

Media Release

Date: August 17, 2020

New Grant for COVID-19 Recovery

The City of Pembroke has introduced a new grant under the Community Improvement Plan. Businesses can now apply for funding under the COVID-19 Business Support Grant. Businesses within the City of Pembroke can receive up to \$2,500.

The grant is intended to provide financial assistance to aid businesses in adapting to the COVID-19 environment and adherence to public health and safety requirements. Eligible costs include renovation or construction costs to meet new health and safety requirements and any signage costs related to COVID-19.

Businesses can receive a grant of up to \$2,500 for 50% of the costs. Unlike other grants in the Community Improvement Plan, businesses can apply if they have already completed the work so long as the work was done after March 17, 2020 (date of the declaration of the Provinces of Ontario's emergency). Businesses can also apply before completing the work. Receipts are required for any work being applied for. Businesses within the City of Pembroke that opened prior to March 17, 2020 are eligible for funding.

The City of Pembroke hopes that this will help businesses offset costs of reopening in this new environment. Mayor LeMay stated, "we have set aside \$50,000 under this grant that will be available to Pembroke businesses. We know that COVID-19 has impacted our businesses greatly and we hope this grant will help them adapt and continue to serve their customers safely." Full information regarding the grant and an application form can be found here: <https://bit.ly/COVID19CIPGrant>.

The initial round of applications opens today and will close on September 18, 2020. Applications will be reviewed by the Community Improvement Panel for recommendation to Council. Interested applicants can direct questions to Economic Development Officer, Heather Salovaara at hsalovaara@pembroke.ca.

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