

ECONOMIC RECOVERY PLAN

COVID-19 (August 2020)

Municipalité de
RUSSELL
Township

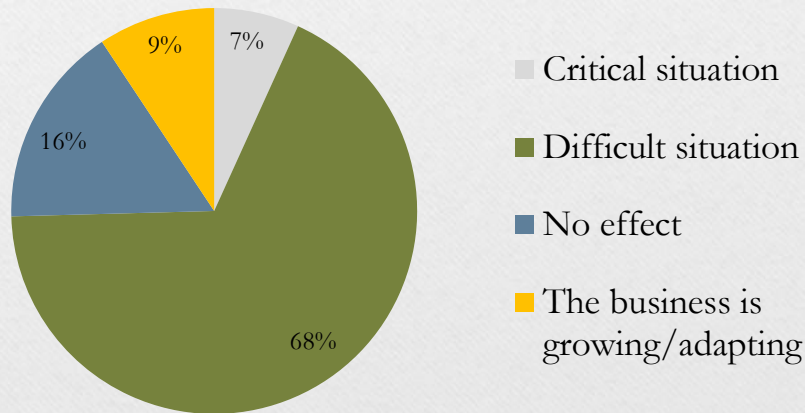
Goal

- The Department of Economic Development has created this document which will act as a resource for the Russell Township business community. This plan will serve to guide us in the local economic recovery. Since the current situation of the COVID-19 pandemic is changing daily, the actions we will take to support local businesses will be reactive and adapted. This work guide will help boost the economy to ensure economic growth in the business sector.
- Being the main economic engine of our community, local businesses need support and our department is ready to develop new initiatives in order to get through this difficult period together.

COVID-19 Impacts (Survey #1)

- In order to better understand current business needs and all the challenges encountered in accessing assistance related to COVID-19, we invited all businesses located in the Township of Russell to complete a survey between April 22 and May 3, 2020. After analyzing the results obtained from 118 companies, we were able to develop this recovery plan.

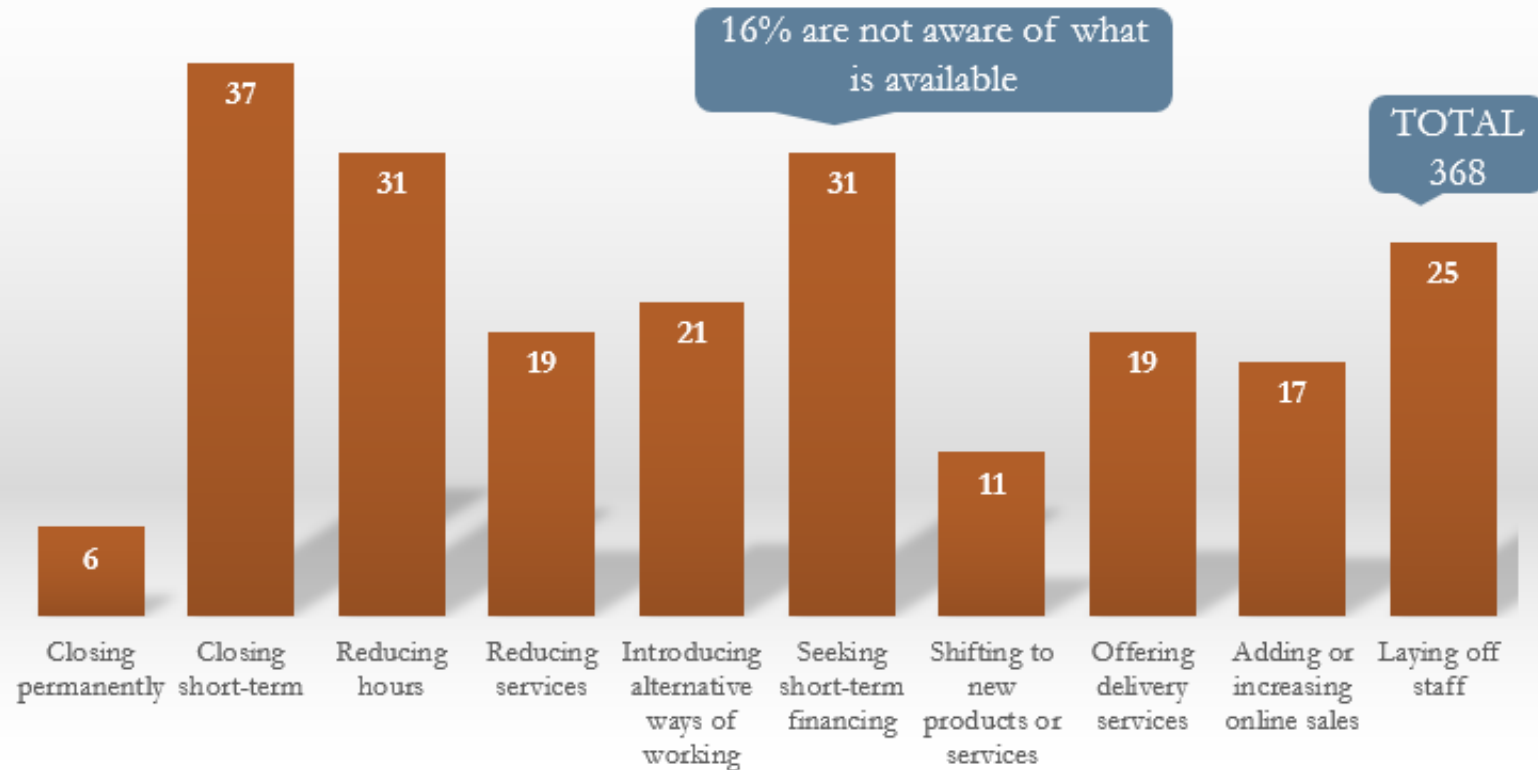
The impacts of COVID-19 on local businesses



