

Trade-Impacted Communities Program

Program Orientation Session

May 28, 2025

Purpose

To provide an overview of the new Trade-Impacted Communities Program.

Agenda

- Program Overview
 - Program Introduction & Objectives
 - Stream 1 – Community Economic Development
 - Project Details and Eligibility Criteria
 - Stream 2 – Transformational Projects
 - Project Details and Eligibility Criteria
- Application Process
 - How to Apply

Program Overview

The **new \$40M Trade-Impacted Communities Program (TICP)** will help communities and local industries in Ontario navigate significant economic challenges caused by U.S. trade disruption.

KEY PRIORITIES:



Economic Resiliency: strengthen competitiveness and build local opportunities for economic growth.



Supply-Chain Diversification: support Ontario's strategic priority sectors/supply chains, (e.g., adv. manufacturing, automotive, life sciences, technology, critical minerals, forestry, agri-food).



Trade Partnerships: increase export and investment to reduce reliance on U.S. markets.

STREAMS: The program will be delivered province-wide and is divided into two streams:

Stream 1 – Community Economic Development

Stream 2 – Transformational Projects

Project Eligibility

Applicants must meet all the eligibility requirements to qualify for funding.

Eligible Applicants

- Be one of the following:
 - A municipal government.
 - An economic development organization.
 - Sector or industry association.
 - A business accelerator or incubator (Stream 2 only).
- Lead applicants must have at least two years of substantive operational experience.
- Be operating within Ontario.

Ineligible Applicants (but eligible as partners in joint applications)

- Private sector organizations.
- Post secondary institutions.
- Not-for-profit organizations without an economic development mandate.
- Local business advocacy organizations, including chambers of commerce, boards of trade and business improvement associations.
- Labour unions.
- Charities.



Stream 1: Community Economic Development

FOCUS: Community projects that respond to U.S. trade disruption, including immediate resiliency measures, the development and implementation of local strategies, and efforts to diversify export markets.

FUNDING: Projects up to 100% of eligible costs from **\$250,000 to \$2 million per project**, depending on project and community size.

- ❖ Projects seeking the maximum 100% level must clearly demonstrate **exceptional benefits** to Ontario.
- ❖ Priority will be given to projects that **leverage funding from other sources** and **demonstrate impact** on local economies, clusters and industries.

INTAKE: Accepted on a continuous basis as long as funding is available.



