



E-Commerce Platform Development and Technical Assistance Program for Businesses Economically Impacted by COVID-19

The Better Business Bureau Foundation of El Paso (BBB), in collaboration with the City of El Paso, is looking to support small food-based and retail businesses to mitigate the economic impact of COVID-19 with an E-Commerce Platform Development and Technical Assistance Program.

Funded with CARES Treasury Relief Funds allocated by the City, this program is intended to assist small businesses adapt their service models to include online sales and service by providing technical assistance to create or improve their ecommerce capacity and/or demand.

“Disruptions to local business caused by COVID-19 have accelerated the need for many to rethink how to reach and serve customers and having a high-performing digital platform will be essential. The BBB is honored to partner with the City of El Paso to assist small businesses understand how they can maximize online tools and resources to succeed in this new environment.” said Marybeth Stevens, President, BBB El Paso.

WHAT: Small businesses accepted into Program will receive services that will include a 1-1 assessment of its online presence and opportunities, development or optimization of online platform, digital marketing assistance, and training at NO COST.

WHO: Small food-based and retail businesses in the City of El Paso (20 or fewer FTE’s) that have been negatively impacted by COVID-19 and have a need to create or improve their ecommerce capacity and/or demand are eligible to apply.

WHEN: The first round of applications will be accepted through Monday, August 17, 2020. Applicants will be vetted for eligibility and qualified applicants will be chosen for services based upon a lottery.

HOW to APPLY: Interested businesses must submit the online application *on or before August 17th, 2020*. [APPLY HERE](#)

If you need additional information, please contact us at info@bbbelpaso.org.