



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Town Offering \$30K Recovery Grant to Local Businesses in Need

Barrhead, DATE – The Town of Barrhead, in partnership with Community Futures Yellowhead East, has launched a \$30,000 Economic Recovery Grant Program to help local businesses and not-for-profit organizations not only rebound from challenges presented by the COVID-19 pandemic, but redesign their business models in the face of a changing marketplace. Interested parties will be required to apply through the Town of Barrhead to access funds.

“Despite the provincial government’s ‘Open for Summer’ plans, our local businesses are still feeling the effects of 15 months of cycling lockdowns and consumer uncertainty,” stated Dave McKenzie, Mayor of the Town of Barrhead. “The effects will not disappear as restrictions loosen. This partnership will help our local businesses in developing new revenue streams and pivot operations in an effort to continue to provide for and support those who live in our community.”

The program was created with the support of Community Futures Yellowhead East (CFYE) Regional Business Resiliency & Diversification Partnership Initiative Fund. Equal contributions from both the Town of Barrhead and CFYE fund the total of \$30,000 available through the economic program.

CFYE continues to provide Barrhead regional businesses with strong financial and supportive resources with the goal of building a more economically diversified region. Throughout the COVID-19 pandemic, CFYE has worked diligently to advertise and share federally funded grants to help businesses survive restrictions and closures. This Economic Recovery Grant Program is another avenue being provided by both the Town and CFYE to businesses that may have found difficulty accessing financial aid through other federal and provincial avenues.

In their May 3, 2021 press release, CFYE Board Chair, Carol Webster, stated, “As businesses struggle to keep their doors open and staff employed, CFYE is being sought more and more for assistance. Stemming from requests from businesses and Chambers of Commerce in the region to assist municipalities in support of their local business community; CFYE developed the partnership fund with municipalities and Chambers of Commerce in mind.”

Grant highlights:

- Offered to local businesses or registered non-profit organizations adversely affected by the COVID-19 pandemic to a maximum of \$3,000 per applicant
- All applications will be considered case-by-case with preference given to those who identify that funds will be used to:
 - Assist in creating new positions or assisting individuals to return to work (cannot be used for payroll)

- Promote potential partnership with other local businesses
 - Contribute to the diversification of the business from its original operational nature in order to sustain or implement new revenue streams
 - Pivot business operations in response to a changing marketplace
 - Create place-making – not only to contribute to the vibrancy of our community through creating a sense of place, but through promotion of shopping locally and enticing tourism to our region
- The deadline for all applications is **Tuesday, August 3, 2021 by 4:30 p.m.**

Further information about the grant program and applications are available at Barrhead.ca/p/Economic-Recovery-Grant, or by contacting Edward LeBlanc, CAO, Town of Barrhead. Paper applications can be obtained at the Town office located at 5014 50 Ave, Barrhead, AB.

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