



**The Corporation of the City of Cornwall**  
**Regular Meeting of Council**  
**Report**

Department: Planning, Development and Recreation  
Division: Economic Development  
Report Number: 2020-396-Planning, Development and Recreation  
Prepared By: Bob Peters, Division Manager  
Meeting Date: November 23, 2020  
Subject: COVID-19 Support Program for Local Small Businesses

**Purpose**

To seek Council's approval to enter into a Conditional Flow Through Grant agreement with the Business Advisory Centre Durham (BACD) for the purposes of providing COVID-19 support and assistance to local small businesses.

**Recommendation**

That Council approve entering into a Conditional Flow Through Grant Agreement with the Business Advisory Centre Durham (BACD) for the purposes of receiving funds to provide COVID-19 support and assistance to local small businesses.

**Financial Implications**

Implementation of this program will result in a net zero impact on the municipal budget.

**Strategic Priority Implications**

Economic development activities support the City of Cornwall Strategic Plan and help to establish Cornwall as the progressive sustainable choice along the St. Lawrence River in Eastern Ontario.

Economic development activities are guided by the Cornwall Economic Development Strategic Plan, which was adopted in 2016.

## **Background / Discussion**

The Government of Ontario is helping small businesses access direct local support by linking Ontario's 47 Small Business Enterprise Centres into the new Small Business COVID-19 Recovery Network. Through this network, Small Business Enterprise Centres will offer more individually tailored advice, planning, and tools to serve the needs of owners and entrepreneurs in their community.

Small Business Enterprise Centres (SBEC) can be found throughout Ontario, including Cornwall. The Cornwall Business Enterprise Centre serves Cornwall, SDG and Akwesasne.

The SBEC network was created over 25 years ago through a partnership between the Province and municipal Economic Development offices and other organizations. Today, SBECs provide practical assistance to encourage entrepreneurship and support business growth, along with administering programs such as Starter Company PLUS and Summer Company.

Earlier this year the Ontario Ministry of Economic Development, Job Creation and Trade established the \$50 million Ontario Together Fund (OTF) to support Ontario's response to the COVID-19 pandemic.

On October 2, 2020, the OTF signed a Conditional Grant Agreement with the Business Advisory Centre Durham (BACD) to provide all Ontario Small Business Enterprise Centres with funds to provide assistance to small businesses in responding to the COVID-19 pandemic.

The funds are being provided solely to enable SBECs to engage the services of advisors who will provide support and advice to small businesses, virtually or in person, on dealing with the impacts of COVID-19.

The Cornwall Business Enterprise Centre has been offered \$32,000 to undertake these support services, which must be completed by September 30th, 2021.

The Cornwall Business Enterprise Centre would use these funds to hire experts in a variety of fields (finance, legal, technology, marketing, etc.) to provide direct support to local small businesses.

The program would be designed to meet the following objectives:

- Help businesses to pivot their services and adjust to the effects of COVID-19
- Provide information on government programs and assist in preparing applications



- Assist in building business continuity plans and understanding digital business transformation
- Assist in automation of business processes, systems and models
- Connect businesses with professionals

It is anticipated that this program could be available to local business owners in Cornwall, SDG and Akwesasne as early as December 2020.

Document Title:	Agreement with the Durham Business Enterprise Centre - 2020-396-PDR.docx
Attachments:	
Final Approval Date:	Nov 17, 2020

This report and all of its attachments were approved and signed as outlined below:

**Mark A. Boileau - Nov 17, 2020 - 2:38 PM**

**Tracey Bailey - Nov 17, 2020 - 5:37 PM**

**Maureen Adams - Nov 17, 2020 - 7:56 PM**