**Local Business Accelerator Application**

**Applications for the Small Business Accelerator will open October 1, 2021 and will close March 31, 2022 or when all funding has been allocated, whichever comes first.**

Questions? Please see the Local Business Accelerator Application Guide on our website at [www.mymainstreet.ca](http://www.mymainstreet.ca) or contact us at [ambassadors@mymainstreet.ca](mailto:ambassadors@mymainstreet.ca)

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| --- | --- |
| **Organization Name:** |  |
| **Address:** |  |
| **Contact Name:** |  |
| **Title:** |  |
| **Phone Number:** |  |
| **Email:** |  |
| **Total non-repayable contribution amount requested:** | $ |

|  |  |
| --- | --- |
|  | |
| **Number of Main Street ambassadors requested:** |  |
| **Number of Main Street communities to be served:** |  |
| **Number of Main Street businesses to be served:** |  |

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| --- | --- |
| **Applicant Overview** – Please provide an overview of your organization. | |
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| **Municipal Overview** –Please provide an overview of your municipality, including population and demographics. | |
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| **Main Street Community Overview** – please describe the main street area your planned Main Street Ambassador will support, including:   * Demographics and population insights for the neighbourhood and trade area. * Estimated number of businesses in the main street area. * Estimated vacancy rate and/or number of vacancies in the main street area. * An overview of the challenges and opportunities in the main street area (i.e., historic challenges, planning policies, other investments, etc.). * Highlight if the identified main street area features equity seeking/racialized populations. * Highlight if the identified main street area was struggling pre-pandemic. * A map or boundary lines of the main street area that will be served.   If you are applying for multiple Main Street Ambassador non-repayable contributions, please provide an overview for each main street community. | |
|  | |
| **Main Street Community Objectives** – please provide an overview of why it is important to focus on the identified main street. Include the goals of the Main Street Ambassador (i.e., diversifying retail options, reducing vacancies, establishing a future BIA, etc.).  If you are applying for multiple Main Street Ambassador non-repayable contributions, please provide an overview for each main street community. | |
|  | |
| **Community Partnerships** – identify and provide an overview of roles for any community partnerships that will be leveraged to deliver the program to the Main Street Community(s) identified (i.e., Small Business Enterprise Centre, Business Improvement Areas, CFDC, service clubs, etc.). | |
|  | |
| **Project Management** – please provide an overview of how the project will be managed, including:   * Indicate who will have project oversight. * Indicate who will be responsible for Main Street Ambassador(s) and who will be the administrator. * Indicate who will be the financial oversight and detail how expenditures will be recorded and maintained. | |
|  | |
| **Hiring Strategy** –detail the hiring strategy and methodology for recruiting. | |
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| **PROJECT TIMELINE** | |
| **Anticipated Launch Date of Project:** |  |
| **Estimated start date for recruiting Main Street Ambassador(s):** | . |
| **Estimated completion date for Main Street Ambassador(s):** |  |

**Funding Overview**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Program Delivery Support** – identify additional program costs for local delivery up to $7,500 per Main Street Ambassador Non-Repayable Contribution. This can include computer, cell phone, travel, PPE, hotspot, marketing resources, etc. Add more rows as required. | | | | | | | |
| **Eligible Area** | | **# of Businesses** | | | **Type of Planned Expenditures** | | **X $7,500** |
|  | |  | | |  | |  |
|  | |  | | |  | |  |
|  | |  | | |  | |  |
|  | |  | | |  | |  |
|  | | | | | **Total** | | **$** |
| **Main Street Ambassador Salary** – identify the salaries for each Main Street Ambassador. Add more rows as required. | | | | | | | |
| **Eligible Area** | **Pay Rate Per Hour** | | **Months applied to program** | **Total Salary** | | **Partner Contribution:** | **Salary Cost Charged to Program (up to $50,000)** |
|  | $ | |  | $ | | $ | $ |
|  | $ | |  | $ | | $ | $ |
|  | $ | |  | $ | | $ | $ |
| **Total** | | | | | | **$** | **$** |
| **Partner Resources / Matching / In-Kind Funds** | | | | | | | |
| **Staffing Costs (Main Street Ambassador Staffing)** | | | | | | $ | $ x $50,000 |
| **Other Staffing Costs (Support Staff, Additional Partner Staff, etc.)** | | | | | | $ | NA |
| **Program Delivery Support** | | | | | | $ | $ x $7,500 |
| **Total** | | | | | | $ | $ |