



**APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND
HERITAGE INVESTMENT GRANT**

Select the type of grant you are applying for:

<input type="checkbox"/> Development Incentive Grant	<input type="checkbox"/> Community Incentive Grant	<input type="checkbox"/> Major Community Tourism Event Grant
<input type="checkbox"/> Travel Grant	<input type="checkbox"/> Equipment Grant	<input type="checkbox"/> Leadership Grant
<input type="checkbox"/> Arts, Culture, and Heritage Grant	<input type="checkbox"/> Screen Based Production Grant	<input checked="" type="checkbox"/> Other Funding or Goodwill Requests

SECTION 1: APPLICANT INFORMATION

Applicant Name: Lisa Ford

(check one) ☐ Individual ☒ Organization ☐ Organizing Committee

Contact Person: <u>Lisa Ford</u>	Phone Number: <u>780-826-3858</u>	Email: <u>lford@albertacf.com</u>
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Street Address: <u>5212 55 Street</u>	Mailing Address: <u>5212 55 St, Cold Lake, AB T9M 1R3</u>	City/Town: <u>Cold Lake</u>
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Legal Name of the Beneficial Non-Profit or Organization:

Community Futures Lakeland

SECTION 2: APPLICATION INFORMATION

1. Describe the ask for support (attach additional pages if required):

Community Futures Lakeland is partnering with local businesses, organizations and municipalities to offer the SMARTstart program. SMARTstart is a program that has been running successfully in many Alberta regions since 2013 and we are excited to have the opportunity to offer this important information to our Lakeland small business community. www.smartstartyourbusiness.ca/Lakeland

SMARTstart is an 8 month intensive entrepreneur training program that offers business online training, in-person workshops/networking, and mentorship with other established local businesses.

SMARTstart addresses the very real issues of business retention and expansion in rural areas.

When a local business has what it needs to operate effectively, they will expand and hire new employees and have the ability to contribute back into our communities in tangible ways.

The SMARTstart program consists of Launch and Closing events, with 11 live workshops in between that cover relevant business topics such as taxation, bookkeeping, legalities of running a business, insurance, marketing and so much more. The live workshops will be presented by Lakeland businesses in the different industries.

This is an excellent program that creates a cohort of support for all local businesses to strive for mutual success.

Please see the attached schedule of events.



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2.	<input checked="" type="checkbox"/> New project	<input type="checkbox"/> Reviving an inactive project
How long has this been inactive for: _____		
3. Event Date:	8 month program starting Oct 13, 2022	Your event will occur: <input type="checkbox"/> Once <input checked="" type="checkbox"/> Annually <input type="checkbox"/> Regularly
4. Location Details:		
We have signed on to offer this SMARTstart program for the next 3 years. This year we will host this program in the City of Cold Lake at various venues.		
5. Who is the targeted audience, and how many individuals will attend this event:		
SMARTstart is a community Business support program that involves many different stakeholders from new businesses, established businesses, Chambers of Commerce, Municipalities, Provincial Organizations, Banks, NonProfits. We expect to have 5-10 entrepreneurs complete the program in the first year however, there is a large community network being created to support them.		
6. Identify all funding requests or arrangements connected to this event:		
We currently have a commitment from the East Central Regional Innovation Network (ECARIN) to be a Title Sponsor of \$5000 for the duration of the 3 years we will run this program. We feel that as this year we are hosting this project in the City of Cold Lake, that this would be a good fit for the City of Cold Lake to partner as Seminar Sponsor to support 4 of the 11 workshops for a total of \$4000. We also have many local businesses and business owners committed to either providing sponsorship, workshops or to partner as mentors to the younger businesses. We have partnered with Business Link, BDC and Futurpreneur to offer resources and provide presentations. As well, the Cold Lake and the Bonnyville Chambers of Commerce and the Economic Development officers from the Town of Bonnyville and the MD of Bonnyville are collaborating for the success of this project.		
7. How do you feel this event supports recreation, art, culture and heritage within the community:		
The SMARTstart program will enhance the City as It brings together businesses, organizations, provincial and municipal governments to work together to better our region. By supporting business programs such as this, the City has the opportunity to provide real assistance to our small businesses to start or to grow. The truth is that only 35% of business start ups will survive past the first 5 years however, studies show that with education and support, 80-90% of these businesses will succeed beyond 5 years. Our goal as the business support agency in the Lakeland is to collaborate with our regional partners to provide real programs that will promote economic development and job growth. The SMARTstart program is the vehicle to drive our small business economy.		
8. How do you intend to acknowledge the City of Cold Lake and Committee as a sponsor:		
As a Sponsor for 4 Seminars the City of Cold Lake will receive: Large logo on SMARTstart website homepage, Sponsored by... mentions at the program events, Sponsor's promotional information handed to program participants, Invitation to attend and speak at the Opening and Closing program events, Logo included in one program thank you advertisement, Prominent logo on event sponsorship boards.		
9. Provide details on any locally sourced items, resources, or services:		
We have many local businesses and business owners committed to either providing sponsorship, workshops or to partner as mentors to the younger businesses. The Opening and Closing events and the 11 Workshops will be hosted and held at various venues throughout the City of Cold Lake		

