

ALX Small Biz Website Program – Sample Application

This is a sample application. This document cannot be submitted. ALX Small Biz Website Program applications must be completed electronically. The application will be available from 9:00 AM EST September 19th, 2022 to 5:00PM EST October 3rd, 2022 at <https://alexandriasbdc.org/resources-programs/by-areas-of-need/marketing-social-media/>.

Welcome to the application for the ALX Small Biz Website Program, an initiative of the Alexandria Small Business Development Center (SBDC).

The goal of this program is to assist small businesses with building an online presence that helps provide legitimacy, referrals, and connections to potential and existing customers through the creation of a website. An online presence is vital for small businesses, and the lack of one can prove unfavorable.

This program is open to select businesses located within the City of Alexandria who are also clients of the Alexandria SBDC. All businesses must be licensed to operate in the City of Alexandria and not currently involved in bankruptcy proceedings. The program is available to small businesses with no more than 100 employees. Please review the full eligibility criteria before applying [HERE](#).

Qualified businesses will be considered for participation in the program. Funding for this program is limited, so acceptance into the program will be awarded on a first come first serve basis. This program has a preference for disadvantaged and minority-owned small businesses. The success of this program is dependent heavily on how responsive business owners are, before completing your application please view the Terms and Conditions you will be agreeing to [HERE](#).

Applications cannot be saved and continued later. **Applications must be submitted by 5:00PM EST on October 3rd, 2022.**

Applicants are encouraged to gather the following information before beginning the application:

- City of Alexandria Business License Account Number

All applicants will receive an automated email when their application is submitted. If you do not receive the email, please contact the Alexandria SBDC at help@alexandriasbdc.org. The Alexandria SBDC will provide general program updates by email as needed during the review process.

If, during the application process, an applicant has questions, please contact help@alexandriasbdc.org or call 703-778-1292.

Thank you for operating your business in Alexandria and for your interest in this program.

Section 1 – Basic Business Information

This section of the application requests basic information about the business and business owner.

Business Owner(s) Name*

[Click or tap here to enter text.](#)

First Name

[Click or tap here to enter text.](#)

Last Name

Business Owner Phone Number*

[Click or tap here to enter text.](#)

Phone Number

Business Owner Email Address*

[Click or tap here to enter text.](#)

Business Owner Email Address

Confirm Business Owner Email Address*

[Click or tap here to enter text.](#)

Business Owner Email Address

Are you the owner of the business?*

- YES
- NO

Full Legal Name of the Business*

[Click or tap here to enter text.](#)

Business Name

Business Trade Name (If no business trade name, re-enter the legal name of the business)*

[Click or tap here to enter text.](#)

Business Trade Name

Local Business Address (You must be located within the City of Alexandria.)*

[Click or tap here to enter text.](#)

Address

Do you have a home-based business?*

- YES
- NO

Business Category: *

- Health Care and Social Assistance (including Child Care)
- Other Services (includes Hair/Nail Salons, Barbershops, Pet Services, etc.)
- Retail Trade (including online retail)
- Administrative and Support
- Educational Services
- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Information
- Real Estate and Rental and Leasing
- Professional, Scientific, Technical Services
- Management of Companies and Enterprises
- Construction
- Manufacturing
- Wholesale Trade
- Transportation and Warehousing

Product/Service Description of Business:*

[Click or tap here to enter text.](#)

Section 2 – Program Eligibility

An applicant must meet all of the criteria listed below to be eligible for participating in the ALX Small Biz Website Program. All information obtained as part of this program is deemed confidential and protected subject to Sections 2.2-3705.6 of the Code of Virginia and SBA regulations and will not be shared with others beyond the administration of this program.

Is the business licensed to conduct business in the City of Alexandria?*

- YES
- NO

City of Alexandria 6-Digit Business License account number*

[Click or tap here to enter text.](#)

Is the business a for-profit business?*

- YES
- NO

Is the business locally owned and operated? (This program excludes corporate-owned locations, branches, or subsidiaries, and franchise businesses unless they are locally owned and operated.)*

- YES

NO

Do you currently have a website?*

YES

NO

Are you a client of the Alexandria Small Business Development Center (SBDC)?*

YES

NO

Section 3 - Employee Information

This program is open to qualifying entities that employ no more than 100 employees.

