



## Economic Recovery Coordinator: Genesee/Finger Lakes Region

### DESCRIPTION

MRB Group was retained by the Genesee/Finger Lakes Regional Planning Council (GFLRPC) to help its constituent communities in their economic recovery from the COVID-19 pandemic. Due to rapidly evolving conditions, MRB Group has applied a flexible and comprehensive approach to the recovery coordination efforts. To date, MRB has assisted GFLRPC with an expansive range of tasks including an economic base analysis, supply chain analysis, coordination of community outreach and social media activity, creating a child care business advisory program, and providing stakeholder engagement through a series of roundtable discussions and summits. MRB continues to provide ongoing assistance in the form of outreach, technical assistance, and economic planning services.

### RESULTS

The first step in the process was an initial “chartering session” with GFLRPC and its constituent communities to compile and identify immediate priorities of the organization and the region as a whole. With this information, a strategic work plan was formulated that scopes out implementation of relevant services that best meet the identified needs of the Region. MRB continues to emphasize the importance of adaptability and “strategic doing” in the Region’s recovery efforts throughout its ongoing engagement with GFLRPC.

### SERVICES

- Economic Base Analysis
- Supply Chain Analysis
- Roundtables and Other Event Programming
- Grant Research & Technical Assistance
- Stakeholder Outreach & Engagement
- Content Development



### CONTACT

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