**Small and Medium Sized Business Recovery Grant Program**

Promotion Kit

Info to be shared until August 15, 2021

# Changes to the program | March 4, 2021

|  |
| --- |
| The B.C. government has removed the requirement for businesses to show a revenue loss of 70% in March or April 2020 when compared to the same time in 2019.What does this mean for B.C. businesses?  * You need to show that your business had at least a 30% revenue loss from March 2020 to present when compared to the same one-month period in 2019.   *For example, your business revenue was $70,000 in May 2020 compared to $100,000 in May 2019.* The program has been extended to August 31, 2021 or until fund are fully expended, whichever comes first.What does this mean for B.C. businesses?  * Businesses now have more time to gather their documents and apply to the program.  Businesses can now use a registered Small Business BC Professional Service Provider to help with their application, including gathering the required documents, walking through the online application AND completing the Recovery Plan.What does this mean for B.C. businesses?  * You can receive help preparing the required documents for your application, including language translation and interpretation support by calling 1-833-254-4357 or emailing [BusinessRecoveryGrantProgram@gov.bc.ca](mailto:BusinessRecoveryGrantProgram@gov.bc.ca).  What does this mean for Professional Service Providers?  * Registered service providers can help businesses from start to finish and will be paid up to $2,000 by Small Business BC for their services.   Please Note: businesses that have already applied to the program will have their applications re-evaluated based on new revenue eligibility. There is no need to re-apply. These changes do not affect businesses that have already received the grant. |

# About the Small and Medium Sized Business Recovery Grant Program

The [Business Recovery Grant Program](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) provides fully funded grants of up to $30,000 to eligible B.C. businesses, along with up to $15,000 additional funding to eligible tourism-based B.C. businesses.

For this two step program, businesses need to visit [gov.bc.ca/businessrecoverygrant](http://www.gov.bc.ca/businessrecoverygrant) to learn how the program works and see what they need to apply.

Then they’re ready for [**Step One: starting their application.**](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant)

After applying, the B.C. government reviews for eligibility, reaching out to applicants if they have any questions or need more info. If eligibility is confirmed, businesses move to [**Step Two: completing a recovery plan**](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant).

The money can be used for a variety of expenses, including but not limited to buying new equipment, paying for rent, or investing in new ways of serving customers like an e-commerce website or delivery options.

The grants are available until August 31, 2021 or until all funding has been allocated.

If businesses need help at any step of the way, including preparing the required application documents as well as with language translation and interpretation support, contact:

* **Phone:** 1-833-254-4357
* **Email:** [BusinessRecoveryGrantProgram@gov.bc.ca](mailto:BusinessRecoveryGrantProgram@gov.bc.ca)

Monday to Friday, 9am to 5pm PST (except statutory holidays)

# Promotional Content

B.C.’s small and medium businesses have been hit hard by COVID-19, and the B.C. government is enlisting the help of organizations and people like you to help spread the word.

To help amplify the program, we created this promotion kit with ready-to-share content for newsletters, Instagram, Facebook, Twitter, LinkedIn or wherever else you socialize.

Tag your partner organizations, associations, businesses, and any others you believe can help spread the word and reach B.C. businesses that need our help.

Help the B.C. government get this information to businesses in your community by:

* sharing the [Business Grant Program website](file:///C:/Users/mpinto/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/G0MBGSNY/www.gov.bc.ca/businessrecoverygrant)
* amplifying this quick explainer video [Instagram](https://www.instagram.com/p/CKFVNPArLm-/), [Facebook](https://business.facebook.com/BCProvincialGovernment/videos/633499180778665/), [Twitter](https://twitter.com/BCGovNews/status/1350216196122046465), [Youtube](https://www.youtube.com/watch?v=uEwR9hkbGP4&feature=youtu.be)
* posting this video of Minister Kahlon encouraging businesses to apply [Instagram](https://www.instagram.com/p/CKM9byzj3rg/), [Facebook](https://www.facebook.com/watch/?v=141773957752659), [Twitter](https://twitter.com/BCGovNews/status/1351288255224795138), [Youtube](https://youtu.be/5vu5SDV-asA)
* adding Business Recovery Grant information to your newsletters, web updates, websites and more.

