



Eastern Ontario Development Program - Business Development (BD) Initiative
2014-2019 Application Guidelines

Thank you for your interest in the Eastern Ontario Development Program (EODP) Business Development Initiative. EODP promotes economic development in rural Eastern Ontario leading to a diversified and competitive rural Eastern Ontario economy; economic stability, and growth, with a focus on sustainable job creation; and contributing to the successful development of businesses and prosperous communities.

The BD Initiative will build economic and innovative capacity of rural Eastern Ontario communities, developing opportunities for sustainable economic growth and employment by supporting community-led projects that will lead to the growth of new and existing businesses, ultimately enhancing and diversifying local economies. Eligible Project Recipients may receive financial assistance for projects in the following key areas including but not limited to: Business Development, Business Planning and Marketing, Skills Development, Labour Market Development, Innovation, and Information and Communication Technologies (ICT) Adoption. The goal is to stimulate business development opportunities within the Kawartha Lakes CFDC catchment area. Application submissions which demonstrate active partnerships are encouraged. Priority will be given to qualified submissions provided by first time Applicants.

Please complete and sign the accompanying BD Initiative Application Form and return it with the supporting documentation package in person or by mail to:

Eastern Ontario Development Program Committee
Kawartha Lakes Community Futures Development Corporation
189 Kent Street West, Suite 211
Lindsay, Ontario K9V 5G6

The Kawartha Lakes Community Futures Development Corporation (KLCFDC) may request additional information or clarification of the data provided. All information exclusive to the applicant will be kept confidential. Projects details, including applications, are accessible by request – if the project receives financial support from EODP.

Application Process:

- Application Deadlines for the BD Initiative are as follows:
 - **February 22, 2018 at NOON**
 - Additional Application Deadlines may be released later in the Program.
- Applications will be accepted until funds are fully committed, with Application Review and Funding Disbursement Schedules completed according to the listed Application Deadlines.

All EODP projects are contingent upon receipt of funding from the Government of Canada/FedDev Ontario

Applications are assessed on the following criteria:

The Lead Applicant is:

- a) A Commercial enterprise including an individual, corporation, partnership, cooperative, trust, or;
 - b) A non-profit organization including municipalities, municipal organizations, corporation, trust, community economic development organizations, or;
 - c) An Aboriginal organization, and;
 - d) Conducting activities in the City of Kawartha Lakes.
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Eligible Activities may include but are not limited to:

- Business Development and Business Planning Initiatives include: Business development and/or expansion; Business and marketing strategies, Marketing projects; Export plans; Business trade opportunity development; Trade show participation; Economic, tourism/hospitality and/or business building activities; Agriculture and food; Feasibility studies and strategic plans; Research and development initiatives and research analysis;
- Information and Communication Technologies Adoption (ICT) Initiatives include: Development of networks; ICT education and awareness; Facilitating or hosting conferences and workshops; ICT infrastructure projects including telecommunications improvements, Broadband and Internet access; Technological Enhancement initiatives such as: Significant web enhancements; E-commerce; E-learning platforms; Intranet/extranet portals; GIS applications; Customized software development and installation;
- Innovation Initiatives include: Commercialization of new technologies; Innovation and technology research and development projects; Technology/ICT and knowledge-based economy studies and plans. .
- Skills Development Initiatives include: On-the-job, in-house or outsourced classroom training; Business management skills development; Workshops and seminars.

Ineligible Activities include:

- Hiring of a post secondary graduate for administrative and/or operational activities considered part of regular operations or to displace existing employees;
 - Positions that do not comply with labour union agreements;
 - Repayable financial assistance;
 - Skills development and training for summer students, temporary jobs or part-time jobs less than 28 hours a week.
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Eligible costs may include but are not limited to:

- Material and supplies;
- Communications, publicity and promotions;
- Consultant and other professional service;
- Environmental assessments;
- Training;
- Information technology;
- Telecommunications network services;
- Transportation and administrative expenses;
- Equipment and building purchases or leases, but will not include the cost of land. Note: Capital costs and/or other costs associated with equipment and/or building(s) will not normally be eligible, however, if they represent a vital component to a project's success, the Applicant should contact the KLCFDC to discuss.

Eligible costs are expenses that will be incurred by the Applicant, and are reasonable, incremental and required to carry out the eligible activities specified in the Application. Costs incurred prior to the eligibility date as defined in the FedDev Ontario Contribution Agreement will not be supported.

Project Period:

- **Single Year Projects ending no later than November 30, 2018**
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Funding Contributions for Not-For-Profit Applicants and Private Sector For-Profit Applicants are:

- Non-repayable;
 - For-Profit Applicants: Up to a maximum of 50% of total eligible project costs;
 - Not-For-Profit Applicants: Up to a maximum of 50% of total eligible project costs;
 - Business Development:
 - Up to a maximum contribution of \$100,000 per Eligible Project Recipient;
 - Business Planning:
 - Up to a maximum contribution of \$7,500 per Eligible Project Recipient;
 - Information and Communication Technologies (ICT) Adoption:
 - Up to a maximum contribution of \$15,000 per Eligible Project Recipient;
 - Skills Development:
 - Up to a maximum contribution of \$5,000/individual; \$15,000 per Eligible Project Recipient.
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Letter of Agreement:

Subsequent to approval of the Application by KLCFDC, KLCFDC will prepare a Letter of Agreement with terms, conditions and a funding disbursement schedule. Funds will be released after successful completion of the project subject to a 10% hold back until the Applicant, after completing the project, has met all project tasks related to the project and are as laid out in the Letter of Agreement and until a final report with a full budget review is received and approved by the KLCFDC.

Funding Conditions:

While full details will be within the Letter of Agreement, to be signed by the Project Recipient prior to the disbursement of funds and moving forward with the Project, the KLCFDC retains its right to stop its financial support of a project and to even seek measures by which funds previously provided are returned. This may occur for example, if the project is not meeting its targets, fails to achieve milestones as stipulated in the Statement of Work provided, or if budgets are not being properly managed or utilized. In addition, other conditions may also apply where this action can be taken if the situation cannot be remedied or is deemed to no longer be a feasible project by KLCFDC. The recipient is required to and hereby warrants it has disclosed all transactions with related parties including (but not restricted to) owners, associates, Directors, or their family members, etc. The special relationship inherent between the involved parties creates a conflict of interest which may result in actions which benefit the people involved. In such cases, KLCFDC support will be withdrawn and/or action to recover any funds provided taken. Funding may also be stopped and/or possibly be requested to be returned if Government support is discontinued.

Visibility

Please know that there are specific requirements with respect to the acknowledgement of the Government of Canada's participation and visibility requirements of same. These will be provided within the Letter of Agreement, as will any communication requirements.

Release of Information

The Government of Canada, directly or through its delivering agents, has the access and use of all information relating to the project. There is also an understanding that this information may be used in press releases, announcements or other activities as deemed appropriate and that the applicant(s) may be required to participate in these activities.

Full details and information will be included within the application as well as the Funding Agreement.

Contact Us:

We encourage all potential Applicants who have any questions or concerns regarding the Business Development Initiative to contact our Programs Officer at (705) 328-0261 ext. 27 or eodp@klcfdc.com.