



BUSINESS DEVELOPMENT PROJECT GUIDELINES 2009 - 2011

Purpose:

Investments made under this component will support local community-based initiatives that will stimulate business and economic development opportunities within the SD&G CFDC's service area. Ideally, investments will support strategic economic development activities that create significant long-term impact in the region of SD&G.

Eligible Applicants:

- Community Futures Development Corporations
- Non-profit organizations (including municipalities, municipal organizations, corporations, community development organizations, and associations);
- Legal commercial entities including individuals, corporations, partnerships, cooperatives or trusts;
- Aboriginal organizations; and,
- Groups or alliances of those described above where a lead recipient has been identified.

Eligible Activities:

- consultant and/or professional fees;
- travel and meeting costs;
- materials and supplies;
- trade show expenses; and,
- other costs directly related to the approved Eligible Activities.

Examples of Business Development Projects Include:

- Research and/or development initiatives; marketing plans; business plans; export plans and related activities; feasibility studies; strategic plan; trade fairs; technological improvement; and any other activity designed to promote business opportunities

Eligible Costs:

Eligible costs are expenses that will be incurred, which are **reasonable, incremental and required** to carry out the Eligible Activities specified in this Schedule, including but not limited to:

- consultant and/or professional fees;
- travel and meeting costs;
- materials and supplies;
- trade show expenses; and,
- other related costs;
- other costs directly related to the approved Eligible Activities.

Eligible Costs for Recipients for Business Development Projects will normally be up to a maximum of \$5,000 per applicant and will not normally exceed 90% of the total Eligible Costs.



Professional Consultants and Deliverables

Eligible applicants must hire a third-party entity or consultant, which is at arm's length from the client and should be an experienced, professional and recognized as providing high quality work.

If a Business Plan is undertaken, it should include the following elements:

- Financial Projections
- Identification and Analysis of Key Business and Financial Assumptions
- Analysis of the Market Place
- Management and Operating Component
- Product/Competitive Analysis

Applicant Requirements

- All recipients of contributions will be required to submit a final report that will include a summary of activities, accomplishments and financial reconciliation of the project.
- This information will be due on the deadline agreed to in the recipients signed letter of offer. Please note that no advances or extensions will be allowed and contributions could be forfeited to assist other recipients if submissions are late.
- All applications to the program and any subsequent claims for reimbursement, should the application be approved, must be completed in full and be legible or they will be returned to the applicant for resubmission.
- All necessary receipts and proof of payment must accompany claims.
- A copy of the completed plan or proof that the funded activity was undertaken must be included.
- There is an expectation that recipients of contributions will publicize SD&G CFDC's support of their project, therefore, all applicants must include a plan with their application outlining how they will publicize their partnership with SD&G CFDC, including a timeline. This could include but is not limited to news releases, cheque presentations, announcements, a feature story in your company's newsletter, website, etc.
- Projects must be completed in full and all funding expended on or before a **Completion Date prior to February 26, 2010 or February 25, 2011**, as specified in the Letter of Offer, should the project be approved for funding.

SD&G CFDC Administration:

The Community Futures Development Corporation will administer Business Development projects in accordance with the application, administration and approval policies and procedures outlined in their application for funding, and agreed to by Industry Canada / FedNor. Where a further distribution of funding occurs, applications from Eligible Recipients will be assessed based on local and regional needs, priorities and opportunities. The SD&G CFDC is responsible for due-diligence assessments of all such applications including:

- a detailed review of project budgets and Eligible Costs;
- a review to ensure all applicable legislative requirements have been met;
- a review of expected long-term sustainable economic benefits resulting from the project;
- an assessment of risks associated with the project; and,
- an assessment of the expected project results and outcomes and the proponent's strategy for measuring and reporting project results and outcomes.