

Opportunities

Your look at Cultivating Opportunity
in Perth County **SPRING 2020**



pg 4



pg 9

FREE Resources!

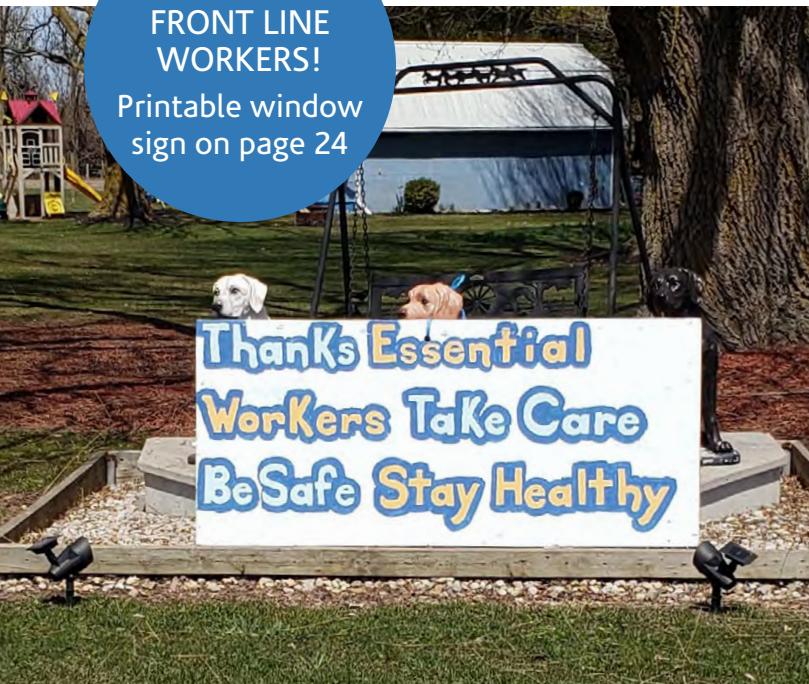


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The Pivot Edition:
A newsletter focused on COVID-19 business support,
good news stories and best practices

**THANK YOU
FRONT LINE
WORKERS!**

Printable window
sign on page 24



We know the COVID-19 pandemic has been a difficult for everyone in our local communities. At Perth County, we have been working hard to support our business community during this challenging time. It has been remarkable to see the resiliency and adaptability of the business community – everyone has been working to pivot in creative and inspiring ways. This special spring edition of our newsletter is devoted to sharing some best practices, good news stories, resources, toolkits and training opportunities.

#InThisTogether #ProsperInPerthCounty

Business Spotlights:

Our business community has been showing perseverance, adaptability and resiliency during the pandemic. We wanted to share just some of the stories, ideas and best practices we've seen so far - pages 2 - 9.

E-Commerce Toolkit for Businesses: Tips to Help You Pivot!



This has been a challenging time as many businesses are reconsidering the ways they operate. There are many ways businesses have learned to adapt, primarily by evolving and streamlining their operations into ecommerce. Below are just a few resources you can use to get your business online.



Shopify is a Canadian e-commerce company that offers a simplified solutions to get your business Online.

During the COVID-19 pandemic, they have made a number of tools available to help you get your business set up online. In addition, they are running regular webinars to assist. They now offer a free 90-day trial to all new customers.

Set up and sell gift cards online:

shopify.ca/blog/sell-gift-cards

Gift card support now available on all plans:

shopify.ca/blog/gift-cards-all-plans

Shopify's COVID-19 response resource page:

shopify.com/covid19



Canva is an online design software that allows you to create everything from customized website banners, animated social media posts and other promotional creative materials. Even if you don't think you have skills to design, this website provides a wide variety of free (and paid) templates that anyone can modify. Accounts are free and they offer tutorials and assistance through the Canva Design School.

Canva Website: canva.com

Canva Design School: designschool.canva.com

Additional website platforms offering templates and ecommerce support

- **SQUARESPACE** squarespace.com
- **WIX** wix.com
- **STRIPE** Online payment processing stripe.com/en-ca
- **TYPEFORM** Online Forms/Data Collection try.typeform.com/covid-19
- **ZAPIER** Multi-app automation to streamline your business processes zapier.com/how-it-works



Looking for that perfect image for your website or online marketing campaign? Unsplash offers over 1 million free high-resolution images. Visit: unsplash.com



The small business section of the Canada Post website provides helpful information for small businesses interested in shipping, marketing and e-commerce. Visit: canadapost.ca/cpc/en/business.page

Partners in Employment

Partners in Employment is open by appointment by phone or video call.

If you are looking for a new resume, or wanted to learn more about the local labour market, please give us a call or email us (pie@partnersinemployment.on.ca) and we will arrange an appointment for you!!

Youth Job Connect

For Youth, we will be starting the Youth Job Connect program soon, on line. It is for Youth up to age 29, unemployed and out of school. It is 60 hours of on line Group Workshops (with Instructors), preparing youth for the workforce. The Youth are paid \$14.00 an hour to participate! We will then help the Youth gain employment.

Youth Job Connect Summer Program

For Students, we will be starting the Youth Job Connection Summer program. It is for Students 15 - 18, registered in school, and who are having difficulty find or keeping a part time job. It is 20 hours of on line Group Workshops (with Instructors), preparing youth for the workforce. The Students are paid \$14.00 an hour to participate! We will then help the Student gain part time employment.

