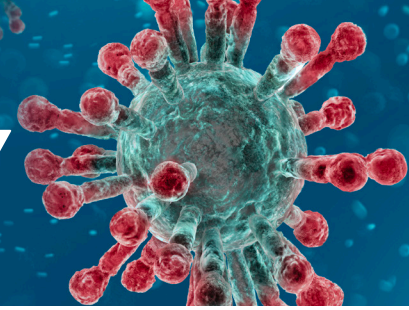




COVID-19 BUSINESS SURVEY ACTIONS



WE ARE LISTENING TO OUR BUSINESS COMMUNITY

Actions taken based on previous survey results March to September 2020

The COVID-19 Business Impact Surveys undertaken by the County of Simcoe's EDO and Tourism Simcoe County, in partnership with our member municipalities, the cities of Barrie and Orillia, identified key areas of support needed by local businesses: Access to Funding (grants/financial assistance) and Financial relief (tax relief/deferrals), Access to Information and Resources (incl. PPE supplies, health and safety), Marketing and Promotion support, and Access to Broadband Infrastructure. Data as of August 31, 2020.

Funding Support / Relief

- Supported County and municipal tax relief and deferral measures
- Advocated to the federal and provincial government for program changes to address gaps
- Introduced Directory of Covid-19 funding programs and resources
- Promoted \$3.4M Regional Relief and Recovery Fund



3,946
VISITORS TO
RESOURCE
PORTAL



604
PARTICIPATED IN
ASK AN EXPERT
SESSIONS

Access to Resources and Information

- Covid-19 Business Resources Portal had 3,946 visits
- Provided 610 Covid-19 business support updates through social media to 4,245 followers
- Produced four videos to promote local PPE manufacturers and resources for purchasing PPE and partnered to host a virtual Pivot Point event for 120 participants
- Launched Work in Simcoe County jobsite (9,889 job postings, 66,464 page views June to August)
- Organized six Ask an Expert Series sessions for businesses to get expert advice for 604 attendees
- Organized four manufacturers roundtables to share best practices with 71 attendees



SHOP LOCAL
DIRECTORY
▶ 404 PROFILES
▶ 60K VISITORS
▶ 118K VIEWS

Marketing Support

- Supported 80 businesses gaining online presence through introduction of Digital Service Squads
- Introduced shop local program and directory

Access to Broadband

- Collaboration with Western Ontario Wardens' Caucus to advance with Southwestern Integrated Fibre Technology Inc. projects and improve Internet connectivity
- Continued advocacy to federal and provincial governments for funding to address broadband infrastructure gaps

\$28M
TOWARD
BROADBAND

