



SUMMARY FROM June 17th BARRHAVEN BUSINESS VIDEO CONFERENCE

Dear BBIA Members,

Thank you to all businesses who joined us for our Week 12 call today. I have compiled the following summary in response to the questions and concerns raised during our discussion. We hope you will all join us **next** week. Please use the following link to participate:

BBIA Open Video Call for Businesses- Week 13

Time: Jun 24, 2020 10:00 AM

Join Zoom Meeting

<https://us02web.zoom.us/j/88185716889>

Meeting ID: 881 8571 6889

One tap mobile

+13462487799,,88185716889# US (Houston)

+16699006833,,88185716889# US (San Jose)

Find your local number: <https://us02web.zoom.us/u/kT6cFcJvL>

SUMMARY OF RESOURCES AND INFORMATION FROM WEEK 12 DISCUSSION TOPICS

OCECRA- Rent Abatement

We have been told that some businesses are being denied by the program as it uses the average of revenue generated over April, May and June which in some cases may be just over the 30% mark. This is especially true for those who offered limited services in April and May, generating less than 30% revenue, but have now reopened to a greater capacity in June which will push them over 30% average for the 3 months.

We are continuing to advocate for small businesses through our partner organizations like OCOBIA and TABIA. Many tenants are concerned that there is no motivation for some larger commercial landlords to participate as businesses are wondering if they can claim a loss when a unit sits empty.

Questions from last week's discussion;

- Do you claim revenue or profit?
 - The 30% maximum in order to qualify is based on this year's **revenue** vs the same period from last year.
- Do they take into account with the 70% loss that costs have gone up?
 - When asked if revenue is **before** cost of goods sold and other operating expenses or **after**, CMHC said they will not tell people how to calculate/determine what is revenue - only that generally accepted accounting principles must be used.
- Does the landlord have the right to ask me for my financial information or do I just simply need to sign the attestation? Some are concerned about the invasion of privacy



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from the landlord. If we disclose our revenue, could that not affect our future lease negotiations?

- When asked if Landlords can request financial data (e.g. revenue amounts) from the business owner they said NO THEY CANNOT - it used to be there when the program was first released, but for privacy reasons, this has been removed. A landlord cannot deny an application if a tenant doesn't disclose this info.
- Could the landlords not just evict us in September after the moratorium is lifted?
 - The short answer is yes, but the reasoning is that they would rather receive 75% of the rent for many months vs. none (as they won't be able to re-lease the space with you in it).

Advocacy groups are still pushing for amendments to make the program more inclusive for all businesses. Premier Ford has imposed a moratorium on commercial leases until the Fall as all current relief programs cover only April, May and June and it may be a while before some sectors are allowed to reopen. Call Doug Ford's office 416-325-1941 if you have concerns.

The best resource, for both landlords and tenants, is the [CMHC website](#). The CMHC is administering the new program on behalf of the Federal government. **Please contact a lawyer before agreeing to any lease/contract changes.**

- Property owners can apply for this program until the end of August and it is retroactive for April, May and June rent.
- Tenants should contact their landlord to ensure they know about the program and that you qualify and would like for them to apply on your behalf.
- **Let your landlord know they do not need to offer this program to all tenants in order for you to qualify. Rent support is awarded on a tenant by tenant basis.**

CEWS (Wage Subsidy)

Please note that some businesses have used the subsidy successfully to hire new staff. It does not have to be applied to staff you already had working for you, prior to COVID.

CERB

Following the announcement of the program's extension to August, 31st, employers are now having an even tougher time getting employees to return to work. We will continue to advocate for improvements to the program. Business owners do qualify for the CERB.

Reopening kits- Made in Barrhaven!

Our **FREE** kits are being delivered this week.

They include; physical distancing floor decals, open for business window decals, hand sanitizer signs, hand washing signs, physical distancing signs, stop the spread signs, clean surface table tents, shop with your eyes table tents and laminated signs with customizable sections for hours, contact info, and the number of people allowed in the store.



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If you haven't ordered yours or received one, please contact us at info@barrhavenbia.ca.

Customer reviews are VERY important!

Here are some tips;

- Reach out to your customers and ask for a review. Let them know that small businesses depend on reviews so ask them to do that for you.
- Follow up as soon as possible after the transaction takes place.
- Be as precise as possible – longer reviews have a greater impact!
- Respond to all reviews, even (and especially) the negative ones. If you receive a 4-star review, write back and ask what you can do to make it a 5-star review next time.
- Some businesses use Mailchimp to get reviews which also allows them to keep better, more-detailed customer records.

Here are some additional ideas:

- Make your clients feel comfortable with coming back to see you. Create a short video to demonstrate how you will be protecting your customers when they return to your place of business. Share it on your website, social media pages and email it to your client list.
- We are now offering free social media profiles (with video), so please contact us to schedule yours at marketing@barrhavenbia.ca.
- Don't delay in ordering the protective supplies that you will need. Issues are expected with supply levels, non-medical/government accessibility to some suppliers, long delays in shipping and price mark-ups. **Check out our Recovery Page featuring a Personal Protective Equipment (PPE) section with links to various suppliers as well as physical distancing signage, plexiglass shields, moveable, stand-alone hand-sanitizing stations and more!**
- Join us for our weekly Wednesday 10 am call to chat with other business owners about ideas.

Remember, you are not alone: we can all work together to get through this. Please contact us at any time, with any question, concern or idea. If you would like to be put in touch with your business neighbours during this time of social distancing, we can connect you. Please, reach out. Take good care!

Sincerely,

Andrea Steenbakkens
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