St. Marys | 519-284-0112

Stratford | 75 Waterloo Street, 519-272-1946

Listowel | 519-291-2726

Centre for Employment and Learning

The Centre for Employment & Learning with the Avon Maitland District School Board is continuing to provide services for both new and existing students. Staff are working remotely to connect with and engage our learners. Currently:

- ESL and literacy classroom programs have moved to an online format
- High school credit courses for diploma or post-secondary upgrading continue via email and online formats
- Our fully online programs [The LearningHub](#) and [AnytimeESL](#) are continuing to accept registrations

Please visit our website for up to date information: thecentreforemploymentandlearning.ca

To register please connect with our Perth County offices:

Listowel | 519-440-8394
winghamceloffice@ed.amdsb.ca

Stratford | 519-301-4768
stratfordceloffice@ed.amdsb.ca



Huron Perth Public Health (HPPH) remains committed to supporting you, your workplace and your employees during the COVID-19 pandemic. Recently, the Government of Ontario release new guidance documents for workplace:

Sector specific guidance documents, occupational health and safety tip sheets and workplace FAQs are available here: hpph.ca

Conestoga Career Centre

Conestoga Career Centre is providing service to job seekers remotely with zoom meetings, YouTube videos workshops and training supports. Conestoga Career Centre is participant centred, funded by Employment Ontario and interested in helping anyone with their employment goals. Call 519-271-5700 to reach them today.

INTERVIEW SKILLS

The rules of engagement have changed, do you know how to use the tools that employers are using to interview candidates? When was the last time you went to an interview? Need practice?

TAKEAWAYS:

- Practice your interview skills
- Review and identify effective responses to hard to answer interview questions
- Connect with a Career Work Coach who works with Employers in the area to fill the roles they need

Email today to set up a FREE one-on-one appointment!

Nick Rowland

Career Work Coach & Employer Liaison
226-921-7708
NRowland@conestogac.on.ca



NETWORKING IN THE NEW NORMAL

The rules of engagement have changed, do you know how to use this powerful networking tool to brand yourself online, and connect to others?

THURSDAY, MAY 7, 1-2PM

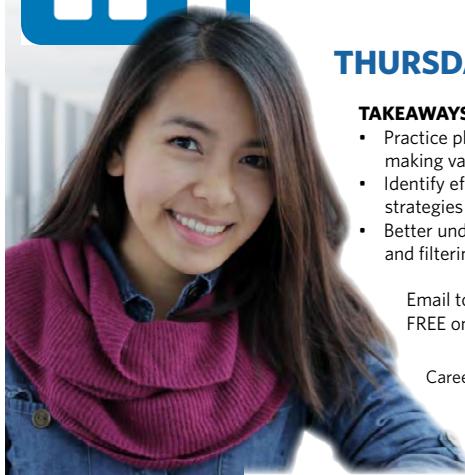
TAKEAWAYS:

- Practice phrasing and learn more about making valuable connections
- Identify effective online networking strategies
- Better understand the job search tools and filtering your searches

Email to register, and be invited to this FREE online workshop

Huong Vo

Career Work Coach & Employer Liaison
226-338-1813
Hvo@conestogac.on.ca



CONESTOGA
Connect Life and Learning

CONESTOGA
CAREER CENTRE



Immplay to Help Employers Remotely

At Immplay, we're thankful that even in these challenging times, we are still able to connect top Canadian newcomer talent to employers and individuals who, despite the circumstances, are opening their hearts to help transform the lives of others.

While we cannot meet with you in person, we are still here to help. We are very pleased to serve you remotely through phone, e-mail and web-based services.

Contact us today at immplay.ca, e-mail info@immplay.ca or call 226-884-9167. Ask about our free Job Match (recruitment) and Mentorship Programs!



New Program to Grow Agri-food e-Business During COVID-19

The governments of Canada and Ontario are investing up to \$2.5 million to help the agri-food sector expand online, providing more opportunities for producers to grow their business and offer more food choices for families who are shopping from home during the COVID-19 outbreak. The funding is being provided through the Canadian Agricultural Partnership (the Partnership).

The Agri-Food Open for E-Business initiative will help food producers, farmers markets, retailers, garden centres, greenhouses, nurseries, and agricultural associations develop online business, providing consumers with greater access to a wide variety of food and agriculture products.

This targeted application intake features two funding streams:

1 | Bring Your Business Online.

Eligible organizations and businesses can apply for a grant of up to \$5,000 to establish an online e-business and marketing presence. Funding under this stream will be quick and responsive for those needing immediate solutions.

2 | Develop Online Business Opportunities.

Eligible organizations, businesses and collaborations can apply for cost-share funding of up to \$75,000 to implement high-impact projects.

More information about this targeted intake and the program guidelines can be found online at: omafra.gov.on.ca/english/cap/index.htm or by calling: 1-877-424-1300.



Ministry of
Agriculture, Food &
Rural Affairs



Digital Main Street

8 hours of free training on how to improve your digital footprint is still relevant and available by creating an account on the digital main streets webpage: digitalmainstreet.ca/



Farm Gate Map



Looking to source great local food? Be sure to check out our local farm gate map for locations of local products! Visit: perthcounty.ca/farmgate

Please note that many of our producers and farm gates are still in operation during the current pandemic with modified hours, options for delivery and contactless pickup. Please contact the vendor directly for more information.

If you are a producer who would like to be added to this map, please email ecdev@perthcounty.ca

New Mental Health and Wellness Program

We know these are trying & stressful times and the needs of our community stretch well beyond our capacity as Small Business Advisors. In efforts to help further, we have created a Mental Health & Wellness Program for our small business owners & entrepreneurs at NO COST.

This resource is open to business owners in Perth County who feel the need to talk. No personal information will be collected, just a safe space for support and conversation from a health care professional.

Thanks to our program sponsors, Perth Community Futures Development Corporation, Stratford-Perth Community Foundation, Orr Insurance & Investment, Hyde Construction and United Way Perth-Huron.

TOGETHER WE WILL OVERCOME!

The Covid-19 outbreak and subsequent quarantine has caused many households to lose their livelihood and income.

If you are particularly feeling stressed and under pressure we now have a **Mental Wellness Program** for small business owners & entrepreneurs



To Talk To Someone
Contact us at
519-305-5055 x1006

info@stratfordperthbusiness.ca

Stratford Perth Centre for Business

FREE Resources!



