

Operating Group

The Operating Group serves as the guiding body for the Prosper In Northumberland (PIN) initiative, ensuring the program's strategic direction and operational success. Functions include:

- Marketing plans
- Budget allocation
- Targeted business education/workshops if appropriate
- Leading business and community team functions
- Data driven decision-making to support local economic resilience
- Communicating with other appropriate Northumberland organizations & groups to help ensure community collaboration
- Provide municipal, county, province and federal government representatives with related data and reports

Business Support & Data Collection Team

Responsible for designing and implementing methods to collect economic impact data from businesses as needed during the yearlong PIN Program including:

- Collecting data on the effects of tariffs and economic challenges possibly by sector, business size, and municipality.
- Conduct surveys to track B2B "Buy Local" participation.
- Create reports on data collected so that it can be shared with government and partners.
- Explore the possibility of creating a platform to enhance local B to B commerce
- Explore the possibility of a portal (Join In Northumberland, etc.) for Micro-small businesses to report specific tariff impacts.
- Assist in the creation of a "Tariffs Support" County landing page that list external resources, programs and links.
<https://www.northumberland.ca/en/becn/tariff-support.aspx>
- Create reports on data collected so that it can be

Community Engagement & Consumer Initiatives Team

Tasked with mobilizing residents in support of local businesses through strategic outreach and participation initiatives including:

- "Buy Local" pledge coordination
 - Employees of larger businesses (NMA)
 - Students High Schools (BECN)
 - Citizens - pledge Team On Site, in Community
 - Collecting testimonials or videos (student)
- Citizen surveys
- Help distribute signage, door stickers, etc.