

## Key Questions for Determining Community Impact

**Businesses applying for ICIF and MECI support should align with one or more of the following:**

- Does the investment benefit the local community through increased or more reliable employment?
- Does the investment increase the supply of locally available supplies and services?
- Does the investment make living locally more affordable for full time residents?
- Can the investment help build a local or regional brand? (e.g. premium, locally unique, sustainable, creative)
- Can the investment help diversify the marine economy?
- Does this investment encourage or support sustainability practices?
- Will the investment help a company improve operating and financial efficiencies?
- Does this investment help attract additional financial support for a business?
- Can the investment be paid back on time and in full in order to ensure that the funds are able to be redeployed to other community-focused enterprises?

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