

## Edmonton Economic Action Plan Grant Administration

### Grant Administration

Applicants to the Grant may be eligible for a matching one-to-one reimbursement grant of up to \$25,000. Matching contributions may not contain funds from another City funding source. Funding will be targeted at projects or initiatives that are aligned with the Action Plan actions 3, 5, 6, 10, 11, 12, 13, 14, 15, 16, 17 and 20. All administrative specifics will be developed into a procedure document that will be approved by the City Manager before the grant is launched. This will be published on the City's website.

### Examples of Projects

Some examples of eligible projects might include, but are not limited to:

1. **Action 3:** Support building capacity and access to resources for entrepreneurs from marginalized communities, such as racialized entrepreneurs, and newcomers.
  - a. A project to reduce barriers to employment and business opportunities for marginalized communities, such as Indigenous people and newcomers
  - b. Project is directly focused on supporting or benefitting a specific marginalized entrepreneurial group (i.e. Indigenous entrepreneurs)
  - c. Project is directly focused on building business or employment capacity and access for entrepreneurs from marginalized communities.
  
2. **Action 5:** Support projects aimed to strengthen or eliminate gaps within existing local supply chain networks.
  - a. Combining product/services awareness with ability to distribute products
  - b. Equipment purchases, including renovations to support new equipment (i.e. upgrading electrical to support new manufacturing machinery)
  - c. Additions to fleet
  - d. Software development or purchase to support distribution, such as e-commerce
  - e. Project improves market access and/or speed to market for multiple businesses
  
3. **Action 6:** Leverage Edmonton's digital infrastructure, including Open Data, fibre optic network and the innovation corridor, to link research, educational and technology organizations.
  - a. Developing a tool to help with measuring the impact of the recovery efforts on the BIA mainstreet areas.
  - b. A project to help provide statistical analysis of the economic development potential of our commercial areas.
  - c. Incorporating Edmonton's Digital infrastructure into the curriculum of Edmonton's universities, trades schools and colleges

- d. A recruitment and marketing project to attract specific, innovation-focused talent to Edmonton, for example, software engineers.
  - e. A place branding project that supports a main street area, node or corridor, such as a place branding and marketing project for a BIA that highlights innovation within this area.
4. **Action 10:** Develop tools and strategies to attract commercial, residential and mixed-use development in nodes and corridors.
- a. A research project to assess the market demand for certain business types in the nodes and corridors.
  - b. Developing a business attraction and retention plan for a specific node or corridor.
  - c. Developing tenant strategies to cluster similar businesses within a node or along a corridor.
5. **Action 11:** Support enhanced experiences by encouraging opportunities for low impact businesses to operate in parks and public space.
- a. A business plan to launch a service or goods based product in parks or public space.
  - b. Development of an experience based business to help commercialize destination areas in the City (ie. downtown, river valley, etc.).
  - c. Purchase of mobile, transportable and low-impact equipment, materials, etc. for the business to operate in the park.
6. **Action 12:** Develop tools to facilitate growth in green economic sectors.
- a. The development of new green technology software and/or strategies
  - b. Development of strategies to support the green economy
7. **Action 13:** Work together to support emerging made-in-Edmonton technology solutions.
- a. Financial support for tech start-ups that are piloting and/or beta-testing a new project within Edmonton, for example: in artificial intelligence, health, biotech, renewables and software development.
  - b. Technology equipment purchases made by small start-up businesses (i.e. high-end computing equipment, sensors, software, etc.)
8. **Action 14:** Support emerging off-shoots of the energy sector.

- a. Financial support for emerging energy sector business start-ups, pivots or expansions, including renewables, carbon capture and hydrogen sectors.
9. **Action 15:** Advance a coordinated approach to growing the local food economy.
    - a. Creating or growing value-added products and services (changing the physical state of a product, i.e. milling grain into flour),
    - b. Equipment purchases, including renovations to support new equipment (i.e. upgrading electrical)
    - c. Creating capacity for value-added processing
    - d. Software development
  10. **Action 16:** Develop Edmonton's competitive advantage as an international logistics hub and hub to Northern Alberta, the North West Territories and beyond.
    - a. Retrofitting transportation equipment or facilities to improve business operations in the transportation and logistics industry.
    - b. Hiring skilled workers to support operations management
    - c. Software development, such as inventory management solutions
  11. **Action 17:** Promote affordable, accessible, high-quality, and inclusive early learning and child care.
    - a. Supporting the opening of new child care facilities. Start up costs could include items such as kitchen equipment, desks, outdoor/playground equipment, toys, etc.
  12. **Action 20:** Promote and support academic programs that advance the local economy.
    - a. Edmonton businesses hiring workers who have recently graduated from local academic institutions.
    - b. Supporting programs operated by a business and post-secondary partnership (i.e. training or research and development, etc.)

### **Eligibility Guidelines**

To be eligible to apply, a business or non-profit organization must have or plan to have a valid Edmonton Business License (unless exempt), and satisfy the other eligibility requirements as set out in the program procedures.

The City may fund applicants who previously received funding in EERG Phase 1 if they are applying for a new project that contributes to the outcomes of the Action Plan. Mechanisms to ensure applicants are not using City funding twice for the same expenses will be present in the evaluation process.

### **Evaluation**

Applications will be accepted and evaluated on an ongoing, first come first serve basis, with half the funding being targeted for disbursement in the first 6 months of the grant and the other half in the latter six months. This will ensure equitable access to all businesses and will provide businesses with sufficient time to develop viable projects. Funding could be reallocated at the discretion of the program manager as the need and interest in the program dictates.

Each application will include a standardized business plan that includes a business case for the new project or initiative, a detailed cost summary of expenses supported by the grant, and proof that they are able to match the grant funding. Applications will be evaluated using a matrix that ensures funding is awarded to the projects that best align with the goals of the Edmonton Economic Action Plan. The evaluation details are to be finalized and will be included in the procedures for the program. Administration has and will continue to consult with the Office of the City Auditor to identify risks and ensure the stewardship of taxpayer dollars.