

Are You Wondering How to Finance Your Summer Season?

Is your tourism business looking for support to prepare for and operate this summer? Have you tried to access federal funding through the Canada Emergency Business Account (CEBA), but were denied or still require additional liquidity support? If so, there may be liquidity relief available to you through the Regional Relief and Recovery Fund delivered by Western Economic Diversification Canada (WD) in Alberta.

Through the Regional Relief and Recovery Fund (RRRF), the Government of Canada has allocated \$2 billion to provide liquidity support for small businesses across the country. Twenty-five percent of this funding is earmarked for the struggling tourism sector.

The RRRF is intended for businesses that do not qualify for funding through other federal COVID-relief programs, or that still have funding needs after accessing other support programs. The RRRF has evolved since it was first launched last summer to meet the changing needs of businesses that continue to struggle due to the economic impacts of COVID-19.

Community Futures organizations are delivering the RRRF in rural areas. If you are a tourism business operating in a rural location, find your local Community Futures office at <http://albertacf.com/contact> .

If your small business is woman-owned or operated (greater than 50%), then you may apply for funding through Alberta Women Entrepreneurs at <https://www.awebusiness.com/regional-relief-and-recovery-fund> .

If you are in an urban area (Edmonton or Calgary), please apply for RRRF funding directly through WD at <https://www.wd-deo.gc.ca/eng/20059.asp>. If businesses in Alberta have questions, they can email us at wd.ab-ab.deo@canada.ca or call 1-888-338-WEST (9378).