Examples of Eligible Stream 1 Projects

 Local Supplier Forums

 Job Fairs

 Site Selection Activities

 Asset Mapping

 Supply-Chain Studies

 Sister-City Partnerships

 Market Intelligence

 Export Development Supports

 Trade Shows

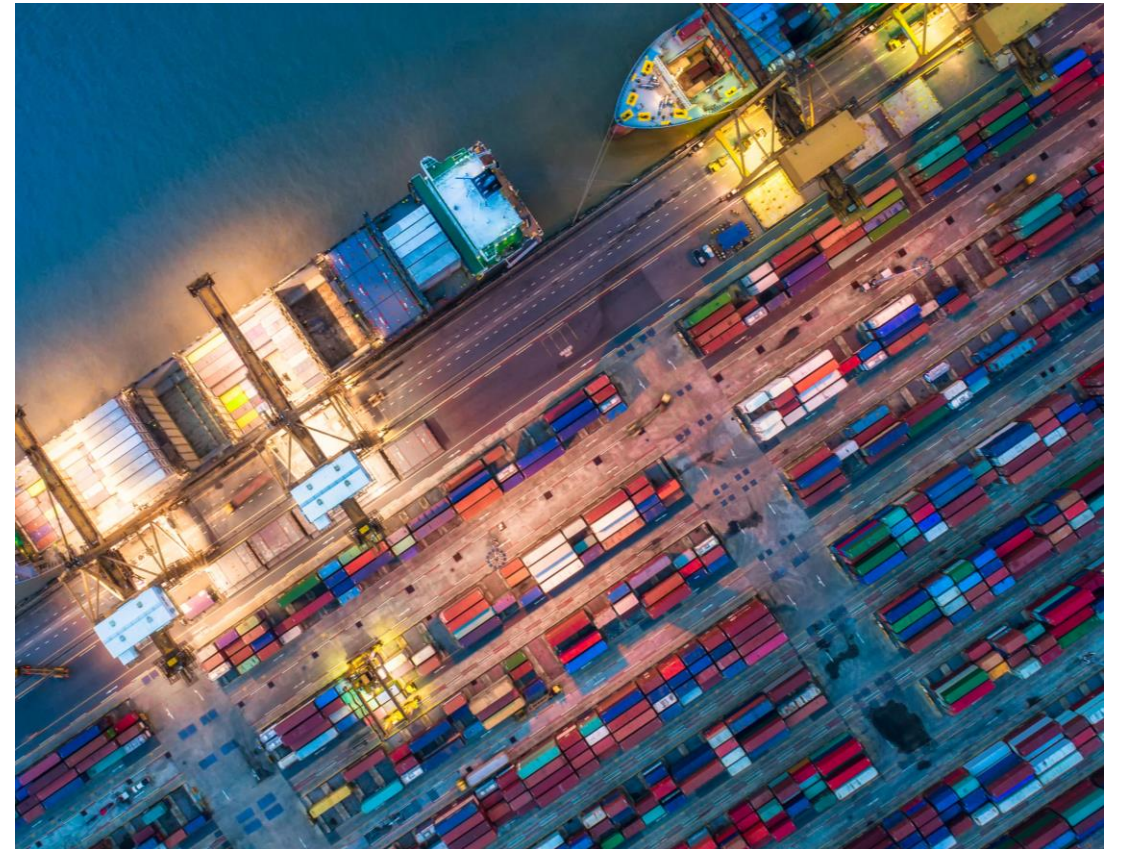
 Promotional Materials

Stream 2: Transformational Projects

FOCUS: Large-scale, collaborative projects designed to grow and transform local clusters and industrial supply chains to bolster Ontario's competitiveness and economic resiliency.

FUNDING: Projects up to 100% of eligible costs from **\$2 million to \$10 million** per project, depending on project size and complexity.

INTAKE: Open for a 4-month period, closing on **September 11, 2025**.



Examples of Eligible Stream 2 Projects



Building new areas of competitive advantage by strengthening local supply-chains

(e.g., leveraging forestry strengths to commercialize innovative housing products; talent attraction supports for impacted SMEs)



Driving industrial transformation and regional economic diversification

(e.g., industry-academic collaboration to build defense/security cluster; expanding supports for local entrepreneurs/SMEs in effected sectors).



Expanding global partnerships to support market diversification

(e.g., fostering connections between local and global ecosystems).

Collaboration

Joint project applications are a key part of the program and are:

- **Encouraged** for Stream 1
- **Required** for Stream 2

Each project must have one lead from the list of eligible applicants, but other local partners can support.

- Other partners could include private sector organizations, post-secondary institutions, labour unions, business accelerators or incubators or other local organizations.
- Lead and partner applicants' relationship must be formalized in a **memorandum of understanding**. Letters of intent and support from partners must be included in the application, including description of the amount and nature of both cash and in-kind contributions secured.



Key Project Criteria

Tariff Impact

Applications must identify and align with **impacts of U.S. trade disruption** on communities and local industries (e.g., loss of a flagship employer, percentage of jobs in impacted sectors like steel).

Project Timelines

The project start date cannot be earlier than the date the application is submitted. Projects must be **less than 2 years** in length (from start to completion).

Limitations

Ineligible costs include capital funding projects, such as funds for critical **infrastructure** (e.g., roads, watermains) or infrastructure improvements (e.g., utilities upgrades), and the promotion or implementation of **downtown revitalization and tourism**.

Travel Costs

Costs associated with travel, activities or operations performed **outside of Ontario** are considered ineligible.

US Consultants

Use of **U.S. consultants and advisors** in projects will be considered ineligible.

