

## **New website – PickUpSTC – connecting residents with local businesses that are open, offering services**

**March 31, 2020** – The City is making it easier for residents to support local and “PickUp” St. Catharines together.

The City’s Economic Development and Tourism Services team has recently launched PickUpSTC, a new website aimed at providing residents with links to local businesses that remain open. Consumers can visit [www.PickUpSTC.ca](http://www.PickUpSTC.ca) and either browse through the list of businesses, or search for one based on business type and the service it offers, including takeout, delivery, curbside pickup and more. The list of businesses on the easy-to-use directory continues to grow, and new additions are welcome. Businesses can enroll by completing a submission via the website.

“Life has changed so quickly over the past couple of weeks. The way we spend time with family and friends has changed. The way we spend our evenings and weekends has changed but one thing that can stay the same is enjoying a meal from one of your favorite restaurants, or wine from one of our world-class wineries,” said Karen Doyle, the City’s Tourism Marketing Officer. “St. Catharines is still open for business and PickUpSTC.ca can connect consumers to their favorite pad thai, pulled pork sandwich, pizza or blueberry wheat beer. They’ll be able to find not only comfort in food, but comfort knowing we can PickUpSTC.”

PickUpSTC.ca is just the latest in a series of City initiatives to help support the local economy as businesses wrestle with the economic impact of the COVID-19 pandemic. The City has taken a lead in the Niagara Economic Rapid Response Team, working with teams across the region to compile data on the impact on local business, and sharing information with other levels of government to ensure there is support from all levels.

Economic Development staff and the St. Catharines Enterprise Centre have also been hosting webinars aimed specifically at supporting local business through the pandemic, growing sales through online marketing and social media management, as well as human resources and government supports. Staff have also been actively promoting a shop local initiative – using #ShopSTC on social media – to promote local business and to share updates and tips with the business community.

“We know this is a challenging time for local businesses that are affected by closures and people staying at home. We need to come together to find ways to support our City’s small businesses, restaurants, tourism operators and others,” said St. Catharines Mayor Walter Sendzik. “We’re committed to working with all of our economic

development partners to help business owners get through this pandemic and encourage the community to support local businesses when they can.”

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**Contacts:**

Karen Doyle  
Tourism Marketing Officer  
[kdoyle@stcatharines.ca](mailto:kdoyle@stcatharines.ca)  
905.688.5601 ext. 1733

Brian York  
Director of Economic Development  
and Government Relations  
[byork@stcatharines.ca](mailto:byork@stcatharines.ca)  
905.688.5601 ext. 1720