The Stratford Perth Centre for Business has been busy building FREE resources for entrepreneurs. Current classes include: Instagram, Budgeting, Podcasts, Email marketing and there are many more to come!

Courses can be found at:

stratford-perth-centre-for-business.teachable.com

Become an agri-food hero



Visit: ontario.ca/AgFoodJobs



Ag Jobs

Ontario is helping to connect people looking to make an impact against #COVID19 with job opportunities in agriculture and agri-food.

Check out this site for openings from farm to fork and make a difference:

ontario.ca/AgFoodJobs

Job opportunities from farm to fork



Visit: ontario.ca/AgFoodJobs



Business Resources & Free Training

Welcoming Communities Training

The Economic Development and Tourism Division at Perth County are pleased to offer access to training for you and your team in the Welcoming Communities Online Program. We are excited to be able to offer this unique FREE training opportunity to Perth County employers.

Together with our partners at Fanshawe's Corporate Training Solutions and Intercultural Competency Advantage Program, we look forward to ensuring the online learning experience is as easy to access and meaningful as possible. The goal of this training is to help our local businesses and service providers to become welcoming to all newcomers to the region.

Registration in the program includes 3 course modules, each taking between 90-120 minutes to complete:

- The Essentials of Intercultural Competency
- Effective Intercultural Communication
- Power Dynamics and Systematic Discrimination

Perth County has compiled a listing of resources and training for businesses.

Visit perthcounty.ca/business for more information.

To request access for yourself and your team:

1. Send registration request email to ecdev@perthcounty.ca with the subject line "Online Training - Welcoming Communities" including the following:

- Company Name
- Number of Attendees/Licenses you require
- Names, position titles and email addresses of each participant

2. Once received the request will be reviewed and upon approval you will receive registration emails directly from Fanshawe's Brightspace learning system with login instructions.

Please note that there are a limited number of training licenses available and priority will be given to employers located within Perth County.

PERTH COUNTY PRESENTS:

WELCOMING COMMUNITIES TRAINING

- The Essentials of Intercultural Competency
- Effective Intercultural Communication
- Power Dynamics and Systematic Discrimination

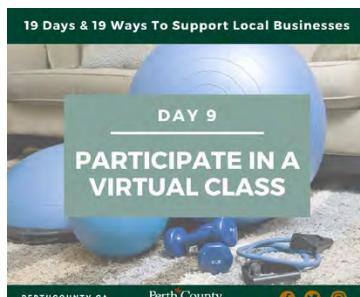


Corporate
Training
Solutions



19 Ways to Show Your Support

How many ways have you supported local businesses during this pandemic?



Perth County Tourism BINGO

What have you experienced
in Perth County in the past?
Can you complete a full
line?

Perth County BINGO

ATE AT ANNA MAE'S RESTAURANT & BAKERY	HAD A FRY PIE	BEEN TO A LOCAL FAIR	SHOPPED AT A FARM GATE	HIKED THE G2G RAIL TRAIL
ATTENDED PADDYFEST	SHOPPED AT JILLIAN'S	BEEN TO SHAKESPEARE BREWING COMPANY	WENT BOATING AT WILDWOOD CONSERVATION AREA	TRIED LOCAL MAPLE SYRUP
TRIED STONETOWN CHEESE	BEEN TO A FALL FESTIVAL	<i>Free</i>	FED THE GOATS ON 86	HAD BREAKFAST AT A LOCAL DINER
GOLFED ONE OF OUR SIX COURSES	TRIED LYNN RIVER FARM YOGA	BEEN TO THE STRATFORD-PERTH MUSEUM	BOUGHT ROADSIDE FLOWERS	BOUGHT A BK'S TOQUE
WATCHED A LOCAL HOCKEY TEAM	WENT TUBING AT RIVER VALLEY	BEEN TO THE SPINNRITE TENT SALE	PICKED YOUR OWN BERRIES	SKATED ON AN OUTDOOR RINK

perthcounty.ca



West Perth BINGO

HIKED THE SAWYER PRESERVATION WOODLOT	WENT FURNITURE SHOPPING IN DUBLIN	VIEWED THE ANIMALS AT THE MITCHELL LIONS ANIMAL PARK	GOLFED AT THE MITCHELL GOLF & COUNTRY CLUB	HIKED THE TRAILS AT FULLARTON CONSERVATION AREA
HAD LUNCH AT THE SUGAR MAPLE RESTAURANT	BEEN TO MITCHELL'S MUSIC IN THE PARK	SHOPPED FOR HOME DECOR AT JILLIAN'S	HAD ICECREAM AT BJ'S DAIRY BAR & EATERY	SHOPPED AT SCOTT'S GREENHOUSES
EXPLORED THE DEMONSTRATION FOREST	BEEN TO 101 BAR AND FIRE GRILL		ATTENDED AN EVENT AT BRODHAGEN HALL	CHEERED FOR A LOCAL SPORTS TEAM AT KETERSON PARK
ORDERED BREAKFAST AT JEN'S KITCHEN & CAFE	RELAXED AT DEEP ROOTS SPA	ORDERED TAKEOUT FROM SHANGHAI RESTAURANT	WALKED THROUGH HISTORIC DOWNTOWN MITCHELL	BEEN TO THE MITCHELL SANTA CLAUS PARADE
ATTENDED THE MITCHELL PRO RODEO	WATCHED A BALL GAME AT DUBLIN LIONS PARK	LOOKED FOR BIRDS AT THE WEST PERTH WETLANDS	SHOPPED AT MITCHELL ACE COUNTRY & GARDEN	SEEN A BLUE HERON IN MITCHELL

