

Edmonton Economic Action Plan Grant

The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue square background.

APPLICATION PACKAGE

FOIP STATEMENT

Personal information (such as your name, contact information, attachments and project information) is collected for the purpose of the Edmonton Economic Action Plan Grant and will be used to assess and process your application and to report on the overall performance of the Edmonton Economic Action Plan Grant. Collection is authorized under section 33(c) of the *Freedom of Information and Protection of Privacy* (FOIP) Act and is managed and protected in accordance with the Act. Demographic information is voluntary and will only be accessed by the Grant team. Aggregate data from the demographic information will be shared publicly. If you have any questions about the collection, use, or disclosure of your personal information in the application package, please contact the Economic Recovery Grant Program Manager at 780-508-9217, 9th Floor 10111 104 Ave, Edmonton, Alberta T5J 0J4 or by email to nik.george@edmonton.ca. Please note that the organization name, location of the organization, grant amounts, project outcomes and total costs of projects may be released to various organizations, the media and the public in connection with the Economic Recovery Grant Program.

Note: Application packages must be completed in full, including:

- Authorization to Act as Agent for the Property Owner (if applicable)
- Part 1: Applicant Information
- Part 2: Project Information
- Part 3: Attached Documentation
- Part 4: Applicant Acknowledgement

Please review the [Program Guide](#), the [Policy](#), and the [Procedures](#) before completing this application. If you require assistance to complete this application, please contact:

Nik George, Grant Manager
businessinfo@edmonton.ca

Complete applications can be submitted via email to: businessinfo@edmonton.ca

Applications must be submitted by the owner or someone with signing authority to bind the Local Business or Business Association to this application.

***Note**:* All capitalized terms used throughout this application but, not defined within it, will have the same meanings as set out in the Procedures.

For: Projects Involving Construction

If the project being applied for involves construction and the applicable Local Business or Business Association is not the owner of the real property, the owner of the real property must submit the application. If the owner of the real property wants the applicable Local Business or Business Association to complete and submit this application on their behalf, the following section must be reviewed and completed by the owner of the real property.

Authorization to Act as Agent of the Property Owner:

I/We, _____ [*name of agent*], as authorized representative for _____ (*name of owner*), the owner of the subject property (the "**Property Owner**"), hereby authorize _____ [*Name of the Applicable Local Business/Business Association*] to act on my and the Property Owner's behalf with respect to this application and consent to having my personal contact information shared as per the application instructions.

Property Owner:

Per: _____

Name:

Title:

I have the authority to bind the Property Owner to this authorization.

Date _____

Note: The Property Owner will also be required to enter into the Reimbursement Agreement and be responsible for all obligations therein, should an application be successful and a Reimbursement Agreement is offered for review and execution.

Part 1: Applicant Information

Please only include your personal information, or business contact information of others with their informed consent.

Information for the Applicable Local Business or Business Association and Property Owner

Legal Name of the Applicable Local Business / Business Association

Legal Name of Property Owner (if the application deals with a project that involves construction)

If Applying for a Sole Proprietorship, please provide the name of the owner below:

Common Name of Business / Business Organization (if different from Legal Name)

| | | |
|---|------------------------------------|----------------------------|
| Type of Organization | Corporation | Sole Proprietorship |
| | Non-Profit or Business Association | Not-For-Profit Corporation |
| (if applicable) Non-Profit / Not-For-Profit Registration Number | | |

Main Contact(s) for the Applicable Local Business or Business Association and the Property Owner

| | |
|-----------|--|
| Full Name | |
| Title | |
| Email | |
| Phone | |
| Applicant | |

Demographics for the Applicable Local Business/Business Association

Please note the following demographics questions pertain to the owner or the person appointed to lead the local direction and decision making for the Local Business or Business Association. Should you feel comfortable sharing it, this information will help to support work that is fair and inclusive. It will not be used for evaluation purposes. The data will help us to identify opportunities to reduce barriers and implement inclusion initiatives related to the Economic Action Plan Grant. The information you provide will be stored in a strictly confidential

database and will only be accessible to those individuals who are listed in Section 9 of the Grant Procedures Document for the purposes of aggregate reporting and application auditing.