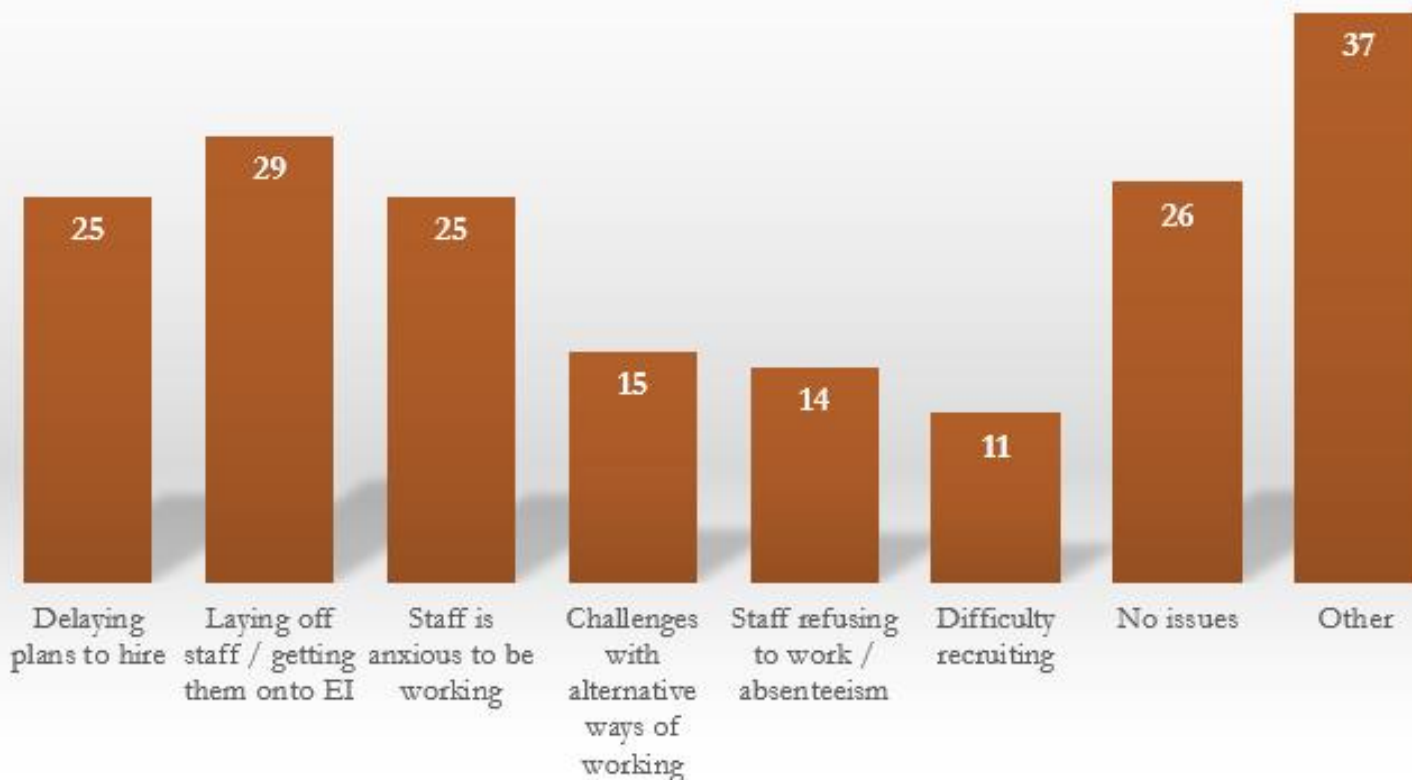
How are businesses adapting?

