



**AGENDA  
TOURISM ADVISORY COMMITTEE MEETING #6  
TUESDAY, OCTOBER 20, 2020 AT 11:00 A.M.  
VIA ELECTRONIC PARTICIPATION**

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- 1. Call to Order**
- 2. Disclosure of Pecuniary Interest & Nature Thereof**
- 3. Adoption of Minutes**
  - i. Minutes of the 5<sup>th</sup> Regular Meeting of the Tourism Advisory Committee, held Tuesday, September 15, 2020.  
  
**Committee Recommendation:**  
  
**THAT** the Minutes of the Minutes of the 5<sup>th</sup> Regular Meeting of the Tourism Advisory Committee, held Tuesday, September 15, 2020 be adopted.
- 4. Business Arising Out of the Minutes**
- 5. Deputations - Nil**
- 6. Reports**
  - i. Durham Tourism Update  
Kristyn Chamber, Region of Durham Tourism
  - ii. Curator's Report – October 2020  
Shannon Kelly
- 7. Other Matters**
  - i. Ambassador Program
  - ii. Survey Results of Queen Street Closure Project
  - iii. TIAC Membership Subscription
  - iv. TIAC Tourism Congress – November 17 & 18, 2020
  - v. Charlotte Hale – Resignation from Scugog Tourism Advisory Committee
  - vi. Shoulder Season – Use of Huts
- 8. Correspondence - Nil**

**9. Date and Time of Next Meeting**

Tuesday, November 17, 2020 at 11 a.m. and will be held via the Teams platform.

**10. Adjournment**

**UNAPPROVED MINUTES OF THE 5<sup>TH</sup> REGULAR MEETING OF THE  
TOURISM ADVISORY COMMITTEE  
HELD TUESDAY, SEPTEMBER 15, 2020 AT 11:00 A.M.  
VIA ELECTRONIC PARTICIPATION**

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**PRESENT:**

Chairperson  
Members

Ms. Carey Nicholson  
Mr. Stewart Bennett  
Ms. Marion Meyers  
Regional Councillor Mrs. Wilma Wotten

**ALSO PRESENT:**

Manager of Communications and  
Strategic Initiatives  
Committee Coordinator  
Museum Curator  
North Durham Tourism Coordinator,  
Region of Durham

Mrs. Lori Bowers  
Mrs. Lindsay Burnett  
Mrs. Shannon Kelly  
  
Ms. Kristyn Chambers

**REGRETS:**

CAO  
Members

Vice Chairperson

Mr. Paul Allore  
Ms. Charlotte Hale  
Mr. Jack Doak

**1. Call to Order**

The meeting was called to order at 11:10 a.m.

**2. Disclosure of Pecuniary Interest and Nature Thereof – Nil**

**3. Adoption of Minutes**

- i. Minutes of the 4<sup>th</sup> Regular Meeting of the Tourism Advisory Committee held Tuesday, July 28, 2020.

**Errors and Omissions:** - Nil

**Committee Recommendation:**

**Moved by:** Wilma Wotten

**THAT** the Minutes of the 4<sup>th</sup> Regular Meeting of the Tourism Advisory Committee held Tuesday, July 28, 2020 be adopted.

Carried

**4. Business Arising Out of the Minutes - Nil**

**5. Deputations - Nil**

**6. Reports**

- i. Durham Tourism Update  
Kristyn Chambers, North Durham Tourism Coordinator, Region of Durham

Ms. Chambers provided a brief update on initiatives that Durham Tourism has been working on, including:

- Celebrating 50 Years of BIA week, included an influencer, Driftwood Décor, who visited Port Perry; visited POE Design, Nutty Chocolatier, Old Flame Brewery and the Piano Café; her posts are now on Instagram;
- Working with Durham Farm Connections to assist in reviewing applications for their new branding design;
- Ontario By Bike and Durham Farm Fresh to host a webinar for Durham Region businesses to encourage further certification of the Ontario By Bike program;

- Durham Tourism is working a “Falling in Durham” social media campaign; this campaign highlights fall activities in Scugog; this is more for residents rather than visitors;
- Hosting 16 branding sessions this week; two for Scugog on Friday, September 18<sup>th</sup>; working with stakeholders and organizations to highlight key assets and experiences in their community that will help further develop the new Durham Tourism brand;
- Working with Culinary Tourism Alliance on a “Great Taste of Ontario” passport that will be launched across all of Ontario; putting together a series of itineraries to inspire local travel and have to opportunity to curate a digital passport as part of a larger provincial campaign to motivate people to linger longer; businesses that have joined must meet the criteria to become Feast On certified; Feast On is a certification program that recognizes businesses committee to sourcing and celebrating Ontario grown food and drink; to participate, a restaurant must demonstrate 25% of local Ontario food and 25% of local Ontario beverages are purchased as part of their operation; Willowtree Farm and Piano Café are businesses from Scugog participating.

## ii. September 2020 Curator’s Report

The Curator’s Report was included in the agenda for information.

The Committee commended the Curator on hosting several events through the summer, all the while following proper social distancing protocols. Notably was the Museum’s presence on Facebook, advertising these events. The Curator confirmed that most of the promotion of museum events is done via social media and the local press.

A member of the Committee asked that an internal newsletter be created so that this Committee can support our local businesses – be able to provide hours of operation of restaurants and stores, etc. to visitors. The Committee was reminded that the Scugog Tourism website is where this information should live – it is up to individual businesses to register with Central Counties so that the information can be disseminated to the Durham Tourism and Scugog Tourism sites for the business directories and search listings.

The member also suggested that Staff should be promoting more tourism events and information about the local businesses. It was noted to the Committee that the members should be working together to create social media content and social media posts as well as blogs for inclusion on the Scugog Tourism website. More opportunities for staff involvement will come once Region staff are back working from their office, and then the Durham Tourism Coordinator can focus some of her time on these types of items, while working from the Township office.

Any member who can contribute a blog to be used on the Tourism site can send them in Word format via email to the Manager of Communications and Strategic Initiatives as well as the Durham Tourism Coordinator. Staff will prepare some details to share with the Committee to give guidance on how to put a blog together.

## 7. Other Matters / New Business

### i. Wayfinding Update

The final draft of the Wayfinding Strategy is ready for Council approval. The Staff report and draft Strategy are scheduled to be included in the October 5<sup>th</sup> GP&A Committee meeting. Central Counties will be making a presentation at this meeting.

The recommendations contained in the Staff report include that a copy of the presentation be provided to the Tourism and Economic Development Advisory Committees, and that the Tourism Committee working with Staff will identify the workplan, design and implementation for wayfinding.

### ii. Theatre on the Ridge Update

Theatre on the Ridge, Big Theatre for Small Spaces ran from July 28<sup>th</sup> – August 14<sup>th</sup>, 2020. It was live theater (stage readings) in the parking area behind Scugog Council for the Arts space. They presented a different program each

week using six artists and production crew hired through the Canada Summer Jobs grant. Eight of the nine scheduled shows were held, one was cancelled due to bad weather. Four of the eight shows were sold out with a 20 seat capacity.

Extensive COVID-19 protocols and pre-cautions were in place including social distancing, contactless payment, recommended mask wearing and declarations of fitness for both artists and audience. Audiences responded very positively to the programming choices, quality of performance, outdoor venue and feeling of safety and commended. Audiences appreciated the access to live theatre and commended Theatre on the Ridge for their efforts and commitment to make live theatre happen this summer. Theatre on the Ridge artists, crew and audiences also made use of open local restaurants and downtown amenities before and after attending the performances.

**8. Correspondence - Nil**

**9. Date and Time of Next Meeting**

The next meeting is scheduled for Tuesday, October 20, 2020 at 11 a.m. The meeting will be held virtually via the Teams platform.

