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Media Release

COMMUNITY COLLABORATION FORMS TO HELP DRIVE BUSINESS RESILIENCE IN THE PEACE REGION

Nearly 20 local professional service firms have joined forces to provide expert advice to the Grande Prairie & Area businesses community through difficult economic times by offering a range of complimentary advisory services and resources.

AVAIL GP is a collective of local companies positioned to help businesses navigate the challenges and opportunities on the horizon, at no cost.

“Our local and provincial economies were already struggling from the downturn in the energy sector,” says Ryan Blais, a partner at nine10 Marketing. “The pandemic has had a tremendous impact on industry and commerce in the area and we recognize the need to support businesses as they try to make decisions and plan for the months ahead.”

The collective recognizes that providing complimentary support can help small businesses through challenging times by providing professional advice they may not have the funds to access.

“We believe in our community and its resilient nature,” says Blais. “It is known as having an entrepreneurial and get-it-done attitude. These are different times and new approaches are needed to ensure sustainability of our local business entrepreneurs.”

Nine10 is spearheading the initiative. Other partners include Image Design, Out There Media, Write Stuff Communications, Speedpro Signs, KMSC Law, Stringam LLP, Fletcher Mudryk, Caseley HR Consulting, Stacey Messner HR, Community Futures, Gr8 Solutions Consulting, Business Innovations Group, Hi-Tech Business Systems, and Illuminate Technologies.

“Moving forward, businesses may need some legal counsel or some marketing and communications advice, some direction with personnel or accounting questions, but may find themselves challenged by staffing, budget, or simply too many moving parts to know where to start”, says Blais. “Through this collective, they can rest easy that there’s a suite of advisory services they can turn to.”

The type of advice and resources offered by each partner will vary, Blais says, and will fall within each partner’s domain of expertise.

“We recognize that with the right professional guidance, local businesses will find themselves better prepared to tap into the resilience our region is known for. This initiative isn’t meant to draw attention to one crisis over another. Rather, we know that by working together, we can create a better tomorrow for all of us.”

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