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ENTERPRISE MANITOBA

A Federal / Provincial Shared Growth Program

Un programme de développement fédéral/provincial à frais partagés



Government
of Canada
Regional
Economic
Expansion

Gouvernement
du Canada
Expansion
Economique
Régionale



Province
of Manitoba
Department of
Economic
Development

Province
du Manitoba
Ministère
du Développement
économique

PURPOSE

The Canada/Manitoba Industrial Development Subsidiary Agreement was signed on April 21, 1978. The purpose of this federal/provincial initiative is to provide Manitoba's industrial sector with a comprehensive program of industrial development assistance.

The Agreement will operate under the name **Enterprise Manitoba**—a Federal/Provincial Shared Growth Program.

FUNDING

\$44 million in joint and coordinated programs are being undertaken by Canada and Manitoba during the five-year term of **Enterprise Manitoba**.

The federal Departments of Regional Economic Expansion (DREE) and Industry, Trade and Commerce are contributing \$26.4 million. The remaining \$17.6 million will be provided by the Manitoba Department of Economic Development.

ELIGIBILITY

Each of the programs offered by **Enterprise Manitoba** has specific guidelines determining the criteria and regional area of eligibility. This information can be obtained by contacting the individual Program Manager; or the **Enterprise Manitoba** office at 501-155 Carlton Street, Winnipeg, Manitoba R3C 3H8 (204) 944-2465.

BACKGROUND

The Canada/Manitoba General Development Agreement, signed in June 1974, acknowledged the need to enhance industrial development within the province. **Enterprise Manitoba** resulted from extensive studies of Manitoba's economic base, which identified priority industrial sectors with strong linkages to the provincial economy and its potential strengths, and recognized the heavy dependence of the province on primary resource production and processing. Also taken into consideration was the provincial economy's diversified industrial structure and opportunities in its regional market.

Programs initiated under **Enterprise Manitoba** are designed to stimulate economic development, as well as encourage balanced regional growth in Manitoba.

Vital to the success of the objectives of **Enterprise Manitoba** is a coordinated government and industry effort to generate the ideas and opportunities that will help build this province's economic future.

PROGRAM CO-ORDINATION

All programs under **Enterprise Manitoba** are coordinated by a Management Committee composed of representatives from the federal Department of Regional Economic Expansion (DREE); the federal Department of Industry, Trade and Commerce; the Federal Business Development Bank; the Manitoba Department of Economic Development; and the Manitoba Department of Finance.

ENTERPRISE MANITOBA— SHARED GROWTH PROGRAMS

INDUSTRIAL PROGRAMS

Industrial/Commercial Support—\$5 million is allocated for the investigation of industrial development opportunities with special emphasis on industries and locations offering the greatest potential for economic development.

- Food and beverage, health care products, light machinery, transportation equipment, aerospace and electronic industry sectors and selected opportunities in other sectors will be given priority.

Technology Assistance—\$16 million for the application of technology to increase the productivity of Manitoba industry. The private sector will play a strong role in identifying needs and participating in projects.

- The food products centre facility in Portage la Prairie is being supported, along with the establishment of an industrial technology centre in the Winnipeg area.
- As an example of activity to be carried on under this program, technical advice and assistance will be available on quality control, quality assurance, product testing and product evaluation.

Enterprise Development Centres—

\$5 million to encourage the development of small manufacturing operations and to improve access to essential industrial support services for new enterprises. Centres are being planned for Winnipeg and Brandon to provide advance factory space and coordinate management assistance. The development and operation of these centres will encourage involvement of local business.

Industrial/Commercial Promotion—

\$2 million for development promotion activities. Seminars, promotions, conferences and related activities will be conducted to further Manitoba's industrial development.

Coordination and Assessment—

\$1 million for coordinating and assessing programs and projects undertaken.

INDUSTRIAL ASSISTANCE

Rural Small Enterprise Incentives—\$5 million to encourage and assist small businesses outside the City of Winnipeg and Additional Zone in modernizing, expanding or establishing their operations. To qualify for this program, a small business must be in manufacturing or processing or a maintenance or repair facility directly related to the manufacturing or processing sector in which average yearly sales do not exceed \$500 000. In each case, the maximum loan available is \$30 000.

INDUSTRIAL INFRASTRUCTURE

Community Industrial Infrastructure—up to \$10 million has been set aside to help local governments outside the City of Winnipeg and Additional Zone meet industrial infrastructure costs related to plant location. This type of community assistance may be provided once a decision is made by a private firm to locate in a small centre where industrial infrastructure is inadequate or non-existent.

CO-ORDINATED PROGRAMS

The federal Department of Regional Economic Expansion (DREE), Industry, Trade & Commerce and the Federal Business Development Bank and the provincial Department of Economic Development offer coordinated services geared to assist new and existing enterprises. It is significant that **Enterprise Manitoba** focusses on the coordination of programs contained in the Agreement as well as other programs supporting industrial development in the province.

