



MEDIA RELEASE

February 10, 2020

Petawawa, ON – The Town of Petawawa, City of Pembroke and Township of Laurentian Valley are pleased to announce they, in partnership, will be offering a new business Service Concierge program in their communities.

The program is designed to provide businesses with a tailored and customized opportunity to work with local consultants in the areas of digital media, finance and beautification, including providing workshops to encourage collaborative networking and further education.

“Having just completed a Business Retention and Expansion process, one of the key recommendations was to work with partner agencies to promote and execute business development workshops,” says Lauree Armstrong, planner and economic development officer for Laurentian Valley. “This Service Concierge program will help achieve that recommendation.”

The first program in this service series will focus on digital media. This is the most widely changing and evolving communication medium, and one where businesses need support to leverage these resources effectively. Businesses who wish to participate can sign up to receive a third-party audit which will include a review of their social platforms and a checklist of recommendations and proposed quick fixes.

Coupled with the audit, there is a face-to-face consultation to provide more personalized support. Paperback Events has been engaged to deliver this service as well as develop and offer workshops addressing common opportunities for enhancing these platforms. Each workshop will be offered twice with locations rotating between the three communities to allow for the most participation, understanding that one time and one location might not work for everyone.

Heather Sutherland, economic development and tourism officer for the City of Pembroke, participated in the implementation of a similar program, the Digital Main

Street Program, offered to eligible business improvement areas. “The advantage of the Service Concierge program is that it is available to any businesses operating within the three partner municipalities,” she says.

Businesses are not required to participate in all aspects of the Service Concierge program. There is the opportunity to select and participate in program elements; however, the results of the audits will help shape workshop content and leverage other program opportunities based on quantifiable data. Businesses who wish to participate in the audit portion of the program should register immediately.

“Thanks to the partnership support for this Service Concierge program, we are able to offer these opportunities at a minimal cost to the business,” says Val Hyska, chair of the Petawawa Business Advisory Network.

The audit and consultant meeting – phase one of the program – will be available at a subsidized fee of \$25 plus HST. The workshops – phase two of the program – will each be available at a rate of \$10 plus HST. The audits will be offered on a first-come-first-serve basis. Once a business has registered to participate in a digit media audit, Paperback Events will be informed and they will contact the business to arrange and complete the audit portion of the program.

For more details on the digital media portion of the Service Concierge program or to register your business for an audit, please contact the respective municipal representatives or visit the websites provided for further program details and direction.

For further information, contact:

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www.petawawa.ca/business page and click on the Service Concierge

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