

INSIGHT REPORT

Community Futures Fraser-Fort George Outreach Program

Supporting businesses and organizations flourish in a changing context

Community Futures Fraser-Fort George Outreach Program Goal

- listen **deeply**
- meaningfully **engage** businesses and organizations in the Fraser Fort George area
- to guide and strengthen our* **collaborative** efforts
- to support **communities flourish** into the future, according to our organizational mandates

**our: Aboriginal Business and Community Development Centre, City of Prince George, Community Futures Fraser-Fort George, Northern Development Trust Initiative, Prince George Chamber of Commerce, McBride and District Chamber of Commerce, Mackenzie Chamber of Commerce, Village of Valemount, Village of McBride*

What have we DONE



1. **Listening** deeply to 160 Businesses & Organizations

65 Business & Orgs



1. **Referring** 125 Businesses & Organizations to programs, services & resources

More than 200 referrals made from a list of 172 resources



3. **Collaborating** with Think Tanks to develop “5 Informed Designs”

W2L Grant Approved!



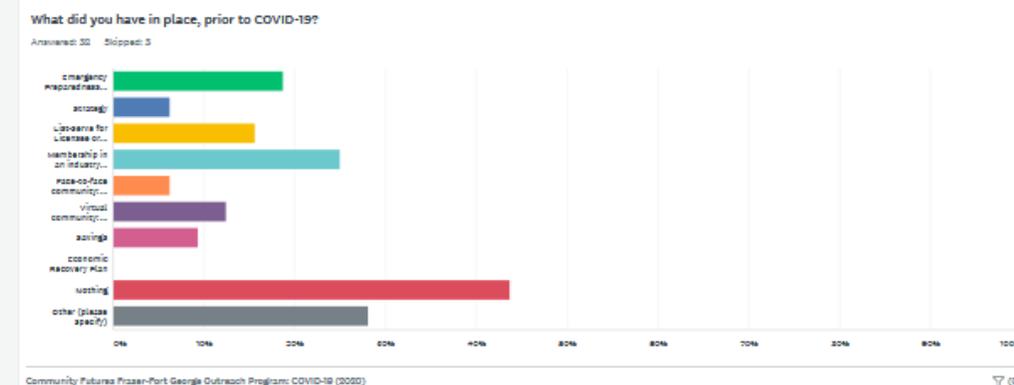
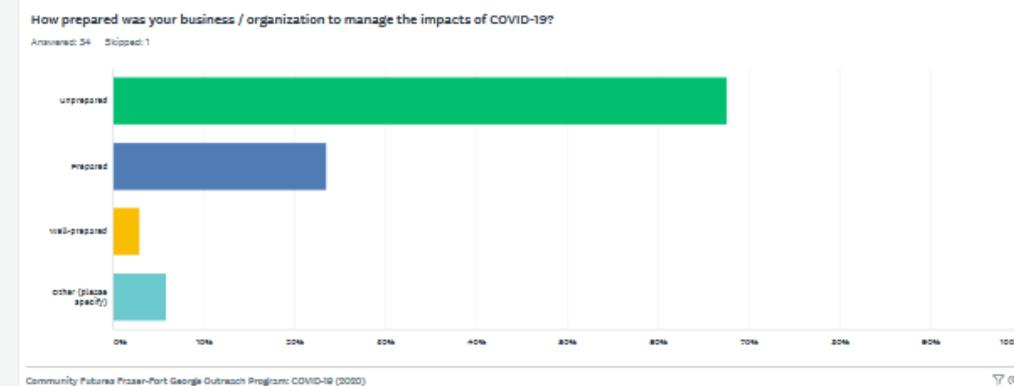
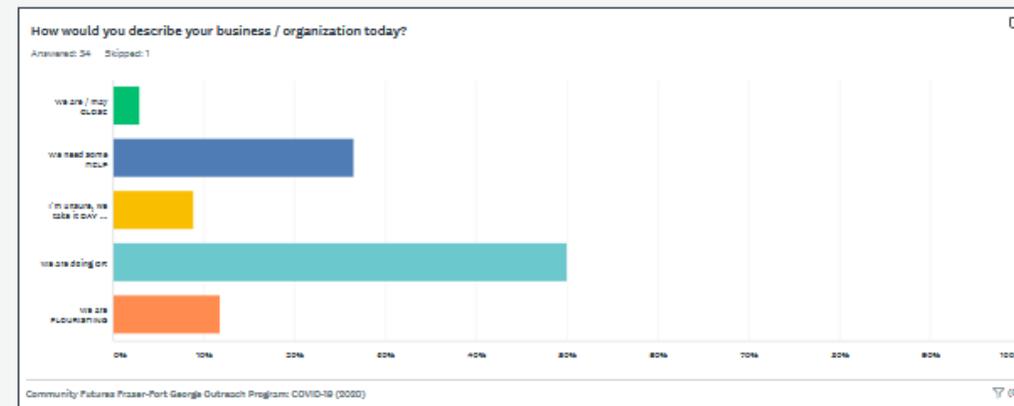
4. **Amplifying** the voices of Northern Businesses & Organizations

