



2020 EDAC Marketing Canada Awards

Submission for:
Recovery

Purpose

On March 25, 2020, Quesnel's business support organizations came together to form the Quesnel Business Support Team. After a quick round of the Zoom table, where everyone shared what they were hearing from the business community, we identified two objectives for our team: 1) Maximize the government stimulus dollars flowing into Quesnel by supporting the business community in accessing those funds; 2) Maximize the local dollars flowing within the community with a "shop local on steroids" program.

To achieve the first objective, we set up a business support hotline, using existing staff resources and a small budget to pay for a coordinator and a VOIP system so each caller could handle calls from their own home.

To maximize local spending, we launched a series of #InQuesnel campaigns, with each partner contributing funds, in order to cover the costs of social media ad spending, video development, and a LOT of local gift card giveaways.

Our successes

Our hotline team called 755 businesses. For context, there are about 1000 business licenses, we did not call multi-family housing properties, dentists, lawyers, or businesses based outside of the community. The rest received a call.

220 businesses completed intake forms, resulting in 120 referrals, and at least 152 follow up calls. On average, the team helped businesses to access over \$18,000 in government supports, or \$4.1 million.

The #InQuesnel campaigns have seen an engagement rate of up to 19%, and our Love Quesnel channel has increased followers by 26%. \$9800 in gift cards to local shops have been given away as prizes.

A hurdle or two along the way

We learned from experience with this initiative. Quesnel was impacted by unprecedented wildfires in 2017 and 2018. We knew from that experience that businesses don't like to ask for help, and posting a number to contact is not enough. Outreach is required.

Target audience

Hotline: We began with businesses who had been mandated to close, or alter operations, followed by all other businesses.

#InQuesnel: Quesnel +50 km; with shopping, small biz interests.

Sustainability

We built this project around existing resources, including available staff time, websites, and social media pages.

Links

[Business Support Team](#)
[Love Quesnel Facebook Page](#)
[#InQuesnel videos](#)

Partners

[Community Futures North Cariboo](#)
[Quesnel & District Chamber of Commerce](#)
[West Quesnel Business Association](#)
[Quesnel Downtown Association](#)
[South Quesnel Business Association](#)
[District of Wells](#)
[Cariboo Regional District](#)