Eligible Project Cost Categories

One-time costs and those directly related to the management and delivery of the project including:

- Salaries, benefits, and consultant/contractor fees. Including but not limited to specialized expertise to facilitate trade shows, forums and workshops, software or web design, conduct needs analysis, investment attraction studies, market analysis, feasibility assessments, and due diligence related to the project.
- Marketing
 - Promotional Material
 - Events
 - Note: The Ministry will support the development of marketing material but not platform media buys associated with the acquisition of paid media space and paid advertising time (unless approved by the Ministry).
- Travel expenses
 - Travel within the Province of Ontario directly related to the operation of the program(s)/initiative(s).
 - Travel expenses must be modest and appropriate, and strike a balance among economy, health & safety, and efficiency of operations and incurred in accordance with the Broader Public Sector Expenses Directive.
 - In no event will Ontario pay for travel expenses that exceed the rates set out in the Ontario's Travel, Meal and Hospitality Expenses Directive.
- Audit expenses
 - Costs related to delivering the project/initiative(s).
- Training of new or existing staff that are reasonable and necessary to carry out the project.
- Coordination, development and delivery of training programs to support the project (excluding costs supported by another Ministry program).
- Delivery of events related to the project, including presentations and consultation materials, showcasing of local suppliers, business workshops, sector or regional supply chain needs/opportunity analysis, follow up outreach, networking opportunities, and trade shows.
- Other one-time costs that, in the opinion of the Province, are considered necessary for the successful implementation of the project/initiative(s) and have been approved in writing prior to being incurred.

Ineligible Project Cost Categories (1/2)

In general, ineligible expenses include (but are not limited to):

- Costs covered by other provincial government funding sources or fully funded by federal government funding sources.
- The cost of preparing the grant application.
- Costs not directly associated with meeting project milestones and deliverables.
- Ongoing operating expenses.
- Capital costs (for example, purchasing equipment or furniture).
- The acquisition of paid media space and paid advertising time for advertisements that promote the Recipient or project (unless approved by the Ministry).
- Direct financial support to an individual.
- Public or private infrastructure.
- Downtown revitalization and tourism promotion costs.
- Entertainment expenses and alcoholic beverages.
- Expenses associated with lobbying or government relations activities.
- Costs associated with travel, activities or operations performed outside of Ontario.
- Legal, accounting and consulting fees in connection with financial reorganization, security issues, capital stock issues, obtaining of patents and licenses and prosecution of claims against Ontario.

Ineligible Project Cost Categories (2/2)

- Federal and provincial income taxes, excess profit taxes or surtaxes and any special expenses incurred in relation to taxes.
- Costs, including taxes, for which the recipient has received, will receive, or is eligible to receive, a rebate, credit or refund.
- Fines and penalties.
- Donations in the form of goodwill and other intangibles (such as intellectual property, including licenses and patents).
- Opportunity costs.
- Standard discounts.
- Interest charges.
- Allowance for interest on invested capital, bonds, debentures, bank or other loan together with related bond discounts and finance chargers.
- Losses on investments, bad debts and related collection expenses.
- Losses on other projects or contracts.
- Amortization of unrealized appreciation of assets.
- Depreciation of assets paid for by Ontario.
- Expenses and depreciation of excess facilities.
- Any costs incurred in the U.S. or for U.S. based businesses*.
- Any costs as determined by the Province from time to time in its' sole discretion.

Eligible project costs are cash outlays, net of all applicable harmonized sales tax (HST), which must be documented through invoices, receipts or recipient records acceptable to Ontario. These are subject to verification by an independent auditor. You must maintain evidence of payment for audit purposes.

Application Process and Resources

INTAKE PROCESS

- 1 Complete the online eligibility **self-assessment tool** from [webpage](#).
- 2 **Register for a webinar** to learn more information about the program and the application process.
- 3 Register for Transfer Payment Ontario (TPON) and **submit an application**.

RESOURCES

- 1 **Program guidelines/webpage** [here](#)
- 2 **Webinars:** Three MEDJCT-hosted webinars for application/TPON support and guidance. Registration for the webinar is included on the webpage.
 - May 28, 2025 – Program Orientation Session
 - [June 4, 2025](#) – Stream 1 – Community Projects Overview
 - [June 11, 2025](#) – Stream 2 – Transformational Projects Overview
- 3 **Email Address:** For general program inquiries ticp@ontario.ca.

Thank You.