



REDISCOVER MAIN STREETS APPLICANT GUIDE

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Section A – General Information

1. Introduction

This Applicant Guide has been developed to provide instructions to applicants on how to complete and submit an application for the Rediscover Main Streets (RMS) initiative. Applicants should read this Applicant Guide in its entirety before starting an application. It is the responsibility of the applicant to complete all required sections of the application form as accurately and as completely as possible and to include all the required information as outlined in this guide. Failure to do so may preclude the Atlantic Canada Opportunities Agency (ACOA) from considering the application for funding.

If you have additional questions, please visit the [ACOA's FAQ page](#) or contact the ACOA office nearest you:

- **Head Office:** 1-800-561-7862
- **Nova Scotia:** 1-800-565-1228
- **New Brunswick:** 1-800-561-4030
- **Prince Edward Island:** 1-800-871-2596
- **Newfoundland and Labrador:** 1-800-668-1010
- **Ottawa:** 613-941-7241

2. About Rediscover Main Streets

a) Duration of the initiative:

The Rediscover Main Streets (RMS) initiative will provide a \$10 million investment over one year (2022-2023) across Atlantic Canada to reanimate neighbourhoods, local downtowns, and community main streets.

b) The objective of the initiative:

- to support efforts to reanimate main streets, and encourage more vibrant downtowns and neighbourhoods, by increasing offerings and traffic in those areas;



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- to spur innovation in the development of offerings, and events benefitting main street businesses and operators; and
- to encourage SMEs to create and develop inspired ideas outside of what they already offer and to encourage locals and visitors to enjoy their downtowns and communities.

Section B – Program Information

1. Who can apply?

Not-for-profit organizations including business improvement associations, tourism associations, chambers of commerce, destination marketing organizations, and other entities as listed below, providing support to tourism and hospitality sectors, located in Atlantic Canada.

Other eligible entities include:

- not-for-profit organizations, including Indigenous organizations;
- crown corporations;
- provincial/municipal/territorial governments;
- economic development associations; and,
- post-secondary educational institutions.

2. What type of activities are eligible?

The fund will provide support for projects involving:

Activation - Development of new products, offerings, and local experiences to activate and animate the downtown cores and community main streets. This can include projects that encourage community participation in new events and activities and bring much-needed consumers to our local businesses.

Examples include:

- Implementing new strategies for downtown cores, main streets and business districts through activities, public art, and mixed-use spaces.
- Developing new products and offerings to attract traffic and draw existing and new customers to local businesses.

Amplification - Scaling of existing events, adaptation of products, product clustering, diversification, follow-on to existing campaigns (buy/shop local), and innovation to existing offerings.



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Projects can include those that amplify and/or reanimate existing events and activities to support local businesses; and entice Atlantic Canadians to explore their provinces on a local and regional level.

Examples include:

- Supporting scale-up and market expansion activities for key enterprises essential to economic vitality and the local business climate.
- Aligning stakeholders and partners leading to a more impactful event, facilitating expanded partnerships and collaboration between businesses.
- Bringing innovation to local campaigns such as Buy or Shop Local.

Marketing and Promotion - Building awareness, promotional marketing activities, packaging and signage. Projects include those that help promote reanimating downtowns and main streets.

Examples include:

- communications plan development, design, marketing, and promotion (including branding, packaging, signage);
- development and implementation of new or adapted marketing;
- improving the marketability of the local business area; and
- innovative marketing approaches.

3. Other considerations

Further consideration may be given to projects that benefit or encourage:

Partnership and collaboration: Organizations that partner to deliver project activities. Organizations are highly encouraged to leverage resources by fostering partnerships and by demonstrating economies of scale.

Reach: The objective of the program is to benefit local businesses, economies, and communities. Applicants will need to demonstrate their ability to have the intended reach of both rural and urban (example: through membership).

Ultimate beneficiaries are local main street businesses: Increasing traffic to the downtown core is important. Businesses, such as retail shops, restaurants, and businesses of strategic importance to the community have all felt the negative impacts of the pandemic. Applicants that target those businesses specifically/significantly will be priorities. **'Main Street'** is defined



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Agence de
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du Canada atlantique

Canada

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as an area located in a central business district, which includes retail shops, restaurants, corner stores, social enterprises, etc., as well as businesses of strategic importance to a community, in both a rural and an urban context.

Inclusive growth projects that support businesses owned or led by members of under-represented communities: Providing support to entrepreneurs or owned/led SMEs whose owners are members of under-represented groups; or support to not-for-profit organizations providing inclusive business services to improve mentoring opportunities and networks to drive greater economic representations.

Should your project be outside of these considerations, it may still be considered for funding.



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Section C – Application Process

1. Process and deadline

There will be a limited intake period of four weeks, beginning April 4, 2022, closing on April 29, 2022, 23:59 (ADT). Proposals received after that date may still be considered.

2. Steps to submit an application

Step 1: Download the Application for Financial Assistance.

Step 2: Using this guide as reference, fill out the application form, save it, and prepare all supporting documents. (A list of required documents is included in the application.)

Step 3: To submit your application online, return to the [application form page](#) and use the "Ready to submit online" button.

Note: To submit a paper application, print it and mail it along with all supporting documents to one of the ACOA regional offices in your province. Keep a copy of the submission for your records.

3. Completing the Application for Financial Assistance

All sections and fields in the application form must be completed, where applicable. Below is a brief summary of each of the sections of the application form. If you require further assistance, please contact ACOA.

