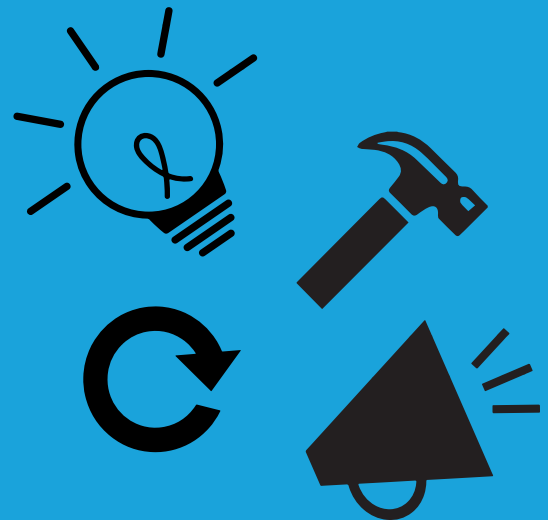


Downtown Incentive Program

COVID-19
RECOVERY
PLAN

MAINSTREET LONDON

- Restart Grant
- Marketing Grant
- Marketing Grant - Phase 2
- Resiliency Grant



NOTE: Grant intake and processing priority will be in three waves, to align with the provincial reopening guidelines for specific business types.

DOWNTOWN
LONDON



RESTART GRANT



What is it?

- A new one-time grant to help with costs of addressing the provincial health and safety requirements for businesses who are planning to reopen when the restrictions related to COVID-19 are lifted, according to the phased-in reopening plan. Retroactive to March 15, 2020, expires December 15, 2020.

How does it work?

- Business owner purchases eligible PPE products according to the industry-specific provincially mandated requirements to safely reopen businesses during the phased-in plan.
- Business owner contacts Downtown London staff to express interest in the grant, share the scope of work to be done (to check eligibility) and projected costs. Staff send out applications for business owner to submit eligible work for the grant.
- Business owner submits a grant application, with a copy of estimated costs for goods to be purchased and installed. Downtown London staff review with COVID-19 task force representatives, give approval for the eligible expenses. Note: Staff and task force members are bound by strict confidentiality agreements and cannot share the information you submit for review and approval.
- Business owner purchases goods and services, gets safety enhancements installed, submits official paid receipts (not invoices) for approved expenditures, along with a photo of the installed items (optional - for promotional purposes).
- Staff review applications, receipts/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of **75% of your cash expenditure up to a maximum grant of \$625**

What businesses are eligible?

- Priority is given to storefront businesses (retail, restaurant and personal services in particular).

What purchases are eligible?

- Personal Protective Equipment (PPE) - masks, gloves, hand sanitizer, alcohol wipes (staff may be able to recommend suppliers where we have negotiated discounts/product availability)
- In-store health and safety - interior improvements - plexiglass shields, site signage, directional arrows/decals on floors; installation costs related to these improvements
- Exterior enhancements - for example, 6-foot markings for queue lines on sidewalks - sidewalk spray chalk, decals, tape.

Where do I apply?

- Completed applications and receipts should be submitted to:
Vicki Smith, Downtown London
123 King Street, London ON N6A 1C3
(519)663-2002 ext 102
Vicki@downtownlondon.ca

When would I receive the grant?

- Upon completion of the approved work, and after you have paid for the PPE, installations and submitted a copy of your proof of purchase/receipts to DowntownLondon for reimbursement. Staff will pay the grant via Automated Funds Transfer(AFT) to your account.



MARKETING GRANT



What is it?

- A new one-time grant to help with new COVID-19 related marketing costs for businesses who are planning to reopen when the restrictions are lifted. There are two parts to this grant: Marketing Services, and Downtown Dollars. Retroactive to Mar. 15, 2020, expires Dec. 15, 2020.

How does it work?

- Business owner purchases eligible products and services according to your revised marketing plans.
- Business owner contacts DTL staff to express interest, share scope of work (e.g. digital audit, digital/print ads, digital marketing plan, etc.).
- Business owner submits a grant application, with a copy of your digital audit (if applicable) and proposal regarding how the Marketing Services and Downtown Dollars funding will be spent. Downtown London staff review with COVID-19 task force representatives, give approval for the eligible expenses. Note: Staff and task force members are bound by strict confidentiality agreements and cannot share the information you submit for review and approval.
- Business owner purchases services, submits official proof of payment/receipts (not invoices) for approved expenditures, plus a description of how you allocated the **\$400 Downtown Dollars**.
- Staff review applications, receipts/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of **75% of your cash expenditure up to a maximum grant of \$800**.

