

**Pictou Landing First Nation (PLFN)
Business Grant & Equity Program 2019
Terms of Reference**

DEFINITIONS

1. Pictou Landing First Nation (PLFN) Business Grant & Equity Program Contribution

A PLFN Business Grant & Equity Program contribution is a non-payable*, non-transferable payment to a recipient in order to help achieve small business start-up, expansion, or equity financing including two additional programs: PLFN Youth Grant & PLFN Crafters Grant. (See Page 6 & 7)

* As per Terms and Conditions of the approved project.

2. Business

For purposes of this Program, a business is defined as:

- (a) A PLFN band member's business partnership or sole proprietorship located within the four Atlantic Canadian provinces.
 - i. Two band members can enter into a business partnership whereby each partner can apply for the maximum contribution amount of \$5,000.00

PROVISIONS

1. Authority and Accountability

- (a) The Pictou Landing Band Council's (PLBC) Community Development department delegate authority:
 - (i) to approve contributions to the PLFN Business Grant & Equity Program's Selection Committee (administered by the PLBC's Finance department);
- (b) This Selection Committee can provide contributions to a maximum of \$5,000.00;
- (c) This Selection Committee can make approved contributions conditional (eg. controlled disbursements);
- (d) The PLBC's Community Development department will provide quarterly reports on grants provided;
- (e) PLBC's Community Development department will administer, track and report on the funding for the program and coordinate meetings of the Selection Committee.

2. Eligibility

- (a) Eligibility is restricted to businesses as defined in this Program;
- (b) Applicant must be a Pictou Landing Band Member;
- (c) Projects involved in the acquisition of personal-use assets are ineligible as per Exclusion List (see Appendix A).
- (d) Applicant must have completed a Small Business Workshop (through PLBC's Community Development Department; or, completed a business-related education program; or, is currently a registered business with Registry of Joint Stocks.

3. Purpose of Funding

The PLFN Business Grant & Equity Program is meant to provide support and assistance to individuals and/or groups within the four Atlantic Canadian Provinces who would like to explore the potential viability of their business idea. This program is designed to support business initiatives and entrepreneurial undertakings of its registered Pictou Landing Band Members. This support will be in the form of providing direction, information and professional expertise to individuals to develop their business plan. As well, this program will provide limited financial support, (max. contribution of \$5,000.00 per individual) to qualified business ideas, on a case-by-case basis, evaluated on their merits and potential for success as demonstrated in their detailed business plan.

The support for individuals requiring information and direction to develop a business plan will be provided and/or co-coordinated through the staff of the PLBC's Community Development Department. The financial administration and accountability of these funds will be done through the PLBC's Finance department and be subject to an annual audit.

4. General Conditions

- (a) The meeting of eligibility criteria for this Program, in and itself, does not guarantee subsequent approval of financial support.
- (b) Contribution applicants must:
 - (i) demonstrate need and potential benefits to be gained;
 - (ii) provide confirmation of Pictou Landing First Nation membership i.e. Indian Status Card;
- (c) Businesses may apply more than once to the PLFN Business Grant & Equity Program subject to the following:
 - (i) the cumulative total financial assistance provided to any applicant within the life of this program will be limited to a maximum of \$5,000.00.

5. Applications

Applications for financial assistance will be accepted effective **DATE TO BE DETERMINED** and will include:

- (a) A demonstration of commitment to the future of the business activity; can be shown as in-kind contribution such as ‘sweat’ equity, time commitment; or cash-equity.
- (b) Total start-up capital, 1st year operating costs and projected financial statements.
- (c) A detailed description of the business including:
 - (i) Operating name and address;
 - (ii) Business sector;
 - (iii) Names of owners/stakeholders;
 - (iv) Industry background with potential markets, competition, # of jobs to be created.
- (d) Completion of an environment assessment and identification of all necessary mitigation measures as per the Canadian Environmental Assessment Act or applicable acts, if required.
- (e) Cost quotations and/or receipts/invoices for goods or services to be purchased. (Note: Receipts/invoices must be dated AFTER approval of funding.)

6. Administrative Process

- (a) Applications are submitted to PLBC’s Community Development Department (c/o Director of Community Development). Applications that are incomplete will be returned to the applicant;
- (b) PLBC’s Community Development Department ‘pre-screens’ applications for completions (i.e. against Exclusion List);
- (c) Applications are reviewed, and approved, by a Selection committee consisting of an independent board made up of professional individuals with business, banking, accounting or other related expertise;
- (d) All approved applicants must sign an agreement to the Terms & Conditions of his/her project (attached to the Letter of Offer). A copy of these documents will be attached to a ‘Requisition for Payment’ form and forwarded to the PLBC’s Finance department.
- (e) PLBC’s Finance department will provide payment to approved applicants.
- (f) Approved funding amounts for applications may be made public information for reporting or promoting purposes by the PLBC’s Community Development Department.