perthcounty.ca



Township of Perth South BINGO

WENT GARDEN SHOPPING AT PETALS & FOLIAGE	HIKED THE AVON TRAIL	TRYED THE CORN MAZE AT MCCULLY'S HILL FARM	WENT SNOW TUBING AT RIVER VALLEY	PICKED BERRIES AT WALCH FAMILY STRAWBERRIES
VISITED THE STRATFORD PERTH MUSEUM	EXPERIENCED A PERTH SOUTH FLAVOUR FARM GATE	WENT BOATING AT WILDWOOD CONSERVATION AREA	ORDERED FROM WINDBREAK FARM WOOD WORKS	ATTENDED THE KIRKTON FALL FAIR
VISITED THE FARM FRESH MARKET AT MCCULLY'S HILL FARM	STAYED AT PROSPECT HILL CAMPGROUND		ATTENDED A GREEN HAVEN GARDEN DESIGNS SALE	SHOPPED AT KLOMP'S HOME & GARDEN
GOLFED AT SCIENCE HILL COUNTRY CLUB	EXPLORED THE CADE TRACT	WENT HIKING AT WILDWOOD CONSERVATION AREA	GOLFED AT RIVER VALLEY	TASTED KOSKAMP FAMILY FARMS WATER BUFFALO PRODUCTS
HAD A SPA TREATMENT AT A CALM RETREAT	DISCOVERED PERTH COUNTY HISTORY AT THE STRATFORD - PERTH ARCHIVES	SEEN A BALD EAGLE	PURCHASED A PERTH COUNTY TARTAN PRODUCT	PURCHASED AWARD WINNING STONETOWN CHEESE

perthcounty.ca



Municipality of North Perth BINGO

BEEN TO THE ANNUAL TEDDY BEAR PLAY DAY	ORDERED A TREAT FROM IMPRESSION'S BAKERY	HAD DINNER AT THE NEW MONKTON DINER	TRYED HOOVER'S MAPLE SYRUP	ATTENDED PADDYFEST
VISITED DAVE AT FRESH START BAKERY	BOUGHT AN OUTFIT AT THE CLOTHING LOFT	HIKED THE G2G TRAIL IN MONKTON	BEEN TO HARWILL FARM'S PUMPKIN - PALOOZA	BEEN TO A CHRISTMAS PARADE
BEEN TO THE ANNUAL SPINNRITE TENT SALE	BRAVED THE ATWOOD WITCHES WALK		WALKED THE ROTARY WALKWAY ALONG THE MAITLAND RIVER	HAD BREAKFAST AT DIANA SWEETS
GOLFED AT THE LISTOWEL GOLF CLUB	BEEN TO THE LISTOWEL AGRICULTURAL FAIR	BOUGHT LUNCH FROM LIFE'S A PARTY	ATTENDED THE HOME & LIFESTYLE SHOW	BOUGHT NEW FOOTWEAR DOWNTOWN LISTOWEL
WATCHED A LISTOWEL CYCLONES GAME	PURCHASED A TREE FROM OUTBACK TREE FARM	FED THE GOATS ON 86	BEEN TO BK'S LADIES NIGHT	SKATED ON THE ATWOOD LION'S OUTDOOR RINK

perthcounty.ca



Township of PERTH EAST BINGO

ORDERED BROASTED CHICKEN FROM ANNA MAE'S	BEEN TO THE LIL FRY PIE SHOPPE	HAD A DRINK AT SHAKESPEARE BREWING COMPANY	ORDERED A MEAL FROM LYNN RIVER FARMS	BEEN TO THE HAPPY HOG LOOKOUT AT ORGANIC OASIS
HAD AUTHENTIC MEXICAN FOOD AT MENO-MEX	ATTENDED CHRISTMAS ON MAIN IN MILVERTON	VISITED SMELSKI PUMPKIN FARM	STOPPED FOR A CONE AT HG MOO'S ICE CREAM SHOP	ENJOYED HIGH TEA AT HARRY TEN SHILLING
RELAXED WITH A SPA TREATMENT AT ORCHARD VALLEY SPA	SHOPPED AT ZEHRS COUNTRY MARKET		HIKED ALONG THE PERTH HARVEST PATHWAY ON THE G2G TRAIL	HAD A MEAL AT DAVE'S DINER
BEEN TO THE FRYFOGEL TAVERN & ARBORETUM	PICKED YOUR OWN BERRIES AT TNT BERRIES	VISITED MILLBANK CHEESE & BUTTER	SHOPPED AT MILVERTON FOODTOWN OR ELLIS HOME HARDWARE	SHOPPED AT THE BRITISH TOUCH
STOPPED FOR A BITE AT THE TIN HOUSE	ORDERED BAKED GOODS FROM GUENTHER'S BAKERY	ATTENDED MILVERTON MOONLIGHT MADNESS	SHOPPED AT MILLBANK COUNTRY HARDWARE	WENT ON A HIVE TOUR AT HUCKLEBERRY HIVES

perthcounty.ca



Perth County Has Gone Digital



Perth County is working hard with modified services

Alongside other municipalities across the Country, Perth County has modified its operations during the COVID-19 pandemic. Although our facilities remain closed to the public, Perth County Council continues to meet regularly using video conferencing and live streaming. Those interested in tuning in can find live streams and recordings of past meeting available on Perth County's YouTube Channel: youtube.com/user/PerthCountydotca

Council still accepts delegations for presentations; please complete the Council Delegation Request Form available on perthcounty.ca

Perth County's combined Emergency Control Group meetings continue every week where the Heads of Council, Deputy Mayors and senior staff from the County and its four member municipalities meet to review the COVID situation with representatives of emergency services and social services personnel. Council is kept up to date on the situation and each municipality reports at their council meetings on municipal response during this emergency.

Perth County Videoconferencing Backgrounds

Whether you use it for your 10:00am team meeting or your 5 o'clock happy hour, video conferencing is the new way to gather! There isn't always time to make your space look picture-perfect before a meeting starts, so we created scenic Perth County virtual backgrounds to beautify your next video chat.