Vista Radio, Website Insight reports

Follow the visual story

https://cfdc.bc.ca/regional_outreach_program/

n=65



What we have learned, so far

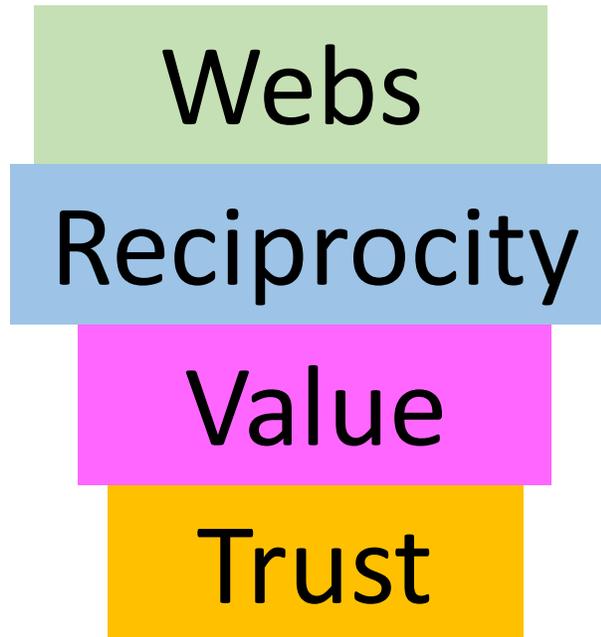
Sample size (as of November 16) = 65 interviews completed

1. People experience BARRIERS asking for help
2. Information is overwhelming and fragmented
3. Mental health already was an issue, now it's impacting business decisions
4. Microbusiness are missing out
5. Organizations are not planning for another wave of COVID-19
6. Public health protocols are causing a "Double-Whammy" for businesses

Relationships matter!

Just like \$\$\$, relations are a form of **capital**, widely available to some, and inaccessible for others. And just like \$\$\$, where some currencies are **more valuable** than others, there some kinds of relationships that offer more value.

“Best Currency” Relationships?





Webs

Reciprocity

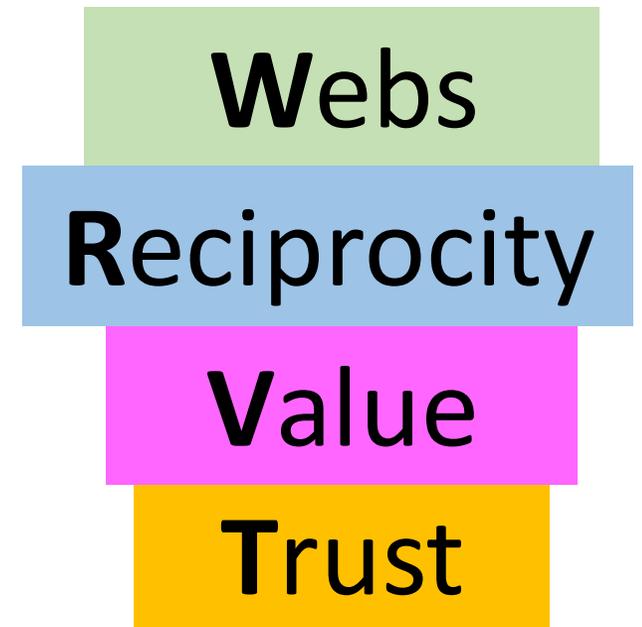
Value

Trust

Communities with WRVT relationships

- Resolve collective problems more easily
- More empathy, less cynicism
- Flexibility, deliberation
- More innovation
- Lower transaction costs (because we trust each other)
- Economic prosperity

WRVT relationships makes us smarter, healthier, safer, richer, better able to govern a just and stable democracy.



Trust

Business: I'm grateful that I did have the other yoga studio because we kind of investigated things together. Like if they found out something, they'd let me know or vice versa. So we worked well or you know, we were there for each other as much as we couldn't be to be like, Oh, yeah, this is what we filled out. And this is what we did. And I'll send you the link to this. And, um,

RBL: but other than that, there's no competition between you guys.

Business: I kind of do my own thing? They and they do their thing? Like, we're not they **don't i don't think there's competition**. I don't know.

RBL: like normal association between you like there's no like, weekly or monthly things,

Business: No, it's just their business versus mine. yeah, and like, my classes are, are full and theirs are full. **So I think everybody's, you know, it's sustainable**. Right? So yes, good.

