



ENDURANCE GRANT



What is it?

- A one-time grant to help members with costs incurred to improve business safety/security, beautification, cleanliness, health and safety requirements, COVID-19 related marketing costs, business signage costs, activations, restaurant take-out containers and restaurant delivery costs.
- Having received a 2020 COVID grant will not affect eligibility for the new grant.

How does it work?

- Business owners purchase eligible items/ services related to business security, safety, storefront cleanliness, beautification, health and safety requirements, COVID-19 related marketing costs, business signage, activations, restaurant take-out containers and restaurant delivery costs.
- Business owner contacts Downtown London staff to express interest in grant, share the scope of work to be done (check for eligibility) and projected costs. Staff send out applications for the business owner to submit eligible work for the grant.
- Business owner submits a grant application, with a copy of estimated costs for goods to be purchased and installed. Downtown London staff review with COVID-Task Force representatives, give approval for eligible expenses.
Note: Staff and task force members are bound by strict confidentiality agreements and cannot share information you submit for review and approval.
- Business owner purchases goods and services, submit official paid receipts (not invoices) for approved expenditures.
- Staff review applications, receipts/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of **75% of total cash expenditure up to a maximum grant of \$2,000.**

What businesses are eligible?

- All downtown businesses; First intake will go to March 31, 2021. Priority processing for storefront businesses. Retroactive to December 15.

What purchases are eligible?

- 3M Film windows
- Metal storefront gates
- Exterior lighting
- Security cameras
- Store safe
- Metal doors, deadbolt locks
- Revamped Signage
- Seasonal Decorations
- Cleanliness projects
- Canopy/tent purchase or rental
- Outdoor heating devices
(with Fire Department approval)
- PPE supplies
- COVID-19 marketing initiatives
- Restaurant delivery service costs

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ENDURANCE GRANT

**Where do I apply?**

- Completed applications and receipts should be submitted to:
Vicki Smith, Downtown London
123 King Street, London ON N6A 1C3
(519)663-2002 ext 102
Vicki@downtownlondon.ca

**When would I
receive the grant?**

- Upon completion of the approved work, after you have paid for the installations/services and submitted a copy of your purchase/receipts to Downtown London for reimbursement.
- Staff will pay grant via Automated Funds Transfer (AFT) to your account.



Downtown London 2021 COVID-19 Incentive Program Application

⇒ *Consult with Downtown London staff to ensure you maximize all funding available for your Downtown London business.*

APPLICANT INFORMATION

Legal name of applicant:

BUSINESS OR CORPORATION: _____

Business Owner Applicant

Name: _____ Mobile #: _____ Store #: _____

Address: _____ Email: _____

Type of Business

Retail Restaurant Personal Services Other _____

PROPERTY INFORMATION

Business Information

Address of Business

Applying for the Grant: _____ Unit #: _____

Landlord Information

Name: _____ Telephone: _____

Email: _____

PROJECT INFORMATION (Please attach all pertinent material)

Scope of Work - Please provide (attached to this application) a written description of the actions you have taken to make your business ready to open under the provincial regulations. If you are applying for...

1. **Endurance Grant** - Please list:

- 1) All costs incurred to improve business safety/security, beautification, cleanliness, health and safety requirements, COVID-19 related marketing costs, business signage costs, activations, restaurant take-out containers and restaurant delivery costs.

Downtown London 2021 COVID-19 Incentive Program Application

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PAYMENT INFORMATION (for automated funds transfer to pay the grant)

To simplify administration time and costs, and to support contactless transactions, once grants are approved and payments verified, staff will transfer the approved funds directly to your business bank account. Please give us the required information to expedite the automated funds transfer for your grant project(s).

Name of Financial Institution: _____

Branch Address: _____ . Branch Telephone: _____

Account Number at Financial Institution: __ __ . __ __ . __ __ . __ __ . __ __ . __

Institution # (Route): __ __ __ Branch # (Transit): __ __ . __ __ . __ __ . __

Note: This information is held in total confidence; anyone who has access to the completed application is bound by a strict confidentiality agreement.

ACKNOWLEDGEMENT AND APPLICATION

I/WE HEREBY APPLY for a grant commitment under this program. I/WE AGREE to abide by the terms and conditions of the applicable grant programs. I/WE HEREBY CERTIFY that the information give herein is true, correct, and complete in every respect and may be verified by MainStreet London and the London Downtown Business Association. I/WE ACKNOWLEDGE that Downtown London, MainStreet London and the London Downtown Business Association are not responsible for any/all liability related to the health and safety of staff or visitors to our business as a result of undertaking support of these enhancements. It is the sole responsibility of the business owner(s) to follow the applicable provincially mandated regulations related to the safe operation of your business.