7. Term

This is a two (2) year program.

My Personal Commitments and Checklist: (Please indicate with a "X")
(Separate checklist for each applicant)

- I am a Pictou Landing Band Member:
- My business exists in Atlantic Canada:
- I have attached **written quotations** for all of the funds I have applied for:
- I have reviewed the exclusion list and my project **is** eligible for funding:
- I have prepared a business plan as outlined in 'Pictou Landing First Nation Business Grant & Equity Program's Business Plan Format':
- I understand that I am **not guaranteed** funding for financial support:
- I have **prepared and attached** my "simplified" financial projections:
- I agree to file the attached reports to identify the results from this contribution:
- I agree to complete a **Small Business Workshop*** as offered through Pictou Landing's Community Development Department:

***See Eligibility 2.(d)**

I have addressed my mailing envelope to:

Pictou Landing Band Council
c/o Debbie Dykstra – Director of Community Development
Site 6, Box 55, RR # 2
Trenton, NS B0K 1X0

I understand that if my application is approved, **such information may be made public** for reporting or promoting purposes by either the Pictou Landing Band Council's Community Development Department or general band membership of the Pictou Landing First Nation.

Signature(s): _____

Date: _____

Date: _____

APPENDIX A

Exclusion List

- Businesses involved in the production and manufacturing of tobacco products;
- Businesses involved in illegal activities;
- Business plan development;
- Businesses involved in sexually exploitive activities;
- Businesses involved in firearms and other weaponry;
- Businesses that conflicts with an existing Band operated business or a business in which the Band is a partner or shareholder of;
- Business operations which are or may have serious environmental concerns;
- Businesses involved in passive investment or residential real estate transactions where sustainable employment is not being created;
- Businesses involved in bingo, gaming, and casinos;
- Businesses involved in projects that are normally funded by other government departments/programs;
- Businesses that rely on ongoing fundraising, grants and subsidies to be viable;
- Projects such as arenas and recreational centers which are generally not viable businesses;
- Projects involving residential housing developments, building to house band offices or administration for First Nation communities, medical clinics, etc., and the related infrastructure which is under the responsibility of another sector of Indigenous Services of Canada;
- Businesses that are not 51% owned by Status Indian, owned and controlled (involved in the day to day operations);
- Refinancing of existing businesses where funding is targeted for existing debts and not creating new opportunities (bail-outs);
- Professionals such as dentists, optometrists, doctors, etc., will not be eligible unless that the purpose of the funding is for activities other than their profession; and,
- Projects involved in the acquisition of personal-use assets are ineligible. i.e. all recreational vehicles, automobiles, entertainment devices, etc.

APPENDIX B

PLFN YOUTH GRANT APPLICATION FORM

The PLFN Youth Grant is open to all registered Pictou Landing First Nation (PLFN) Band Members 10 – 17 years of age who must have completed a ‘Junior Achievement (JA)’ type of program, either during school or an after-school program. Junior Achievement programs help young people in areas of entrepreneurship, work readiness, & financial literacy.

Eligible applicants of the PLFN Youth Grant can access funds up to a maximum of \$250.00 per calendar year based on sound business ideas. All receipts must be submitted to the Director of Community Development prior to the next request.

Those applicants aged 18 years and up will be eligible to apply to the PLFN Business Grant & Equity Program* provided it is not in the same calendar year that a grant was provided through the PLFN Youth Grant.

*PLFN Business Grant & Equity Program eligibility requirements must be met.

Surname: _____ Given Name(s): _____ Middle Initial: _____

Band Registry Number: _____ Birth Date: _____
(DD/MM/YEAR)

Permanent Home Address: _____

Postal Code: _____ Phone: _____ Email Address: _____

Amount Requested: \$ _____

Purpose of funds: _____

Signature of Applicant _____ Date: _____

Signature of Parent/Guardian _____ Date: _____

OFFICE USE ONLY

Confirmation of Band Membership: Yes No Confirmation of JA Program: Yes No
Amount Approved: \$ _____ Not Approved:

Reason(s) Not Approved: _____

Approved By: _____ Date: _____
(Director of Community Development)

Approved By: _____ Date: _____
(Chief Financial Officer)

APPENDIX C

PLFN CRAFTERS GRANT APPLICATION FORM

The PLFN Crafters Grant is open to all registered Pictou Landing First Nation (PLFN) Band Members 18 years of age & up. Eligible applicants of the PLFN Crafters Grant can access funds up to a maximum of \$500.00 per calendar year. Funds can be used for craft materials, attend trade shows, vendor fees, etc. All receipts must be submitted to the Director of Community Development prior to the next request.

Eligible applicants aged 18 years & up can also apply to the PLFN Business Grant & Equity Program* provided it is not in the same calendar year that a grant was provided through the PLFN Crafters Grant.

*PLFN Business Grant & Equity Program eligibility requirements must be met.

