

# Apply for Web Presence Assistance

Web Presence Assistance provides a non-repayable contribution to Prince Edward Island businesses to assist them in establishing an online presence, or in upgrading an existing presence to include e-commerce. The purpose of this assistance is to help Island companies increase business by creating a website to establish online visibility and reach, and increase sales.

Consumers today use Internet search engines to locate companies the way previous consumer groups used the Yellow Pages. If a company isn't visible on the Web, it's losing an opportunity to connect with potential customers.

A website allows customers to easily find the information they want - when they want it – and allows a company to expand its potential customer base beyond those in its immediate geographic area to a global customer base.

Integrating social media with your website improves the impact of your web presence by increasing exposure, traffic and user engagement.

The contribution per small business is limited to 50% of the eligible cost to a maximum contribution of:

Tier 1: \$1000 for a non-ecommerce site for a business that does not have an existing website, or

Tier 2: \$2500 for an ecommerce site, for a business that does not have an existing website or has a website that does not include ecommerce.

## Eligibility and Application

An eligible applicant is a Prince Edward Island business or a local not-for-profit organization that has not accessed funding to support website development from Innovation PEI in the prior two years, through either the Web Presence Assistance or Covid-19 Business Adaptation Advice Program.

Eligible applicants either:

Tier 1: do not have a web presence and plan to establish an effective informational website, or

Tier 2: do not have a web presence and plan to establish an effective website that includes ecommerce, or are upgrading to add ecommerce capability to an existing informational website.

A completed application form and a written quote from an arm's length web developer, detailing services to be provided, must be submitted.

If the applicant is creating the site rather than hiring an arm's length web developer, the applicant must submit a detailed listing of the expenses that will be incurred. The applicant will not be reimbursed for their time – only for direct costs paid. Subscriptions directly related to the website and associated tools will be considered, provided they are billed and paid prior to the request for payment.

Projects receiving other non-repayable contributions or grants from any source are not eligible.

## Eligible Costs

Costs that may qualify include registration of a domain name and the design, development, hosting, and search engine and mobile optimization of a website. This may include ecommerce, scheduling functions, voice technology, chatbot, social media integration, and other functions that improve the user experience and effectiveness of the website.

Social media and online advertising to support the launch / re-launch of your website may be eligible; recurring advertising costs are not eligible.

Applicants should discuss their requirements with an Innovation PEI representative to determine if their activity could be considered for this assistance.

***Application must be submitted before any financial or legal commitment is made on the project.***

## More Information

Innovation PEI specializes in providing one-on-one business advisory services. Our qualified staff can also provide information regarding most business development programs offered by government agencies across Prince Edward Island. Application forms and additional information can be obtained from Innovation PEI.

You may apply for financial assistance to establish a web presence if your business or local not-for-profit does not already have a website or is adding ecommerce functions. Contribution is limited to **50 per cent** of the cost to a maximum of **\$1000 (Tier 1) or \$2500 (Tier 2)**.

This funding is a non-repayable contribution to design, develop, and host a website and to register a unique URL domain name.

## What do I need to apply for Web Presence Assistance?

You must be able to answer certain questions related to your business:

- full business name and contact information;
- HST number, if applicable; and
- clear description of your project and how it will help your business.

As the last step in the online application, you must attach either:

**an electronic or scanned copy of a written quote** from an arm's length web developer, detailing services to be provided,

OR

a detailed listing of the expenses that will be incurred, if the applicant is creating the site.

*\*This information is provided for information purposes and is not comprehensive and reflective of all Innovation PEI policies. Not all projects meeting the minimum assistance criteria outlined will receive funding. Please consult with an Innovation PEI staff member for guidance specific to your company's situation.*

# WEB PRESENCE ASSISTANCE

## Terms and Conditions

By submitting your application, you agree to the following Terms and Conditions if the Company is approved to receive a Grant. These Terms and Conditions, the Application, and the Web Presence Assistance Guidelines constitute the entire agreement between the parties.

The Grant will be subject to the Company either:

- (a) hiring the web developer identified on the application form to design and launch a website, as indicated on the Quote. The web developer must be registered to conduct business in PEI.

OR

- (b) creating and launching a professional and functional website, as described in its application.

The Grant will be calculated at the rate of 50 percent of Eligible Project Costs, to a maximum Grant amount identified by Innovation PEI within the Grant approval notification.

Payment will be based on actual Eligible Project Costs as evidenced at the time of your request for payment, but in no event shall it exceed the maximum Grant amount.

### 1.0 DEFINITIONS

**“Company”** means the company identified in the application form.

**“Grant”** means the financial assistance approved by Innovation PEI for Web Presence Assistance.

**“Project”** means the specified website design and launch related activities, work or undertaking described in the Company’s application (the “Application”).

**“Quote”** means a document provided by the web developer detailing work to be completed and the agreed fixed price.

**“Eligible Project Costs”** means those reasonable and proper costs of the Project which have been accepted by Innovation PEI in accordance with generally accepted accounting principles **excluding** the following items:

- (i) HST or any other federal or provincial tax which may be eligible to be fully or partially refunded.

