



# BUSINESS AND ECONOMIC RECOVERY PLAN

STATUS UPDATE AS OF AUGUST 16, 2016





# STATUS UPDATE

## BERP PHASE 1

The Business and Economic Recovery Plan was adopted by Council on May 25, 2016.

- Second status update
- June 21– August 16, 2016



# PURPOSE

## BUSINESS AND ECONOMIC RECOVERY PLAN

**The purpose of the Plan is to accelerate business and economic recovery in the Wood Buffalo region**

Key Considerations:

- Timing is critical
- Responsive to needs: **“The plan is fluid”**



# PLAN OVERVIEW

## BUSINESS AND ECONOMIC RECOVERY PLAN

The Plan consists of three phases:

<b>Phase One: Immediate Business Response</b>	<b>Phase Two: Business and Economic Response and Recovery</b>	<b>Phase Three: Full Business and Economic Recovery and Implementation</b>
A. Wood Buffalo Business Hotline B. Emergency Relief for Businesses C. Back to Business Resource Centre D. Business Recovery Expositions E. Refining Phase 2 Plan	A. Small Business Financial Relief B. Economic Impact Assessment Post-Wildfire C. Economic Development Strategy D. Continued Response & Recovery Activities E. Phase 3 Plan Refinement	A. Implementation



# PHASE 1

## IMMEDIATE BUSINESS RESPONSE

Phase 1 includes the following five priorities:

- Priority A: Wood Buffalo Business Hotline
- Priority B: Emergency Relief for Businesses
- Priority C: Back to Business Resource Centre
- Priority D: Business Recovery Expositions
- Priority E: Refining Phase 2 Plan



# PHASE 1

## PRIORITY A: WOOD BUFFALO BUSINESS HOTLINE

- Funded by the Canadian Red Cross
- In partnership with Economic Developers Alberta
- Hotline launched May 30, 2016

### **From May 30 to July 23, 2016 the Hotline:**

- **Received 9937 calls**
- **Completed 3094 surveys**



# PHASE 1

## PRIORITY B: EMERGENCY RELIEF FOR BUSINESSES

- Funded by the Canadian Red Cross
- In partnership with Economic Developers Alberta
- \$1,000 of emergency relief to each small business that meets the eligibility criteria
- July 30, 2016 deadline extended to August 12, 2016

### **As of July 23, 2016:**

- **2657 small businesses have met the eligibility criteria**
- **1740 small businesses have received the emergency financial relief for a total amount of \$1,740,000**



# PHASE 1

## PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE

- Funded by the Government of Alberta
- A one-stop shop to make it easier for businesses to access resources, support and expertise during the recovery process
- Developed with local stakeholders and partners
- Opened June 15, 2016

**As of July 25, 2016 155 businesses utilized the Back to Business Resource Centre and 14 businesses utilized office space.**





# PHASE 1

## PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE *CONTINUED*

Our five partners are:

- Fort McMurray Chamber of Commerce
- Fort McMurray Construction Association
- Community Futures Wood Buffalo
- Northeastern Alberta Aboriginal Business Association
- Insurance Bureau of Canada



# PHASE 1

## PRIORITY C: BACK TO BUSINESS RESOURCE CENTRE *CONTINUED*

Current program offerings include:

- Ask an Expert Program (*accounting, legal, marketing*)
- Back to Business Coaching Program
- Marketing Seminars
- Networking Events

Information on program dates and descriptions can be found on [choosewoodbuffalo.ca](http://choosewoodbuffalo.ca)



# PHASE 1

## PRIORITY D: BUSINESS RECOVERY EXPOSITIONS

### **Expo 1: YMM Home Show**

- Funded by the Government of Alberta
- August 20, 2016 at MacDonald Island Park
- Purpose - offer local businesses the opportunity to showcase their services and products to residents as they look to rebuild and renovate post-wildfire
- Networking event for participating businesses at 7pm August 20

**As of July 25, 2016 60 businesses have registered to participate in the YMM Home Show.**



# PHASE 1

## PRIORITY D: BUSINESS RECOVERY EXPOSITIONS

### **Expo 2: TBD – Preliminary Planning Stage**

- Tentative Date of October 15, 2016
- Alignment with Small Business Week
- In collaboration with local stakeholders

# PHASE 1

## PRIORITY E: REFINING PHASE 2 PLAN

### Business and Economic Recovery Continuum



Source: Federal Emergency Management Agency



# PHASE 2

## PRIORITY E: REFINING PHASE 2 PLAN

We have refined our Phase 2 Plan to include the following five priorities:

- Priority A: Small Business Financial Aid
- Priority B: Economic Impact Assessment Post-Wildfire
- Priority C: Wood Buffalo Economic Development Strategy
- Priority D: Continued Response & Recovery Activities
- Priority E: Phase 3 Plan Refinement



# PHASE 2

## PRIORITY A

### **A: Small Business Financial Aid**

- This Priority focuses on supporting small businesses in obtaining financial assistance during recovery
- This includes helping with the delivery of any future Canadian Red Cross small business funding programs



# PHASE 2

## PRIORITY B AND C

### **B: Economic Impact Assessment Post-Wildfire**

- This is a “snapshot” of the post-wildfire economic situation and will be an important input for the Wood Buffalo Economic Development Strategy

### **C: Wood Buffalo Economic Development Strategy**

- A new economic development strategy is needed to guide our activities in the post-wildfire environment
- A new strategy is critical to the success of long-term recovery





# PHASE 2

## PRIORITY D AND E

### **D: Continued Response & Recovery Activities**

- Activities will be a direct response to recovery efforts
- The activities will be determined by the needs of the business community.

### **E: Refining Phase 3 Plan**

- Refinement of the Phase 3 Plan



# NEXT STEPS

## BERP PHASE 1 & 2

Continue to work on implementing the Plan and being responsive to our business community's needs.