



# 2022



Learn more about an exciting program  
where you could be awarded a grant of up to  
**\$10,000** to launch or expand your business!



**Brooks  
Newell  
Region**



# Program Overview

The NewGrow program gives community entrepreneurs and innovators the opportunity to startup or expand a business, as well as create a new product, service, or invention through a business plan and public pitch competition. All participants who take part in NewGrow will have a chance to receive an award package including up to \$10,000 in funding, plus valuable business services, promotions and mentorships.

NOTE: Participation in NewGrow does not assure any award of cash, grants, or mentorship.



# Application Process

You must work with a member of the Brooks Newell Region economic development team throughout the application process.

You will submit your business/project plan, along with a project budget, to the Brooks Newell Region economic development team, where it will be reviewed for project feasibility. If your project is assessed as feasible, you will be invited to make a five minute presentation to a panel of judges at the NewGrow Pitch night held on December 2nd, 2022.

If your pitch is successful, you will be required to sign an agreement with the City of Brooks that outlines each party's rights and responsibilities and sets reasonable expectations. For example, you will be required to maintain accurate records, meet with a business advisor throughout, agree to a site visit and maintain a business log.

In cases where entrepreneurs fail to follow through with their plans, the City of Brooks will take necessary legal and financial action to recoup grant money.

# Program Milestones

The following is a suggested action list:

1. Speak to the Brooks Region about your idea,
2. Begin working on your business/project plan,
3. Submit your business/project plan, project budget and application for review,
4. Prepare your business pitch and practice it,
5. Take part in the NewGrow Pitch Night on Dec. 2nd
6. Follow through with your business/project plan and idea, and
7. Submit a final report.

To successfully complete the program you must:

- Implement your business/project plan and spend the grant dollars within 18-months,
- Maintain accurate and up-to-date records,
- Submit a final report that includes:
  - Updated and amended business plan,
  - Copies of receipts and invoices,
  - Copies of marketing material and other business documents, and
- Meet with a business advisor at least once per month.

*\*Please note: There is no guarantee of cash, grant or mentorship. Only those who are successful will receive funding.*



## Program Eligibility

The NewGrow program is suited to highly motivated entrepreneurs committed to moving a business venture forward. Participants should be entrepreneurial, creative, motivated and disciplined. Individuals wishing to participate in NewGrow must contact a member of the Brooks Newell Region economic development team.

Unfortunately, certain types of business endeavors are not allowed:

- Distributorships
- Subidiaries or divisions of existing businesses, and
- Multi-level marketing enterprises.

**You can propose any type of business, new product/ service or business expansion/enhancement, as long as it meets a few simple requirements:**

-It is a sole proprietorship or corporation where the applicant is a majority shareholder,

-It fits with the Canada Revenue Agency definition of being self-employed,

-It operates at arm's length from other family business ventures,

-It maintains its own books and records,

-It maintains a separate business bank account,

-It follows government rules and regulations,

-It is a 'new' business venture, new product, new invention or a new business acquisition.

### **You are eligible to participate in NewGrow if you are:**

-Proposing a new business in the Brooks Newell Region

-Operating an existing business in the Brooks Newell Region with a plan to expand, enhance your business in some way, create a new product line, improve the services you offer, or

-Proposing an acquisition of an established business in the Brooks Newell Region.



# Further Information

NewGrow is brought to you by the Brooks Newell Region economic development team which is overseen by a Joint Services Committee comprised of elected officials from all municipalities in the Brooks Newell Region.

City of Brooks staff members are responsible for coordinating the Brooks Newell Region's economic development efforts and implementing activities that have been approved through the budget that has been approved through the budget that has been allocated for that purpose.

The Joint Services Committee has developed a set of Strategic Focus Areas, which include Business Retention and Expansion, Investment Attraction and Partnerships/Collaboration.

NewGrow is a new program, in its third year of implementation, aimed at supporting new and existing businesses in the Brooks Newell Region. Providing funding will break down barriers and stimulate business growth in the Region, hopefully leading towards better business retention and expansion.



To learn more about  
NewGrow, contact:

**Brooks Newell Region**

**Economic Development**

**[ecdev@brooks.ca](mailto:ecdev@brooks.ca)**

**(403) 362-3333**



*Scan the QR code with your mobile  
device for more information.*