

The Lancaster E-Commerce Business Assistance Scholarship Grants program is a partnership of Lancaster County and VECTEC at Christopher Newport University.

About VECTEC

The Virginia Electronic Commerce Technology Center (VECTEC) is the Commonwealth's E-Commerce Center. VECTEC assists small to medium-sized businesses, local governments, regional agencies and nonprofits with a variety of e-commerce services including website design, database development, search engine optimization and education and research programs. For more information about VECTEC's services, visit the website: www.vectec.org



Virginia Electronic Commerce
Technology Center
Northern Neck Regional Office
P.O. Box 1600
457 Main Street
Warsaw, VA 22572
Phone: (804) 333-1900 ext. 27
Fax: (804) 333-5274
E-mail: lisa.hull@vectec.org
Web: www.vectec.org



Lancaster County
Industrial Development Authority
8311 Mary Ball Road
Lancaster, VA 22503
Phone: (804) 462-5129
Fax: (804) 462-0031
Web: www.lancova.com



E-Commerce Business Assistance Scholarship Grants

- **Website Design & Development**
- **Online Shopping Systems**
- **Custom Database Development**
- **Search Engine Optimization**

**Lancaster County
Virginia**

**A program administered by
Lancaster County Industrial
Development Authority**

E-commerce Business Assistance Scholarship Program Overview

VECTEC and the Lancaster County IDA have formed a partnership to assist the Lancaster County small business community. With the application of e-commerce processes and technology, businesses can optimize productivity, and retain and grow jobs.

Services Provided Through VECTEC Under the Grant Program

- *Website Design & Development* – The process begins with a free consultation of your business during which VECTEC reviews your website, followed by the development of a site map and integration of a new design, content and dynamic elements.
- *Online Shopping Systems* – Once you are ready to begin selling your goods and services online, VECTEC can help you set up a safe and secure online ordering system as well as help you integrate the look and feel of the website with the online store. Custom databases are also available.
- *Search Engine Optimization* – A website only works if your customers can find you. VECTEC will help you determine what key phrases to target, and modify your website through a process called organic optimization.

How the Program Works

1. Interested Lancaster County businesses must contact VECTEC at (804) 333-1900, ext. 27 or email lisa.hull@vectec.org. VECTEC's usual client review process will determine eligibility – projects must be legal, ethical and commercially viable, and project potential (job growth and retention, increased revenues, etc.) will be assessed.
2. Each grant award is subject to the prior review and approval of the Industrial Development Authority (IDA) of Lancaster County.
3. Approved Lancaster County scholarship recipients pay their portion of project costs that exceed \$2,000 at time of signing of Statement of Work.

Availability and Amounts

All grants are awarded on a first-come, first-served basis and will cover up to 50% of the project cost. Scholarship grants are on a dollar-for-dollar match basis, with a maximum grant award of \$2,000.

The total awards fund is \$10,000 for projects with a maximum of five businesses being awarded scholarships.

For more information, contact VECTEC at (804) 333-1900, ext. 27