



Wildfire Business Transition Program

With Businesses recovering from the impacts of the 2017 wildfire season, Community Futures Thompson Country (CFTC) looks to aide those business recovery efforts with a marketing grant program. As reported in the Thompson Nicola Regional District's (TNRD) Economic Recovery workplan, 80 percent of businesses impacted by those fires stated help with marketing would be the number one recovery measure they would benefit from. Along with a \$15,000 contribution to support the efforts of Tourism Wells Gray, CFTC will be providing wildfire affected businesses with up to \$1500 in grant funding for marketing purposes.

Eligible Organization and Marketing Plan Application

This application will be used to:

1. assess your organization's eligibility for the program
2. outline the type of marketing initiative required to help your organization move forward to economic stability

If your Application is eligible for funding, you will be notified by Community Futures Thompson Country.

Legal Name of Organization

Address

<input type="text"/>	<input type="text"/>
----------------------	----------------------

City

Postal Code

Indicate your Business Type from the list below

- Accommodation & Food Services / Restaurant
- Agriculture/ Farming/ Ranching
- Tourism and Recreation
- Associations, Non-profits, Charities
- Construction
- Educational Services/ Training Consultants
- First Nations Cultural Livelihoods
- Healthcare & Social Assistance
- Manufacturing
- Mining
- Physical Education/ Training/ Sports
- Professional, Scientific, Technical Services
- Real Estate and Leasing
- Retail Trade
- Services – Cleaning, Maintenance, Landscaping
- Services- Personal Care, Hair Dressing, Esthetics, Etc.
- Services- Pet/ Cattle/ Horses
- Timber / Lumber Trade
- Trades – except construction
- Transportation and Warehousing
- Trapping, Fishing, Hunting and Guide Outfitting
- Other

Specify the person who will be the primary contact for the Community Futures Wildfire Support Program and has the authority to approve training.

--	--

Name

Phone Number

--

E-Mail

Please answer the following questions by circling **YES** or **NO**.

1. Your organization is a:

a. Business. **YES** **NO**

b. Not-For-Profit engaged in revenue generating activities. **YES** **NO**

i. If **YES**, briefly describe the Not-For-Profit activities:

--

2. Has your organization been negatively affected by the 2017 wildfire season? **YES**
NO

3. Does your organization have less than 50 employees? **YES** **NO**

4. Has your organization had a Net Profit of less than \$250,000 in the past 12 months? **YES**
NO

5. Was your organization in operation prior to July 7, 2017? **YES** **NO**

6. Is your organization still in operation? **YES** **NO**

7. Were you registered with BC Registry, Extra-Provincial Registry, BC Societies or have a CRA Business Number prior to July 7, 2017? **YES** **NO**

If **YES**, please enter one of the following registry numbers for your organization:

BC Registry Number	
Extra-Provincial Registry Number	
BC Societies Registry Number	
CRA Business Number	

Please review the General Eligibility Criteria Policy below.

- ✓ Organizations meeting eligibility requirements are not guaranteed funding.
 - ✓ Funds are limited and will be made available on a first-come, first-served basis.
 - ✓ Approval of general eligibility does not constitute an endorsement of any marketing grant project.
 - ✓ All applications will be assessed on a case by case basis.
All decisions regarding the eligibility of businesses will be made by Community Futures.
 - ✓ Due to the limited funds available under this program, applicants are encouraged to apply for other funding sources where appropriate. Community Futures reserves the right to deny or limit funding where other programs are deemed to be more appropriate.
 - ✓ If approved for a grant, the ability to produce receipts for all stated activities. If receipts are not produced, Community Futures reserves the right to request funding be returned.
- I have read and understand the General Eligibility Criteria Policies above.**

Marketing Plan

Each business that operates within Clearwater, Little Fort or Wells Gray park is eligible to apply for the one-time grant and each project must have a minimum total cost of \$2000 in order to apply.

The Business Marketing Grant Program will provide grant funding approved applicants.

Grant Funding will provide 75% reimbursement grant up to a maximum of:

- \$1,500 per business marketing plan

Projects must demonstrate how they will make a positive economic impact for the business and or local area. Applicants must also demonstrate how they were negatively impacted by the 2017 wild fires. Applications will be reviewed on a first come first serve basis. Funding is not finite for this program.

Project Review Committee

The Marketing grant committee consists of 3 to 5 representatives from the Community Futures Thompson Country region.

Marketing Plan Eligibility

Eligible Costs

- Graphic design
- Web design and development
- Marketing content development
- Brand development
- Filming and film production
- Photography
- Design and production of trade show exhibits
- Printing costs
- Advertising costs
- Signage
- Translation of marketing material
- Copy writing and media buying

Ineligible Costs

- GST and PST
 - Costs incurred (work started and/or deposits paid) prior to signing an agreement with Northern Development
 - Maintenance related to recurring or ongoing marketing initiatives
 - Operational costs and staff wages
 - Costs related to hosting, travelling to or attending meetings, conferences, workshops, trade shows, industry events, or trade missions
 - Hospitality costs including meals or alcohol, lodging, clothing and uniforms, and all giveaways
 - Regular website maintenance and website hosting
 - Postage (including for direct mail campaigns), phone, office space rental, photocopying, or in-house printing
 - Incentives, promotional items, giveaways, prizes and merchandise for resale
 - Purchases of equipment or tools
 - Project cost over-runs
 - In-kind (volunteer) labour and/or monetized donations (donated materials, equipment, or services from third parties). These are encouraged, but cannot be considered
-

Submission Guidelines

Applications must be submitted by September 10th to:

Blair Gray

General Manager

Community Futures Thompson Country

gm@communityfutures.net

Application and Program Requirements

All applicants are required to confirm and/or submit the following information. Only applications that meet these requirements will be processed.

- Submit a complete CFTC Marketing Grant application form.
 - The project must be located within the specified service region.
 - The project should be complementary to an existing marketing plan.
 - Include details on how the project will have a positive economic impact on the business and or region.
 - A detailed budget for the marketing initiative, including supporting quote(s).
 - Quotes must outline the proposed scope of work, the vendor and all pre-tax costs.
 - Project funding cannot exceed project costs.
 - Certificate of incorporation (if applicable).
-

BUSINESS MARKETING GRANT APPLICATION

Applicant Name

Describe how your business was negatively affected by the 2017 wild fires?

Describe your marketing plan, including all stated eligible activities

Budget of Desired Marketing Plan

Recognizing there is much to consider, please state the proposed budget for your marketing plan. Do not reduce the value by the desired Marketing grant.

\$

Marketing Financing

Do you have access to funds to complete your Marketing Plan? Yes No
If no, are you interested in applying for a loan through Community Futures Thompson Country? Yes No

Signatures

Business Owner

Date

Submit Application to:

bgray@communityfutures.net

Blair Gray – General Manager Community Futures Thompson Country