

Prosper In Northumberland (PIN) Program Overview

Draft – February 28, 2025

What is PIN?

Prosper In Northumberland (PIN) is a proactive, yearlong community-wide Program designed to strengthen Northumberland County's economy in response to trade tariffs and economic uncertainty. By fostering local consumer engagement, supporting small businesses, and promoting economic resilience, PIN aims to create a stronger, more sustainable local economy.

The Program is dedicated to two main areas of focus: and Business Support/Economic Data and Community Engagement/Consumer Initiatives. The key development initiatives for both streams will include community education, business support, community and business survey data collection, B2B partnerships, and a strategic "Buy Local" campaign.

While Prosper in Northumberland primarily focuses on small business, it's equally important to recognize the significant impact on our manufacturing and agricultural sectors and align our initiatives with partners committed to supporting these vital industries.

Key Objectives

PIN is built around several core objectives:

- Encourage local purchasing through a "Buy Northumberland" and "Made in Canada" awareness campaign, further enhancing B2B purchasing locally.
- Foster community pride and engagement through a shared commitment to supporting local businesses and attracting new business opportunities to the area.
- Measure consumer commitment to local shopping and services.
- Support the long-term sustainability of the local economy by strengthening small businesses.
- Collect and analyze economic impact data to inform future actions/initiatives.
- Provide valuable business education and resources to help local businesses prosper.
- Identify new opportunities for economic growth and expand PIN's impact.

PIN Initiatives & Actions

PIN will implement a series of initiatives focusing on the two key streams, designed to maximize local economic impact:

Business Support & Economic Data Collection

- B2B Local Purchasing Program – Encouraging businesses to prioritize local suppliers and partnerships.
- Economic Impact Tracking & Reporting - Conducting appropriate business surveys to measure specific impacts of tariffs and economic challenges. (Sector, business size, municipality)
- Economic Impact Tracking & Reporting - Conducting business surveys to measure PIN effectiveness and contributions.
- Small Business Education Sessions – Offering workshops on subjects such as financial planning, digital marketing, supply chain management, and more.

Community Engagement & Consumer Initiatives

- “Buy Northumberland” Campaign – A County-wide marketing effort to educate residents on the benefits of buying local and Canadian-made products.
- Local Spending Challenge – Encouraging 10,000 Northumberland residents to shift \$50 per month toward local businesses and Canadian-made products, services and experiences, aiming to generate an estimated \$6 million annual economic impact.
- Community Surveys & Engagement – Tracking consumer attitudes and behaviors related to local purchasing.

How PIN Operates

PIN is supported by Northumberland County and will be guided by an Operating Group, and dedicated teams focused on specific program areas. These groups will be composed of key stakeholders, including:

- Northumberland County representatives
- Municipal leaders
- Local business owners
- Business organizations (e.g., Chambers of Commerce, BIA's, NMA,)
- Media partners
- Engaged residents and community advocates

Success Factors

PIN's success will be driven by:

- ✓ Clear, consistent messaging that resonates with the community.
- ✓ Strong business participation initiatives.
- ✓ Community buy-in and engagement through marketing and outreach.
- ✓ Robust social media and digital marketing campaigns.
- ✓ Partnerships with local media to maximize awareness.
- ✓ Data monitoring and feedback processes to assess impact and future actions.
- ✓ Financial and operational support from key stakeholders and partners.

By working together, Northumberland County's businesses, residents, and organizations can drive economic resilience and growth—ensuring a prosperous future for the entire community.

Next Steps & Timeline

- February 25 – Develop and distribute a Program Overview PDF
- February 26 – Finalize Program Operating Structure
- TBD – Issue a media release announcing the launch of PIN
- By March 7 – Recruit members for the Operating Group & Teams
- By March 13th – Host the first Operating Group meeting.