

On-Line Sales Framework, Maryland Economic Development Assistance Authority and Fund, Department of Commerce
\$0.5 Million (T00F00.23)

Purpose: Recovery Now Funding

The Maryland Economic Development Assistance Authority and Fund, in the Department of Commerce, shall provide grants to businesses to assist the businesses in setting up an online sales framework and offering employees telework opportunities.

March 10, 2021 - Program Highlights and Plans to Allocate Remaining Balance:

- The Department of Commerce (Commerce) has chosen SharePoint as the platform to support this effort. The platform will be administered internally by Commerce staff and staff are currently building out this application.
- Commerce is currently developing outreach and marketing strategies and materials to ensure the program reaches as many businesses as possible with the goal of providing equitable distribution of these funds across a diverse group of business owners and regions. Commerce has sent out the first alert of the program on Wednesday, March 3, to over 30,000 businesses, business groups, community organizations, advocacy groups, economic development professionals, and elected officials.
- Commerce is working to determine the grant amounts and eligibility for this program.

March 10, 2021 - Programmatic and/or Implementation Issues:

- Commerce must determine what the grant will be used for. Will grants be for past expenses or future expenses? Will grants be targeted for a particular industry sector or business size? How to guard against businesses that are already engaged in teleworking for their employees and have online sales from attempting to gain access to these funds and crowd out businesses with a legitimate need?