Download these virtual backgrounds and switch up the scenery on your next video conference. Available on the Perth County Tourism Facebook Page. facebook.com/perthcotourism



The People Behind the Products

#MeetThe Owner



Appleflats

Meet Alex Smyth, COO and Orchard Specialist at Appleflats in Shakespeare! Alex maintains and organizes the crabapple planting each year. The goal of Appleflats is to commercialize a previously forgotten variety of crabapple before it disappears from North America. They sell delicious Crabapple Jellies and Mixers, created for foodies looking for delicious mixed drinks and natural jams, made with simple ingredients.

You can currently purchase Appleflats products at their Shakespeare outlet, in select grocery stores, and online at appleflatsfoods.com



Fresh Start Bakery

Meet Dave Tophen, owner of Fresh Start Bakery! A baker by trade, Dave is passionate about making products from scratch and free from preservatives. After over six years in business, Dave attributes his success to his loyal following. Fresh Start Bakery is currently offering pre-ordering, product pick-up, and some delivery options.



BJ's Dairy Bar & Eatery

Meet Aisha, co-owner of BJ's Dairy Bar & Eatery in Mitchell! BJ's is a family run business, lead by Aisha, her husband Robert, and her sister Jade. Bjsdairybar is inspired by the children in their family - they wanted to create a restaurant where families would feel comfortable bringing their kids, but is also a great date night spot!

In addition to their regular menu, they have prepared three different frozen microwavable meals to offer to anyone who has a reduced income at the low cost of \$4 tax included.

All meals are kid friendly and available starting today while supplies last!

Call ahead for a no contact pickup: 519-348-4440



Lynn River Farm

Meet Mike & Lindsay Higgins, owners of Lynn River Farm Store! The Higgins believe in real food with real ingredients, and want people in the area to have a choice in how they feed their families. Along with staff member extraordinaire, Eden, the Higgins love what they do, and through farming are connected to the community, their land, their animals, and their cherished customers!



Shakespeare Brewing Company

Meet Katie and Ayden, co-owners of Shakespeare Brewing Company! While the two were traveling through Europe in 2014, they stayed at an old English farm that housed a small micro-brewery. This is where Ayden learned how to brew. When they returned to Canada, they set off on their journey to open their own brewery.

At this time, Shakespeare Brewing Company is open for retail sales. They also have an online store where beer can be purchased and sent directly to your home, which helps make self-isolating a little bit easier. For the time being, they are offering free delivery for orders that are \$30+ and that are within 50km of the brewery in Shakespeare. shakespearebrewingcompany.ca



The Scrapbook Shop

Meet Alana, owner of The Scrapbook Shop in Listowel! Owning her own business wasn't originally in the plans for Alana, but in Spring 2018 after plenty of encouragement from friends and her husband, she took the leap and opened up the doors!

The Scrapbook Shop is a wonderful addition to downtown Listowel, normally hosting classes every week, midnight crops every month, and fun theme nights. Right now, you can purchase gift-cards to use in the future and follow along with store updates on their Facebook page!

Stay tuned to our social media pages for more great profiles!

spotlight on business North Perth

The Municipality of North Perth Launches New "Shop Local North Perth" Marketplace

The Municipality of North Perth is launching a new ecommerce marketplace! "Shop Local North Perth" offers a shared ecommerce platform to all North Perth businesses. The marketplace is a similar format to familiar platforms such as Amazon and Etsy. Vendors will be able to offer goods and services having access to the many benefits of ecommerce including remote payment, gift certificates, scheduling and delivery options.

Each vendor profile will have a profile landing page and buyers will be able to search by product categories or by vendor. Businesses who already have ecommerce platforms of their own can still use this site to help promote their business. Participation is free of charge. The initial product categories will include: Restaurants & Local Food, Shopping, Leisure, Personal Services, Trades & Contractors, and Agriculture.

Municipal staff and partners will support the business registration process then the businesses can proceed to add products, photos and make adjustments to suit their needs. There has been strong initial interest across all sectors. The marketplace will be used as a tool to promote shopping locally to support business during the COVID-19 pandemic and situate the businesses well as the situation evolved over the coming months.

For more information and to register your North Perth business, visit: shoplocalnorthperth.ca



Economic Development and Tourism Office
Reach out to us today. Your business is our pleasure!
perthcounty.ca



Fresh Start Bakery

Fresh Start bakery continues to provide delicious sweet treats alongside essentials like fresh baked bread and cheese. They are taking call ahead orders, providing contactless curbside pickup and local delivery. They're staying in touch with customers through regular social media updates with tempting photos of their offerings.



Life's A Party

Ready Made Meals and other sweet treats are available for curbside pickup and local delivery. Orders can be placed by email and they are regularly using Facebook to update menus and product availability.

Visit: facebook.com/LifesAPartyListowel



BK's Brand Name Donating PPE

Customers can shop online using their ecommerce website and the team are offering free local delivery of products in Listowel. In addition, the BK's Team have been out and about in the Listowel community dropping off PPE donations to frontline workers. They're using social media to spread the word about their deals and new spring styles. Visit: bksbrandname.ca

1 Huron Street, Stratford, ON N5A 5S4
T. 519-271-0531 x150
E. ecdev@perthcounty.ca



Listowel Kin Family COVID-19 Business Support Program

COVID-19 has forced the closure or limitation of many of the local businesses we rely on and need in our everyday life. The goal of this program is to provide a community-wide option to offer your support by collectively offering some assistance to our friends and neighbours who own and run local small businesses. Purchase a gift card to one of the participating businesses and get 10% of the value added onto the gift card. There is also a chance to win additional prizes. For every \$50 purchased, a \$5 donation will be given to the Listowel Kin Family from the program sponsors, Listowel BIA and Kempston & Werth Realty.