Applicant and Contact Information

This section collects information about the applicant and includes:

1. **Legal name of applicant:** Provide the official legal name of the applicant. The applicant's legal name may be different from the operating name. **Operating name of applicant, if different:** Provide all operating name(s) of the applicant, as applicable.
2. **Mailing address:** The complete address where the headquarters of the applicant is located. Email: Please ensure that the email address provided is valid and active.
3. **Authorized contact:** Provide contact information for the person who is authorized to represent the applicant, and who will be the main point of contact regarding the project. Note the authorized contact cannot be a consultant, as ACOA will only communicate with the applicant. If the contact person is not a signing officer of the applicant organization, further confirmation of that person's authority to represent and bind the organization may be required.



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4. **Description of your organization and its mandate:** Please describe what type of mandate most accurately reflects the applicant organization, not the project activities. (i.e., educational, economic development, humanitarian, youth, etc.).
5. **Date of Incorporation:** The date stated on the applicant's Articles of Incorporation, letters patent or other constituting document, as applicable. **Business Number:** The business number is a unique 9-digit number assigned by the Canada Revenue Agency.
6. **Type of legal entity:** Select the appropriate type of legal entity.
7. **Official language for correspondence:** Please select in which official language you prefer receiving correspondence regarding the project.
8. **Contact information of bank or financial institution ACOA may contact to inquire about the applicant:** This section must be completed by providing the information for the bank or financial institution used by the applicant organization.

Project Information

This section describes the project and outlines the specific details and information required, which includes:

1. **Project Name:** Provide the official title of the project (i.e. construction of outdoor skating rink).
2. **Project location:** Specify the location where the project will take place.
3. **Estimated Start Date of Project:** This date is the first day the applicant anticipates incurring expenses for the project. **Estimated End Date of Project:** This date is the last day the applicant anticipates incurring expenses for the project.
4. **Estimated Total Project Costs:** This should include all costs associated with the project.
5. **Amount requested from ACOA:** This should reflect the amount of funding requested from ACOA for this application.
6. **Fiscal year start/end:** Provide the applicant's fiscal year for operating and accounting purposes.



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7. **Previous ACOA assistance:** Specify if the applicant has received assistance from ACOA previously on other projects.
8. **Has the applicant made any financial or legal commitments for the project?** Select “Yes” if the applicant has made financial or legal commitments to the project such as contracts, licenses, or costs already incurred.
9. **If yes, provide details:** Specify the commitments or obligations that applicant has made towards the project to date as well as the costs already incurred.
10. **Provide a description of the project and the key activities to be undertaken:** Briefly describe the project's main activities and the anticipated results of the project. Details of the project should be included in the applicant’s proposal and submitted with the application form.
11. **Describe measurable social-economic benefits of the project:**
Rediscover Main Streets initiative: Please describe how the project meets the objectives of the initiative and how it aligns with at least one of the three activities as described in section B – Program Information.

Ownership - RMS applicants are not required to complete this section.

This section is reserved for businesses and partnerships under the Business Scale-up and Productivity.

1. **Provide information about the principal owners of the applicant:** Indicate in the table the given names and surnames of all owners of the applicant (i.e. shareholders, partners, etc.), as well as the percentage of their share in the business and the role or position they actively occupy in the business, as applicable.
2. **Provide names of any parent company, subsidiaries and any affiliate or related business entities:** Where applicable, provide the legal name of any parent entity of the applicant, subsidiary of the applicant and/or entities that may be deemed affiliated or related to the applicant, as well as the city where their head office is located, and the nature of their relationship with the applicant (i.e. parent, subsidiary, related, etc.).

A parent company is a company that owns the majority of the controlling shares or all of the shares of another company. A subsidiary of the applicant is a company



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whose controlling or sole shareholder is the applicant. Affiliates are usually where one company is a minority shareholder of another or when two companies are controlled by the same third party.

Examples of related entities include entities that are each controlled by the same person or entity or group of persons or entities, or that are each controlled by a different person or entity but the two persons or entities are related. There are other possible combinations of affiliated and related persons controlling corporations that can lead to the entities being affiliated or related.

Required information and documents:

The following documents must be included with the Application form package for the Regional Economic Growth through Innovation:

Commercial Applicants (Business Scale-up and Productivity) – RMS applicants are not required to complete this section

- Provide a copy of the company's incorporation documents and information on ownership (names and percentage of ownership);
- Provide a copy of the applicant's most recent and last two year's financial statements (audited or reviewed are preferred);
- Provide your project plan, business plan, marketing plan or research and development plan;
- Supplier Quotes: provide a copy of quotes or estimates received for the project;
- Provide a copy of relevant permits and licenses; and
- Provide any other relevant documents related to the project that may assist with its assessment.

Not-For-Profit and other Applicants

- Provide a copy of the organization's constituting/incorporating documents and list of directors/members of the board;
- Provide a copy of the applicant's most recent and last two years financial statements;
- Provide a description of the applicant's mandate, including the management and qualifications of key personnel;



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- Provide the applicant's HST rebate rate;
- Provide a detailed description of the project, including milestones, costs, finance, key partnerships established and evidence of support from the community;
- Provide supplier quotes;
- Provide copies of relevant permits and licenses; and
- Provide any other relevant documents related to the project that may assist with its assessment.

Disclosures

This section requires the applicant to disclose information about the project that could have legal considerations.

Consent and Certification

- The consent and certification means that the applicant agrees with and attests to all statements and authorizations contained in this section, and agrees to be bound by them.
- Making a false statement or providing misleading information may result in the Minister exercising any remedy available to him/her at law and potentially other consequences.
- You must review each statement in this section and sign the Certification.
- By signing and submitting the Application for Financial Assistance, the applicant also acknowledges that the information contained therein is subject the [Access to Information Act](#) and the [Privacy Act](#).