Detailed information on available programs can be obtained through the Enterprise Manitoba office.

Industrial Infrastructure Program

A guide to
municipalities in
Industrial Site
Preparation

from

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What the program means for you

Now, with the **Industrial Infrastructure** program, municipalities can apply for support when industrial site preparation and infrastructure is required for specific development opportunities.

Lack of adequate industrial sites and often a lack of related service, everything from access roads to sewer lines, have hampered or made it financially impossible for local governments to accommodate the location of industrial plants.

As a local government, outside the City of Winnipeg and Additional Zone, you may be able to make it possible for private industry to locate in your community.

Are you eligible? Yes, if...

- ...you are a municipal government
- ...a specific industrial development opportunity requiring either industrial infrastructure or related municipal services for implementation would, without funding from this program, place a significant burden on your municipality;
- ...your municipality has a lack of adequately serviced industrial land or other community services suitable for the development requirements of the industrial opportunity;
- ...your community has the following qualifications:
 - a capacity to provide an adequate basic community infrastructure
 - a demonstrated capacity to fund your share of the costs to be incurred
 - a location on or near a principal transportation system
 - access to a sufficient labour force
- ...the industrial development opportunity includes private sector capital investments in manufacturing, processing or intermediate services supporting production, such as
 - fabrication and assembly
 - repair and maintenance,
 - transportation and distribution,
 - other facilities not intended primarily for direct sales and service to the general public.

What we need from you

A letter of application outlining how your municipality meets the eligibility criteria, and be sure to include the following information:

- A map of your municipality showing the proposed location of the industrial area to be serviced;
- A preliminary site plan or sketch of the industrial area;
- An explanation of the current ownership of the land to be included in the industrial area;
- A list of the services to be installed;
- An explanation of the timing for the various construction phases;
- A preliminary servicing budget for the first phase of the project, along with estimates for the subsequent phases;
- A description of your existing municipal services, their adequacy within the vicinity of the industrial area, and their ability to meet the projected demands of the industrial area users;
- A description of existing industrially zoned lands and their users;
- A statement regarding the zoning of the land for the industrial area, its status in your municipal development plan, planning scheme or basic planning statement, and a map showing the adjacent land uses;
- A copy of the pertinent sections of your municipal building code applicable to the industrial area;
- Details about the specific private sector tenant(s) requiring this location assistance;
- Any other appropriate support documentation.

Here's how the program works

1. Evaluation Of Your Application

Applications for assistance will be received by the Program Manager, c/o the Manitoba Department of Economic Development. The project will then be evaluated and presented for approval to a Board consisting of one representative each from the Manitoba Department of Economic Development, the Manitoba Department of Municipal and Urban Affairs, the Manitoba Water Services Board, the Manitoba Department of Highways and Transportation, and the federal Department of Regional Economic Expansion (DREE).

2. Your Local Advisory Committee

Two representatives from your municipality will be part of a local advisory committee. Other committee members will include a representative from the Manitoba Department of Municipal and Urban Affairs, and one from the Manitoba Department of Economic Development.

The Local Advisory Committee is meant to help you in the following ways:

- to ensure that all the documentation prepared and submitted by your municipality is properly completed;
- to ensure that you obtain all the necessary authorizations;
- to monitor the progress of your project;
- to recommend amendments to the Program Manager resulting from substantial changes in project content, funding or scheduling;
- to prepare reports required by the Program Manager.

3. What Costs are Eligible and How Are They Shared?

The cost for site studies and development plans can, with prior written approval from the Program Manager be cost-shared under this program.

Generally, all direct capital works costs needed for industrial infrastructure and site preparation, such as

- water lines
- sewer lines
- rail spurs
- energy installations
- access roads
- sewer and water treatment facilities

Public information costs relating to the above are considered eligible costs.

Over and above this, 10 percent of these costs will be allowed towards surveying, engineering, architectural and administration expenses.

Direct costs for expanding your existing municipal infrastructure in order to reach the industrial area to be serviced are included in the definition of eligible costs.

Cost-sharing with participating municipalities for the installation or upgrading of sewage and water treatment facilities is restricted to reasonable incremental costs related to specific industrial development opportunities.

4. What Costs are Not Eligible?

The costs of the following are considered entirely your responsibility and as such, ineligible for sharing under the program:

- land acquisition or control,
- land administration,
- curbs,
- underground wiring,
- extraordinary road widths,
- excessive rail servicing,
- any other services which are determined to be in excess of basic requirements.

If, in extending the existing infrastructure to the industrial site you significantly over-size the installations to accommodate future possible growth in the general area, then the cost of this oversizing is entirely your responsibility.

Note: When reviewing applications for Industrial Infrastructure, availability of other Federal/Provincial cost-shared programs will be taken into consideration.

