Bowman County

Hospitality Website Loan Program

This program provides monetary assistance to our hospitality industry in creating or updating a business website to include specific items to aid in ease for visitors. By utilizing funding generated by these businesses we are able to support their growth.

Eligible Industries and Grant Amount
Restaurants, Bars, and Entertainment - up to $1,000
Hotels - up to $1,500
First-come, first-serve basis until funds are exhausted

Requirements
Fully designed website must be complete to include the following elements plus industry specific elements
- **Standard Elements**
  - Hours
  - Contact
  - Photos (pictures of your actual facility must be used)
  - Location (physical address)
  - Custom Domain Name
  - Custom Email Address Using Domain Name (optional)
  - Up-to-date Google Listing
  - Search Engine Optimization (SEO)
- **Restaurant Elements**
  - Menu
  - Online Ordering (optional)
- **Bar Elements**
  - Menu
  - Bingo/Event Calendar (optional)
- **Hotel Elements**
  - Online Booking/Reservations
- **Entertainment Elements**
  - List of Services
  - Pricing

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Rules

- Website must remain maintained (including all initial build requirements) for a minimum of three years to receive full loan forgiveness.
- Businesses who are part of a corporate structure that already provides website services are ineligible.
- Forgivable loan will be provided at time of project completion.
  - For restaurants, bars, and entertainment the loan will be forgiven up to $500 in year one, up to $350 in year two, and up to $150 in year three.
  - For hotels the loan will be forgiven up to $1,000 in year one, $350 in year two, and $150 in year three.
- Website must meet the necessary general element requirements and industry element requirements. It is at the businesses discretion if they would like additional features.
- Businesses must submit a proposal and quote prior to the start of the project.
- Businesses with a current website may be eligible for upgrades including, but not limited to, a redesign or update. Need for upgrades must be shown, and upgrade must meet the necessary general element requirements and industry element requirements. It is at the discretion of the board whether or not to accept these applications.
- Receipts must be turned in to receive reimbursement.
- Business will have to complete an annual verification.

Web Designer Options

It is not required to use one of these options. They are suggestions to help get you started.
- Flyway Media | 701.866.1909
- KK Bold | 701.255.3067
- Up & Running | 701.595.0678
- Personal build through Wix, Squarespace, etc.

Anticipated Cost Estimates

- One-Time Creation*: $2,000 - $3,500 (increased cost for hotels due to complexity of online booking)
- Custom Domain Name: $12/year
- Website Hosting Fee*: $540 - $900/annually
- Email Hosting Fee: $3 - $10/month

*These options lessen in price if you choose to build your own.

Proven Benefits of Having a Website

- 88% of consumers who search for a type of business on a mobile device call or go to that business within 24 hours
- 79% of entrepreneurs with a business website expect to grow at least 25% in the next three to five years, compared to 64% of those without a website
- Around 71% of small businesses have a website. That's up from 2018, where only 50% of small businesses had a website. It's quickly growing in importance and can help lead generation and conversion
- Poor user experience drives almost 50% of users to go with a competitor instead
- About 70% of traffic is directed through Google
- 1 in 5 businesses say that their main website issue is low traffic (due to lack of SEO)
- Nearly half of Google searches are for local businesses
- 75% of consumers admit to making judgments on a company's credibility based on the company's website design
- 57% of internet users say they won't recommend a business with a poorly designed website on mobile

Program Budget $10,000

City of Bowman Restaurant and Lodging Tax provided 80% of funding. An additional 20% was provided by BCDC's Growth Fund to allow the program to be extended to Rhame and Scranton.

HOSPITALITY WEBSITE LOAN PROGRAM
Application Form

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GENERAL CONTACT INFORMATION

Business Name:	**FOR INTERNAL USE ONLY**
Owner Name:	Date App Received:
Physical Address:	Award Approved or Denied:
Mailing Address:	Funding Amount Approved:
City: State: Zip:	Forgivable Loan Document:
Work Phone:	Receipts Received:
Email:	Loan Given:

WEBSITE INFORMATION

Website Build Type: ☐ Hotel (up to $1,500) ☐ Restaurant, Bar, Entertainment (up to $1,000)

Total Website Cost (please attached a detail budget breakdown): $

Do you currently have a website? ☐ Yes ☐ No

If yes, please describe your planned accomplishments through this loan program (attach additional paper if necessary):

If no, please describe your proposed website build (attach additional paper if necessary):

What is your current or planned domain name?

How do you plan on building your website? (If you are using a web developer you must already have a quote from them.)

☐ Professional build by:

☐ Personal build using:

Anticipated Start Date: | Anticipated Completion Date:

CHECKLIST OF REQUIREMENTS

☐ Project Proposal	☐ Application
☐ Detailed Budget (including web developer quote, if applicable)	☐ W-9

I hereby declare that all the above provided information is correct and accurate to the best of my knowledge.

Authorized Signature: _____   Printed Name: _____

Title: _____   Date: _____

Application is to be filled out in its entirety. All request information will be used to process the application. The checklist should also be completed prior to submission. Please do not leave any blank areas. All receipts must be submitted prior to reimbursement.