

March 23, 2020

City of Campbell River economic development offers more resources to help local businesses

The City of Campbell River and local business agencies are working together to support economic challenges related to the coronavirus. During this difficult time, we are working to facilitate and promote local initiatives that encourage solidarity among and support of our local businesses. These initiatives complement federal and provincial plans to address economic challenges.

“The City of Campbell River values the important role that local businesses play in our local economy, and recognize the challenges being faced in the midst of the COVID19 pandemic,” says Mayor Andy Adams. *“While there is uncertainty in the coming weeks ahead, we are here to provide or point you to resources to help you during this time.”*

“We’re seeing an unprecedented change in business practices as people around the globe adjust to the realities of the COVID-19 outbreak,” says economic development officer Rose Klukas. *“Many of our businesses are struggling to adjust, but financial, technological and social resources are available to help during these difficult times.”*

In partnership with Campbell River Area Angel Group (CRAAG) and support from Campbell River Chamber of Commerce and Strathcona Community Futures, the City’s economic development team is working to collect resources that are available online and that can be helpful to local business. The economic development department will provide businesses with the opportunity to take part in virtual workshops and seminars that fill gaps in information or that make existing content more locally relevant and accessible.

Beginning this week, there will be weekly, virtual meet-ups allowing business owners to solicit specific advice about their business, share experiences and connect with other local businesses. The first meet up takes place Wednesday, March 25, from 8 – 9 a.m., followed by a second meet-up Thursday, March 26 from 6 – 7 p.m. Join the discussion!

In May, economic development working with Spring Activator, will be offering an on line, business continuity program to provide business owners with training, tools, templates and support to cover all aspects of resetting their business to the new normal. The program will cover restructuring cash flow and expenses, redefining the customer base and needs, aligning products and services including new products, services, and distribution, innovative finance and funding, and resilient leadership.

CRAAG member David Baar says, *“An awareness of federal, provincial and local opportunities, a thoughtful change in business processes, the sensitive integration of technology to support efficient, remote work and solidarity among businesses in our area will be critical to weathering these tough times as a community.”*

Information related to COVID-19 and details of available resources and events are found at:

<https://www.techatchery.ca/covid19-resources> Information is also available at www.campbellriver.ca/COVID-19

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