



Posted on Monday, May 04, 2020



Kawartha Lakes – In its continued effort to support local businesses through COVID-19, Kawartha Lakes released a survey on May 4 to better understand the impact the pandemic is having on businesses and what is needed to help the economy recover. The survey results will assist the Economic Recovery Taskforce, announced at [Council on April 28](#) ([/en/news/kawartha-lakes-council-meets-virtually-receives-pandemic-update.aspx](#)), as it works with Team Kawartha

Lakes.

Team Kawartha Lakes is a collaboration of local economic development and business organizations and includes Kawartha Lakes Economic Development, Kawartha Lakes Small Business Enterprise Centre (KLSBEC), Lindsay and District Chamber of Commerce, Lindsay Downtown BIA, Coboconk, Norland and Area Chamber of Commerce, Fenelon Falls and District Chamber of Commerce, Bobcaygeon and Area Chamber of Commerce, Impact 32, Innovation Cluster, Kawartha Lakes CFDC, VCCS Employment and OMAFRA Regional Staff.

“Team Kawartha Lakes has gathered valuable feedback from local businesses in the past month and made a lot of progress to ensure they are equipped with up to date and accurate information and resources,” said Rebecca Mustard, Manager of Economic Development, City of Kawartha Lakes. “As the municipality pivots towards recovery, we’re digging a little deeper to identify any gaps and the most effective ways to help our business community bounce back.”

Input from the survey will inform the decisions made by the Economic Recovery Taskforce and it is [now available online](https://surveys.tsp.ca/IntWeb.dll/Online/KWL20023/KWL20023) (<https://surveys.tsp.ca/IntWeb.dll/Online/KWL20023/KWL20023>). The online survey is open for all businesses and will complement the over 170 phone surveys Economic Development has already administered. A third-party will combine the online and phone survey results to provide an overall analysis.

Additionally, Economic Development will follow-up directly with any businesses that indicate they need help in the survey.

"Having worked with Team Kawartha Lakes in recent years, the Lindsay + District Chamber of Commerce is very grateful that our community had already established these relationships prior to the COVID-19 crisis," commented Colleen Collins, Executive Director, Lindsay + District Chamber of Commerce. "It has made responding to the needs of our business community in these trying times so much more effective."

This is latest of a variety of initiatives the municipality has rolled out during the pandemic to support local businesses, including:

- The [COVID-19 Business Resources webpage \(/en/business-growth/covid-19-business-resources.aspx?_mid_=31031\)](/en/business-growth/covid-19-business-resources.aspx?_mid_=31031) that outlines the various support and assistance options available for businesses
- A weekly [COVID-19 Business Support and Resources Newsletter \(/en/municipal-services/economic-development-news.aspx\)](/en/municipal-services/economic-development-news.aspx) keeping businesses updated of any developments and of ways to stay connected
- Recorded webinars through the Kawartha Lakes Small Business & Entrepreneurship Centre (KLSBEC) that offer training and templates (available on the [Business Resources webpage \(/en/business-growth/covid-19-business-resources.aspx?_mid_=31031\)](/en/business-growth/covid-19-business-resources.aspx?_mid_=31031))
- A [Business Blog \(/en/business-growth/covid-19-business-blog.aspx\)](/en/business-growth/covid-19-business-blog.aspx) with regular digital media tips and resources
- Bi-weekly meetings with Team Kawartha Lakes to tackle COVID-19 challenges

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[Media inquiries \(/en/municipal-services/news-room.aspx\)](/en/municipal-services/news-room.aspx)

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With the support of the
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the Federal Economic
Development Agency for
Southern Ontario.

The logo for Canada, featuring the word "Canada" in a serif font with a small Canadian flag icon above the letter "a".

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