

Shop Local BC FAQ

Updated: January 26, 2022

FAQs on Post-Campaign Reporting

➤ What is the post-campaign report?

Post-campaign reports comprise two components:

- A non-financial report that describes the actual campaign activities and explains differences from those anticipated in the proposed campaign.
- A [financial report](#) that shows the actual costs incurred between November 1, 2021, and February 15, 2022, and explains any variances from the budgeted costs.

Both the non-financial and financial reports need to be submitted through the application portal that was used when the original proposal was submitted. The Post-Campaign Reporting Template can be found [here](#).

➤ What is the turnaround time between submitting the post-campaign report and receiving the remaining funds?

The remaining 20% of the approved grant will be released within one month of submitting the post-campaign report to the BC Chamber of Commerce, and no later than March 23, 2022.

Applicants are strongly encouraged to check that they submit complete documentation with all necessary details by February 18, 2022, to avoid delays in the final review and disbursement process.

Applicants may submit their post-campaign reports any time before the deadline of February 18, 2022.

➤ Why do I need to submit my post-campaign report by February 18?

The BC Chamber of Commerce needs four weeks to complete the review of all post-campaign reports and disburse funds to all applicants by March 23, 2022, so that applicants can issue all campaign payments by March 31, 2022.

➤ Can I delay submitting my post-campaign report if my campaign activities have not been completed?

Only under very specific circumstances can an applicant be granted an extension to their campaign activities and associated post-campaign reporting requirements. Refer to the "[Extension of Post-Campaign Reporting Deadline](#)" for more details.

In addition, paid advertising may extend beyond February 15, 2022, to June 30, 2022, provided applicants are able to report the awareness metrics shown for the period before February 15, 2022, and explain how these metrics will be maintained for the remainder of the campaign (up to June 30, 2022). All associated expenses must be paid in full by March 31, 2022.

➤ Can we modify our campaign activities if we are unable to deliver an item due to circumstances outside our control?

Applicants who are not able to complete campaign activities due to COVID restrictions, extreme weather conditions, supply chain shortages or other circumstances should notify the Shop Local BC project manager of this change. Campaign activities can be adapted due to unforeseen circumstances but must conform to the intent expressed in your approved campaign proposal.

Example 1: You are unable to secure a videographer to create legacy videos. You may choose to hire a photographer instead to capture photos that can be used to produce a slideshow or different type of video.

Example 2: You are no longer able to host an in-person tradeshow to connect local businesses with partner organizations. You may use these funds to host a virtual gathering and offer each business some funds to ship samples of their product to interested participants.

➤ **Can we change the amount allocated to each cost category in our campaign budget if we spend less or more than we budgeted?**

Applicants may adjust their budget for each cost category by up to 10%, with two exceptions:

1. Administrative costs, including salaries and wages, are capped at 10% of your approved campaign budget
2. Under the Supplies cost category, the purchase of gift cards is capped at 20% of your approved campaign budget, with a maximum of \$20,000 for projects exceeding \$100,000.

➤ **What financial documents do I need to submit?**

Applicants will need to upload documents that show the costs incurred (e.g., contractor invoices, purchase order for supplies) AND proof of payment (e.g., evidence of the EFT/E-transfer payment, cleared cheque, receipt.). No documents need to be uploaded for costs associated with Salaries and Wages or Administration categories.

➤ **Is the 10% cap on the administrative fee based on the approved grant amount or actual amount spent?**

The total of salaries and wages, and administrative costs cannot exceed 10% of the approved campaign budget.



➤ **How can I see the budget and other information I submitted in my application?**

You can access the application portal by visiting <https://shoplocalbc.outcome-plus.com/>. You will need to log-in using the credentials you created previously.

If you require technical support, please contact PwC at (604) 484 3490.

You can view the details of your financial plan at any time in the application portal by opening your project plan. To do so:

- Click on “Project Plan” in the top right corner and select your project plan
- On the next screen, click on the project plan number to open your project plan

To view financial information:

- Select the “Planned Task” tab
- Click on the orange button labelled “Go to Milestone and Task Completion Form”
- In the Action column, click on the “Select” item associated with the milestone of interest
- The “Planned” column displays the financial plan you submitted in your proposal

To view non-financial information:

- Select the “Project Details” tab

The screenshot shows the 'Project Details' page. At the top, there are navigation links: 'Information', 'Project Plan', and 'Help Videos'. Below this, the page title is 'Project Details'. Underneath, it displays 'Project #: NC0000090' and 'Project Status: PP Submitted'. A 'Print' button is visible in the top right corner. A progress indicator shows three steps: '1 Call', '2 PP', and '3 Claims'. The 'PP' step is currently active. Below the progress indicator is a horizontal menu with tabs: 'Project Information', 'Project Details' (which is selected and highlighted), 'Advance Payment', 'Planned Task', 'Completed Task', 'Accounting Details', 'Audit Details', 'Project Update', and 'Change History'.