The land for servicing must be owned, or controlled through a satisfactory long-term arrangement, by the municipality.

5. Funding

Two levels of funding assistance are available for an approved project under this program:

- A. Where the identified industrial opportunity represents a private sector capital investment of less than \$1 000 000, the level of program contribution may be up to a maximum of $\frac{2}{3}$ of the total costs incurred by the municipality for approved capital projects, subject to the following limitations:

Community Population	Maximum Shareable Total Project Cost
Under 3 500	\$150 000
Over 3 500	\$250 000

- B. Where the identified industrial opportunity represents a private sector capital investment of \$1 000 000 or more, the level of program contribution will normally be up

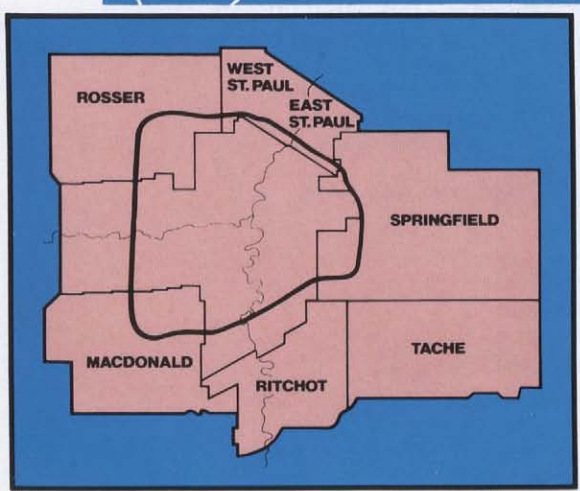
to a maximum of 80 per cent of total costs incurred by the municipality for approved capital projects.

Note: In no case will total shareable project costs incurred by a municipality, for purposes of this program, exceed the private sector capital investment.

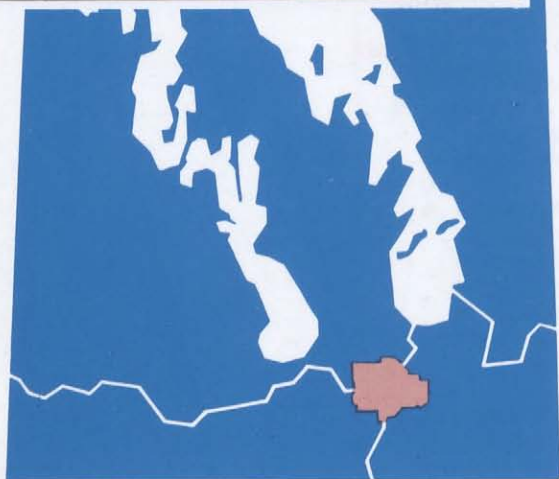
How to apply

Send your letter of application, complete with all required documentation to:

Manager—Industrial Infrastructure
Manitoba Department of Economic
Development
501–155 Carlton Street
One Lakeview Square
Winnipeg, Manitoba
R3C 3H8
Telephone: 944-2415



- Eligible Area
- Ineligible Area



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Community Commercial Development

Your community's guide
to developing commercial
opportunities and enhancing
your trading area

from

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What the program means to you

This program is intended to provide help to communities in planning commercial development.

Communities will now be able to apply for assistance to provide better service to existing customers, to open new areas of service to potential customers... and to plan new or improved commercial facilities.

The program offers two levels of support:

- 1. Commercial Information**
- 2. Commercial Development Planning**

1. Commercial Information

This part of the program provides assistance to communities in the collection and analysis of information related to local commercial development opportunities.

2. Commercial Development Planning

This part of the program provides cost sharing assistance for the contracting of consulting skills required to refine feasible opportunities, identified by the Commercial Information phase of the program, into fully implementable development plans.

Are you eligible? Yes, if...

- ... your community has a population of 700 or more and wishes to participate in the Commercial Information phase of the program;
- ... your community has a population of 1500 or more and an immediate local trading area population of 4000 or more, including the community itself, and wishes to participate in the Commercial Development Planning phase of the program.
- ... your community is located outside the City of Winnipeg and Additional Zone.
- ... your community development group has the following qualifications:
 - is endorsed by your municipal council,
 - includes a council representative,
 - demonstrates an on-going commitment to locally initiated, organized and administered community commercial development projects.

Note: Assistance will not be provided under this program to more than one representative group in a community.

What we need from you

A letter of application explaining how your community meets the eligibility requirements, and be sure to include the following information:

- a description of the community development group and its membership;
- a description of the needs and potential for the community's commercial development;
- a statement of the project's objective;
- level of assistance required;
- a resolution from your municipal council endorsing the project.

Here's how the program works

1. Your Community Development Group

As the coordinator and community representative, your community development group will assume the following responsibilities:

- prepare project proposals and progress reports;
- implement and administer projects at the local level;
- obtain all required authorizations;
- monitor the progress of your project;
- maintain proper accounting records;
- recommend amendments should your project change significantly in content, funding or scheduling;
- appoint a local steering committee made up of two or more delegates from the community development group, including a council representative, to coordinate your community development group's activities.