5513 - 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

Information on this form is collected for the sole use of the City of Cold Lake and is protected under the authority of the Freedom of Information and Protection of Privacy Act, Sec. 33 (c) which regulates the collection, use and disclosure of personal information.



City of **Cold Lake**

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SECTION 3: DECLARATION

By signing and submitting this application form, I confirm that:

1. The information provided on this application is true, complete and correct.
2. I understand that the City of Cold Lake Recreation and Culture Advisory Committee may decline this application:
 - (a) If I have submitted any false statements or concealed a relevant or significant facts as both constitute misrepresentation.
 - (b) If I do not comply with any request for information required by the City of Cold Lake Recreation and Culture Advisory Committee to effectively administer and maintain the integrity of the program.
 - (c) At the discretion of the Committee.
3. Any funds contributed by the City of Cold Lake will not be used to not support any political or religious activities.
4. The grant will not be funding individuals recognized as producing tobacco, alcohol, or cannabis products.
5. I will represent Cold Lake in a positive manner and acknowledge the City of Cold Lake as a sponsor.
6. I understand that my attendance as a delegate may be required at a Community Grant Advisory Committee meeting to speak about this application.
7. I have read, understand and agree to abide by the terms and conditions governing the grant outlined in Policy No. 097-RC-07.

August 25, 2022

Date

Lisa Ford
Applicant Signature

Applicant Name: Lisa Ford

**Please return full application and required documents to the Department of Community
Services, located at City Hall.**

INTERNAL OFFICE USE ONLY

Received by: _____ Date: _____ ☐ Required Documents Attached Initial: _____

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SECTION 4: DOCUMENT CHECKLIST

REQUIRED FOR ALL GRANT APPLICATIONS:

- ☒ Completed Application Form
- ☒ Letter of support from the respective 'Not for Profit' organization (as required in criteria)
- ☐ Last Audited Financial Statements, for grant requests exceeding \$5,000 (except where a structured fundraising package is being used)
- ☒ Budget (may include items, purpose, costs, proposals, and fundraising strategies. *Proposed Budget* chart may be used below; attach additional pages if required)

THE FOLLOWING GRANTS REQUIRE ADDITIONAL ATTACHMENTS:

+ Sponsorship package

- Community Incentive Grant: ☒ Outline on economic benefit to the community
[See attached cover letter](#)
- Equipment Grant: ☐ Details of the asset for which funding is being requested
- Major Community Tourism Event Grant: ☐ Economic impact assessment study or equivalent
- Screen Based Production Grant: ☐ Description of the genre or types of production

