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## NEWS RELEASE

Business Walk 2020: Taking the Pulse of Ladysmith's Business Community

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### FOR IMMEDIATE RELEASE

#### **Objective:**

Take the Pulse of the small business community in Ladysmith while increasing the connectivity between businesses, government, and service providers.

#### **Background:**

The Ladysmith Chamber of Commerce with the support of Island Coastal Economic Trust is organizing a Business Walk. The information obtained captures the pulse of businesses throughout the community, connects business support agencies to the business community, communicates industry intelligence to multiple civic and business stakeholders and identifies opportunities for Business Enhancement programming.

Business Walks have been used throughout the province effectively over the past 10 years. In the Central Okanagan, their Business Walk program has been recognized as a best practice in the Province of British Columbia's online Business Attraction (site selection) toolkit as well as being awarded Community Project of the Year from the Economic Development Association of BC (EDABC)

**The Ladysmith Business Walk takes place from September 27, 2021, to October 8, 2021**

## **Why do a Business Walk?**

The Business Walk program gives government and service provider organizations an opportunity to listen to the local business community, identifying common themes for action while bringing together educational resources, services, and representatives of the business community for specific action plans. The Business Walks program provides direct connection with numerous businesses in a short amount of time in order to gather industry intelligence to foster business growth. It also allows us to examine the effects that the pandemic has had on the business community and to implement recovery strategies and provide support accordingly.

As such, businesses benefit from greater awareness of programs and resources available to them and follow up support and expertise as required.

## **How does a business Walk Work?**

Our Business Walk is facilitated by The Ladysmith Chamber of Commerce with the support of Island Coastal Economic Trust. Millie Stirling, our Business Recovery Coordinator, will walk from business to business during a two-week period and ask basic conversational questions designed to take the pulse of the business community, uncover opportunities and challenges, and identify businesses in need of follow up support. The questions are meant to keep the visit very conversational.

We will also be offering the survey online for home based businesses and any businesses we miss personally.

Millie will then reach out to the companies who self-identify as needing a follow up visit. These follow up visits will include a deeper dive into the challenges facing the business and help in the way of recovery resources.

## **Is this a membership drive?**

No, this is not a membership drive or sales call. This is a program designed specifically to establish a connection and identify issues as a means to helping businesses to stay in the community and grow.

Please call the Chamber of Commerce at (250) 245-2112 if you have any questions.

*The Ladysmith Chamber of Commerce, established in 1930, is a voluntary organization of business and professional men and women working together for the purpose of promoting the civic, commercial, and industrial progress of their community.*

For further details, please contact:

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