For more information visit: listowelkinsmen.org



Listowel Golf Club

Listowel Golf club has modified their online pro-shop store to now offer curb-side takeout and date night dinners. With the help of their supplier they now have available for Thursday Curb-side Take-Out, and have a variety of frozen protein boxes. Orders will be taken up until Wednesdays at 2 pm and will be available for pickup Thursday from 2-6. They will place the food right in your trunk for you and you don't need to leave your vehicle! Visit: listowelgolfclub.ca/online-store

For a list of more businesses who are operating with modified services in North Perth, visit: northperth.ca



Benshaw Controls Assisting with PPE Production

Benshaw Canada Controls, has stepped up to assist hospitals during the COVID-19 pandemic. The Province of Ontario has requested assistance in the sourcing and production of medical equipment and Personal Protective Equipment (PPE). Benshaw used information about the construction of intubation boxes which are used as a protective shield that helps to prevent the spread of the virus from a critically ill patient. Benshaw has partnered with a local supplier, Harkes Industries, and are pursuing the process of creating, testing and obtaining approval to provide these boxes to local hospitals, throughout southwestern Ontario.

Stay Tuned
FOR something
AWESOME



Diana Sweets

Diana Sweets has been continuing to provide delicious food for pickup. Customers can call in or email their order and select a preferred pickup time. They've been using Facebook to post their weekly menus and stay connected to their customers. Visit: facebook.com/DianaSweetsListowel



Kitchen Cupboard and Icebox

Kitchen Cupboard and Icebox (KCI) has modified their business allowing for curbside pickup on Thursday and Friday. Customers can order lunch, frozen or gourmet foods, or browse merchandise online. Orders can be placed over the phone or online at shopkci.ca

spotlight on business Perth South

Spring is Flourishing in Perth South

Several garden centres in Perth South are making sure nothing stops spring by offering adjustments to their business operations in light of the COVID-19 in order to assist gardeners with their spring planting.



Sebringville Garden Centre

Sebringville Garden Centre is taking orders online through their newly launched online store where you can view products by category. Customers can still call or email to place orders and they are offering free delivery in the area. Visit: sebringvillegardencentre.com



Klomps Nursery

The team is using social media regularly by posting DIY kits for succulent planters and other product updates. Phone ordering & parking lot pickup or local delivery. They've also been sharing photos of staff working safely in the greenhouses as well as regularly answering questions and staying responsive on social media to drive engagement. Orders can also be placed at Klomp's Online Store: klomps.shoplightspeed.com



A Touch of Dutch Landscaping

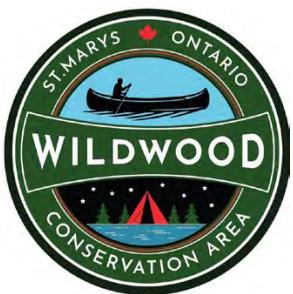
A Touch of Dutch Landscaping has been sharing updates with their customers through their website and social media. In addition, they have been sharing photos and video with tips including how to prepare your lawn and garden in the spring to keep connected to their customers. Visit: atouchofdutchlandscaping.com



Petals and Foliage

Petals and Foliage has launched their new website! They will also be accepting orders through email and phone. They have been using social media for updates, but also to profile their staff. No-contact curbside pickup. Visit: petalsandfoliage.ca

Perth South Spotlight on Business *continued*



Wildwood Conservation Area

Although camping and activities are suspended at this time, Wildwood still has gift cards available for purchase online. The gift cards have no expiration and can be used to pay for rentals and admission to the Conservation area. Wildwood is still allowing visitors who wish to park and walk in at designated access points during daylight hours. The reservoir remains closed to all boat traffic. Regular updates are communicated using social media and their website. Visit: wildwoodconservationarea.ca



Stratford Perth Museum

Although the Museum is closed to the public, they have been active on social media! The team have regularly been sharing photos and stories about artifacts. Most recently they have launched a fun Perth County History Trivia Game on their Facebook page in partnership with Perth County Tourism. Followers can play for your chance to win Perth County Prizes! Each correct answer is entered to win.

Visit: [facebook.com/StratfordPerthMuseum](https://www.facebook.com/StratfordPerthMuseum)

STRATFORD PERTH MUSEUM PRESENTS
PERTH COUNTY HISTORY TRIVIA

In what municipality (and former township, now ward) is the highest elevation point in Perth County?

Comment With Your Answer Below To Be Entered To Win Weekly Prizes!

Perth County
ONTARIO-CANADA



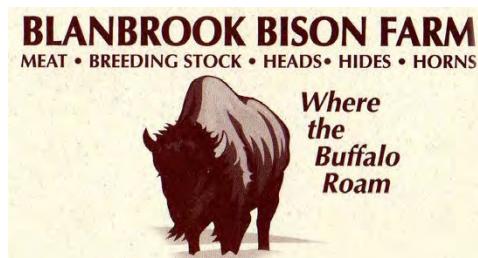
McCully's Hill Farm

The McCully's Hill Farm Market store is open Friday to Sunday for lots of great local food offerings with social distancing practices in place. They are utilizing their website and Facebook pages as a way to communicate with customers about all of the delicious fresh baked goods, meat, prepared meals, eggs and other food they have available. They are also offering contactless curbside pickup and delivery options. Customers have the flexibility to make payments by e-transfer and credit card. Visit: mccullys.ca



Stonetown Cheese

Stonetown Cheese continues to serve up their delicious cheese offerings during the pandemic. Using social media they are sharing posts about their products and also shots of the farm. They are also keeping their customers informed of their precautions and sanitization practices in their on-farm store. In addition to their social media they have leveraged their online store for ecommerce and shipping. They are also accepting orders over the phone and providing local delivery or contactless pickup outside the store.



