



**WEST TOWN CHAMBER OF COMMERCE  
WEBSITE & ONLINE MARKETPLACE UPGRADE GRANT**

**PROGRAM DESCRIPTION**

Provides up to 75% of cost, up to \$1,000 maximum payout, for website or online marketplace upgrade costs due to the COVID-19 pandemic and the necessity to shift from in person sales to online sales.

**ELIGIBILITY**

Program is open to active small business Members in good standing (no outstanding invoices, etc.) of the West Town Chamber of Commerce (WTCC) located within the WTCC service area (from Halsted to Kedzie, Division Street to Hubbard), whose businesses had to close due to COVID-19 related restrictions and had to shift to an online marketplace to continue sales. Eligible Member businesses can have no more than 25 employees nationwide. Upgrades must have been contracted or made after March 23, 2020 and before November 30, 2020.

Eligible Chamber Member businesses include businesses that had to create or upgrade their online service to shift business to an online marketplace. Businesses are eligible if they implemented new methods for their online business model.

Businesses that applied for the West Town Special Service Area Grant Program by the same name and already received funding are not eligible for this program.

**APPLICATION PERIOD & LOTTERY CLAUSE**

The Program is open and accepting applications starting **September 1, 2020** and closing **November 30, 2020**. Any applications submitted after **November 30, 2020** will not be accepted into the application pool. Applicants will be notified of their grant application approval or denial by mid-December 2020.

If funds are still available after the application period is closed, a subsequent application period will be announced. **In the case that there are more applicants than funding available, applicants will be entered into a lottery system.**

The West Town Chamber of Commerce (WTCC) Executive Director and WTCC Board of Directors will review the applications received. If approved, the applicants will either be reimbursed up to 75% of approved costs, up to \$1,000 maximum, or in the instance there are more applicants than funding available, entered into a lottery system. Selected lottery applicants will be reimbursed up to 75% of approved costs, up to \$1,000 maximum.

Funding is not guaranteed to eligible applicants. The WTCC reserves the right to deny any Website & Online Marketplace Upgrade Grant Application for any reason. The WTCC

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reserves the right to reject any questionable estimates, as well as implement such additional Program rules and regulations as it deems reasonable.

**FUNDABLE ACTIVITIES**

Website Creation or Upgrade costs (contracted or DIY) - includes website subscription costs for 1 year, Online marketplace service subscription costs for 1 year, or miscellaneous marketing costs to get merchandise online, (ie photography, SEO, Google Adwords costs).

**PROCESS**

Complete and submit the attached application, together with:

- 1) A detailed list of the services you had in place before any upgrades, and the services you now have in place due to the upgrades and/or new service subscriptions (or are in the process of creating)
- 2) A screenshot of your new online marketplace(s) or service (if finished)
- 3) A copy of the invoice / receipt or contract for service

**PAYMENT**

Approved applications will receive payment after the WTCC has received:

- 1) A copy of the paid invoice or receipt for the contract and/or service
- 2) A screenshot of your new online marketplace(s) or new service
- 3) A completed list of the services you now have in place due to the upgrades and/or new service subscriptions.

**SUBMITTAL**

Email: West Town Chamber of Commerce

[info@westtownchamber.org](mailto:info@westtownchamber.org)

OR

Mail: West Town Chamber of Commerce

1819 W. Chicago Ave.

Chicago, IL 60622

**WEST TOWN CHAMBER OF COMMERCE WEBSITE & ONLINE MARKETPLACE  
UPGRADE GRANT APPLICATION BEGINS ON NEXT PAGE...**

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**GRANT APPLICATION**

Name of Business: \_\_\_\_\_

Property Address: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website: \_\_\_\_\_ Social Media: \_\_\_\_\_

**PROJECT DESCRIPTION**

**Describe work that was done (may attach description on an additional page if more room is needed):**

*Applicant certifies that the information provided on this application is true and correct.*

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by Chamber Staff: \_\_\_\_\_

West Town Chamber of Commerce Approval Date: \_\_\_\_\_