



# ENDURANCE GRANT



## What is it?

- A one-time grant to help members with costs incurred to improve business safety/security, beautification, cleanliness, health and safety requirements, COVID-19 related marketing costs, business signage costs, activations, restaurant take-out containers and restaurant delivery costs.
- Having received a 2020 COVID grant will not affect eligibility for the new grant.

## How does it work?

- Business owners purchase eligible items/ services related to business security, safety, storefront cleanliness, beautification, health and safety requirements, COVID-19 related marketing costs, business signage, activations, restaurant take-out containers and restaurant delivery costs.
- 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 applications for the 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-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, submit official paid receipts (not invoices) for approved expenditures.
- Staff review applications, receipts/cancelled cheque or e-transfer receipts to verify actual expenditures; approve payment of **75% of total cash expenditure up to a maximum grant of \$2,000.**

## What businesses are eligible?

- All downtown businesses; First intake will go to March 31, 2021. Priority processing for storefront businesses. Retroactive to December 15.

## 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)
- PPE supplies
- COVID-19 marketing initiatives
- Restaurant delivery service costs

**CONT'D ON NEXT PAGE...**



# ENDURANCE 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?**

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



## Downtown London 2021 COVID-19 Incentive Program Application

⇒ *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...

1. **Endurance Grant** - Please list:

- 1) All costs incurred to improve business safety/security, beautification, cleanliness, health and safety requirements, COVID-19 related marketing costs, business signage costs, activations, restaurant take-out containers and restaurant delivery costs.

**Downtown London 2021 COVID-19 Incentive Program Application**

Page 2

**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