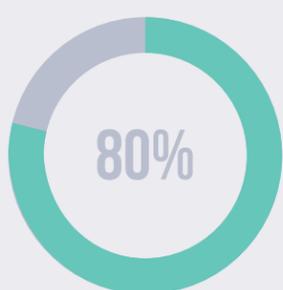
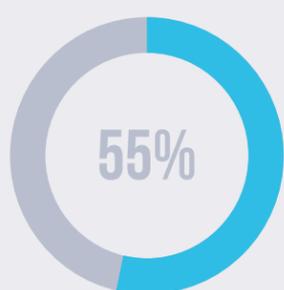


ECONOMIC RECOVERY TASK FORCE SURVEY

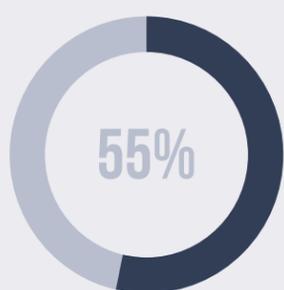
Cochrane's Economic Recovery Task Force survey asked businesses for input around current and expected impacts they are facing due the pandemic. The task force used the results to develop Cochrane's Open & Safe local shopping campaign; work is also underway on with partners on more marketing and support efforts.



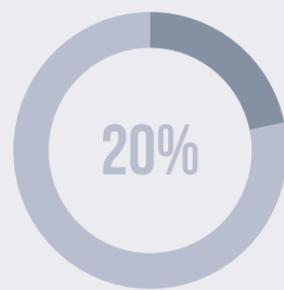
Changed operational model



Reduced staffing levels or hours worked

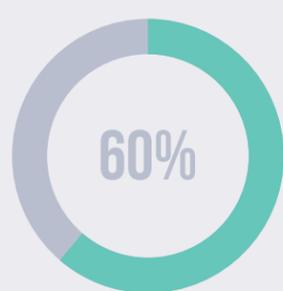
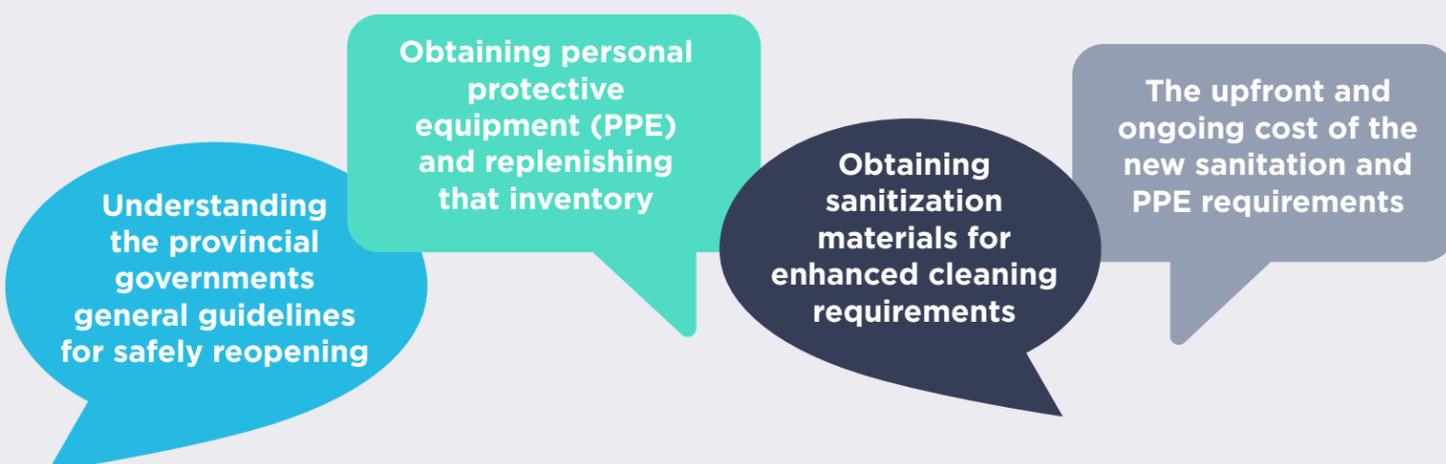


