

# **Business Association Seed Program**



## **Business Association Seed Program**

Grant program for under-represented commercial areas to help them get organized and recruit.



#### What is it?

- Program is designed to support merchants in under-represented areas to organize and collaborate in their commercial district on strategic plans, goals and activities that strengthen their business area.
- Provides support from the City (e.g. staff resources, grant funding up to \$5,000) to cover necessary start-up costs including corporate registration, website, and development of other branded assets.

#### What areas are targeted for 2022?

- Three geographic areas: West End, Queensborough, and Sapperton
- Sector based group: home-based businesses

### **Deliverables:**

- Unique to the needs of the commercial area
- Required versus optional

## Organizational Readiness

- Registration as a non-profit
- Establishment of bylaws, constitution
- Strategic plan

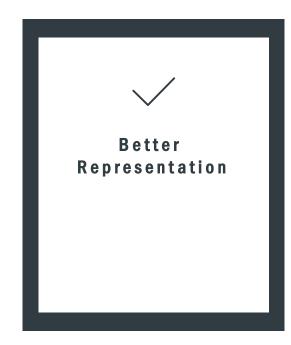
#### **Asset Development**

- Website
- Logo or branded items
- Promotional materials
- Social media channels
- Communications and outreach planning
- Kick-off event



### **Benefits**

Under-represented commercial areas and the City will both benefit.







#### **Milestones**



