



FOOTHILLS BUSINESS RECOVERY TASKFORCE

Steering Committee Members

John Barlow, MP Foothills

Roger Reid, MLA Livingstone-Macleod

Mark Kamachi, Creative Director AdMaki Advertising; Councilor Rocky View County

Carrie Fischer, Operations Manager for John Barlow MP Foothills

Angela Groeneveld, Business Consultant, Emerge Agency; Business and Economic Development Manager, Town of Okotoks

Jayme Hall, Executive Director Okotoks Chamber of Commerce

Alex Zabel, Policy Coordinator, Okotoks Chamber of Commerce

Sam Schofield, President Pincher Creek Chamber of Commerce

Corinne Finnie, Transformation Strategist, 29° Institute

Randea Prince, Coordination, 29° Institute

Mission:

To support the business community throughout the journey of the COVID-19 pandemic.

Approach:

This will require a collaborative strategic direction for all stakeholders throughout the Foothills region. We are stronger and more impactful together. The taskforce will aim to address the unique challenges that this crisis has imposed on not only the individual businesses but also local and regional business communities.

Ecosystems – Stronger Together

Goals:

- Engage with businesses to learn how to best meet their needs in a timely and efficient manner.
- Build capacity in the stakeholder group for a sustainable ecosystem.
- Present as a collaborative group to improve referral efficiency and effectiveness.
- Positioned as a support serving ecosystem for business community throughout the recovery of the business.
- Build relationships within ecosystem to ensure accurate information and strategies are shared with business owners and industry sectors.
- Collaborate cohesively to offer guidance and recommend solutions to the Taskforce.

Lifecycle of a Business in Recovery – COVID-19 Stakeholder Contributions

Emergent Needs	Sustainability	Analysis	Recovery
<p>Mental Health</p> <p>Government program information – grants and bursaries (free money)</p> <p>Connections</p> <p>Engagement</p> <p>Business Coaching</p> <p>Consistent and timely information</p> <p>Information gathering</p> <p>Information sharing</p> <p>Communication strategy</p> <p>Advocacy</p> <p>Collaboration on grants as they come out – decision making who leads – MOU’s and letters of support</p>	<p>Mental Health</p> <p>Government program information – deferred money and forgivable loans</p> <p>Connections</p> <p>Engagement</p> <p>Diversification</p> <p>E-commerce training</p> <p>Business Sustainability and Recovery Program</p> <p>Supporting open businesses (list of who is open)</p> <p>Collaborations</p> <p>Communication Strategy</p> <p>CRM system implementation – Pulse Check</p> <p>Advocacy</p>	<p>Mental Health</p> <p>Business Coaching</p> <p>Financial Coaching</p> <p>Difficult Business Decisions (Contraction levels)</p> <p>Diversification business plans</p> <p>Business Sustainability and Recovery Program</p>	<p>Loans</p> <p>Business plan refresh</p> <p>Business community and stakeholder engagement</p> <p>Ecosystem leading recovery – events, messaging, networks, collaboration with municipality</p> <p>Consistent and timely information</p> <p>Economic environment data to drive strategic business decisions</p> <p>Marketing strategy</p> <p>Pulse Check</p> <p>Advocacy</p>

Ecosystem Preparedness

1. Consistent and timely communication to business community.
2. Authentically inclusive.
3. Understand your ecosystem contributions and gaps**
4. Stronger together - not just a slogan.
5. Regular meetings and discussions with everyone.
6. Get out of your current comfort zone.
7. Remind each other about the importance of alignment.

Taskforce Next Steps

- Set up of website
- Compile and organize resources – Federal, Provincial, Foothills region, private enterprise
- Connect ecosystems in each community
- Creation of Taskforce team
- Data collection and analytics – micro and macro; industry sectors
- Business Sustainability to Recovery Program (online)
- Regional Mental Health Initiative
- Co-op or Foundation establishment (TBC)

For support to set up your business community ecosystem, align with your municipal government business disaster recovery plan or create an approach for communication between government and the business community, please contact Corinne Finnie.

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