

Emergency relief provided to BWG businesses

Applications are now closed

Bradford West Gwillimbury, ON (*April 23, 2020*) – Following a whirlwind week of processing inquiries from local businesses, Nottawasaga Futures has advised the Town of Bradford West Gwillimbury that they have received enough applications to fully disburse the Emergency Business Sustainability Fund (EBSF) and that no new applications will be accepted at this time.

The EBSF was created when the Town of BWG made a one-time grant of \$250,000 to the third-party not-for-profit business support agency Nottawasaga Futures in order to allow them to provide emergency relief to local small businesses. Grants of \$2,500 were available to eligible home-based businesses, and \$5,000 to eligible small businesses with fewer than 10 employees.

Once all of the applications currently in-hand have been processed, the fund will be fully spent. Businesses that have already submitted applications but not yet received a response can expect to be contacted in the next few days to let them know if their application has been approved.

Once this process is completed, Nottawasaga Futures anticipates that the program will have helped 60 to 70 small or home-based businesses. Final numbers will be shared at an upcoming meeting of Council.

“I would like to thank the staff at Nottawasaga Futures for their expertise and proficient management of the application and approval process for this extremely popular relief plan,” said Mayor Rob Keffer. “I understand it has been an intensive few days, but we knew there was a need, so business owners were poised to make their applications, and they flooded in as soon as the program opened last Friday.”

Nottawasaga Futures continues to provide support to businesses in South Simcoe, including helping them find and apply for support from other agencies and levels of government. Their consultants will also help businesses to work more efficiently during the pandemic, including improving online service delivery, converting to e-commerce platforms and learning to use various communications technologies. For more information, contact Nottawasaga Futures at ced@nottawasaga.com or 1-800-509-7554.

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