Saw profitability drop by at least 50%

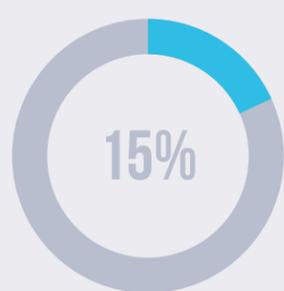


Closed business completely

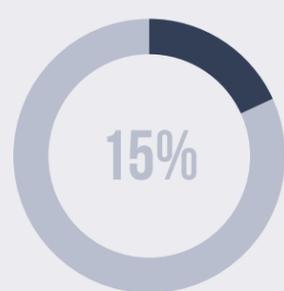
Top four barriers to reopen or operate:



Tapped into provincial or federal funding



Did not apply for any funding

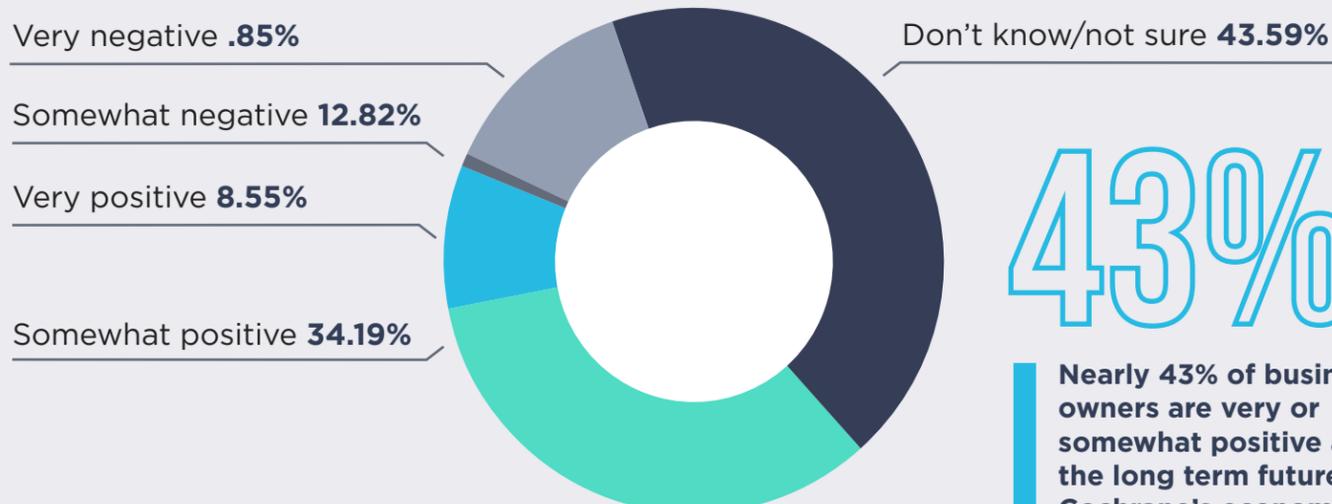


Deferred utilities, lease or rent payments

60%

60% of business owners utilized provincial or federal funding programs.

Overall, how do you feel about the long-term future of Cochrane's economy?



43%

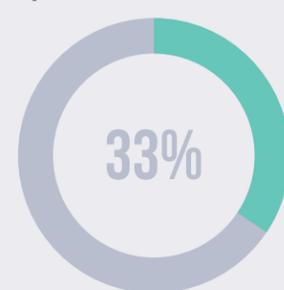
Nearly 43% of business owners are very or somewhat positive about the long term future of Cochrane's economy.

According to Leger Canada, 17% in Alberta think the economic and job situation in six months will be better than today (21% nationally), which is less than the 43% here who are positive.

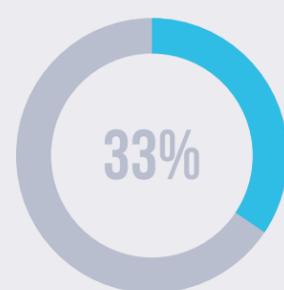
Over the next two months, businesses:

50%

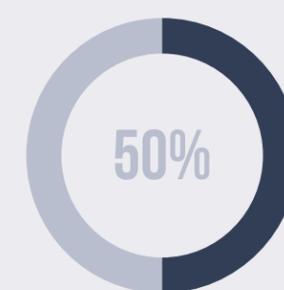
50% plan to introduce or increase online, digital or e-commerce operations over the next two months.



Expect to see a decrease in sales



Expect to see an increase in operating costs



Will introduce or increase online, digital or e-commerce operations

In your opinion, what should the Town of Cochrane's top priorities be to help your business remain viable over the next six months?



The survey was open from May 25 to July 16, 2020 and received 147 responses from businesses in Cochrane.