



FOR IMMEDIATE RELEASE

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**In Response to COVID-19, APEX Supports Regional Business Owners with Online Resources**

*New webpages on [www.APEXgetsbusiness.com](http://www.APEXgetsbusiness.com) share information, inspiring stories, business resources, and encourage business owner connections on a moderated forum.*

**Duluth, MN:** The Area Partnership for Economic Expansion (APEX) recently added new web content intended to provide direct resources and support to business owners facing challenges to operations amid the COVID-19 pandemic. The new content focuses on making strategic, deliberate changes to protect employees, and ensure business continuity during these uncertain times.

“As we watched the world transform in response to COVID-19, we also witnessed APEX investor-members making smart, strategic decisions to keep their teams and clients safe while maintaining operations,” explained Brian Hanson, APEX President and CEO. “In times like these, when physical separation is necessary for the health of the entire world, it is essential to remain as connected as possible. Our business continuity webpages are intended to share important information and help business owners learn from each other both now and into the future.”

APEX’s new web content can be accessed at <https://www.apexgetsbusiness.com/business-continuity>. There, visitors will find resources and support intended to help retain and grow existing regional businesses. New content includes:

- **Examples** of regional businesses staying innovative and nimble by adjusting product mixes, retooling work policies and procedures, rethinking inventories and critical supply chains, and more.
- A curated **resource library** with links to a range of financial tools, business continuity topics, and up-to-date information for business owners.
- A moderated **Business Forum** where APEX investor-members and other registered users can post ideas, ask questions, and interact to help one another succeed.

APEX is committed to driving investment throughout the region and helping business owners navigate the quickly evolving business landscape. With state-mandated shutdowns and new recommendations for worker health and safety, finding new and creative ways to maintain operations and production is critical.

“We don’t want to see anyone close their doors without a fight,” continued Hanson. “Our region depends on the success of small, medium, and large businesses across diverse sectors. We’ll get through this by fighting these battles together - learning from one another and doing what we can to support our local economy.”

To learn more about APEX, visit <https://www.apexgetsbusiness.com/>.

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### **About APEX**

APEX is the private-sector led business development engine for northeast Minnesota and northwest Wisconsin. APEX investor-members represent some of the most influential companies in the region, with a collaborative approach to promoting sustainable economic growth. APEX attraction, expansion and retention efforts focus in areas including aviation, manufacturing, professional services and next generation forest products. APEX has impacted over 4,340 jobs in the region, resulting in an annual regional payroll of over \$177.9 million and contributing to over \$24.5 million in state and local taxes annually. For more information on APEX, please visit [www.APEXgetsbusiness.com](http://www.APEXgetsbusiness.com).