



May 12, 2020

Streaming Forward business program provides free toolkit to help Campbell River recovery

With the shock of COVID-19 changes wearing off and people planning for a new normal, the City of Campbell River is sharing strategies to help local businesses move into a recovery phase.

Launching May 12, *Campbell River Streaming Forward* online resiliency program will guide entrepreneurs through a restart phase. Building blocks include: how to assess current state and opportunities, creating a clear action plan, and tangible tools and resources to implement the plan.

"As an entrepreneur, I know the importance of having the information you need in difficult times to save or grow your business. This program gives practical step-by-step instructions to take control of your business's future," says Jamie Smith, Spring program manager and founder of THRIVE Art Studio.

Powered by Spring Activator and the City's economic development office, the online program is open to all Campbell River businesses. Join any time, at no charge, and access the program for the next 12 months. The design of the program allows people to access resources and tools relevant to their business. The program includes access to bi-weekly, live support sessions and a community of entrepreneurs sharing best practices and ideas.

"Entrepreneurs and businesses need a roadmap and tools to survive the recession and prepare to emerge on the other side thriving. Our resilience program is designed to reach the largest number of entrepreneurs possible, and provide the crucial framework necessary for increasing levels of tailored support necessary to overcome the crisis," says Keith Ippel, founder of Spring.

Says Mayor Andy Adams, *"COVID-19 is a new challenge for everyone. The City continues to provide our local business community the necessary resources to help us connect and support each other. The resiliency program complements a number of initiatives designed to keep Campbell River streaming forward."*

"The launch of this program is the beginning of the recovery wave for the local business community, and we're planning new initiatives coming up," says economic development officer Rose Klukas.

"Watch for unique shop local campaigns and more. Through our weekly business meet-ups, we will continue to listen and respond in innovative ways to meet local needs as much as possible."

The City's economic development office quickly moved to online meetings and support when local businesses were forced to change operations or close due to COVID-19. Weekly Zoom meet-ups with subject matter experts, tech tutoring sessions and connection with other Campbell River businesses are Wednesday mornings at 8 a.m.

Find information and past recordings of the Campbell River area weekly meet-up at:
<https://www.techatchery.ca/events>

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