

**COVID-19 BUSINESS SUSTAINABILITY**

**GRANT PROGRAM**

**PROGRAM DETAILS**

Small businesses worldwide will forever be changed by the COVID-19. In response, the Downtown Kitchener BIA is proud to announce the *COVID-19 Business Sustainability Grant Program*.

Today, consumers are enabled by technology to make decisions, driving change in purchasing behaviours. This Crisis has created a drastic rise in ecommerce shopping. 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 economy.

Funds are available to applicants looking to invest in:

* Digital marketing
* E-commerce platforms
* Website enhancements for e-commerce
* Brand photography
* As well as costs related to reconfiguring for social distancing, such as: PPE (Personal Protective Equipment), sneeze guards, etc.

Effective October 28, 2020, round two applicants will now be able to apply for:

* Advertising
* Live entertainment
* As well as additional programming initiatives

\*Please note, round one grant recipients are now able to apply for round two funding towards additional expenses.

**SUBMISSION GUIDELINES**

Applications open on Friday May 22, 2020 and will remain open until December 21, 2020. Applications received on the final days of the program could potentially result in payments being processed in January 2021. Once you have completed the application in full, please submit to:

Stefanie Golling

sgolling@kitchenerdowntown.com

519-744-4921 x. 403

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.

*Unsure if your business qualifies? Contact us today!*

**REVIEW PROCESS**

Applications will be reviewed by a Jury consisting of staff and the BIA Finance Committee. All jurors will be under a strict confidentiality agreement, which prohibits them from sharing the information enclosed within submitted applications.

Successful applicants will receive funds once detailed paid receipt(s) have been submitted. A follow up will be conducted to ensure the funds were used towards the outlined/approved grant submission.

Please note the BIA is committed to swift reimbursement (cheque payment will be issued within 15 days of receiving the required documents (official business receipts).

 **APPLICANT INFORMATION**

|  |  |
| --- | --- |
| **Name of Business Applicant:** |  |
| **Total Project Costs:** | **$** |
| **Total Requested from BIA:** | **$** |
| *\*Note that the total requested amount cannot be greater than the maximum project funding cap of $1,500.* |
| 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? |   |
| Website URL: |  |
| Social Media URLS: | Facebook:Pinterest:Instagram:Twitter:Other:  |

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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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| **Current Efforts**  |
| Please explain briefly your current digital marketing/safety efforts (based on grant submission): |
|  |

**PROPOSAL INFORMATION**

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| **Project Summary** |
| Please briefly and clearly explain how you plan to use the funds to enhance your business: |
|  |
| **Affiliations / Collaborations** |
| Please list the businesses and/or other organizations that will be involved with the project, in addition to a detailed 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 whol

e, 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 |  |