



Date Received: _____

Business Resurgence Program Guidelines

The Business Resurgence Program will be administered by Saugeen Economic Development Corporation (SEDC). SEDC is a community based non-profit economic development organization committed to assisting and encouraging job creation and community economic development throughout our service area.

SEDC provides support to Arran-Elderslie, Brockton, Chatsworth, Grey Highlands, Hanover, Minto, South Bruce, Southgate, Wellington North and West Grey.

Application Process:

Applicant submits a completed:

- Business Resurgence Program Application
- Copy of master business license

Eligibility Requirements:

- Business established prior to March 1, 2020
- Impacted adversely due to the COVID-19 pandemic
- Viable and not experiencing liquidity or other financial difficulties prior to March 1, 2020

Program Options:

Option #1: Business Bootcamp (ideal for businesses 1-5 years old)

- Participants will receive 7 - 1 hour (minimum) online Zoom training sessions
- The online training will cover 6 modules: Strategy, Sales and Marketing, Operations, Systems, People, Numbers, as well as a Summary Call
- Lifetime access to the online version of the Bootcamp which you can access at any time, along with downloadable workbooks, spreadsheets and templates
- Participants will also receive 2 hours of online personal business coaching

Option #2: Business Profit Optimizer

- Participants will receive between 6 and 10 – 30 minute personal online coaching calls
- The Optimizer Programs include a 117 questionnaire for each client, as well as a financial breakdown of the company
- Participants will be provided a recommendation report

Option #3: Business Advisor

- Participants will receive 2 hours of targeted business advice – based on individual business needs
- The advice can include; business planning, growing existing businesses, government filing, market research, determining target markets, HR basics, employee relations, customer service, and sales

Option #4: Digital Marketing Coach

- Participants will receive 5 hours of digital marketing coaching
- Participants must already have an established website and social media presence
- The digital marketing coach may provide some of the following: conduct a digital assessment with business to identify gaps in online presence, set up and access social media platforms, teach clients how to use social media platforms, assist in creation of digital marketing plan, discuss content creation and create a content calendar, as well as help you create templates for posts using apps like Canva and Hootsuite

Option #5: Boomers Plus

- Participants will receive 7-10 hours with an advisor, gaining targeted advice for their business
- The advisor will work with each participant to work on a specific goal for their business

Option #6: Excellence in Manufacturing Consortium

- One-year membership
- EMC will provide ongoing support and mentoring, training opportunities, sharing of best practices with peers and much more



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Business Resurgence Program Application

A. Business Information:

| | | | | |
|---|---|-------------|--------------|---------|
| Name of Company/Business: | | | | |
| Name of Principals | 1 | % Ownership | 1 | Phone # |
| | 2 | | 2 | Phone # |
| | 3 | | 3 | Phone # |
| Business Address | | | | |
| Business Phone | | | Business Fax | |
| Business E-mail | | | | |
| Structure of Business: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Incorporation <input type="checkbox"/> Not-for-Profit | | | | |
| Type of Business: <input type="checkbox"/> Service <input type="checkbox"/> Agriculture <input type="checkbox"/> Manufacturing <input type="checkbox"/> Wholesale <input type="checkbox"/> Retail <input type="checkbox"/> Tourism <input type="checkbox"/> Social Enterprises <input type="checkbox"/> Other | | | | |
| Select all that apply (REQUIRED): <input type="checkbox"/> Indigenous <input type="checkbox"/> Francophone <input type="checkbox"/> Women <input type="checkbox"/> Youth <input type="checkbox"/> Social Enterprises <input type="checkbox"/> Persons with Disabilities <input type="checkbox"/> Visible Minorities <input type="checkbox"/> LGBTQ2+ | | | | |

B. Industry Type:

C. About Your Business: Provide some key information about your business and business operations.

D. Products and Services: Describe your primary products or services.

E. COVID-19 Impact: Please describe how COVID-19 has impacted your business (e.g., closure details, layoffs, decrease in revenue, etc.)

F. Objectives/Outcomes: What are you hoping to gain from this program?

G. How will this program help your business?

H. Business Stage: Please select the statement that best describes you.

- I am generating consistent sales and revenue through my business
- I am exploring new markets for my business
- I want to sell or wind down my business

I. Please list the program options that interest you most (from most desirable to least):

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

J. Agreement

- I am able to commit to a minimum of meetings with my mentor/advisor and understand I am responsible for arranging meetings and be prepared with meeting agenda.
- I agree to check in with the Program Coordinator should I have any concerns and complete an evaluation form at the end of the program.
- I understand sharing of personal, sensitive and/or confidential information with my mentor/advisor is at my discretion. I will only share what I'm comfortable with.
- I understand that applying to the Business Resurgence Program does not necessarily guarantee participation if SEDC cannot make a suitable match

| Date: | Print Applicant's Name | Applicant's Signature |
|--------------|-------------------------------|------------------------------|
| | | |