

EDCNS is here to help businesses through this challenging time

Midland, ON, June 18, 2020 – Coronavirus is affecting all of us harder than most could have imagined just weeks ago. Worrying about the loss of business and the fear of illness striking ourselves, our families, our employees and customers can be overwhelming. Because of the unprecedented changes we are all facing from the COVID-19 pandemic, the Economic Development Corporation of North Simcoe (EDCNS) is offering tools and support to every business in the municipalities of Midland, Penetanguishene, Tay and Tiny.

EDCNS is pleased to provide North Simcoe businesses with a complimentary “OPEN FOR BUSINESS” recovery kit which includes floor distancing signage, poster, face masks, face shield, sanitizer and the Heart of Georgian Bay 2020 Discovery Guide. SCHOTT Gemtron Canada Corporation is also providing complimentary tempered glass panels. Visit edcns.ca/open-for-business for details. The program ends July 3, 2020.

The Municipal Task Force: Business Recovery 2020 is responding to community and economic impacts from the pandemic as a communication and support hub. Task force chair, EDCNS board member and Town of Midland Councillor, Cher Cunningham stated “It became obvious early on that we need a working group that communicates and collaborates in order to leverage individual efforts and avoid duplication. This task force helps stakeholders connect, create community-driven solutions and inform decisions made by the many individuals and organizations involved in the communities.” The communication hub starts at the Business Recovery 2020 portal on edcns.ca. It provides updates from our local organizations as well as links to webinars, resources and funding opportunities available from all levels of government.

The Task Force also provides a vehicle for our leaders to share updates on policy and resources to support business owners in their recovery. A weekly virtual Town Hall on Zoom hosts MP Bruce Stanton, MPP Jill Dunlop, County of Simcoe Warden George Cornell, our local Chamber of Commerce Manager, EDCNS Economic Development Officer, North Simcoe Community Futures Development Corporation General Manager, and other partners. Questions to the Town Hall can be submitted via ccunningham@midland.ca.

Though returning to normalcy presents challenges, the outlook can be positive for businesses that take a strategic approach to resuming operations. In fact, with proper planning, many companies can position themselves to not only weather the storm; but also achieve new levels of success post-pandemic.

EDCNS is a non-profit organization supported by the Town of Midland, the Town of Penetanguishene, the Township of Tay and the Township of Tiny for the purpose of collaboratively promoting the economic health and prosperity of North Simcoe.

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