



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

PLEASE NOTE : Through our relations and affiliations with the Ontario Chamber and Canadian Chambers of Commerce, we will be inviting you to upcoming sessions that they have organized, and we recommend you participate in to help guide you through relief programs and availabilities.

Dear Chatham-Kent Chamber Members and Business Associates:

It is Friday. It has been a long and challenging week as we ebb and flowed through the many obstacles of COVID-19. Traditionally, this is the end of the work week for many, yet, it is not ‘over’ and will feel like such for many days ahead. Announcements from government are lessening while gaps continue to be voiced to ensure reliefs are all encompassing, leaving no one behind.

My meeting of yesterday with the Canadian Chamber of Commerce network suggested new reliefs may be unveiled in the coming days with, still, considerations being made for business. Perrin Beatty, President & CEO of the Canadian Chamber, continues conversations on behalf of the network and our supporting Chamber members, and, business at large. Following our session, Perrin was ‘meeting’ with The Honourable Mary Ng, Minister of Small Business, Export Promotion and International Trade for more discussions. Perrin and his team at the Canadian Chamber have been working non-stop to ensure the voice of business is heard. Rocco Rossi and the team at the Ontario Chamber of Commerce are, equally, working diligently with our Ministers and government officials at Queens Park. It is apparent the respect and openness of these working relations and of the Chamber of Commerce networks.

As an active participant with our provincial and federal Chambers, I feel fortunate to have the capacity to extract from their expertise and governmental relations on behalf of our Chamber members and, business of Chatham-Kent at large. Personally, I thank them for what they are providing me, for you. I know many of you registered for today's webinar session organized by the Ontario Chamber of Commerce, and rest assured, if you were on the wait list or unable to attend, we will be sharing for everyone's benefit. Stayed tuned as this becomes available and further sessions come for your involvement and resource in the very near future.

Please don't forget to take time for yourself during these times. It is important to maintain your energies. Breathe. Enjoy moments with your family. Get a good night's sleep. Personally, I have a planned (take out) dinner at a fabulous (tailgate) restaurant, enjoying the ambience of a Chatham-Kent sunset. As difficult as this may seem, a new day is ahead. I hope you, too, take that time for you, stay socially engaged, yet, physically distanced with your family and friends. Everyone is looking for sunnier skies and a fresh spring to, literally, stop and smell the roses. I trust it is ahead.

Here it is AGAIN - Follow the ‘Rules on Non-Engagement’, respect others..., stay distanced. We are in this together.

Now, more than ever, the Chatham-Kent Chamber remains your Partner in Prosperity. We are here working for you, and with you. Stay Strong.

Stay Safe. Stay Distanced. Stay Healthy. Gail Hundt / President & CEO Chatham-Kent Chamber of Commerce
gail@chatham-kentchamber.ca

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

Here's to our Farmers

A short uplifting video from the Producers of 'Before the Plate'

[Click here to watch the video](#)

The Chatham-Kent Chamber of Commerce hosted Dylan Sher creator of *Before the Plate* at the 2018 Rural Urban Dinner as our keynote speaker!

Additional Non-Essential Business Closure

Ontario Premier Doug Ford announced that the province will be shutting down some parts of the province's construction industry amid efforts to contain COVID-19. Changes to come into effect Saturday, April 4, 2020 at 11:59 p.m.

- Private sector industrial, commercial and institutional projects will be affected, while public sector infrastructure work and some residential construction will be allowed to continue.
- Projects related to the health-care sector, including any work necessary to ensure the production of critical equipment and medical devices, as well those required to maintain the operations of petrochemical plants and refineries, will be exempted from the shut down.
- [Read full story here](#)

For a complete list of essential businesses and services, which is to be updated by Saturday, please visit.

- [Click here to read the Ontario list of essential workplaces](#)

The province has launched a toll-free line 1-888-444-3659 to provide support to Ontario businesses who have questions about the province's recent emergency order to close at-risk workplaces following recommendations by Ontario's Chief Medical Officer of Health.



