



# COVID-19 Economic Response

#BRANTWORKS *Together*



# BACKGROUND



On March 16<sup>th</sup>, COVID-19 caused the County of Brant, provincial and federal governments to take quick action to protect the community from the spread of COVID-19. As a result, businesses across the province not deemed essential were required to close their doors or reposition their business to offer online and pick-up services. These regulations caused a massive disruption of the local economy and saw hundreds of thousands nation wide unemployed.

Since the onset of the COVID-19 pandemic, the Brant Economic Development and Tourism division has been working to limit the impact on the local economy. A major step in this initiative is the *County of Brant Economic Development & Tourism Divisional COVID-19 Response Plan*. This 5-phased approach guides the division in ensuring that Brant businesses are well supported and able to recover as quickly and as effectively as possible.



# Brant COVID-19 Economic Response Plan

## 5 Phase Approach



Phase 2

Sector Focused, Business Specific Support  
April 21-May 4



Phase 4

Business Recovery and Growth Support  
May 4 – July 21



Phase 1

Situational Impact Assessment  
March 16 – April 21



Phase 3

Business Reintegration Support  
May 4 – July 21



Phase 5

Preparedness and Mitigation  
Development  
July 21 - Ongoing



### Phase 1

Situational Impact Assessment

Total Actions Taken - 11



### Phase 2

Sector Focused, Business Specific Support

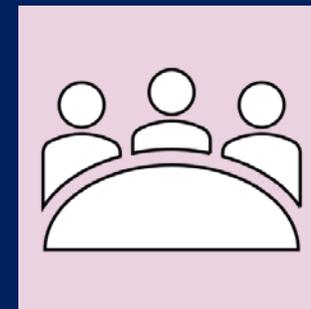
Total Action Taken - 5



### Phase 3 + 4

Business Reintegration Support

Total Actions Taken - 25

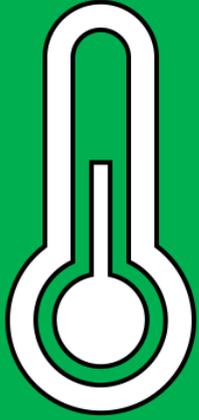


### Phase 5

Preparedness and Mitigation Development

Total Actions Taken - 10

## Phase 1



## Situation Impact Assessment

- 1 Actively Engaged with Network of Partners and Stakeholders to Establish Channels of Support & Information.
- 2 Recognized Essential Activities.
- 3 Critical Needs and Support Network Established.

# Actions Taken

i

Staff initiated the “Situational Update” platform/protocol to establish effective internal communication and record keeping.

ii

Built and launched the COVID-19 business response webpage and accompanying social media campaign called “#BrantWorksTogether” to establish consistent messaging and support to the Brant business community.

iii

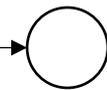
Conducted 2 COVID-19 business surveys to evaluate business needs and assess the current situation. Compared and shared survey results with surrounding municipalities via the Western Ontario Warden’s Caucus (WOWC)

iv

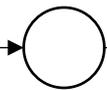
Pivoted Digital Main Street program to operate remotely and provide assistance to businesses looking to adopt new online technologies and grow their digital presence. Program also assessed the digital presence of 95 Brant businesses.



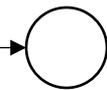
Phase 1



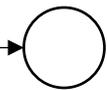
Phase 2



Phase 3



Phase 4



Phase 5

# Outcomes

i

#BrantWorksTogether webpage created with over 400 data points including funding information, industry specific resources and local agencies offering assistance. To date (August 17) the webpage has been viewed 4,062 times since launch.

ii

Brant COVID-19 Surveys received a combined 181 responses. The results of surveys were shared with WOWC to provide robust data to regional partners and compare impact across communities.

iii

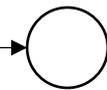
Through collaboration with key partners and stakeholders, County of Brant staff was able to advance the Agriculture sector through assisting with Temporary Foreign Workers, helping to develop a value added agriculture program in an effort to ensure food security.

iv

The Digital Main Street program effectively captured 66% of Brant Businesses digital presence and provides baseline assessments for second Digital Main Street application.