2. Commercial Information Questionnaire

In co-operation with your community development group (for example, Chamber of Commerce or Community Development Corporation), information relevant to commercial development opportunities within your community can be collected by means of a questionnaire survey.

To ensure that the information collected tells you what you need to know about your trading area, development of the questionnaire is the responsibility of your community development group. However, assistance in designing, administering and interpreting the survey can be made available through the program.

Generally, your questionnaire should be designed to provide the following information:

- population characteristics—age, sex, marital status, place of residence, occupation and family income;
- comparative family expenditures on goods and services both within your community and outside it;
- details concerning where people in your trading area normally buy goods

and services, as well as reasons why they select particular shops and businesses;

- opinions concerning public satisfaction with services offered within the community;
- responses concerning significant local development planning issues.

3. What Costs Are Eligible?

1. Commercial Information

Survey and related printing, postage and data processing are eligible costs.

The costs of approved preliminary feasibility studies of potential opportunities identified by the survey qualify for program assistance.

2. Commercial Development Planning

The costs of approved consulting services for planning, design and marketing qualify for program assistance.

4. What Costs Are Ineligible?

1. Commercial Information

Incidental costs incurred in local organization and administration are ineligible for program assistance.

2. Commercial Development Planning

Costs of land acquisition or control, local administration and building costs are ineligible for cost sharing.

5. Funding

1. Commercial Information

Direct costs for information collection and data analysis qualify for 100 per cent program funding.

Up to 85 per cent of the costs of approved preliminary feasibility studies may be authorized under this program.

