



CAPE BRETON CENTRE FOR CRAFT & DESIGN WEBSITE AND E-COMMERCE DEVELOPMENT GRANT

Cape Breton Centre for Craft & Design's *Website and E-commerce Development Grant* supports the career growth of Unama'ki-Cape Breton makers, artists and craft producers. The program provides non-repayable financial assistance to cover designer fees associated with developing a new website or enhancing an existing website, with a focus on e-commerce.

Eligibility: Who can apply?

Applicants for the Website and E-Commerce Development Grant must:

- Be a juried member in good standing¹ with Cape Breton Centre for Craft & Design ("the Centre");
- Provide proof of current registration with the Nova Scotia Registry of Joint Stocks Companies; and
- Be a craft producer based in Unama'ki-Cape Breton, Nova Scotia.

Women-owned businesses as well as businesses owned or operated by Mi'kmaq, BIPOC, 2SLGBTQI people and people with disabilities are encouraged to apply and self-identify on their applications. The Centre is committed to the equitable distribution of available funds among qualified applicants.

Applicants who previously received funding through the Website and E-Commerce Development program within the last three years are **not eligible** to apply.

I'm Eligible! How do I apply? The process has three main steps:

Step One: Pre-approval

- Fill out the required application forms and provide supporting documents that demonstrate the need for a new or enhanced website to expand e-commerce or online sales capabilities.
- Staff at the Centre will review your application. Applicants will be assessed on need, ability to demonstrate market readiness and contributions to the aesthetic, material or cultural diversity of purchasable Unama'ki-Cape Breton craft products.
- **Please note:** Participation may be limited due to available funding.

Step Two: Web Mentoring

- If you are selected, you must participate in a Web Mentoring session with Vibe Creative Group. The purpose of this session is to help you refine and define your needs. The cost

¹ **Member in good standing** is a member who is in full compliance with the organizations objectives as outlined in its Memorandum of Association; is up to date on their membership dues and who has not in any way acted in a manner which is potentially damaging to the society.

of the mentoring session is \$200+hst. The Centre pays for 75% of that cost. **You are responsible for the remaining 25% (\$50+hst).**

Step Three: Vendor Selection

- At the end of the mentoring session, Vibe Creative Group provides a report (the Centre gets a copy, too) which must be used to obtain estimates/quotes from at least two Unama'ki-Cape Breton based web designers.
- Submit these quotes to the Centre, along with an explanation detailing your preferred vendor.
- The Centre will require you to sign a contract for the project. The contract outlines everyone's responsibilities and specifies the total amount of funding that Centre will provide, along with timelines for the project and reporting requirements.
- Website development must be carried out within the contract time frame, which is generally 3-6 months.

How Much Funding Can I Get?

- For new website development: The level of non-repayable assistance will be **up to 75%** of the overall cost of the project, **to a maximum of \$5,000.00**, including HST.
- For upgrades to an existing website: **up to 75%** of the overall cost of the project to a **maximum of \$2,000.00**, including HST.
- Maximum funding percentage (75%) of project costs is not guaranteed.

What Else do I Need to Know?

- Applicants must contract with an Unama'ki-Cape Breton based company for the website development or upgrades.
- Applicants must agree to complete a Website and E-Commerce Development Exit Survey after the project is completed, as well as provide updates at six-month intervals for a one (1) year period on how the project has helped increase sales and market reach.

READY TO APPLY?

- Submit the completed application form and provide all required supporting documentation.
- Provide an outline of your business' marketing plan, where you are currently selling and, if applicable, where you plan to expand or export.

Applications can be submitted by email or hard copy. [Adobe Acrobat Reader DC](#) is available for free and can be used to fill, sign and submit applications by email. Incomplete applications will not be assessed.

If you have questions prior to submitting your application, please contact Regan Melanson, Business Development Coordinator, at regan@capebretoncraft.com.

Application Deadlines:

- March 1
- June 15
- October 15

Submit all materials to:

Cape Breton Centre for Craft & Design
Attn: Regan Melanson, Business Development Coordinator
regan@capebretoncraft.com
P.O. Box 1686, 322 Charlotte Street, Sydney, NS B1P 6T7