



For Immediate Release
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ETSI-BC Funds North Okanagan Shuswap Business Advisors

Two new business advisors are serving the North Okanagan Shuswap region as the province begins implementing a re-opening strategy to help businesses recover from the economic fallout of the COVID19 pandemic. The consultants are excited to provide support to assist with grant applications, digital marketing strategies, financial planning, business planning, and other areas of business development as they move forward.

7 communities in the region formed a collaborative group and submitted a funding application to ETSI-BC (Economic Trust of the Southern Interior) to hire advisors, who will be available to work with business owners in Armstrong, Chase, Enderby, North Shuswap, South Shuswap, Sicamous and Spallumcheen.

"This is a great opportunity for our business community, we are grateful for the support through ETSI. The last 16 months have been difficult to say the least and right now as we are facing yet another challenge it is good to have something positive to focus on." said Victoria Cameron District of Sicamous Chamber of Commerce President.

We have not rushed to roll out this project in Sicamous as we know how busy our members are during the summer months. We want those who feel they would benefit to have the time to meet with the advisors and have the full benefit of their expertise; that may include needing support to apply for the federal and provincial grants offered for recovery.

The business advisors will be out in each of the communities over the next 9 months to work with local business owners on their individual business development requirements. Both advisors are looking forward to connecting with business owners and collaborating with other regions on solutions to ensure businesses can source the support that they require to reopen and take advantage of new opportunities.

Robyn Cyr has been involved in Economic Development and Tourism Development for the past 20+ years, working for Community Futures, Local Government, and Indigenous communities in Squamish, Williams Lake, and the Shuswap region. In 2019 she left her role as Economic Development Manager for the Columbia Shuswap Regional District, which included the management of Shuswap Tourism and the Columbia Shuswap Film Commission, to start her own business - Brabyn Business Solutions. She is now working directly with local communities on business

development and business recovery projects. Robyn is passionate about the communities in the region and also sits as a director on the Splatins Development Corporation, the Shuswap Trail Alliance, the South Shuswap Chamber of Commerce, and the Skmana Ski Club. Robyn's knowledge of the region and experience in business development are an asset to the project:

'We know that the communities in our area are no strangers to disaster; fires and floods and have laid the groundwork for effective business development strategies and this program is moving quickly to ensure all businesses are receiving adequate support,' said Cyr.

Janet Doyle is a marketing and media specialist with over 20 years of experience in digital communications, drawing on knowledge built over a colourful career that spans across Canada. Her community focused approach is genuine; she loves discovering the local charm of each destination and is looking forward to working with local business owners to ensure they receive the personalized advice they need to navigate the quickly changing world of social media and marketing. Her experience working in rural communities across Canada gives her a practical understanding of the common problems faced by rural businesses:

'I'm looking forward to working with them to creatively address their unique challenges' Doyle remarked, 'and help them build a successful online presence that will prepare them for full recovery. 'Our region is second to none in beauty and what we all crave - open space. We expect the next few years to see explosive growth as customers return, and we want businesses to be ready to capture that market.'

For more information on how the program can help your business or to be referred to an advisor, contact one of the participating chambers in the North Okanagan Shuswap.

For more information on this release contact:

Sheila Devost
Executive Director
District of Sicamous Chamber of Commerce
250-836-0002 or email sheila@sicamouschamber.bc.ca