# Calls to Action

Tell your audience exactly what action to take and how to take it:

* “Many BC businesses have already applied – don’t miss out! [Apply for BC’s Business Recovery Grant](http://www.gov.bc.ca/businessrecoverygrant) today.”
* “Free money doesn’t last long. Time is running out – [Apply for BC’s Business Recovery Grant](http://www.gov.bc.ca/businessrecoverygrant) today.”
* “The Business Grant Program. It’s a grant, not a loan! [Apply for BC’s Business Recovery Grant](http://www.gov.bc.ca/businessrecoverygrant) today.”
* “This link is valued at up to $45,000 for eligible businesses and costs nothing to open. [Apply for BC’s Business Recovery Grant](http://www.gov.bc.ca/businessrecoverygrant) today!”
* “Attention BC businesses - you may be eligible for COVID-19 related grant funding! [Apply for BC’s Business Recovery Grant](http://www.gov.bc.ca/businessrecoverygrant) today”
* “You miss out on 100% of the grants you don’t apply for! [Apply for BC’s Business Recovery Grant](http://www.gov.bc.ca/businessrecoverygrant)”

## Hashtags and @ Mentions

Below are suggested hashtags. Additionally, please tag **@BCGovNews** and/or **@governmentofbc** when posting about the Business Recovery Grant Program.

### B.C. Government:

#ProvinceofBC | #StrongerBC

### Supporting businesses, entrepreneurs, tourism and COVID-19 response:

#britishcolumbia | #smallbusinessbc | #smallbusiness | #entrepreneurbc #bcbusiness| #bcbiz | #Covid19response | #Covid19BC | #EconomicDevelopment | #madeinbc | #shoplocal | #supportlocal | #shoplocalbc | #buybc | #tourismbc | #Indigenoustourismbc | #destinationbc | #explorebc | #explorebclocal

# Suggested LinkedIn, Facebook, Twitter & Instagram Posts

Please use these posts inspiration or word-for-word:

|  |
| --- |
| InstagramPlease tag partner organizations, or businesses that have received or need help |
| Help BC small and medium sized businesses bounce back and build for the future with @governmentofbc non-repayable grants of up to $30,000 for eligible businesses and up to $45,000 for eligible tourism businesses. Spread the word and apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| Here’s a way to help local BC tourism businesses - share this post! They can get up to a $45,000 @governmentofbc grant to help them get back in business. Apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| Until we can welcome visitors back, local tourism businesses need help. Let’s get them to apply for up to $45,000 in grants for eligible businesses via the @governmentofbc Business Recovery Grant at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| The @governmentofbc Business Recovery Grant is helping small businesses bounce back from #Covid19. Apply before August 31st for up to $30,000 for eligible biz and up to $15,000 more for eligible tourism biz at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| BC Businesses matter. If you need financial help bouncing back from the pandemic, the @governmentofbc Business Recovery Grant is for you. Please share [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant), comment and apply. |
| TwitterPlease tag partner organizations, or businesses that have received or need help |
| The BC government Business Recovery Grant is accepting grant applications from small and medium sized businesses hit hard by the pandemic. Apply directly at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| Businesses are starting to receive the BC government Business Recovery Grant, and you can too! Non-repayable grants of up to $30,000 for eligible small and medium sized businesses and another $15,000 top up for eligible tourism biz. Apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| Thousands of businesses have applied for the BC government’s Business Recovery Grant. What are you waiting for? Apply at [www.gov.bc.ca/BusinessRecoveryGrant](http://www.gov.bc.ca/BusinessRecoveryGrant) |
| LinkedIn or FacebookPlease tag partner organizations, or businesses that have received or need help |
| Does your small or medium-sized business need funds to help recover or adapt because of COVID-19? BC Recovery Grants provide eligible businesses up to $30,000 and up to $45,000 for eligible tourism-related businesses. Grants are limited, apply now: [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| The BC government is offering one-time grants to small and medium sized business hit hard by the pandemic. Grants you don’t have to pay back to help you buy new equipment, take your business online, or simply keep people working. Find out more and apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| Attention small businesses: the BC government is offering a one-time grant to businesses. With grants up to $45,000 available for eligible businesses, it can go a long way to help you bounce back from the effects of the pandemic. Find out more and apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| We need to keep our small businesses operating and people working. If you haven’t heard, the BC government’s Business Recovery Grant will provide up to $45,000 if your business is eligible. This grant could help you install barriers to make your workplace safer for employees or move your business online. Find out more and apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |
| Before COVID-19 Indigenous tourism was one of the fastest-growing segments of BC’s tourism industry. Let’s keep the momentum going! Up to $45,000 for eligible Indigenous businesses. Find out more and apply at [gov.bc.ca/businessrecoverygrant](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) |

# Newsletter and Email Content

### Newsletter

**Attention! Businesses in our community could qualify for a non-repayable B.C. government grant!**

B.C.’s Small and Medium-Sized Business Recovery Grant program has non-repayable grants of up to $30,000 available to small and medium sized B.C. businesses impacted by COVID-19. Up to an additional $15,000 grant is available to eligible tourism-related businesses. The program runs until August 31, 2021 or until the funds are fully allocated, whichever comes first.

