

Southwestern Ontario Community Adjustment Fund (SWCAF)

Local Initiatives Projects Guidelines 2010

The Southwestern Ontario Community Adjustment Fund (SWCAF) is administered in Brant County by the Enterprise Brant (Brant Community Futures Development Corporation).

The mission statement of Enterprise Brant is:

“to foster community economic development”

Applications will be accepted until July 23, 2010

Subsequent application deadlines will be the 3rd Friday of every month until fund depletion.

Purpose:

The purpose of the **Local Initiatives** element is to support local community-based initiatives which enhance the community capacity for community economic development and diversification within Brant County.

Projects must demonstrate significant impact on the enhancement of the local business community and/or the community as a whole. Applicants must demonstrate evidence of support from partners in the private sector, community organizations, municipalities, and/or the provincial government.

The intent is to strengthen businesses strategically with the long-term goal of job creation, economic diversification and refined business competitiveness.

Who Can Apply?

- Municipal Organizations
- Community Development Organizations and Non-Profits
- Groups or alliances of those described above where a lead recipient has been identified

Eligible Activities

Eligible **activities** are to be action-oriented, incremental and may include but are not limited to:

- Community-based economic development projects;
- Research projects;
- Marketing and promotional activities;
- Tourism events;
- Export and trade initiatives;
- Facilitate and host seminars or workshops;

- Small-scale capital projects that address local needs and priorities

Eligible Costs:

Eligible **costs** are expenses that will be incurred by the Recipient that are reasonable, incremental and required to carry out the eligible activities including but not limited to:

- Consulting and professional fees;
- Marketing and advertising costs;
- Travel and meeting costs;
- Trade Show expenses;
- Equipment;
- Other costs directly related to the approved Eligible Activities

Funding Levels

- Local Initiative Projects may be funded up to a maximum of \$10,000
- Non-profit organizations can apply for up to 100% of eligible costs

Application Process

Applications must follow the format of the Enterprise Brant application form found on the Enterprise Brant website.

Applicants must speak with the program coordinator to receive direction and walk through the application process. This is required and will save the applicant valuable time.

Once the form has been completed it may be e-mailed, faxed, mailed or dropped-off in person.

Applications will be accepted up until the 3rd Friday of every month until fund depletion. The applications will be reviewed on a monthly basis and applicants will be notified if their application has been approved.

The review committee will only consider complete applications.

Approval Process

Applications will be reviewed by a funding review committee comprised of members of Enterprise Brant Board of directors. If the application is approved, Enterprise Brant will prepare a letter of agreement with terms, conditions and a funding disbursement schedule.

Evaluation Criteria

Applications will be assessed on the following criteria:

- Eligibility of applicant;
- Eligibility of project activity; incremental, action-oriented with longer-term benefits;
- Jobs created or maintained;
- Economic diversification, and enhanced business competitiveness
- Eligibility of project costs; reasonable, incremental and which relate directly to the project activities



- Level of applicant's commitment and involvement with the project, applicant must demonstrate they be highly involved in the planning process and must commit to providing monthly status reports
- Total cost of the project and leveraged funds
- Presence of active partnerships, especially with leveraged funds
- Measurable impact of the project activity on the economy of Brant County
- Ability of applicant to execute the project by December 15, 2010;
- Available program funds

Reporting and Monitoring

Successful applicants will be required to report to Enterprise Brant on the progress of their Local Initiatives projects and submit a final report. This will be outlined in a Letter of Agreement for approved projects. Enterprise Brant reserves the right to request site visits to monitor projects.

Payments of Enterprise Brant Contributions

Detailed instructions and claim forms will be provided to applicants after their projects are approved by Enterprise Brant. Contributions will be subject to a 10% hold back until the applicant has completed the project, met all project requirements as laid out in the Letter of Agreement and/or until a final report is received.

Funding Parameters:

- Applications for projects deemed to be impacted by the Canadian Environmental Assessment Act and/or the Federal Official Languages Act will require documentation demonstrating compliance to Federal Economic Development Agency for Southern Ontario
- All approved applicants will be required to submit a final report that will include a summary of activities, accomplishments and a financial reconciliation of the project.

