

WEBSITE DEVELOPMENT ASSISTANCE

(WDA) provides financial assistance to Phillips County business owners for the development of a professional website to advance their online visibility, marketing, and sales.



HOW DOES IT WORK?

The WDA program helps Phillips County business owners create a professional online presence to represent their brand and grow their business.

Approved applicants will be awarded a dollar-for-dollar match in reimbursement of expenses related to website design or redesign, online branding and search engine optimization, with a maximum reimbursement of \$5,000 per business.

WHY IS A PROFESSIONAL WEB PRESENCE IMPORTANT?

Having a professionally built, modern website offers a vital benefit to any business, especially those located in rural communities. Here are some factors to explain why it is important to consider such an investment:

- You will have a website that is compatible with all the latest technologies.
- You will have a modern, custom design that will help to reinforce and build your brand.
- You will have a reliable platform with fast-loading pages and minimal downtime.
- You will gain an increase in search engine visibility.
- You have the option to sell your product or service to a global customer base.

PROJECT ELIGIBILITY

All existing for-profit and not-for-profit businesses located in Phillips County are eligible to qualify for this program. The business (owner) must be current with all property taxes and in good standing. Any applications that are received for projects that have already been completed, will be denied.

CAN I DO THE WORK MYSELF OR DO I NEED TO HIRE A DEVELOPER?

All work must be carried out by a professional web development company. A copy of their bid, invoice or RFP response must be included with your application to be eligible for approval. Upon approval, your project must be executed in accordance with the submitted bid, invoice, or RFP response. Failure to do so will result in your disqualification from the program and reimbursement of funds will not be granted.

WHAT CAN BE FUNDED?

WDA funds can be used for the design or redesign of a website or e-commerce site, including structure, graphic design, branding, content, integration, organic search engine optimization, and any other one-time costs associated with the creation of the site. Funds may not be used for site hosting, maintenance, domain acquisition, or any other ongoing costs.

Please Note: Incomplete applications will be rejected from the approval process. In this instance, the applicant would still be eligible to reapply for participation. All **completed** applications will be evaluated in the order by which they were received. Written notification of project completion must be submitted to PCED within 12 months of approval before reimbursement will be issued.

WEBSITE DEVELOPMENT ASSISTANCE APPLICATION FORM

Please complete ALL fields. Incomplete applications will be rejected.

Applicant's Name: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

EIN Number: _____

Applicant's Phone: _____ Applicant's Email: _____

Project Description:

Use of Funds: Website Design E-Commerce Branding SEO Graphic Design Content

Have you received bids/estimates for your planned project? Yes No

Web Development Company: _____

Estimated total project cost: _____

Anticipated date of completion: _____

DECLARATION (An answer of "Yes" on any of the three below questions will disqualify this application from approval)

1. Does this business or business owner have any outstanding tax liability with Phillips County, the Kansas Department of Revenue or the IRS? Yes No
2. Is the business a government-owned entity? Yes No
3. Is the business located outside of Phillips County, KS? Yes No

I understand that my project must be completed as outlined in the attached document(s) to remain eligible to receive funding Yes No

I understand that I must submit written notification of project completion within 12 months of PCED approval to receive funding. Yes No

I hereby apply for reimbursement through the WDA program and declare that the information provided on this application is true and correct to the best of my knowledge.

Business Owner's Signature

Date

ATTACHMENTS *(Please enclose the following with your application)*
Copy of Bid/Invoice/RFP Response from web development company.

Attached?

Return your completed application to: PCED, PO Box 604, Phillipsburg, KS 67661

Office Use Only *Appr* *Rej* *Init* _____ *Date* _____ *RMB Date* _____