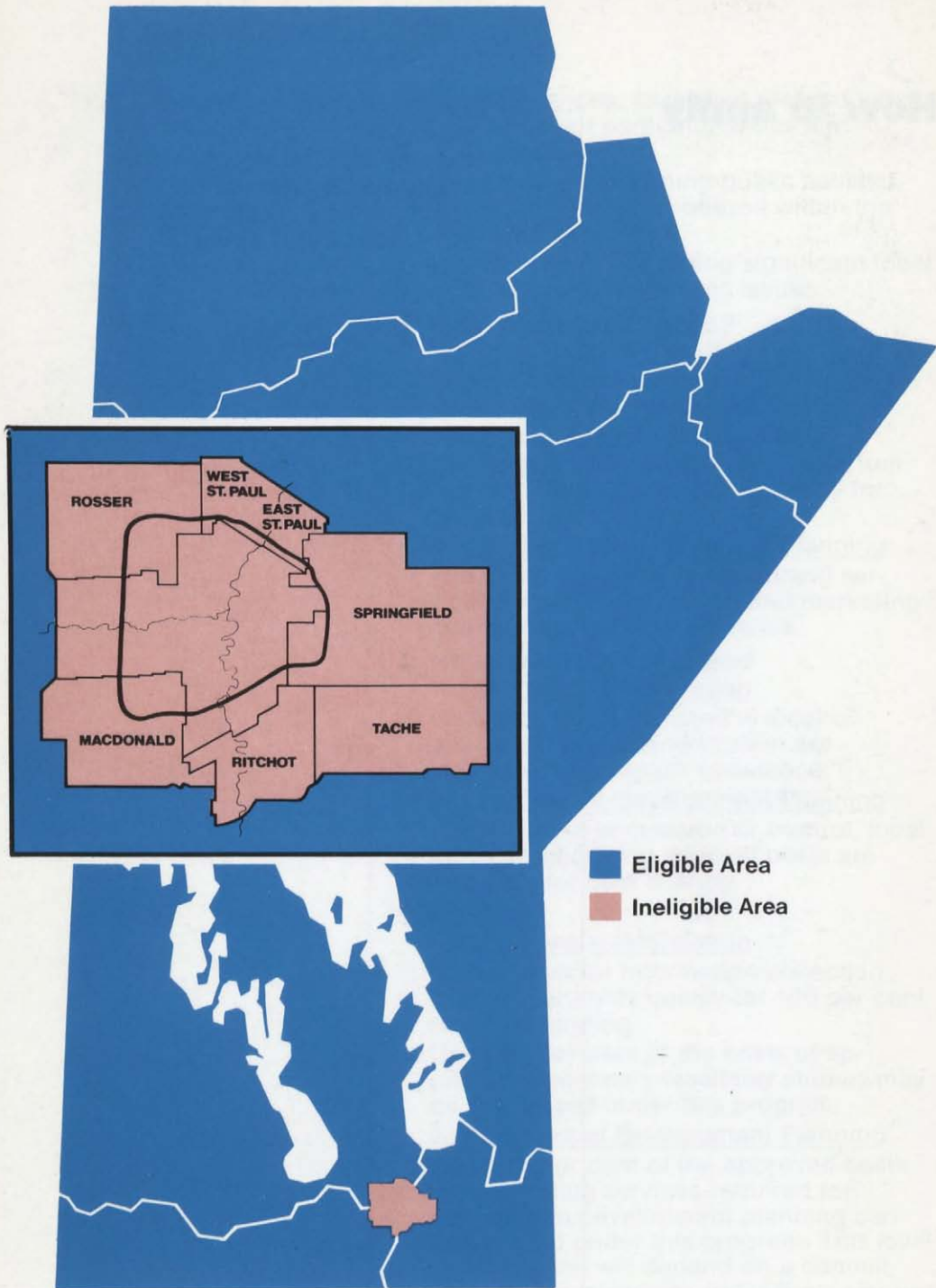
2. Commercial Development Planning

Up to 75 per cent of the approved costs for consulting services required for commercial development planning can be covered under this program. This level of assistance will depend on a commitment from a company, individual or group to act as the developer. The maximum total financial contribution available to a community participating in this phase of the program shall not exceed \$35,000.

How to apply

Send your letter of application to:

Manager
Commercial Development
Manitoba Department of
Economic Development
501 - 155 Carlton Street
One Lakeview Square
Winnipeg, Manitoba
R3C 3H8
Telephone: 944-2415



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Rural Small Enterprise Incentives

Your guide to
interest-free, forgivable
loans for new and
existing businesses

from

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What the program means for you

Now, with **Rural Small Enterprise Incentives**, you may be eligible for assistance to establish, expand or modernize your business operation with the help of interest-free, forgivable loans.

If you have been considering new facilities for a manufacturing, processing or related maintenance or repair facility, this new program may provide a level of forgivable loans equal to 50 per cent of eligible capital costs—up to a maximum of \$30,000.

If you already have an operating business in the above sectors, and wish to expand or modernize, **Rural Small Enterprise Incentives** may provide 30 per cent of your eligible capital costs—up to a maximum of \$18,000.

Are you eligible? Yes, if...

- ... your business locates or is located within the Province of Manitoba, outside the City of Winnipeg and Additional Zone (see map on back cover);
- ... your project involves manufacturing or processing or a maintenance or repair facility directly related to those business sectors;
- ... your proposed project indicates commercial viability;
- ... your proposed project provides additional socio-economic benefits to the area;
- ... in the case of an existing business, average sales for the two most recent years of operation do not exceed \$500,000 per year;
- ... eligible capital costs do not exceed \$60,000;
- ... you get your application in while your project is still in the planning stages—**before** you have made any commitments for buildings, machinery or equipment.

If you or an associated company have previously received forgivable loans under this program, the total of that portion of your loan not yet forgiven and the proposed loan may not exceed \$30,000.

Note: Availability of other financing will be considered when processing your application.

What we need from you

1. Promissory Note

If your application is approved, you must sign an unsecured promissory demand note for your interest-free, forgivable loan.

Your loan will not be recalled as long as you remain in operation and meet the requirements of the letter of offer. The promissory demand note will be returned to you upon forgiveness of the full amount of the forgivable loan.

2. Equity Requirements

For existing facilities, you have the choice of two plans:

Plan 1: Existing and new equity must be at least 20 per cent of the total of all assets, both existing and new.

Plan 2: In an existing operation, if your equity is less than 20 per cent of all assets, you must invest at least 20 per cent of the eligible capital costs of the project.

For new facilities, your equity contribution must be at least 20 per cent of the eligible capital cost of your proposed project.

In the case of new product expansion that is part of an already existing business, the equity requirement listed above, for existing facilities, applies.

Here's how the program works

1. Evaluation of your application

Applications for assistance will be received by the Manitoba Department of Economic Development. The project will then be evaluated and presented for approval to a Board consisting of three representatives from the private sector, one from the Manitoba Department of Economic Development and one from the federal Department of Regional Economic Expansion (DREE).

2. Disbursement of funds

- 50 per cent of the forgivable loan will be advanced to you
 - when construction begins or when equipment and materials are ordered;
 - when your required equity has been invested;
 - when your signed promissory note has been received.
- Within 30 days from the beginning of your project's operation, you must submit a supported statement of actual expenditures related to your project.

Payment received in excess of allowable assistance, based on actual approved capital costs, must be refunded to the Department immediately.

- Remainder of the loan will be forwarded to you once the Department receives an acceptable supported statement of incurred and approved expenditures—and once a site inspection visit by an official of the Department or a designate has proved satisfactory.

3. Loan forgiveness

50 per cent of your loan will be forgivable one year after you have begun operation and the balance will be forgivable one year from then provided:

- that you have submitted the supported statement of actual expenditures as required.
- and that the general terms and conditions under which the loan was granted have been met.

4. Control procedures

The Department will maintain control of the advance of funds, verify the expenditures and monitor the projects.