Application Instructions

The following are instructions to be used when filling out the application. Please refer to these instructions when completing each corresponding section.

1. Business/Organization Requesting Assistance: Fill in the name and contact information for your business or organization. You must speak with the program coordinator prior to submitting your application.

2. Legal Form of business: Check the appropriate box to identify the type of business you operate. You must provide supporting documentation along with your application. For example if you are a corporation you must provide articles of incorporation, if you are a registered business you must provide your business registration documentation.





3. Description of organization: Provide a brief description of your organization so that the review committee has an understanding of the size of your organization, the services that you provide, whom your customers are and the impact your organization is having in Brant County. Enter items such as: number of employees, annual sales, number of years in business, how the business is changing, what new markets your organization is pursuing etc.

4. Overview of the Request: Describe the Local Initiatives project you are planning. Be sure to describe all the elements of this project. For example, if your organization is planning a large tourist event be sure to list the various elements such as planning meetings, advertising, volunteer recruitment and equipment rentals.

5. Needs Analysis: Here is your chance to describe why your organization needs this grant to proceed with this initiative. The reasons could include items such as: the impact the slower economy is having in the community or the efforts needed to start-up a new tourist event.

6. Economic Impact and Outcomes: The review committee will want to see the impact this project will have on your organization as well as Brant County. List as many “tangible” impacts as you can think of. Examples include:

- We are going to hire 1 new salesperson with an annual salary of \$40,000
- Our annual sales should increase by \$35,000 per year and profits should increase by \$10,000
- We will be spending approximately \$80,000 in Brant County over the next year in construction and renovation costs
- We will be adding a service in Brant County that does not currently exist
- We anticipate to have 5,000 tourist per year visit our site

Projects will be assessed by their economic impacts. Be sure to list number of jobs created or maintained, the total cost of the project to determine leverage.

7. Partnerships and Contributions: List any other groups or people that are going to be involved with the project. Describe their contribution to the project such as financial or other ways they have indicated they will help. Describe the nature of the partnership such as legally binding agreement, or letter of support. Include any documentation of the partnership with the application.

8. Work Plan and Budget: Breakdown your project into a number of activities. List the activities in the table provided. Once you have listed all of the activities plan the start and end date for each of the activities. List the outcome you are hoping for that corresponds to the activity. Lastly, in the costs column, identify the costs associated with the activity. The last three rows relate to the overall cost of the project, what your organization will be paying and the amount of grant you are requesting.



The maximum grant amount is \$10,000 for Local Initiatives projects.

Here is an example:

Activity	Start and End Dates	Desired Outcome	Estimated Costs
3 planning meetings to plan a spin-off event from the Norfolk Fair	Aug. 1 to Aug. 31, 2010	Recruit 3 champions for the cause and recruit 15 core volunteers	\$200 in meeting costs
Booth at the Norfolk Fair to advertise the event that will take place the following weekend	Nov. 2010	Advertise to attract an initial crowd of 200 participants at the 1 st annual event	Volunteer expenses \$1,000 Booth rental \$1,000 Booth marketing materials \$2,000
Host the 1 st annual event	Dec.15, 2010	Sell \$3,000 in merchandise and have a minimum of 200 tourists attend the 2 day event.	Volunteer expenses \$2,000 Equipment rentals \$2,000 Bus rentals \$3,000
Total Estimated Costs:			\$11,200
Your Organization's Contribution to the Project:			\$3,000
Your Requested Amount:			\$8,200

You must include (where applicable) the following with your application:

- 1 Articles of incorporation, partnership agreement, farm business registration number or any other documentation that supports the legal entity of your organization or business.
- 2 You must include a copy of the terms of reference or contract if using an outside consultant as well as a resume, C.V. or professional bio for the consultant. Where applicable, the qualifications must include proof of licensing to determine if the company is licensed to perform that kind of work in Ontario.
- 3 Any documentation that supports a partnership that was formed or describes others involvement with your project.