- Online sales
- Delivery services
- Increase workforce
- Increase in supplier orders

What are businesses that are negatively affected by COVID-19 doing to address the situation?



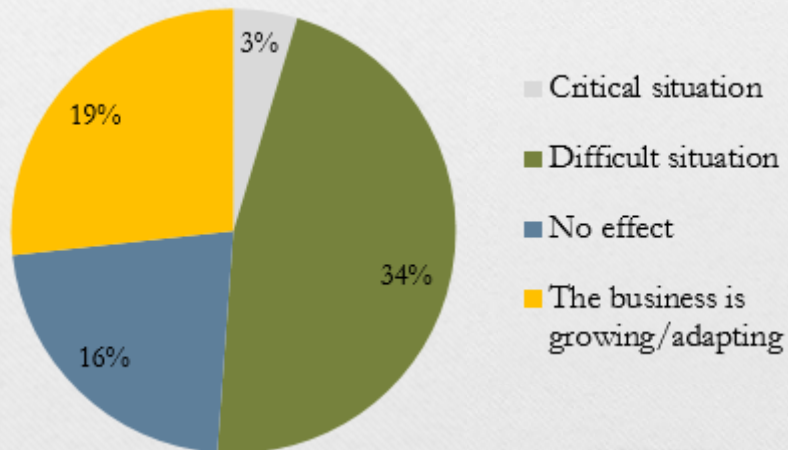
*Problems or challenges faced with the workforce due to
COVID-19?*



COVID-19 Impacts (Survey #2)

- Between July 8 and 15, the eight municipalities in the UCPR shared a second survey to businesses which served to help us evaluate the evolution of the impacts of COVID-19 on Prescott and Russell businesses since May. 64 of the 279 responses came from businesses in the Township of Russell (23%). Here are the results of the respondents from our municipality only:

The impacts of COVID-19 on local businesses



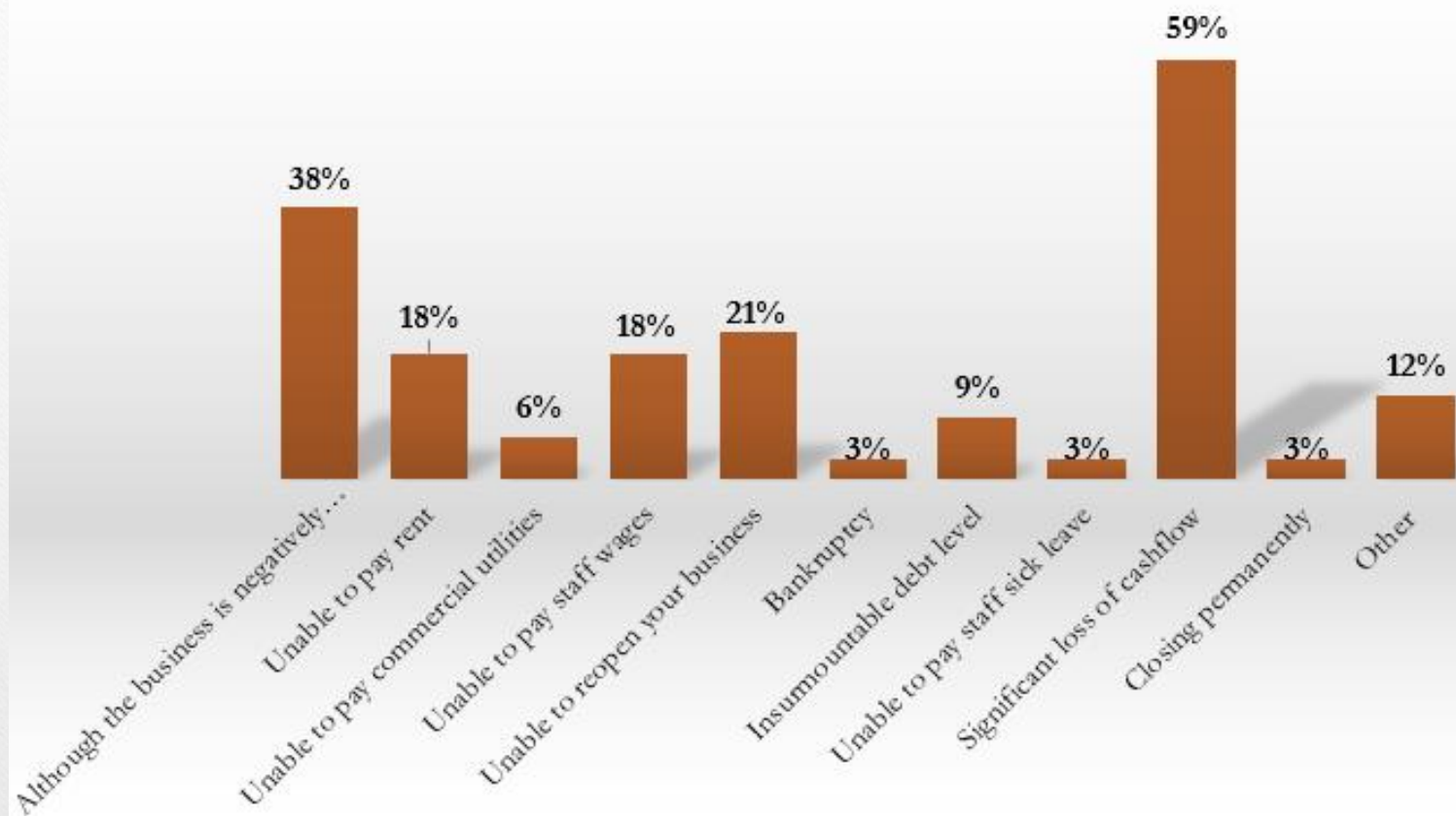
How are businesses adapting?

- Online sales
- Alternative working methods
- Increase in supplier orders
- New products/services

