



FOR IMMEDIATE RELEASE
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Business Survey Seeks to Determine How To Help Northstate Counties with Recovery Plans

Redding, CA – (May 12, 2020) – The Smart Business Resource Center and the Redding Chamber of Commerce, in conjunction with local Workforce Development Board, NoRTEC, has launched a survey asking how businesses are managing and adapting their business operations during this challenging time. The survey is intended to gather information that will allow local workforce agencies to respond with support and assistance to help with recovery efforts.

Businesses can respond to the brief survey here: <https://www.surveymonkey.com/r/NZ25RJX> to share information about their current situation, how they have adjusted, challenges they are facing, and their plans for the future. The survey is available until May 15, 2020.

With the information received from the local business community, the recently formed Rapid Recovery committee will be able to help advocate for necessary resources and supports to help the community move forward.

Smart Executive Director, Wendy Zanotelli, stated, “It is important to be able to quantify the impact COVID-19 is having on operations of our rural, NorCal communities so we can advocate for and access additional resources and funding opportunities. We have received initial funding for disaster recovery, temporary jobs, and clean-up assistance, but now we need to begin understanding and planning for the longer-term economic recovery efforts.”

Survey results will be available for organizations wishing to participate in the community recovery efforts. For inquiries or survey assistance, contact the Smart Center at 530-246-7911.

About Smart Business Resource Center

The Smart Center is a 501c3 non-profit that began in 1979 in Shasta County as the Private Industry Council. Today they serve the counties of Humboldt, Shasta, and Trinity, and beginning 7/1/20 they will also serve Del Norte and Siskiyou, through the Workforce Innovation and Opportunity Act by providing job seekers with resources, training, education, job development, and job placement to help them not only receive living wage jobs, but to grow in their careers. They also help businesses grow by educating employers about available tax credits, alternative labor pools, and helping with recruiting, interviewing, and hiring, as well as offsetting wages for work experience and on the job training programs. Smart is a proud partner of America’s Job Center of California, NoRTEC Workforce Development Board, and Humboldt Workforce Development Board. They have locations in Crescent City, Eureka, Redding, Weaverville, and Weed. For more information visit the Smart website at <http://www.thesmartcenter.biz>.

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