| | | | |
|---|---|---|--|
| What is your gender? Please choose all that apply. | <input type="checkbox"/> I prefer not to answer | <input type="checkbox"/> Woman/Girl | <input type="checkbox"/> Man/Boy |
| | <input type="checkbox"/> Trans Woman - Male to Female (MtF) | <input type="checkbox"/> Trans Man - Female to Man (FtM) | <input type="checkbox"/> Non-Binary |
| | <input type="checkbox"/> Two-Spirit | <input type="checkbox"/> Another gender not listed above | |
| Are you an Indigenous person? (ie. First Nation, Inuit, Metis, etc.) | <input type="checkbox"/> I prefer not to answer | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Are you a member of a racialized* group (other than Indigenous), previously referred to as a visible minority? | <input type="checkbox"/> I prefer not to answer | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Choose all that apply to you from the following list (based on Canada's National Household Survey) | <input type="checkbox"/> I prefer not to answer | <input type="checkbox"/> Black | <input type="checkbox"/> White |
| | <input type="checkbox"/> Arab | <input type="checkbox"/> Chinese | <input type="checkbox"/> Filipino |
| | <input type="checkbox"/> Japanese | <input type="checkbox"/> Korean | <input type="checkbox"/> Latin American |
| | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> South Asian (eg. East Indian, Pakistani, Sri Lankan, etc.) | <input type="checkbox"/> Another option not listed |
| If you answered "Another option not listed above" to the last question, please specify. If not, please disregard this question. | | | |
| Are you a person with a disability? <i>A person with a disability has a long term or recurring physical, mental, sensory, developmental, or learning impairment that may impact daily functioning. This also includes people whose functional limitations have been accommodated in their current job or workplace.</i> | <input type="checkbox"/> I prefer not to answer | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Address of the Applicable Local Business/Business Association

| | | | |
|----------------|--|--------------------|--|
| Address | | | |
| City | | Postal Code | |

Mailing / Delivery Address

All correspondence including payment will be mailed to this address

Mailing Address is the same as the Address of the applicable Local Business/Business Association

| | | | |
|----------------|--|--------------------|--|
| Address | | | |
| City | | Postal Code | |

Building Information

If your project involves construction, please fill out this section. Otherwise, leave blank. You can look up your property's legal address at maps.edmonton.ca.

| | |
|---|--------------------------------|
| If the applicable Local Business or Business Association is not the Property Owner, please provide the Property Owner's email address: | |
| Building Address | City |
| Postal Code | |
| Legal Address | |
| Designated Heritage Property? | Yes No Unsure |

Part 2: Project Information

In this section we will collect information about the project or program you are requesting grant funding to support.

These questions will be used for evaluation purposes. Please answer clearly, honestly and concisely.

1. Type of Business

In one sentence, what does the applicable Local Business or Business Association do? 50 words max

2. Project Mission

In 1-2 sentences, please state what you intend to accomplish with the project and how you intend to do it. (ex. By purchasing this machinery, we will be able to add a new and innovative product line. This will diversify our business, increase our long term revenue potential by 10%, and create 7 new jobs.) 50 words max.

3a. Which of the following Actions (as outlined in the Procedures) from the [Edmonton](#)

Economic Action Plan does your project best align with? Your project/program may align with more than one, but we want you to identify which Action it *best* supports.

Your answers will be used by the City to determine the degree to which your project will meet the outcomes of the Economic Action Plan.

Please note that a project or program can align with one or more Actions to be considered for a grant. If your project does align with more than one Action, please include evidence for how it aligns for each applicable Action. Please do not include any personal information.