**“Request for Payment”** means a copy of each supplier invoice and proof of payment for each invoice for the Eligible Project Costs, the Company’s new website address resulting from the Project, and a reference to the Project Authorization number included in the Grant approval notification.

### 2.0 PAYMENT

The Grant will be disbursed once the Company has a fully functioning website and submits a complete Request for Payment to Innovation PEI’s representative identified in the Grant approval notification.

### **3.0 ADDITIONAL CONDITIONS**

In addition to the foregoing, the Company agrees to the following conditions:

- (a) To commence work on the Project on or after the date the Company submits the application to Innovation PEI; Innovation PEI may decline to contribute to any costs incurred prior to this date.
- (b) To complete the Project and submit a Request for Payment not later than eight months from the date the Company receives a Grant approval notification from Innovation PEI.
- (c) If the Request for Payment is not received by Innovation PEI within eight months from the date the Company receives a Grant approval notification from Innovation PEI, the Company will be deemed to have declined the Grant and will have no future claim to payment of the Grant.
- (d) Release of information relating to the funding of this Project may be made under the terms and conditions of this agreement. No announcements may be made by the Company without written approval of Innovation PEI.
- (e) No member of the Legislative Assembly shall be admitted to any part or share of this agreement, or to any benefits to arise there from.
- (f) Where a web development firm is used for the Project, the firm must be registered to do business in PEI.
- (g) Should the Company fail to abide by any of the conditions under this agreement, Innovation PEI may require that the Grant be repaid on demand and any unpaid amounts may be revoked.

### **4.0 OTHER ASSISTANCE**

The Company may not receive non-repayable contribution(s) or grant(s) from any other source for the Project. If the Company accepts any non-repayable contribution(s) or grant(s) from any other source for the Project, Innovation PEI's approval of the Grant will be null and void.

### **5.0 JURISDICTION**

This agreement shall be governed by and construed according to the laws of the Province of Prince Edward Island, and the federal laws of Canada applicable therein, and no action or proceeding shall be brought to construe or enforce this Agreement except in those courts having jurisdiction in the Province of Prince Edward Island.

### **6.0 FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT**

Information contained in and collected in relation to this Agreement is subject to, and will be treated in accordance with, the Prince Edward Island Freedom of Information and Protection of Privacy Act. The amount of the Contribution may be disclosed at the discretion of Innovation PEI and in accordance with the Freedom of Information and Protection of Privacy Act R.S.P.E.I. 1988, Cap. F-15.01. For additional information see <http://www.gov.pe.ca/foipp>.

1. The applicant consents to having Innovation PEI make any inquiries of such persons, firms or corporations as it deems necessary in order to reach a decision on this application.
2. Application must be submitted before any financial or legal commitment is made on the project.
3. Information on this form is collected for the purpose of determining your suitability or eligibility for programs delivered by Innovation PEI. Information included in this form is subject to the Freedom of Information and Protection of Privacy Act. The amount of funding may be disclosed at the discretion of Innovation PEI and in accordance with the Freedom of Information and Protection of Privacy Act R.S.P.E.I. 1988, Cap F-15.01
4. The information provided in this application is, the best of my knowledge and ability, complete, true and correct.

I have read and agree to follow the Terms and Conditions of Web Presence Assistance if this application is approved. Date: \_\_\_\_\_

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Please submit this Web Presence Program Application and required attachments to Innovation PEI. Toll Free: 1-800-563-3734 Tel: (902) 368-6300 Fax: (902) 368-6301

**Innovation PEI**  
94 Euston Street PO Box 910  
Charlottetown, PE C1A 7L9

Email: [business@gov.pe.ca](mailto:business@gov.pe.ca)  
Website: [www.innovationpei.com](http://www.innovationpei.com)

## Company Information

Company Name:	HST Number:	
Company Address:	Industrial Sector: _____ (i.e. M/P, Retail, Service, Tourism, Primary, Other)	
	Form of Organization: _____ (Incorporated, Partnership, Sole-Proprietorship, Co-operative, not for profit)	
Postal Code		
Phone:	Fax:	
Email:		
Contact Person:	Position/Title:	
Application Received Date:	Project Officer:	
Did you receive funding from Business Adaptation Advice Program?	Yes	No
If so, was it for an eCommerce website?	Yes	No
Have you received funding from Web Presence Assistance in the last two years?	Yes	No
Nature of Current Business: (Include a history and description of your business, including products, services, markets served)		
Does your business have a website?	Yes	No
If yes, do you make sales and accept payment via your website?	Yes	No

## Project Information

Total Cost (as per Quote): \$	Requested IPEI Contribution: \$	
Will you sell your goods or services and receive payment via your website?	Yes	No
Brief Description of Proposed Activity: (Please indicate why you wish to establish a web presence, what you anticipate the benefits will be and attach a written quote from the web developer of your choice)		
Proposed Start Date:	Estimated Completion Date:	
The Web Presence Program will not consider H.S.T. payments as an eligible expense item. Program funding is based on the project price prior to the application of H.S.T.		