The same procedure described for loan approval applies to withholding forgiveness and/or dealing with delinquencies.

What we mean by...

“Eligible Capital Cost”—the total cost of erected buildings, installed machinery and equipment, site servicing and improvements.

“Equity”—the total of:

the share capital

+

earned surplus

+

contributed surplus

+

other surplus or deficit accounts

+

shareholders' loans that are subordinated to all other liabilities

+

proprietors' or partners' capital accounts that you have provided for financing your operation.

Please note that only those assets of fair market value essential to the operation will be considered as eligible equity contributions.

Should an independent appraisal be required, the expense of obtaining one will be yours.

“New Facility”—one which is sufficiently distinct from any present operation of yours and which is readily identifiable as such.

New facilities can also include expansions to produce a new product, that is, a product or products markedly different from products manufactured or processed by you at the date of your application.

“Department”—the Manitoba Department of Economic Development.

“All Assets”—the total of all your current, fixed or other tangible assets as they apply to your enterprise.

How to apply

Your fully completed application, with all required documentation, should be received by the Department at least 15 days prior to the first day of the month in which you wish to have your application presented.

Application forms can be obtained from—and when completed, sent to—one of the following offices of the Manitoba Department of Economic Development:

Small Business Centre
501-155 Carlton Street
Winnipeg, Manitoba
R3C 3H8

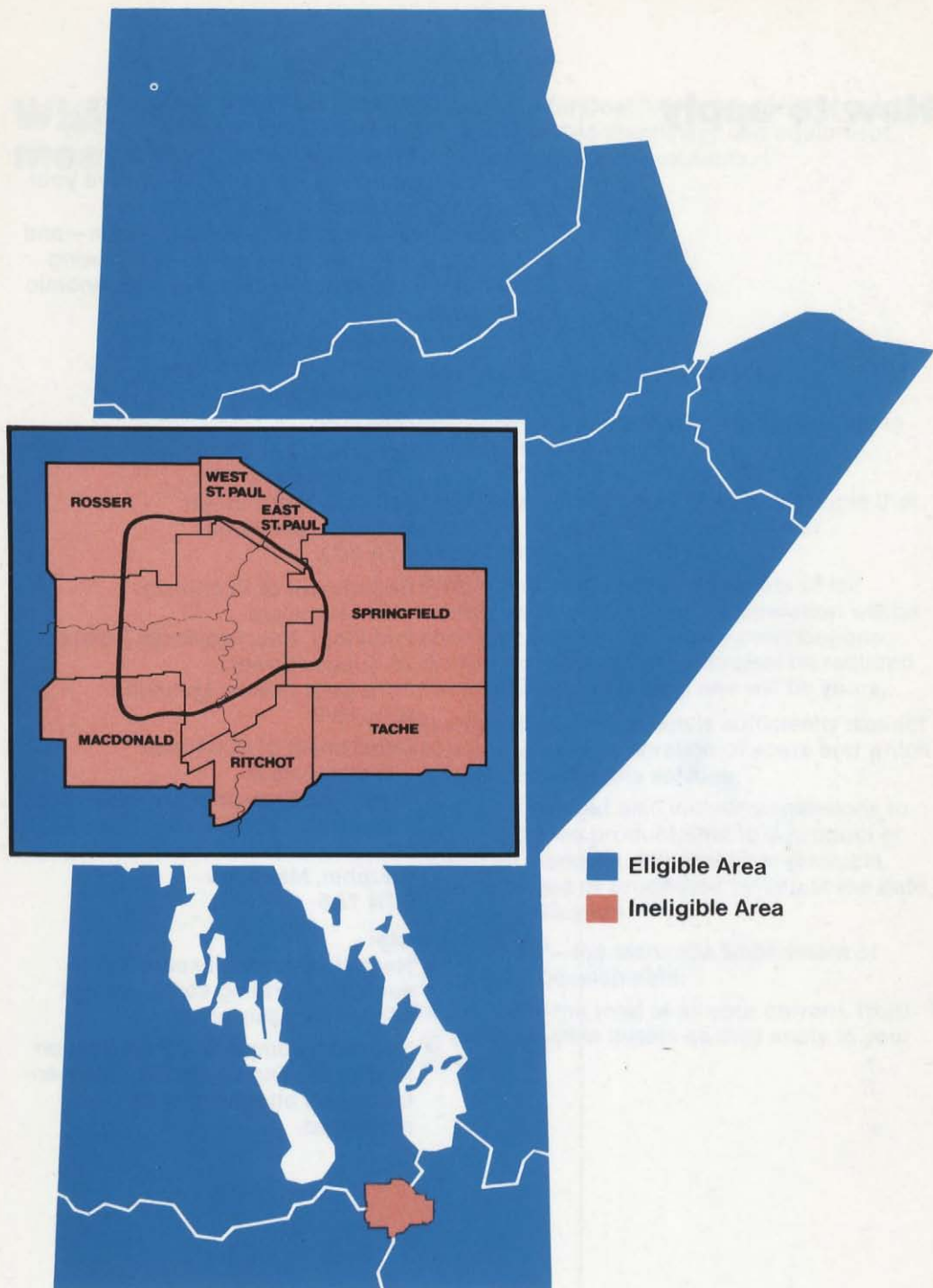
Department of Economic
Development
116-340 Ninth Street
Brandon, Manitoba
R7A 6C2

