

Program Overview

The **Industry Attraction Rebate** program provides up to \$20,000 in matched funding from the Cross Regional Account directly to communities in central and northern British Columbia to hire appropriate resources to create jobs through industry attraction. As an output from this work, communities will: understand the needs of the target industry; how they can meet those needs; and implement focused marketing and discussions with senior executives at target companies.

Features and Benefits of the Program Include:

- A proactive, fast-track funding mechanism that is highly responsive to community needs.
- Strategically positions central and northern British Columbia communities to attract industry.
- Builds economic development capacity and expertise with industry site selectors.
- Outcome-focused on job creation and capital investment.

Objective

- To attract new industry in central and northern British Columbia by providing funding assistance to communities for planning and implementing targeted industry attraction programs.

Application Intake

Funding applications are continuously accepted to this program. Northern Development's Chief Executive Officer has been delegated decision-making authority for funding applications that are aligned with the program's eligibility criteria and required outcomes. In keeping with Northern Development's commitment to responsiveness and in the proactive spirit of the funding program, Northern Development is focused on advising a decision within two (2) weeks from receipt of complete applications.

Program Eligibility

Eligible Organizations

- Municipalities
- Regional districts
- First Nations bands

Required Project and Funding Application Features

- The project is aligned with the requirements and mandate of the funding program.
- The funding request is incremental to government (local, provincial, federal) mandate and funding.

Required Project and Funding Application Features *continued*

- The funding request is supported by local government through a resolution.
 - The municipality, regional district, or First Nations band must provide a resolution outlining support for the Northern Development funding request from the Cross Regional Account. The applicant must provide a certified copy of the resolution of support to Northern Development before a funding decision can be made.
- A proposal from a qualified consultant that the municipality, regional district, or band council has selected has been provided.
 - The proposal must outline the approach, deliverables, costs, and timeline to verify eligibility and that the project will deliver the outcomes required by the program.
 - The consultant's CV should be provided to demonstrate their unique qualifications specific to the industry that is targeted.
- A preliminary budget has been provided that scopes all direct eligible costs associated with the industry attraction program.

Eligible Costs

- Consulting fees.
- Consultant travel costs directly associated with developing a target industry analysis, a business case for attracting the target industry to the community, and a marketing plan for attracting the industry.
- Travel to meetings aligned with the marketing plan, and only for costs incurred directly by the municipality, regional district, or First Nations band.
- Meeting room rental costs for meetings located within the community with qualified potential investors identified in the industry attraction marketing plan that is developed under the project.

Ineligible Costs

- Operational costs and staff salaries.
- Costs associated with attending or hosting conferences, workshops, trade shows, or industry events.
- Costs incurred by potential investors or third-parties involved in the investment attraction initiative.
- Hospitality costs including meals or alcohol, lodging, and all give-aways.
- Any costs associated with trade missions.
- Postage (including for direct mail campaigns), phone, office space rental, photocopying.
- In-kind labour or materials.
Volunteer contributions are encouraged, but cannot be considered as a cash equivalent contribution under this program.
- GST and PST.
- Costs incurred prior to formal notification of funding approval from Northern Development.

Funding Terms

- Northern Development provides grant funding under this program up to a maximum of \$20,000 or 50% of a total project budget (a minimum leveraging ratio of \$1.00 from Northern Development to \$1.00 from other sources).
- Applications must have confirmed municipality, regional district, or First Nation band funding at the time of review. In the case of any other funding sources that are unconfirmed at the time of application to Northern Development, applicants are required to provide the date a decision is expected for each unconfirmed funding source.

Funding Terms *continued*

- This program provides funding on a rebate basis. Funding is provided once the applicant reports to Northern Development by submitting the four required documents in final copy (target industry analysis, business case for attracting the industry, marketing plan, and implementation report), as well as proof of direct eligible program related costs (invoices, receipts).
- Applications are assessed to ensure that the most appropriate sources of funding have been approached by the applicant.

Qualifying for Funding

While a project or organization may be eligible for funding, projects must propose to deliver specific economic outcomes to qualify for funding approval.

Key Deliverables *see section 4 on page 2 of the Application Form*

The following key deliverables are reported on by successful applicants for a five (5) year period to demonstrate the direct economic benefits of the project.

Projects funded under this program must propose the following direct outcomes of the industry attraction initiative will be focused on achieving:

- Qualified leads directly contacted.
- Qualified investors attracted to the area for site visits.
- Total investment attracted to the community.
- Total jobs created from the investment attracted.

Required Project Deliverables

The following required project deliverables must be completed and include the below scope in order for the applicant to have met the requirements of the funding program.

1. Target Industry Analysis

The applicant will develop and deliver a document that provides the community with background information on the industry they wish to attract. It would include, at a minimum:

- Market analysis.
- Industry growth trends.
- Leading and target companies within the industry sector.
- Production regions.
- Product descriptions.
- Manufacturing costs.
- Raw materials supply.
- Key site location factors (including building size, labour requirements, services including power, water, sewer, transportation service requirements, training needs).

2. Business Case for Attracting the Target Industry to the Community

The applicant will develop and deliver a customized business plan for presentation to a prospective business that outlines the business case for investing in the community.