What businesses are eligible?

- Priority is given to storefront businesses (retail, restaurant and personal services in particular).

What purchases are eligible?

- **Marketing Services** - including digital audits, digital marketing and promotions/ads, e-commerce platforms, website design, SEO development (if you are not implementing digital audit recommendations on your own). Also applies to other new marketing support for digital and print ad campaigns, videos, print/tv/radio ads, etc. related to business reopening. Staff can provide lists of service providers, share information about discount offers that are available.
- **Downtown Dollars** - to support your business reopening promotions and contests. Talk to Downtown London staff if you want to buy additional Downtown Dollars to increase prizes for contests and promotions.

CONT'D ON NEXT PAGE...



MARKETING GRANT



Where do I apply?

- Completed applications and receipts should be submitted to:
Vicki Smith, Downtown London
123 King Street, London ON N6A 1C3
(519)663-2002 ext 102
Vicki@downtownlondon.ca

When would I receive the grant?

- **Marketing Services** - After you have paid for eligible marketing costs related to reopening according to provincial guidelines and submitted a copy of your proof of purchase/receipts to Downtown London for reimbursement. Staff will pay the grant via Automated Funds Transfer (AFT) to your account.
- **Downtown Dollars** - After you have given staff details of your plans for promotions, staff will prepare Downtown Dollar packages for you and will notify you when they are ready for pick-up.



COMMUNITY RESILIENCY GRANT



What is it?

- A new grant to help members with costs incurred to improve business safety/security, beautification and cleanliness. Retroactive to March 15th, 2020 and expires December 15th, 2020.

How does it work?

- Business owners purchase eligible items/ services related to business security, safety, storefront cleanliness and beautification.
- Business owner contacts Downtown London staff to express interest in grant, share the scope of work to be done (check for eligibility) and projected costs. Staff send out application for business owner to submit eligible work for the grant.
- Business owner submits grant application, with copy of estimated costs for goods to be purchased and installed. Downtown London staff review with COVID-Task Force representatives, give approval for eligible expenses. Note: Staff and task force members are bound by strict confidentiality agreements and cannot share information you submit for review and approval.
- Business owner purchases goods and services, get safety enhancements installed, submits official paid receipts (not invoices) for approved expenditures, along with photo proof.
- Staff review applications, receipts/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of **75% of your cash expenditure up to a maximum grant of \$2000.**

What businesses are eligible?

- Priority is given to storefront businesses.

What purchases are eligible?

- 3M Film windows
- Metal storefront gates
- Exterior lighting
- Security cameras
- Store safe
- Metal doors, deadbolt locks
- Revamped signage
- Seasonal decorations
- Cleanliness projects
- Canopy/tent purchase or rental, outdoor heating devices (with Fire Department approval)

Where do I apply?

- Completed applications and receipts should be submitted to:
Vicki Smith, Downtown London
123 King Street, London ON N6A 1C3
(519)663-2002 ext 102
Vicki@downtownlondon.ca

When would I receive the grant?

- Upon completion of the approved work, and after you have paid for the installations/ services and submitted a copy of your purchase/receipts to Downtown London for reimbursement. Staff will pay the grant via Automated Funds Transfer (AFT) to your account (provided with the application).



MARKETING GRANT - Phase 2



What is it?

- A new one-time grant to help with new marketing costs to increase foot traffic through the use of activations. This is the second phase to the current Marketing Grant to increase vibrancy. Effective August 28, 2020, expires Dec. 15, 2020.

How does it work?

- Businesses pay for eligible activations and performers that occur in your business, on your patio, or on the street in front of your business.
- Business owner submits a grant application, with a copy of their schedule of performances, plans for self-promotion with inclusion of Downtown London hashtags and tags.
- Business owner submits official paid receipts (not invoices) for approved expenditures.
- Staff will share business self-promotion across Downtown London social media platforms.
- Staff process for e-transfer to the business.
- Business owners can maximize their activation grants by pooling with other merchants for larger joint activations.
- Staff review applications, receipts/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of **75% of your cash expenditure up to a maximum grant of \$800.**

What businesses are eligible?

