



POLICY

Effective Date: April 26, 2021

POLICY TITLE: Whitecourt Economic Recovery Grant Program

POLICY NUMBER: 12-027

POLICY PURPOSE:

To establish terms of reference for the Whitecourt Economic Recovery Grant Program.

POLICY:

1. The Whitecourt Economic Recovery Grant Program was established to support the immediate needs and recovery efforts for businesses that have been adversely affected by COVID-19.
2. The program provides two support streams for local businesses to access flexible funding to support expenses related to economic recovery:
 - a. Stream One: Matching Microgrants of up to \$2,000 per business
 - b. Stream Two: Waive Non Residential Permit Fees for "Permitted Uses"
3. Funds can be applied for by any permitted businesses located within the Town of Whitecourt limits. Applicants who are eligible may access funding under both program streams.
4. All applications will be reviewed by the Economic Development Committee and Community Futures Yellowhead East (as a project partner) and will be considered on a case-by-case basis. The Economic Development Committee (herein referred to as the Committee) reserves the right to refuse any application.
5. Funds for the Economic Recovery Grant Program Stream One (Matching Microgrants) can be applied for by any Town of Whitecourt business adapting to the COVID-19 pandemic, to a maximum of \$2,000 per business, up to the maximum program funding. Applicants will be considered for projects commencing between January 1 and December 31, 2021, on a first come first served basis until program funding has been expended. Applications must be submitted using Schedule "A" Economic Recovery Grant Program Application.
6. Applicants must have access to funding to match the microgrant requested. (i.e. \$1,500 grant application must have a budget of at least \$3,000 and must be able to cover \$1,500 of the total budget.)
7. Not every application to Stream One of the Economic Recovery Grant Program which meet the eligibility criteria will receive a grant. Applications that best meet one or more



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of the following core criteria's will be considered as per Schedule "A" in the application process:

- a. Jobs: Funds utilized to help people return to work, create new positions or collaborate with another local business to implement the initiative (i.e. grant funding to obtain services from other local businesses such as marketing, consulting, or construction companies to help overcome the impacts of COVID-19.)
 - b. 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.)
 - c. 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.)
 - d. 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 in commercial areas; creation of an outdoor patio space due to complete closures or that are more conducive to social distancing.)
8. Permit fees will be waived for Stream Two (Waive Non Residential Permit Fees for "Permitted Uses") throughout the 2021 calendar year at the time of permit application by the Planning & Development Department at the Town of Whitecourt Administrative Building, on a first come first serve basis, with a maximum program funding of \$5,000.
 9. The Committee reserves the right to refuse any application and impose conditions of whatever nature or kind that they deem appropriate.
 10. The Committee may request additional information in support of the project. All grants are at the discretion of the Town of Whitecourt and may be refused for any reason.
 11. The Town of Whitecourt reserves the right to collect personal information to report on the overall performance of the Whitecourt Economic Recovery Grant Program. The Business name, location of the business, grant amounts, and project outcomes may be released to Community Futures Yellowhead East, the media, and the public in accordance with the Whitecourt Economic Recovery Grant Program.

REFERENCE:

- Schedule "A" Economic Recovery Grant Program Application Form
- Schedule "B" Economic Recovery Grant Program Compliance Form
- Schedule "C" Economic Recovery Grant Program Final Reporting Document