The Emergency Wage Subsidy is an important tool to help keep our economy afloat during this crisis. That said, yesterday's announcement that Canadian businesses will need to wait another six weeks for funds will be detrimental as many smaller businesses do not have enough cash reserves to wait that long.

We look forward to continuing to work with the government on behalf of Canadian business to ensure the help they receive is sufficient to get them through – and out of – this crisis in the best shape possible.

[Read the Full Statement Here](#)



Historic Downtown Chatham BIA

A message from Alison's Notepad... We have made it through another week of Covid Changes and I hope that everyone is falling into a routine. For many that includes the addition of fur babies to our staff and specialized stay at home work attire. I am working away from home gathering information and resources wherever I can to help bring them to you on a weekly basis. I have created a Facebook [HDTC-BIA Members Only Group](#) for some Business to Business Peer Support. Please join it, post thoughts and ideas and reach out to your Business

Neighbours. We will be stronger United! Watch next week for some ideas on ways to celebrate a Downtown RE-OPENING event and a few more ideas for social media campaigns. Alison

- EASTER is coming....anyone interested in a HDTC-BIA Easter Egg hunt? Contact me for details. 519.359.0346 downtownchathambia@gmail.com
- Please share with me a sale or promo that you are running or if you are doing any online sales including a daily food special
- Share an idea with me, you never know what adventure it can take us on

While you are away..

MAIL DELIVERY: I Reached out to Canada Post and spoke with the Manager for HDTC-BIA area and he has offered the following information.

- Canada Post Toll Free Number 866-607-6301
- Currently the Local Depot is doing their best to hold mail for Business in the HDTC-BIA if carriers are noticing that a Business has locked their doors. This mail is being held at the Depot 120 Wellington St.W
- From March 13 to April 13 2020(possible extension) Canada Post is offering a "FREE HOLD" on Business mail. Go to the [Canada Post website](#) to register for the mail hold. Purchase the hold online and Canada Post will automatically refund the Fee. NOTE: If you place a HOLD on your mail, this holds the mail from delivery but does not release the mail until the specified time.
- If you would like the Chatham Service Office to "set your mail aside for pick up" call 519-352-1260 to make arrangements. You will be required to show authorization for pick up such as ID with your name, a Business card that connects you the Business , a letterhead from your business stating an individual has permission to pick up mail

WINDOW DISPLAY Five Quick Tips to Decorating Your Window During This Crisis. From OBIAA Member

Use YOUR window display to continue to reach your customers.

- 1/ Details on your Take-Out & Delivery: Instead of a piece of paper on your door saying closed or take-out instructions why not try a creative and unique display that gives those instructions in an artistic way. So when people drive or walk by they can clearly see how to reach you and that you indeed have take-out and/or delivery options. Add in large letters your website and phone number. Put those details on your phone message as well.
- 2/ Think Happy- Hard to do right now but people want hope and want a bit of brightness not all the negative news. So make a playful display and keep changing it. Showing you are still engaged with your business and this may inspire the customers to continue to be engaged with it. Looking forward to when it reopens. Have some humour, wit and lightness with your display. Get cheeky. Even though you are feeling stressed inside the display should express happiness. Getting busy doing a fun new display...it might be good for your spirit.
- 3 / Make A Current Statement- How about making a statement the community would be moved by. This would bring positive attention to your display. A shout out to thank the nurses on the front lines or those who have stepped up to help during this crisis. Maybe a large statement with words like "Keep Calm and Shop (Online) Local" or "Thank you city for free parking" (kidding but hopeful).
- 4/ Showcase New Products – Each week showcase the new product of the week that you will sell online. Feature items that will get the attention of the customer who is driving by. Think big items that can be seen by the passing cars. Clearly display how to order those products.
- 5./Careful of the Costs- Keep the window display to what you can manage budget wise. Try using what you already have access to for free or what you can borrow for props. Follow all safety measures with handling any items you bring in. You can be creative and not need to spend a penny.

