



Report to Council

Department: Development Services
Division: Economic Development
Date: September 8, 2020
Prepared by: Nelson Silveira, Economic Development Officer
Report Number: Economic Development-2020-13
Subject: COVID-19 Business Grant Funding Update
Number of Pages: 5

Recommendation(s)

That Economic Development-2020-13 entitled COVID-19 Business Grant Funding Update prepared by Nelson Silveira, Economic Development Officer dated September 8, 2020 be received.

That Council approve extending the deadline of the Business Relaunch Grant until October 2, 2020 for all businesses assessed in the commercial class.

Purpose

To provide Council with an update on the Digital Growth Grant and Business Relaunch Grant programs that were launched to assist businesses during the COVID-19 emergency.

Background and Discussion

Digital Growth Grant

In June of this year, Council committed \$15,000.00 to support the Digital Growth Grant

program for businesses in the Town of Essex. The Essex Centre BIA contributed \$5,000.00 to this initiative and the Small Business Centre provided in-kind support to administer the program and review funding applications. Funds for this program were intended to directly support local businesses efforts to make the shift to become more digital.

In total, the \$20,000.00 available under the Digital Growth Grant program has been fully allocated with \$1,000.00 grants distributed to the following twenty (20) businesses:

Business Name	Business Location	Use of funds
Paglione Estate Winery	Colchester	E-commerce website, improving social media presence, online advertising
Viewpointe Estate Winery	Colchester	Digital on-site ordering system for food, beverage and closed bottle purchases
On the Docks Bar & Grill	Harrow	New website and domain; new Touch Bistro iPad
The Bearded Dog Brewing Company	Harrow	Creating of an online ordering system
Blimey's British Store	Harrow	E-commerce website
Kehl Windows and Doors	Harrow	Website update; tools to implement virtual and video calls with customers
The Dreaming Tree	Harrow	E-commerce website, online workshop videos, digital advertising

Ginger's House of Flowers	Harrow	Updating picture catalogue on Social Media accounts with better quality pictures
Jem Glamorganic Spa	Harrow	E-commerce website; digital advertising
Sunsations Tanning and Resort Wear	Essex	E-commerce website; digital advertising
Crafty Candles	Essex	Website; digital advertising, SEO
Woodcraft Pizza and Bar	Essex	Creating an online ordering system
Rock-A-Bye Baby Boutique	Essex	Digital online marketing; SEO for e-commerce website; online registry platform
Talbot Massage Therapy	Essex	Online booking system; Social media platform updates
Brenko's House of Pizza	Essex	Website with online ordering
REC Health and Fitness	Essex	Online database of fitness videos to be hosted on their website; digital studio platform for members
Stepping Out	Essex	E-commerce site update; Social Media updates

Balanced Life Wellness	Essex	Website; Digital advertising
Onyx Fitness	Essex	Creating an online fitness platform
Soft Suds Car Wash	Essex	Digital advertising; online service scheduling tool; website update

Business Relaunch Grant

In July of this year, Council committed \$100,000.00 to support the Business Relaunch Grant program that has provided up to \$500.00 in funding to businesses throughout the municipality to assist in restart costs during the COVID-19 emergency. To-date the program, which has been embraced by our local businesses, has distributed \$43,827.15 in grant funding, garnering uptake from 92 businesses.

Originally, the deadline for the Business Relaunch Grant applications was August 31, 2020. However, Administration is recommending that the deadline be extended until October 2, 2020 as some businesses begin to reopen as a result of the August 12, 2020 announcement that our region would be entering Stage 3 of the provincial government's reopening plan. This would allow all remaining businesses in the Town of Essex that are assessed under the commercial class to access this funding.

Financial Impact

The \$15,000.00 committed to the Digital Growth Grant program has been fully allocated with no remaining balance in the fund.

Council approved allocating \$100,000.00 to support the Business Relaunch Grant program. A total of \$43,827.15 has been distributed with \$56,172.85 remaining in the fund. Sufficient funds therefore remain to support the extension of this program until October 2, 2020.

Consultations

Kate Giurissevich, Manager, Finance and Business Services/Deputy Treasurer

Jeffrey Morrison, Director, Corporate Services/Treasurer

Link to Strategic Priorities

- ☐ Manage, invest and plan for sustainable municipal infrastructure which meets current and future needs of the municipality and its citizens.
- ☐ Create a safe, friendly and inclusive community which encourages healthy, active living for people of all ages and abilities.
- ☒ Provide a fiscal stewardship and value for tax dollars to ensure long-term financial health to the municipality.
- ☒ Manage responsible and viable growth while preserving and enhancing the unique rural and small town character of the community.
- ☐ Improve the experiences of individuals, as both citizens and customers, in their interactions with the Town of Essex.
- ☐ Improve the Town's capacity to meet the ongoing and future service needs of its citizens while ensuring the corporation is resilient in the face of unanticipated changes or disruptions.

Report Approval Details

Document Title:	Town of Essex COVID-19 Grant Funding Update - Economic Development-2020-13.docx
Attachments:	
Final Approval Date:	Sep 1, 2020

This report and all of its attachments were approved and signed as outlined below:

A handwritten signature in black ink, appearing to read "Lori Chadwick", with a long horizontal flourish extending to the right.

Lori Chadwick, Director, Development Services - Sep 1, 2020 - 9:11 AM

No Signature - Task assigned to Chris Nepszy, Chief Administrative Officer was completed by delegate Doug Sweet, Director, Community Services/Deputy CAO

Chris Nepszy, Chief Administrative Officer - Sep 1, 2020 - 9:41 AM