

Economic Support & Recovery Task Force

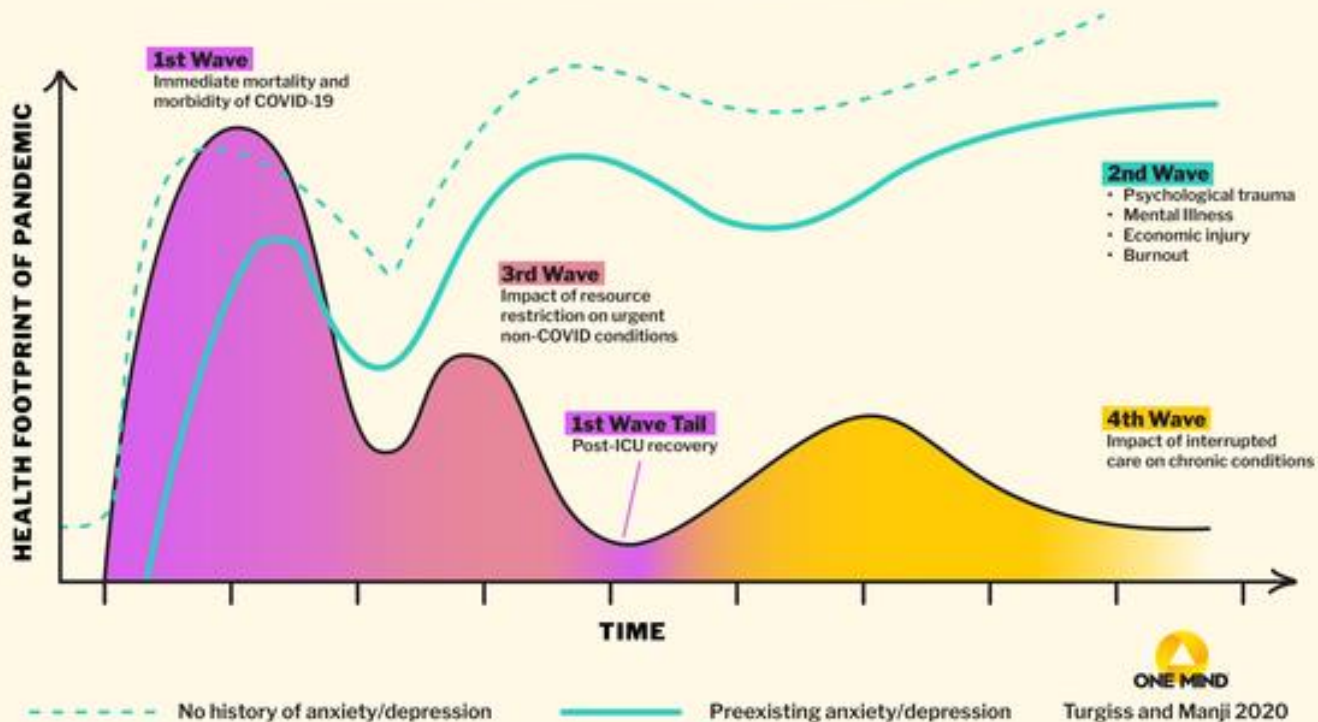
Suggested Action Items

May 19, 2020



BROADER COMMUNITY IMPACT

COVID-19 IMPACT TIMELINE



PHASES OF THE CRISIS

- **Phase 1. Urgent Health Crisis** – Lockdown and disease control phase
- **Phase 2. Stabilization** – Getting back to business (our task team's immediate focus)
- **Phase 3. Recovery** – Open for Business. Assess the new business environment and how to promote Collingwood (our task team's longer-term focus)



PURPOSE & PROGRESS

Purpose:

- *To work with Council and the community to improve the resiliency & sustainability of businesses in our Town during and post COVID-19.*

Progress:

- Detailed proposed projects for 6 Action Teams across 3 themes

Extend Business Support

- **Local Economic Metrics Dashboard**
- **Business Support & Recovery Services**

Relaunch Economy

- **Business and Tourism Re-launch Marketing**
- **Community Re-launch Events**
- **Shop Local Incentive**

Social Services Support

- **Coordinate & Support Social Services**

ACTION TEAM 1 - METRICS

- Objective: Local Economic Metrics Dashboard
 - Build metrics to measure our success / impact of our initiatives - focus on the critical few. Support it with a dashboard. Set a target(s).

