



## **RURAL OPPORTUNITIES COVID-19 FUND PROJECT COVID-19 IMPACTS TO YOUR BUSINESS: YOUR CHANCE TO BE HEARD**

Over the coming weeks, local consulting and training firm **Ballad Group** will engage with business owners across the Yellowhead East and Lesser Slave Lake regions in order to:

- (i) Explore employer/employee needs and workforce impacts due to COVID-19; and**
- (ii) Identify immediate and future supports and assistance for the business community and labour market.**

Due to current public health restrictions, engagement with businesses is set to begin immediately via Zoom and telephone calls, with businesses in the Community Futures Yellowhead East and Community Futures Lesser Slave Lake regions being asked to share their current challenges related to the pandemic.

The Ballad team will also connect with businesses experiencing growth at this time to share success strategies across the region, while connecting business owners who demonstrate urgent needs to Community Futures' supports and available workshop training opportunities. As soon as provincial restrictions allow, Ballad will transition to in-person engagement on the ground.

Interviews can be completed in as little as 10 minutes (with extra time available for in-depth discussions if desired) and participation is strongly encouraged so that your views are best represented. **In order to schedule an interview at a suitable time and date, please contact Ballad Project Leads Alan at [agilligan@balladgroup.ca](mailto:agilligan@balladgroup.ca) (587-594-1196) or Josh at [jburger@balladgroup.ca](mailto:jburger@balladgroup.ca) (587-712-8372).**

For further details on the project and available workshops during the month of February please contact:

Michelle Jones, General Manager for Community Futures Yellowhead East at [mjones@albertacf.com](mailto:mjones@albertacf.com) or 780-706-3500; or 778-0977

Josh Friesen, Executive Director for Community Futures Lesser Slave at [joshsl@albertacf.com](mailto:joshsl@albertacf.com) or 780-849-3232.

### About Community Futures

*Community Futures Alberta is a community driven, non-profit business loan and business development organization made up of 27 offices throughout rural Alberta. Our mandate is to support small business development and rural economic diversification in Alberta by working actively with community and business leaders to foster growth. The COVID-19 Business Viability and Strategic Business Pivoting Project has been made possible by the Rural Opportunities Fund, which is supported by Western Economic Diversification Canada (WD).*

### About Ballad Group

*Ballad is comprised of professionals with more than seventy years of combined economic development, research, strategic planning, public sector, and project management experience. Ballad provides business consulting and advisory services for a variety of public and private organizations, in addition to delivering integrated training solutions on behalf of government.*