



KINGSTON ECONOMIC
Development Corporation

Kingston Pandemic Business Recovery Grant

Program Guidelines

Objective:

The City of Kingston and Kingston Economic Development Corporation have partnered together to provide a funding program to support small to medium sized businesses in the City of Kingston that have been negatively affected by COVID-19. Kingston Economic Development Corporation will be administering the program with the overall objective to support business recovery and transformation.

Business Eligibility:

- a) Business must have a registered business number;
- b) Business must have a business address in the City of Kingston;
- c) Business must have a minimum of 1 employee but not more than 50 employees at time of application;
- d) Business must pay commercial taxes and/or rent commercial space;
- e) The business must demonstrate how their business operations have been adversely affected by COVID-19;

Ineligible Business:

Ineligible businesses include businesses owned by employees or immediate family members of the City of Kingston, Kingston Economic Development Corporation or any other municipal entity (i.e. Utilities Kingston). Immediate family members include family members living in the same household.

Program Streams:

- 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 (Wholesale; Retail; Information; Arts, Entertainment & Recreation; Accommodation & Food Services; Personal Care Services; Other Services) who can demonstrate negative economic impact from the pandemic.
- Stream 3: Other industry sector businesses that can demonstrate dramatic negative changes to business operations and/or customer markets as a result of the pandemic.

Grant Funding Available:

Kingston Economic Development Corporation will provide matching grant funding in the amount of 75% of eligible expenses to a maximum of \$10,000 per eligible business/registration number (Total project value \$13,333).

The applicant is required to contribute a minimum 25% from business and/or other funding programs.

Funding is provided as a reimbursement of expenses based on submission of completed final report and proof of payment.

Program Timeline:

Applications will be accepted starting April 6, 2021.

Application deadline is April 30, 2021 at 5:00pm.

All expenses must be incurred between January 1, 2021 and October 31, 2021.

Final report and proof of payment can be submitted anytime after project completion and no later than November 7, 2021.

Payment will be made after review of completed final report and proof of payment.

Eligible Expenses:

1. Training or skill development by a third party provider for employees or owners (excluding travel expenses) that contribute to business sustainability;
2. Costs related to marketing or promotion of the business including signage, digital marketing content creation, media campaigns or other marketing costs;
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. Examples of eligible expense include but isn't limited to:
 - E-commerce
 - Shift to delivery or take out business models
 - Physical transformations such as takeout windows or expanded patios to accommodate social distancing
 - Targeting of new markets
 - New products or services
 - Subscription or purchase of software
4. Equipment purchases that increases productivity or supports revenue generation or replacement of old, outdated equipment;

5. Business Advisory services including accounting, legal, digital marketing expertise that directly to support recovery efforts

Ineligible Expenses:

1. Rent/lease/mortgage payments;
2. Property taxes;
3. Payroll or wages,
4. Capital lease payments;
5. Debt reduction;
6. Bank charges and interest payments;
7. Utilities;
8. Insurance;
9. HST or other municipal, provincial or federal tax
10. Any expense related to regular business operations and not a result of or response to the COVID-19 pandemic (i.e. maintenance)

Evaluation Criteria:

The overall intent of the City of Kingston and Kingston Economic Development Corporation is to support Kingston businesses that have been negatively impacted by COVID-19 with recovery and transformation costs. Applications will be reviewed by an independent committee and scored based on the criteria below. This is a competitive process and not all applications will be funded. It is recommended to provide detailed responses.

Criteria	Description	Points
COVID-19 Relief Programs	Has the business demonstrated effort (either successful or declined) to apply to Federal and/or Provincial pandemic relief programs? OR Stream 1 applicant not eligible for programs	3
Project Summary	Please provide a project summary. (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?)	5
COVID-19 Impact	How does your project support your COVID-19 business recovery efforts?	5
Economic Diversification & Business Transformation:	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?	5
Job Retention:	Will the funding help your employees return to work? OR Did the business make an effort to maintain staff throughout pandemic?	2
Job Creation:	Will the funding create new jobs in your business?	2
Financial Sustainability:	Will the funds be used to maintain current business operations or grow your business?	2

Partner Leverage:	Will you seek other funding relief programs to support this project?	1
Environment Alignment:	Will your project support the Council Priority of environmental sustainability?	1
Community Impact:	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?	1
Local Support	Do you intend to purchase eligible expenses locally where possible?	1

General Terms of Funding Program:

- a) Successful applicants are required to sign a Funding Agreement upon approval.
- b) Payment will be made after the approved project as outlined in the Funding Agreement is completed.
- c) Payment of the grant is conditional upon submission of final report and satisfactory proof of payment of all eligible costs.
- d) If the actual eligible expenses are less than the approved amount in the Funding Agreement, the matching grant will be limited to 75% of the total eligible expenses.
- e) If the actual eligible expenses are more than the approved amount in the Funding Agreement, the additional expenses are the responsibility of the applicant.
- f) Eligible expenses do not include harmonized sales tax (HST).
- g) Eligible expenses do not include any labour costs for work performed by the applicant, owner and or employee. All labour costs must be completed by a third party provider.
- h) Number of employees is based at time of application.
- i) A business owner can be considered 1 full time employee if they can demonstrate payroll, owners draw or other personal business income.
- j) Only one application shall be received for each business number on a one-time basis.
- k) Eligible expenses are retroactive to January 1, 2021.
- l) All expenses must be incurred and paid for by October 31, 2021.
- m) The Final Report and proof of payment must be submitted no later than November 7, 2021.
- n) Kingston Economic Development reserves the right to request additional information and site audit as a condition of approval and payment of the program.
- o) Applications will be reviewed by an independent adjudication committee. The application details are confidential and the adjudication committee will only be provided the project details required for the review criteria. The business name and contact information will not be provided as part of the equitable review process.
- p) Where building, encroachment or work permits would be required for planned work, the City of Kingston reserves the right to confirm compliance with permitting prior to approval of application.
- q) The applicant is required to contribute the 25% matching funds. Stacking with other funding programs is permitted.

Application and Review Process:

- a) Applicants are required to complete the application form and submit it to Kingston Economic Development Corporation through the online form www.kingstonecdev.com/businessrecoverygrant;
- b) The application will be reviewed by an independent adjudication committee based on the evaluation criteria;
- c) Applicants will be notified of their application status;
- d) Successful applicants will be required to sign a funding agreement upon approval;
- e) Successful applicants will be required to complete a final report and submit proof of payment upon completion of the project.
- f) The grant payment will be issued upon satisfactory review of completed final report and proof of payment.

Contact Information

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