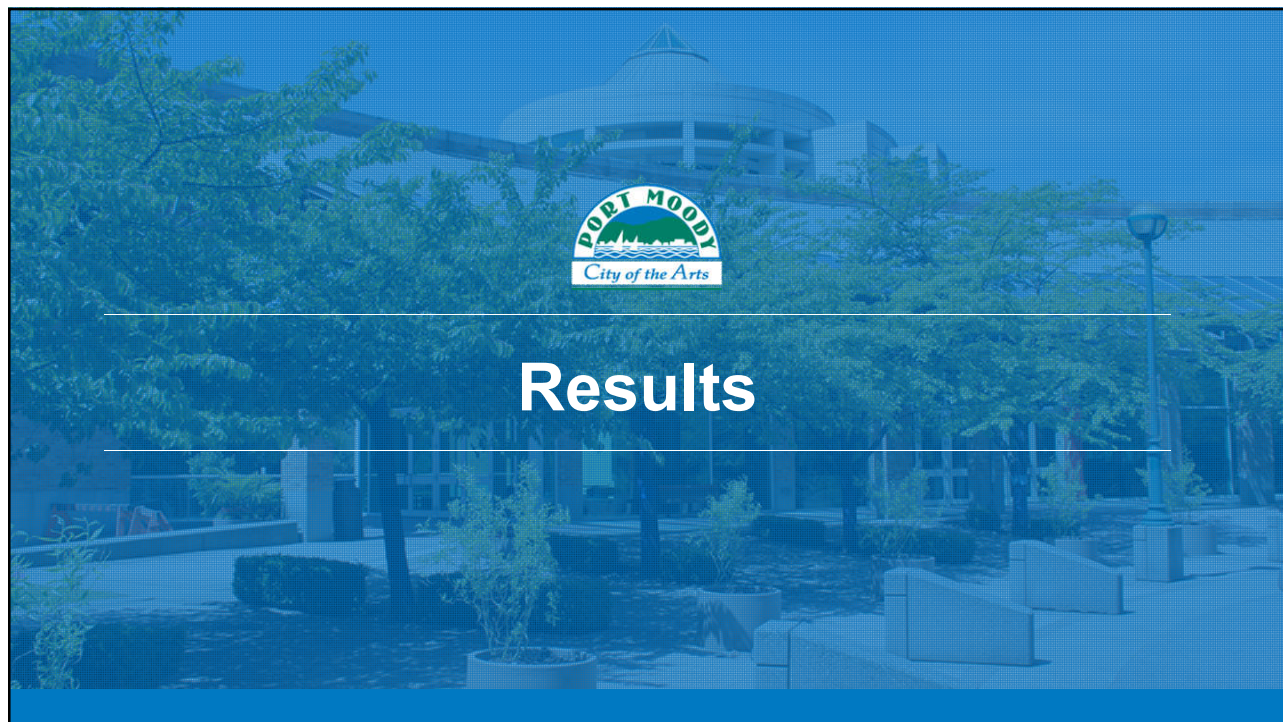




## Background

**PORT MOODY**  
CITY OF THE ARTS

- The survey was sent by email to 732 business email addresses
- Since the intent was to find out ways of supporting local small businesses, some sectors did not receive an email to the survey such as large chains and out-of-town contractors
- Paper copies were available and three were delivered to businesses
- The survey was open from June 22 until July 6 (2 weeks)
- 95 responses were received – 94 complete and 1 incomplete (13% response rate)



## Operations

**PORT MOODY**  
CITY OF THE ARTS

- 55% of surveyed businesses stayed open during peak COVID
- Of these, many used multiple strategies to modify operations. The top five were:
  - Reduced business hours (54% of businesses that stayed open)
  - Allowed staff to work from home (46%)
  - Temporarily laid off staff (46%)
  - Cut expenses (44%)
  - Moved business online (40%)

## Operations

PORT MOODY  
CITY OF THE ARTS

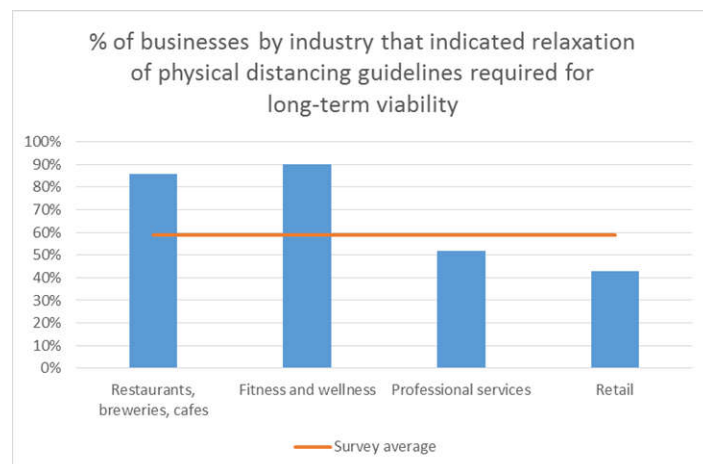
- “Normal” operations aren’t anticipated in the near future
  - 63% expect to continue with some combination of adjustments over the coming months
- Businesses are prepared for a second wave but need regulations to return to pre-COVID to be sustainable
  - 80% of businesses are prepared or somewhat prepared for a potential second COVID-19 wave later this year
  - However, 59% require relaxation of physical-distancing guidelines for the business’ long-term viability