Trust

Value

”We're really lucky because we have an overhead body called the Canada Western Ski Association and so **they've tackled it for all of the hills and user groups. They've connected us all with Worksafe, they've connected us with Restaurants Canada, Technical Safety, etc.** So every week, every Wednesday, we have a two and a half hour meeting with every hill in Western Canada and they give us the guidelines on what to do and **notify us right away** of changes that come in. ... [There's] lots of support that way. I can pick up the phone anytime and call the head of CWSA and **he'll answer and, yeah, he'll help find solutions if we get stuck”**

Value

Reciprocity

"You know, there's definitely benefit from being part of an association to get information, that kind of thing. But at the same time, if there is no money, there is no money to pay for those. I mean, **I actually have dropped some of my memberships because the benefit, or the cost, didn't show.**"

Reciprocity

Webs

“I also have a TV on my shelf. That's right up above my nail desk. And people put their ads on it so that people have something to look at while they're getting their nails done and then behind my desk, I have a business card holder. So if anybody asked me, **I can just hand them their card**”

Webs

Millennium Microsoft, Alcoholics Anonymous, Western Canadian Ski Association, Recycling and Environmental Action Planning Society, Hotel Union, Yoga Alliance, BC Sustainable Energy Association, BC Housing, BC Non-Profit Housing Association, College of New Caledonia, Community Futures, Western Canadian Farrier Association, Arts BC, Chamber of Commerce, Skate Canada, Love Mackenzie, Canadian Communication Systems Alliance, Canadian Association of Community Television Users and Stations, The Council Arts of Alberni Village, School District 57, Human Resources Association, Canadian Payroll Association, Farmer's Institute, Canadian Food Inspection, Small Scale Food Producers Associations, Atco Structures Prince George, Northern Health, Ministry of Child and Family Development, Cycling BC, Canadian Cycling, Beauty Council of Western Canada, Canadian Association of Face and Body Painters

Do WRVT relationships impact C-19 responses?

Do we see any evidence that formal and informal relationships change the way businesses and non-profits navigate COVID-19?

Webs

Reciprocity

Value

Trust

YOUR TASK:

What surprises you?

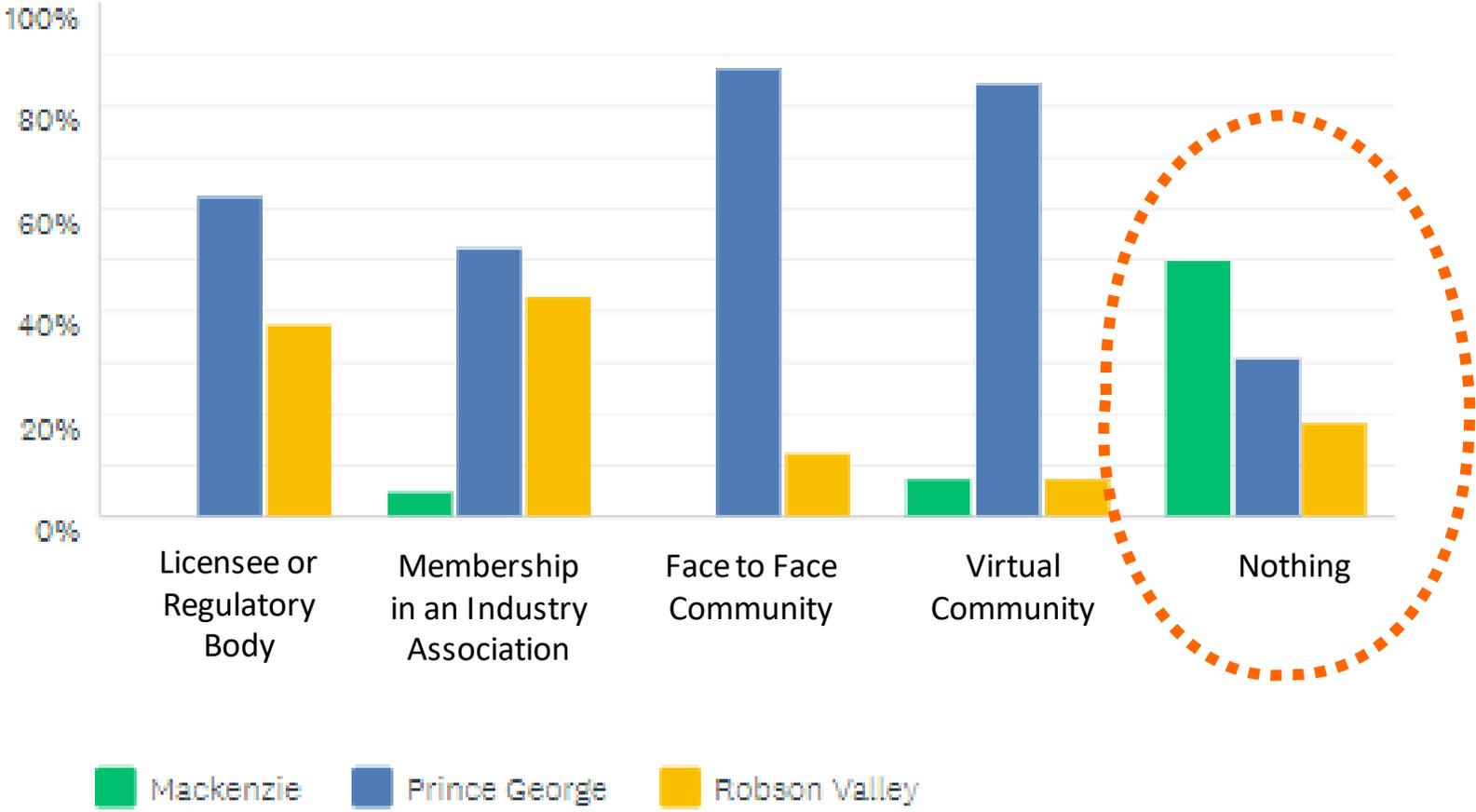
What confirms a suspicion?



