



## COVID-19 - Updates from our Chamber and “Partners in Prosperity”

Dear Member & Associates

Ontario saw an upwards climb of identified new COVID-19 cases today, the first time in a while, and, unfortunately, shortly after reopening of some businesses earlier in this week.

One can't help wanting to relax, we have seen more people out and about and the traffic is a little more dense (while still, the easy, breezy lifestyle of Chatham-Kent). It is understandable to want to relax after such a while of feeling constrained. The numbers, however, send a signal that the proactive, cautionary measures are in place for reason - our lives, our economy. This does not bode well for Stage 2 opening. I truly hope this is only a 'blip' and tomorrow brings us a good news story.

Today, the Canadian Chamber of Commerce launched the Canadian Business Resilience Networks, *Reopening Canada's Economy, A National Guide for Business* to provide assistance to business as they reopen in a new environment. The guide is available [here](#). That, and valuable information for business, is available at [cbrn.ca](#). With partnership of Canadian Government and business, the resources are for all enterprise to utilize and advantage of.

While doors have been closed, I have been readying the office next door to the Chamber and happy to say the premises will be available for a new tenant June 1<sup>st</sup>. While in my 2020 plans I anticipated for May 1<sup>st</sup> availability, COVID-19 detoured the project a wee bit. The space is conducive to a variety of user options, and, I believe, you might like the neighbours! If you're interested in details or viewing, please contact me at 352-7540 ex 22 or [gail@chatham-kentchamber.ca](mailto:gail@chatham-kentchamber.ca)

I encourage you to watch Chatham-Kent Council meeting Monday night as the Economic Recovery Task Force report will be presented for recommendation to help lead Chatham-Kent into a prosperous post crisis environment. While this report was spurred by the onset of COVID-19, it projects a platform of creativity as a Municipality and of doing business in Chatham-Kent. Details for tuning in are below.

Stay Safe, Stay Connected, Stay Tuned.

Yours in Prosperity, Gail (Remember, this information is to share)

*Gail A.B. Hundt* / President & CEO / Chatham-Kent Chamber of Commerce

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SHOP MEMBERS – SHOP LOCAL FIRST!

Visit the *Canadian Business Resilience Network* at [CBRN.ca](#) for the most up-to-date, relevant tools and links to aid you through this crisis and through to the path of success.

Be sure to follow us on [Facebook](#) and [Twitter](#) for up-to-date information regarding COVID-19. Below, and other, resources area available at [www.chatham-kentchamber.ca](http://www.chatham-kentchamber.ca)

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### Member Spotlight...



We're asking our members, "What is, or was, your business prior to COVID-19? What has your business implemented for your 'new normal'?"

What advice can you share with other Chamber members and fellow business?

In this interview, we connected with Jon Zifkin, VP Global Customer Success at Intellitix.

Jon describes how the business quickly changed and their new 'assistance' application, CrowdBlink Protect, created with business and organizations of all sizes in mind, to ease the process and tracking of safety measures for employees.

[Watch the Video](#)

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## Chatham-Kent Economic Recovery Task Force Update

The Chatham-Kent Economic Recovery Task Force Co-Chairs Michael Grail and Rocky Gaudrault, together with nine sector Co-Chairs and Committees, have formulated a report to Council.

The Chatham-Kent Chamber of Commerce Board of Directors, Members, fellow business and organizations participated in a variety of committees, working together to a prosperous and visionary recovery for Chatham-Kent business and community.

Thank you everyone for your investment and dedication to this endeavour.

Further details on the committees can be found [here](#).

The Task Force will be presenting [the Economic Recovery Report](#) to Council at their upcoming meeting on Monday, May 25<sup>th</sup> at 6:00 p.m.

We encourage you to watch the presentation to Council. Viewing details are listed below:

- Chatham-Kent's Facebook Page: <https://www.facebook.com/MunicCK/>
  - YourTV CK's Facebook Page: <https://www.facebook.com/yourtvck/>
  - YourTV CK's YouTube Channel: <https://www.youtube.com/channel/UCnCqH9gITEm2qIumbLmZqEg>
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## Update from the Canadian Chamber of Commerce

### CBRN Launches National Guide For Business Reopening

As businesses prepare to reopen or revamp their operations amid the ongoing COVID-19 pandemic, there are numerous issues and challenges to consider. This toolkit prepared by the Canadian Chamber of Commerce's Canadian Business Resilience Network is designed to provide guidance, or access to guidance, for business owners and senior managers responsible for re-establishing their operations while ensuring the health and safety of their staff, customers, suppliers and the general public is at the forefront.

The toolkit provides key information on government regulations, childcare availability, sourcing PPE, government financial supports and communicating to staff, customers and suppliers. The guide also includes links to a wide range of additional toolkits and resources prepared by members of the CBRN. Key sections of the guide will be regularly updated online to provide the most recent information available.

Please feel encouraged to share the link to the guide with your own networks. We are all in this together. [Access The Toolkit](#)

### Application Process For The Large Employer Emergency Financing Facility (LEEFF) Program Now Open

This program will provide emergency funding support for large Canadian enterprises facing financial challenges in light of the economic impact of the global COVID-19 pandemic. LEEFF will be open to large Canadian employers who (a) have a significant impact on Canada's economy, as demonstrated by (i) having significant operations in Canada or (ii) supporting a significant workforce in Canada; (b) can generally demonstrate approximately \$300 million or more in annual revenues; and (c) require a minimum loan size of about \$60 million. [More Information](#)

### More Information For Canada Emergency Commercial Rent Assistance (CECRA) Program Released

Today the government provided more information on the CECRA program, including eligibility, what is needed to apply and that applications will become available on May 25. Landlords looking to use the program to help their tenants mitigate the impacts of COVID-19 are encouraged to prepare for the application process prior to Monday. [More Information](#)

### Government To Provide Additional Support For Indigenous Peoples Living In Urban Centres And Off Reserve

Today the government announced it will provide an additional \$75 million in funding for Indigenous organizations providing services to Indigenous peoples in urban centres and off reserve. This additional funding will support more community-based projects that address the critical needs of Indigenous populations during this crisis, including food security, mental health support services and sanitation and protective equipment. It could also help with other needs, such as support for Elders, transportation and educational materials for Indigenous children and youth. Funding for projects will start rolling out in the coming weeks.

[More Information](#)

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## Update from the Ontario Chamber of Commerce

### SUPPORT FOR APPRENTICESHIP, TOURISM AND HOSPITALITY

- Premier Ford announced the launch of a new Ontario Tools Grant program this summer, to help apprentices purchase equipment. An estimated 11,600 Ontario apprentices are eligible to receive: \$1,000 each in motive power sectors; \$600 each in construction and industrial trades; and \$400 for those in-service sector trades.
- The grant program is slated to invest \$2.5 million in 2020-21 and \$7.5 million in 2021-22 and ongoing.
- To support tourism and hospitality workers displaced by the economic shut down, the Premier announced a partnership with UNITED HERE Local 75 to launch a Virtual Action Centre. The centre is expected to help up to 7,000 workers in the sector with supports from counselling for mental wellness to employment preparation through video conferencing.
- [Read the full announcement](#) and the [OCC's response](#).

### CANADA EMERGENCY COMMERCIAL RENTAL ASSISTANCE (CECRA)

- The CECRA for small businesses application portal opens at 8:00 am on **Monday, May 25**. Application documents and updated criteria are now available [here](#).

### LARGE EMPLOYER EMERGENCY FINANCING FACILITY (LEEFF)

- The LEEFF was created to provide bridge financing to large employers, whose needs during the pandemic are not being met through conventional financing. **Applications are open for LEEFF.** [Click here to apply and for additional details.](#)

### ADDITIONAL UPDATES

- On May 20, Dr. Theresa Tam, Canada's Chief Public Health Officer encouraged Canadians to [wear a mask](#) if they are to venture into a situation where physical distancing may not be possible. Prime Minister Trudeau has echoed the doctor's comments. [Watch the full update.](#)
- The federal government has created a [new online tool](#) to help you find financial help during COVID-19.
- Today, Prime Minister Trudeau shared an update on a national testing strategy. Nationwide, Canada is testing on average 28,000 people daily, and the federal government is working to increase the number to a target of 60,000 per day.
- Today, [announced](#) an investment in Ontario's first Virtual Action Centre, and online counselling and training portal, to support laid off and unemployed hospitality workers, and is helping apprentices by providing grants to purchase tools, protective equipment and clothing for their trade, along with forgiving previous loans to purchase tools.
- The province continues to update its [COVID-19 Self Assessment Tool](#). The Tool now directs Ontarians with any of 17 listed COVID-19 symptoms to self-isolate and contact a doctor or Telehealth Ontario for further instructions as they may be eligible for testing. [Click here for a summary of the changes and what this means for employers.](#)

Following the government's decision to keep schools closed until June, Minister Lecce [shared a letter](#) to parents on the government's plan to keep students safe while learning at home. [See Minister Lecce's interview on BNN.](#)

- On May 21, The Ontario government provided an [update on innovative research](#) being done to prevent, detect and treat COVID-19 as part of the \$20 million *Ontario COVID-19 Rapid Research Fund*. So far, the government is funding 15 proposals that have been submitted.
- On May 21, [the OCC joined 27 groups](#) representing businesses and communities across Canada and the United States in a call for continued strong cross-border cooperation, trade, and supply chains as a critical component

of both countries' COVID-19 public health and economic response and recovery efforts. [Read the release.](#)

- On May 21, our [Policy and Advocacy Meeting Committee](#) met virtually to go over the OCC's upcoming policy pipeline and the exciting reports we're planning to release in the [COVID-19 policy brief series](#).

On May 21, the Prime Minister [announced](#) \$75 million in new funding for Indigenous organizations providing services to Indigenous peoples in urban centres and off reserve to provide support during the COVID-19 crisis.

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## **UPCOMING WEBINARS**

**MAY 25 10:15 – 11:00 a.m.** | [Canada Together: Townhall with the Hon. Mélanie Joly](#)

Minister Joly will address questions on relief programs, public health measures, and what economic recovery looks like for Canadians

[Click here to register](#)

**MAY 26 12:00 – 1:00 p.m.** | [Ontario's Tourism and Hospitality Sector - The impact of COVID-19 and what comes next](#)

The impact of COVID-19 on the Tourism and Hospitality sector across the province with three industry leaders

[Register now](#)

### **Strategies for how businesses can persevere and recover from COVID-19**

May 26 at 1:00 – 2:00 p.m.

Canadian Western Bank will discuss tips and tricks for how to take care of your employees as well as provide insight into how they are able to offer their support to businesses and clients as they navigate the crisis and beyond. [Register Now](#)

### **WSPS Safety Connection**

May 28<sup>th</sup> at 9:00– 10:30 a.m.

**Ron Kelusky, Chief Prevention Officer, Ministry of Labour, Training and Skills Development** will be our guest speaker for this session and will facilitate a presentation on ministry Initiatives, including *Supporting Ontario's Safe Employers (SOSE)* program, along with **Sarah Hobbs, Ergonomist/Consultant at WSPS**. Join us for an interactive and informative discussion with the CPO to learn more about ministry initiatives and the SOSE program.

[Click to Register](#)

## **PRE-RECORDED WEBINARS**

**WATCH NOW:** [The Road to Recovery: Townhall with the Premier of Ontario, Doug Ford](#)

You can find a full list of the Ontario Chamber of Commerce webinars [here](#)

Through our relations and affiliations with the Ontario Chamber and Canadian Chambers of Commerce, you are invited to participate in the webinars that they have organized, and we recommend you participate in to help guide you through relief programs and availabilities.



Marketing Webinar: Road to Recovery

May 28<sup>th</sup> 2:00 p.m.

Consumer spending hasn't stopped, but it has shifted. New habits are being formed and new buying behaviours create new opportunities. Businesses are looking for ideas and advice. With the right knowledge and expertise, your marketing plan can help you move in the right direction.

This complimentary webinar provides expert guidance to businesses on how to engage consumers in this shifting climate, including:

- A look at consumer trends and how to adapt your marketing strategy
- How to use promotions to drive business

· Marketing concepts on what to say and how to say it

**[REGISTER NOW](#)**

Speakers include:

- **Gordon Borrell**, CEO – Borrell Associates: Gordon is ranked in the top 2% among Gerson Lehrman Group’s 150,000 consultants worldwide and is quoted frequently in The Wall Street Journal, The New York Times, Ad Age, Forbes and other publications.
- **Jim Brown**, President – Borrell Associates: Jim has more than 25 years of innovative and results-driven leadership in fast-paced sales and marketing roles.
- **Corey Elliot**, Executive Vice President of Local Market Intelligence – Borrell Associates: Corey heads up Borrell’s ongoing surveys of local marketers — the largest survey of SMBs in the U.S. — as well as the company’s expansive database of local advertising and marketing expenditures.
- **Tom Tsinas**, Managing Director – Postmedia: Tom brings two decades in media marketing and digital advertising to his current position as Managing Director, Search & Social at Postmedia.

Space is limited, so you’ll want to [register today](#).

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The ICC-WHO Global Survey of Business to Fight COVID-19  
Complete the ICC-WHO [survey](#) now!  
It will take only 3 minutes to help the WHO in the  
global fight against COVID-19.



The Regional Relief and Recovery Fund (RRRF) provides financial contributions (interest-free loans) to help support fixed operating costs of SMEs, where business revenues have been affected by the COVID-19 pandemic. The Fund, valued at more than \$962 million nationally, is delivered by Canada’s six regional development agencies.

[More Information](#)

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## Ontario Businesses To Re-open

The Ontario government announced the retailers, seasonal businesses and health and community service providers allowed to open as part of the first stage of the government's reopening framework.

[Click here](#) for a detailed list of businesses.

This list is effective May 19, 2020, and may be updated when the corresponding emergency orders are amended.

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Make the most out of your Chamber membership and take advantage of some of the most competitive rates available on shipping services with the UPS Members Benefit Program.

***The discount for the Chamber UPS Canada shipping program has increased to 50%***

We're excited to share this opportunity with you and enhance our members' savings through UPS\*.

Visit [www.membersbenefitprogram.com/CKChamber](http://www.membersbenefitprogram.com/CKChamber) or call 1-800-MEMBERS (1-800-636-2377), M-F, 8 a.m. – 5 p.m. EST. and see how you'll save!

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### Resources:

#### Local

[Public Health Information on COVID-19](#)

[Workplace Information](#)

[Chatham-Kent Economic Development](#)

[Community Futures CK](#)

[Business Credit Availability Program](#)

#### Provincial & Federal

[Support For Your Business](#)

[Canadian Business Resilience Network](#)

[Government of Canada Support for Small Businesses](#)

[Wage subsidy for Businesses](#)

[Chamber Plan Ontario](#)

[Canada's COVID-10 Economic Response Plan](#)

[Ontario Chamber of Commerce – COVID-19 Preparedness Toolkit](#)

[Canadian Chamber of Commerce – Pandemic Preparedness Guide for Business](#)

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Our records indicate your email as a key contact within your business, however, we encourage you to share the Chamber Events and Info Events and Info Updates with fellow employees and associates

You are receiving this email because you are a member of the Chatham-Kent Chamber of Commerce, you have provided your contact information to our staff.

To withdraw now or any time in the future, simply reply to this email with subject line of "Unsubscribe" to inform us that you are no longer interested in receiving our information emails.