



# Business Association Seed Program



NEW WESTMINSTER

# 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.



**Better  
Representation**



**Stronger  
advocacy**



**More Organized**

# Milestones

