



# BUSINESS SUPPORT PROGRAMS

UPDATED SEPTEMBER 9, 2020



On April 1, 2020 Council approved the creation of the COVID-19 Response Reserve through the transfer of approximately \$960,000 for use to offset unbudgeted expenses experienced by the Municipality related to the COVID-19 pandemic and also for the development of community and business support programs. Municipal staff are engaged with members of the community as well as the local business community on an ongoing basis to explore other potentially needed community support initiatives during this period of local and provincial emergency. As new support programs are identified, they will be brought before Council for review and consideration.

The Business Support Group (BSG) formed to identify options for business support programs (BSP) for Council to review. The programs (except the security and funding program) would come from a dedicated \$150,000 pot.

### **Group Members**

Deron Johnston, Old Town Kemptville BIA

Heather Lawless/Darren Gallacher, Grenville Community Futures Development Corporation

Robert Salm, North Grenville Business Builders/Setanta Solutions Inc.

Terri-Lyn McEvoy, North Grenville Chamber of Commerce

Tracy MacDonald, CSE Consulting

Wendy Onstein/Jeanette Johnston, Leeds Grenville Small Business Enterprise Centre

William Pearl, Old Town Kemptville BIA/Steven Creek Shutter Company

Matt Gilmer, Economic Development Staff

Hillary Geneau, Economic Development Staff

Since the start of the pandemic, the Economic Development team has been working to connect with the business community to support them. The following programs have been implemented.

Creation of the business support portal on Invest site

Business calls to connect businesses with available programs

Coordination with County, OMAFRA, and business groups

Launch of #LoveNG campaign

Multiple rounds of business outreach

The aforementioned group was formed to suggest additional programs to support businesses. All programs are to support the following two goals:

1. Support businesses through the challenges they face in the pandemic
2. Promote and support businesses as the economy opens as we come out of the pandemic

The following programs have been suggested, and are being put before council for approval. A summary chart is below, and each program is laid out in more detail afterwards. The following timelines are used to indicate the suggested starting date of the program:

- Short-term: immediately to 1 month out
- Mid-term: 1-3 months out
- Long-term: 3 months out

The suggested programs and respective budgets would utilize \$95,000 of the \$150,000 allotted (excluding the security and funding program which are separately budgeted).

<b>Program</b>	<b>Description</b>	<b>Goal</b>	<b>Budget</b>	<b>Status</b>	<b>Timeline</b>
Love NG Website	A website dedicated to showcasing the operating status of NG businesses	Goal 1 & 2	\$10,000	Ongoing updates, changes to be made when marketing campaign launches	In progress
Security	A security firm was hired to patrol the commercial areas in the evenings	Goal 1	\$30,000	Contract ended July 15	Complete
Webinars	A webinar series to review topics pertinent to businesses	Goal 1 & 2	\$5,000	Six webinars held, BSG to review future topics	In progress
Funding	Grants distributed by the municipality i to cover businesses' covid related costs	Goal 1 & 2	\$100,000	Operating, \$63k approved	In progress
Co-op Ad Share	Provide discounted ad space for businesses with local advertisers	Goal 1 & 2	\$20,000	Businesses booking ads, 12/40 spots booked	In progress

<b>Program</b>	<b>Description</b>	<b>Goal</b>	<b>Budget</b>	<b>Status</b>	<b>Timeline</b>
#LoveNG Marketing Campaign	A marketing campaign targeting residents to spend locally	Goal 2	\$50,000	Creative being reviewed by Council Sept 15	In progress
Local Currency	NG Green can be spent at participating local businesses	Goal 2	\$10,000	currency being distributed in the community through contests and giveaways	In progress
Buying Local Partnerships	Work with industry partners (school board, hospital) to agree to purchase locally	Goal 1 & 2	None	BSG to create plan	Long-term
PPE & Safety Support	Work with businesses to help them get the information and supplies required	Goal 1 & 2	TBD	Staff connecting businesses with suppliers where needed on an ongoing basis	In progress

## Program: Love NG Website

The LoveNG website was launched March 30th with the aim to encourage North Grenville residents to support local by providing them the operating status of local businesses. Limited Facebook ad campaigns have also been running to support it as well as promotion on other social media platforms.

### Partners

Businesses  
Business Groups

### Budget

\$10,000  
from LoveNG  
fund

### Timeline

Short-term

## Considerations

- Use after pandemic, an e-mail function has been added to the back-end to potentially use as a directory for future use
- Tie ins to other municipal websites

The website will be reviewed as part of the marketing contract.

