



**ECONOMIC RECOVERY GRANT  
PROGRAM APPLICATION FORM  
Schedule A**

**APPLICANT CONTACT INFORMATION:**

Name of Business Owner: \_\_\_\_\_

Physical Business Location: \_\_\_\_\_

Legal Name of Business: \_\_\_\_\_

Operating Name of Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Work Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**PROJECT INFORMATION:**

Nature of Project: \_\_\_\_\_

Street Address or Legal Description: \_\_\_\_\_

Total Project Cost: \$\_\_\_\_\_

Total Grant Request: \$\_\_\_\_\_

**BACKGROUND INFORMATION:**

This section will help the Town to gauge the impact of COVID-19 on businesses. It will be used for evaluation purposes.

Has your business experienced a decrease in revenue due to COVID-19? Alternatively, if your business opened after March 2020, has your business experienced a decrease in revenue due to COVID-19 since December 2020?

- Revenues are the same
- Revenues are up
- Revenues are down by 1-20%
- Revenues are down by 21-40%
- Revenues are down by 41-60%
- Revenues are down by 61-80%
- Revenues are down by 81-100%

## **GRANT CRITERIA & PROJECT DESCRIPTION**

Applications must meet at least one or more of the program's core criteria in order to be considered for a grant. Does your application meet one or more of the identified core criteria under this program:

**Jobs:**

Funds utilized to help people return to work, create new positions or collaborate with another local business to implement the initiative. (i.e. funding utilized to obtain services from other local businesses such as marketing and/or construction companies to help overcome impacts of COVID-19)

**Economic Diversification:**

Funds contributed to the diversification efforts of a business in order to sustain or implement new revenue sources (i.e. equipment purchases that allow a business to pivot or access new markets; adding new products or services, or changing the business scope.)

**Business Transformation:**

Funds utilized to assist business success by responding to a changing market. (i.e. add online sales, delivery to homes, or marketing/delivering existing products or services in a new way.)

**Creative Placemaking:**

Funds used to support or contribute to community vibrancy (i.e. funding will attract people to the street by installing a walk-up counter to provide consumers with walk up and order options enabling foot traffic to commercial areas; creation of an outdoor patio space due to complete closures or that are more conducive to social distancing.)

**Please note:** Ineligible expenses include:

- Rent;
- lease/mortgage payments;
- using grant funds directly for payroll or wages;
- debt reduction;
- utilities;
- insurance;
- expenses that are not a result of or response to the COVID-19

If you receive a grant, provide us with details on what you will spend the funds on. Please be specific. How will spending the money in this way align with the Core Criteria listed above?

For example, "I will use the funding to help build a website (what) that will help me reach a new market and increase revenues (why). This aligns with Business Transformation because this is a business pivot which will help increase revenue and resiliency, and Jobs because I am hiring another local business."

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How much money do you anticipate spending on the project you described in the previous question, in total, including grant funding (if awarded)? \*

- \$1,000 to \$2,000     \$2,001 to \$3,000     \$3,001 to \$4,000  
 \$5,001 to \$7,500     \$7,501 to \$10,000     \$10,000 +

Do you have a detailed budget estimate for the proposed project? Please attach the budget with your application.     Yes     No

I understand that this is a matching grant, and if I am awarded a grant I will be required to submit receipts within 90 days showing that I have matched Whitecourt's grant with my own funds.     Yes     No

Is there anything else you would like to tell us about your project related to the core criteria that will help us evaluate your application?

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How did you hear about the Whitecourt Economic Recovery Grant? Your response will help us better reach out to business owners like yourself. Please check all that apply:

- Facebook  
 Whitecourt website  
 From a business organization (Chamber, Community Futures, etc.)  
 Word of mouth  
 News article, radio or television  
 Other (Please explain) \_\_\_\_\_

**Submit your completed application to:**

Town of Whitecourt  
Whitecourt Economic Recovery Grant Program  
Box 509, 5004 52 Avenue  
Whitecourt, AB T7S 1N6  
Attn: Whitecourt Economic Development Officer

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**I DECLARE THAT:**

- **I AM A DULY AUTHORIZED REPRESENTATIVE HAVING LEGAL AND/OR FINANCIAL SIGNING AUTHORITY FOR THE ABOVE-MENTIONED ORGANIZATION.**
- The information contained in this application and supporting documents is true and accurate and endorsed by the above-mentioned business.
- A final report shall be provided through Schedule "C" no later than 90 days following the project completion date.
- Any grant awarded shall be used solely for the purposes stated within this application and according to program parameters.
- The business name, location of the business, grant amounts, and project outcomes may be released to Community Futures Yellowhead East, the media, and the general public for the purpose of highlighting the overall performance of the Whitecourt Economic Recovery Grant Program.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

This information is being collected under the authority of section 33(c) the Freedom of Information and Protection of Privacy (FOIP) Act. It will be used to determine eligibility and administer the Whitecourt Economic Recovery Grant Program. The personal information provided will be protected in accordance with Part 2 of the Act. If you have any questions regarding the collection, use and disclosure of personal information, please contact the FOIP Coordinator at 780-778-2273.