



**IMMEDIATE RELEASE**

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**Small Businesses Invited to Enroll in Resilience Planning Program**

*ANCA launches regional Center for Pandemic Response*

**SARANAC LAKE, N.Y.** — The Adirondack North Country Association (ANCA) invites North Country businesses to enroll in free technical services through its Center for Pandemic Response (CPR), a new program designed to help businesses build resilience in the wake of the COVID-19 economic crisis.

Starting Friday, July 30, 2021, small businesses in ANCA's 14-county service area may complete an inquiry form at [www.adirondack.org/ANCA-CPR](http://www.adirondack.org/ANCA-CPR) to begin the enrollment process. ANCA CPR staff and partner organizations, including the Adirondack Diversity Initiative, Adirondack Economic Development Corporation, CITEC and Cooperative Development Institute, will work closely with participating businesses to develop strategic plans, access new markets, expand e-commerce functionality, reduce supply chain inefficiencies, decrease energy costs and create succession plans.

"The ANCA CPR program provides an incredible opportunity for North Country businesses that are regrouping and rebuilding from the COVID-19 crisis," said ANCA Executive Director Elizabeth Cooper. "A solid, well-informed strategic plan can make all the difference for a company's stability. Yet it is often one of the things that gets put on the back burner while owners are occupied with the day-to-day affairs of their businesses. We are eager to help local businesses become stronger and more resilient by supporting them through this important planning process."

Once businesses enroll, ANCA CPR Program Navigators will connect them with individualized technical services and expert knowledge through working group discussions, webinars and one-on-one consultations. The ANCA CPR team will work with participating businesses, at no cost, to develop strategic plans that focus on:

- reducing fixed and variable costs
- developing online sales and e-commerce functionality
- reducing overhead and energy costs
- applying for business funding assistance

- mitigating supply chain inefficiencies through shared sourcing, shipping and/or aggregation facilities
- creating a succession plan
- developing employees to take on leadership roles
- building belonging for diverse staff and visitors

ANCA CPR Program Navigators will begin conducting interviews with businesses on a rolling basis, starting in mid-August 2021. Depending on needs that are identified through the enrollment process, businesses will take part in customized programs ranging from three to six months in duration.

The ANCA CPR program is funded through a combined [grant award](#) of \$1.268 million from the U.S. Department of Commerce's Economic Development Administration (EDA) and Mastercard. This includes a \$1 million EDA CARES Act Recovery Assistance grant and \$250,000 from the Mastercard Impact Fund, which is administered by The Mastercard Center for Inclusive Growth. ANCA received the grant award in May 2021.

North Country businesses are invited to visit the ANCA website at [www.adirondack.org/ANCA-CPR](http://www.adirondack.org/ANCA-CPR) to learn more about ANCA CPR and begin the enrollment process.

[ANCA](#) is an independent, nonprofit corporation with a transformational approach to building prosperity across northern New York. ANCA's community-informed, results-driven strategies for local food producers, small business owners, aspiring entrepreneurs and municipal innovators offer targeted interventions that are designed to keep wealth and value in local communities.

**Attached: one (1) PDF document**

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