## Next Steps

Action

Continue adding businesses

Timeline/Status

Ongoing

Lead

Ec Dev-Hillary

## Program: Security - COMPLETED

A security firm was hired to patrol the commercial areas in the evenings. Their contract is in place until July 15th. So far the program has been successful in resolving several minor issues.

### Partners

Businesses

### Budget

\$30,000

### Timeline

Short-term

## Considerations

## Next Steps

Action

Timeline/Status

Lead

## Program: Webinars

The Municipality has hosted a series of webinars. The first three covered the following topics: business planning, re-opening safely, and available government programs.

### Partners

Business Groups

### Budget

\$5,000  
from LoveNG  
fund

### Timeline

Short-term

## Considerations

- How many sessions to run?
- Getting appropriate presenters
- Low attendance at 5/6 webinars

## Next Steps

Action

BSG review new topic - CEWS

Timeline/Status

Sept 9

Lead

BSG



## Program: Funding

Many municipalities have created funding programs to support their businesses through these challenging times. Most are facilitated by single or upper-tier municipalities. Programs range from giving money for broad use such as covering operating expenses to a more narrow focus such as transitioning a business to an online model.

<b>Partners</b> Businesses Business Groups	<b>Budget</b> \$100,000	<b>Timeline</b> Mid-term
--	----------------------------	-----------------------------

## Considerations

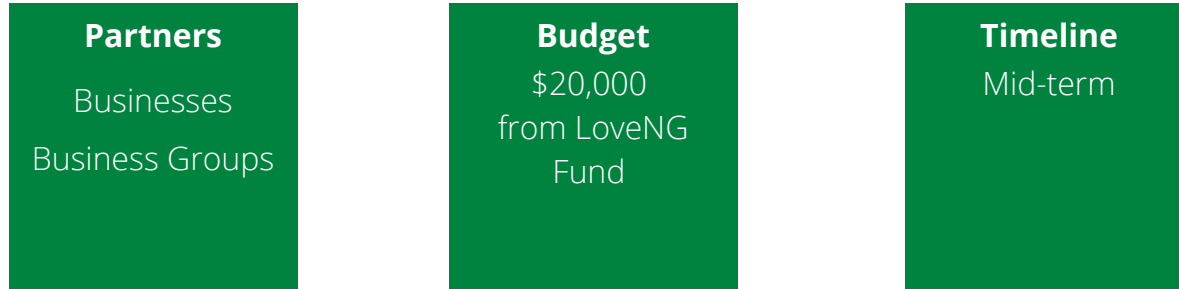
- The date for receipt submission has been changed to November 30
- The contract with Grenville CFDC expires December 31
- \$62,926.76 has been approved
- \$35,794.93 has been reimbursed with another \$5,89.93 to be reimbursed this week for a total of \$41,687.86

## Next Steps

Action	Timeline/Status	Lead
Promotion, intake, and reimbursement	Ongoing	Ec Dev-Matt & Hillary

## Program: Co-op Ad Share

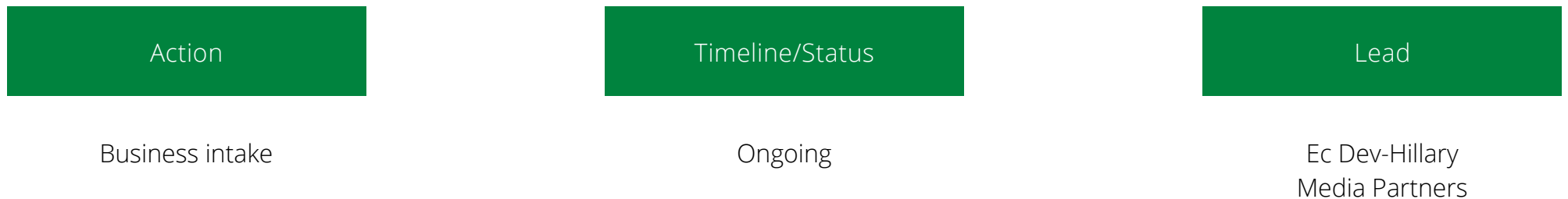
The BSG decided to move from a virtual tradeshow program to a co-op ad initiative. This would entail buying ad space with local advertisers. Local businesses would then be able to purchase ad space at a discounted rate.



