

Please fill in the following grant application, which includes space to indicate the area(s) where you need support. If you need help with the application or have any questions, we are happy to assist. You may call us at 204.958.4640 or reach us by email at info@downtownwinnipegbiz.com.

Once completed, you may submit this application in person, via email or by mail:

Downtown Winnipeg BIZ
426 Portage Avenue
Winnipeg, MB R23 0C9

info@downtownwinnipegbiz.com

1. Operating name of business
2. Legal name of business (if different from above)
3. Business GST number
4. First and last name of owner
5. First and last name of contact person (if different from above)
6. Address of business
7. Business phone number
8. Contact phone number (if different from above)
9. Contact email address (if applicable)
10. Website (if applicable)

11. Which of the following best describes the industry you work in?

- Retail
- Restaurant and hospitality
- Finance and insurance
- Professional services
- Real-estate, rental and leasing
- Information technology
- Other (please specify)

12. How long has your business been in operation?

- Less than 1 year
- 1 – 2 years
- 3 – 5 years
- 6 – 10 years
- 11 – 19 years
- 20 + years

13. Please provide a brief description of your business

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14. How many employees does your business have?

15. Is your business BIPOC-owned? (owned by someone who identifies as Black, Indigenous or a Person of Colour)

Yes

No

16. Is your business woman-owned?

Yes

No

17. Do you own or lease the property?

Own

Lease

18. How has the COVID-19 pandemic impacted your business? Check all that apply.

Forced closure due to pandemic response level

Increased costs (PPE, physical barriers etc.)

Revenue loss

Laid off staff temporarily

Laid off staff permanently

Other (please specify)

19. Please rank your selections in order of importance (1 - 6)

- _____ Marketing, advertising, branding and/or graphic design
- _____ Legal services
- _____ Web services and/or IT support
- _____ HR and staffing solutions
- _____ Financial services and accounting
- _____ Business strategy

20. For the top two areas you have selected, please choose up to two services you feel would be most helpful for your business.

Marketing, advertising, branding and graphic design

- Graphic design (i.e. social media graphics, logo refresh/refinement, custom email blast template, banner ad)
- Marketing consultation (one-on-one support from an expert to develop strategies that help you reach your audiences and drive sales)
- Website support (i.e. setting up an online selling platform, website consultation)
- Digital marketing/advertising (i.e. paid social media ads, Google ads, help with ad placement/buys)
- Social media (i.e. strategy, graphics and planning)
- Design and print services (i.e. custom flyers, signage or other marketing material to help promote your business)
- Other (please specify)

HR and staffing solutions

- Return-to-work plan (includes sample policies, business continuity plan for when COVID restrictions lift)
- Determine the future of your business, align your goals and improve your business focus (half-day session with a consultant)
- Guidance for your day-to-day HR needs and issues (6-month subscription to HR-On-Call)
- Legal guidance on human resource matters (i.e. labour and employment standards compliance advice, termination and layoff assistance, preparation of employment agreements)
- Hiring assistance (i.e. job description writing, job advertisements, onboarding planning and assistance)
- Other (please specify)

Legal services

- Banking and financing agreements (i.e. credit and restructuring advice, refinancing with lenders)
- Negotiations with landlords and suppliers including contract advice (i.e. rent negotiations)
- Human resource matters (i.e. labour and employment standards compliance advice, termination and layoff assistance, preparation of employment agreements)
- Legal advice on other business matters
- Other (please specify)

Web services and IT support

- Website support (i.e. setting up an online selling platform for your existing website, website consultation)
- Tech consulting and training for you and your staff (including gap analysis and implementation plans for tech-based solutions)
- Full cycle, cloud based bookkeeping
- General web or IT support (i.e. web hosting, cloud set up/file sharing for teams)
- Other (please specify)

Financial services and accounting

- Professional consultation on business and tax matters
- Preparation of financial statements and corporate income tax returns
- Full cycle, cloud based bookkeeping
- Help navigating COVID-19 support programs at the federal and provincial levels (includes review of eligibility requirements and claim applications)
- Other (please specify)

Business strategy

- Return-to-work plan (includes sample policies, business continuity plan for when COVID restrictions lift)
- Determine the future of your business, align your goals and improve your business focus (half-day session with a consultant)
- Marketing consultation (one-on-one support from an expert to develop strategies that help you reach your audiences and drive sales)
- Help navigating COVID-19 support programs at the federal and provincial levels (includes review of eligibility requirements and claim applications)

Other (please specify)

Based on your selections, please give a short summary of your needs and let us know what kind of support would be most helpful for your business. (2-3 sentences)

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21. How do you feel this service will help your business remain sustainable? Check all that apply.

- Increase brand awareness
- Generate additional revenue
- Reduce operational costs
- Finding efficiencies/resource management
- Solutions with staffing challenges (recruitment, retention employee)
- Other (please explain)
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22. Will this increase the number of staff positions in your business?

- Yes No

If you answered yes, how many positions do you estimate this will add?

23. Optional: Describe how you feel your business contributes to a vibrant and inclusive downtown (offer something unique, relationships with your customers, etc.):

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24. Did you apply and receive funds for the first Downtown Winnipeg BIZ Grant?

Note: you are still eligible for the Downtown Winnipeg BIZ Connect Grant even if you received a grant from us previously.

Yes

No

25. Is there any other information you would like to provide?

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26. How did you hear about the Downtown Winnipeg BIZ Connect Grant?

- The MEMO e-newsletter (if you don't yet receive our member e-newsletter and would like to join the list, please email info@downtownwinnipegbiz.com)
- Contacted directly by a Downtown Winnipeg BIZ staff member
- News (radio, TV, newspaper, etc.)
- Social media
- Other (please specify)

If you have a copy of your City tax bill that has your address, please submit a copy with this form.

The Downtown Winnipeg BIZ will evaluate your application on a first-come, first-served basis. We will be in touch to confirm receipt and to let you know your application is under review. During the review, we may follow up to ask additional questions to ensure you are matched with the best service provider that meets your needs. You will hear from us regardless of the outcome of your application.

If you're approved and once a match is made, you'll be notified and connected with your service provider. You'll also be asked to sign an agreement that outlines the terms of the program.