Department of Economic
Development
2nd Floor, New Provincial Building
25 Tupper Street
Portage la Prairie, Manitoba
R1N 1W8

Department of Economic
Development
Parklands Enterprise Development
Centre
P.O. Box 601
Dauphin, Manitoba
R7N 7A5

Please Note:

- Normal, recurring expenditures, such as operating costs, are not eligible for assistance.
- You must complete the application form in full and supply all documentation and attachments as requested.



- Eligible Area
- Ineligible Area



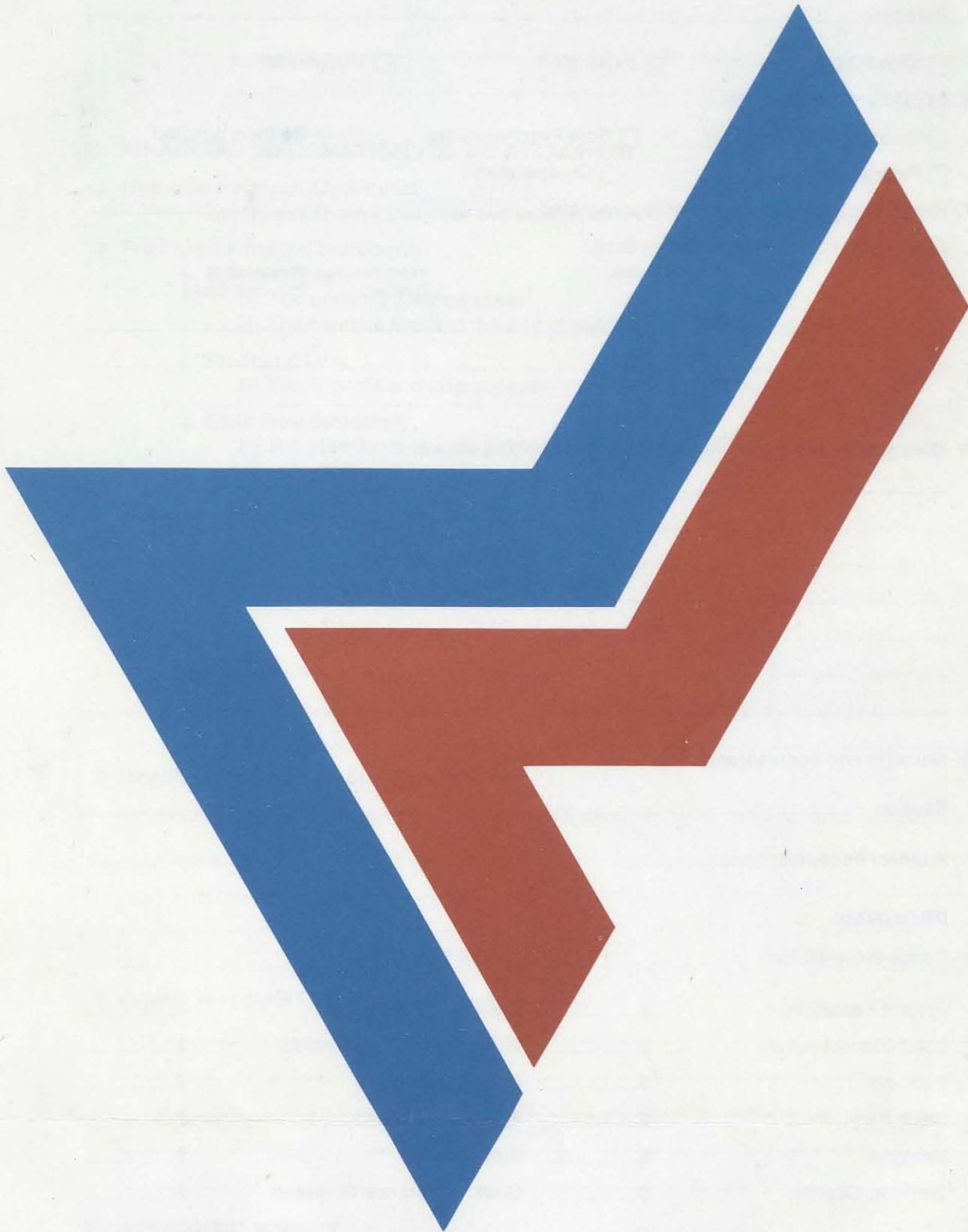
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DEPARTMENT OF
TRADE & COMMERCE
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Rural Small Enterprise Incentives

