

Edmonton Economic Recovery Grant

April 15th, 2021

The following is a high-level overview of the Edmonton Economic Recovery Grant - City Stream (Individual Business Grants).

Edmonton Economic Recovery Grant - Performance Metrics (as of April 15th, 2021)

Total number of businesses supported: 1,087

Total grant funding awarded: \$1,115,000

Grants issued to business owners who identify as part of an underrepresented group¹: 830/1087 (76%)

Grants issued to businesses that identify that they serve an underrepresented group(s): 277/1087 (25%)

Top 5 Uses of Grant Funding:

1. Short Term PPE/Cleaning (56%)
2. Marketing/ Advertising (15%)
3. Updating/Establishing Online Presence (14%)
4. Equipment Purchase(s) (9%)
5. Establish E-Commerce (6%)

Value of grants issued by industry²:

Industry Classification	Total Grants Awarded	Number of Grants Awarded
Accommodation or food service	\$269,000.00	262
Other services (except public administration)	\$254,500.00	253
Retail trade	\$126,000.00	114

¹ For the purposes of this program, an “underrepresented” business group means business owners who are atypical and may, as a result, face additional structural barriers in Edmonton. This could include any combination of the following: Women/GSRM (gender, sexual and romantic minority) also known as LGBTQ+, Indigenous, New Canadians, POC business owners/visible minorities.

² Industry categories are aligned with the [NAICS categories](#) that are used by Statistics Canada. Businesses self-report their industry category.

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Health care and social assistance	\$114,000.00	114
Arts, entertainment and recreation	\$107,500.00	100
Professional, scientific and technical services	\$60,000.00	60
Educational services	\$41,000.00	41
Construction	\$41,000.00	41
Real estate and rental and leasing	\$25,000.00	25
Manufacturing	\$22,000.00	22
Transportation and warehousing	\$17,000.00	17
Wholesale trade	\$12,000.00	12
Information and cultural industries	\$8,000.00	8
Finance and insurance	\$5,000.00	5
Agriculture, forestry, fishing and hunting	\$5,000.00	5
Administrative and support, waste management and remediation services	\$3,000.00	3
Mining, quarrying, and oil and gas extraction	\$2,000.00	2
Management of companies and enterprises	\$2,000.00	2
Utilities	\$1,000.00	1
Grand Total	\$1,115,000.00	1087