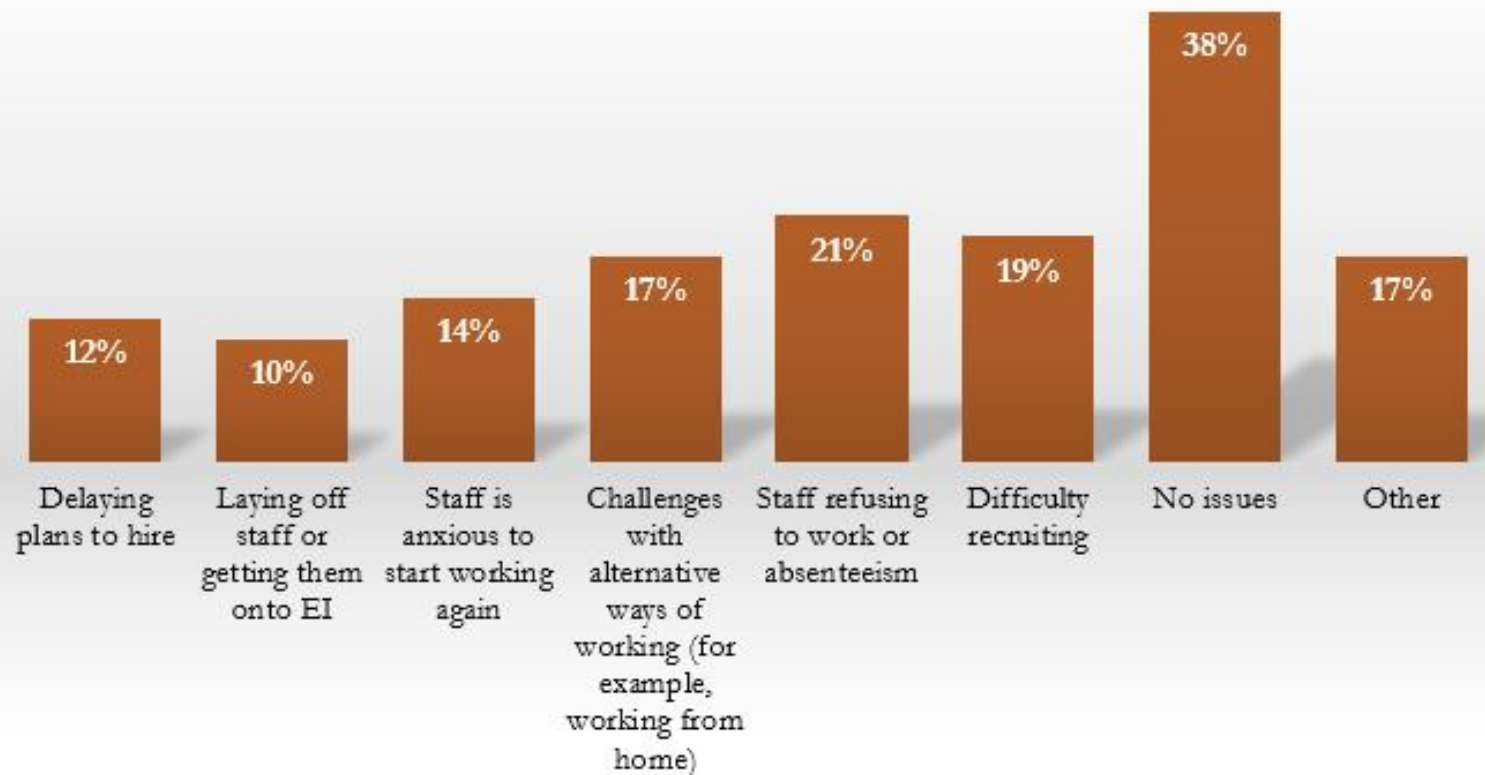
What are businesses that are negatively affected by COVID-19 doing to address the situation?



Please indicate the risk your business is facing presently



*Problems or challenges faced with the workforce due to
COVID-19?*



Initiatives to Counter the Effects of COVID-19

SHORT TERM

Support and equip existing and start-up businesses to reduce the impacts of COVID-19 on businesses and ensure their survival.

MEDIUM AND LONG TERM

Develop and promote local initiatives aimed at restarting the economy.



SHORT TERM

INITIATIVES TO SUPPORT AND PROVIDE TOOLS TO BUSINESSES

Weekly meetings with regional players in economic development to be knowledgeable of all programs and initiatives	Distribution of a local and regional survey and analysis of these to understand current needs
Updating lists of businesses who are open and promotion of those lists	Pop-Up Patio Program to support local restaurants
Weekly emails to local businesses regarding new resources available	Creation of posters to reduce the spread of COVID-19 in businesses
Implementation of campaigns to promote local shopping behavior (positive signs for shop windows, Mother's Day and Father's Day, etc.)	Creation and promotion of a new page on our website which lists important resources with direct links
Promotion of the Virtual Farmers Market run by the EOAN to service producers in the region	Information research to answer questions from existing and potential new businesses

MEDIUM AND LONG TERM

INITIATIVES TO RESTART THE ECONOMY

Weekly meetings with regional players in economic development to be knowledgeable of all programs and initiatives	Distribution of a new survey to understand the needs of entrepreneurs after the pandemic
Review the Economic Development Strategic Plan and adapt it to new realities to ensure good local economic growth	Implementation of targeted programs and initiatives for the <u>sectors most affected</u> by COVID-19
Continue promoting local shopping behaviour (campaigns, business profiles, new project/activity)	Restoring consumer confidence, especially tourists, through coordinated marketing and communications
Support training in the use of new technologies and become partner in the Prescott and Russell SME eBusiness Grants Program.	Information research to answer questions from existing and potential new businesses
Continue to interact with local businesses to adapt initiatives to meet local needs	Complete and promote the Community Improvement Plan to encourage investment in the community

Contact Information

- We are available to assist you in your economic recovery.

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