



Out with the Old...

2020 was the year of the pivot. For most business owners, it's been a time of change, challenges, hand sanitizer, and adapting. A lot of adapting. 2021 will be no different as small businesses look to thrive in the new normal. RDKS Economic Development is here with you as we navigate the road ahead. Enjoy the first newsletter of the year, and as always, feel free to reach out any time for resources and support.



New Year, New Goals

It may be cliché, but January is a great time to engage in a bit of business goal-setting. Whether you want to ramp up your social media or hire your first employee, it's important to have a vision.

[Check out this article for some tips](#)

Canada Summer Jobs Funding

Funding to hire a student/youth is now open through the Federal Government. Private sector organizations can receive a generous subsidy (50-75%) to hire youth for temporary work. **Applications are accepted until January 29th**, but you're encouraged to apply early.

[Find out more here.](#)



Taking Calls for the Small Biz Feature

Are you or someone you know doing something new or innovative with your business? Have you overcome an obstacle that you want to share? Has your business undergone a change for the better? Send your story to ecdev@rdks.bc.ca for a chance to be featured!

Webinar of the Week

[Getting through Covid with an Online Strategy](#)

Have something you'd like to see? Let us know.

Email mhall@rdks.bc.ca or call 250-615-6100

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