

## **Directive**

Pursuant to section 5(2)(b)(ii) of the Industry, Tourism and Investment Establishment Policy and section 10 of the Support for Entrepreneurs and Economic Development (SEED) Policy, I hereby issue the following directives to the Department:

1. The Department shall evaluate applications under the SEED Policy in accordance with the following principles:
  - a. 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.
  - b. 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.
  - c. 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.
  - d. 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.
  - e. 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.
  - f. 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.
  - g. 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.
  - h. 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. Examples of such costs include but are not limited to:
    - i. The purchase of personal protection equipment for employees;

- ii. Structural changes to your business that may be required to protect employees, such as Plexiglas shields;
  - iii. Capital improvements such as drive through windows or outdoor patios for restaurants; and
  - iv. Investments related to shifting operations to online.
2. Notwithstanding sections 7(4)(c) and 7(5)(b) of the SEED Policy, Regional Superintendents and the Director of Business Support and Trade shall not include a determination of whether a proposal may cause Market Disruption, as defined in the Policy, when approving or declining a SEED application that advances the principles set out in Directive 1 (d) or (h).
3. Notwithstanding section 8(1)(b)(ii)(a) of the SEED Policy, applications that advance the principles set out in Directive 1 are eligible for the Asset Acquisition program, as set out in section 8(1)(b)(ii) of the Policy, without regard for the community in which the applicant is located.
4. If an application advances the principles set out in Directive 1, the Department shall give it full consideration without regard to whether the applicant has already incurred costs associated with the project but the applicant may only receive funding for costs incurred since April 1, 2020.

These directives prevail over the SEED Policy and any other policy, procedure, or practice of the Department to the extent of the inconsistency.

These directives take effect immediately upon execution and remain in effect until March 31, 2021.

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Katrina Nokleby, P.Eng.  
Minister of Industry, Tourism and  
Investment

June 16, 2020  
Date