Surname: _____ Given Name(s): _____ Middle Initial: _____

Band Registry Number: _____ Birth Date: _____
(DD/MM/YEAR)

Permanent Home Address: _____

Postal Code: _____ Phone: _____ Email Address: _____

Amount Requested: \$ _____

Purpose of funds: _____

Signature of Applicant _____ Date: _____

OFFICE USE ONLY

Confirmation of Band Membership: Yes No Amount Approved: \$ _____
Not Approved:

Reason(s) Not Approved: _____

Approved By: _____ Date: _____
(Director of Community Development)

Approved By: _____ Date: _____
(Chief Financial Officer)

APPENDIX D

Business Plan Format

Pictou Landing First Nation Business Grant & Equity Program Business Plan Format

Cover Letter

Your cover letter should include the following information:

- Company Name
- Address
- Phone Number
- Owner's Name

Table of Contents

You should include a page that shows where readers can find information. Be sure to add page numbers to all of your pages.

Executive Summary

The executive summary (also called the business plan summary) is the most important part of your business plan. View this as you could a cover letter you would send with your resume if you were seeking a job. You want to make sure it is exciting enough to keep a potential reader's attention while summarizing what you will later detail in the body of your business plan. This section should be no more than 2 pages in length.

Although this is the first part of your business plan, don't write until your business plan is complete as it is a summary of all the important points of your business plan.

In your summary, you should answer the following 4 questions:

1. What is your business?
 - What product or service are you selling? Be specific here but also allow room for change. For example, if you are running a daycare, will it be daytime or overnight, what ages will you care for, etc. You may need to alter your service later depending upon what the market demands.
2. Who are your potential customers and how will you research them?
 - Who will your product or service appeal to: other businesses, parents, teens, etc?
 - Where will you locate information about your market? Chamber of Commerce, Internet, etc?
3. How will you promote your product or service?
 - Will you market online, offline, or both? Will you offer incentives to people who refer you?
4. Where will you obtain the financial resources to start your business?
 - Will you seek out a loan from a bank, receive assistance from family members or dip into your personal savings account?

The Company

- What is the past, present and future of the company?
- What is your mission statement?
- What is your vision statement?

Objectives

- What are your objectives? Where can you see your business in 1 month? 1 Year?
- Will you seek out a loan, make large purchases, and hire employees?
- What milestones do you plan to reach and within what time frame?

Be specific with your answers. You may also want to list your short term and long-term objectives separately.

Your Target Market

- Who is your target market and how will you find them?
- Ask around to see if people would purchase your product or service and what would they pay.
- Research the future of your business. Is there an increase or decrease in the need of your product or service?

Your Competitors

- Research your competitors. What do they charge? Who are their customers?
- Is there something unique you can offer to customers?
- Ask their customers what they would like to see changed or added.
- Why will consumers choose you over your competition?

Your Product or Service

- Describe in detail your product or service.
- What is the need for your product or service?
- How much competition do you have?
- Why will people use your product or service?
- What equipment will you need?

What will you charge?

- What are your competitors charging?
- What costs and time are involved?
- What percentage would you like to receive in profit?

Marketing

- How will you market your product or service?
- What sales tactic will you use?
- Will you offer promotions or incentives?
- Will you ask for referrals?
- How will you get repeat customers?

Operations

- Who will handle tasks such as bookkeeping, marketing, and customer service?
- Will you have employees? Will you outsource?
- Where will your business be located?
- Where will you obtain products you need?
- What hours will your business be open?

Financial Summary

1. Income Statement
 - Projected revenue and expenses for the first 12 months (**Annual basis**).
2. Opening Balance Sheet
 - What will you bring to the business? (On material possessions, it would be the portion that **you** own or its value after deducting portion owed.) This could consist of cash, equipment, tools, buildings, etc.
 - Will you be borrowing money? Amount, term, interest rate. What will it be used for? (If it is being used for equipment, copies of recent price quotes are generally required.) Interest only portion of payment to be shown on Income Statement.
3. Cash Flow Statement
 - Projected in-flow and out-flow of cash (include cheques and money orders) **on a monthly basis**, for the first 12 months of operations. Include any cash invested in the business, any money obtained through loans, all relevant items on the income statement except depreciation, a non-cash item. Include the combined principal and interest payments on loans. If you have extended credit to your customers, record the payment when you will actually receive it, not when you made the sale.

Supporting Documents

- Include any documents, articles, statistics; etc you find that will support your research.
- Include a photo sample if available.
- Letters of Reference: You may also attach a letter of reference. These can be personal and from business associates. Include information about your business skills, character and credibility in the community.

Helpful Links

- Ulnooweg Business Development Toolkit: <http://ulnooweg.ca/wp-content/uploads/2018/03/Ulnooweg-Business-Development-Toolkit-1-1.pdf>
- BDC Business Plan Template: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/pages/business-plan-template.aspx>