**10. Adjournment** 11:467 p.m.

**Committee Recommendation:**

**Moved by:** Marion Meyers

**THAT** the meeting be adjourned.

Respectfully submitted,

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Carey Nicholson, Chairperson

## **Scugog Shores Museum, Curator's Report**

To: Tourism Advisory Committee

Date: October 20, 2020

Submitted by: Shannon Kelly, Curator

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### **Scugog Shores Museum Village & Archives**

#### **A. EVENTS**

The Children's Old Fashioned Christmas has been cancelled due to COVID.

#### **B. EXHIBITS**

Nothing to report

#### **C. PROGRAMMING**

Outreach education kits will be completed by the end of October. Each kit contains artifacts, historical notes and activities with curriculum connections. They will be made available for rental to in-class and home school teachers and parents.

#### **D. COLLECTIONS**

Ten banker boxes of documents donated by the Estate of Joel Aldred are being organized, catalogued, scanned and added to the Museum's collection database.

Six ledgers were donated to the Museum by Carol Thornton, on behalf of the Greenbank Women's Institute. The ledgers will be catalogued and added to the Museum's permanent collection.

#### **E. VILLAGE**

The Village is currently closed for the season. We had one wedding rental in September, and three non-commercial photography bookings in October. A local paranormal investigator recorded in the Lee House, Head Church and Head School, on two separate evenings.

The Church has been cleaned, and will be winterized by the end of October. All textiles, currently on display in the historical buildings, will be moved to storage for the winter.

## **F. MARKETING**

Themed social media posts on the museum's facebook page continue to be scheduled Monday to Friday. The posts showcase the Museum's collection, and promote interest in local history.

## **G. STAFF DEVELOPMENT AND CHANGES**

Nothing to report.

## **H. FUNDING**

The Museum received a grant of \$18,000 from the COVID-19 Emergency Support Fund, offered through the Museum Assistance Program for heritage organizations.

## **I. ADMINISTRATION**

Staff are proposing no increase to Museum fees and charges for 2021.

**APPROVED SPECIAL MEETING MINUTES  
OF THE EXECUTIVE COMMITTEE OF THE PORT PERRY BIA**

**HELD Tuesday, August 18, 2020 online via Zoom**

IN ATTENDANCE: B. MacLeod, M. Brock, D. Smith, M. Dib, S. Bennett, J. Callery,  
D. Kiezebrink, L. Brown; P. Lyver,

Also in attendance: M. Rada, D. Koning, G. Grainger, C. Hall, M. Rada, W. & T. Strong, D. Stone,  
J. Mackey; B. Wamboldt; K. Heritage, B. Guido

1. Call meeting to order: 6:06 pm
2. Disclosure of pecuniary interest: L. Brown declared pecuniary interest; D. Kiezebrink will act in his place as the Councillor rep.
3. Queen Street Pilot

The results of the BIA member survey having been distributed, the chair invited board members to share their thoughts on whether the project should continue or not. J. Callery and M. Brock noted that we gave it a good try and that it might be something to consider for the future. S. Bennett felt very positive about the experience. D. Smith and P. Lyver felt somewhat divided after seeing the survey results. M. Dib shared that while it had not made a huge difference financially to him, the public was much in favour of the project. P. Lyver stressed that we should still gather more feedback, regardless of the decision. M. Dib felt that businesses could have done more to take advantage of the situation. B. MacLeod expressed that Township staff had been very responsive during weekly evaluation meetings to address any concerns as they came up.

Motion by J. Callery to put an end to the four week project and to continue to survey BIA members and visitors. Seconded by M. Brock. Motion carried (4 in favour, 1 opposed, 2 abstentions)

### **Queen Street Project Survey Results**

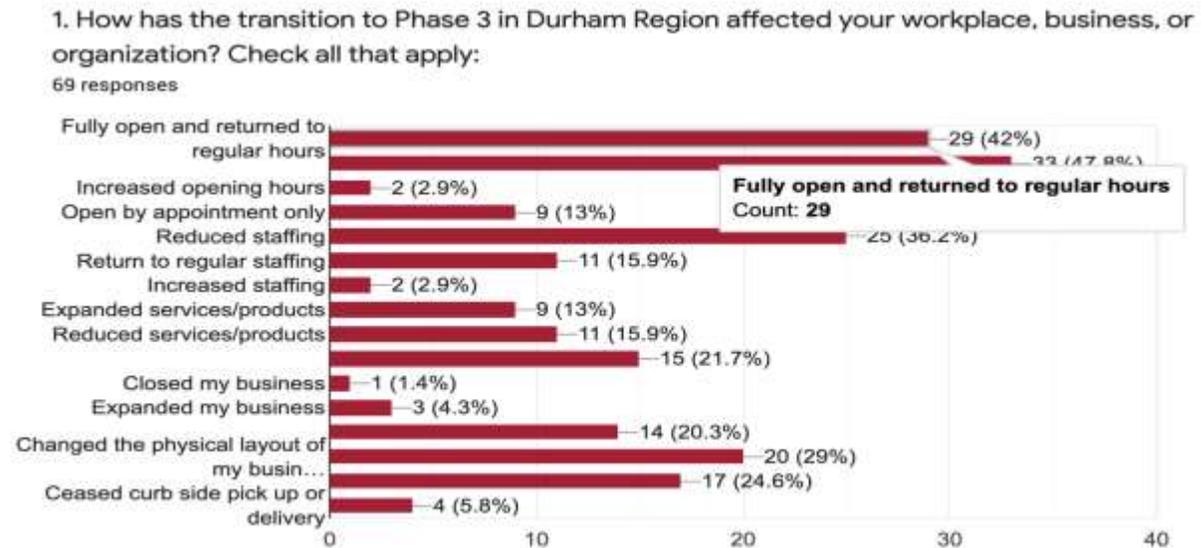
#### **69 RESPONSES TOTAL**

Total Electronically Submitted = 67

Total Physical Copies Submitted = 2

Referred Submissions (not on original email list) = 4

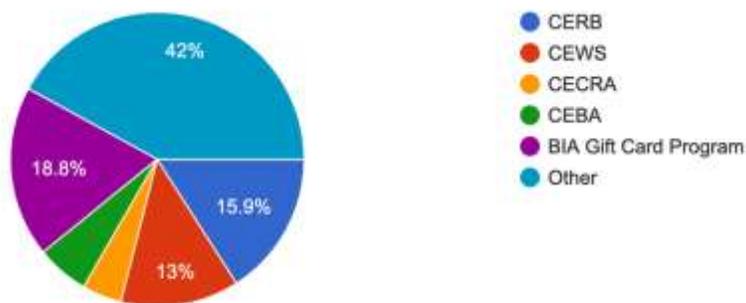
1. How has the transition to Phase 3 in Durham Region affected your workplace, business, or organization? Check all that apply:



2. What programs has your workplace, business, or organization applied to or is planning to apply to for assistance? Check all that apply:

2. What programs has your workplace, business, or organization applied to or is planning to apply to for assistance? Check all that apply:

69 responses



3. What is your general impression of Downtown Port Perry as a place in which to do business?

appears very vibrant
Port Perry is a unique town, it has small town charm with large city business opportunities.
Almost perfect
Supportive community
Excellent
We love our location and feel it's exactly where we want to be!
Good. BIA is great to. advertise for downtown businesses
Business is good. I think we have more vistors
Excellent
Customers love Port Perry and especially downtown.
Excellent place to do business when the streets are OPEN - parking on the street is available everywhere
Normally it's great and a beautiful town, but the demographic has changed in clientele.
Very good
Love it
The township has created hostility between, the BIA board, and BIA members over the struggle to shut down regular business to advance tourism.
There is an unhealthy level of tension between the tax paying business & building owners, the Township of Scugog and the BIA. It often feels like many concerns are not being listened and given credit/respect. There is no spirit of co-operation.
I have been very successful doing business here in Port Perry. Some businesses are more proactive and progressive than others.
Dynamic, warm, and unique. It gives us a place to flourish in an environment unlike anything else in Durham Region.
Beautiful town to do business in.
Great tourist town
There are 5 of us that switched companies, that we had been with long term, to open this business because of the downtown location.
The beginning was awesome and things were active and progressive however the last several years I have seen a decline in people, not so many people coming as we use to have. They love the downtown, they love to come, eat, and wonder the streets. Other towns, have been working hard with their BIA, and have been successful in drawing and keeping there customers in there towns. We need to be proactive in doing more things to get and to keep our customers in our beautiful downtown. IE open houses, for special holidays. We as business need partners with the BIA and counsel, this whole closer isn't working for us. Let us be more inventive in our thinking.
Generally good
Great place to do business. Getting better.
It'snot as attractive as it was a few years back
Great place but parking sometimes an issue for customers

A wonderful town, proud of its heritage.
Great atmosphere in Port Perry. Quaint. Friendly. Nice attractive high interest shops.
I love it, there are challenges but overall it is great.
Depressing.
Doing Retail has not been easy for some time and that is not exclusive to Port Perry
Excellent as a destination town with a large # of Visitors.
Great place to do business. Getting better.
Great Place to do business, when convenient to the General public.
Vibrant and growing
it is difficult when you cannot access
I feel supported by port Perry
Great! The town and Bia both work to support businesses and attract shoppers
Friendly, community minded
Love it, but the current set up of street closure isn't good for our location
I love the atmosphere of our small town. As for doing business on the west side of Queen Street I find it very frustrating. I have had a store in the old mill and now one on the west side and find that it has long been the idea that Queen St only exists and gets promoted between Perry and Water. The so called opening up of Queen St for social distancing has again in my opinion divided the town in half. All ads and notices were promoting the small section of Queen between Perry and Water.
I have always loved downtown Port Perry however I do feel it has changed slightly , not as many people Not as many events Aube it's due to COVID
Good mix of local and visitor traffic, with people of all ages and most are pretty good natured. People are interesting and willing to engage with us as retailers. Still a racist and classist town in general so the influence of visitors is wonderful. Also young people returning are coming back from cities with new ideas and fewer prejudices. It's a lovely place to stroll and shop. A strong point is the variety of small businesses with focus - i.e. butcher shop, cheese shop, art shop
DO NOT CLOSE QUEEN STREET!!! TERRIBLE IDEA
We love being a part of the downtown - and feel that most businesses are supportive of one another
I think we have a great downtown but we have to continue to adapt and try new things ( like the street closure). If we stagnate, we are dead.
It is a great place for a real estate company as tourists visiting the town tend to look in our window for properties for sale as they walk by. With COVID less people venture inside but there are still some who will (with masks and social distancing).
Favourable
Lovely town
I enjoy our downtown area. Everything is central.
Wouldn't be here if I didn't like it.
Good. I have enjoyed building my business in Port Perry the past 28 years.

Poor place to do business. Streets closed and less traffic. The parking is a problem. Pedestrians using the back parking lot as a rest room.
A charming, welcoming, and beautiful place to surround yourself and shop, eat, and have services done.
Safe. Welcoming. Innovative.
Too heavily focussed on the wants and needs of a handful of primarily Queen St. business owners.
We live here, we work here, we try to support the local businesses as much as possible. Feel safe conducting business in the downtown without the street closure as many businesses have implemented safe practices for Covid.
Its a very nice place for my business in port perry people are very nice here.
Been in business 25 years but the past 5 years I have felt a slip with the eating and shopping experience. A combination of many aspects.
I think it is going downhill and more tourist vs local customers. The reduction in parking is a large reason for it.
I don't know
Fair
very nice
Great to do business in Downtown Port Perry
Seasonal should be open later
Good
Good
Town is declining and people are not coming. Tourists are occupying parking vs locals and not paying for the priviledge. Need to enhance water front vs sport activities.
Great! Comprised of many fantastic business owners
I think it is going downhill and more tourist vs local customers. The reduction in parking is a large reason for it.

4. How has your attitude about doing business in Downtown Port Perry changed since the street closure project began?

Has not affected me, but is extremely good for bringing out of townees to shop here
It has made me realize that as a town we should consider what the people who come here want.
None
It hasn't
Has not changed, still great
Absolutely not! The closure is amazing! Wish the businesses on the strip were more open to the idea. Such a great idea!
Disappointed since parking was already an issue for clients.
no
It has not changed

Still feel that it is a good location for my business after being on Queen St. for 22 years.
Attitude is negative. The street closure has made it more difficult for people to access stores. The survey does NOT reflect this because people that were confused or could not access the stores did not stay or returned home. They were not surveyed. They went to Stouffville, or Lindsay or Bobcaygeon somewhere quaint where there were no restrictions but creative ways to social distance WITHOUT closing the streets.
Since the street closer began it has done nothing but killed my business and businesses I've spoken to. It's unattractive, has no small town charm, and it looks like we are under construction. If this continues your going to ruin the town for our customers and businesses.
I remain optimistic, I do see the closure is having a negative effect on weekend business.
No
The increased number of tourists during a time when we are unable to take advantage of them being here do to covid related issues also interferes with regular business.
It feels like being open on Saturdays and Sundays is a waste of time. Our local customers are trying to avoid the downtown core on these days. As a result, we are closed on Sundays because we can not justify staffing costs to be open.
It hasn't changed. Doing business as always.
In different. I was optimistic and behind the street closure to begin with.
I feel like the town has become divided. Some business stick together and others are just for themselves. Everyone should be working together to make the town better for businesses and visitors. Just closing the street with nothing happening doesn't make sense and I can understand people frustrations. I'm all for the street closure but we need reason behind it to make it work for everyone. It's making for a lot of unnecessary negativity around town.
Disaster ,please reopen the street
It is inconvenient. This is feedback that I have had from the community, and not just my coworkers. There are no function/s in town this summer to draw people, for the need to shut the street down, therefore it is not necessary. The business owners have had to struggle with the pandemic, and being closed, and now we have this struggle, instead of having the support, from our own community. In a comment to your question below about musicians, I feel that it is a great idea, but defeating your purpose of social distancing. What is your purpose to do this? To draw more people to the downtown? or to provide social distance? you can't have it both ways. That is why all activities have been cancelled this summer. The signage on Perry Street saying that the street was closed, when it was a weekday was misleading to visitors and the community. The other one down by the municipal office was laying down. The barriers put up on the street are ugly and institutional looking, detracting from the look of the downtown. The numbers that you have come up with for parking spaces being taken away are incorrect. The reason being is that those spots are not just used 1x per day. People park in those spots for sometimes 10min, and then the next person parks there. That spot is used throughout the day, so that 1 spot could easily be used by a minimum of 25 visitors/patrons in a days time.
No, what's happening is that more people may be coming, but they aren't the ones buying. It is our regular customers who are, and they aren't happy about the parking. So many times we hear that " there was parking spot right in front so I stopped" I think if you want to close street then close Water Street as it can be part of the park. I also thought it was to help the

restaurants with their patios, I don't see them expanding them as they have more space on the weekends to do so. I don't think it is helping with our business.
My customers are reluctant to come to town on weekends
It hasnt
It's so poorly executed it's embarrassing to people who have pride in ownership of there businesses and buildings
We are much less busy and losing money on Saturdays due to closure
In my view, closure of the Main Street is NOT necessary. Physical distancing is absolutely fine with the street open. The closure has affected parking, and numbers of patrons downtown have decreased. It's unfair to the businesses downtown and should not continue. Business is suffering, numbers way down.
I was always in support of the closure. How has my attitude changed?? Now I LOVE it. It's so nice seeing so many people comfortably and safely out and about on the street. I think it creates a more relaxed environment for visitors. I agree with needing more picnic tables and can provide our tent outside as a bit of shade. Unfortunately the tent says Pickering on it from our other location - but in the heat I don't think anyone will care!
It's been a challenge. My customers who have difficulty walking cannot come on the weekends anymore (when assistance to them is available), because of the closure.
More strongly opposed as we have seen lower numbers each and every weekend the closure is operational.
I like the street closure especially now that we have COVID!
Yes
It hasnt
People are upset over the closure, as it is very difficult to park and get around to do their business on the weekends...therefore people are doing their shopping during the week or going to another town/city to shop on the weekends. People do not believe it has anything to do with social distancing...its more for Entertainment ... then Commerce.
It has improved business
as a business owner outside of the BIA i am intimately aware the uphill battle all our businesses have recovering after the COVID shut down. every single dollar makes a difference to our small businesses, and now is not the time to be gambling with their money. i continue to support our local businesses
Feel that some businesses or owners have more clout with township/BIA than others.
Impressed with collection of feedback
No - but we are not open on weekends
Feel it is poorly run. Maximizing street vendor's and outdoor shopping while expanding patios would have been a better option. Find ways to grow revenue for businesses and create an attractive street market for shoppers.
I have begun to realize that although the shop keepers spend all year putting their time ,energy and invested their hard earned money into making the down town what it is ,they do not have much say on what is best to help them succeed . The shop keepers work hard all year. Most have put in many volunteer hours on the BIA. They have windows cleaned,shovel snow, pull weeds, pick up garbage,clean up after dogs, advertise ,go out of their way to accommodate

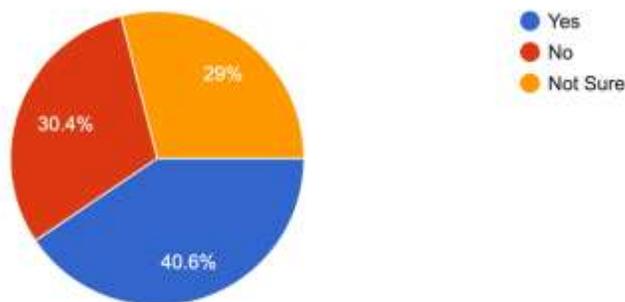
customers and visitors. They make the down town a place that customers and visitors want to come back to and are very proud to do so.
My staff is saying it is not doing that great Maybe it's because where we are located
So much more peaceful and energizing - visitors are happier.
Very negative impact, worse than CORONA. Please re-open. We will be asking for tax rebate for this bad idea.
We have received complaints from customers about the street closure because of lack of parking and ease of getting to the shops. We've heard that local are choosing not to come downtown on the weekend because of it. As a business regarding revenue it's hard to say as we are so new and don't really have anything to compare it to!
I think it was a great idea and should be extended. I think a permanent closure should be considered. That way the street could be made even more attractive with planters, tables with umbrellas etc. . I know parking is an issue but that can be overcome.
No change but I do feel that the section between Perry and John really did not need to give up the parking on the north side. The sidewalks are wide enough to allow for safety for people walking the streets.
No as I am not open on the weekends during this time of the year
Our attitude is cautious.. We are not convinced long term with inclement weather that the street closure will be good. We DEFINITELY DO NOT want quick access to our store compromised at Thanks Giving!! (Hoping this closure will not extend to that time) We were never for, & are still not for, the street closure at "this time." A future well planned & executed closure for a few months (summer only) with businesses in strong healthy "normal" operation, might be a good tourist attraction.
Nothing has changed.
I find this a stupid question
I have started looking for a new location out of town to start building to get ready to close should this closure continue much longer. I am looking for a new area with a business friendly environment not one which tries to control or kill business.
Not enough parking. People are parking on private property. Loud patios with loud music affecting residential apartments.
The streets seem quiet. Seems to be having a negative effect. We rely on our local community to financially support and uplift our business. The already sparse parking is now down to zero on Sat-Sun leaving elderly etc. to avoid Queen altogether.
Love the street closure. Should be 7 days a week during summer and commerce on the street itself should be encouraged and allowed. Should be continued with or without presence of Covid.
No change. It's a good idea.
On weekends when the street is closed, we are not shopping in the downtown. Too much hassle. Happy to shop during the week.
I'm happy for business on Queen street. But nothing changed on my side.
My attitude has not changed.

Customer base is largely local and have seen a decrease because of the street closure exasperated the lack of parking.
I don't have one
Some what reluctant at first
nothing has changed I still enjoy shopping and love the fact that you can walk on the road and not worry about traffic
Very Trendy good response
It hasn't
No change
I steer clear due to volume and confusion. Feedback received that confusion around the closure keeps customers from venturing to the west side town.
Yes - I love going downtown even more. So great to see more people on queen street

5. According to 400 participants of the public survey, approximately 85% of those surveyed felt that the pedestrian project supported health and safety during COVID-19. Do you feel the street closure pilot project has allowed for better social distancing practices?

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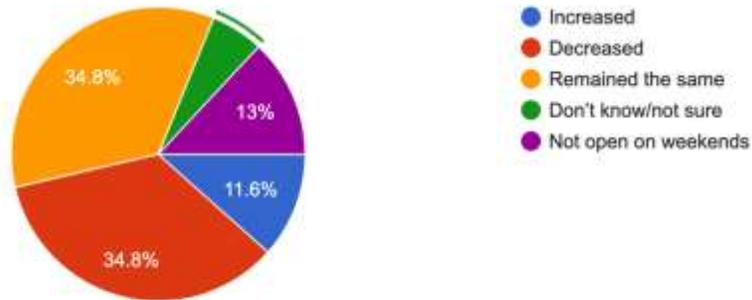
69 responses



6. Over the past three weekends, sales in your business have \_\_\_\_? (in comparison to the previous three weekends)

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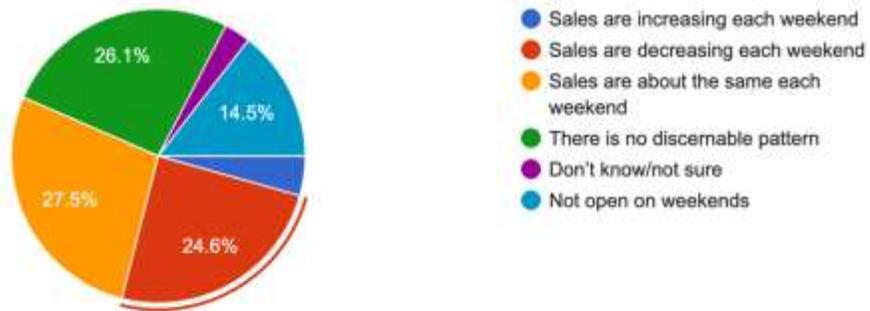
69 responses



7. Are you aware of a pattern in sales over the past three weekends?

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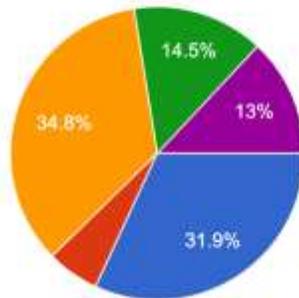
69 responses



8. Have you noticed a shift in customer traffic?

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69 responses

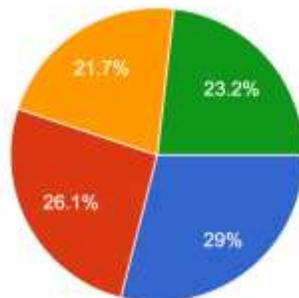


- More customers are coming and making purchases during the week instead of the weekend
- More customers are coming and making purchases on the weekend instead of during the week
- There is no discernable shift
- Don't know/not sure
- Not open on weekends

9. What was the general impression that you received from your customers in relation to the street closure?

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69 responses



- Positive
- Negative
- Confused/Questions
- Unsure

10. Please tell us how you enhanced or promoted your business to take advantage of the pedestrian zone. (i.e. displays, signage, social media, greeters etc.)

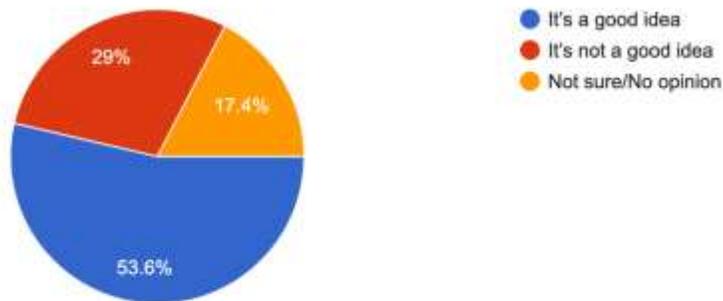
not open weekends
Social Media, word of mouth
None
Our business is not included in the closed area
we didn't do anything different, we are not on Queen
The closure does not really affect us, we are not on the strip. But! We have been down town to experience the closure and its been great.
Felt all of the above took up space on the pedestrian zone making it redundant to expand it to make more room so did not add anything to sidewalks.

I am not on Queen St
No enhancements or promotions were required
Have increased awareness on all social media platforms
We email our customers regularly on our sales and instore promotions. Too confusing to ask them to come down on weekends to this unorganized chaos. I have pictures of vehicles moving the barrier and driving right out onto the street. It is not a safe environment. More pedestrians continued to congregate on the sidewalks during the peak times. That is what shoppers do. They look in windows. The only thing that the empty street offered was ease of crossing. The experiment did not do what it set out to do. Rainy weekends kept more customers away because they could not park right up by the storefronts. We always have slow sales on rainy days but without available street parking sales suffered more than usual. This experiment must end NOW. Or more businesses will go under.
I'm embarrassed so therefore I'm not going to promote it. It doesn't make me feel proud it makes me very sad.
social media
I haven't
The pedestrian zone interferes with us being able to get our customers to and from our business.
The pedestrian zone interferes with our ability to get customer's to our door. We have been forced to assist customers taking out their orders to vehicles that they have had to park further away.
We did not do anything additional other than notify any custom consultation customers where to park in advance.
Not open weekends
For us it doesn't help having the closure so we haven't promoted. We've let clients know and had a lot of cancellations because of it.
Due to lack of tourists nothing was done
We have a sign out saying 'agent on duty', but the foot traffic is poor to none.
I agree with putting out racks of clothing as we as a clothing store once its tried on we have to put it away for 24 hours and then to police the proper distance I don't know how we can. There is to much confusion as I thought we were to distance and now you think we should be putting racks out and merchandise, as well we have to be careful how many people we have in the stores. ?????
Not on Queen St so not applicable
Made customers aware we are still open even though the street is closed.
My location is visible enough and I have new signage to say we are open
The pharmacy relies mostly on regular customers and seniors who have a difficult time coming to pharmacy when there is no parking- unable to promote
Sign display, advertising. Greeter at the door.
Put rental bikes outside. May bring our tent to offer shade to visitors
As per usual, had outdoor signage and merchandise- weather depending.
No change as our street is not fully closed.
Did not make any noticeable changes! Still cheerfully greeting!

N/A
Made customers aware we are still open even though the street is closed.
Signage and social media
Advertised more in focus and on social media
n/a
More items out on sidewalk to draw interest, been running a sale for all of August and open my regular pre-COVID hours
Signage
does not apply to our business as we are not open on weekends
Outdoor, sidewalk signage
I am on the south side of the part of Queen st. that was not closed and the fact that it was just about social distancing and not to spill out onto the side walk with displays this question is confusing.
Social media Summer sale
put signs and art chairs out in the lane and got more traffic coming in, kept going outside and talking to people.
50% of the business is closed for us on weekend as we use front door for large deliveries. Please do not do this again or we will close our business.
None
We have been posting reminders on social media and reminding people throughout the week. We always try to put things outside the store to draw people down to us from the sidewalk
No change.
I did nothing as I am not open on the weekends
We did not take advantage of the pedestrian "zone".
The Chamber office is not a business.
On line
No staff for greeters. Tried IG posts.
I am landlord of building with commercial and retail space so some of these questions do not apply to me personally.
Not on Queen St, nor open on weekends.
No advantage
Its word of mouth and social media
Nothing due to uncertainty
None
I don't know
N/A
did not
not applicable
Display signage
None
n/a I'm an office on North st

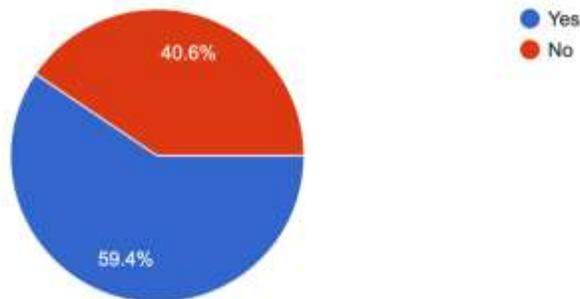
11. The BIA is considering bringing back street musicians on weekends, ie. Small groups or individual performers or recorded music to provide music that won't encourage crowds but provide some ambiance. How do you feel about this?

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69 responses



12. Did your customers express any concerns in regard to the availability of parking?

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69 responses



If yes, what were the comments?

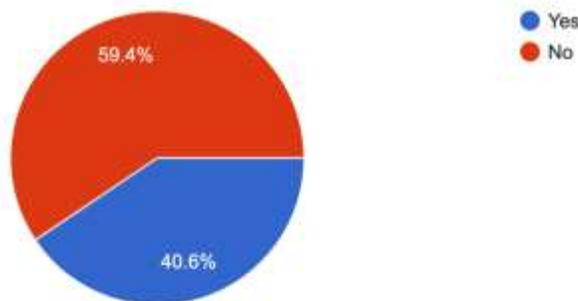
several comments complaining about the Brock parking lot being used as a storage facility
Should be paid
Could not find parking.
Wanted the on street parking to be reinstated.
Customers felt it was very unattractive for what our town usually looks like. They felt it wasn't worth the trip.

Most people wanted to know what all this was for? They generally don't like the look of the street with all the barriers and wonder what the purpose is.
Someone told me that they couldn't get close to the library on Saturday due to parking.
The most common comment was that if they had realized things were shut down downtown they wouldn't have come on the weekend.
It's an issue especially with Brock's side closed. That seems to be a big part of the discussions. People are frustrated when they can't find parking and then see a portion of an entire lot open and another portion with Ford trucks. They're confused and frustrated.
They were late for appointments because they couldn't find parking. Don't understand and think it's a disgrace brocks parking lot is closed.
No parking close to destination stores for handicap and older customers. Too far to walk if a parking space is found . Some customers will not return
Quoting: Frustrated to have to drive around for 15 minutes to find a spot.
No parking available!!!
Had to park too far away
Where do we park??
There is no parking issue because we have less people coming to town to shop and eat.
People with mobility issues cannot park far and walk.
Not enough of it!!! People had to walk a long way in HOT weather..., some are older and couldn't do it. Parking needs to be sorted out, it's annoying to customers.
Lack of signage.
Have to park further away and walk longer distances to get to us.
Reduced parking discourages people from coming to town.
Where do we park??
There is a parking issue in Port and no one wants to address the truth of it. There is NOT enough parking and the Township should work with the Owners of the Mary Str. Lot to open up the parking spaces.
as a landlord with private parking our tenants have expressed an increase in non tenants parking in our lot, at times no parking is available for tenants or staff
Have clear and designated parking areas for visitors.Charge for parking for non residents. Create a window sticker for local residents to display so they are not applicable to parking fees. Find ways to be creative, out of box thinking, make the closure barriers more appealing or decorated. Such a cold vibe.
They like to be able to park out front ??
OPEN THE STREET! Again, lots of head scratching why the closure.
See above
I had 2 customers (residents) express that it was hard to find a parking spot but they weren't upset and in conversation said that they like the street closure and hope it continues
Had difficulty finding a spot.
Considered cancelling their orders. This was averted with offering rear door curbside pickup ONE CONCERN WAS EXPRESSED.. UNAVAILABLE WASHROOM FACILITIES!! (LOCKED 3 DAYS) PEDESTRIANS WANTED TO USE OUR WASHROOMS

It was hard to find a parking spot. Also had customers who wanted to cancel orders. Until we said curbside pick is available at our backdoor.
Had a hard time parking close enough to load items.
Parking is hard to find. The old parking lot looks bad. Poor street parking.
Many express how parking can be difficult to find on a normal day now with the closure our locals are avoiding Downtown Port Perry and traveling elsewhere to shop.
Couldn't find any close to our business once our parking lot was full
Customers are saying they are having significant time loss in finding parking. Too long to find.
Due to the lack of parking my customers come through the week and I no longer operate on the weekends because of lack of customers.
not enough parking spot
why cant they park across the street above real estate building
No parking for local customers. Suggests a sticker for local customers and charge for tourist a parking fee.

13. Did your customers express any concerns in regard to the proximity of accessible parking?

13. Did your customers express any concerns in regard to the proximity of accessible parking?  
69 responses



If yes, what were the comments?

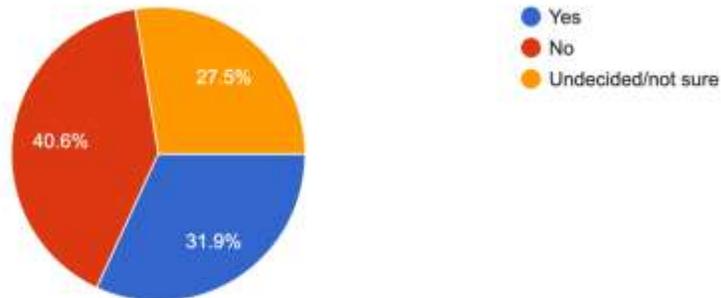
For big purchases it is inconvenient to not be able to pull up close to store.
Township lot behind post office has none. Too far to walk.
Displaying frustration as to where they had to park. Lack of customers because I haven't had many come in as I'm sure the ones that got frustrated left.
I don't recall any comments but its possible that many people decided not to come to Queen St., just as many locals don't come to the Street when it is closed for other events. This is especially true if you are trying to stay away from crowds because of the pandemic. Crowd control barriers have the effect of making people think there will be massive crowds. Again, this is not something anyone thinks of positively when we're supposed to be distancing and avoiding large gatherings. The optics are really poor. Can you imagine how tone deaf this

would all appear if bands were added? Bands and things that add to the atmosphere are generally a good idea, but the timing here is all wrong given the pandemic.
Customers don't know where to park and by the time they come into the businesses it's too late.
Some people cancelled appointments on weekends because they cant walk that far
Allocated spots are always taken. Too far to walk to stores on Queen for handicap and elderly
A woman had just gotten out of the hospital, and her husband was driving her. She needed to get to a business on the other side of Queen, but the street was closed. She stopped the car in front of the store to ask how she could get there. They were frustrated with the inconvenience.
Someone else stopped in the middle of the street to ask me what was going on? Why was the street closed? More irritation. When I explained it was for social distancing, and the street was dead quiet, my explanation seemed humorous to the visitors.
Some have knee and hip problems and find it difficult to walk. Some just want to drop by quickly to pick something up and go but cant, as no parking.
Parking was in a hill
It's on a hill? A hill.
See above
Had to find parking on side street, too far to walk in hot weather for many people.
There was not an available spot, close to the store. Could not pull up to store in alleyway as per usual.
Parking was in a hill
There is not enough local parking...people have too far to walk...with their purchases...if they can find a parking spot at all.
Have clear and designated parking areas for visitors
They all miss driving through and parking on Queen. This convenience is killed for no benefits but few.
See above
n/a
Customers with orders were reluctant to order when told of the street closure.
They didn't stop to shop, but called store to discuss deliveries.
Many express how parking can be difficult to find on a normal day now with the closure our locals are avoiding Downtown Port Perry and traveling elsewhere to shop.
Couldn't access the accessible parking because full.
They are not finding parking available and not willing to walk the distance.
Why is a handicap parking lot front of my store
same
How can the Township allow for overflow parking on Mary Street that creates congestion. Should have tickets issued by by-law. Mary Street is not intended to have parking on both sides of the street.
They are not finding parking available and not willing to walk the distance.

14. Do you feel there was sufficient communication provided to residents and visitors about the street closure?

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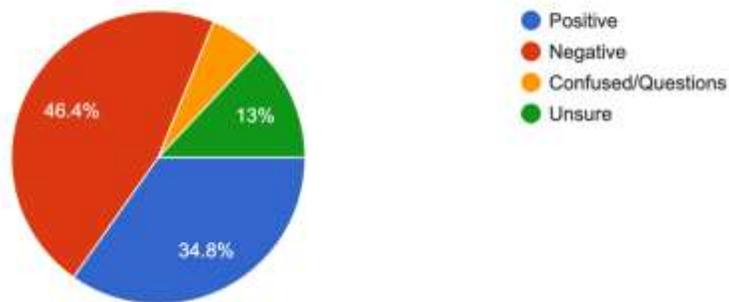
69 responses



15. As a business owner, what is your impression of the street closure?

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69 responses



16. If you have a negative impression of the downtown street closures, can you make suggestions for projects or programming that would be beneficial to Downtown Port Perry that would promote increased spending in the represented businesses while ensuring the safe practice of physical distancing?

If the road is going to be closed shouldn't the businesses bring their wares outside onto the sidewalk? What is the point of a closure if they don't. People are safer outdoors but I don't see many businesses taking advantage of their sidewalks besides restaurants. I would think participation is the key to success. At present, I only see a benefit to maybe three or four businesses. The remainder of the BIA doesn't benefit from this initiative. If the stores participated perhaps the foot traffic would increase overall in town and all stores would benefit from increased visitors to the area

I have a positive impression!! But I feel more retailers should embrace the project and do more to enhance the shopping and dining experience.

I think the addition of live music is a fabulous idea! Certainly would attract more visitors or entice them to stay longer. (It's very quiet and strange as it is now!)

Having businesses play music outside to make it more upbeat would also be an idea

Encourage businesses to open more of their shops to the street, bring out items for sale.

Also encourage to open earlier (noticing lots of morning visitors with no where to shop or eat.)

The addition of small local vendors on the street to increase street interest.

Also noticed most shops are closed Sunday's and there is no farmers market. We need something to peak the interested on Sunday's! Maybe due to the shops being closed; Sunday's would be a great time to bring in more local vendors (without upsetting the businesses).

Have something instagram-able! Set up a pretty back drop promoting the initiative, encourage people to take and post photos using a hashtag. Helps to get the word out or could bring more people to the location for that picture!

I wouldn't say we have anything negative to say about the closure though, it's a great idea!

You're doing a great job.

Water Street would be more beneficial to close as that is where everyone is wanting to walk.

Queen street being closed just interfered with actual paying customers finding parking near the stores they wanted to run into.

During a pandemic we were told early on not to have huge sales - not to do big promotions. So we followed the advice. I think we should put our entire budget this year into area development. A beautification plan that could include signage. Then we would be in a better position in subsequent years to attract people to the downtown with events and programming. The streets are not as attractive as other towns. There are no gardens downtown. Everyone does their best but there is no plan and no extra budget. Township parking lots are disgraceful. Not properly maintained. Garbage. Poor lighting. That is where we should focus our project and programming \$. The BIA still pays for the flower baskets. Water St does not. Let's end this experiment NOW and concentrate on making our downtown beautiful.

People will come out just like anywhere else. This is not a time to experiment! The street closure is a horrible idea and is in no way even about social distancing, it has been used as an excuse and a fear tactic.

Leave the road and parking as they were during regular business hours (until 5pm). Stop creating literal road blocks for our businesses. We've suffered enough with the pandemic and don't have time to fight about things like this that the vast majority of us feel hurts our customer experience and keeps them away.

If you really want to close Queen in the evening to see if you can create an evening customer base then that is fine. If you create an evening crowd and stores want to join in and open for the evening then everyone wins. If stores don't see an opportunity then at least you won't have hurt their livelihoods.

<p>Whatever you do, communicate it effectively and don't put up negatively worded alarming road signs that give people the feeling that we're all closed.</p>
<p>There are big signs all around town that state Queen Street Closed Saturday and Sunday, (business's are still open, in small letters). These are very negative. The added washrooms are a great asset. Extra washrooms should be continued all year long. The use of township office parking on the weekend should also be continued. We have created more business in a safer way by offering business by appointment and curbside pickup. We have used old school promotions such as phoning people and sending hand written notes to customer with great success.</p>
<p>Open up the streets and show people they are welcome and not cut off from anything. More folks are wearing masks because of provincial regulation and most are trying to be respectful of the space between them and others. There are 2 positive things that should be continued: the labelled parking at the twp lots and the BIA office is great and the Classy Potties bathroom access is excellent and something that is needed in some form year round. The signs coming in to the downtown core that say "Queen St. Closed Saturday and Sunday" and then "businesses are open" in smaller letters look like the core is closed for business...these need to be changed or eliminated.</p>
<p>I think it's positive due to COVID-19. I would require further discussion about a street closure in future or in late fall winter when the weather changes.</p>
<p>I think its a great idea but don't feel like it is fully being utilized. There should be vendors, performers, extended patios on the street and a actual reason to be closed. Not just so people can walk. Make it worth the lost parking spaces.</p>
<p>With masks and social distancing there is absolutely no need to shut our Main Street. It,Äôs having a negative impact on many businesses and some my not survive like Queen Beans. Please shelve this poorly thought out program before it does further damage to our merchants and customers base.</p>
<p>Rotary Park and the town dock have been noted several times throughout this summer to have been thick with people. They are also part of the downtown. They are filled with out of town people, packing their own lunches, not spending money, littering, and damaging our parks and greenspace. But the business owner who are paying to be here, are penalized by having the street closure, and deterring paying patrons, who are bringing money to the community, to enter their establishments. They will find it easier to drive somewhere with convenient parking, and make their purchase. ie big box stores.</p>
<p>I have put some down in one of my answers.</p>
<p>The closure is poorly executed. The signage saying Queen Street is closed stay up in the weekdays and does not say it,Äôs only Saturday and Sunday.</p>
<p>You could try implementing the proposal the BIA offered. Keeping the street open to traffic while allowing for more walking space. If you insist on keeping this project going, then why wouldn't you try that as well? Unless of course the wishes of the BIA are simply irrelevant, and the township will continue to push through their agenda under the guise of health and safety. We have masks and hand sanitizer in every business, making it much safer. We shouldn't have businesses suffer more, because a person walked near them outside. Those gathering in large groups by the water, will continue to do so, street closure or not.</p>

Three weekends with lower takings. This has to stop. A scheme that favors the few and puts another nail in the coffin of the many. When other businesses go out of business, the street closure will have played a significant part in their demise. This apparently does not matter.

We are in the middle of a Pandemic, business are struggling to stay alive and the street closure is affecting people's livelihood...this project should be put on HOLD till next summer and let store owners get through this Difficult Time. We do not need more Businesses closing their doors.

Physical distancing is not a problem on the streets of Port..(not Busy)..the Park and the Pier are the areas that should be patrolled for Physical distancing.

More benches and maybe flower pots in the street  
Saturday,Ãs were best day because of market

some questions i had to answer just to submit this survey, as a landlord, it would have been helpful to have had a separate survey, i hope other landlords don't pass up filling this out based on the questions.

I have spoken to Birgitta about my concerns regarding the closure and this survey. From a landlord perspective, this survey isn't hitting all of the key points i would need to take into consideration when providing my thoughts. As an example during one of our meetings i mentioned that our residential tenants should be surveyed as well as this will directly be impacting them. A comment was made that we shouldn't be concerned with residential as we have never asked them in the past for events such as chili/diva.. etc. to that i say, as a good landlord you should consider all your tenants both commercial and residential, and unlike the one day closures of the past they referenced in the meeting these are consecutive day closures occurring over a month long duration. An argument to that may be "well in Toronto you have to walk, well, when my tenants rented from me, it was in Port Perry under the assumption that they would have parking provided to them in our lot.

I have 3 commercial tenants and if they aren't happy with the closure, then I do not support it continuing.

Other issues:

It looks like a construction zone, and most people I spoke to thought the businesses were closed, this was compounded by the signs left up(Monday-Friday) around town indicating that queen st was in fact closed. How is that helping our struggling business

Do I think the street closure is the cause of a decline in sales on sat/sun, who knows, but what I do know is that right now is not the time to be gambling with peoples livelihood.. period. If you look at the section of queen from perry to water most times the street is EMPTY and the sidewalks are busy with pedestrians, Why??? Because people like to window shop,

Stores are closing at an alarming rate, is it because of the street closure, as mentioned prior, who knows, but what I do know is the BIA is supposed to be fighting for its members, when the majority are crying for help, when do we say enough is enough.

the survey states it captured 400 people what about those who chose not to come because of the closure? One will never know how many if any were deterred by this? But of all years why gamble when the streets are empty and sidewalks busy?

Many people asked me why street was closed, so they don't seem to know why it,Äôs being done. Someone also commented that the barricade usage makes the street look like it,Äôs under construction so concern is that it looks less inviting rather than more inviting.

Thoughts are already mentioned above.

I find the attitude of some of the bigger players and the township a little tunnel visioned. I am realizing that some people have connections and therefore get special attention. I do realize that that is usually how things work but I would like to say with out all of us succeeding there will be empty stores and that would reflect on the whole street and their businesses too. I also realize that social distancing is important right now. Maybe one way traffic of all the street would allow more space for social distancing. If the closures do continue I hope the township will give more thought on how that is accomplished. The look we have now is certainly not very appealing. The pilot project for the patios had a lot more thought and regulations put into them to make them safe and appealing.

It is ridiculous to think that street closure promotes safe distancing. Please re-open the street. Very unfair we cannot conduct business due to this closure.

This is not an answer to the question but I just wanted to say thank to everyone on the BIA executive. I know this had been a contentious issue for everyone and I can only imagine the conversations and tongue lashing you have all had to endure. I so appreciate all that you do for all of us!...Cheers!

I do not believe our concerns or recommendations would be genuinely considered by those in favor of the closure so there is no point in making suggestions. I am suspicious of the sincerity of the "intention" of the closure. (At this particular time) If the intention as stated were truly to keep pedestrians "safe", then Water Street should also have been considered for closure.. With little children & the park, the lake, the angled parking, etc & restaurants & bars who would most likely appreciate the same "partiality" as another was afforded with the street closure.

I just feel this has been done in bad faith. There are some businesses who need pedestrian traffic to survive. This is not a time for projects or programs to be tested at this time.

Why is there not a question like, how long would you like this to continue!

Open the street back up and let us make money. Increase marketing budget.

Clean benches. Wash sidewalks. Map/signs for pedestrians for restrooms and places to sit/park. Noise from patios is not regulated. The loud noise and vibrations disturb residential apartments, and they are on all day past midnight - past bylaw. No bylaw enforcement for disturbing noise.

During this difficult time with COVID 19 many or all businesses have been effected negatively. We are just getting back on our feet and trying to recoup our losses over the 3.5 month closure. I personally don't feel this is a good time to close streets down and detour any locals. Maybe in a different time in life this would be successful just not now. Also living in this new normal we aren't in a world where we once could have vendors on the street and enticing little booths to make the streets an inviting place to be. Queen St looks empty.

It is a great idea. Just wanted to add - road closure signage on Queen St. looks too much like a construction sign implying to avoid downtown. A more inviting sign promoting pedestrian takeover would be more effective (eg the ActiveTO marketing).

<p>When the street is closed, the downtown does not look prosperous. It looks like a war zone - empty of cars and people (the middle of the road is mostly empty). The town looked busier and more prosperous on Thursdays and Fridays when the street was open. It looked like a happening place. I feel perfectly safe visiting the local businesses during the week and can socially distance.</p> <p>Why were picnic tables put in the middle of the road during the closure? Picnic tables promote gathering spots, not social distancing. The same with having street musicians. People will stop and gather to listen. And absolutely no street vendors should be allowed during the closure. All of this goes against promoting social distancing which is what the mayor and the council say that they want. I don't think that spending over \$14,000 on this project was money well spent. My impression is that most businesses in the town did not profit significantly from having the road closed to traffic. For us, it was more of a hassle and inconvenient trying to manage funeral parking and cemetery processions.</p>
<p>Suggest not doing two days on a weekend. Consider once or twice a month for an event that is promoted properly. Volume of customers do not warrant the closure.</p> <p>Confusion surrounds the purpose of the closure because customers walk on the sidewalk. Not explained well to the community or signage.</p>
<p>Open the street and renegotiate with the Brock's for the parking lot to be re-opened.</p>
<p>Don't put out handicap parking spot front of my store.</p>
<p>Portable washrooms in front of businesses is a eye sore and public portable bathrooms disgusting</p>
<p>not sure</p>
<p>Why can't pedestrians walk on the south side sidewalk of Queen Street be one direction and the north side be the other vs a full street closure.</p> <p>As a resident of the downtown, I find the closure awkward, not necessary and negatively affecting businesses on the west side.</p>

Adjourned meeting

Motion by J. Callery to adjourn the meeting at 6:48 pm



**TIAC Members are at the forefront of everything we do.**

While many items like today’s COVID-19 update are made available to everyone in the tourism sector, TIAC Membership has many other benefits that can help your business. We have begun to revamp our members-only resources, and TIAC Members get exclusive savings and deals on a number of products.

Financial support for TIAC also makes it possible for TIAC to continue our advocacy, leadership, and support to all operators. As a not-for-profit organization, our work is only possible because of paid members and partners. TIAC Members fuel our work for the benefit of all tourism stakeholders.

Please consider joining TIAC and contribute to our efforts. TIAC’s annual membership starts at \$395.

If you have any questions, please contact:

**Jennifer Taylor**  
Vice-President, Marketing & Member Relations  
[jtaylor@tiac-aitc.ca](mailto:jtaylor@tiac-aitc.ca)

**Join TIAC Today**

**September 24-30, 2020**

**Dear Tourism Stakeholders,**

The TIAC Team is pleased to provide you with this update on the ongoing COVID-19 crisis, including the steps government is taking to address the situation. We are

working hard to make sure the industry's voice is heard by government, and that you have the information you need to keep your business going in these uncertain times.

Please find the **latest updates** on official announcements and a recap of **TIAC's advocacy work** on behalf of Canada's Visitor Economy:

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## TIAC's Advocacy Update

- Last Wednesday, the Government presented a new Throne Speech that included several significant plans that will help the Tourism sector:
    - Plans to extend CEWS through the summer of 2021 (a big win for the Coalition of Hardest Hit Businesses)
    - Planned investments in liquidity measures including enhancements to the CEBA and BCAP programs
    - "Further support" for travel and tourism, hospitality, and cultural industries
    - Support for regional routes for airlines
    - The largest investment in Canadian history in training for workers;
    - Acknowledgement that Immigration remains a driver of Canada's economic growth
  - Announcements in the Throne Speech are not automatically put into action by government – it serves as a roadmap for future policy. TIAC will continue to advocate for these measures to be pushed through by government
    - Ensure you are subscribed to TIAC Talk to ensure you don't miss out on further Throne Speech and policy updates
  - This week, TIAC's President & CEO participated in a regular meeting with ISED ADM Paul Thompson
- 

## Government Announcements

- Health Canada regulators have officially approved a new rapid **COVID-19 test procedure**, which is expected to roll out across the country in coming weeks to help with a rise in assessments.
  - The introduction of government approved rapid testing will be critical for the future of tourism and travel recovery, so this is potentially good news for the sector.
- Temperature screening for air travellers has expanded to **11 additional airports in Canada**.
- Canada's **Chief Medical Officer stated yesterday** that positive COVID-19 tests are at the same level as the country's initial peak – raising concerns of the potential return of large scale closures.
  - Please keep apprised of your local and provincial health authorities rules and regulations over the coming days & weeks to ensure we are

all doing our best to stem the spread of COVID-19, and get back on track to recovery sooner.

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## In Case You Missed It ...

- TIAC is proud to have been a part of the launch of the Coalition of Hardest Hit Businesses (CHHB), which launched its campaign for the CEWS to be extended into 2021 for businesses unable to move into recovery.
    - If you're an association whose members are likely to sustain revenue losses of 50%+ in the coming months, and want to join the coalition, please email Meagan at [mzettler@tiac-aitc.ca](mailto:mzettler@tiac-aitc.ca) to get involved.
    - Visit [hardesthit.ca](http://hardesthit.ca) to learn more.
- 

## 2020 TIAC Tourism Congress

c0-presented by Ottawa Tourism

**You're invited to the first ever virtual TIAC Tourism Congress on November 17 & 18, 2020.**

Join us for two days of thought-provoking content, insights and ideas to help rebuild the visitor economy and navigate the new tourism landscape. We'll have a bustling virtual marketplace and plenty of networking opportunities—just like in previous years!

**Register today – it's free!**

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## Resources for Businesses

TIAC has compiled a list of COVID-19 Resources for the industry, including programs, articles, informative articles, and TIAC Member discounts. Any new updates will be included in this email as they arise. **Click here to view the full list.**

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## **Looking Ahead COVID-19 Recovery**

Canada's provinces and territories continue announcing plans for reopening economies. Timelines and actions vary, but can provide businesses and workers with information on what to expect in the upcoming weeks and months. We have reached out to our provincial counterparts to work together in an effort to create an orderly recovery strategy that will address health concerns and support tourism businesses. TIAC will continue to add links to provincial recovery plans and other resources as they become available. **[Click here to view.](#)**

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## **Email Updates Archived**

New information is being shared at a rapid pace and we know it can be overwhelming. If you think you may have missed something, **[head over here](#)** to see all our communications that we've released so far.

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We will get  
through this  
together.

#TourismCounts

TIAC continues to represent your interests with government officials and decision-makers throughout this crisis. Please stay safe and let us know what more we can do to help.

Sincerely,

**Charlotte Bell**  
President & CEO  
Tourism Industry Association of Canada  
[contact@tiac-aitc.ca](mailto:contact@tiac-aitc.ca)  
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