How many employees does the business have? (If the business owner is the only employee, put 1)*

Full-time employee(s): [Click or tap here to enter text.](#)

Part-time employee(s): [Click or tap here to enter text.](#)

1099 contractor(s): [Click or tap here to enter text.](#)

Number of Employees

Section 4 – Additional Information

This section gives us insight into what your website would need, who your market is, and any online presence you already have.

Will your website require an e-commerce section (will you be selling goods or accepting payments on your site)?*

YES

NO

UNSURE

Tell us how your business is unique?*

[Click or tap here to enter text.](#)

How long have you been in the market?*

[Click or tap here to enter text.](#)

What are some of the challenges facing your business?*

[Click or tap here to enter text.](#)

Does your business have social media?*

- YES
- NO

Facebook URL: [Click or tap here to enter text.](#)

LinkedIn URL: [Click or tap here to enter text.](#)

Twitter URL: [Click or tap here to enter text.](#)

Instagram URL: [Click or tap here to enter text.](#)

Other: [Click or tap here to enter text.](#)

Section 5 – Demographic Information

It is requested that applicants answer the following demographic questions. This program is open to all eligible small businesses, with a preference for disadvantaged and minority-owned businesses.

Business owner's gender: [Click or tap here to enter text.](#)

Business owner's race:

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other...

Business owner's ethnicity:

- Hispanic or Latino or Spanish Origin
- Not Hispanic or Latino or Spanish Origin

Is the business at least 51% veteran-owned?

- YES
- NO

Is the business at least 51% woman-owned?

- YES
- NO

Is the business at least 51% minority-owned?

- YES
- NO

To process your application, we may need to contact you. What language do you prefer to communicate in?

- English
- Spanish
- Amharic
- Arabic
- Other [Click or tap here to enter text.](#)

Section 6 – Review & Submit

ALX Small Biz Website Program

Application Terms & Conditions and Consent

Application for the ALX Small Biz Website Program constitutes an unconditional agreement to and acceptance of the following Terms and Conditions. The Applicant is responsible for ensuring his or her familiarity with the Terms and Conditions.

1. By applying, the Applicant certifies that it is not under any agreement or restriction that prohibits or restricts its ability to disclose or submit the materials included in the application or otherwise to apply for the program.
2. The Applicant acknowledges that all proprietary information provided by the Applicant will be kept confidential by the Alexandria Small Business Development Center to the extent permitted by the Small Business Administration’s (SBA) Confidentiality Rule and other applicable Virginia laws and regulations.
3. The Applicant acknowledges that any non-proprietary information provided by the Applicant may be used in public reporting and promotion of the program.
4. The Applicant acknowledges that this is not a grant program and they will not receive funds if accepted. If accepted, the Applicant will receive a basic WordPress website for their small business after consultations with the Alexandria Small Business Development Center and W3 Consulting.
5. If the Applicant is accepted into the ALX Small Biz Website Program, they acknowledge and agree to meet with the Alexandria Small Business Development Center, W3 Consulting, or their designee to develop, refine, and approve their website.
6. If the Applicant is accepted into the ALX Small Biz Website Program, they acknowledge to provide a timely response with communication and content to the Alexandria Small Business Development Center and W3 Consulting. They acknowledge that failure to do so can result in the removal of the small business from the program.
7. If the Applicant is accepted into the ALX Small Biz Website Program, they acknowledge they must attend at least one “new website” cohort session.
8. If the Applicant is accepted into the ALX Small Biz Website Program, they acknowledge that the Alexandria Small Business Development Center will cover the startup costs of developing a basic WordPress website as well as website hosting capabilities for one year. After one year, the

Applicant is responsible for the cost of website hosting and maintenance, approximately \$300 per year. The Applicant can choose to stay with the current host or switch hosting platforms.

I certify that I have read and understood the terms and conditions above. I am authorized to complete and submit this application on behalf of the Applicant. I verify that the statements contained herein are true, accurate, and complete. I acknowledge that false and inaccurate statements made on the application are grounds for immediate rejection of the application.

Name: _____

Title: _____

Date: _____