**SURGEON GENERAL'S WARNING: Smoking
and graphs are bad for your health and may cause
heart palpitation, nausea and confusion.**

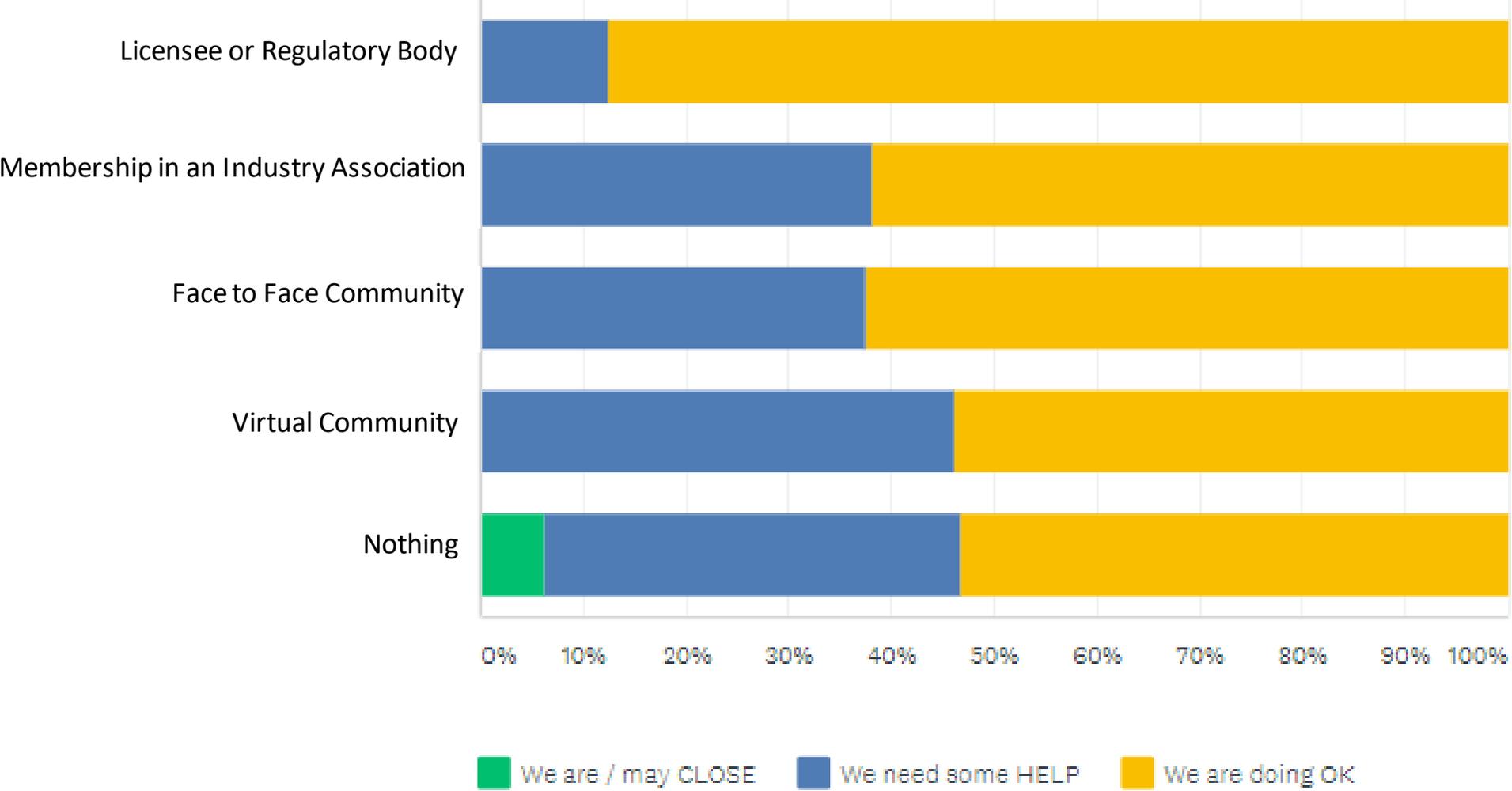
What did you have in place prior to COVID-19?