Signature of Business Owner

Date

Funding Programs for Small Businesses



LOANS



Government
of Canada

Gouvernement
du Canada

CEBA - Canada Emergency Business Account

(Criteria updated as of December 4, 2020)

- Interest-free loans of up to \$60,000
- Loan forgiveness of 25 percent (up to \$10,000) if the balance of the loan is repayed on or before December 31, 2022
- **Deadline to apply: March 31, 2021**

For more information visit: <https://ceba-cuec.ca/>

Highly Affected Sectors Credit Availability Program (HASCAP) Guarantee

- Businesses heavily impacted by COVID-19 can access guaranteed, low-interest loans of \$25,000 to \$1 Million to cover operational cash flow needs

For more information visit: <https://www.bdc.ca/en/special-support/hascap>

SUBSIDIES



Government
of Canada

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du Canada

CEWS - Canadian Emergency Wage Subsidy

(Updates as of July 5, 2020)

- 75% of the eligible employees' remuneration, up to a maximum of \$847/week
- Maximum 25% top-up for extra hard-hit employers

For more information visit:

<https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-wage-subsidy/cews-how-apply.html>

CERS - Canadian Emergency Rent Subsidy

- Canadian businesses, non-profit organizations, or charities who have seen a drop in revenue during the COVID-19 pandemic may be eligible for a subsidy to cover part of their commercial rent or property expenses, starting on September 27, 2020 until June 2021
- This subsidy will provide payments directly to qualifying renters and property owners, without requiring the participation of landlords

For more information visit:

<https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-rent-subsidy.html>

Funding Programs for Small Businesses



GRANTS



Digital Main Street - Digital Transformation Grant

- Up to \$2,500 Digital Transformation Grant, training and guidance
- **APPLICATIONS CLOSED DECEMBER 30, 2020.** We are awaiting the province's announcement for a new round of funding for 2021. In the meantime, you can still access the digital marketing training modules below:

For more information visit: https://digitalmainstreet.ca/ontariogrants/?utm_source=exit-intent&utm_medium=popup-clickedgrants&utm_campaign=site-wide-non-ontario

Downtown London Endurance Grant



- Up to \$2,000 for business owners to purchase eligible PPE items, extra costs related to marketing and ecommerce during COVID-19, take-out container costs for restaurants, security, storefront cleanliness and beautification
- **Application deadline is March 31, 2021**

For more information please email Vicki@downtownlondon.ca

Re3 - Rebuild, Reopen, Revive



- a project-related grant for Western Ontario women-led businesses, administered via Windsor Small Business Centre
- \$3,000-5,000 to support PPE, workspace reconfiguration and digital upgrades

For more information visit: <http://www.windsorsexsmallbusiness.com/re3>

Safe Opening Grant

(Ontario Ministry of Heritage, Sport, Tourism and Culture Industries)



- Up to \$1000 for **tourism operators** to recoup a portion of safe opening expenses

For more information please visit: <https://www.swotc.ca/safeopening>

Funding Programs for Small Businesses



GRANTS from the PROVINCE OF ONTARIO



Ontario Small Business Support Grant

- \$10,000 to 20,000 to help cover decreased revenue as a result of the provincial shutdown (closed or restricted services)

For more information and to apply visit:

<https://www.ontario.ca/page/businesses-get-help-covid-19-costs>

Ontario's Main Street Relief Grant (PPE)

- For eligible businesses, a one-time grant up to \$1,000 to help with unexpected costs of PPE

For more information and to apply visit:

<https://www.ontario.ca/page/businesses-get-help-covid-19-costs>

Ontario Property Tax and Energy Cost Rebates

- Businesses that are, or were, required to shut down or significantly restrict services due to provincial public health measures can apply for rebates, provided in the form of grants, to help with their fixed costs
- Businesses struggling to pay their energy bills as a result of COVID-19 may also be eligible for the COVID-19 Energy Assistance Program for Small Business (CEAP-SB), which you can apply to through your utility provider

For more information and to apply visit:

<https://www.ontario.ca/page/businesses-get-help-covid-19-costs>

COVID-19 Energy Assistance Program for Small Business (CEAP-SB)

- Eligible small businesses and registered charities can receive a one-time, on-bill credit up to \$1500 to help catch up on energy bills and resume regular payments

For more information and to apply visit:

<https://www.oeb.ca/rates-and-your-bill/covid-19-energy-assistance-programs>

Questions about the programs listed above?

Please call Transfer Payment Ontario Client Care Toll-free: **1-855-216-3090**

Funding Programs for Small Businesses



FREE ASSISTANCE PROGRAMS



Digital Main Street - Shop Here

- Quick, easy way to get a free online store

For more information please visit: <https://digitalmainstreet.ca/shophere/>

Digital Main Street - Future Proof

- Transformation team works with business owners to help create new business models, develop and implement digital marketing strategies, maximize digital tools and more.
- Access locally through the Tech Alliance

For more information please visit: <https://digitalmainstreet.ca/futureproof/>

For more information please visit: <https://techalliance.ca/dms/>

Recovery Action Program (RAP)



WORLD TRADE CENTRE
TORONTO

- Free online workshop through Toronto Board of Trade that helps you identify areas for digital overhaul so that your business can keep existing customers and find new ones
- Working with mentors

For more information please visit: <https://wtctoronto.com/scaleup/rap/>