Remember when the all clear happens the one environment people will feel more comfortable slowly returning to is the outdoors. So the downtown already is well situated for people walking door to door outside and you already have the ability to be seen by drivers driving by, unlike a mall. Take advantage of that.



At Planet Fitness, we know staying active is more important now than ever before, so we're providing daily at-home "Work-ins" free for everyone, lived-streamed on the Planet Fitness Facebook page at 8am and 7pm eastern time. No equipment needed, all you need is you! Planet Fitness. United We Move.

[Watch Now](#)

Tune in to Facebook Live for FREE at home workouts for anyone and everyone. Get moving with our trainers and even some surprise celebrity guests for a 20 minute or less workout to relieve stress and stay active.

*Sincerely,
Your local Planet Fitness team*



Involvement in every element of modern business collaboration, Pragmatic strives to offer complete communication solutions to our customers. From audio conferencing to cloud video, our aim is to make it simpler and more cost effective to connect with colleagues and clients across the globe. Pragmatic has been working to connect people and organizations for over 10 years.

By partnering with Pragmatic, members can enjoy a savings of at LEAST 25% off their current audio conferencing rate.

Additional benefits include:

- 24/7 customer support (live answer times of 20 seconds or less)
- Dedicated Account Executive
- Customer care self-serve web portal
- Customizable billing
- Per second billing
- Integrated audio/web conferencing
- Free recordings and emailed invoices
- No contracts, commitments or monthly minimums!

In addition to audio conferencing, the Pragmatic portfolio offers a sliding scale of collaboration solutions, including:

- Web conferencing (Pragmatic's Web Pro and Adobe Connect)
- Webcasting
- Cloud video conferencing (including Blue Jeans and RP1Cloud)
- Conferencing hardware consulting and sales

We are conferencing experts, here to simplify, educate, and save you money! Contact your dedicate account rep today!

Mike Sanders
1.866.746.5282
mike.sanders@thinkpragmatic.com

*Here is an example of partners readying for their clients in response to Government announcements!
The many financial institutions are preparing to be at your avail, contact your local finance partner.*



Update on the Canada Emergency Business Account

Dear Client,

We are reaching out to you with additional details about the Canada Emergency Business Account, announced by the federal government on March 27.

What is it?

- A \$40,000 interest-free, government guaranteed loan to help you pay for operating costs that you're not able to defer as a result of COVID 19.
- \$10,000 (25%) of the \$40,000 loan is eligible for complete forgiveness if \$30,000 is fully repaid on or before December 31, 2022.
- If the loan cannot be repaid by December 31, 2022, it can be converted into a 3 year term loan charging an interest rate of 5%.

Who is eligible for the loan?

Businesses or not for profits, will be eligible to apply for this loan if they have:

- an operating company registered in Canada;
- annual payroll of between \$50,000 and \$1 million (based on your 2019 T4SUM Summary of Remuneration Paid); and
- CIBC as their primary bank. This means that the business uses a CIBC Business Operating Account (opened on or before March 1, 2020) for day to day payments and cash management activities. Otherwise, please apply through the financial institution that holds your primary Business Operating Account.

When will the loan be available?

The loan will be available beginning the week of April 6th — and as such, we are not accepting applications until then. Full qualification criteria and application details will be published on our COVID 19 site and on our Relief FAQ page. In the meantime, there are steps you can take now to get your business ready.

What can I do now to ensure I am ready to apply?

To ensure we can manage application volumes and process loans quickly, all applications must be submitted online via CIBC Online Banking for Business. With that in mind, if your business is not registered for CIBC Online Banking for Business, you must register here in advance using your CIBC Business Convenience Card number.

Completing this step now will help ensure you gain access to the loan as quickly as possible once the loan becomes available.

In extraordinary times like these, being here for you is our most important job. Thank you for your business and for your trust in our team.