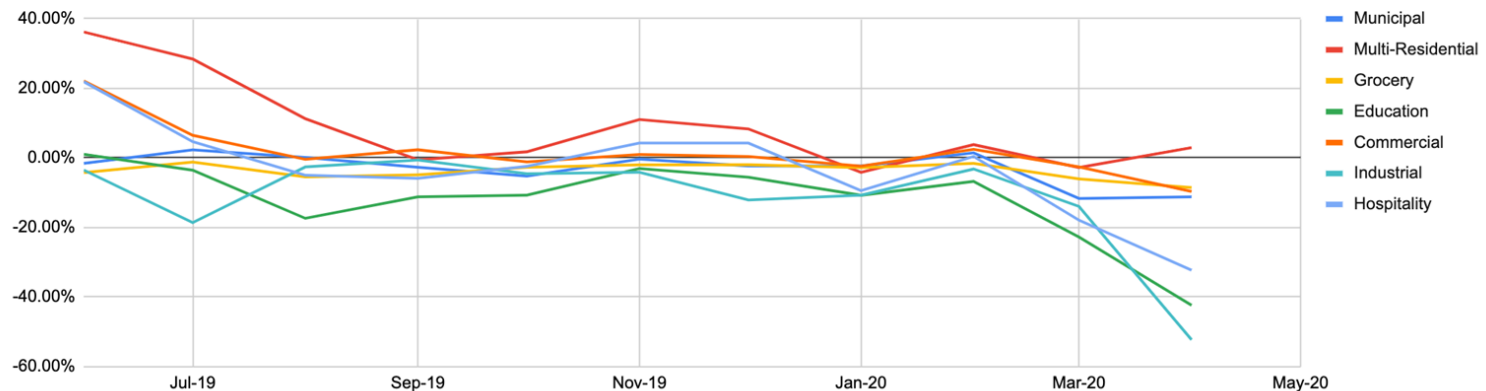


ACTION TEAM 1 - Metrics

Example of Hyper Local Economic Insights for April

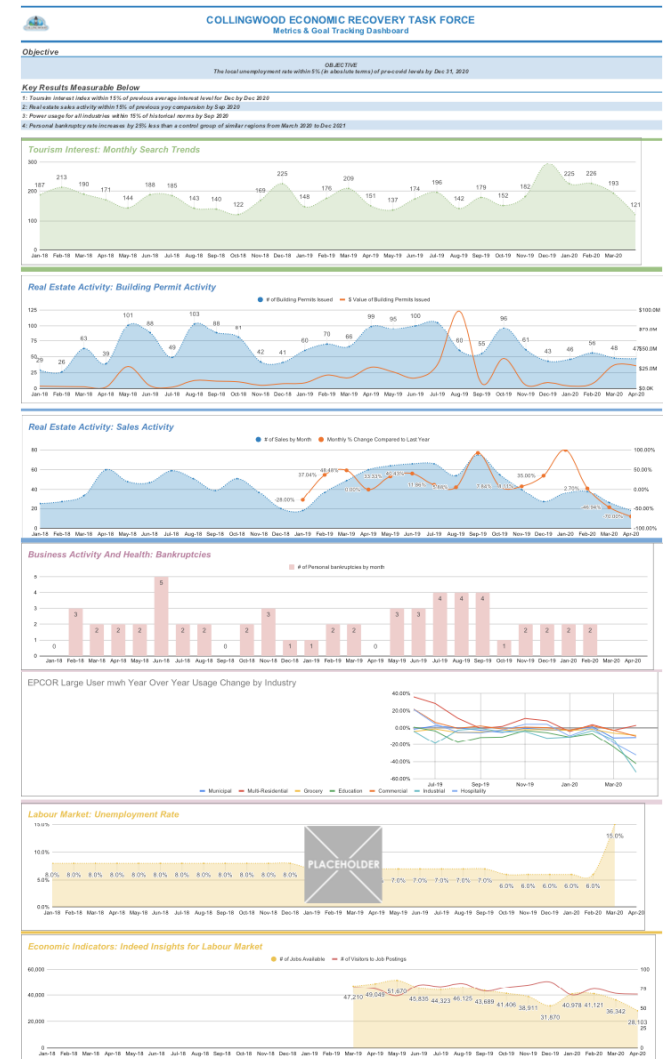
- 70% Drop In Real Estate Sales Activity
- 28.5% drop in local Jobs Available (indeed)
- Reduction in Year over Year Power Usage by Industry:
 - -52% Industrial
 - -42% Education
 - -32% Hospitality