PROPOSED BUDGET

Item	Purpose	Cost (\$)
See attached budget		
TOTAL		
SURPLUS		

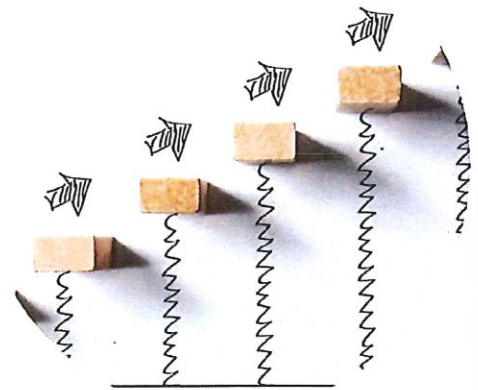
SMARTstart Schedule of Events

Workshop	EVENT	Item	Date	Time
	#1	LAUNCH	Oct. 13th	7-9pm
#1		Monster under the bed	Oct. 27th	11:45-1:15
#2		Business & Strategic Planning	Nov. 3rd	7-9pm
#3		Legal Advice	Nov. 17th	11:45-1:15
#4		Getting from Here to There	Dec. 1st	7-9pm
		Business Planning Bootcamp	Dec. 8th	1pm -3pm
#5		Financial Tools & Reports	Jan. 12	7-9pm
#6		Small Business Financing	Jan. 26	11:45-1:15
#7		Taxation Employee Payroll & Deductions	Feb. 9th	??
		Peer to Peer	Feb. 23rd	7-9pm
#8		Marketing Strategy	Mar. 9th	
		Peer to Peer	Mar. 23rd	7-9pm
#9		Branding your Business	April. 6th	11:45-1:15
#10		Insurance	April. 20th	11:45-1:15
#11		Effective Networking	May. 4th	7-9pm
	#2	SMARTstart Celebration	May. 25th	6:30-9:30pm

Welcome TO **SMART**start

setting your business up for success

We are so excited that you've decided to take the next step in furthering your business and reaching your goals.
here are the next steps...



Step #1

Please visit the link below to complete your registration

<https://www.smartstartyourbusiness.ca/community/lakeland/>



Step #2

• Virtual • In Person

Mark your calendar!

Here are important dates you are going to want to remember

OCTOBER 13, 2022> 7pm-9pm Program Launch Celebration Event ●

OCTOBER 27, 2022 > Virtual 11:15 am -1:15pm "Monster under the Bed" Training Session ●

NOVEMBER 3, 2022> 7pm- 9 pm Business and Strategic Planning ●

NOVEMBER 17, 2022> Virtual 11:15 am- 1:15pm Legal Advice ●

DECEMBER 1, 2022> 7pm-9pm "Getting from here to there" ●

DECEMBER 8, 2022> Virtual 1:00 pm- 3:00pm Business Planning Bootcamp ●

JANUARY 12, 2023> 7pm -9pm Financial Tools & Reports ●

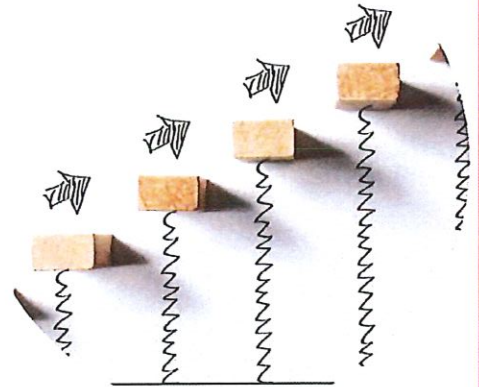
JANUARY 26, 2023 > Virtual 11:45am - 1:15pm Small Business Financing ●

FEBRUARY 9, 2023 > TIME & LOCATION TBD Taxation Employee Payroll & Deductions

FEBRUARY 23, 2023 > 7pm -9pm Peer to Peer Event ●

MARCH 9, 2023 > TIME & LOCATION TBD Marketing Strategy

Welcome TO SMARTSTART



We are so excited that you've decided to take the next step in furthering your business and reaching your goals.
here are the next steps...

Step #2 (continued)

• Virtual • In Person

Mark your calendar!

Here are important dates you are going to want to remember

MARCH 23, 2022 > 7pm-9pm Peer to Peer Event ●

APRIL 6, 2023 > Virtual 11:45 am- 1:15pm Branding Your Business ●

APRIL 20, 2023 > Virtual 11:45-1:15pm Insurance ●

MAY 4, 2023 > 7pm- 9pm Effective Networking ●

MAY 25, 2023 > 6:30pm -9:30pm SmartStart Closing Celebration ●

** Please note that in addition to these dates, you will have meetings once a month with your mentor as well as online training to be completed in your own time**

Step #3

Complete and submit your
bio prior to September 23,
2022



Growing communities one idea at a time.