- Priority is given to storefront businesses (retail, restaurant and personal services in particular) in order to meet the goal of increased street vibrancy and foot traffic.

What purchases are eligible?

- Activations and performer costs - including street performers such as visual artists, musicians, magicians, bubble queen, and artistic demonstrations ie. Tattoo artist etc. Staff can provide a list of service providers.

Where do I apply?

- Completed applications and receipts should be submitted to:
Vicki Smith, Downtown London
123 King Street, London ON N6A 1C3
(519)663-2002 ext 102
Vicki@downtownlondon.ca

When would I receive the grant?

- After you have paid for eligible marketing activation costs presented to Downtown London staff and submitted a copy of your proof of payment to Downtown London for reimbursement. Staff will pay the grant via Automated Funds Transfer (AFT) to your account.

COVID-19 Incentive Program Application

- RESTART GRANT *and/or* MARKETING GRANT *and/or*
 RESILIENCY GRANT *and/or* MARKETING GRANT - PHASE 2

⇒ **Consult with Downtown London staff to ensure you maximize all funding available for your Downtown London business.**

APPLICANT INFORMATION

Legal name of applicant:

BUSINESS OR CORPORATION: _____

Business Owner Applicant

Name: _____ Mobile #: _____ Store #: _____

Address: _____ Email: _____

Type of Business

Retail Restaurant Personal Services Other _____

PROPERTY INFORMATION

Business Information

Address of Business

Applying for the Grant: _____ Unit #: _____

Landlord Information

Name: _____ Telephone: _____

Email: _____

PROJECT INFORMATION (Please attach all pertinent material)

Scope of Work - Please provide (attached to this application) a written description of the actions you have taken to make your business ready to open under the provincial regulations. If you are applying for...

- Restart Grant** - please list the health and safety enhancements you have put in place, and the costs that are related to addressing the provincial health and safety requirements you had to follow to re-open your business. This includes PPE (masks, hand sanitizer, disinfecting wipes), installation of Plexiglas shields to separate staff from customers, social distancing signage and decals on floors, and so on. (Submit receipts totalling \$830 or more to receive maximum grant of \$625. Grant pays 75% of eligible costs to this maximum). *Did you know the City of London has an interest-free loan for property owners whose tenants make COVID-19 related health and safety enhancements to their premises?*
- Marketing Grant** - Please give us written details about:
 - Your marketing plans to support your return to opening the business (includes - digital audits, SEO development, website enhancements, ecommerce sites, social media ad campaigns, print/tv/radio ads, videos, and other related activities and expenses. (Submit receipts totalling \$1,065 or more to receive the maximum grant of 800. Grant pays 75% of eligible costs to this maximum).

Downtown London COVID-19 Incentive Program Application
Page 2

- 2) \$400 Downtown Dollars - please share details of promotions/contests you are running to give away these Downtown Dollars; let us know how many prizes and the specific amounts so staff can prepare the prize packages for you. You are able to purchase more to supplement the \$400 amount you are applying to receive. You may also request a lower amount.

PAYMENT INFORMATION (for automated funds transfer to pay the grant)

To simplify administration time and costs, and to support contactless transactions, once grants are approved and payments verified, staff will transfer the approved funds directly to your business bank account. Please give us the required information to expedite the automated funds transfer for your grant project(s).

Name of Financial Institution: _____

Branch Address: _____ Branch Telephone: _____

Account Number at Financial Institution: __ __. __. __. __. __. __. __. __. __. __

Institution # (Route): __ __ __ Branch # (Transit): __. __. __. __. __

Note: This information is held in total confidence; anyone who has access to the completed application is bound by a strict confidentiality agreement.

ACKNOWLEDGEMENT AND APPLICATION

I/WE HEREBY APPLY for a grant commitment under this program. I/WE AGREE to abide by the terms and conditions of the applicable grant programs. I/WE HEREBY CERTIFY that the information give herein is true, correct, and complete in every respect and may be verified by MainStreet London and the London Downtown Business Association. I/WE ACKNOWLEDGE that Downtown London, MainStreet London and the London Downtown Business Association are not responsible for any/all liability related to the health and safety of staff or visitors to our business as a result of undertaking support of these enhancements. It is the sole responsibility of the business owner(s) to follow the applicable provincially mandated regulations related to the safe operation of your business.

Signature of Business Owner

Date