Blanbrook Bison Farm

The farm is open for meat sales with advanced ordering by email and appointment so they are able to prepare orders in advance. The farm will still accept cash, but would prefer e-transfer to keep the orders as contactless as possible. Email: blanbrook@quadro.net



Shakespeare Brewing Company

Shakespeare Brewing Company is open with modified hours during the COVID-19 pandemic. Owners Katie and Ayden have been creative with new ways to continue serving their customers locally and as far away. They take orders online and offer free, contactless delivery within 50km with orders over \$30. They've also expanded their reach by making special trips to Toronto, London and surrounding areas. In addition, they keep in touch and connected to their customers by sharing stories and images from customers who have been thrilled to receive the delivery during this time!

Visit: shakespearebrewingcompany.ca



Anna Mae's

Anna Mae's restaurant is typically a busy place. When they were no longer able to operate the restaurant as usual, they took up the challenge to make their in-store experience safe for customers. They implemented tape markings on the floor of the store as well as offering contactless curbside pickup options. The team has even expanded their reach by taking their food deliveries to other communities such as Listowel, Waterloo and locally via scooter! Phone orders have been so busy, that they have added a second phone line to keep up with demand while constantly working to improve their process as they shift their business. They keep in touch and engaged with their customers and announce their specials on social media as well as sharing photos of the team and their delicious baked treats!

spotlight on business Perth East



Organic Oasis Farm Store

Organic Oasis is continuing to work to connect customers with local food. They are accepting orders through email and phone with the option to pay via e-transfer. They will even pack boxes up with your order for contactless curbside pickup. They continue to send out a regular newsletter with updates to their available products and they share images on Facebook of the delicious produce grown in their greenhouses.



Lynn River Farm Store

Lynn River Farm Store is continuing to send out their weekly menu to through their newsletter. They produce a wide variety of fresh and frozen meals to help everyone restock. They have adjusted their business to offer porch pickup at their farm store for orders and they are offering free delivery in Stratford, Shakespeare and Tavistock.

Perth East Spotlight on Business *continued*



Harry Ten Shilling

Harry Ten Shilling has evolved their business by creating an online store offering meals and afternoon tea for both contactless pickup and delivery within a 20km radius on select days. They are also accepting orders over the phone and online, they are leveraging social media to communicate regular updates to their customers.

Visit: harrytenshilling.com



KNT Authentic Catering

Despite the ongoing pandemic, KNT Authentic Catering is continuing with plans to open the restaurant side of their business on May 11. Menu and ordering instructions are posted to the website. Although the original plan was to open their doors as a buffet-style restaurant, they have modified their plans to offer phone ordering and contactless takeout options instead! They continue to use social media as a means to provide updates to customers.



Milverton Foodtown

Owner Mike Carter has been working overtime to keep his staff and customers safe. He's been camping out in a hardcover tent trailer behind the store to distance from his wife who is a healthcare worker. Foodtown is offering contactless pickups and drop offs to serve the seniors population.



Orchard Valley

Although this award-winning spa is closed for treatments, customers can still purchase products and gift cards and they can be delivered locally for curbside pickup at the spa or porch delivery locally in Stratford, Tavistock and Shakespeare. Owner Sherry has also been posting updates to social media about special gift basket packages available for Mother's Day as well as videos of her practices for safely packaging orders for customers.



Lil Fry Pie Shop

After initially choosing to close during the pandemic, the Lil Fry Pie Shoppe has decided to open once again for pre-orders. They will be following all precautionary measures to ensure safety and customers can call ahead to place their order and to receive a pickup time. They are utilizing Facebook as a means to update customers about available flavours, ordering procedures and other information.



Shakespeare Pies

This small shop has adjusted their services to offer drive-thru pickup and telephone ordering. They offer a wide variety of products, so they have filmed an "store tour" video for customers to reference all the products they have prior to placing an order. They continue to update social media regularly.



Faust Home Hardware

The store is closed, but they are getting creative and accepting orders via phone, email, Facebook, online website or walk up. Despite being closed to regular customer traffic, they have had to add an additional phone line (3 in total!) to keep up with the additional call volume. They are also offering free deliveries in Mitchell for any order over \$20.



Mitchell Golf & Country Club

Although the course is closed for golfing, the lounge kitchen is still operation and serving up delicious takeout options! They've been using social media to run draws for meals for frontline essential workers, virtual "isolation trivia nights" and to update customers with new take-out menu as well as updated weekly specials for takeout and pickup from Monday to Friday 11am-6pm. They are also offering gift certificates.



LiveWell4Life

The gym & wellness center is closed, but they are offering online training and classes using Facebook groups for gym members. They have also been live streaming workouts daily to match their class schedule.

spotlight on business West Perth

Valumart



One of the largest changes for many of us has been the way we all shop for groceries. Valumart is taking every precaution as they modify their operation to safely serve customers. They have modified their hours and are offering dedicated 8am to 9am opening time for seniors and vulnerable individuals. They offer sanitizer and paper towel available at entrance for cart cleaning as well as installing plexiglass partitions on both sides of registers for staff. They are accepting orders online for curbside pickup.

Walther's IDA Pharmacy



Walther's is doing their part to protect staff and customers by limiting the number of people allowed in their store at a time. They are also offering curbside pickup available and online ordering.



Johnny's Meat & Deli



Johnny's Meat & Deli has been working hard to connect with their customers and fulfill orders while demand is high. Orders can be placed via phone and contactless delivery of meats & cheese available. They have used social media to post product updates and ordering instructions for customers.

West Perth Spotlight on Business *continued*

For more West Perth businesses operating during this time visit: westperth.com/en/business/biabusinesses



Mitchell ACE Country & Garden

Mitchell ACE Country & Garden has been taking advanced safety measures to protect their staff and customers. They are open 9-3 Monday to Saturday for pickup and payment. They are accepting orders by phone, text and email and offering free curbside delivery options to customers. Staff have been using social media to stay connected to their customers.

