



2021 Division Road North  
Kingsville, Ontario N9Y 2Y9  
(519) 733-2305  
[www.kingsville.ca](http://www.kingsville.ca)  
[kingsvilleworks@kingsville.ca](mailto:kingsvilleworks@kingsville.ca)

**Date:** July 29, 2020  
**To:** Mayor and Council  
**Author:** Tiffany Hong, Manager of Financial Services  
**RE:** Financial Support for Businesses due to COVID-19  
**Report No.:** FS-2020-16

---

## **AIM**

To provide Council with a proposal for financial support to registered businesses in the Town of Kingsville, in response to COVID-19.

## **BACKGROUND**

On July 7, 2020, the Town of Kingsville moved to Stage 2 of the Provincial re-opening framework. Under Stage 2, more businesses and services are permitted to open, as well as community, recreational and outdoor spaces.

On July 28, 2020, Council requested Administration to provide a proposal on how the Town of Kingsville can further support its business community in response to COVID-19.

## **DISCUSSION**

Stage 2 will allow more people to get back to work safely. However, businesses must stay vigilant and remain responsible to prevent the spread of COVID-19. Businesses are strongly recommended to review and implement workplace health and safety guidance. Guidance can be found at [Ontario.ca/covidsafety](https://www.ontario.ca/page/resources-prevent-covid-19-workplace)<sup>1</sup> to develop workplace policies and safety plans.

The Town recognizes that keeping employees and customers safe will result in increased operating costs to the local business community. In response to these pressures, Administration is proposing to establish a Business Relaunch Fund, similar to the program

---

<sup>1</sup> <https://www.ontario.ca/page/resources-prevent-covid-19-workplace>

recently developed by the Town of Essex. These funds will help support the reopening costs associated with operating under the new safety guidelines.

Administration is proposing a \$150,000.00 fund for eligible businesses and non-profits to access up to \$500.00. The fund is intended to offset a portion of costs such as fixtures, equipment, cleaning supplies and other costs associated with implementing new measures to be compliant with COVID-19 health and safety requirements. The proposed eligibility and details are as follows:

**Eligibility:**

- Be located in the Town of Kingsville; and
- Be a registered business (sole proprietorship, partnership or corporation where the applicant is the major shareholder); and
- Be a business assessed in the commercial tax class; or
- Non-profit, charitable, cultural organizations with a physical location.

**Ineligible:**

- Corporately owned franchise; or
- Home based businesses or multi-level marketing ventures; or
- Businesses that are strictly conducted online.

**Application process:**

- If you are not a registered business within the Town, please register at <https://forms.kingsville.ca/Licensing/Business-Registry-Application>.
- If you are a registered business and meet the eligibility criteria above, applicants can apply online for this program.
- Applications will be reviewed and assessed for eligibility.
- Applications will be accepted and available online from August 24 to October 23<sup>rd</sup>, 2020.

## **LINK TO STRATEGIC PLAN**

To promote a safe community.

Effectively manage corporate resources and maximize performance in day-to-day operations.

## **FINANCIAL CONSIDERATIONS**

There are currently 336 registered businesses in the Town of Kingsville. However, a number of these businesses will not meet the criteria stated above which should result in an uptake that is within the proposed \$150,000.00 fund.

The funding for this program would be financed from the 2019 operating surplus which was previously allocated to the Budget Stabilization Reserve.

## **CONSULTATIONS**

Nelson Silveira, Economic Development Officer, Town of Essex

Jeffrey Morrison, Director of Corporate Services, Town of Essex

## **RECOMMENDATION**

That Council approve the proposed Business Relaunch Fund of \$150,000.00 to assist eligible businesses and non-profit organizations with increased operating and facility expenses due to the COVID-19 pandemic

And, that the funding for such program be obtained from the Budget Stabilization Reserve.

*Tiffany Hong*

\_\_\_\_\_  
Tiffany Hong, CPA, CMA  
Manager of Financial Services

*Ryan McLeod*

\_\_\_\_\_  
Ryan McLeod, CPA, CA  
Director of Financial Services