

# SMALL BUSINESS MARKETING GRANT

2018 Guidelines and Application



CITY OF  
FORT SASKATCHEWAN

# Small Business Marketing Grant

## Purpose

The Small Business Marketing Grant is intended to assist resident small businesses improve the quality and effectiveness of their marketing.

## Objectives

- To increase the number of resident small businesses that have developed a Marketing Plan.
- To assist resident small businesses in developing marketing materials for the implementation of a strategic Marketing Project.
- To assist resident small businesses reach a broader market.

## Funding

- Grant will cover up to 50% of the eligible costs, up to a maximum of \$5,000, toward the development of a Marketing Project.
- Amount of grant will be determined based on the quality of the Marketing Plan and the proposed benefit of the Marketing Project.

## Eligibility

- Applicant must have a valid City of Fort Saskatchewan Resident Business Licence.
- Applicant must have less than 50 employees.
- Applicants who are in arrears in municipal taxes or utilities for any owned property in Fort Saskatchewan, will not be eligible.
- Applicants who have previously received a City of Fort Saskatchewan Business Development Program Grant within the past 3 years will not be eligible. The lone exclusion is if they have received the Small Business Education Grant.

## Eligible Costs

- marketing/advertising content development
- website/mobile site design and development
- graphic design
- filming and film production
- brand development
- manufacturing costs associated with marketing materials
- sign production

- translation of marketing materials
- sponsorship content development

### **Ineligible Costs**

- advertising fees
- sponsorship fees
- website hosting and maintenance fees
- staff salaries
- hospitality, conferences, trade shows, industry events, prizes
- travel, accommodation, meals
- uniforms and corporate clothing
- postage, phone, office space rental
- in-kind labour or materials
- costs incurred prior to formal notification of funding approval from the City of Fort Saskatchewan

### **Requirements**

- Applicant must submit a **Marketing Plan & Marketing Project**.
- Business must submit a completed application.

### **Procedure and Approval**

- Applicants are encouraged to consult with Economic Development to discuss grant eligibility, prior to formally submitting their application.
- Proposed signage will meet the City's Sign Bylaw (see Appendix A - City Land Use Bylaw C6-08 Section 2.34).
- Applicants are required to submit a completed application to Economic Development prior to completion of any eligible cost.
- Complete applications will be reviewed, and only those applications which meet the program's objectives will be considered.
- The City of Fort Saskatchewan requires two (2) written competitive quotations for each type of work to be considered for this grant. The City will take an average of the quote and pay a maximum of 50% of the total of the eligible costs. The applicant is then permitted to choose any of the contractors that submitted quotations.
- Applicants will be notified in writing if their proposed application has been accepted or rejected.
- Labor provided by the applicant can be a part of the project however will not be considered an eligible expense.

- If accepted, applicant will be required to sign a Letter of Agreement, which will outline additional terms and conditions of the Small Business Marketing Grant and will serve as a legal commitment of both parties as to the scope and the amount of funds committed.
- Approval of an application and amount of grant shall be subject to the availability of funding and the projects alignment with grant objectives.
- The final decision as to the amount of the funding, if any, will be made by Economic Development staff.
- Funding granted to a particular project is not transferable to another project.
- Where a project is substantially suspended or discontinued for more than six months, the City may revoke any approved grant applications.
- The City of Fort Saskatchewan reserves the right to discontinue this program at any time.

### **Reimbursement and Reporting**

- Upon completion of the eligible work, the applicant must provide the City of Fort Saskatchewan with copies of professional invoices and proof of payment. City Staff will review the documents and verify their accuracy.
- Once invoices and proof of payment have been verified to be accurate, the grant funds shall be issued within sixty (60) days of receipt in compliance with the Letter of Agreement.
- Recipients of Small Business Marketing Grant will be required to complete a brief survey 12 months after receiving funding.

### **Application Deadline**

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

### **Contacts**

For more information, contact Economic Development at [ecdev@fortsask.ca](mailto:ecdev@fortsask.ca) or Mike Erickson, Economic Development Officer at 780.992.6278 or [merickson@fortsask.ca](mailto:merickson@fortsask.ca).