- x **Action 3:** Support building capacity and access for entrepreneurs from marginalized communities, such as newcomers and Indigenous entrepreneurs.
- x **Action 5:** Support projects aimed to strengthen or eliminate gaps within existing local supply chain networks.
- x **Action 6:** Leverage Edmonton’s digital infrastructure, including Open Data, fibre optic network and the innovation corridor, to link research, educational and technology organizations.
- x **Action 10:** Develop tools and strategies to attract commercial, residential and mixed-use development in nodes and corridors.
- x **Action 11:** Support enhanced experiences by encouraging opportunities for low impact businesses to operate in parks and public space.
- x **Action 12:** Develop tools to facilitate growth in green economic sectors.
- x **Action 13:** Work together to support emerging made-in-Edmonton technology solutions.
- x **Action 14:** Support emerging off-shoots of the energy sector.
- x **Action 15:** Advance a coordinated approach to growing the local food economy.
- x **Action 16:** Develop Edmonton’s competitive advantage as an international logistics hub and hub to Northern Alberta, the Northwest Territories and beyond.
- x **Action 17:** Promote affordable, accessible, high-quality, and inclusive early learning and child care. *(Please note this action is reserved for Provincially accredited child care providers).*
- x **Action 20:** Promote and support academic programs that advance the local economy.

3b. What will your project or program accomplish and how will it benefit the local economy? Please answer all questions that apply to the best of your ability.

Please note: Projects must accomplish at least one of the outcomes that correspond to the Action identified above (corresponding Actions are identified in italics below each outcome). However, it is not expected that a project will accomplish all of the outcomes.

How many new jobs will be created as a result of the project? _____

Number of new full-time positions created to operate the project / investment on a continuous basis: _____

Number of new part-time positions created to operate the project / investment on a temporary basis:

Number of contractors/subcontractors/tradespeople hired to set up this project/investment: _____

Note: Wages are not an eligible cost for this Grant program. Measures related to job creation may include both new positions created at the applying business/business organization and job opportunities created via subcontractors, contractors, etc. hired to implement projects.

Corresponding Actions: 3, 6, 11, 12, 13, 14, 16, and 20.

2. Will this program/project result in improved distribution of goods / services?

Yes / No / Unsure

Corresponding Action: 5.

3. Will your business locate/relocate in a node or corridor (map included in the Program Guide)? Yes / No / Unsure

Corresponding Action: 10.

4. Is your business opening or operating in a public park? Yes / No / Unsure

Corresponding Action: 11.

5. Is your business part of the green economy sector? Yes / No / Unsure

Corresponding Action: 12.

6. Will this project/program result in a patent in a green economy sector?

Yes / No / Unsure

Corresponding Action: 12.

7. Will this project/program result in reduced input costs? Yes / No / Unsure

If you have answered "Yes", how much of a reduction do you anticipate? _____%

Corresponding Action: 15.

8. Will this project/program result in increased efficiency? Yes / No / Unsure

How much of an increase do you anticipate? _____%

Corresponding Action: 15.

9. Will this project/program result in increased market access? Yes / No / Unsure

How much of an increase do you anticipate? _____%

Corresponding Action: 15.

10. Will this project/program result in improved product/service quality?

Yes / No / Unsure

Corresponding Action: 15.

11. Will this project/program result in product diversification? Yes / No / Unsure

Corresponding Action: 15.

12. How many spaces for early learning and/or care spaces for children 0-4 years old will this project/program create?

_____ spaces

Corresponding Action: 17.

4. Business Case

This grant supports the diversification and expansion of Edmonton's economy. Projects funded by this grant will need to achieve one or more of the following goals:

- **Create new jobs;**
 - Note: this grant does not directly support or pay for wages. An example of how to achieve this outcome would be purchasing new machinery that will need someone to run it.
- **Increase revenue for new and existing businesses;**
 - Increasing revenues for the business long-term, not a one-time increase.
- **Diversify the economy;**
 - For example, the grant supports the development of new products or services, or investments in an industry the applicant does not currently operate in.
- **Attract investment.**
 - For example, opening a new business in Edmonton, sourcing local products or services, investing in property improvements within the city, etc.
 - If your project will achieve this goal, please indicate roughly how much of your investment will be made in Edmonton vs. outside of Edmonton.

