Application Part D

2016

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**Business Case**

Refer to ***Guide to Completing Business Case*** for information on what information is expected in the different sections of the Business Case

Refer to ***Tables for Using With Business Case*** for blank copies of tables that may be inserted into your business case, as appropriate, to provide information about your project.

Here is the explanation of the superscripts used in the Table of Contents to indicate what information is to be provided for requests for planning grants in the indicated sections:

**NOTE: For applications for a CFPCG planning grant:**

* **for those sections marked 1 – a simplified explanation of the overall project is sufficient**
* **for those sections marked 2 – please provide a simplified explanation of the overall project plus specifics for planning phase**
* **for those sections marked 3 – please provide specifics for planning phase**
* **mark all of section 12 as ‘omit for CFPCG planning project’**

**Business Case**

**Name of Organization**

**Name of Project**

**Type of CFPCG Project: Planning or Construction**

**Project Location/Address:**

**Date Prepared:**

**Date Business Case Approved:**

**Business Case Sign Off:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Dated at | Edmonton | ALBERTA, this |  | Day of |  |  |
|  | (Day) |  | (Month) | (Year) |
|  |  |  |  |  |
| Signature of First Signing Officer/Director |  | Printed Name |  | Title |
|  |  |  |  |  |
| Signature of Second Signing Officer/Director (required) |  | Printed Name |  | Title |

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# Executive Summary

**[Project Name]**

Provide the name of the Initiative/project and includes a concise summary of the key highlights of the business case. Should be written last and is potentially the most important section.

# Background

## Organization Description

Provide basic information about your organization and its business concept/purpose. Describe the history of your organization, how you reached this point, and where you intend to go in the future.

## Problem / Opportunity

Provide a brief description of the business problem or opportunity that the initiative or project is trying to address.

## Current Situation

Provide a synopsis of what is happening currently within the organization that has led to the current situation and what is likely to happen if the current situation is maintained.

# Project Description

## Project Description

Briefly describe the project.

## Project Justification / Urgency of Need

Describe the need for the project and what the project will accomplish, in clear and measurable terms within a specified timeframe. Describe the urgency of undertaking the project.

## Anticipated Outcomes

Outline what the initiative will accomplish, in clear and measurable terms within a specified time frame.

## Scope

Define the parameters of the initiative. Specifically, it describe the timeframes, department/organization, and function.

## Out of Scope

Include the items that are specifically excluded from the initiative.

## Project Schedule and Estimated Phase Cost

Describe the proposed phases of the entire initiative.

## Critical Success Factors

Identify items contributing to the successful realization of the initiative and success criteria and measures.

## Statement of Public Use

Provide an overview of who will use the facility, access to facility and how the public will be accommodated. Include the percentage (%) of Edmontonians who use or will use the facility.

# Strategic Alignment

Explain how the project aligns with and contributes to the City of Edmonton strategic direction and to corporate and/or departmental business plans.

# Target Users and Context Analysis

## Target Users

Describe your customers and users of your programs/services and their defining characteristics in detail.

## Context (Industry/Community/Environmental) Analysis

Provide an understanding of what other organizations (internal and external, municipal, provincial, national or international) have done or are doing to address similar types of situations.

# Alternatives

Provide a description of the possibilities that are available to address the problem or opportunity and address why some have been eliminated as viable alternatives.

# Organizational Change Impact

## Stakeholders and Requirements

List all interested parties that may be impacted (positively or negatively) by the initiative with an overview of each stakeholder’s business interests in the initiative

## Stakeholder Business and Operational Impacts

List all business and operational impacts for each stakeholder and analyze each impact for each viable alternative.

# Cost Benefits

Identify overall value contribution and costs incurred to realize the proposed initiative. A cost-benefit analysis should be completed for each viable alternative.

# Resourcing

Outline the resourcing options and justification for each alternative.

# Key Risks and Mitigating Strategy (All Viable Options)

Note significant risks for each viable alternative and identify a mitigating strategy.

# Conclusion and Recommendations

## Conclusion

Recaps the key elements of the business case and identify the proposed solution from the identified alternatives.

## Recommendations

Provide specific recommendations forproceeding with the initiative.

## Project Responsibility and Accountability

Describe the initiative structure, including who will be the project sponsor. The project sponsor is accountable for the project and ensuring that the objectives of the project are achieved and in compliance with all City of Edmonton policies, procedures and directives.

# Implementation Approach

## Management Plan

Highlights information that demonstrates you have the ability to make this project a success including who’s involved with project

## Capital and Operating Financial Plan and Projections

Outline such factors as how the capital and operating costs will be managed; any expected City contributions, including capital financing, land and operating support; and division of responsibility for infrastructure maintenance during the life of the project.

* **Capital Project Cash Flow**

Projection showing projected month by month cash flow over course of project;

* **1 – 2 Year Operational Cash Flow Changes**

Month by month changes to the operating revenue and expenses post project

* **3 – 5 Year Revenue and Expenses**

Your organization’s post project (operating revenue & expenses in your new facility)

## Marketing Plan

Should include two major parts - a definition of your target market and a specific outline of how to market, promote and sell your product or service. It should include a fundraising feasibility plan for large capital projects, and public consultation plan.

## Marketing Program

Identify specific marketing avenues and procedures to effectively promote your programs or service.

## Fundraising Plan

Explain how you plan to raising the funds for your initiative. Describe how and when you will approach potential funders.

## Public Consultation

Explain how you plan to engage with the public with respect to your initiative

# Review and Approval Process

Describe the process for review and approval of your business case and by whom. Include the final outcome of the review of the business case. Provide evidence that the business case is approved,

# Appendices to Business Case

List all documents to be considered in support of business case.