The business case is prepared using the target industry analysis as background material, informing how the community should position its assets to attract companies from the target sector. Potential sites for the new manufacturing enterprise are identified and profiled. Other items profiled may include:

- Community building sites.
- Community transportation infrastructure.
- Utilities and servicing infrastructure.
- Local training programs and institutions.
- Raw materials supplies.
- Local employers and business services.
- Local labour profile.
- Community amenities.
- Taxation.

The goal of this phase of the project is to produce a compelling case for business to locate or expand in the community due to the community's business competitiveness.

3. Marketing Plan

The applicant will develop and deliver a marketing plan to build relationships with key executives in the target industry. At a minimum, the following should be identified:

- Annual revenue and/or market share of specific sector-leading companies and where they are located.
- Companies that have indicated that they are currently ready to expand.
- Key executives of the target companies.
- Major industry events including trade shows, seminars or conferences.
- Marketing channels best to reach executives and site locators including:
 - Telemarketing.
 - Direct sales calls.
 - Trade shows.
 - Online marketing.
 - Direct mail.
 - Brochures.
- Three year marketing action plan and budget.
- The results that can be expected.

4. Implementation

The applicant will act on the strategy developed in the marketing plan, initiating at least the following representative activities:

- Development of marketing materials as outlined in the marketing plan (i.e. website development, brochures, direct mail, tradeshow exhibit).
- Contact executives and/or site locators for each target company identified in the marketing plan.
- Secure telephone conversations and/or meetings with executives and/or site locators to present the business plan.
- Provide information and assistance to companies regarding available financial incentives (Northern Development, Provincial, Federal).
- Provide information about the community and its strategic advantages.
- Coordinate company contact with local authorities.
- Assist companies with information on hiring and the labour market.
- Secure site visits by executives of target companies to the community.
- Locate and provide tours of relevant existing facilities and/or land that is available and suitable for location of operations.

5. Implementation Report

The applicant will produce and provide an implementation report to Northern Development that will summarize:

- Industry attraction activities that have been executed in support of the strategy outlined in the marketing plan.
- Target companies (executives and site locators) that have been contacted – the following to be provided including: contact name, company, position/title, address, telephone, email, website, and results of the contact.
- Summarize the meetings held and attendees (in person, teleconference) where the business plan was presented to communicate the strategic advantages of locating operations in the community. Summaries should briefly outline the company's situation, needs, response to community's business case, and results of the meetings.
- Summarize results of site visits by executives or site locators to the community.

Application Assessment

Northern Development staff undertake comprehensive due diligence of each funding application received, which may include contacting relevant agencies and organizations as part of the review process. All projects are assessed for eligibility, proposed key deliverables, and the scope outlined in the consulting proposal(s) attached to the funding application.

Once applications are approved-in-principle, projects can proceed to incur eligible expenses under the funding program.

Rebate Claim Assessment

Once an approved-in-principle project has been completed, the applicant can submit documentation in order to claim the approved-in-principle grant funding. A complete rebate claim includes the following documentation:

Project Deliverables:

- Target industry analysis
- Business case for attracting the target industry to the community
- Marketing plan
- Implementation Report

Financial Documentation:

- Copies of invoices, receipts verifying eligible expenses aligned with the proposed scope of work outlined in the approved-in-principle funding application.

Application Process

1. The municipality, regional district, or First Nations band identifies one target industry sector that it wishes to attract for location or expansion within its region.
2. Applicant contacts an Economic Development Manager at Northern Development to discuss the proposed project scope and potential alignment with the funding program. See Northern Development's [Staff](#) webpage for the key contact in your region.
3. Applicant obtains a detailed quote(s) outlining the proposed scope of work from a qualified consultant. The consultant's CV must be reviewed by the applicant to determine their unique qualifications specific to the industry that is targeted.
4. The applicant completes a funding application and submits the application with the selected qualified consultant's proposal to Northern Development.
5. Northern Development assesses alignment between the application, consultant's proposal, and the funding program, and advises the applicant.
6. The municipality, regional district, or First Nations band determines whether it will provide a resolution of support for the funding request. The resolution of support must clearly state the amount of the funds requested, that the request is for a grant, and that the funds are requested from the Cross Regional Account.
7. An official copy of the resolution of support from the municipality, regional district, or First Nations band is obtained and forwarded to Northern Development with the complete funding application including all required attachments.
8. Northern Development staff conduct due diligence of the application, and forward funding requests that are aligned with the funding program requirements and mandate to the Chief Executive Officer for decision. In keeping with Northern Development's commitment to responsiveness and in the proactive spirit of the funding program, staff will advise of the funding decision within two (2) weeks from receipt of a complete application. Applications that are not aligned with the funding program requirements and mandate must be reviewed by the Board of Directors at their next scheduled meeting.
9. The applicant proceeds with the industry attraction initiative.
10. The target industry analysis, business case for attracting the target industry to the community, marketing plan, and implementation report are developed and implemented by the applicant.

Application Process *continued*

11. The applicant reports to Northern Development by submitting the four required documents in final copy to Northern Development, as well as copies of invoices, receipts verifying eligible expenses aligned with the proposed scope of work outlined in the approved-in-principle funding application.
12. Northern Development issues the rebate to the community within two (2) weeks of receipt of a complete set of reporting materials.
13. Annual reporting for five (5) years on Key Deliverables (see page 3 of this guide) specific to the funding program is a requirement of applicants that receive rebate funding under this program.

For program enquiries contact: **Northern Development Initiative Trust**
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