



## ECONOMIC RESPONSE TEAM WINS PROVINCIAL AWARD

### *Shop Local Passport campaign presented with Economic Recovery and Resiliency Award*

The BC Economic Development Association (BCEDA) named the City of Terrace and its partners as a winner of the Economic Recovery and Resiliency Award in the under 20,000 population category for the Shop Local Passport program.

The BCEDA presented the award at its annual awards ceremony on March 11 as part of its 2021 Economic Summit. New for 2021, this award category included submissions for programs, activities, and projects that represent a successful recovery initiative from natural and man-made disasters, including COVID-19, as well as submissions that represent replicable measures undertaken to promote long term resiliency and/or sustainability from future disasters.

The Shop Local Passport, which ran in late 2020, was an effort organized by the Terrace and District Economic Response Team, made up of the City of Terrace, Kermodei Tourism Society, Terrace and District Chamber of Commerce, Regional District of Kitimat-Stikine, and Community Futures 16/37, with additional support from the Terrace Downtown Improvement Area Society. It was aimed at incentivizing local shopping and encouraging residents to make an extra effort to support local businesses as they recover from the ongoing direct and indirect effects of the COVID-19 pandemic. A collaborative effort, the program was well received by both the business community and local consumers and produced positive results.

“It’s great to see recognition for something that’s truly a reflection of how our community came together—we worked with our partners to promote the local businesses, the businesses supported each other, and the community made sure to shop local however they could. It was really heartwarming to see how resilient our community is in challenging times.” – Carol Leclerc, Mayor, City of Terrace

“Over the last year, the collaboration between our organizations to help the local business community discover ways to survive and thrive during the pandemic has been rewarding to watch. Learning the Shop Local Program received recognition for this joint initiative provincially confirms that as a community, we are stronger together when we support each other.” – Tom Keller, President, Terrace and District Chamber of Commerce

“This award is a tremendous honour for our community. I am especially proud of our team at Kermodei Tourism as they continue to find innovative ways to collaborate with our stakeholders. The success of this initiative also speaks to both the quality and diversity of our local business community.” – Brian Niska, Chair, Kermodei Tourism Society

**FOR IMMEDIATE RELEASE**

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