Phase 1



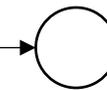
Phase 2



Phase 3



Phase 4



Phase 5

Phase 2



Sector Focused,  
Business Specific  
Support

- 1 Connected directly with local Brant businesses
- 2 Showcased open businesses online
- 3 Highlight Brant business excellence through challenging times

# Actions Taken

i

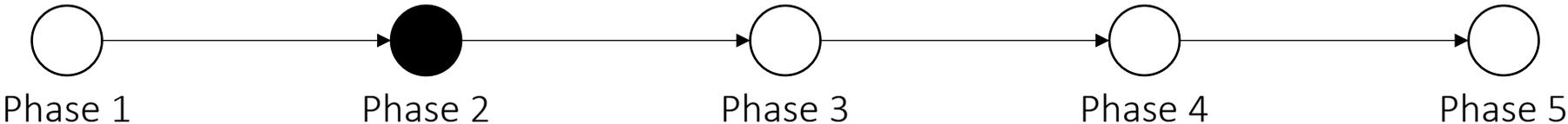
Staff initiated “sector specific support plan”, reaching out to businesses directly in 8 key sectors.

ii

Created a business resiliency map to inform the public of the operational services being offered by businesses to the public.

iii

County of Brant Staff captured local manufacturers whose operations were adjusted to fight COVID-19.



# Outcomes

i

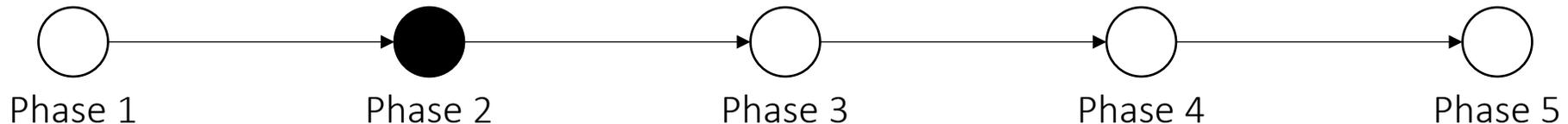
Brant Economic Development and Tourism staff through the Sector Specific Support plan connected with 200+ businesses across the County of Brant in all sectors.

ii

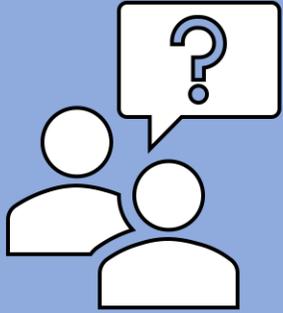
Brant Economic Development and Tourism in partnership with GIS team launched an online map with 101 businesses listed.

iii

Brant manufacturers were highlighted in the *Trillium Network for Advanced Manufacturing* as companies who are fighting COVID-19 in Ontario.



Phase 3



Business  
Reintegration  
Support

- 1 Align messaging with current climate of safety and supporting local.
- 2 Promote a hyper-local tourism strategy.
- 3 Support businesses as they safely re-open and return to operations.

# Actions Taken

i

County of Brant, leveraged *Canada Day House Party* to support local businesses re-opening and promoting supporting local business.

ii

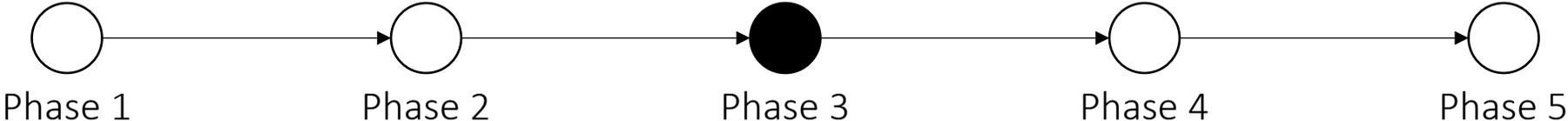
The County of Brant assisted the downtown Paris BIA in launching their directory website.

iii

The County of Brant launched the hyper-local campaign #LoveLocalBrant, a strategic pivot towards residents supporting local businesses and destinations while not actively marketing Brant to outside visitors.

iv

To support the #LoveLocalBrant campaign, the County of Brant applied for the Regional Relief and Recovery Fund to promote hyper-local tourism and market Brant to residents.



# Outcomes

i

18 businesses were promoted through [www.brant.ca/CanadaDay](http://www.brant.ca/CanadaDay) as places Brant residents can support while watching the stream.

ii

The Downtown Paris BIA business directory, which includes 100 businesses was completed and launched.

iii

As of September 1, [www.brant.ca/LoveLocalBrant](http://www.brant.ca/LoveLocalBrant) has been visited 350 times and the hashtag #LoveLocalBrant has been used 216 times from July 11 to August 25

(Source: Brand24)

iv

Through the Regional Relief and Recovery Fund, the County of Brant successfully received \$116,000.00 to support hyper-local tourism and strengthen the #LoveLocalBrant campaign.