Additional Funding Soon To Be Available From Perth CFDC

It was recently announced that \$287 million has been allocated to the Community Futures Network of Canada. The dollars have been earmarked for those who do not qualify for the recently announced wage subsidy or loans, or who need assistance managing operations during this time. Perth Community Futures Development Corporation is still awaiting details on how businesses will be able to access the funds. When more information is released it will be made available on the Perth CFDC website: perthcfdc.ca



COMMUNITY FUTURES
DEVELOPMENT CORPORATION



Floral Treasures

Floral Treasures has been busy using the power of social media to reach their customers with updates on products and ordering procedures. They have modified hours and operations allowing for phone in orders as well as contactless pickup and deliveries.

Perth County
Cultivating Opportunity

Update your business listing

Click here to access the form:
surveymonkey.com/r/P3W92Nj

Business Information Update

Business Information Update

Please take a moment to complete the form below. The Economic Development and Tourism at Perth County are updating their business directory*. To view the directory, [please click here](#).

In addition, if your business is operating during the COVID-19 Pandemic, please share with us the details of your modified operations.

Thank you in advance for your time!

*Please note, this survey is for businesses located in rural Perth County (North Perth, Perth South, Perth East and West Perth)

OK

0 of 12 answered

Stratford Perth Community Foundation Grants to Local Charitable Organizations Addressing Urgent Needs

The Stratford Perth Community Foundation is providing grants to local organizations addressing the urgent needs of citizens from Stratford, St. Marys and throughout Perth County due to the COVID-19 pandemic. Many not for profit organizations are experiencing unprecedented demand for their services, others will need our support in the months ahead in their recovery efforts.

Planning for the road ahead: Response and Future Recovery

SPCF has established a Charitable Response Fund with an initial commitment of \$30,000. This pandemic will have long-term implications for not for profits throughout our region from intensified demand for services for some, to the reduction and closure of programs for others. This new fund will bridge gaps and complement existing efforts to provide support to community-based organizations and the vital services they provide, and support recovery needs in the weeks and months ahead.



STRATFORD PERTH
COMMUNITY
FOUNDATION

It all comes back to you

Also, The Government of Canada announced \$350M in funding for vulnerable populations in Canada who are being disproportionately impacted by COVID-19. Community Foundations of Canada, along with the Canadian Red Cross and United Way Centraide Canada were named in this announcement as national intermediaries to deliver the funding. While we don't have specifics at this time, this is good news for our sector!

You can read Community Foundations of Canada's full statement on the Community Emergency Support Fund here: communityfoundations.ca/news



Randy Pettapiece, MPP Perth Wellington. Mike Carter, owner of Foodtown Milverton. Perth East Councillor Jeremy Matheson and Mayor Rhonda Eghoetz.

Tips from the OPP

The OPP is advising of some recent break and enters of main street businesses. Although many of you have closed your businesses due to the COVID-19 they advise you of the following steps secure your business during this time:

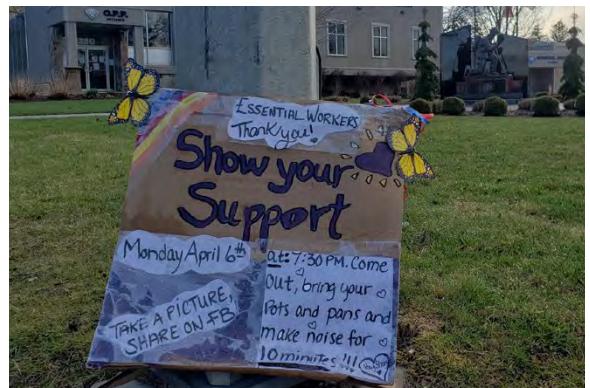
- Do not leave cash in your float/cash register
- Leave your cash register drawer open and visible so a thief knows it's empty
- Do not leave essential electronics (laptops and data pads) on the premises
- If you have an alarm system, make sure it is working and activated
- If you have cameras, make sure they are working

Even though your business may not be open to the public, please check the doors and windows for signs of forced entry. The OPP is trying to minimize the break in's with proactive patrols, the more vigilant we are the better. Reach out to the OPP if you notice anything amiss. **Watch out for your neighbors.** We are in this together.



Spotted in Perth County

The OPP shared images of the many signs of encouragement posted across the County.



Paramedic Community Outreach Team - COVID-19 Response



Ontario Health- West Region, through the South West Community Command Table, has developed a plan which is inclusive of Paramedics assessing and caring for Non-Emergency and COVID-19 patients in their home/residence. This will assist especially in cases when Hospital Surge Capacity triage protocols have been activated. This plan involves working closely with Retirement Home clinical staff, the Palliative Care Outreach Team, and the Huron Perth Public Health Unit. Paramedics are being leveraged to perform assessments and swab testing for suspected COVID-19 patients based on their skill set and mobility. Regional and local medical direction will be provided to promote clinical best practice and infection control measures to prevent

disease transmission. The team will work closely with Retirement Home clinical staff, as well as the Palliative Care Outreach Team (PCOT) for our region to provide in-home assessments and care.

The role includes two parts, as follows:

The team will be composed of one Paramedic that will not respond to regular 911 calls for the duration of this program. Their focus will be to support vulnerable clients in their community setting through the healthcare partnerships of various agencies. This program does not increase existing annual budget and also does not decrease current ambulance resource plan staffing levels, and response capability. We are thankful to our Perth County Paramedics for their support in the community!



Thank you!

Donations have been received by local businesses and organizations. Perth County Paramedics have worked to redistribute the donations amongst first responders and frontline healthcare. They also want to extend a thank you to the many food donations from local organizations and restaurants who have generously provided food to the Paramedics as they serve on the frontline during the pandemic.

Thank you to all who have donated!

Thank You Front Line Workers!

#BeSafe #StayHealthy
#InThisTogether

