



*The Voice of Business*



COMMUNITY  
COURIER

**Your Chamber Working For You!!**

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The Yorkton Chamber of Commerce continues to advocate for its business community. Since the July edition of this newsletter, the following has occurred:

- Premier Scott Moe has replied to the Chamber's letter requesting that the physical distancing requirements be reduced from 2 metres to 1.2 metres. He indicated that the health and safety of Saskatchewan people is the government's top priority. The measures implemented are based on the advice of Saskatchewan's Chief Medical Officer, Ministry of Health and the Sask Health Authority. In essence, what he said was that unless one of these changes their position on physical distancing, the government will continue to require 2 metres between people.
- Letter sent to City Manager Lonnie Kaal requesting that bike racks be installed on Second Avenue. We are happy to report a bike rack is now in place in the NW corner of the City's parking lot on Second.
- Letter sent to Hon. Greg Ottenbreit, Yorkton MLA requesting that he urge his government to announce by August 1, the dates for when facilities and venues such as halls and banquet facilities will be able to open with more than 30 people. Soon after, the government released its Banquets and Conference Facilities Guidelines. This document gives the Chamber some hope that we will see a partial restoration of our usual autumn events and activities. Think Fall Suppers, turkey, perogies and pumpkin pie! The Chamber is "the voice" of over 460

businesses in Yorkton. If you wish to **invest in your business** by joining a business organization whose mandate it is "to promote and improve trade and commerce, agriculture and the economic, and civic and social well-being of Yorkton and district", then contact the Chamber office and Sherry or Juanita can share with you all the many membership benefits to your business.



*Stan Shymanski, Manager of St. Mary's Ukrainian Cultural Centre prepares to begin hosting events of up to 150 people*

Junction of Highways #9 & #16  
Box 1051, Yorkton, SK S3N 2X3

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## Funding Available For Women Entrepreneurs



In mid July, Western Economic Diversification Canada announced that it was providing an additional \$2M to Women Entrepreneurs in Saskatchewan to provide more loan funding for the province's women entrepreneurs. Women Entrepreneurs Saskatchewan will use the funds to assist women-owned businesses unable to access larger federal relief funding programs by providing them with immediate liquidity to face COVID-19-related challenges.

It has extensive experience working with women entrepreneurs, assisting them to overcome barriers and challenges in building their businesses. They also have a proven track record in providing loans and after-care service to women to ensure their long-term success.

*To learn more about the program, visit [wesk.ca/services/financing](http://wesk.ca/services/financing)*

## CBRN Re-Opening Tool Kit

As businesses prepare to reopen or revamp their operations amid the ongoing COVID-19 pandemic, there are numerous issues and challenges to consider. The Canadian Business Resilience Network (CBRN) tool kit is designed to provide guidance, or access to guidance, for business owners and senior managers responsible for re-establishing their operations while ensuring the health and safety of operators, staff, customers and the general public is at the forefront.

**Visit [cbnr.ca](http://cbnr.ca) to view the information contained in the Tool Kit.**



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## Summer Business Booster Tips



*Daria Malin says one way for your business to stay connected is to host a small group of people for conversation and beverages.*

Daria Malin, owner of Boost Strategic Coaching, says it's so important to prioritize business development - even in summer. She recently shared some of her summer business booster tips and has given the Yorkton Chamber permission to share these with you:

- "Keep meeting new people and building your champions. Even though we're not travelling, attending conferences or hosting in-person meetings, you need to stay connected to be top of mind
- Carve out time for activities that bring in new clients so you're not lying awake at night worrying about how to grow your business

- Learn how to delegate. You can't control the economy or how many people are buying but you CAN control how many people you are reaching out to, if you prioritize the time do so".
- And if you have too much going on? Daria hosts small groups on a patio once a week for connection and conversation. She says, "Business development should never stop but it can be done over an umbrella drink!"

*To learn more about how Boost Strategic Coaching may help you and your business, visit [www.boostcoaching.ca](http://www.boostcoaching.ca)*

## Your Member First Referrals - July 2020

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The Roadmap to Recovery, developed in partnership with the Canadian Business Resilience Network's vast network of over 450 chambers of commerce and boards of trade and more than 100 of Canada's leading business and industry associations, lays out nine policy areas and specific measures that our political leaders must start considering to help ensure a sharp and lasting recovery.

To learn more, visit

<https://www.canadianbusinessresiliencenetwork.ca/resources/recovery/>

## Survey Says . . .

In April, the Chamber asked its members to complete a Stats Canada survey, supported by the Canadian Chamber, about the impacts of the pandemic on their businesses. 13,000 businesses from across Canada replied!

In mid July, the results of a second such survey were released. While the first survey showed that businesses were primarily concerned with liquidity challenges and decisions to lay off staff, the second survey data shows businesses are adapting to a distinctly new, paradoxical phase of the pandemic **where businesses reopen because they can no longer afford to remain closed, but struggle to break even while paying for pre-COVID level costs with significantly reduced revenues.**

The re-opening stage of the pandemic has shown 3 key challenges for businesses of all kinds.

- 1) Getting Canadians back to work. 22% of businesses were able to access the Canadian Emergency Wages Subsidy (CEWS) and of those, nearly half reported

the program allowed them to hire back 30% of their workforce.

- 2) Rent relief remains a major challenge for businesses. Only 25% of businesses report having the benefit of rent relief.
- 3) Safety measures remain a priority concern for businesses, owners, workers and customers. 80% of businesses expect to need PPE or supplies as physical distancing measures are relaxed. Access to PPE will be crucial in the next phase of the pandemic to enhance consumer confidence while we live with the virus in our midst. This will be particularly important for some of the hardest hit sectors that require a physical presence, such as food services, accommodation, retail and the arts.

52% of businesses say revenues were down by 30% or more year-over-year in April. At the same time expenses haven't disappeared (41% of businesses report their expenses had stayed the same year-over-year).

For the survey's full report,

visit <https://www150.statcan.gc.ca/n1/daily-quotidien/200714/dq200714a-eng.htm>

## Did You Know?

- Prior to the pandemic, the Canadian food services industry created 1 in 15 jobs in Canada; it served over 22 million meals per day to Canadians; it paid \$31B in wages & benefits to Canadians
- Since the pandemic, more than 800K jobs have been lost in the industry



## OUR Restaurants

- The Canadian Chamber has sent a letter to political leaders requesting assistance for the industry. You can read it at [cbrn.ca/news-and-insights](http://cbrn.ca/news-and-insights)

## Welcome To Our New Chamber Members!!

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Thank you for joining the Chamber. If you know of anyone interested and needing more information on the Chamber, have them call us at (306) 783-4368