



## EDC FYI

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### Business News Update



#### **Rising Case Counts means WDG Public Health recommends move to “Red”**

December 9, 2020 – In meetings with the Chief Medical Officer of Health, Dr. David Williams, Wellington-Dufferin-Guelph Public Health Medical Officer of Health and CEO Dr. Nicola Mercer has recommended that the region move to the “Red – Control” level of the provincial COVID-19 response framework. There has been a significant and troubling increase in cases over the past week along with increased hospitalizations prompting this recommendation.

“I want to tell every resident of our region in the strongest possible terms, that COVID-19 is spreading very quickly in our community. The rate at which cases continue to grow – especially in the last few days – requires immediate action,” said Dr. Mercer.

In addition to measures already in place in the region, moving to the “Red – Control” level would include limitations on gathering sizes, and new restrictions on businesses and other spaces as detailed in the [COVID-19 framework](#).

“Moving to Red will place significant pressure on every resident and business in our region,” said Dr. Mercer. “My preference is always to use less-intrusive and targeted approaches, but the current situation requires we consider all the tools available to us to halt the spread of the virus. Please continue to support our local businesses that will be impacted by this decision by shopping local for pick up or delivery.”

“Each of us has the power to choose actions that help prevent the spread of the virus, that keep us safe, that keep our friends and family safe,” said Dr. Mercer. “I’m asking everyone one of us to make those choices starting right now. Going to a dinner party or gathering right now may mean that your family is dealing with COVID-19 over the holidays.”

If the Cabinet follows Dr. Mercer's recommendation, the change to the "Red – Control" would be announced on Friday (December 11) and take effect on Monday (December 14). The earliest the region would be eligible to move back to "Orange" would be 28 days from December 14.

"Today, the federal government approved the first COVID-19 vaccine for use in Canada. We can see hope on the horizon," said Dr. Mercer. "Please, please do everything you can to make sure that we all make it over the finish line together."

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## **Ontario Permanently Allowing Alcohol with Food Takeout and Delivery**

December 9, 2020 - New measures to help restaurants and bars rebuild and recover

TORONTO — The Ontario government is supporting jobs at local restaurants, bars, breweries, wineries and distilleries during the COVID-19 pandemic by expanding opportunities in alcohol sales, including making the sale of alcohol with food takeout and delivery orders permanent.

"Ontario's vibrant hospitality sector and its workers have been hard hit by COVID-19 in every community across our province," said Attorney General Doug Downey. "We're building on the actions we took early in the pandemic to support local restaurants, bars and other businesses by providing permanent help to workers and small businesses as they face these ongoing challenges."

Ontario previously approved some of these changes on a temporary basis to support businesses significantly impacted by the spread of COVID-19. The province is now permanently allowing licensed restaurants and bars to include alcohol with food as part of a takeout or delivery order.

Additional permanent reforms for the hospitality sector will allow:

- alcohol service on docked boats by operators with a liquor sales license;
- reduced minimum pricing of spirits consumed on-site, to align with the reduced pricing introduced for takeout and delivery orders;
- the length of time for temporary patio extensions to be set out by the Alcohol and Gaming Commission of Ontario (AGCO); and,
- for a requirement that ensures third parties delivering from licensed restaurants and bars have a delivery license.

The requirements that apply to alcohol sales, service and delivery will continue

to apply to boats with a liquor sales license and liquor delivery services, including checking ID, Smart Serve training and not serving or selling to intoxicated people.

The province is also supporting businesses by:

- removing restrictive rules to allow for the delivery of alcoholic beverages in food boxes and meal kits;
- allowing eligible alcohol manufacturers to deliver their own products and charge a delivery fee;
- allowing restaurants and bars to offer mixed cocktails and growlers as part of a takeout or delivery order; and,
- permitting eligible manufacturers to sell spirits and 100 per cent Ontario wine at farmers markets.

"Local restaurants and bars are essential to community life in this province," said Attorney General Downey. "We are taking actions to provide more opportunities for Ontarians to directly support their local communities when and how public health directives permit."