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## Operations

PORT MOODY  
CITY OF THE ARTS

- By top four responding sectors, Restaurants, Breweries, Cafes and Fitness and Wellness businesses appear to be most vulnerable to a second wave



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## Marketing and restoring consumer confidence

PORT MOODY  
CITY OF THE ARTS

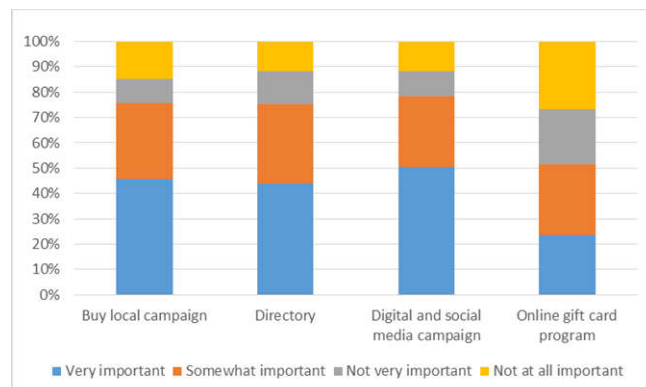
- Wide variety of strategies used to get the word out that they are reopening or expanding services
  - Many comments about using social media, website updates, and direct communications to client lists
  - Many also mentioned the need to keep staff and customers safe and notifying the public of the measures they are taking
  - Several comments that businesses did nothing or relied on word of mouth
  - Some invested direct costs including paid advertising and gift cards as thank you to clients or creating online content to stay in touch with customers
  - Few made comments regarding impact of advertising efforts

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## Marketing and restoring consumer confidence

PORT MOODY  
CITY OF THE ARTS

- In terms of how community partners could support them:
  - 76% felt a “buy local” campaign is very or somewhat important
  - 75% felt a directory is very or somewhat important
  - 79% felt a digital and social media campaign is very or somewhat important
  - 52% felt a gift card program is very or somewhat important

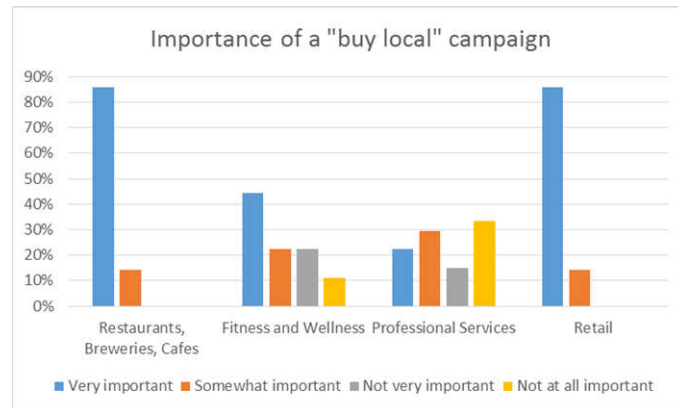


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## Marketing and restoring consumer confidence

PORT MOODY  
CITY OF THE ARTS

- By sector, not surprisingly, Restaurants, Breweries, Cafes and Retail felt that a "buy local" campaign would be important

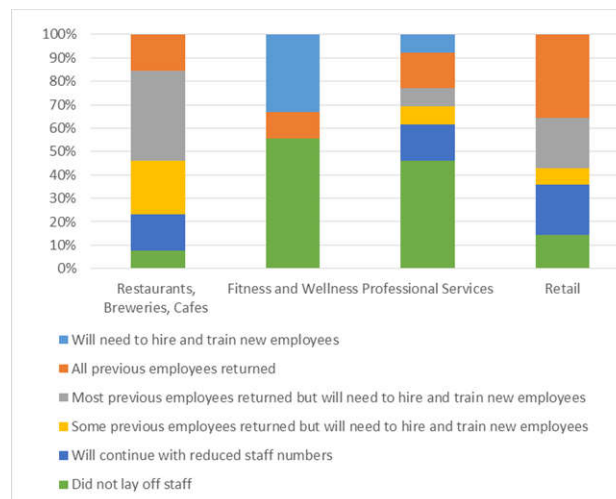


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## Impact on Employees

PORT MOODY  
CITY OF THE ARTS

- Overall, there were impacts on staffing levels; however, many businesses were also able to retain employees
  - 38% did not lay off staff
  - 33% had all employees or most employees return
- There was significant variation across sectors



