

## City of Wetaskiwin builds local economic recovery plan

April 17, 2020

(Wetaskiwin, Alberta) – The City of Wetaskiwin’s economic development department—with support from the Leduc and Wetaskiwin Regional Chamber of Commerce—has initiated a strategy that focuses on building resiliency within the local economy.

Candace Coughlan, Manager of Economic Development for the City of Wetaskiwin, presented the department’s *Economic Disaster Mitigation and Business Resilience Strategy* to Wetaskiwin City Council last week. The plan received unanimous support from Council.

“The strategy is a multi-tiered approach focusing on communication, outreach to our businesses, providing supports at a local level, and preparing for what comes post-pandemic,” explains Coughlan. “We’re calling every business in the community as a check-in. We want to see what their needs are and hope to provide information about resources available at local, regional, provincial and federal levels.”

Following the creation of an online [business resource center](#), the City of Wetaskiwin quickly proceeded with reaching out to local businesses to find out what their concerns and needs were. The Leduc and Wetaskiwin Regional Chamber of Commerce is also supplying the business community with information on available supports and connecting them to resources during the pandemic.

“First, we commend the businesses for doing their best as they navigate these uncertain times. We are working to ensure businesses have new information, support, and resources,” explains Jennifer Garries, Executive Director of the Leduc and Wetaskiwin Regional Chamber of Commerce. “We continue to update our website, send resource emails, and hold weekly Business Q&A webinars with experts.

If you are looking for information on businesses still open and being creative in how they serve the community, find them on the Chamber’s [Open for Business webpage](#) or #LeducWetaskiwinOpenForBusiness on social media and show your support. We need strong businesses to help build and sustain strong communities.”

Visit the City of Wetaskiwin online at [covidwetaskiwin.ca](#) to learn more about Wetaskiwin’s supports for local business, including a variety of tips to help businesses build resiliency.

### About the City of Wetaskiwin

Wetaskiwin is a secure, connected, and inclusive community home to a diverse population of 13,000 people. Located only 30 minutes south of the Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.

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For more information please contact:

**Candace Coughlan**

Manager of Economic Development

City of Wetaskiwin

780.361.4406