

**BUSINESS ATTRACTION GRANT PROGRAM**

**PROGRAM DETAILS:**

The Downtown Kitchener BIA is proud to announce the Business Attraction Grant Program. The retail economy in North America is under transformation. Today, consumers are enabled by technology to make a decision, driving change in shopping behaviours. This change is the driver behind large and small retailers developing online platforms to engage with their target audience. This grant was established with the intent to make your business more competitive in today’s retail economy.

Funds are available to applicants looking to invest in digital marketing, e-commerce platforms, website design and SEO development.

**HYDRO OPPORTUNITY:** as part of this program, Kitchener-Wilmot Hydro is offering a special consideration for applicants that have been approved through this Jury process. As part of this program, applicants may be eligible for a reduction in their Kitchener-Wilmot Hydro deposit.

**SUBMISSION GUIDELINES:**

Accepting applications from May 1st, 2019 to November 1st, 2019.

Once the application has been completed in full, please submit to:

Lori Muller

[lmuller@kitchenerdowntown.com](mailto:lmuller@kitchenerdowntown.com)

519-744-4921 x.401

Please note the following applicants will be eligible for consideration: retail, restaurants and select services. Businesses must be located within the Downtown Kitchener BIA boundary, easily accessible, and have a physical location open to pedestrian traffic. To find out if your business qualifies please contact us.

**REVIEW PROCESS:**

Applications will be reviewed by a Jury consisting of BIA Board Directors, and successful business owners within the Downtown Kitchener BIA boundary. All jurors will be under a confidentiality agreement, which prohibits them from sharing the information enclosed within this application.

Successful applicants will receive funds once an approved paid invoice(s) has been submitted. Please note, reimbursement cheques are issued within 30 days of receiving these documents.

**APPLICANT INFORMATION**

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| **Name of Business Applicant:** |  | | | | |
| **Total Project Costs:** | **$** | | | | |
| **Total Requested from BIA:** | **$** | | | | |
| *\*Note that total requested amount cannot be greater than the maximum project funding cap of $3,000.* | | | | | |
| Project Coordinator: |  | | | | |
| Telephone Number | Work: | | Mobile: | | |
| Email Address: |  | | | | |
| Business Address: |  | | | Postal Code: | |
| Home Address: |  | | | Postal Code: | |
| Are you a new business to Downtown? | Y / N | If no, how long have you been located Downtown? | | |  |
| Do you have a business plan? | Y / N | If so, please attach. | | | |
| Website URL: |  | | | | |
| Social Media URLS: | Twitter:  Facebook:  Pinterest:  Instagram:  Other: | | | | |

**LANDLORD INFORMATION**

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| --- | --- | --- |
| Name of Landlord: |  | |
| Primary Contact: |  | |
| Telephone Number | Work: | Mobile: |
| Email Address: |  | |
| Have you signed a lease? | □ Yes, date signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ □ No | |

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| **Why Downtown** |
| Please provide a brief overview of why you selected Downtown as a location for your business. If you currently have a location in Downtown, what keeps you here. |
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| **About your Business** |
| If you do not have a formal business plan, please explain your business concept, what makes you different, and why you believe your business will be successful Downtown. (Briefly explain in 1,000 words or less) |
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| **Target Demographics** |
| Please explain briefly the target demographics you wish to attract: |
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| **Current Digital Efforts** |
| Please explain briefly your current digital marketing efforts: |
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**PROPOSAL INFORMATION**

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| **Project Summary** |
| Please explain briefly (750-word maximum) how you plan to use the funds to enhance your business digitally: |
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| **Affiliations / Collaborations** |
| Please list the businesses and/or other organizations that will be involved with the project; in addition to a breakdown of their costs. *Formal copies of these estimates are required and can be sent as attachments.* |
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**DECLARATION**

In making this application, I/we, the undersigned, declare to the best of our knowledge that the information contained in this application is accurate and complete. Further, that should our proposal be accepted in part or in whole, the funds granted would be used for the stated purposes and that I/we would comply with all terms and conditions as outlined.

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| --- | --- |
| Name (please print) |  |
| Signature |  |
| Position/Title |  |
| Date |  |