



TIP SHEET

COMMUNITY ECONOMIC RESPONSE & RECOVERY PLANNING

SEDA will continue to provide you with as many resources as possible, in what will likely be a long economic recovery. The tips below are designed for various phases of recovery from the impact of this pandemic – some are immediate and some you would implement once the declaration of the pandemic has been removed.

As always personal safety comes first and we encourage you to be aware of how you feel and how others around you feel. Without you the following can't be implemented. We also recognize that you have to look after everyone, not just businesses. Some of these tips are to help you do both.

Refer to www.saskresilience.com as your resource for current updates, tools and resources. The SEDA office is available for one on one coaching. Email seda@seda.sk.ca or call 306-384-5817.

1. **Increase the activation level of your EOC.** Depending on outbreaks you may need to bring your Emergency Operations Centre (EOC) to full activation if you have not done so already. Be prepared for this.
2. **Establish an Economic Response & Recovery Team.** This team can take responsibility for a number of the suggested action items on this list.
3. **Build/update your database of local businesses.**
4. **Engage in outreach to local businesses.** Distribute an impact survey and follow-up on immediate needs. It will take a 'community' to restart and retain businesses and restart the local economy. A local team is required to support businesses in the short term and throughout the recovery process. SEDA has an active survey online that may be used. All requests for follow-up will be referred back to local municipal staff. There are several DIY surveys available to adapt as well. Access these surveys at www.saskresilience.com
If email addresses are not available, telephone each business or use social media or radio/newspaper to have them contact your office/team. Establishing a local Economic Response hotline is another option.
5. **Maintain a list of businesses open and what services/products they are providing.** Make this available to the public.
6. **Develop action plans around the needs of local businesses** (as determined from your outreach). Here are some potential action items:
 - a. Establish a "support local business" program: Many small entrepreneurs are either already struggling or will be struggling during these times. Remember even some of the franchise businesses in your community are local entrepreneurs. These are not

corporate owned businesses but usually owned by someone who took a risk. Local Government can also establish a shop local first procurement program to make sure any supplies are purchased locally where possible.

- b. Talk to your local financial institutions: Many financial institutions will defer loan payments but more may be required in the days ahead(e.g.: waiving of payments in entirety for a period of time).
 - c. Encourage businesses to establish a barter-pay exchange to exchange products and services.
 - d. Technical Assistance. Seek out professionals who will donate consulting to businesses in need. Local businesses will need to realign their financial modeling and business plan. Examples of professionals are accountants, management consultants, legal professionals.
 - e. Supply Chain. If local businesses have current challenges in accessing materials, assist them in troubleshooting by seeking out other suppliers in the province and Canada.
 - f. Encourage businesses to form alliances to work together strategically. Examples are group purchasing or collective marketing.
 - g. Remind businesses to check with their insurers. Many policies are void if businesses do not operate for a certain period of time.
 - h. Waive home business bylaws for an indefinite period of time.
 - i. Defer and/or or waive property taxes, utilities and business licensing. Encourage provincial utilities to do the same.
 - j. Prepare to fast track building permits to support the restart of the economy.
 - k. Be ready to establish local investor groups to invest in existing businesses and/or to start new enterprises in order to retain essential services/products in your community.
7. **Stay on top of consumer trends.** Consumers are shopping online (they are bored) as well as seeking online entertainment and edutainment. Tourists will be seeking safe vacations and activities via automobile. Plan now to ensure your local amenities are safe and appealing. Realign marketing efforts in view of consumer's new priorities.
8. **Include the aforementioned action items and other strategies in an Economic Recovery Plan.** Establish strategies now to restart the economy. Building a strong regional economy is suggested to offset shocks to your economy should another pandemic or business interruption occur. Community based investment will likely be necessary in order to retain local enterprises. New protocols for public spaces, gatherings and tourism businesses such as hotels, museums etc will need to be in place.
9. **Establish clear communication protocols:** It needs to be very clear who is in charge of all communications regarding the steps being taken to ensure the safety of local residents and businesses. Weekly video messages from the Mayor or other officials might be considered.
10. **Expand your volunteer network:** You can't do this alone and in some cases those that you have designated as being part of your EOC will not be in a position to help. Issue a call for volunteers and ask them in what areas they may be able to provide assistance. Simple things like even delivering groceries to those under self-quarantine can be perhaps best handled by volunteers.

11. **Ensure you have a Referral Network in place to support all sectors of the community.** This should include government agencies, industry organizations, financial and business support organizations.
12. **Establish Community and Business Transition Centres:** Depending on the size of your community, a centralized centre may be effective and viable. The centre can provide information on the coronavirus, the current response from local and other levels of governments, other resource providers like Community Futures, Chambers of Commerce, etc.
13. **Do not forget other disasters may happen:** While no one wants to be hit with multiple disasters we can't ignore the fact that other disasters may happen at any time. Floods, forest fires, and other natural or manmade disasters may occur without notice and we need to be ready if that happens. Expanding your volunteer network is critical at this time to make sure that you have the ability to manage whatever it is you may face. Take an inventory of what could potentially be needed for volunteers as soon as possible.
14. **Celebrate reopening's:** We will get through this. As Canadians, we have ways of bouncing back stronger and better than before. But we always shy away from celebrating our successes. Now is no better time to change that. As restrictions start to ease and businesses start to reopen, celebrate them with simple things like ribbon cuttings, a cash mob, or some other activity that ensures that they get the publicity they will need to bring consumers back. Also celebrate major companies reopening. It is critical in times like that to remember that every business in your community regardless of size is important.
15. **Host street parties:** Once you can begin to bring groups together again, host street parties in your commercial areas. Work now on establishing a committee of retailers and other businesses to start working on events that can be put together in a timely manner once all restrictions have been lifted.
16. **Support SEDA efforts:** If you can help SEDA keep communities informed, provide suggestions, or just help in sharing information please let us know. We will, to the best of our ability, continue to keep you informed, and provide tips and tools to help you manage and eventually recover from the current situation. Please feel free to reach out if you need anything.

Participate in our Community Resilience Webinar Series starting April 16, 2020.

Sincerely;

Verona Thibault
CEO