

Welcome Wagon Program Eligibility Criteria

The Welcome Wagon program is a collaborative pilot initiative developed by the Township of Scugog, the Scugog Chamber of Commerce, Invest Durham and the Economic Development Committee to celebrate and support new businesses in our community.

Below are the eligibility criteria for participation in this program:

1. Business Launch Requirements:

- Eligible businesses must have publicly launched their new business within Scugog Township in the last three months, OR
- Be opening a brand-new brick-and-mortar location for their new business between February and May 2025.

2. Business Type:

- The program is open to both sole proprietorships and brick-and-mortar businesses.

3. Registration:

- All applying businesses must be an officially registered business to qualify for the program.

4. Participation Agreement:

- Businesses will be contacted by a member of the Welcome Wagon committee to schedule a time for a public presentation of the Welcome Wagon.
- Participants must sign a photo release allowing promotional images to be used for marketing and public relations purposes.
- Participants must provide feedback to the committee once the process is complete so that we may improve the program in the next phase.

5. Single Application Rule:

- A business may only apply to the program once to ensure the program can support as many new businesses as possible.

6. Pilot Project Conditions:

- This is a first-come, first-served pilot project with limited capacity.
- The goal is to expand the program for 2025-2026 based on its success and community feedback.

We look forward to welcoming and celebrating your new business and supporting your journey as part of our thriving Scugog community!