Fraser-Fort George



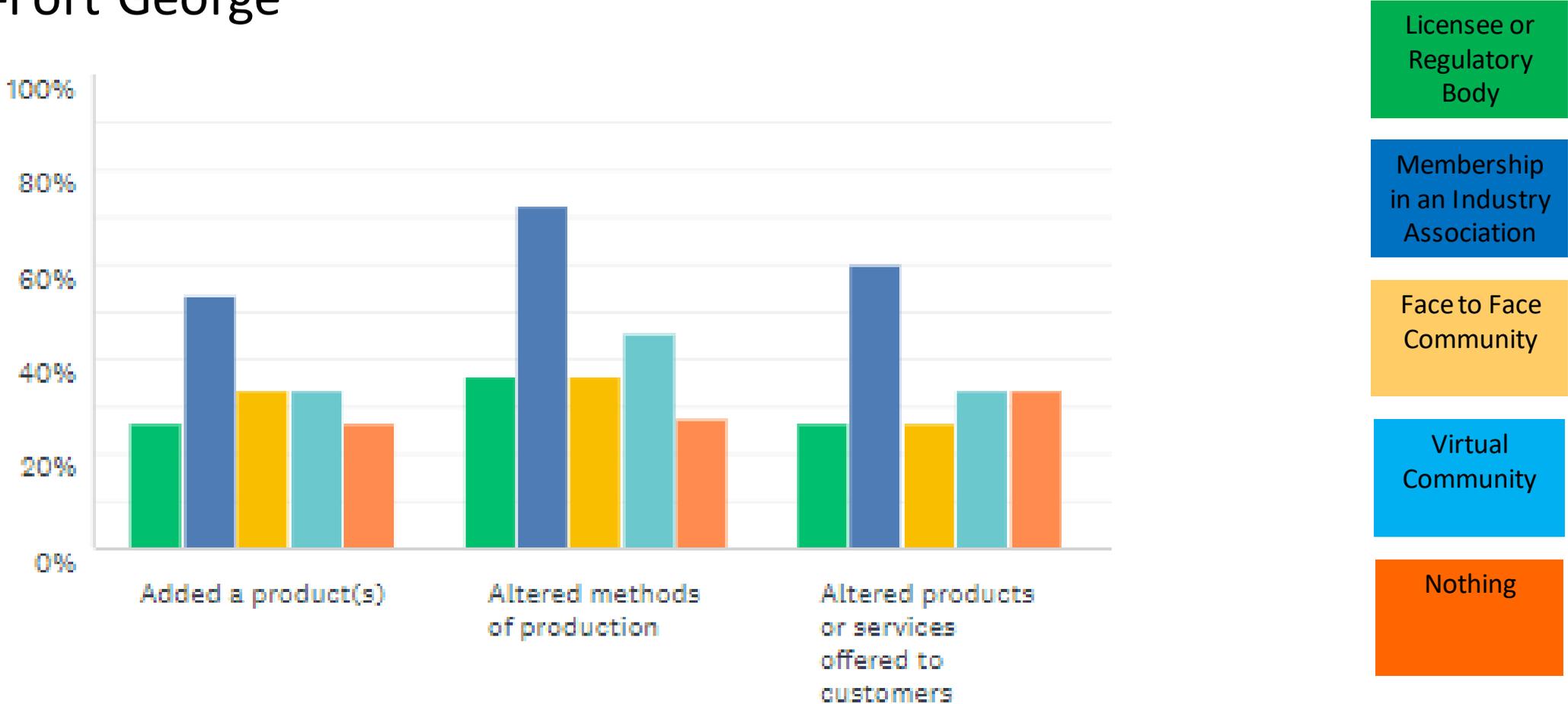
How would you describe your biz / org today?