Phase 1



Phase 2



Phase 3



Phase 4



Phase 5

## Phase 4



## Business Recovery and Growth Support Plan

- ① Support businesses looking to grow or pivot operations to fight COVID-19.
- ② Host outreach sessions with key industry stakeholders and provide education on COVID-19 realities.
- ③ Collaborate with partner organizations to strengthen regional partnerships.
- ④ Support new business expansion.

# Actions Taken

i

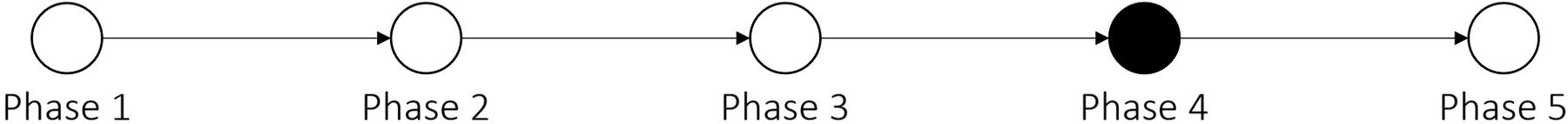
The County of Brant hosted *The Next Normal*, an online seminar in partnership with Cushman and Wakefield to prepare businesses to re-open while going through COVID-19.

ii

County of Brant council passed the *Temporary Patio Allowance Program* to allow food service businesses to access their customers.

iii

Brant Economic Development and Tourism team re-adjusted and re-engaged in ongoing initiatives (filming strategy, 55+ games, and support of establishing new businesses and supporting existing business expansion) to reflect COVID-19 realities.



# Outcomes

i

The County of Brant hosted *The Next Normal*, an online seminar in partnership with Cushman and Wakefield to prepare businesses to re-open while going through COVID-19. The event had 53 attendees across all business sectors in Brant.

ii

The *Temporary Patio Allowance Program* allowed 8 businesses in Brant to serve more customers and increase their revenue potential who otherwise would not have been able to operate as they do not have outdoor dining.

iii

Brant Economic Development and Tourism team hosted 2 consultation sessions with the filming and digital media partners and supported the opening and expansion of 11 new businesses.



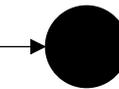
Phase 1



Phase 2



Phase 3

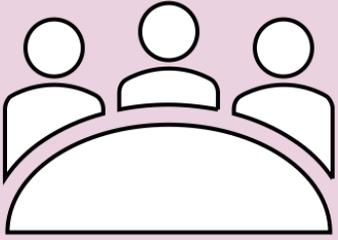


Phase 4



Phase 5

## Phase 5



Preparedness  
and  
Mitigation  
Development Plan

- ① Support business preparation for potential second wave.
- ② Collaborate with key industry stakeholders to better align strategy moving forward.
- ③ Review actions taken throughout phased plan.

# Actions Taken

i

The County of Brant hosted a virtual strategic review session of the Economic Development Strategy and Action Plan with key industry and community stakeholders.

ii

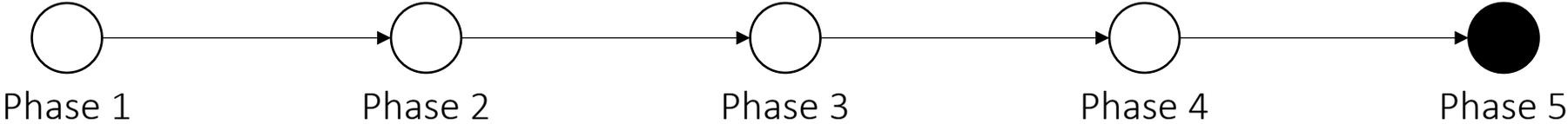
Economic Development Staff served as main support for businesses with the implementation of face-covering by-law

iii

Applied for *Digital Main Street 2.0* grant to assist businesses in establishing an online presence and adopting new digital technologies.

iv

County of Brant Economic Development and Tourism team reviewed actions taken throughout COVID-19 to ensure preparedness for next possible “pause”.



# Outcomes

i

Economic Development Strategy and Action Plan review session was attended by 23 industry stakeholders, concluding that the strategy prepared us well for COVID-19 with minor adjustment.

ii

Through collaboration with all departments, the face-covering By-Law has limited the spread of COVID-19.

iii

The County of Brant was awarded \$29,680.00 grant through the Digital Main Street program to operate two digital service squads supporting downtown businesses in St. George, Burford and Paris.

iv

The phased approach for Economic Resilience can be adapted to potential future stoppages of business.



Phase 1



Phase 2



Phase 3



Phase 4



Phase 5

# Brant COVID-19 Economic Response Plan

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[www.brant.ca/LoveLocalBrant](http://www.brant.ca/LoveLocalBrant)



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