



ECONOMIC DEVELOPMENT

GREATER SAINT JOHN

EDGSJ Releases its COVID-19 Response and Recovery Plan

For Immediate Release

April 27, 2020 – Saint John, NB.

Economic Development Greater Saint John has an important role to play in leading regional economic response and recovery efforts during the COVID-19 crisis. During this critical time, the local economy of the Greater Saint John region is facing a period of great stress and uncertainty. Businesses are challenged to stay open, support their employees, and navigate the rapidly changing provincial and federal relief programs. In the days, weeks, and months ahead, it is imperative that EDGSJ help lead our community through this unprecedented crisis to a place of strength.

As a direct result of these challenges, EDGSJ has developed a regional response and recovery plan that focuses on three priorities.

- 1) Preparing for Tomorrow's Economy:** Actions include gathering and analyzing local data to better understand the needs of local businesses, focusing on employment support strategies, advocacy, and providing resources and tools to help business reopen.
- 2) Enabling Entrepreneurs to Succeed:** Actions include providing hands-on support for hard hit businesses to adapt to new realities and continuing to offer entrepreneurship programming.
- 3) Restoring Confidence and Building Momentum:** Actions include advancing the Innovation District, highlighting local success stories, and promoting businesses and assets in the Greater Saint John Region.

Key phases and actions have been outlined in our response and recovery plan in support of these priorities. Given the variables that may impact the re-opening of our economy, these priorities and actions may require modification as new information becomes available.

As a regional economic development agency, our team is actively working with local businesses to provide crucial support and resources during this critical time. The journey will not be easy, but our community is resilient and has a history of rising to challenges and surpassing expectations. We look forward to working with our partners in leading Greater Saint John to a full economic recovery.

-30 -

Media contact:

Alison Ziemianski: alison@edgsj.com
(506) 647-3033



40 King Street
Saint John, NB E2L 1G3

506 658 2877
info@edgsj.com

 EDGSJ.COM