






COLLABORATIVE APPROACH TO SOUTHEAST REGIONAL ECONOMIC RECOVERY



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INTRODUCTION

The Southeast Economic Recovery Task Force (SERTF) was launched to develop an Action Plan to mitigate the potential economic impact to businesses from the COVID-19 Pandemic. The task force is the focal point for information sharing between regional economic development stakeholders.

Lead organizations of the SERTF





Major Trigger - return to red phase (public health directive, by order of the NB EMO, outbreaks, 2nd wave)



Minor trigger - lack of PPE, resource reduction, EMT decision



Phase 1:
Critical

Goal:

Strict Controls to flatten the curve and contain the virus as quickly as possible

Strategy 1:

To set up a short-term recovery plan for the local and regional economic partners & stakeholders

Phase 2:
Reactivation of Services

Goal:

Balancing the reopening of businesses and activities while preventing a resurgence of transmission

Strategy 2:

To set up a medium-term recovery plan for Southeast companies

Phase 3:
Continue Reactivation of Services

Goal:

Balancing the reopening of businesses and activities while preventing a resurgence of transmission

Strategy 3:

To implement the various strategies and actions of the Economic Recovery Plan

Phase 4:
Stabilization

Goal:

Reopening of more businesses and activities after the ability to control transmission has been demonstrated

Strategy 4:

To have the necessary support systems in place to get the businesses through the current crisis and preparing for brighter future

Phase 5:
New Normal

Goal:

After a vaccine is available or more is learned about how to protect people from the virus





PHASE 1: CRITICAL

Providing the latest and most comprehensive COVID-19 resources and information to the business community.



PHASE 2: REACTIVATION OF SERVICES

- Provide information to prepare to Reopen Safely & Securely.
- Develop sector specific assessment plan, informed by survey data, roundtable discussions and other data sources.
- Identify and create appropriate support programs for each sector.
- Assessment of labour force supply-and-demand.



PHASE 3: CONTINUE REACTIVATION OF SERVICES

- Implement the various sector specific strategies.
- Implement action strategies aimed to build and grow our companies and sectors.
- Continue providing ongoing virtual education and training seminars, webinars and workshops for employees and owners.



PHASE 4: CONTINUE REACTIVATION OF SERVICES

- Long-term plan for sector specific recovery and growth.
- Implementation of all current regional strategies in the context of COVID-19.



PHASE 5: NEW NORMAL

- New normal includes the reopening of all businesses and activities, with increased health and safety practices remaining as part of daily life.
- Get back onto our long-term growth trend as quickly as possible

ACTIVITIES UP TO DATE

- Use of one central website for information to the business community: <https://ccgm.ca/covid-19/>
- Collectively created a survey that was sent out to businesses in the region.
- Economic Leadership Town Hall Webinar.
- Review of all current regional strategies.
- Creation of a PPE (personal protective equipment) list of vendors.
- Creation of a Regional Economic Recovery Plan.
- Sector specific assessment of Retail/Services.

FOR MORE INFORMATION

- Regional Resources: <https://ccgm.ca/covid-19/>
- Provincial Resources: <https://onbcanada.ca/covid-19/>

Lead organizations of the SERTF



Collaborating Entities