"The AGCO's focus on delivering strong and effective regulatory services includes looking for every opportunity to reduce burden, simplify rules, and offer greater flexibility," said Tom Mungham, CEO & Registrar, AGCO. "We're pleased to continue partnering with the Government of Ontario to provide meaningful support to the individuals and industries we regulate while protecting the public interest."

Additional resources [Ontario News Room](#)

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## Business Supports



## #SupportTheBurne Program

The Town of Shelburne through the Economic Development Committee is offering, for free, the Town's assets (Billboards, Radio, and social media) to assist with marketing. We will create your ads, with your guidance, and all you must do is send a jpg image and your message (under 200 characters).

We are happy to promote your business and/ or other marketing opportunity to our over 3k followers on our social media platforms and increase awareness via billboard and radio ads.

This is open to all Shelburne businesses, including past participants. If you are

The logo for Canada's Regional Relief and Recovery Fund (RRRF) features a blue square with a white, stylized graphic of a person's face and hands. The text "CANADA'S REGIONAL RELIEF AND RECOVERY FUND (RRRF)" is written in white, bold, uppercase letters across the center of the square.

## CANADA'S REGIONAL RELIEF AND RECOVERY FUND (RRRF)

### Canada's Regional Relief and Recovery Fund (RRRF)

Applications are now open for additional financial support through the Government of Canada's Regional Relief and Recovery Fund (RRRF). The RRRF provides financial contributions (interest-free loans) of up to \$40,000 to help support fixed operating costs and working capital needs of SMEs, where business revenues have been affected by the COVID-19 pandemic. The Centre For Business is here to help small businesses impacted by COVID-19 that have been unable to access other federal support.

Details of the program are as follows:

- Maximum assistance under RRRF offered through the Community Futures program is \$40,000
- 0% interest rate and no principal payments until March 31, 2023.
- Principal repayments can be voluntarily made at any time.
- 25% (not to exceed \$10,000) of any loan can be forgiven provided the recipient has paid 75% of the original loan amount prior to March 31, 2023.

Small businesses can apply online at [www.centreforbusiness.ca](http://www.centreforbusiness.ca).

The Centre For Business and Economic Development (CBED) is a federally supported not-for-profit Community Futures Development Corporation with a volunteer Board of Directors and professional staff whose purpose is to support community economic development and small business growth through business loans. CBED has been supporting businesses in the community for over 32 years.

### Funding available through FedDev Ontario

Businesses that need a loan of \$40,000 or more and meet the [eligibility criteria](#), can apply to FedDev Ontario for direct funding.

Additionally, Not-For-Profit organizations that do not have a revenue stream, should check their eligibility for a non-repayable loan by contacting FedDev Ontario directly. For more information, please visit the [FedDev Ontario website](#) and consult the Applicant Toolkit.

Please contact the Centre For Business if you have any questions or need any additional information.

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## Canada Emergency Rent Subsidy

Canada Revenue Agency is accepting applications for the Canada Emergency Rent Subsidy (CERS). Did you know that businesses forced to close their doors or that face significant restrictions because of a public health order may also qualify for additional Lockdown Support of 25%? Here's more on CERS and Lockdown Support: <http://ow.ly/jLSA50CsHUB>

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## Shelburne Hamper Program

Shelburne Christmas Hampers is managed by the Service Clubs of Shelburne and has been in existence for more than 50 years. It is a program that assists local families with the extra constraints of the Holiday season in a discrete and controlled manner. The program is open to qualified families, couples, singles, and seniors.

Each applicant will receive hampers of food (non-perishable & fresh), grocery gift cards to purchase a turkey, ham or Holiday specialty food of their choice, Gift cards for children aged 12 to 18 and toys for children under 12 years and many necessary and Holiday items.

This Year it is estimated that over 150 families will rely on the Hamper program for assistance. Donations can be sent via e-transfer to [shelburnerotary@gmail.com](mailto:shelburnerotary@gmail.com)

We thank you in advance for your generosity and support

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See what's happening on our social sites:

