

KEY MESSAGING GUIDELINES

CRITICAL ROLE OF YOUR BUSINESS IN THE COMMUNITY AND IMPACT ON YOUR EMPLOYEES

- Talk about the essential role you play and any specific contributions made to your local community.
- Talk about the number of people you employ and whose jobs are at risk. Mention how COVID has personally impacted your business and life, and the employees/constituents in the MP's community.
- Discuss that without tailored support measures, Canada's vibrant tourism and travel sector and the anchor businesses in our communities are at risk.
- This means:
 - Thousands of employees will lose their jobs.
 - Destinations and communities that rely on tourism are going to be at risk.
 - Canada will not be in a position to attract major group business.
 - The positioning of Canada to attract and host major festivals and cultural events will be hampered.
 - Essential services in our rural and remote regions can't be provided.
- Our recovery will take longer as continued border closures, lingering necessary public health restrictions and lack of group business persist, and we need government support to bridge business operations through this challenging period.

THE URGENT NEED FOR CONTINUED AND TAILORED GOVERNMENT SUPPORT PROGRAMS

- The Canada Emergency Wage Subsidy (CEWS) and Canada Emergency Rent Subsidy (CERS) programs have been critical lifelines for us.
- The subsidy **is aggressively winding down between July and September**, leaving me unable to keep employees on payroll.
- According to our June survey of the Coalition of the Hardest Hit Businesses, **nearly 60% of respondents say that without sustained access to CEWS and CERS through to the end of 2021, they will be unable to stay in business.**
- My business and employees are facing a near-certain financial crisis that will hit us especially hard this fall and winter.
- In order to ensure our survival, continued and tailored support will be necessary for those who need it most.
- **An extension of CEWS and CERS at a subsidy rate of 20% will not be enough. We are asking that a new, tailored wage and fixed cost support program be established at the earliest opportunity for Canada's hardest hit businesses to ensure their survival into the fall and winter.**

- If we are allowed to fall victim to the unfortunate timing of the CEWS and CERS withdrawal, staggered travel and tourism reopening, and Canadians' unavoidable urge to exit the country in the cold months, we will see the loss of our vibrant tourism and travel industry and the livelihoods of more than two million people – mostly women, youth and immigrants.

CANADA ALSO NEEDS AN EXPEDITED INTERNATIONAL REOPENING PLAN

- The COVID-19 Testing and Screening Expert Advisory Panel provided evidence-based recommendations for refining testing and screening for land and air border measures. Now the government must deliver a clear plan to implement those recommendations.
- Science shows we can safely transition away from restrictive measures and move toward a phased reopening plan based on evidence.
- The time has come to transition away from restrictive measures like the quarantine on vaccinated travellers and move towards a safe reopening plan based on science.
- A strong summer tourism season was never going to rescue our industry from the looming disaster in the fall and winter, but our desperate financial circumstances will be exacerbated by increased uncertainty around the reopening of our international borders.
- Canada cannot afford to be left behind as other countries around the world begin to reopen. Without a clear plan in place, we will lose a second summer tourism season in a row.

KEY ASK

We need a tailored wage and fixed cost support program to be established at the earliest opportunity, with a focus on the hardest hit businesses who continue to experience significant revenue loss.

An extension of CEWS and CERS at a subsidy rate of 20% will not be enough.

Closing Note:

These talking points are a guideline. You can pick and choose the bullets that resonate with you. Speak from the heart and describe your concern for your future. Your job is to get your MP worried that there is a significant problem here that won't solve itself without more Government investment.