

**Summary**  
**Martinsville-Henry County Economic Development Corporation**  
**Small, Minority & Entrepreneurial Division**  
**Website Co-op Grant Program**

**Program Intent**

To assist Martinsville-Henry County small businesses with electronic commerce technology and aid in the stability and growth of these companies, potentially increasing tax revenue and jobs within Martinsville and Henry County, Virginia.

**Definitions**

**Small business** is defined as a business which has twenty (20) or fewer employees, has its principal location in Martinsville or Henry County, Virginia, and is properly licensed.

**Multi-level marketing (MLM)**, (also called **network marketing, direct selling, referral marketing, and pyramid selling**) is defined as a marketing structure used by some companies as part of their overall marketing strategy. The structure is designed to create a marketing and sales force by compensating promoters of company products not only for sales they personally generate, but also for the sales of other promoters they introduce to the company, creating a downline of distributors and a hierarchy of multiple levels of compensation in the form of a pyramid.

**MHCEDC** is defined as an abbreviation for Martinsville-Henry County Economic Development Corporation.

**Website Co-op Grant Program Amounts**

- Grants are made on a first-come, first serve basis and eligibility is determined at the discretion of Martinsville-Henry County Economic Development Corporation.
- Awards may not exceed \$1,000.
- Only one award may be granted to a company.
- Grant amounts shall not exceed 50% of total project cost or the allowable grant, whichever is less.

**Approval Criteria**

- Must be a for-profit business currently licensed in and with its principal office located within the City of Martinsville or Henry County, VA.
- Applicants must use pre-approved Website Co-op Service Providers.
- Grant funds cannot be awarded for a project which has been initiated prior to the approval of a grant application.
- Grants are to be used for the creation or enhancement of websites and cannot be used for domain registration, website hosting, general maintenance services, or annual subscriptions.

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- Grants may not be used to create sites for multi-level marketing (MLM).
- Approved Website Co-op Service Providers are not eligible to receive grants for their own websites or to create or make enhancements to an affiliated business website.

**Approved Grant Uses**

Web Design and Development Services – custom website design, information architecture and graphic user interface planning, database driven website design and development, graphics and photography/images, content management solutions, usability testing, advanced scripting and programming, custom database development, collaboration and social networking, website accessibility analysis, and maintenance contracts.

- E-Commerce Services – Shopping carts, donation and membership systems, online security assessments and testing controls.
- Internet Marketing Services – e-mail marketing, search engine marketing, search engine optimization, e-Newsletters, blogs, RSS, Wikis.
- Other website services as approved at the discretion of Martinsville-Henry County Economic Development Corporation.

**Grant Application Process**

- Qualified business obtains printed application package from the MHCEDC website, [www.yesmartinsville.com](http://www.yesmartinsville.com), or other means.
- Applicant completes the application form and marketing plan and submits the signed application with initialed Guidelines list via mail or hand delivery (no online or e-mailed applications will be accepted).
- Letter and e-mail are sent to Applicant verifying the receipt of a complete application package or notification of an incomplete application package.
- Application is reviewed and is approved or denied by MHCEDC, in its sole discretion, within 14 business days. (Requires checking status of Martinsville/Henry County business license, current on Martinsville/Henry County taxes, review scope of work, etc.).
- Letter and e-mail are sent to Applicant informing it of the decision and, if approved, providing notice of the amount of grant funding it is eligible to receive.
- Applicant must obtain a contract with service provider setting for the scope of the services to be provided and work done by the service provider. The contract must be approved by MHCEDC and will be attached to, and become part of the Grant Agreement

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between the Applicant and MHCEDC. The contract with the service provider should be conditioned upon the approval by MHCEDC and the issuance of the Grant.

- Once the project is completed, the Applicant must complete a “Customer Satisfaction Survey” and return it to MHCEDC.

**Service Provider Application Process**

- Service provider obtains application form from the MHCEDC, [www.yesmartinsville.com](http://www.yesmartinsville.com), or other means.
- Service provider completes the application form, signs and submits the application to MHCEDC.
- E-mail is sent to the service provider verifying the receipt of the completed application or an incomplete application.
- Application is reviewed and is approved or denied by MHCEDC, in its sole discretion, within five (5) to ten (10) business days.
- Letter and e-mail are sent to service provider informing it of the decision and, if approved, providing it with a contract which stipulates its willingness to participate in the Martinsville-Henry County Economic Development Corporation Website Co-op Grant Program and that it will abide by certain terms and conditions for payment and assist in the promotion of the program.
- MHCEDC will reserve the right to publicize an award winner’s name, website, and photograph to promote program success, promote program, etc.

**Grant Payments**

Authorized service provider completes the project as quoted and invoices the grantee for its services and a grant check will be issued to the service provider for the grant amount.

