



City of Cambridge Small Business E-Commerce Grant

Paper Application

The Cambridge Small Business E-Commerce Grant is a special grant program providing relief to local businesses heavily impacted by the ongoing COVID-19 pandemic. Eligible small businesses can receive up to \$4,000 for e-commerce, software, and point of sale systems. The goal of this grant is to help local Cambridge businesses remain competitive as there was an increase in customer online ordering and shopping due to the COVID-19 pandemic restrictions.

Grant applications are available starting January 9, 2023 until August 31, 2024 at 5:00 p.m. EDT. There is no guarantee that you will secure a grant. Grant awards are based on a business's eligibility (loss of sales/business in 2020-2021 due to the pandemic and e-commerce need). Grant funds will be awarded on a rolling basis and there is a possibility that funds will be used before the grant deadline.

The City of Cambridge funds the Small Business Relief Grant with American Recovery Plan Act (ARPA) funding from the federal government. Federal guidelines require that we obtain the following information from all applicants to the Program. This information is used by the City to determine the eligibility of the applicant under ARPA guidelines and is not shared with an outside party.

For more information on this grant, go to: www.cambridgema.gov/covid19/business

The information you provide on this form is kept in strict confidence. Please complete all applicable spaces on this document and be sure to sign and date it on the last page.

Eligibility Review:

If you can respond yes to the questions below you could be eligible for this grant.

- Is your current business located and operating in Cambridge, MA
- Do you have 25 or fewer full time employees including yourself?
- Did you open your business on or before March 3, 2021?
- Is your business still in operation?
- Can you show documentation that your business loss sales/revenue between 2019 (pre-COVID-19 pandemic) and 2021 (during COVID-19 pandemic)?
- Does your business need a website?
- Did your business not have a website prior to March 2021?
- Do you need an e-commerce or online ordering system for your business or your current website?
- Do you need a new point-of-sale or register system that can connect to your website?
- Did you upgrade your business point-of-sale system (including software), develop a website, or did you add e-commerce to your website after March 3, 2021? Do you have the paperwork to prove you made these upgrades?
- Do you need training to make sure you can update your e-commerce website on your own?
- Can you complete your website, e-commerce, and/or point of sale system improvements by December 31, 2024?

Businesses NOT eligible for this grant:

- Businesses not located in Cambridge, MA, or Cambridge businesses that closed or did not open before March 3, 2021.
- You cannot provide documents that show a loss of sales/revenues between 2019 (pre-COVID-19) and 2021 (during COVID-19)
- You have received another city or other organization grant to develop a website, improve your website, or point of sale system.

Before you start this application, here is what you need to have available:

1. Have a list of all other COVID-19 grants/loans you received.
2. Have copies of the business 2019 (pre-pandemic), and 2021 business taxes, profit and loss statements or other business sales/revenue loss documentation. **You only need to provide 2020 data if you were not open in 2019.**
3. Provide either an invoice or quote for the e-commerce improvements you made or would like to make. This could include:
 - a. Quote or invoice from your preferred website / e-commerce developer. If you are providing an invoice, only invoices paid after March 3, 2021, will be considered and eligible.
 - b. Quote or invoice from your preferred point of sales system provider. If you are providing an invoice, only invoices paid after March 3, 2021, will be considered and eligible.

Inability to provide the above documentation with your grant application will delay reviewing your application or receiving a grant.

If you need assistance completing this application or have questions about this program, please contact smallbizgrants@cambridgema.gov or 617-349-4654 and someone will assist you.

