

Mount Pearl Creates Opportunities Not Obstacles As It Celebrates Small Business Week
City supports local business growth by connecting entrepreneurs with specialists and experts.

FOR IMMEDIATE RELEASE

October 18, 2021 (Mount Pearl, NL) – As Small Business Week (October 17 to 23) kicks off, the City of Mount Pearl is proud to roll out a series of initiatives designed to help local small business owners in our community ***Consider It Done*** (<http://www.mountpearl.ca/consideritdone>).

The city has a longstanding business-friendly reputation that sees business owners and commercial operators as partners, not numbers. Initiatives like the Façade Improvement Program and Scaled Taxation Program are just two examples that demonstrate how the city is fostering growth for its business community.

“Our city is a great place to get business done,” Mayor Dave Aker said. “As we emerge from a global pandemic and focus on economic recovery, our city is proud to play an involved supporting role, and we know continued growth is coming. In 2019, Mount Pearl welcomed 60 new businesses and received over 118 new permit applications.”

With a focus on creating *less red tape, and more green lights*, the city is creating opportunities for business owners during Small Business Week through the **Kwick-start Your Business in Mount Pearl** event on October 21 from 3pm to 6pm at the Mount Pearl Soccer Hut.

The unique *speed-consultation* session will be COVID friendly, requiring that drop-in participants register (<https://bit.ly/3aifpX6>) for free in advance. The city’s economic development team will be on hand, joined by representatives from Atlantic Canada Opportunities Agency (ACOA), the Business Development Bank of Canada (BDC), Metro Business Opportunities (MBO), the Mount Pearl Paradise Chamber of Commerce (MPPCC), the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE), and the Royal Bank of Canada (RBC). Registered entrepreneurs and aspiring business owners will be able to move from station to station to pose their questions and gather information expeditiously and conveniently.

The City of Mount Pearl is open for business in every sense, and the special Small Business Week contest goes to show how the city’s business community is welcoming, with its members happy to help one another. Prizes for the **Small Business Supporting Small Business Contest** include a mix of one-hour professional consultations with Feltham and Associates (accounting), People Stuff (human resources), Rogue Penguin (marketing), and Easy Safety (health and safety), along with a free 1-year membership to the Mount Pearl Paradise Chamber of Commerce. Business owners can enter by answering a few questions at <https://www.surveymonkey.com/r/2J6825K>.

The city is also simultaneously launching a new foreign direct investment (FDI) initiative, ***Upgrade to Mount Pearl*** (<https://upgradetomountpearl.ca>), to attract new business activity to its dynamic and high-yielding commercial landscape.

Complimenting *Consider It Done*, the new FDI initiative is a proactive invitation to a variety of sectors including ocean technology, oil and gas, innovation and technology, wholesale trade, transportation and warehousing, health and life services, and head office or call centre establishment. The campaign highlights the city's unique benefits and ideal global positioning, specific to each sector, through a special microsite and detailed e-brochures.

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