

# Kingston Pandemic Business Recovery Grant Submission Example

Application Questions:

## **BUSINESS DETAILS**

Business Legal Name:

*ABCDE Food*

Business Operating Name:

*ABCDE Food LTD.*

Business Registration Number:

*012345678*

Business Address:

*235 Business Lane, Kingston ON, K7L 4S4*

Business Website:

*ABCDEFood.ca*

Contact Name:

*Jane Doe*

Contact Phone:

*613-544-2725*

Contact Email:

*janedoe@abcdefood.com*

Is the business for-profit: Not-For-Profit;

*For-Profit*

Number of Full Time Employees prior to March 2020:

*20*

Number of Full Time Employees at time of application:

*10*

Type of Business:

- 11: Agriculture, Forestry, Fishing and Hunting
- 23: Construction
- 31-33: Manufacturing
- 42: Wholesale
- 44-45: Retail Trade
- 48-49: Transportation and Warehousing
- 51: Information
- 52: Finance and Insurance
- 53: Real Estate and Rental and Leasing
- 54: Professional, Scientific, and Technical Services
- 71: Arts, Entertainment, and Recreation
- 72: Accommodation and Food Services**
- 81: Other Services (including personal care, salons and spas)

Year Established:

*2011*

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## FUNDING STREAM

What funding stream are you applying to? (check boxes) If you are eligible for more than one stream please select all boxes that apply.

**Stream 1-** Business ineligible for other Federal/Provincial Program due to lack of business revenue prior to April 2020.

**Stream 2-** Businesses from high impact industry sectors (Retail & Wholesale, Food Services & Accommodation, Information, Culture & Recreation, Other Services) who can demonstrate economic impact from the pandemic.

**Stream 3-** Other industry sector businesses that have had dramatic changes to business operations and/or customer markets as a result of the pandemic.

*Stream 2- Businesses from high impact industry sectors (Retail & Wholesale, Food Services & Accommodation, Information, Culture & Recreation, Other Services) who can demonstrate economic impact from the pandemic.*

## COVID-19 IMPACT

1. Please describe how your business operations have been adversely affected by COVID-19. (Max 100 words) (Please identify details such as: Year over year average % of revenue loss, number of jobs impacted, % of jobs impacted, and other relevant information.):

*As a restaurant we have had to close our doors to dine in customers for a large portion of 2020. Consequently, our annual revenue has decreased by 50% from March 2020 to March 2021. Additionally, we have had to let go of 10 part-time employees as we could not afford to pay them or provide them with adequate hours to be of benefit to them. Therefore 50% of jobs from our business have been lost. There have also been additional costs that such as PPE and Plexiglas separation for when dining re-opened again.*

2. What COVID relief programs have you accessed?

	Approved	Not Approved	Didn't Apply
Canada Emergency Wage Subsidy (CEWS)			
Canada Emergency Business Account (CEBA)			
Canada Emergency Rent Subsidy (CERS)			
Regional Relief and Recovery Fund (RRRF)			
Ontario Small Business Support Grant			
Ontario's Main Street Relief Grant: PPE Support			
Digital Main Street			
Kingston Tourism Business Support Program			
Other (please identify)			

*Select all the programs you applied for and select all the programs that you were successful with.*

3. If you have not applied for any programs please identify why. (optional question)

*We did not apply for the Ontario Small Business Support grant, as we did not meet the eligibility criteria.*

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## PROJECT DESCRIPTION

1. Please provide a project summary. (Max 150 words)

(Please outline details such as: How will you utilize the funding? What do you plan to accomplish? Are the activities building on other recovery initiatives?)

*Our project will address current business needs with a new patio and online platform for ordering while creating opportunities to grow the business with a meal subscription plan. Our indoor seating has been reduced drastically to follow social distancing guidelines. A portion of the funding will be used to build a large patio. Having patio seating will increase our seasonal revenue by 25% and will permit us to hire 5 additional employees.*

*We are producing an online ordering platform which will provide a meal subscription plan for busy people always on the go. Individuals can go online to order a weeks' worth of pre-made meals that simply need to be unwrapped and placed in the microwave for re-heating. Our regular customers frequent the restaurant once a week and we hope that providing them this option encourages them to choose our food for their families more than once a week. Additionally, this change will permit us to reach new markets and new clientele who want fresh don't have time to cook or sit down at the restaurant.*