## Considerations

- Promotion of the opportunity will be done by the Municipality, advertisers, and networks of the BSG members
- 4/17 businesses are working with Juice FM
- 12/11 businesses are working with NG Times
- 1/10 businesses are working with Kemptville Advance

## Next Steps



## Program: #LoveNG Marketing Campaign

A marketing campaign would largely be facilitated by a hired company, and could contain several components including:

- Continued LoveNG messaging
- Window clings
- Promotion of day trips
- Giveaway packages
- Co-op paper ad buys
- Add a call to action for the #LoveNG campaign eg. Shop Local Pledge
- Made in North Grenville campaign

This campaign would focus on promoting spending in North Grenville as businesses re-open. It would target both locals and non-locals. We would also work collaboratively with our Regional Tourism Organization 9 (RTO9) to align with their promotion of the region.

<b>Partners</b> Hired Contractor Business Groups RTO9	<b>Budget</b> \$50,000 from LoveNG Fund	<b>Timeline</b> Short-Term
--	--	-------------------------------

### Considerations

- Alphabet Creative has been contracted

### Next Steps

Action	Timeline/Status	Lead
Creative review at Council	Sept 15	Ec Dev-Hillary

## Program: Local Currency

There are two options for running this program:

### *Option One: Isolated Giveaway*

This would involve giving out the local currency to encourage people to shop local. An example was done in Prescott, \$2,500 was given out with a date to be used by and \$1,800 was used.

Pros: defined time period

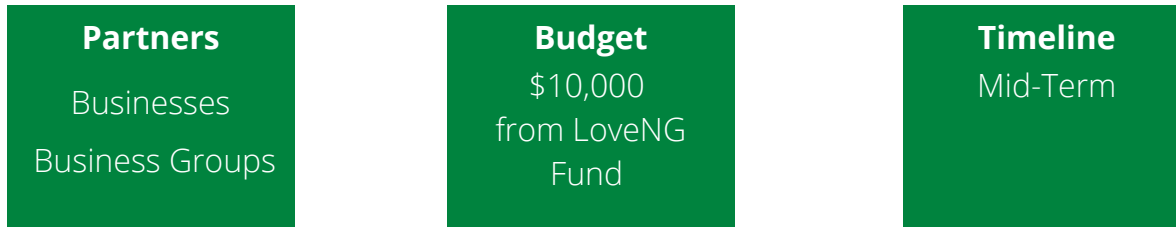
Cons: Municipality effectively distributing tax-payer money to businesses rather than encouraging new local spending

### *Option Two: Ongoing Program*

This would involve setting up a system for people to buy currency to use or give as a gift. An example of this is done in Downtown Brockville, they sell \$15k-25k a year.

Pros: residents keeping money local, opportunity for companies to use for employee incentives

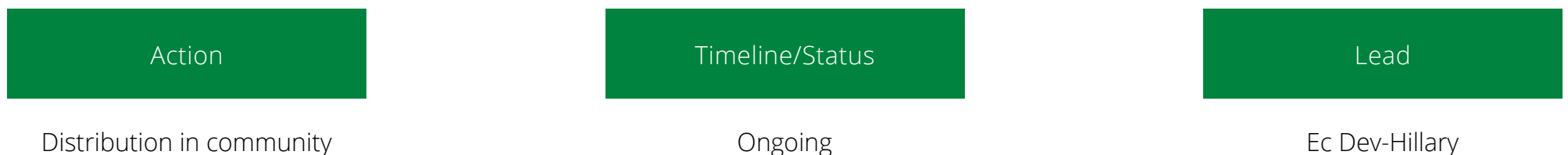
Cons: large program to maintain long-term



## Considerations

- 43 businesses have onboarded
- Over 100 people have entered the online contest in the first week
- Schedule for weekly green handouts

## Next Steps



## Program: Buying Local Partnerships

This program would involve working with industry partners (school board, hospital) to encourage local procurement. This would be done once most businesses have re-opened.

### Partners

Industry Leaders

### Budget

None

### Timeline

Long-term

## Considerations

- Internal buying procedures and procurement policy
- Analysis needed of industry needs and local availability of supplies

## Next Steps

Action

Draft list of potential partners

Timeline/Status

September

Lead

BSG

## Program: PPE and Safety Support

Many businesses have expressed concerns about the procedures they need in place to be able to re-open and operate safely. The aim of this program is to work with businesses to help them get the information and supplies required. This would include collecting and distributing information, as well as looking into the purchase of bulk PPE orders.

<b>Partners</b> Businesses Business Groups Industry Experts County	<b>Budget</b> TBD	<b>Timeline</b> Long-term
--	----------------------	------------------------------

## Considerations

- The County Economic Development team is updating a list of local suppliers
- Sharing correct information
- Availability of resources

## Next Steps

Action	Timeline/Status	Lead
Connecting businesses with suppliers	Ongoing	Ec Dev, Chamber, BIA