

NEWS RELEASE

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GROUPS SET STRATEGY FOR EMERGENCY ECONOMIC ACTION

Working together, we will get through this. That has been the message across the country as we all deal with the challenges brought on by the COVID-19 pandemic.

Working together is also how the Shuswap region intends to move forward with its COVID-19 Emergency Economic Response Plan.

Shuswap Economic Development, Shuswap Tourism, Salmon Arm Economic Development Society, Community Futures Shuswap and the Tsuts'weye Women's Entrepreneur and Innovation Network have come together to develop a Phase I response to the economic impacts currently facing Shuswap businesses and organizations. The plan is designed to respond directly to the needs expressed by the local business community and stakeholder organizations.

It will help mobilize resources and offer supports to assist businesses with their immediate needs as the COVID-19 situation continues to evolve. This builds upon existing collaborative efforts and will supplement and support the response work being done by economic development and community support organizations across the region.

An Emergency Support Hub has been set up as a one-stop place for businesses seeking support to make contact. From the Hub, businesses will be able to access services in six key areas: resource sharing & emergency support line, workforce support, community marketing, mentorship & training, digital transition and financing & emergency cash flow.

Local businesses asked for help in a number of areas. In response, the plan targets some specific supports. This includes providing a reliable and comprehensive source for information on local, provincial, federal and corporate business support programs.

Other initiatives will assist businesses with online sales, connect businesses with mentors and expert advice, develop labour resources in case of emergency need, identify temporary business funding options and plan for the re-launching of marketing campaigns in response to changing pandemic conditions.

Businesses seeking assistance are encouraged to contact the Emergency Support Hub by phone: 250-833-5928.

For further information please contact Kyle Dearing, Acting Manager of Shuswap Economic Development and Shuswap Tourism, at 250.515.2029, or email kdearing@shuswapecdev.ca.