FAQs on Relevant Application Details

- **What is the timeframe for spending the grant monies?**
All Shop Local campaigns must be completed by February 15, 2022, and all grant monies must be spent by March 31, 2022.
- **Can the post-campaign reporting deadline be extended to March?**
No. Post-campaign reports must be completed and submitted by February 18, 2022, so that the BC Chamber of Commerce can compile those reports and fulfil its reporting obligations to the federal government by March 31, 2022.
- **What is the turnaround time between an application getting approved and receipt of funds?**
A successful applicant can expect to receive 80% of the approved grant within two weeks of signing the contribution agreement, a document that will capture the contractual obligations between the successful applicant and the BC Chamber of Commerce. The remaining 20% of the approved grant will be released within one month of submitting the post-campaign report to the BC Chamber of commerce, and no later than March 31, 2022.
- **What is the period for which campaign-related expenses will be funded? May we claim costs associated with an existing campaign?**
Regardless of whether the campaign is a new campaign or the extension/enhancement of an existing campaign, only expenses incurred in the period November 1, 2021 - February 15, 2022, will be funded.
- **Can taxes that are charged by suppliers be included in our request for funding?**
Only irrecoverable taxes e.g., PST, can be included in a request for funding.
- **Will the Shop Local BC funding cover campaign activities that continue beyond February 15?**
Yes, legacy campaign activities that extend beyond February 15, 2022, are encouraged, however, the work associated with those activities needs to be completed by February 15, 2022, reported by February 18, 2022, and the expenses paid in full by March 31, 2022.

Because the activities take place after February 15, 2022, it is understood that actual outcomes cannot be collected/reported. However, applicants must demonstrate how the awareness metrics shown for the period before February 15, 2022, for example, the frequency of the activity and size of audience reached, will be maintained for the period post-February 15, 2022. Specifically:

1. **Promotional materials** (print, digital, video or audio) must be designed by February 15, 2022, and can be used into perpetuity. Sufficient awareness metrics need to be reported in the post-campaign report, due February 18, 2022, to justify to the funders that the expenses incurred will create greater awareness of the importance of shopping locally. All associated expenses must be paid in full by March 31, 2022.
2. **Paid advertising spots** must be secured by February 15, 2022 and can continue no longer than June 30, 2022. Applicants must clearly demonstrate how the advertisements will be kept fresh throughout the period and how the awareness metrics shown for the period before February 15, 2022, will be maintained for the period up to June 30, 2022. All associated expenses must be paid in full by March 31, 2022.

Archived FAQs (included for reference only)

➤ **Can the Shop Local campaign be a regional campaign?**

Absolutely – we encourage you to partner with other eligible groups in your community to raise the awareness of the importance of shopping locally in your region.

➤ **When / how can we access assistance for the applications?**

There are three ways you can access assistance:

1. Review the sample application form [here](#).
2. Attend the information webinars on [October 26](#) and [October 29](#), during which the presenters will walk through the application process, including the steps to submit an application via the Shop Local BC portal.
3. Contact us at projects@bcchamber.org and a team member will be able to assist.

➤ **What is the turnaround time between an application being submitted and getting approved?**

An applicant can expect to receive a notice of decision approximately three weeks after their application is submitted. An applicant will be notified regardless of whether or not their grant application is successful.

➤ **Our Chamber membership has lapsed. Can we still apply for funding?**

Yes. Applicants do not need to be members of the BC Chamber of Commerce to apply for funding. If you would like to renew your membership with the BC Chamber of Commerce, please contact Deb McClelland, interim Director, Member Relations, at dmccllelland@bcchamber.org. There are many benefits of membership!

➤ **How is the term “partners” defined? Should all partners complete an application?**

Qualifying partners include municipalities, non-profits and other organizations or groups of individuals collaborating with the lead organization on a campaign.

There must be only one application per campaign. In instances where there is more than one organization involved in the campaign, the group will need to designate a lead organization to submit the application on the group's behalf. On the application, please name all the organizations involved in the campaign.

To avoid duplication of effort in any community or region, we encourage applicants to reach out to potential collaborators in the community or region so that ideas and efforts are consolidated in one application.

➤ **How will the applications be assessed?**

Applications for funding will be reviewed on a first come, first served basis against the eligibility and program criteria set out on the [Shop Local BC webpage](#) and in the [Application Template](#).

To ensure that monies are distributed broadly across the province, we have earmarked funds for each of the seven economic regions based on population and will monitor demand and disbursements closely to determine if funds need to be reallocated across the regions or disbursements needs to be scaled down.



To further ensure broad distribution of monies across the province, the \$5M project funds received from the federal government will be disbursed approximately \$4M via BC Chamber of Commerce members and approximately \$1M via other organizations.

➤ **Can we start work on our campaign while we await a funding decision?**

The decision to start work on a campaign before a notice of decision has been issued carries some risk in that costs incurred by unsuccessful applicants will remain the sole responsibility of the applicant.

Furthermore, any costs not included in the application, or incurred before November 1, 2021, or after February 15, 2022, or in excess of the amounts outlined in the notice of decision are the sole responsibility of the applicant.

➤ **What is a reasonable funding request?**

Funding requests will range from a minimum of \$20,000 to \$100,000. If multiple organizations collaborate on a campaign, larger funding requests will be considered provided a robust plan is in place.

Applicants should not assume that campaigns will be fully funded. If the Shop Local BC program is over-subscribed i.e., total funding applications exceed \$5M, applications may be partially funded to enable support of a greater number of campaigns. Where a funding application is deemed too high, the application review team may reach out to ask if the campaign is scalable if only partially funded.

The amount of funding granted to each applicant will be included in the notice of decision and will not be subject to change.

If you have other questions, please contact the
BC Chamber of Commerce at projects@bcchamber.org