Please answer the following questions to make the Business Case of your project.

If desired, the Business Case can be included as a separate document. If you choose to include the Business Case as a separate document, you must ensure that all of the questions below are answered.

4a. Please describe the purpose and scope of the project, focusing on how the proposed project will achieve one or more of the four goals listed above.

- What will you do
- What will the outcome be
- How will this achieve one of the four goals identified above

500 words max

4b. List the Measurable actions that you will take to achieve your strategy. Ensure your objectives are SMART (Specific, Measurable, Achievable, Relevant, Time Based).

(e.g. "We will increase production by 30% by September 2021, add 40 new customers by December 31, 2021, survey results show an increase of overall customer satisfaction of 25% by October 1, 2022, etc.")

4c. Please identify the staffing resources (both internal and external) that will be responsible for this project. In your answer, indicate their name, title/company name, and their role in the project.

4d. Partners

Please describe any organizations or individuals outside of your organization that you will partner with in delivering your project. For each partner, identify the organization name, the partner contact person, their telephone number, and how they will be involved. Please note, working with partners is not required.

4e. Project Reach

Please indicate below how many businesses the grant funding, if awarded, will directly support.

Please note: support of multiple businesses does not include secondary spin-off/downstream benefits, such as the purchase of local products/services.

One Businesses

Multiple Businesses

4f. If you have indicated that the proposed project will support multiple businesses, please identify the number of businesses it will support, and describe how you plan to reach that number.

For example: "A communications plan will be developed to attract businesses from X geographic location, or from X industry."

150 words max.

Part 3: Attached Documentation

Applicants are required to submit the following attachments:

1. **Project Budget**, created using the template provided on the program [webpage](#) (See *Related Documents* section).
2. **Two quotes to support each eligible cost included in the Budget.** If you are unable to provide two quotes for any given cost, one quote will be acceptable so long as a sufficient rationale is provided
3. **Detailed project timeline**, including a start date, key project milestones with specific dates in which they will be reached and a completion date within 1 year of the start date
4. **Business Association Mandate Statement**, and **proof of active legal entity status**, if the applicant is a Business Association.
5. **Letters of support** from partners, if applicable
6. **Letters confirming in-kind contributions** (if your project includes donated goods and/or services), including a breakdown of in-kind contributions and their value
7. A completed and signed **Declaration Form** (See *Related Documents* section on the program [webpage](#))
8. A completed and signed **Applicant Acknowledgement** (included below)

Complete applications can be submitted via email to: businessinfo@edmonton.ca

Part 4: Applicant Acknowledgement

I understand that submitting an application package does not guarantee funding under the Edmonton Economic Action Plan Grant. I further certify that:

- I/we have reviewed the Program Guide, the Policy, and the Procedures and I/we understand the conditions attached to the funding;
- This application includes all relevant documentation;
- All information in this application, and supporting documents, is true and complete to the best of my/our knowledge;
- Incomplete applications, and those that do not meet the eligibility criteria, will not be evaluated or kept on file;
- I/we acknowledge that it is my/our responsibility to determine whether or not my/our Edmonton Economic Action Plan Grant project needs a permit to complete, and to therefore obtain any necessary permits. Reimbursement will not be granted to projects completed without the required permits;
- I/we understand that all decisions regarding applications are final and cannot be appealed; and
- If a grant is approved, work will be completed as outlined in the application. Any deviations must be evaluated and approved by the Grant Manager. Approval is not guaranteed.

Applicant name (Print) _____

Signature for the Authorized Representative for the Applicant

Name: _____

Title: _____

Date _____