

# Town of Caledon launches new campaign to support essential local businesses

Written By ALYSSA PARKHILL

"Now more than ever we need to come together and do what we can to support our local business community," said Mayor Allan Thompson.

The Town of Caledon's Economic Development Office has organized an outreach campaign in support the local businesses that are still operating amid the COVID-19 pandemic.

The Economic Development Office is dedicated towards supporting and enhancing economic development in Caledon through promotions. According to Ben Roberts, Manager of Business Development, Tourism and Culture, these promotions are done by promoting Caledon's local businesses to investors, advice and training through the Caledon Business Innovation Zone, helping local businesses through the development application process, support in employment, servicing, community improvement, and tourism promotion.

During the difficult times of living in a global pandemic, many local businesses who remain in operation are working hard to stay afloat and continue operations as normal.

The Economic Development Office has created an online map where local businesses can publish important information for residents. The first task for local businesses is to fill out an online survey to introduce to the Town the impact the COVID-19 pandemic has had on their business.

"This information will help give us a better understanding of the extent of the damage to our local economy and (allow us to) make more informed decisions down the road when we think about how to recover from the pandemic," exclaimed Roberts.

The second part of the campaign centres around building an online map by promoting local businesses to residents within the community to help support them. By publishing information about one's local business, residents are able to locate them easier, introduce themselves to people who are not aware of them, and promote their business overall.

"We strongly encourage business participation in this campaign, by filling out the survey and joining the shop local map, to help the Town support the business community now and in the future," said Roberts.

Amid the COVID-19 pandemic, this map will give members of the community an easy and accessible way to see what services and stores are continuing operation, as well as highlighting any changes they have made in terms of store hours, delivery or pick-up changes, or any specific protocols.

Each business listing includes the title, address, phone number website and store hours along with other key information.

To check out what stores are still operating or to add your business to the map, please visit [Caledon.ca/business](http://Caledon.ca/business) for more information.