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Bonnyville, AB T9N 2J4

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F 780 826 7330

E adminlkd@albertacf.com
W lakeland.albertacf.com

August 25, 2022

City of Cold Lake
5513 48 Ave
Cold Lake, AB T9M 1A1

RE: SMARTstart Program 2022

To whom it may concern,

Lisa Ford is the General Manager of Community Futures Lakeland and has initiated a new project, SMARTstart, in the Lakeland to support small business retention and expansion.

Community Futures Lakeland is committed to offering the SMARTstart program in the Lakeland for the next 3 years. This year the project will be hosted in the City of Cold Lake.

As you know, rural businesses need relevant resources and support in order to survive past the first 5 years in business. The SMARTstart program is designed to offer business training, networking/workshops and also matches a new business to a local established business owner for mentorship. More than ever, I believe it is important to provide necessary resources to create friendly economic environments for our local small business community.

As the Chair of Community Futures Lakeland, I see our mission is to collaborate with our municipalities to bring valuable programs and events to support entrepreneurs and small businesses. I fully support Lisa Ford to apply to the City of Cold Lake for *Other Funding and Goodwill Request* for \$4,000.00 to initiate this project in the City of Cold Lake.

Thank You for your consideration to partner to support our new entrepreneurs in the City of Cold Lake.

Should you have any questions or concerns, please feel free to reach out to me at
T: 780-573-9846, E: ebrosseau@albertacf.com

Sincerely,


Elisa Brosseau
Chair
Community Futures Lakeland

Growing communities one idea at a time.



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August 25, 2022

City of Cold Lake
5513 48 Ave
Cold Lake, AB T9M 1A1

RE: SMARTstart Program 2022

Community Futures Lakeland is a federally funded nonprofit organization that serves the Lakeland region from the City of Cold Lake, the MD of Bonnyville, the Town of Bonnyville, 2 Metis Settlements, 3 First Nations and all of the communities in between. We serve our rural business communities in three ways: 1) offering loans to our businesses, 2) offering free business training, coaching and resources and 3) economic development through partnerships, programs and events.

When we look at our rural small business communities, we see an urgent need to serve our new businesses who require support to be able to sustain past the first 5 years in business. The harsh reality is that many local small businesses struggle to get started and find it challenging to make it past their first 3-5 years. Canadian studies show that only 35% of new businesses survive those first crucial years.

There is hope! Statistics also show that business owners with education in entrepreneurship have an 80-90% chance of success with a new business. That's why SMARTstart was developed – to increase business' odds of success.

Community Futures Lakeland has taken on the SMARTstart program to address the issues of rural business retention and expansion. In our rural areas, it can be difficult for a small business to access the resources necessary to survive the economic downturns and struggles of staffing. Not every entrepreneur has the essential skills required to weather the economic cycles. The SMARTstart program consists of three main components: 1) GoForth's Essential Small Business Skills online training, 2) In-Person Workshops/Sessions that cover essential topics ranging from taxation to branding to insurance, 3) Mentorship – Participants will be paired with another local, experienced business owner that will guide them through the business plan development process.

This program hinges on the partnership and sponsorship of our regional communities and organizations. We have a partnership commitment from both the Cold Lake Regional Chamber of Commerce and the Bonnyville & District Chamber of Commerce as well as the Economic Development Officers for the Town of Bonnyville and the MD of Bonnyville. We have brought in local businesses to participate, mentor, sponsor and offer workshop presentations. We have included our East Central Regional Innovation Network as a Title Sponsor to begin to showcase some of the upcoming programs they have to offer our Lakeland businesses. We have also reached out to all three of our Municipalities to offer an opportunity to sponsor this exciting initiative.

Growing communities one idea at a time.



Growing communities one idea at a time.

