

**Application period opens April 17 for
Emergency Business Sustainability Funding**

\$250,000 allocated by Town of BWG to support small and home-based businesses

Bradford West Gwillimbury, ON (April 16, 2020) – Nottawasaga Futures will begin accepting applications on Friday, April 17 for support under the Emergency Business Sustainability Fund (EBSF). The EBSF was established to assist small and home-based businesses in Bradford West Gwillimbury that have been impacted by COVID-19.

Council approved \$250,000 in one-time funding on at a regular council meeting on April 7, 2020.

“I am proud that BWG Council and staff moved quickly and decisively to support our business community with critical funding, in this time of global uncertainty,” said Town of BWG Mayor Rob Keffer. “This is a bold, made-in-BWG solution that will assist small and home-based businesses that may not have access to the emergency funding offered by the provincial and federal governments.”

Businesses with 1-9 employees including independently owned franchise operations, as well as sole proprietorships, partnerships or corporations (where the applicant will be the majority shareholder) can apply for \$5,000. Home-based businesses operating full time can apply for \$2,500.

Small businesses with 1-9 employees must have an address other than home, as well as commercial/office space. All applicants must demonstrate they have lost at least 30% of their sales or gross revenue.

The intake and approval process is being conducted by Nottawasaga Futures. Applications will be available starting April 17 at www.nottawasaga.com and assistance is available by calling 1-800-509-7554 or emailing ced@nottawasaga.com.