



**COALITION OF
HARDEST HIT
BUSINESSES**
**COALITION DES
ENTREPRISES LES
PLUS TOUCHÉES**

**CANADA'S HARDEST HIT INDUSTRIES ARE AT
CRITICAL RISK
WITHOUT CONTINUED FEDERAL SUPPORT**

COALITION LED BY:



THE ISSUES >

TOURISM, HOTEL AND EVENTS BUSINESSES ARE ON THE EDGE OF SURVIVAL



Tourism, hotels and events businesses have faced devastating revenue losses due to COVID. The hardest-hit of the hardest-hit have held on for 16 months by draining reserves and taking on debt, despite receiving support from government (CEWS & CERS). Most of the 2021 summer season was lost.



If otherwise healthy businesses are allowed to fail, temporary job losses will become permanent, and infrastructure that is critical to the Canadian economy will be lost, possibly forever.



Even with extensive vaccinations and the gradual lifting of restrictions a bleak fall and winter is certain. There will be no conventions, limited business and government travel, and the wind down of support programs (CEWS & CERS) could not come at a worse time.



These businesses will fully recover if there is a bridge that gets them to 2022. There are 2 million Canadian jobs at risk if they don't recover.

THE SOLUTION >

WHAT TOURISM, HOTEL AND EVENTS BUSINESSES **NEED TO SURVIVE:**



QUALIFIED

Targeted support limited to tourism, hotels and events businesses that have experienced at least a 40% revenue loss in COVID year one.



LIMITED

Subsidy that stabilizes cash flow, taking into account the circumstances and needs of each individual property, including support from other government programs. Excludes capital expenditures, dividends and non-routine expenditures and limited to 75% of net expenditures.



CREDIBLE

Attestation from CEO/CFO with civil/criminal penalties on qualification and on declaration of revenue and expenses.



PREDICTABLE

With September 2021 – May 2022 coverage, businesses can stay in business and deal with bankers and creditors with confidence.



SIMPLE

Use CRA to administer with regular monthly reporting.

WHO WE ARE >

COALITION OF
HARDEST HIT
BUSINESSES



COALITION DES
ENTREPRISES LES
PLUS TOUCHÉES

*“Our Coalition represents tourism, hotel,
and events businesses that bring
people together face-to-face.”*

SUSIE GRYNOL

PRESIDENT & CEO, HOTEL ASSOCIATION OF CANADA
CO-FOUNDER OF COALITION OF HARDEST HIT BUSINESSES

*“Tourism, hotel and events businesses
need support and predictability from
September to May in order to survive.”*

BETH POTTER

PRESIDENT & CEO, TOURISM INDUSTRY ASSOCIATION OF CANADA
CO-FOUNDER OF COALITION OF HARDEST HIT BUSINESSES

120+ COALITION MEMBERS
WITH ALIGNMENT ON THIS PROPOSED SOLUTION

REPRESENTING
2 MILLION+ EMPLOYEES



HARDESTHIT.CA >