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## Impact on Employees

PORT MOODY  
CITY OF THE ARTS

- Physical distancing and hygiene guidelines are creating disruptions for most
  - 36% indicated that a substantial overhaul of operations was required
  - 40% indicated disruption but mitigated through use of protective shields, spreading out work stations and customers
  - Only 23% indicated no disruption

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## Impact on Employees

PORT MOODY  
CITY OF THE ARTS

- Moving forward, businesses are dealing with uncertain PPE supply due to actual inventory but also managing increasing costs
  - 57% did not have a reliable supply of PPE or did not deem their current supply as stable over the coming months

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## Impact on Employees

PORT MOODY  
CITY OF THE ARTS

- Less than half of businesses are requiring additional childcare support
  - 45% indicated lack of available childcare as very or somewhat important
  - 46% indicated prioritizing summer camps and day programs at rec centres as very or somewhat important
  - 34% indicated a database of local childcare operators and programs as very or somewhat important
  - 46% indicated securing large indoor and outdoor space for childcare providers to maintain physical distancing as very or somewhat important

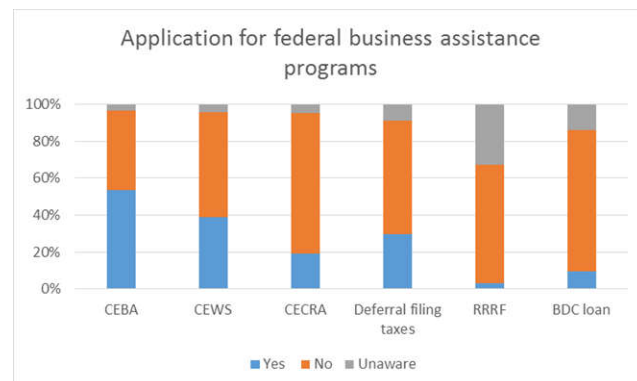
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## Financial and Tax Supports

PORT MOODY  
CITY OF THE ARTS

- Related to federal programs, Canada Emergency Business Account (CEBA)\* was the only program whereby over 50% of respondents took advantage of (54%)
- Provincial tax deferral (38%) and the Hydro Relief Fund (47%) were other common approaches to manage cash flow

\*summary of programs on slide 23

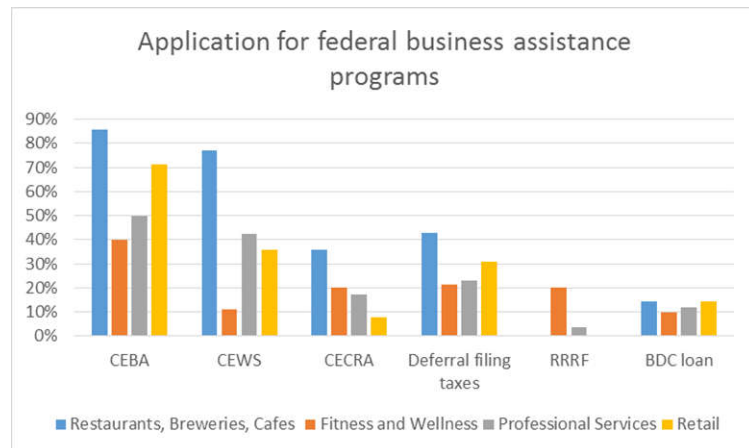


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## Financial and Tax Supports

PORT MOODY  
CITY OF THE ARTS

- By sector, over 50% of Restaurants, Breweries, Cafes and Retail applied for CEBA
- Over 50% of Restaurants, Breweries, and Cafes also applied for the wage subsidy (CEWS)
- All other federal programs were under 50%



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## Other government supports

PORT MOODY  
CITY OF THE ARTS

- 57 write-in comments were received regarding what other government supports will be essential for business survival
  - The need for rent relief was mentioned 15 times
  - Only 17 (19%) had applied for CECRA
  - A June [CFIB survey \(page 21\)](#) indicated 39% of respondents need but cannot access CECRA

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## Other government supports

PORT MOODY  
CITY OF THE ARTS

- Other common feedback included:
  - General comments about funding programs for businesses (8 comments)
  - Continuing wage subsidy (7)
  - Deferral or reduction in taxes in general (6)
  - Deferral or reduction in property taxes (5)
  - Mental health resources (4)
  - Buy local campaign/restoring consumer confidence (4)
  - CERB, child/daycare, bylaw relaxation/increasing monitoring (3 each)