Recent improvements are making it easier for businesses in our community to apply. To learn about the two step application process, subscribe to updates and find information in English, along with Simplified Chinese, Punjabi, French, Spanish, Tagalog, Farsi, Korean, Japanese, Vietnamese, and more please visit [www.gov.bc.ca/businessrecoverygrant](http://www.gov.bc.ca/businessrecoverygrant).

Help the B.C. government get this information to businesses in your community by sharing the [website](file://SFP.IDIR.BCGOV/U146/MPINTO$/Profile/Desktop/Executive%20Project%20Board/SBGP/www.gov.bc.ca/businessrecoverygrant) and amplifying this quick explainer video: [Youtube](https://www.youtube.com/watch?v=uEwR9hkbGP4&feature=youtu.be), [Facebook](https://business.facebook.com/BCProvincialGovernment/videos/633499180778665/), [Instagram](https://www.instagram.com/p/CKFVNPArLm-/), [Twitter](https://twitter.com/BCGovNews/status/1350216196122046465).

If businesses need help at any step of the way, including preparing the required application documents as well as with language translation and interpretation support, they can contact:

* **Phone:** 1-833-254-4357
* **Email:** [BusinessRecoveryGrantProgram@gov.bc.ca](mailto:BusinessRecoveryGrantProgram@gov.bc.ca)

Monday to Friday, 9am to 5pm PST (except statutory holidays)

### Email

The B.C. [Small and Medium Sized Business Recovery Grant Program](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant) help businesses impacted by COVID-19 with fully funded grants of up to $30,000 to eligible B.C. businesses, along with up to $15,000 additional funding to eligible tourism-based B.C. businesses.

Let’s help get the word out to ensure every qualified business in our community knows about this non-repayable grant.

The [program](http://www.gov.bc.ca/businessrecoverygrant) has a two step process, and information is available in languages other than English, including Simplified Chinese, Punjabi, French, Farsi, Korean, Vietnamese and more.

Businesses need to visit [www.gov.bc.ca/businessrecoverygrant](http://www.gov.bc.ca/businessrecoverygrant) to learn how the program works, determine eligibility requirements and see what they need to apply. Then they’re ready for [**Step One and start their application.**](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant)

After applying, the B.C. government reviews for eligibility, reaching out to applicants if they have any questions or need more info. If eligibility is confirmed, businesses move to [**Step Two: completing a recovery plan**](https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant).

**How we can help**

Let’s help the B.C. government get this information to businesses in your community by sharing the [website](file://SFP.IDIR.BCGOV/U146/MPINTO$/Profile/Desktop/Executive%20Project%20Board/SBGP/www.gov.bc.ca/businessrecoverygrant) and amplifying this quick explainer video ([Instagram](https://www.instagram.com/p/CKFVNPArLm-/), [Facebook](https://business.facebook.com/BCProvincialGovernment/videos/633499180778665/), [Twitter](https://twitter.com/BCGovNews/status/1350216196122046465), [Youtube](https://www.youtube.com/watch?v=uEwR9hkbGP4&feature=youtu.be)) or posting this video of Minister Kahlon encouraging businesses to apply ([Instagram](https://www.instagram.com/p/CKM9byzj3rg/), [Facebook](https://www.facebook.com/watch/?v=141773957752659), [Twitter](https://twitter.com/BCGovNews/status/1351288255224795138)).

**Need more information?**

Reach out to [BusinessRecoveryGrantProgram@gov.bc.ca](mailto:BusinessRecoveryGrantProgram@gov.bc.ca) to ask questions or discuss promoting this program.

If businesses need help at any step of the way, including preparing the required application documents as well as with language translation and interpretation support, they can contact:

* **Phone:** 1-833-254-4357
* **Email:** [BusinessRecoveryGrantProgram@gov.bc.ca](mailto:BusinessRecoveryGrantProgram@gov.bc.ca)

Monday to Friday, 9am to 5pm PST (except statutory holidays)

# Images

Small and Medium Sized Business Recovery Grant Program images for promotional use – different sized for banners, newsletters, and social included.













