



Community Business Response Action Plan

(A Very Basic Guide)

This document is a very basic point-form summary of advisable actions that your administrative staff can take to help ensure as many businesses and individuals as possible make it through this crisis without complete devastation to their finances. There are many supports available at this time, and the more of them that your people can take advantage of, the better off your entire community will be, with more dollars circulating in the local economy.

We appreciate that every community has its own challenges, and you may only be able to do some of these recommended actions. Every little bit helps. Do what you can, leverage volunteers to do what you can't, and reach out for help if you need.

The Goal: Get as many businesses and individuals in YOUR community to the other side of this crisis in sound fiscal shape.

Easy to Do

1. **Link** to the Regional Economic Development Taskforce Resources pages in a clearly visible spot on your municipal website.
2. **Follow updates** on programs as they become available, **share this information** through all your social media channels. **Tag businesses** and individuals that you think it would apply to, get all your people (councillors, staff, influential community members) **to share** the information as well.

Slightly More Work

1. **Compile or update** a contact list for all the businesses in your community.
2. **Send information** from the Regional Economic Development Taskforce directly to this mailing list. Send updates on new programs as they come available. Push the **Hotline** to business owners through this mailing list.
3. **Distribute** surveys that come from the Regional Economic Development Taskforce to your business contact list so that we can collect as much information as possible on the needs and challenges our people are facing as this crisis progresses.



The Gold Standard

1. Using your updated business contact list, put volunteers and staff to work **contacting every business** in your community. **Red-flag** businesses that will not be able to return to business. Find out what their specific needs are and then connect them to an appropriate support. Alternatively, call the Regional Economic Development Taskforce **Hotline** with your list of red flags and work with the rep on the other end to find the right support for each business.
2. **Follow up** with your businesses to ensure they have accessed supports or if they have new emerging needs.
3. **Ask each business contact that you communicate with to help** by fanning out information for employees. Send updates on new programs for employees to your business contact list asking them to fan out the information to their people.

If YOU need help implementing these steps, **please call** your regional economic development officer, Peter Casurella, at SouthGrow Regional Economic Development. You can also reach out to the trained Economic Development Officers listed below who have generously volunteered their expertise to assist. Additional information exists through the Economic Developers Alberta if you want to learn more about responding to, and recovering from, a natural disaster.

Volunteer EDO Advisors

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