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Small, Minority & Entrepreneurial Division Website Co-op Grant Program  
Business Application Part I**

**GENERAL INFORMATION**

<b>GENERAL INFORMATION</b>	
<b>Legal Business Name:</b>	<b>Physical Address</b>
<b>Federal EIN:</b>	
<b>Type of Business Organization</b> <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other: _____	<b>Mailing Address</b>
<b>Contact Person:</b>	<b>Contact's Phone #:</b>
<b>Contact's Title:</b>	<b>Contact's E-mail Address:</b>
<b>Doing Business As or Trade Name:</b>	<b>Year Business Established:</b>
	<b>Number of Employees:</b>
	<b>Web Address:</b>
	<b>Current Annual Gross Sales:</b>
<b>Please answer the following:</b>	
1. Is Martinsville or Henry County the primary location for the business listed on this application?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Are any tax obligations, including payroll taxes past due?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Is the business listed on this application involved in any suit or legal action related to the work it has performed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Authorization</b>	
The undersigned authorizes Martinsville-Henry County Economic Development Corporation to verify any and all information furnished in connection with this application. Everything that has been stated in the application is correct to the best of my knowledge. My initials on the attached Website Co-op Grant Guidelines indicate that I have read, understand and will adhere to program guidelines. I understand that applications are approved at the sole discretion of the EDC.	
If Applicant is an Individual	If Applicant is a Corporation, Partnership, etc.
Signature of Applicant <span style="float: right;">Date</span>	Signature of Authorized Officer, Partner, etc. <span style="float: right;">Date</span>

**The following documents must be submitted with the application:**

- Copy of current business license for Martinsville or Henry County.
- Marketing Plan, including web marketing goals. Your marketing plan should address the following:

1. Target Market	6. Marketing Mix
2. Industry Trends	7. Top 3 Competitors
3. Goals	8. Your Strengths
4. Strategy	9. Your Weakness
5. Yearly Marketing Budget	10. Monthly Tactics

A complete Marketing Plan Guide is available online at [www.yesmartinsville.com/smallbusiness](http://www.yesmartinsville.com/smallbusiness).

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**Business Application**  
**Part II**

1) Please check the list of service categories in which will be included in your proposed web development project:

Web Design and Development Services – custom website design, information architecture and graphic user interface planning, database driven website design and development, graphics and photography/images, content management solutions, usability testing, advanced scripting and programming, custom database development, collaboration and social networking, website accessibility analysis, and maintenance contracts.

E-Commerce Services – Shopping carts, donation and membership systems, online security assessments and testing controls.

Internet Marketing Services – e-mail marketing, search engine marketing, search engine optimization, e-Newsletters, blogs, RSS, Wikis.

Consulting Services – information technology strategic planning, e-commerce needs and marketing assessments, domain name registration assistance, hosting service needs assessments, website analytics, and website security assessments and testing tools. Note that domain registration, website hosting, general maintenance services, or annual subscriptions shall not be covered with grant funds.

2) Attach a detailed copy of complete project estimate from an approved local website provider, including project timeline.

3) Attach any applicable supplemental material for consideration.

## Marketing Plan Guide

1. **Target Market** - Briefly mention your target market for your company, website, product, etc., including any important demographics.
2. **Industry Trends** - Are there any industry trends that would affect your marketing strategy (such as major growth or decline in your specific industry within certain markets)?
3. **Goal(s)** - What is the goal of your marketing efforts? What do you want to accomplish? Make your goals specific and measurable.
4. **Strategies** - In a general sense, how do you plan to reach your goals? These shouldn't be specific tactics (like send a weekly newsletter), but should be broad in nature (such as increasing repeat visitor traffic, if your goal were to grow to 100,000 page views per day while marketing your website).
5. **Yearly Marketing Budget** - Simply include your predetermined marketing budget, so you know what you have to work with when planning out your marketing tactics.
6. **Marketing Mix** - Here's where you'll tackle the 4 Ps of Marketing.
  - a. **Product (or service)** - Simply mention what your product / service is. What is it that you're marketing? A tool? A professional service? Information?
  - b. **Price** - How will the pricing model of your products/services factor into your marketing? Will you sell with a low price on a value principle? A high price to target a luxury market?
  - c. **Placement (also referred to as distribution)** - Placement means where you will physically or figuratively "place" your products or services, to make them visible to your target market. Will you sell through special in-store displays? What kind of stores? Will you sell through a catalog? Your own website? Online through affiliates? etc.
  - d. **Promotion** - Give a very general overview of how you intend to promote your products or services. How will you build your brand?
7. **Top 3 Competitors** - Who are the top three competitors that you need to position yourself against? For example, if you're an online book seller focusing on a niche of selling mysteries, Amazon.com won't be one of your top three competitors. You'll need to position yourself against other online booksellers in your specific niche before trying to go after the "big guys". Keep things as realistic as possible. Who's competing against you in the most direct sense?
8. **Your Strengths** - What are your particular strengths which might help you position yourself against your competitors?
9. **Your Weaknesses** - What are your weaknesses, or potential barriers to positioning yourself against your competitors? (Everyone has them.) For example, are you new to the industry? Do you have a smaller product line? etc.
10. **Monthly Tactics** - Using the rest of your one page marketing plan as a guide, determine where your chosen marketing tactics should fit into your yearly plan. For example, using the book-selling scenario again, if there were a specific week or month focused nationally or internationally on reading or your specific niche, you might want to focus certain marketing efforts around that time (like a sale, having online chat sessions set up with select authors, etc.).