**\* Note: Applicant should be the primary contact**

Applicant Name (Primary Contact): \_\_\_\_\_

Applicant Phone Number: \_\_\_\_\_ Applicant Email: \_\_\_\_\_

Business Owner Name: \_\_\_\_\_

Business Trade Name: \_\_\_\_\_ Business Legal Name: \_\_\_\_\_

Business Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Business Phone Number \_\_\_\_\_ Business Email: \_\_\_\_\_

Do you have a Resident Business Licence      Yes  No       Number of Employees \_\_\_\_\_

Description of Business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated Project Start Date: \_\_\_\_\_ Estimated Project Completion Date \_\_\_\_\_

Amount of Funding Requested: \$ \_\_\_\_\_ Total costs: \$ \_\_\_\_\_

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.

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Applicant Signature

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Date

**Please include the following items with your application:**

- Marketing Plan**, including:
  - Executive Summary – a summary of the Marketing Plan
  - Situational Analysis – provide analysis the following:
    - your business
    - your customers
    - your competitors
    - your partners
    - the business climate
  - Objectives – describe your business objectives
  - Marketing Strategy – provide a description of your strategy with respect to:
    - products and/or services
    - pricing strategy
    - sales & distribution plan
    - advertising & promotions plan
  - Action plan – provide a description and schedule of marketing activities
- Marketing Project**
  - A description of the project
  - Marketing Project's importance to overall Marketing Plan
  - Project budget which includes a list of eligible expenses
- Two (2) quotations** for any eligible costs

**Starting January 15, 2018, applications may be submitted to [ecdev@fortsask.ca](mailto:ecdev@fortsask.ca) or 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 780.992.6236.*

## APPENDIX A

### Fort Saskatchewan Land Use Bylaw C6-08 Section 2.34

#### 12. General Sign Regulations

- 12.1.1. No person shall erect, develop, paint, enlarge, relocate or alter any sign, except as otherwise provided for in this Bylaw without first obtaining a Development Permit.
- 12.1.2. The placement of a sign shall not require the removal or destruction of trees, shrubbery or other landscaping. If trees, shrubbery or other landscaping is removed in order to place a sign, the removed landscaping shall be replaced with similar landscaping elsewhere on the site to the satisfaction of the Development Authority.
- 12.1.3. No sign shall be affixed to any public or private structure without the owner's permission.
- 12.1.4. To the extent reasonably feasible, any permitted sign shall be placed so as not to obstruct or impair vision, or hinder or interfere with pedestrian or vehicular traffic on abutting roads or walkways.
- 12.1.5. All sign structures shall be securely built, constructed and erected to conform to the standards set forth in this Bylaw and the Alberta Safety Codes Act.
- 12.1.6. No sign shall be erected, operated, used or maintained that:
  - (a) Due to its position, shape, colour, format or illumination obstructs the view of, or could be confused with, an official traffic sign, signal or device, as determined by the Development Authority in consultation with the Transportation Department;
  - (b) Displays lights resembling the flashing lights usually associated with danger or those by police, fire, ambulance and other emergency vehicles; and
  - (c) Uses spots or reflector lights directed at on-coming traffic or displays travelling or flashing messages that, in the opinion of the Development Authority, create a hazard to traffic on a public roadway from which the sign is visible.
- 12.1.7. For all Development Permit applications for signs, the Development Authority shall have regard for the scale and architectural character of the building and the land use characteristics of the surrounding development. The Development

Authority shall refuse any Development Permit application for a sign that may adversely impact the amenities or character of the adjacent development.

- 12.1.8. Development Authority shall not approve an application for any sign for a business that does not have a valid Business License to operate in the City of Fort Saskatchewan.
- 12.1.9. When a sign cannot be clearly categorized as one of the sign types defined in this Bylaw, the Development Authority shall determine the sign type and applicable standards.
- 12.1.10. The Development Authority may attach conditions to a Development Permit for a sign to ensure compliance with the regulations of this Bylaw and to mitigate any effect that a sign may have on surrounding properties. Conditions may relate to the duration that a Permit is valid, the landscaping associated with a sign, the maximum size of a sign, the appearance of a sign, the lighting of a sign, and may require applicants to at any time mitigate safety concerns identified by the City near traffic conflict points.
- 12.1.11. Signs shall not contain statements, words or pictures that are undesirable, offensive, or contrary to the amenities of the neighbourhood in which they are located. The sign owner shall be responsible to remove the copy of any sign deemed to be inappropriate or offensive by the City or be subject to the cancellation of the Development Permit for the sign.
- 12.1.12. To the extent reasonably feasible, all structural features of a sign shall be covered or finished to the satisfaction of the Development Authority.
- 12.1.13. The City may remove any sign located on public property that does not comply with this Bylaw.