



# Business Resiliency Program Digital Transformation Grant Application Form

## DESCRIPTION

To help businesses identify their digital strengths and weaknesses and develop a plan to improve these areas. To support local businesses in the development of their online presence that will build business resiliency.

## DEADLINES

Applications will be reviewed on a first come, first served basis, and the program will be offered until the total funding pot has been spent or September 30, 2021, whichever comes first.

## SUBMISSION INFORMATION & QUESTIONS

Prior to completing this application, please complete an [online Digital Assessment](#). Completed applications should be submitted to [economicdevelopment@stalbert.ca](mailto:economicdevelopment@stalbert.ca). For more information about the program, please contact [economicdevelopment@stalbert.ca](mailto:economicdevelopment@stalbert.ca).

GENERAL INFORMATION		
Date	Business Owner Name	
Applicant Name (Primary Contact)	Business Trade Name	
Applicant Phone Number	Business Legal Name	
Applicant Email	Business Phone Number	
Website Address (if applicable)	Business Address	
Proposed Start Date		
Estimated Completion Date		
Estimated Total Cost of Project	Total Requested Grant Amount	
ELIGIBILITY		
Business License Number	Length of Time in Business	Number of Employees (including owner/proprietor)



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## Digital Transformation Plan

### DIGITAL AUDIT

What are your current digital strengths and weaknesses? Please refer to your [Digital Assessment](#)

STRENGTHS	WEAKNESSES

### BUDGET

Detail your proposed budget. Indicate which expenditures or partial expenditures you would like the grant to cover.

DESCRIPTION	PROJECT COST	REQUESTED GRANT AMOUNT
Hiring a consultant/agency/person (could be a student) to:		
• Re-design or improve existing website		
• Develop new website		
• Make website ecommerce-enabled		
• Develop and execute digital marketing/search engine initiatives		
• Take photos for use in digital campaigns or on website		
• Develop video for marketing or online campaigns		
• Develop creative for use in digital marketing campaigns (graphic design)		
Purchase social/digital media advertising		
Search Engine Marketing (SEM)		
Search Engine Optimization (SEO)		
Graphic design software		
Productivity or social media software (Hootsuite, Dropbox, Buffer, etc.)		
Back office software (Quickbooks, Sage)		
POS software or hardware		
Digital training		
Other: (please specify)		
<b>Total</b>	<b>\$</b>	<b>\$</b>

### Action Plan

Based on your [Digital Assessment](#), develop objectives and actions/tactics you plan to use to meet each objective.

OBJECTIVE	ACTION/TACTIC	DETAIL	BY WHEN
eg: Increase traffic to my website by 10% by improving my Search Engine Optimization	<ul style="list-style-type: none"> <li>• Use Google Analytics to determine number of visits to website</li> <li>• Identify how/what SEO improvements will be made</li> <li>• SEO improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Set up a monthly calendar to track website visits</li> <li>• Hire SEO consultant</li> <li>• Work with consultant to develop a plan for SEO improvements</li> <li>• Implement plan</li> </ul>	November 30, 2021
eg: Set up E-commerce on my website and sell \$1,000 in the first three months my shop is online	<ul style="list-style-type: none"> <li>• Determine what and how many products to sell online</li> <li>• Determine who will set up ecommerce on website</li> <li>• Develop plan for ecommerce development</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory products available in store and determine which of them will work to sell online (based on price, shipping, expiry, etc.)</li> <li>• Meet with consultants to determine the cost of them setting up e-commerce</li> <li>• Determine what photos and resources I will need to develop ecommerce site and determine what I can complete and what I need to hire someone to complete</li> </ul>	October 15, 2021



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## APPLICATION DECLARATION

I understand that my submission of an application does not constitute a guarantee for funding under the Business Resiliency Program – Marketing Grant. I certify that all information is true and accurate to the best of my knowledge, and if approved, work will be completed in accordance with the terms and conditions of the Program Agreement entered into with the City of St. Albert.

Name (please print) \_\_\_\_\_ Date \_\_\_\_\_

Applicant Signature \_\_\_\_\_

FOR OFFICE USE ONLY			
Date/Time Received	Date of Application Review	Application Complete <input type="checkbox"/> Yes <input type="checkbox"/> No	Decision <input type="checkbox"/> Approve <input type="checkbox"/> Approve with conditions <input type="checkbox"/> Refuse
Date of Notification Sent to Business	Amount of Grant		