*We intend to use biodegradable containers for the meal subscription service to promote environmental sustainability.*

2. How does your project support your COVID-19 business recovery efforts? (Max 150 words)

*The funding toward a patio will increase our customer capacity and increase our seasonal revenue compared to last year's season March 2020 – October 2020. The funding toward biodegradable containers will help us to promote our new meal subscription plan while also being environmentally sustainable. By pivoting our business to include this new meal subscription plan, we will generate 30% more revenue annually compared to last year. The meal subscription plan is expected to help our business diversify through the uncertainty and create a consistent revenue. As a result, it is expected that we will be able to hire 5 additional employees between July and December 2021, and an additional 3 employees between January 2022 and December 2022.*

3. Will the grant funds be used to help the business succeed by responding to changing market conditions with new technologies, business models or other creative solutions? Y/N Please describe (Max 150 words):

*Yes.*

*We plan to use a portion of the funding to support our new online ordering platform to include a meal subscription plan for busy people always on the go. This will allow us to target a broader customer base and generate a new revenue stream as well as create new jobs. The patio expansion will allow us to grow our current business model to allow for the health and safety regulations.*

4. Will the funding help your employees return to work? Y/N If yes, how many will return to work?

*Yes, this funding will assist us in hiring 5 new staff. to wait on the patio tables, support our Kitchen staff as well as perform administrative tasks. We also intend to hire 2 additional staff to facilitate our new meal subscription plan.*

5. Did you make an effort to maintain staff throughout pandemic? Y/N

*YES*

6. Will the funding create new jobs in your business? Y/N If yes, how many jobs will be created?

*Yes, this funding will allow us to hire an additional 7 staff.*

7. Will the funds be used to:

Maintain current business operations or

Grow your business

*Grow your business*

8. Will you seek other funding relief programs to support this project? Y/N

*YES*

9. Will your project support the Council Priority of environmental sustainability? For example, use of biodegradable packaging, green technologies etc. Y/N

*YES*

10. Will the grant funds benefit members of underrepresented groups or those disproportionately impacted by the pandemic including women, newcomers, racialized people, BIPOC, or people with disabilities? Y/N

*YES*

11. Do you intend to purchase eligible expenses locally where and if possible? Y/N

YES.

*We have transitioned to purchasing a majority of our ingredients locally just before the pandemic hit. We currently purchase our meat and vegetables from local Kingston businesses; however, we are in the process of sourcing our dairy products locally as well. Hoping to make this switch by June 2021.*

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## PROJECT BUDGET:

The Kingston Pandemic Business Recovery Grant will provide matching grant funding in the amount of 75% of eligible costs up to \$10,000 (Total project value \$13,333). Please provide an estimated project budget breakdown using the chart below:

1. Training or skill development for employees or owners (excluding travel expenses) that contribute to business sustainability  
*0*
2. Costs related to marketing or promotion of the business including signage, digital marketing content creation, media campaigns or other marketing costs  
*0*
3. Costs related to business model transformation including new technologies, methodologies or creative solutions to assist the business to find new models of serving customers and acquiring new markets.  
*10,000*
4. Equipment purchases that increases productivity or supports revenue generation or replacement of old, outdated equipment  
*4000*
5. Business Advisory services including accounting, legal, digital marketing expertise that directly to support recovery efforts  
*0*
6. Total Estimated Project Cost  
*14000*
7. Total Requested funding (maximum 75% up to \$10,000)  
*10000*



## CERTIFICATION

1. Name of business owner and/or authorized signor

*Jane Doe*

2. I hereby acknowledge and certify that:

- (a) I have read and understand this request for support and understand the associated guidelines.
- (b) I understand incomplete applications cannot be assessed and the applicant will be notified.
- (c) The information provided herein is complete, true and accurate.
- (d) Any other information given in the future in connection with the carrying out of the activities will also be complete, true and accurate.
- (e) I acknowledge that Kingston Economic Development or the City of Kingston may request addition information and site inspection as a condition of approval and payment of the program.
- (f) I acknowledge that neither I or a member of my immediate household are employees of the City of Kingston, Kingston Economic Development Corporation or any other municipal entity.
- (f) Costs incurred by the applicant in the absence of a signed approval letter are incurred at the sole risk of the applicant and any such costs may not be considered eligible.
- (g) Information provided to Kingston Economic Development and City of Kingston will be treated in confidence.

*I Agree*