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## Emotional Pressures

PORT MOODY  
CITY OF THE ARTS

- About half (49%) of respondents didn't feel the need for counselling or support networks while 27% indicated they would benefit from such services
- However, about half (52%) indicated interest in knowing more about available mental wellbeing resources

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## How the City can help

PORT MOODY  
CITY OF THE ARTS

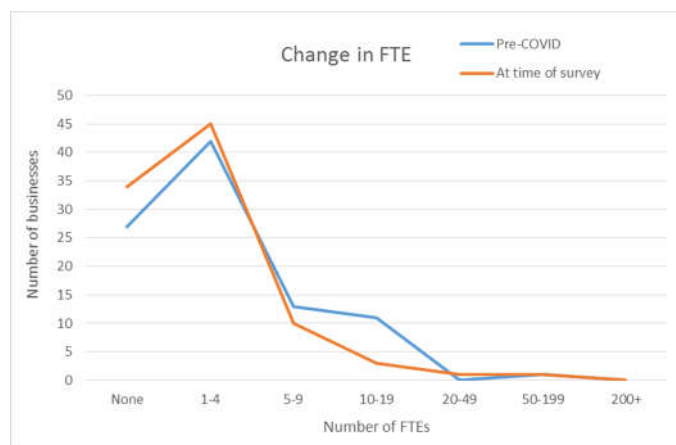
- Active support of local businesses
  - Promotion through City assets
  - Public campaign to get people to local businesses
  - Access to public space
  - Bylaw and other regulatory relaxations
- Advocacy
  - Ensure businesses can continue to operate if a second wave arrives as businesses are equipped with PPE and revised protocols to maintain physical distancing
  - Allow tenants to apply for rent assistance (CECRA)
- Connecting/facilitating role
  - Access to a stable supply of PPE
  - Mental wellness resources
  - Facilitating collaboration between businesses

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## About Your Business

PORT MOODY  
CITY OF THE ARTS

- In general, businesses shed FTE due to COVID
- Biggest drop (-73%) in FTE was in the 10-19 employees range
  - Pre-COVID: 11 businesses with 10-19 employees
  - At time of survey: only 3 businesses with 10-19 employees



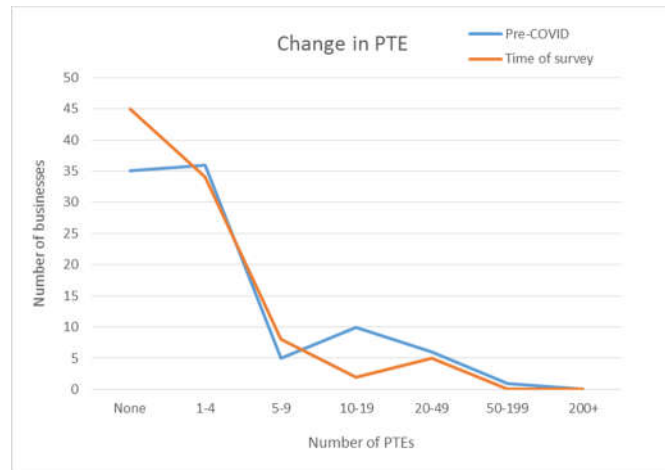
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## About Your Business

**PORT MOODY**  
CITY OF THE ARTS

- Similarly, PTE dropped due to COVID

- 29% increase in businesses with no PTE
  - Pre-COVID: 35 businesses
  - At time of survey: 45 businesses
- The biggest change (-80%) was in the 10-19 employee range
  - Pre-COVID: 10 businesses
  - At time of survey: 2 businesses



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## Appendix

## Summary of federal programs

- CEBA (Canada Emergency Business Account)
  - Up to \$40K loan with \$10K forgivable if remaining balance paid by December 31, 2022
  - Payroll or non-deferrable expense threshold in order to be eligible
- CEWS (Canada Emergency Wage Subsidy)
  - 75% wage subsidy for businesses, recently extended to end of 2020
  - Must meet revenue reduction threshold in order to be eligible
- CECRA (Canada Emergency Commercial Rent Assistance)
  - In partnership with provinces and territories and delivered through Canada Mortgage and Housing Corporation, tenants can receive up to 75% reduction in rent (50% covered by senior government, 25% covered by landlord, tenant covers remaining 25%)
  - Must meet revenue reduction threshold in order to be eligible
- RRRF (Regional Relief and Recovery Fund)
  - Program run through Regional Development Agencies (e.g. Western Economic Diversification Canada), loans to small and medium businesses including pre-revenue firms and those with no payroll
- BDC loan
  - Loans for small businesses through the Business Development Bank of Canada