



Alberta local chamber supports initiative: assisting SME recovery

Initiative description

The Alberta Chambers of Commerce (ACC) and Western Diversification (WD) have partnered through the Regional Relief and Recovery Fund to provide supports to local chambers in Alberta outside Edmonton and Calgary to assist struggling businesses due to the impacts of COVID-19. Local chambers can submit applications to the ACC as contractors to receive financial remuneration for services and supports delivered to assist struggling businesses in their communities.

Local chamber contractor services details

Local chambers in Alberta can apply to the ACC as contractors to deliver services and supports to assist struggling SME's in their community. Contractor fees will cover costs to deliver COVID-19 related programming and supports, including salaries and benefits, and communications marketing technology. Financial remuneration for the delivery of services and supports can range from a minimum of \$500 to a maximum of \$2500, in \$500 increments (i.e. \$500, \$1000, \$1500, \$2000, \$2500). The ACC has \$50,000 available to distribute to local chambers and will approve applications on a first-come, first-served basis. Successful applicants will be remunerated upon submitting an invoice for services delivered.

Contractor services: local chambers will be able to access supports through the ACC-WD partnership to:

- Strengthen communication to inform members about recovery resources and supports
- Provide programming and supports to assist businesses to remain viable and operate safely
- Engage local business leaders in the Alberta Perspectives insight community
- Help connect their members to the skills they need to grow and create more jobs
- Share successful practices for assisting job creators to sustain through the pandemic

Application and remuneration requirements

- Local chambers must provide a brief application submission to the ACC describing the services and/or supports they have delivered since April 1, 2020 or will deliver by March 15, 2020. Remuneration will not be provided to local chambers for any services or supports delivered before April 1, 2020 or after March 15, 2020. *(see attached application template)*
- Application's description of services and/or supports must align to the above criteria and include a description of expected outcome (s) with performance indicators. *(see below examples)*
- Invoices for remuneration submitted by approved applicants must report on performance indicators outlined in the their applications to ensure expected outcomes were met.
- It is expected ACC will be able to begin processing invoices in early January.

Application submission and approval deadlines

- ACC will begin accepting applications on December 1st and close the application process December 11th. Applicants will be notified if they are approved/not approved by December 18th.

Examples of eligible contract services to assist SME's to remain viable, safe and to recover

- Shop local efforts, marketing, and related technology procurement and implementation
- Marketing and promotion of programs, services and supports focused on recovery (i.e. funding available to businesses through relief programs)
- Engaging members and local business communities in the Alberta Perspectives insight community and surveys
- Procurement of technology to support marketing and communication of programs and services, including subscriptions to technology platforms (i.e. Hootsuite,) **NOTE** – *only subscription costs between April 1, 2020 and March 15, 2021 are eligible. Subscriptions can often be paid annually, so applicants could consider paying an annual subscription up front and submit that as an eligible cost.*
- Making PPE available to local businesses to ensure they can continue to operate safely within provincial health guidelines
- Salaries and benefits, with details of how those costs were allocated to eligible contractor services and enabled the expected outcomes detailed on applications (i.e. hiring of students and employer-related costs of WIL subsidy programs)

Example of how to outline contract services expected outcomes and performance measures

Expected Outcome	Performance Indicator
Alberta community has the necessary infrastructure and programming to support economic recovery and growth	Number of businesses created, maintained, or expanded Number of jobs maintained
Local businesses engaged in Alberta Perspectives insight community	X number of local businesses signed up to the Alberta Perspectives insight community
Student hired to assist marketing and promotion of supports and services to local businesses	Student hired Student worked X number of hours on social media marketing and X number of followers/engagements resulted
Shop local e-commerce platform deployed	X number of businesses engaged on the platform