EPCOR Large User mwh Year Over Year Usage Change by Industry



ACTION TEAM 1 - Metrics

- Projects / Recommendations
 - Develop & maintain regular dashboard (macro & micro)
 - Source local unemployment data, tourism traffic
 - Recommend to Council a Liveability/Wellness Index
 - Support regional Employer and Employee surveys
 - Conduct 3rd annual Collingwood Business survey modified for COVID
- Dependencies:
 - BDC partners, survey sharing with other business associations, Simcoe and Grey County, other regional municipalities



ACTION TEAM 1 - Metrics

- Benefit - Ability to make data driven decisions
 - Monitor the pace of local recovery monthly
 - Understand which segments of the local economy are struggling and need additional help
 - See leading indicators for the local economy (online interest in Collingwood, jobs available)

“Most of the world will make decisions by either guessing or using their gut. They will be either lucky or wrong.” - Suhail Doshi



ACTION TEAM 2

Business Support & Recovery Services

- Objective:
 - Ensure businesses have access to the appropriate Government funds and seek collaboration efforts with business associations to deliver this.
- Projects:
 - Promote Covid-19 Business Recovery resources online and at BDC
 - Small Business mentorship and digital service squad expansion/extension
 - Business support "Roundtable" with bi-monthly "Team of Team" huddles
 - Sourcing PPE resources for businesses
 - Investigate Collingwood Investment Fund to match businesses and investors
 - **Conduct survey of BIA businesses with broader Collingwood. Business survey**
- Dependencies:
 - BIA, Chamber of Commerce, Georgian Triangle Development Institute, South Georgian Bay Tourism Association, other business support groups, 211

ACTION TEAM 3

Business & Tourism Re-launch Marketing

- Objective:
 - Drive a long-term marketing / promotional plan that compliments our strategic plan to ensure Collingwood remains a top-of-mind 4 season destination and helps get broader tourism dependent sectors "Back to Business".
- Projects:
 - Guidelines, recommendations & advice for businesses
 - Develop marketing campaigns to Shop Local & Visit Safely
 - Drive tourism strategy as important part of economic growth strategy
 - Hire Ambassador/co-ordinator for implementation & outreach management
 - **Work with South Georgian Bay Tourism on their Recovery & Resiliency Development Plan**
- Dependencies:
 - BDC, BIA, South Georgian Bay Tourism Association, Chamber of Commerce

ACTION TEAM 4

Community Re-launch events

- Objective:
 - Strengthen and leverage the cultural fabric of the community as a healing agent and inspiration for economic resurgence with low cost high value events.
- Projects:
 - "SGB Festival for Canada" virtual concert and Front Porch Performance & Promotion
 - Virtual series: "L&O Spotlight", Performing Arts "The Stage Door", "RE-Event" listings with 3rd party event organizers
 - "Collingwood Art Crawl"
 - "Walk This Way" Collingwood Virtual Downtown Discovery Tours
 - Modified BIA events: "Keys to Collingwood", Farmers Market/Thanksgiving, "Christmas Starts in Collingwood"/Santa Claus Parade
 - Evaluate any downtown street closures as part of specific event planning process
- Dependencies:
 - PRC (Staff Report due June 1), Marketing & Business Development, BIA, Community Organizations, regional tourism partners

ACTION TEAM 5

Shop Local Incentive

- Objective:
 - Drive traffic and sales into local businesses- retail stores and services- while at the same time putting cash into the hands of local residents
- Projects:
 - Announce and get businesses to register with service provider
 - Distribute a high value cash incentive via cheque, coupon or pre-loaded card to every household in Collingwood.
 - Can be spent at any Collingwood businesses who registers
 - Advertise participating retailers and any other incentives they are combining with this promotion
 - Measurement of: redemption, survey of business post-promotion
- Dependencies:
 - Treasurer and Purchasing, BDC, BIA, Chamber of Commerce, Communications

ACTION TEAM 6

Coordinate & Support Social Services

- Objective:
 - Access to resources that enable people to support one another, increase control over their health and build an equitable, vibrant and economically prosperous community.
- Projects:
 - Coordinate a Roundtable of Social Service organizations regularly
 - **Build a Health & Social Service action plan to guide program funding**
 - **Support** establishment of a Collingwood Foundation to help fund community-focused initiatives.
 - Assist in the coordination of PPE supply-demand efforts
 - Support 'Collingwood Together' Social Service Platform
- Dependencies:
 - Health and Social Service Organizations, PRC, Optimist Club, BDC (for not-for-profits seeking financial guidance), Rotary Club, 211

Next Steps

- Today- Perspective and identification if there are items upon which Council requests further information or analysis
- Any suggestions or comments from the Public can be submitted by email to dobusiness@collingwood.ca
- May 25- Request for support of most critical projects
- June 15- Request for support of other projects

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