Jon Hountalas, Group Head, Commercial Banking and Wealth Management, Canada



To ensure producers, agribusinesses and food processors can remain focused on business-critical functions rather than worrying about how to access funds to keep operating through this challenging period, effective immediately, FCC has put in place:

- a deferral of principal and interest payments up to six months for existing loans; or
 - a deferral of principal payments up to 12 months

access to an additional credit line up to \$500,000, secured by general security agreements or universal movable hypothec (Québec only)

If you'd like more information on these options or on how FCC can help improve your financial position, please contact your [local office](#) or the Customer Service Centre at 1-888-332-3301 for further details.

Please note: FCC is a lending organization. We do not provide grants or interest-free loans. Normal lending due diligence will be taken on all applications.

For more details, please follow the link: <https://www.fcc-fac.ca/en/covid-19/program-details.html>

Community Futures Development Corporation of Chatham-Kent

Considering the restrictions levied by the Government with respect to the current Coronavirus situation and how they will have a detrimental effect on businesses, especially cash flow, Community Futures Chatham-Kent is offering to its clients:

A three (3) month deferral of payments based on the client's payment cycle ~ such payments will be added to the end of their current amortization schedule.

This deferral will require written confirmation from the client along with confirmation in writing from all guarantors where required.

For more information please contact us directly @ peter.maguire@cfdcck.on.ca, brenda.richardson@cfdcck.on.ca or donna.pollock@cfdcck.on.ca or call us during regular business hours 226-996-1234.

We are working on a more pro-active initiative as well. We will provide that information once it is available.

Business Development Bank of Canada

Business Credit Availability Program

This program allocates \$10 billion in loans to fund business transactions domestically and internationally. The program will be managed by the Business Development Bank of Canada, Export Development Canada, and Farm Credit Canada. Program details from EDC and FCC have not currently been released.

COVID-19 Relief Program - Working Capital (BDC program):

The working capital program is a 36-month, backend-loaded loan with principal deferment for the first 12 months. The amount of financing provided is based on a detailed projection or forecast identifying the 'carrying cost' or 'burn rate' of the operation for the upcoming 12-24 months.

Loans are available in amounts from \$100,000 to \$2 million. They are currently being offered at BDC's floating rate minus 1.75% (currently 3.3%).

Repayment terms are over 36 months. Interest-only payments apply for the first 12 months, followed by 24 months of interest and principal payments. It is possible to structure payments with a large final balloon payment of up to 60% of the principal.

BDC is offering existing clients with a total BDC loan commitment of \$1 million or less a postponement of payments for up to six months.

Standard BDC rules and due diligence will apply to the loans. Activities that do **not** qualify for these loans include refinancing existing debt, change of ownership transactions, and pre-revenue companies.

Exclusions

- Start-ups
- Refinancing of other debt
- Change of ownership financing
- If the entrepreneur doesn't already have BDC lending and is a good business, BDC requires the following:
 - Application for financing (attached) **Instructions below**
 - Statement of personal affairs (attached – one needs to be filled out and signed by each shareholder with 25%+ ownership) **Instructions below**
 - Ownership chart
 - Last 3 years of accountant prepared financial statements
 - If the company's fiscal year end is more than 3 months old, interim statements are required with prior year comparable figures for the same time period
 - Monthly cash flow forecasts for at least the next 6 months (12 month template attached if clients don't have their own template)
 - Specifics around the impact of COVID-19 on the business (attached is an outline of basic questions we'll need answered; companies can answer questions directly on the word doc and submit)
 - Concurrence from their primary lending institution that they will NOT pull their line of credit or other lending even if our financing puts the company in breach of covenants; if the lenders do NOT agree, we will NOT be providing additional financing

Application for financing

- Client fills it out in the name of the borrowing company at the top and bottom left
- Any owner can then sign and date in the signature position on behalf of the company
- Each owner/Guarantor will then fill out their own name and signature under Guarantor to the right

Statement of Personal Affairs

- Each owner individually fills one out as it gives us net worth and consent
- Personal assets only
- Use Current market value for homes

Resources:

Local

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

[Workplace Information](#)

[Chatham-Kent Economic Development](#)

Provincial & Federal

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

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

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

[Wage subsidy for Businesses](#)