Small Business E-Commerce Grant Paper Application

1. **Business Name:** _____
2. **Business Owner's Name:** _____
3. **Business Address:** _____
4. **Business Owner's Home Address:** _____
5. **Applicant's Phone (cell phone is preferred):** _____
6. **Applicant's email address:** _____

7. **What is the best way to reach you?**

- Text
- Email
- Phone
- In person at my business

8. **Have you received funding from any of the following City of Cambridge COVID-19 Grants/Loan Programs or any other programs (click all that apply)?**

- COVID-19 Relief Grant
- COVID-19 Recovery Grant
- COVID-19 Winter Grant
- MDRF Grant/CRA Loan (either in 2020 or 2021)
- Restaurant and Nightlife Relief Grant
- Small Business Relief Grant

9. **How many employees (full time or full time equivalent) do you have, including yourself?**
_____ employees

10. **Proof of loss sales.** Attach to this application documentation that your business has had a loss of sales due to the COVID-19 pandemic. Example documentation includes: 2019, 2020 and 2021 profit and loss statements, business taxes, or other documents to show loss of sales. **You only need to provide 2020 data if your business was not open in 2019.**

If you were not open in 2019 or 2020, please provide documentation, such as business plan, to show what you expected your sales to be under regular business conditions.

11. ETHNICITY: Check **only the one** that applies to you:

- Hispanic or Latino
- Not Hispanic or Latino

12. RACE:

Check **one or more** that apply to you:

- American Indian or Alaska Native
- Asian and White
- Asian
- Black or African American and White
- Black or African American
- American Indian or Alaska Native
- White
- American Indian or Alaska Native and Black or African American
- Native Hawaiian or other Pacific Islander
- Other multi-racial

13. Gender:

Check one that applies to you:

- Male/man
- Female/woman
- Non-binary/gender non-conforming (Not exclusively female or male and/or does not fit into one gender category)
- Transgender (Sex assigned at birth is different than gender [Not cisgender])
- Self-describe: _____

14. Business ownership

Please check off one or more of the boxes if the business owner (a owner who owns at least 50% of the business) identifies as:

- Black, Indigenous, and People of Color (BIPOC)-owned
- Disable-owned
- Lesbian, Gay, Bisexual, Transgender (LGBTQ+) owned
- Women-owned
- Veteran-owned

15. Please list all types of grants/loans you have received since the beginning of the COVID-19 pandemic in March 2020. In your list, including what program, how much you received, and what you are using the money for.

Please note – businesses cannot use awarded funds for the same items. For example, if you received a loan/grant to help you pay for January rent, you cannot use the Small Business Relief Grant to also pay for January rent. Each fund should cover a different cost for your business. The first line is an example of how to fill this table out.

Program/Agency	Date of Application	Amount of Application	Purpose	Amount Awarded
<i>Example: SBA PPP</i>	<i>4/10/2021</i>	<i>\$10,000</i>	<i>For September 2021 rent and payroll</i>	<i>\$2,000</i>

16. Do you owe property taxes to the City of Cambridge? ___ Yes ___ No
17. Are you involved in a political campaign? ___ Yes ___ No
18. Are you or a member of your family a candidate or public official? ___ Yes ___ No
19. Are you or a member of your family a foreign public official? ___ Yes ___ No
20. Are you a member of a local board or committee? ___ Yes ___ No
21. Are you or a family member expected to receive financial assistance from ARPA? ___ Yes ___ No
22. Does your business sell cannabis? ___ Yes ___ No

Please explain if you have said yes to any of the above questions. _____

23. Do you have a website?

- Yes
- No

24. Do you have e-commerce and/or online ordering?

- Yes
- No

25. Please use the space below to provide any other information regarding the impact of COVID-19 Pandemic on your business (optional).

To this application, please remember to include the following items. **Inability to provide these items may result in either a delay or denial of your grant application.**

- Loss of sales documentation (2019 and 2021 tax data, 2020 is only needed if you were not open in 2019)

- Quote or invoice for the website or e-commerce items you purchased after March 3, 2021 or are looking to purchase before December 31, 2024.

Certification.

I certify that the information I have provided on this form is true and accurate to the best of my knowledge.

I understand that the information provided in this form is subject to verification by the City of Cambridge and the federal government.

I understand that should I receive a grant, someone will contact me for a required follow up survey and proof of grant use after I have completed the program.

PLEASE SIGN AND DATE

Print Owner's Name

Application and documentation must be delivered to Cambridge Community Development Department, 344 Broadway, 3rd floor no later than August 31, 2024 5:00 p.m.

This grant is first come, first served. There is no guarantee that you will receive a grant.