Application
Form



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A. INTRODUCTION

- 1. Name of Company: _____
- 2. Type of Business: _____
- 3. Mailing Address: _____
- 4. Person to Contact: _____ Telephone No. _____
- 5. Assistance Requested:
 Amount: \$ _____
 Purpose: _____

- New Project Expansion Modernization

- 6. Legal Form of Business:
 Incorporated Company Sole Proprietorship To Be Incorporated
 Partnership Co-operative

7. Date Business Started and/or Incorporated _____

8. Shareholders, Directors and Key Staff:

Name	Position	Years With Business	Present and Proposed Equity
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

9. Give qualifications and employment history of the above.

10. Name(s) and address(es) of:

Banker: _____

Auditor/Accountant: _____

B. PROGRAM

1. Funds required for:		Source of funds:	
Project Feasibility	\$ _____	Bank operating line	\$ _____
Land (market value)	\$ _____	Term loan outside lenders	\$ _____
Building	\$ _____	Other (specify)	\$ _____
Machinery	\$ _____	Applicants' investment	\$ _____
Vehicles	\$ _____	SUB-TOTAL	\$ _____
*Working Capital	\$ _____	Govt' Assistance Required	\$ _____
TOTAL	\$ _____	TOTAL	\$ _____

2. Will any part of the owner's investment be borrowed?

- Yes No Amount \$ _____

If yes, from whom borrowed: _____

Security given: _____

Terms: _____

*Usually accounts receivable plus inventory less amount financed by trade payables.

3. Have you applied for any other loans or grants for this project through any financial institutions or government agencies? Yes No

If yes— Approved If rejected, state reason.

Agency/ _____ Yes No Pending _____

Institution _____ Yes No Pending _____

4. Provide evidence that after taking this loan into consideration the balance of the required funds are available.

C. FINANCIAL INFORMATION (TO BE ATTACHED)

1. Historical Financial Statements.

Enclose statements for your two most recent years of operation, if available.

2. Pro Forma Financial Statements:

a. Balance Sheets

(i) The opening balance sheet

(ii) The balance sheet at the end of years one and two of operations

b. Profit and Loss

(i) Yearly profit and loss statement for years one and two of operations

c. Cash Flow Statement

(i) The statement of cash flow projected on a monthly basis for year one of operation.

D. MARKET SUMMARY

1. Identify your competitive position in the market.

2. Identify the size of your projected market.

3. Explain your plans to obtain or retain your market.

E. ECONOMIC IMPACT

1. Employment: Present: _____ Year One _____ Year Two _____

2. Indicate total wages and salaries:

Present: _____ Year One _____ Year Two _____

3. Identify source of major raw materials: _____

4. Identify any anticipated employee training requirements: _____

F. FACILITY DESCRIPTION

Describe your facility and attach a plant layout and list of equipment and cost estimates, with quotations where possible.

G. PRODUCTION AND PROCESSES

Briefly describe the production methods and processes involved.

H. STAGING AND TIMING OF CONSTRUCTION AND OPERATION

- 1. Have any commitments been made in respect of this project? _____

- 2. Have the required building permits, etc. been obtained?

- 3. Date construction will start _____
- 4. Date operations will commence _____

I. SPECIAL NOTE

- 1. Make sure your project is documented to the best of your ability.
- 2. Include any other appropriate information.

J. DECLARATIONS

- 1. It is hereby affirmed that the information and representations submitted in connection with this application for assistance are true and correct to the best of the knowledge of the undersigned, and that neither the applicant nor the officers of the company are involved in any litigation or in any proceedings before any government board, tribunal or agency which have not been disclosed here-with. The undersigned also agrees to conform to conditions as outlined in the program information brochure.
- 2. In order to supplement the information contained herein, we authorize the Ministry to discuss this application and the affairs of our Company with such banks, firms and persons indicated in Section A.10 above and we authorize each of them to give to you such information as you may request.
- 3. Indicate below the name and address of any individual or firm other than the applicant who has completed this form for compensation.

Name: _____
 Firm: _____
 Address: _____
 Signature: _____

Mail this form or direct enquiries to one of the following offices:

**Small Business Assistance Centre
501-155 Carlton Street
Winnipeg, Manitoba R3C 3H8**

**Regional Consultant
Department of Economic Development
340-Ninth Street
Brandon, Manitoba R7A 3K1**

**Regional Consultant
Department of Economic Development
2nd Floor, New Provincial Building
25 Tupper Street
Portage la Prairie, Manitoba R1N 1W8**

**Regional Consultant
Department of Economic Development
Parklands Enterprise Development Centre
P.O. Box 601 Dauphin, Manitoba R7N 7A5**

NOTE: A copy of this application and supporting material will be provided to the Canada Department of Regional Economic Expansion by the Ministry.

