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# City Staff Report

**Report Date:** Wednesday, June 17, 2020**Meeting Date:** Tuesday, June 23, 2020**To:** City Manager**From:** Manager of Economic Development & Tourism**Subject:** Covid-19 Business Support Team and Community Marketing Update

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## Purpose

The purpose of this report is to provide Council with an update of activities of the Business Support Team, including the Business Support Hotline, #InQuesnel campaign, and to update Council on planned community marketing tactics which will go forward once travel restrictions are lifted in the Province.

## Summary

### Business Support Hotline

The Business Support Hotline launched on April 8, in partnership with Community Futures North Cariboo, and with phone support from City, Community Futures, Quesnel & District Chamber of Commerce, West Quesnel Business Association, Quesnel Downtown Association, and later, District of Wells staff.

755 businesses were called

218 intake forms completed

113 referrals made

126 follow up connections made to date

\$13,243.25 average amount received so far

**\$2.9 million** estimated total amount received by businesses contacted by the hotline team.

20% of businesses are asking for additional application support

60% of businesses are open with staffing levels the same as pre-Covid; 11% remain closed

The hotline team is hoping to wrap up calls by the end of June. The line will remain open with Community Futures staff providing further assistance as needed.

### Other Support

- List of local businesses supplying PPE updated and circulated
- Participation in Support Local BC gift card program
- Shop Safely Quesnel poster campaign
- Thought Exchange – collecting ideas from business owners regarding key challenges in order to determine next steps

### #InQuesnel

With funding support from Northern Development Initiative Trust, Community Futures North Cariboo, Quesnel & District Chamber of Commerce, Quesnel Downtown Association, West Quesnel Business Association, South Quesnel Business Association, and the Cariboo Regional District, a series of shop local/support local campaigns have been launched through the Love Quesnel channel, using the #InQuesnel hashtag.

The first campaign included 28 days of \$100 gift card giveaways and resulted in best ever engagement on the page with more than 9,400 engagements and more than 1,300 entries.

The second campaign highlighted each of our business support organizations with a week long “takeover” of the page for each of our partner organizations.



The next campaign will include \$1600 worth of giveaways to local businesses and four staycation themes. Watch for video snippets and cross posting on both the Love Quesnel and Explore Quesnel channels.

In the fall, a new series of videos featuring local business owners will be released with reasons to shop local and more chances to win when you support our local businesses.

### **Tourism marketing**

Mountain biking video, landing page, and a social media campaign are ready to go as soon as provincial travel is encouraged. The new trail map is complete and has been distributed to the Visitor Centre and businesses who advertised in the map. Quesnel is now also featured on Mountain Bike BC.

A 30 second tourism video is also ready to go, once we can encourage travel to Quesnel.

Quesnel is part of a number of consortiums including, Explore Cariboo, BC Ale Trail, #SkiNorthBC, and Mountain Bike BC. Each of these consortiums has received extra funding from Destination BC which should add to our marketing presence over the next year. Explore Cariboo completed seasonal videos over the past year which will be launched via social media campaigns once provincial travel is encouraged.

### **Recommendation**

None – brought forward for informational purposes only.

### **Statutory Requirements**

N/A

### **Council Policy**

N/A

### **Strategic Objective**

7.3.2 Business Retention, Expansion, and Attraction – Regular BRE activity halted due to Covid. Focus on Shop local campaign, business roundtable, and hotline.

### **Financial Implications**

No new costs.

### **Background**

The Business Support Team was struck in mid-March in response to the Covid-19 pandemic with two objectives:

- 1) Maximizing business access to available Covid-19 support programs
- 2) Maximizing local spending in the community

### **Attachments**

None.

### **Concurrence**

N/A