

Main Streets Business Support Grant

Application and Eligibility Feedback Summary

December 2024

On 2024 March 19, Council directed Administration to initiate a Main Streets Business Support Grant pilot in 2024 and to report back to Infrastructure and Planning Committee in Q1 2025 on the outcomes and effectiveness of the pilot.

The Main Streets Business Support Grant Pilot was launched on June 20, 2024, and business liaisons shared information about the grant as part of day-to-day business outreach activities.

Upon completion of the grant application, applicants were asked to complete an optional survey and provide feedback on their experience applying for the grant.

The purpose of this survey was to assess grant criteria comprehension, application ease of use, to gain early insights about how the grant may be used and which construction activities are most impactful to businesses.

- The survey was available for 134 days (the full application period)
- 111 applicant surveys were completed (95% met requirements for the grant, 5% were not eligible)
- Ineligible businesses self-identified as dental office, counselling, medical office, legal services, design services, financial counselling or institution, education services (e.g. music school, tutoring)

Summary of feedback:

- 83% indicated they were Satisfied or Very Satisfied with their experience applying for the grant
- 99% indicated the grant application was easy to use
- 95% indicated eligibility requirements were clear and easy to understand
- The top three most impactful construction activities were identified as:
 - Detoured traffic and pedestrian movement (77%)
 - Temporary removal of customer parking (75%)
 - Noise or vibration (53%)
- All but one respondent shared how they planned to use (or might have used) the grant:
 - One-third of respondents identified actions to enhance their business or attract customers (e.g. marketing, advertising, business development or improvements)
 - Two-thirds of respondents said they would use the grant to cover operational costs, debts, or other financial obligations.