

EXPORT DEVELOPMENT INCENTIVE

Guidelines and Application



CITY OF
FORT SASKATCHEWAN

Export Development Incentive

PURPOSE

The purpose of this Incentive is to assist Resident Small Businesses gain access to international markets for their products and services.

ELIGIBILITY

1. The Applicant must meet the following minimum requirements to be eligible to apply for the Export Development Incentive:
 - i. Must be a Resident Business within the City;
 - ii. Must possess a valid Business Licence;
 - iii. Applicant must be the business owner or their legal representative;
 - iv. Applicant must be a Small Business; and
 - v. Applicant must provide either, proof of acceptance into or payment from a recognized provincial or federal government export development program.
2. Applicants, property, and businesses are eligible to receive no more than 3 Export Development Incentives within a 5 year period.

ELIGIBLE ASSISTANCE

1. Maximum assistance allowed under the Export Development Incentive is 50% of eligible costs to a maximum allocation of \$5,000 per application for an eligible project.
2. Funds can be combined with other funding sources and from other levels of government, however total public funds from all levels of government cannot exceed 50% of total project costs.
3. Funds are allocated at the discretion of the Review Committee based on the maximum amount under the program, available funds, as well as the scope and nature of the project.

ELIGIBLE COSTS

1. One economy class return airfare with allowance for one checked piece of luggage;
2. Accommodation for one standard room not to exceed \$300 per night;
3. Public ground transportation i.e bus, train, rideshare, shuttle, taxi, etc.;
4. Registration fees for export related tradeshow and events;
5. Translation services for marketing materials; and/or
6. Postage, shipping and handling fees for promotional materials and displays.

INELIGIBLE COSTS

Ineligible costs include, but are not limited to:

1. Advertising fees;
2. Sponsorship fees;
3. Staff salaries;
4. Hospitality, entertainment, food and/or beverage;
5. Personal travel and accommodations;
6. Uniforms and corporate apparel/clothing;
7. Telecommunications;
8. Administrative fees including excise taxes, duties, and levies;
9. Travel related documents including passports and entry visas; and/or
10. In-kind labour or materials.

APPLICATION REQUIREMENTS

1. Applications submitted under the Export Development Incentive must include the following components:
 - i. a completed application form;
 - ii. detailed description of the project;
 - iii. confirmation of funding from a provincial or federal export development program or registration confirmation and detailed description of the export related event;

- iv. detailed costing including documentation verifying costs and expenses;
and
- v. detailed description of how the project will help the applicant reach a broader international market.

APPLICATION PROCESS

1. Applicants are encouraged to consult with the Program Review Officer, or the Economic Development Department, prior to submitting an application.
2. Completed applications will be submitted to the Program Review Officer.
3. The Program Review Officer will acknowledge receipt of the application and application date.
4. Costs related to the project incurred prior to the application date will not be eligible for the Incentive review.

COMMITTEE REVIEW

1. All completed applications are reviewed and evaluated by the Review Committee.
2. The Review Committee meets every 2 months or as required.
3. The Review Committee will recommend to the City Manager approval, modification, or refusal regarding the decision to enter into a Program Agreement regarding any application.
4. The Review Committee will determine whether an application is in compliance with the Policy and Procedure.
5. The Review Committee will determine the eligibility of costs/expenses, and the allocation of funds depending on the nature and scope of the project, relative to the Policy and Procedure.

6. The Review Committee may, at their discretion, allocate funding that is less than the requested amount, depending on the nature and scope of the project.
7. Approvals are based on Eligibility Criteria and how well applications align with the Policy and Procedure.
8. There is no method of appeal for a decision of the Review Committee.

REIMBURSEMENT AND REPORTING

1. City funds will only be provided once relevant documentation and reporting are received by the Project Review Officer and approved by the Review Committee.
2. City funds will only be provided for eligible costs/expenses as identified by the Program Agreement and shall not exceed 50% of the actual costs/expenses incurred, or the maximum allocation per application.
3. The total level of public funding (federal, provincial, territorial, and municipal) cannot exceed 50% of total eligible expenses.
4. City funds will only be provided for the purpose identified in the Program Agreement, no other costs/expenses will be eligible.
5. Applicants will not be eligible for reimbursement if at the time of completion they are in arrears for taxes, utilities, fines, or other fees owed to the City.
6. The Applicant is responsible for payment of all invoices, and costs associated with the Asset.

MUNICIPAL CONTROL

1. Council may choose to eliminate the Export Development Incentive at any time.
2. The delivery of Incentive funding is subject to the terms of the Program Agreement.
3. Submitting an application does not commit the City to enter into a Program Agreement.
4. The acceptance of an application does not constitute approval, or that a Program Agreement will actually be entered into by the City.
5. The Program period during which applications can be submitted is at the discretion of the City Manager or their designate.

APPLICATION DEADLINE

Applications must be received prior to November 1, 2020 in order to be eligible for the current year's funding.

PROGRAM REVIEW OFFICER CONTACT

- Reade Beaudoin, Economic Development Officer at 780.912.2167 or rbeaudoin@fortsask.ca.
- Additional details about the [Business Development Incentives can be found on the City's website](#)



Applicant Name (Primary Contact): _____

Applicant Phone Number: _____ Applicant Email: _____

Business Trade Name: _____ Business Legal Name: _____

Business Address: _____ City: _____ Postal Code: _____

Business Phone Number _____ Business Email: _____

Do you have Fort Saskatchewan Business Licence? Yes No

Where did you hear about the Export Development Incentive?

Which provincial or federal export related event or program are you affiliated with?

Primary Business Sector: _____

Description of Business: _____

Project Summary:
Please describe the activity that will be occurring under the application, background on why this activity was chosen i.e. goals and expected export outcomes, reason for travel, products or services being offered, etc.

Potential Clients:
Please list specific potential clients that the company hopes or plans to connect with during this project.

Describe how export development will benefit your business

Amount of Funding Requested: \$ _____

I understand my application submission does not constitute a guarantee for funding under the City of Fort Saskatchewan's Business Development Programs. I certify that all information is true and accurate to the best of my knowledge and if approved, work will be completed in accordance with the terms of the Program Agreement entered into with the City.

I have reviewed the program guidelines and requirements and have familiarity with the responsibilities of each party. I accept the qualifications and will abide by such conditions and through signature below, certify that I will abide by such conditions set forth in this application and all reasonable conditions which may be used by the City in the implementation of this Program.

Applicant Signature

Date

Please include the following items with your application:

- Proof of participation/support from provincial or federal export event or program
- Detailed Costing – include documentation verifying costs and/or expenses
- Program itinerary

Applications may be submitted by email to ecdev@fortsask.ca or mailed to:

Business Development Programs
c/o Economic Development
City of Fort Saskatchewan
10005 – 102 Street
Fort Saskatchewan, AB T8L 2C5

** The personal information in this application is being collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act and will be used for administering the Business Development Programs and to maintain communications as considered necessary. It will be treated in accordance with the privacy protection provisions of Part 2 of the Freedom of Information and Protection of Privacy Act. If you have any questions about the collection, contact the FOIP Coordinator for the City of Fort Saskatchewan at 780.992.6200.*