Fraser-Fort George



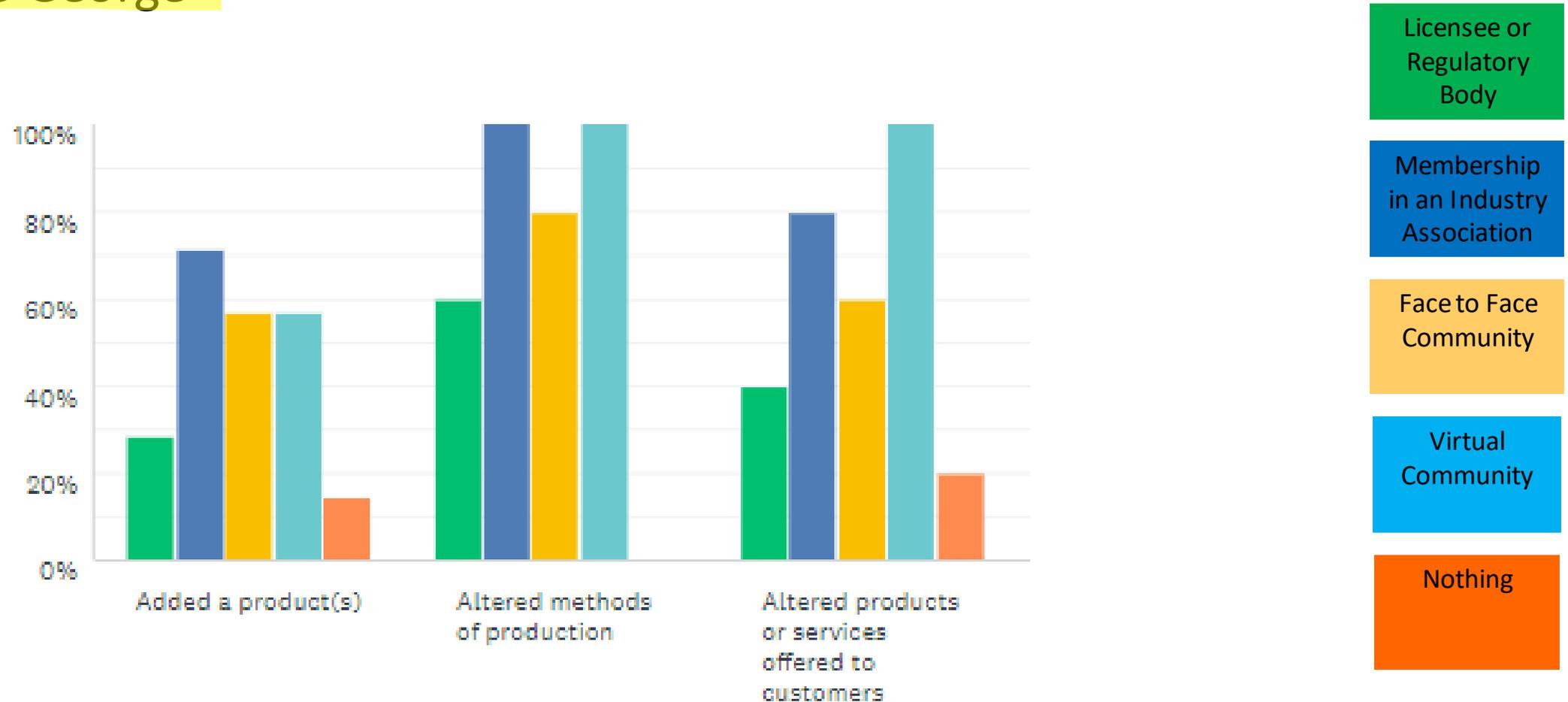
Have you changed your products or services?

Fraser-Fort George



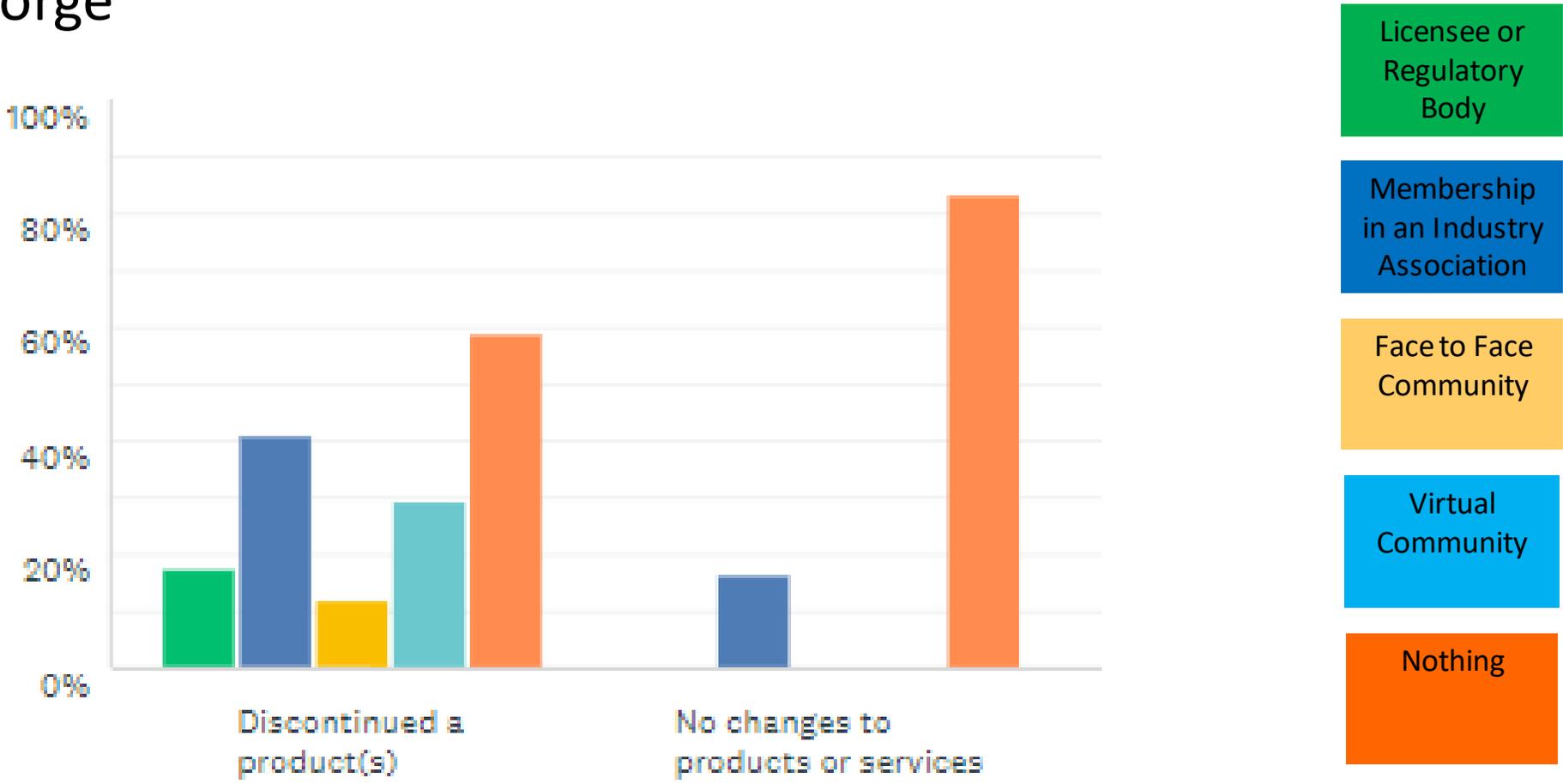
Have you changed your products or services?

