



Advanced Services & Advisory Project

The Advanced Services & Advisory Project (ASAP) is a collaborative community based project that will connect entrepreneurs operating within Haliburton County to local professionals for advice, training, and counselling to help navigate through this pandemic. For more information, visit our website at www.haliburtoncdc.ca.

Eligibility: Any business (including not-for-profit corporations engaged in commercial activities) operating prior to March 1, 2020 and within Haliburton County who is adversely affected by COVID-19. **If you have received a loan through HCDC from the Regional Relief and Recovery Fund (RRRF), you are ineligible for this program.**

Application Process:

The intake for applications is ongoing until January 25, 2021 (or while funds last)

- Submit a completed application to awilson@haliburtoncdc.ca
- Application is then evaluated and approved by the Haliburton County Development Corporation (HCDC)
- Time frame: contract commitment by January 25, 2021 and expenses incurred by March 15, 2021
- Once an application is approved, that business can seek out a professional service provider. A referral list is available upon request.

Consultation and professional services are paid directly to the Service Provider by HCDC, funds will not be paid to the Applicant. A 10% holdback will apply until the contract has been completed.

BUSINESS INFORMATION

Business Operating Name: _____

Legal Business Name (if different from above): _____

Name of Owner(s): _____

Business Address: _____

Business Number (CRA number): _____

Years in Business: _____

Contact Phone Number(s): _____

Contact Email Address(es): _____

Type of Business: _____

Sole Proprietor

Partnership

Incorporated

For data collection purposes, please indicate if the business is majority owned by any of the following:

Indigenous

Youth (under 40)

Visible Minority

Francophone

Woman

LGBTQ2+

Persons with Disabilities

Can you commit to accessing professional services within the next 30 days?

Yes

No

Please select the Business Service your business will benefit most from:

- Financial and Debt Management:** Training, advice or counselling on planning, organizing, directing and controlling any financial activities.
- Customer Attraction and Retention:** Strategies for creating new markets & sales channels, a culture of innovation & becoming customer centric.
- Business Advisory and Coaching:** Training, advice or counselling in Human Resources, Business Strategies, identifying new opportunities and goal alignment.
- Digital and Technical Services:** Digital needs assessments, advice & training on digital platforms like ERP, CRM, lead generation, accounting software, etc.
- Building Needs Assessment:** Engineering report on proper ventilation, fresh air exchange, physical distancing requirements, etc.
- Other Areas as deemed critical by the Haliburton County Development Corporation.

What is the estimated cost of the service? _____

Do you require a recommendation from HCDC for a Service Provider to deliver the above noted service(s)?

Yes

No

Please include a word document answering each of the following questions in 500 words or less:

(Please answer all of the questions as failure to do so may result in a declined application)

- 1) How has your business been impacted by COVID-19?
- 2) Why is it critical for your business to receive the identified service(s)?
- 3) What are the anticipated results you are looking for, and how will you measure the success?

Participation Agreement

This agreement was entered into on the date of submission of this application to HCDC by the Business Owner or Board of Directors.

Between The Haliburton County Development Corporation (HCDC)
 235 Highland St. P.O. Box 210
 Haliburton, ON K0M 1S0
 (herein after called HCDC)

And Name of Business owner(s)/Chair of the Board, and Business Name (insert below)

Herein after called The Business Owner(s)

Address

Whereas The Business Owner(s) desires to engage HCDC to participate in the Advanced Services & Advisory Project (ASAP) for small business owners within Haliburton County.

The parties hereby mutually agree to the following:

1. Engagement of the Business Owner(s) - Agrees to work with the Service Provider in finding a mutually agreeable time to meet regularly up until the service is no longer required or by March 15, 2021, whichever is sooner. Failure to provide the Service Provider with 24 hours cancellation notice, and no-shows will result in the Business Owner being held financially responsible for fees up to \$200.00 for each missed session. Missed or cancelled appointments will result in removal from the program.
2. Termination – The Agreement can be terminated immediately at any time upon written notice by either the Service Provider, HCDC or the Business Owner.
3. Indemnification of the “HCDC” – The Business Owner shall defend, indemnify and save harmless the Haliburton County Development Corporation from and against any and all claims of any nature, actions, causes of actions, losses, expenses, fines, costs (including legal), interest or damages of every nature and kind whatsoever arising out of negligence, acts, omissions, errors, misfeasance, nonfeasance, fraud or willful misconduct of the Service Provider, its employees, or contractors.
4. Confidentiality and Freedom of Information – HCDC shall collect information and maintain confidentiality as required by the Municipal Freedom of Information and Privacy Act, 1990, and the PIPEDA. FedDev Ontario has full access to HCDC files. The Service Provider is required to provide HCDC with a general description of topics discussed during meetings with the Business Owner.
5. The Applicant acknowledges that they are solely responsible for the success or failure of their business, and that any information which is provided to the Applicant by representatives of HCDC is for the Applicant’s understanding only. It is the Applicant’s responsibility to verify the accuracy of such information or to seek additional information concerning any aspects of the Applicant’s proposed business.
6. Declaration of Conflict of Interest - All Service Providers MUST establish, and DECLARE if necessary, whether they have a conflict of interest with ANY Business Owner who either sought out or was referred to your company.

7. Arm's Length - Service Providers must be at arms length to the Applicant and will not be paid to immediate relatives (parent, sibling, spouse, child, etc.) of the business owners and/or managers.

In witness whereof the parties hereto have signed the agreement as the individual(s) properly authorized to sign on behalf of the Business Owner and Company.

MARKETING WAIVER: It is understood that the first opportunity for any announcement relative to this project and the activities involved remains with the Government of Canada and any announcements, releases, etc. must be approved by FedDev and/or HCDC. FedDev and/or HCDC reserves the right to use any relative materials, details or other aspects of their involvement for promotional purposes, and does not necessarily need to notify applicant before use. Specific and private details may be withheld, and broader area of services interacted with, and results of the services and program will be shared.

Initials: _____

ATTESTATION:

- The business is physically located within Haliburton County.
- All information provided is true and accurate to the best of my/our knowledge.

(Name of Applicant)

(Signature of Applicant)

(Date Signed)

If a second signature is required to bind the corporation:

(Name of Applicant)

(Signature of Applicant)

(Date Signed)

(Name of Witness)

(Signature of Witness)

(Date Signed)