



## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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### **Woolwich Township Launches their 2022–2023 Business Retention and Expansion (BR+E) Project**

**Woolwich, ON** – The Township of Woolwich Economic Development and Tourism Department has launched a Business Retention and Expansion (BR+E) Project. The project is funded in part by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Wellington-Waterloo Community Futures (WWCF), and the Township of Woolwich.

In September 2021, a COVID-19 impact survey was sent to our business community to gather results on how the pandemic was impacting our businesses at the time. This survey allowed for preliminary analysis on what future efforts the township would take to support business recovery. Using this data, we created a Tourism Recovery Strategy and Action Plan; a two-year work plan for the township, and have now launched the Woolwich BR+E. These efforts will eventually lead to the updating of Woolwich's official Economic Development Plan, which was adopted in 2011.

“The Township of Woolwich BR+E is a great example of an action-oriented, community-based approach to business and economic development with a focus on recovery from the challenges of the pandemic,” said Mike Harris, Member of Provincial Parliament for Kitchener-Conestoga. “I’m very pleased our government is supporting this project, which will result in a clear understanding of what supports our local businesses require.”

“Our local businesses have shown how resilient they are when it comes to handling a crisis”, said Mayor Sandy Shantz. “The Township of Woolwich appreciates the collaborative partnership which lead to the launch of the Woolwich Business Retention and Expansion Project and will provide our local businesses an opportunity to assist with the economic recovery in the township”.

The Woolwich BR+E will be a comprehensive follow-up study of the previous survey with a focus on post-pandemic business recovery. This project will further acquaint the township's Economic Development and Tourism Department with local businesses, and will assist in identifying the needs, concerns, and opportunities of businesses.

Businesses will be contacted via email or phone and can find more information about the project through the Township's website. Businesses will have the choice of completing the survey in-person or via zoom with the BR+E Coordinator or digitally any time using an online link. To fill out the survey using the online link visit, [www.woolwich.ca/BusinessSurvey](http://www.woolwich.ca/BusinessSurvey).

Woolwich businesses are encouraged to participate in the survey to help us gather valuable data to support economic recovery in the township. For more information, email [economicdevelopment@woolwich.ca](mailto:economicdevelopment@woolwich.ca).

We hope to hear from you!

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