



COVID-19 Community Economic Response Team

Terrace business support agencies work together in response to COVID-19

COVID-19 continues to affect businesses of all types, and no business is immune to the new challenges we are all facing. On the federal, provincial, and community levels, a variety of supports have already been established to assist businesses in these complicated times.

To respond to local business needs and help businesses navigate through and make use of available opportunities, the City of Terrace established a community economic response team with the Terrace and District Chamber of Commerce, Community Futures 16/37, Kermodei Tourism, and the Regional District of Kitimat-Stikine, with input from the Terrace Downtown Improvement Association.

The team is currently focused on three areas:

1. **Local listening:** gathering information from local businesses about the resources and information they need to weather the economic impact of COVID-19. A [local survey](#) was sent out via several social media and digital channels, and other provincial-level surveys inform the group of the provincial scale of effects.
2. **Information sharing:** the team is in constant communication with the business community and with each other to ensure all organizations have the best, most up-to-date information from their respective sources that they can share with their respective audiences. This includes:
 - a. Sharing the newly available federal and provincial resources through various channels as they are announced.
 - b. Using the information from the local survey to share how customers can continue to support their local businesses through modified means of purchasing goods and services.
 - c. Gathering local experts to be a familiar face for explaining available supports with the business community.
3. **Advocacy:** the team members are connected to provincial- and federal-level bodies in the ears of the higher levels of government, including a direct link to the Provincial government. The challenges and concerns from the local business community are communicated up these channels to help advocate for the local business needs in Terrace.

Businesses are encouraged to fill out the survey. They can also visit <https://www.terrace.ca/covid19/biz> or contact any member of the team for more information.

Quotes:

“As information, resources, and local business needs change, our team is quick to adapt to help where we are needed most.” – Carol Leclerc, Mayor, City of Terrace

“Instead of working individually in small teams, we’re working together to share the workload and make sure the whole business community in Terrace has the opportunity to learn about the resources

available to them and have their voices heard by different levels of government.” – Tom Keller, President, Terrace and District Chamber of Commerce

“I’m happy with how quickly we came together and started working as one team to help our local businesses. What we do now will help reduce the level of recovery efforts needed in the future.” – Liz Smaha, Executive Director, Kermodei Tourism

“As representatives from municipal and regional economic development, tourism development, and small business development, it made sense for us to collaborate to help us better understand the needs of businesses in Terrace. I hope the collective effort of our organizations continues into and beyond the recovery effort so we can ensure that we are all better prepared for this kind of crisis in the future.” – Aleksa Havelaar, Business Development Officer, Community Futures 16/37

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