



June 2, 2020

Dear Ms Henderson,

To benefit the business community and improve economic outcomes for the region, I am working on an application to successfully create the position of Regional Business Liaison who will help support business development and outreach to businesses of all sizes in the region. The application requires a letter of support from local stakeholders who could share in the information gained and the assets achieved by the creation of such a position. The role would be overseen by Cheryl Montgomery, the Executive Director of the Fort St. John and District Chamber of Commerce and funding of \$75,000. provided by NDIT. The new position will be dedicated to the Business Liaison expectations as outlined below, and the gathering of critical economic information. The position is 100% dedicated to the role of Regional Business Liaison, with shared deliverables beneficial to NDIT, FSJ Chamber of Commerce, Community Futures, City of Fort St. John Economic Development, PRRD and any other regional economic development stakeholders.

Deliverables obtained are intended to improve awareness of resources available to support businesses, increase business growth and development, and create a comprehensive database and tracking tool that will provide an overview of businesses in the region and their positioning in our economic environment.

An overview of the position details:

*The Fort St. John and District Chamber of Commerce would implement and oversee the new role of Regional Business Liaison which would provide ongoing support and information to the over 2000 local and regional businesses and organizations in the North Peace. The position would build relationships through face to face (in adherence to BC Health Guidelines), virtual meeting, or phone to share and gather information about regional business services, resources, and opportunities. Gathering information and creating opportunities to provide resources to support businesses and organizations is critical. The Regional Business Liaison would administer the following services:*

- *Provide information about local and regional organizations that provide resources for business:*
  - *NDIT*
  - *Fort St. John and District Chamber of Commerce*
  - *Community Futures*
  - *Municipal Economic Development*
  - *Peace River Regional District*
  - *Provincial and Federal Government*
- *Provide information for funding and support resources related to:*
  - *Covid-19 (Federal and Provincial programs including wage, rent, employee, tax, relief programs)*
  - *Business development, funding and growth opportunities*
  - *Employee recruitment and retention*
  - *Innovation, Technology and Advocacy*
- *Assistance and Support*
  - *Identifying need and sourcing support and opportunities*
  - *Assisting application, eligibility, and submission processes*
  - *Follow up*
- *Information and Data Gathering to create a comprehensive database that would capture:*
  - *Regional Business Survey – Data collection (business information and details (business structure, history, communications, financial, marketing strategies),*
  - *Covid-19 impact, goals, organization affiliations, etc.*
  - *Tracking of all support provided / referrals / funding applications /*
  - *Follow up / communication between Liaison / Client*
- *Build Relationships / partnerships / connections!*

The Chamber is prepared to provide office space and equipment to support this position.

I request your support through a letter to be received as soon as possible to meet the requirements of our application through NDIT.

If you have any questions, feedback, or input, feel free to contact me. I look forward to hearing from you regarding this exceptional opportunity to enhance our economic knowledge for our communities and region.

Regards,

*CMontgomery*

Cheryl Montgomery  
Executive Director  
Fort St. John and District Chamber of Commerce  
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