

SOUTHEAST ECONOMIC RECOVERY TASK FORCE



For immediate release – Jan. 14, 2021

Southeast Economic Recovery Task Force launches Action Plan for Economic Recovery

Moncton (NB) - The Southeast Economic Recovery Task Force has developed an action plan to help local businesses recover from the impact of COVID-19 in 2021.

The group, which was formed last April in response to the first lockdown during the pandemic, has been meeting every two weeks. A strategy was developed last May and the action plan approved late in 2020.

The action plan is based on three pillars designed to support economic recovery:

- Help for our hardest-hit sectors;
- Downtown Vibrancy;
- Communication, Education and Advocacy.

All stakeholders will work on specific actions within those three pillars with three agencies taking the lead on actions: 3+ Corporation for hardest-hit sectors, Downtown Moncton Centre-ville for downtown vibrancy, and the Chamber of Commerce for Greater Moncton for communication, education and advocacy.

Task Force co-chairs John Wishart of the Chamber of Commerce and Susy Campos of 3+ believe the group, which will continue to meet regularly this year, has worked well together to help the region recover from the economic impacts of COVID.

“We will continue our work on specific actions until we emerge to a post-pandemic economy,” Campos said. “Our entire business community has shown amazing resilience through this period and we all want to do our part to support them.”

“The stakeholders came together quickly, worked well to develop a strategy and now an action plan, and continue to support individual businesses and our community at large through this significant challenge,” Wishart said.

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The Task Force is comprised by the Chamber of Commerce for Greater Moncton, 3+ Economic Development Corporation, ACOA, Opportunities New Brunswick, Working NB, City of Moncton, City of Dieppe, Expansion Dieppe, Town of Riverview, Town of Sackville, United Way of Greater Moncton and Southeast New Brunswick, and Downtown Moncton Centre-ville Inc.

The Task Force is eager to receive feedback from business owners and operators in the region, and any other stakeholder who would like to play a role in helping the region with economic recovery.

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