



WHITECOURT BUSINESS LAUNCH PROGRAM APPLICATION FORM

APPLICANT CONTACT INFORMATION:

Name of Applicant: _____

Mailing Address: _____

Business Name: _____

Business Phone: _____ Mobile Phone: _____

Email: _____

PROJECT INFORMATION:

Name of Project: _____

Location of the Project (address): _____

Facility Operator/Leaseholder: _____

Briefly describe the project, the services to be provided and/or the products to be sold/produced. Indicate if the project is to establish a new business, move from a home-based business to storefront, or to expand, or acquire an existing one.

Please complete the following checklist, and include the supporting documentation:

- ☐ **Business Plan/Project Proposal:** Applicants must submit a business proposal/project plan. Be specific and concise; this section should serve as a business plan or executive summary of your project and clearly identify:
 - a. the scope of the project and description;
 - b. the project goals and timelines;
 - c. marketing plan and/or strategies; and
 - d. realistic financial projections.

- **Budget:** A detailed budget estimate must be submitted including revenues, expenditures, and capital funding. You may attach project quotes and sources of estimates.
- **Project Evaluation:** Details on the project evaluation must be submitted and clearly identify the following:
 - a. Why will this project be successful?
 - b. What process are you taking to ensure you have set clear goals for your project?
 - c. What risks are associated with this project and have you identified your competition? Are there similar businesses or products and services operating in the area?

The proposal will be reviewed and assessed for feasibility and sustainability.

Submit your completed application to:

Town of Whitecourt
Re: Whitecourt Business Launch Program
Box 509, 5004 52nd Avenue
Whitecourt AB T7S 1N6
Email: ecdev@whitecourt.ca
Attn: Whitecourt Economic Development Officer

I DECLARE THAT:

- The information contained in this application and supporting documents is true and accurate.
- An accounting of spending, showing compliance with grant funding shall be provided (including a project assessment and financial reporting) no later than 30 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 and access to financial statements and records having any connection with monies received is hereby granted to the Town of Whitecourt.
- As a condition of accepting financial assistance, the applicant agrees to have the application confidentially assessed for feasibility in partnership with the Town of Whitecourt and Community Futures Yellowhead East.

Print Name: _____ Date: _____

Signature: _____

The personal information collected through the Whitecourt Business Launch Program is for the purpose of processing applications, including eligibility, review, and communication of decisions. This collection is authorized per section 4(c) of the Protection of Privacy Act. For questions about the collection of personal information, contact the Town of Whitecourt Administration Office at administration@whitecourt.ca or 780-778-2273.