



BACKGROUND: 2020-21 SEED PROGRAM GUIDELINES FOR THE COVID-19 RESPONSE

In light of the COVID-19 pandemic, funding approvals for the 2020-21 SEED Policy programs should be made in accordance with the following guiding principles:

- 1) Funding should support forward-looking business proposals that are aimed at supporting employment, creating new business opportunities, or positioning businesses to recover and grow once the COVID-19 pandemic subsides.
- 2) Priority will be given to those proposals that demonstrate the intent to keep as much of the funding and employment within the local community as possible.
- 3) Funding for community events or other initiatives that are not consistent with social distancing measures should not be considered, pending further direction from the Chief Public Health Officer.
- 4) Priority should also be given to those applications that demonstrate innovative approaches, ideas, or solutions to the current economic operating environment, such as the local manufacturing of personal protective equipment.
- 5) Business relief funding, intended to cover past losses for NWT businesses, should not be considered for SEED funding. As there are numerous federal programs aimed at business relief funding, the intention is to focus on recovery initiatives.
- 6) It is recognized that the economic circumstances and opportunities in each region may differ, therefore exceptions to these principles may be considered in consultation with the Industry, Tourism and Investment Director of Business Support and Trade.
- 7) A flexible approach shall be taken towards the provision of SEED Strategic Initiative funding, with an allowable funding range of between \$30,000 and \$75,000.