

2020-21 SEED PROGRAM GUIDELINE FOR THE COVID-19 RESPONSE

In light of the COVID-19 pandemic, until further notice, funding approvals for the 2020-21 SEED Policy programs should be made in accordance with the following principles:

- 1) Funding should support forward-looking business proposals that are aimed at supporting employment, creating new business opportunities, or positioning businesses to recover and grow once the COVID-19 pandemic subsides.
- 2) Priority will be given to those proposals that demonstrate the intent to keep as much of the funding and employment within the local community as possible.
- 3) Funding for community events or other initiatives that are not consistent with social distancing measures should not be considered, pending direction from the Chief Public Health Officer.
- 4) Priority should also be given to those applications that demonstrate innovative approaches, ideas or solutions to the current economic operating environment, such as the local manufacturing of personal protective equipment.
- 5) Business relief funding, intended to cover past losses for NWT businesses should not be considered for SEED funding. As there are numerous federal programs aimed at business relief funding, the intention is to focus on recovery initiatives.
- 6) It is recognized that the economic circumstances and opportunities in each region can be different and that exceptions to these principles will be considered by each region in consultation with the Industry, Tourism and Investment Director of Business Support and Trade.
- 7) A flexible approach should be taken towards the provision of SEED Strategic Initiative funding, with an allowable funding range of between \$30,000 and \$75,000.
- 8) **Costs for businesses that need to pivot or supplement their operations in order to operate as restrictions are eased by the Chief Public Health Officer should be considered in every community of the NWT, including:**
 - **Structural changes to your business that may be required to protect employees, such as Plexiglas shields; and**
 - **Capital improvements such as drive through windows or outdoor patios for restaurants.**

- **Investments related to shifting operations to online.**
- **The purchase of personal protection equipment for employees;**