The program outcome will see the participants submit a final business plan, feasibility study or strategic plan. The economic impact of the SMARTstart program in the Lakeland will be the retention of our small businesses by creating supportive cohorts and networks where the business' needs are being met. The goal is that we will retain these businesses and assist in their expansion. The logical outcome will be greater growth and job creation.

SMARTstart is an 8-month program that will begin mid-October 2022. It includes opening and closing events with 11 training workshops/sessions. We will run the program in the City of Cold Lake this first year.

Please see the attached budget with associating costs.

We are respectfully asking the City of Cold Lake to partner to sponsor 4 of our 11 Seminars for \$4,000.00 total.

As a Seminar Sponsor you will receive:

- Large logo on SMARTstart website homepage
- Sponsored by... mentions at the program events
- Sponsor's promotional information handed to program participants
- Invitation to attend and speak at the Opening and Closing program events.
- Logo included in one program thank you advertisement
- Prominent logo on event sponsorship boards

Community Futures Lakeland would like to thank you for your consideration of sponsorship to offer this important program to the Lakeland region. Please contact Lisa Ford at lford@albertacf.com or 780-201-6563 should you have any questions or concerns.

Best Regards,

A handwritten signature in blue ink that reads "Lisa Ford".

Lisa Ford
General Manager
Community Futures Lakeland

Growing communities one idea at a time.

SMARTstart 2022 Lakeland

Revenue		Year 1
Cash		
	Participant Commitment (\$299)	10 \$2,990.00
	Community Futures Lakeland - In Kind	\$7,000.00
Sponsorship		
	Partner A	\$1,000.00
	Partner B	\$1,000.00
	Title Sponsor 1	\$5,000.00
	Title Sponsor 2	\$5,000.00
	Seminar Sponsor x 5	\$5,000.00
Total Revenue		<u>\$26,990.00</u>
Expenses		
	SMARTstart program purchase	\$5,000.00
	SMARTstart program license (\$100/participant)	10 \$1,000.00
	SMARTstart website maintenance/support	
	Advertising and promotion	\$6,500.00
Events		
	Welcome event for 40	\$1,200.00
	Wrap up event for 40	\$1,200.00
Workshops		
	Training session materials/presenters/venue @ 11	\$8,500.00
	Session refreshments	\$350.00
Mentorship Program		
	Mentor sessions/venue @ 3	\$2,000.00
	GoForth Online Training (\$195/participant)	10 \$1,950.00
	Community Futures Lakeland - Administration	\$7,000.00
	Misc	\$240.00
Total Expenses		<u>\$26,990.00</u>
Profit (loss)		<u>\$0.00</u>

Title Sponsor (Maximum of 2 title sponsors) \$5,000.00	Media Sponsor \$3,000.00	Seminar Sponsor \$1,000.00	Entrepreneur Sponsor (Sponsor 1 Entrepreneur to the program) \$500.00	Friend of SMARTstart \$250.00
<ul style="list-style-type: none"> - Large logo on SMARTstart website homepage - Sponsored by... mentions at the Program events - Sponsor's promotional material handed to Program participants* - Invitation to attend and speak at the Opening and Closing program events - Mention of title sponsors in all news releases and media advisories - Minimum of two mentions through SMARTstart social media feeds through the course of the program - Logo included on entrepreneur recruitment flyer - Logo included in one program thank you advertisement - Prominent logo on event sponsorship boards 	<ul style="list-style-type: none"> - Logo included in one program thank you advertisement - Prominent logo on event sponsorship boards - Supported by... mentions at the Program events - Sponsor's promotional material handed to Program participants* - Invitation to attend opening and closing program events - Logo on website sponsor page 	<ul style="list-style-type: none"> - Seminar brought to you by... mentions at the Program seminars - Sponsor's promotional material handed to Program participants* - Invitation to attend opening and closing program events - Logo on website sponsor page 	<ul style="list-style-type: none"> - Supported by... mention at the Program opening event - Sponsor's promotional material handed to Program participants* - Invitation to attend opening and closing program events - Sponsor name on website sponsor page 	<ul style="list-style-type: none"> - Friends of... mention at the Program opening and closing events - Sponsor name on website sponsor page

*if provided