

Focus Area	Tasks	EDT role	Timeline
Marketing / Advertising	<p>Create working group of:</p> <ul style="list-style-type: none"> 1 rep from a BIA 1 rep from a Chamber 1 BDPAC member EDT staff GEBC Staff 1 Business representative <p>Group is to develop strategy around how to advertise/market, including:</p> <ul style="list-style-type: none"> Positive “open for business” messages/articles/blog posts Assurances to public that highlight the measures our businesses are taking to protect you (the shopper) and staff New ways businesses are offering services – e.g. “making it easy for you the consumer” Promotion of a buy /support local program Collaborative marketing program/shared costs between County, GEBC, SWOTC and Business Owner Development of a Haldimand Business Facebook Page 	<p>-Create committee</p> <p>-Chair meetings / facilitate discussions</p> <p>-Pull together information and help produce messaging</p> <p>-Develop complementary County marketing campaign (e.g. shop local, local business profiles) and message through extended social media reach, etc.</p> <p>-Support BIAs, Chambers in creating their own campaigns</p> <p>-would like to approach Chambers about redirecting their student funding to support marketing.</p>	<p>Immediate (next 30 to 60 days)</p> <ol style="list-style-type: none"> 1. Outreach to partners to sit on Marketing Committee 2. Coordinate a kick-off meeting with committee by June 19 to develop a marketing campaign and roll-out 3. EDT staff to finalize marketing campaign based on committee input and circulate to committee for approval 4. Initiate a Haldimand County Business Facebook Page to promote local business 5. Identify potential sources of revenue for marketing campaign (redirect Chamber Student Funding, EDT promotional funds, SWOTC, GEBC) <p>Medium (next 60 days or sooner)</p> <ol style="list-style-type: none"> 1. Launch the marketing campaign that focuses on supporting and promoting local business (all sectors), monitor/share on social media 2. Establish a collaborative marketing program with businesses and implement
Resources / information provision to local business	<ol style="list-style-type: none"> 1. Develop resource list that is easy to use and applicable for local business, including: <ul style="list-style-type: none"> How to/where to source PPE How to obtain contagion free certification How to navigate/apply for grants, loans and other supports (requires significant research by staff) 2. Develop a forum for businesses to discuss / share information and experiences that work for them in terms of changes to operations, approaches to customer/staff safety, etc. 	<ol style="list-style-type: none"> 1. Lead in terms of research and putting together listing and communications on same 2. Lead in setting it up through HBN (or other), promoting it to business community and then allowing businesses to take it over from there. 	<p>Immediate (next 30 to 60 days)</p> <ol style="list-style-type: none"> 1. Outreach to local businesses to develop a list of businesses that provide PPE, can help install barriers etc. 2. Research Contagion Free Certification and determine feasibility of use for local businesses 3. Update Business Haldimand Website on available business resources. 4. Host a virtual meeting with HBN to discuss establishing business forums via virtual conference calls, key topics and promotion of these forums/webinars 5. Research best options to hold forum i.e. uber conference or zoom etc. <p>Medium (next 60 days or earlier)</p> <ol style="list-style-type: none"> 1. Coordinate opportunities for businesses to connect and share resources and ideas.
Outreach to local business	<p>Customized BR&E program to:</p> <ul style="list-style-type: none"> Understand which businesses are not reopening or having challenges in reopening Determine what can be done by County staff and / or connect business owner with the right resources / information that could assist in resolving their issues Assist business in adoption of new technology to help to strengthen/protect their business from further disruption Look at the possibility of creating a Haldimand Shopify Community for businesses to participate in Provide webinars/educational opportunity for businesses 	Lead	<p>Immediate (Next 30 to 45 Days)</p> <ol style="list-style-type: none"> 1. Create lists of businesses to be contacted – should try to call as many businesses as possible in a short time 2. Develop a standard short questionnaire in Executive Pulse to track responses. Key questions – are you open or do you plan to reopen – what are your biggest challenges and concerns <p>Medium (Next 60 days or earlier)</p> <ol style="list-style-type: none"> 1. Review online shopping options such as shopify and explore options for a similar opportunity for Haldimand business. Consider partners, lead project manager and other key operational items
Regulation/program enhancements	CIP program change – investigate if can be enhanced to include C-19 business adjustments (physical in particular – plexi-glass)	Lead	<p>Immediate (Next 30 to 45 days)</p> <ol style="list-style-type: none"> 1. Research other municipalities that have adjusted their CIP program to support COVID-19 related improvements and determine options. Investigate what is permitted through the Province (MMAH) 2. Prepare Council report to allocate \$25,000 from annual CIP program to cover costs for physical business improvements as a result of COVID-19 3. Promote availability of funds to business community through media release, social media, EDT newsletter etc.