Prince George



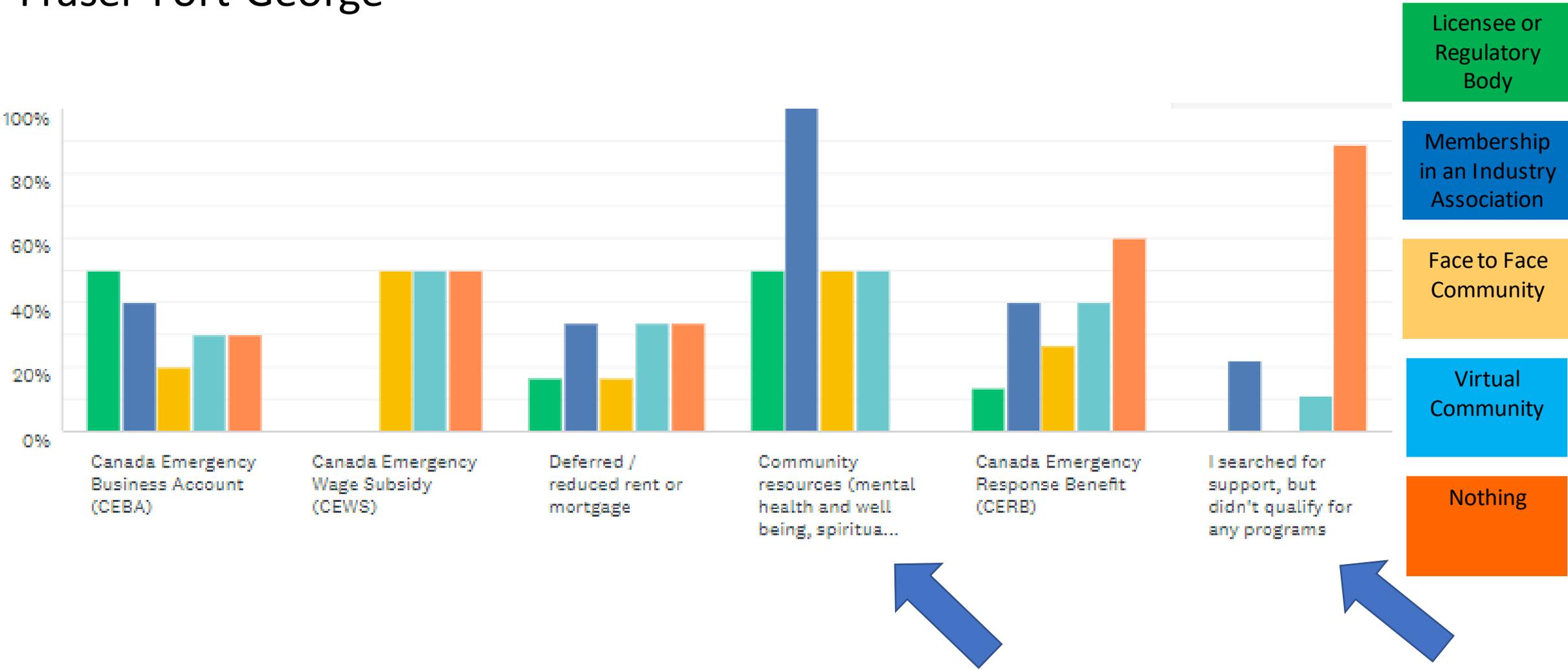
Have you changed your products or services?

Fraser-Fort George



What resources did you access?

Fraser-Fort George



WRVT Relationships contribute to resilience

When biz/orgs were able to recall formal and informal relationships:

- It was more likely that they were flourishing and less likely to say "I need help"
- They were more likely to have tried new things (added, altered methods of production and altered services and products)
- They were less likely to have discontinued services or products (Doctor Bonnie Henry said stop, so we did)
- They were more likely to have accessed programs, resources and support
- They were less likely to say "I searched for support, but didn't qualify for any programs"
- **They are more likely to be resilient**

Trust

Value

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Webs

10 things that impact relationship-making

(interview quotes)

1. I don't see any benefit (you say it's important, but I don't believe it or see it)
2. "When I attend those meetings, I feel like I'm being sold something"
3. I don't have time
4. I don't like socializing, it feels awkward
5. The trauma I experienced has taught me not to trust people
6. I'm afraid someone will steal my ideas
7. There's no place to meet and no one to make it happen, especially in COVID
8. I don't feel safe talking to people here. I don't want other people to know about my problems
9. It's too expensive to join that association
10. I joined the association, but they only talk about the mainland

Many associations are just not relevant!

