

Appendix A:

Economic Development – Entrepreneurial Initiatives Grant application summaries (Table 1) and funding history (Table 2).

| Table 1: Applicants recommended for funding | | | | |
|---|---|-----------------------------|------------------------------------|--|
| Grant Applicant | Program Summary | 2024 Funding Request | Total % of Applicant Budget | 2024 Staff Recommended Allocation |
| The Community Company | A social enterprise that partners with charities, nonprofits, and grassroots organizations to build organizational resilience and develop sustainable, mission-aligned social enterprises. Advancing positive action on social and environmental concerns in Waterloo Region through Economic Development. Demonstrable ties to objectives 1, 2, 5, and 6 through its support of several local social enterprises. | \$25,000 | 5% | \$11,155 |
| The ForUsGirls Foundation Inc. | Offers Black and racialized youth signature programming to develop their self-esteem, build confidence, and develop market-value professional skills while building their leadership traits. Encourages innovation, entrepreneurship, and outreach to high schools through a technical training program that teaches coding skills to women and girls ages 12-18 in partnership with industry sponsors. Ties to objectives 2, 4, and 5. | \$15,000 | 10-13% | \$6,735 |
| The Caribbean Canadian Association of Waterloo Region | Provides Waterloo Region's Caribbean community the training, tools and resources to start their own businesses. The LiftOff program educates and empowers the Black community by giving free access to experienced business coaches & mentors and viable funding opportunities for its entrepreneurs to start, grow, and scale their ventures. Directly contributes to objectives 2, 3, 4, and 5. | \$250,000 | 10% | \$22,210 |
| Junior Achievement of Waterloo Region | Prepares youth to succeed in a global economy through educational programming, experimental learning, and community partnerships with goal of supporting 1,000 students in the Region (gr.3-12). Directly contributes to objectives 2, 3, 4, and 5. | \$35,500 | 3% | \$15,800 |
| Waterloo 4-H Association | Delivers a variety of courses and hands-on programs targeting the personal development of youth in rural communities. Focuses on innovation, business excellence, inclusion, and growth. Programming has direct ties to objectives 1, 2, 3, and 4. | \$2,500 | 10% | \$2,500 |
| The Business & Education Partnership of Waterloo Region | Connects local schools, businesses, and experienced professions so you can tap into the knowledge, skills, and networks to be successful in the workplace building a strong local workforce, community and economy. The requested funding would go towards delivering outreach programs in local high schools that contribute to innovation, entrepreneurship, and career-readiness. Direct ties to objectives 2, 3, and 4. | \$10,000 | 2% | \$10,000 |
| HopOn Waterloo Region | Hop-on, hop-off bus tour that allows participants unlimited transportation between select Waterloo Region breweries during a specific timeframe. Elevating the local brewing industry by bringing | \$10,000 | 75% | \$0 |

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|--------------------------|--|---------------------|-------|-----------------|
| | attention to the quality products being produced in an approachable and fun way. | | | |
| ESOTE Inc. | Matching technology needs with skills, facilitate collaboration and opportunities to foster creativity in the tech space and enable the achievement of goals within affordable means. Optimizing and enhancing project delivery experience for companies. | \$10,000 | 20% | \$0 |
| Treading Theatre Project | Providing an accessible platform for contemporary performance-based artists to push creative boundaries and develop interdisciplinary skills towards a maturing, innovative, and diverse practice. | \$9,598,30 | 10% | \$0 |
| Easy Moving Solutions | Transforming the moving experience through innovative and reliable services while fostering economic growth and community integration in Waterloo Region. Provides meaningful employment opportunities, professional development, and entrepreneurial ventures within the transport industry. | \$10,000 | <5% | \$0 |
| Ethic Talent | Ethic Talent creates supportive environments for immigrant employment, business development and entrepreneurship through training, mentorship and advocacy. | \$35,000 | 17% | \$0 |
| Astrodog Media | Transforming the landscape of video production in the Waterloo Region by providing a turnkey facility tailored to the needs of producers, filmmakers, photographers, content creators, and everyone in between. Requested funding would subsidize the cost of Film Studio Field Trips for youth. | \$20,000 | 25% | \$0 |
| River City Cycle Rentals | Striving to promote active lifestyles, environmental stewardship, and community engagement through high-performance bike rentals, self-guided tours, and recreational equipment offerings. | \$10,000 | 12.5% | \$0 |
| Urban Insights Inc. | Proposal for the development of a 10,000-seat events arena in downtown Kitchener, an initiative poised to serve as a catalyst for economic revitalization, talent attraction, community engagement, and regional growth. Requested funding would go to technical study costs. | \$10,000 | 30% | \$0 |
| Total: | | \$452,598.30 | | \$68,400 |

| Table 2: Organizational Funding History | |
|--|---|
| Grant Applicant | Funding Received from the Region over the past five years |
| Junior Achievement of Waterloo Region | 2019 Funding: \$0 2020 Funding: \$23,500 2021 Funding: \$23,500 2022 Funding: \$23,500 2023 Funding: \$35,500 |
| Waterloo 4-H Association | 2019 Funding: \$2,500 2020 Funding: \$2,500 2021 Funding: \$2,500 2022 Funding: \$2,500 2023 Funding: \$2,500 |

| Table 2: Organizational Funding History | |
|---|---|
| Grant Applicant | Funding Received from the Region over the past five years |
| The Caribbean Canadian Association of Waterloo Region | 2023 Funding: \$50,000 |
| The Business & Education Partnership of Waterloo Region | 2019 Funding: \$8,500 2020 Funding: \$10,000 2021 Funding: \$10,000 2022 Funding: \$10,000 2023 Funding: \$10,000 |
| The Community Company | N/A |
| The ForUsGirls Foundation Inc. | N/A |
| HopOn Waterloo Region | N/A |
| ESOTE Inc. | N/A |
| Treading Theatre Project | N/A |
| Easy Moving Solutions | N/A |
| Ethic Talent | N/A |
| Astrodog Media | N/A |
| River City Cycle Rentals | N/A |
| Urban Insights Inc. | N/A |