligible Expenses:

- Any POS system that does not allow for local sales taxes to be collected

- Software that will take a line of service out of a Brick Mortar storefront and move it exclusively online
- Facebook or social media boosts
- Marketing software
- Google or search software presence fees
- Computers, I-pads or laptops

V. PROGRAM FUNDING

The program is a matching grant. All grant funds are allocated and administered by the Main Street Program and the Downtown Development Authority of the City of Newnan. Each business is eligible for a maximum funding of \$500 per business. The Technology Grant Program will award a total \$3,000 per calendar year.

VI. APPLICATIONS

- Applications are received until October 31st of each calendar year.
- Applications will not be eligible for funding after November 30th of each calendar year. By this date, your project must be complete, and all final documentation must be submitted.
- We will only accept one grant application per business with in a two-year time-frame. Exceptions will be considered in the case of a change of business.
- Any expense submitted must have purchased within 30 days of submitting this application

VII. APPLICATION PROCESS

1. *Applicant submits Application package.* Application can be obtained on the Main Street Newnan website.
2. *Review.* Main Street Newnan will review applications and request for funding to ensure the expense meet the guidelines for the program.
3. *Grant Approval.* If the application is approved for funding, a check will be issued to the recipient.

VIII. POST APPLICATION PROCEDURE

The Brick and Click Grant Recipient will receive reimbursement for 50% (up to \$500) of the total cost of the approved Technology Grant project. A check will be submitted to the business or organization who has paid for the expenses.