- "it was totally helpful to give me perspective, okay, because a lot of the problems they were facing had nothing to do with me. Okay. So like, they were from areas and like Vancouver, Victoria and stuff, and they're talking about, like, gallery openings that would bring in like, 500 people. And I'm like, Yeah, man, I got 15."
- "because it doesn't really affect us. It affects more than a hotel employees in like Vancouver, okay. Because we get a lot of emails and stuff about what's going on in Vancouver with them hotel people losing their jobs. But our hotel is still doing well. "





But other things ARE happening....

Less Formally

"a lot of people just like relationships, but they're not making partnerships." (interview quote)

People are WATCHING

- "And there's a couple of different Facebook groups where yoga teachers all are together"
- "I have noticed, like, because on Instagram and stuff, like we follow others cycling club"
- "Like I follow a lot of other coffee shops... if I have questions that go directly to further help to make sure I'm doing it. I So I just generally follow different shops."
- "And so we have this physical fitness group on Facebook, that's like a nationwide thing. "



Common interests are a HUB for WRVT relationship-making

"I also [my daughter] got to go down to Prince George for the last two weeks of summer, because they got back on the ice then program. So they had to follow their procedures and stuff and get their program running. So I asked, ask them, like you talk to neighbors and have, yeah, they couldn't have anyone come in and watch again, you can just drop off your kid and then go inside and they do their stuff, and they leave. But I contacted them and was like, **Hey, can I like I get what you're doing and I see how you're doing** okay, but can I actually come in and watch you go through and see like, where they sit and how you're making this process work. **So that helped** because you walk in there and they'd have this site to sit and decide to sit and this was for the first group. This one's for the next group. **And then you have your binder, visual stuff. And yeah, I just got to go in and just talk to them and basically just confirmed everything that I thought that they were doing,** but to go in and See it and then bring it back to a club and say, Hey, this is how they did theirs. And this is what they're doing, then that **we just kind of modeled after what they were doing. just changed some things to our stuff.** I looked at what their safety plan had as well. We kind of just take what skate candidates returned to play safe to plan was, and then take what the rec centers will is and like what their specific ones are for them. And kind of just mash them together. And just just because everybody's arena is different, and how you're going to move about them is different."

RELATIONSHIPS unlock knowledge

"Um, well I think the like the BC RMT associations, they were all receiving the most up to date information about going back to work. And like I said to that's where I went to get my accurate information for massage. And I think they had it all laid out pretty clearly. I have a lot of RMT friends. So they were actually just forwarding it on to me, **I personally can't access the actual BC RMT** like an association forum or whatever because not I'm not one, **but my friends were happy to give me** the most accurate information that they have."

People are turning to their FAMILIES, especially in rural areas

think lots people one COVID stress Yeah already know come
support talking family mental health support really
employees None seen work cancel staff

World Cloud of the support services people are aware of that can help self, family or employees manage stress

Mackenzie & Robson Valley

Lost relationships are impacting LIFE

“if we go into lockdown, it's gonna it's gonna hurt. You know, it'd be no different than it was when we went into lockdown in April. We had to shut down. Loss of service all the way around, not just for my staff and the people that come here, but it's these meetings and they will impact them the most... You're back to zoom meetings or no meetings and that's not a good thing for anybody who's got an addiction problem. A lot of [people] fall off the wagon. You know, and we've seen that a lot. I wouldn't say, I couldn't give you numbers, but there are, you know, people slip. You know, it's more people slipping absolutely. **Well look at the opioid crisis. You know, that is, how many overdoses there that are. It's spiking huge.**

Pay attention to how communities are showing up for each now. If you are looking for new communities to connect with, “find communities that are doing a lot for the members right now,” not the ones that have a placeholder on their websites, Hoey said. “You know that when we are out of isolation,” she said, the ones that are active now are “going to continue to care about community.”

J. Kelly Hoey



Have a story about how COVID-19 has affected your business or organization?
We want to hear it!

Book an appointment in Mackenzie, PG or the Robson Valley

- ❖ In Prince George contact Lead Regional Business Liaison, Amelia Merrick: general@cfdc.bc.ca or 1-250-562-9622
- ❖ In Mackenzie, with Regional Business Liaison, Jesse Wright: jessew@cfdc.bc.ca at 705-928-8662
- ❖ In the Robson Valley, with Regional Business Liaison, Shona Thorne: shonat@cfdc.bc.ca 1-250-561-6424



THANK YOU !

Webs

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Value

Trust