



MERRICKVILLE-WOLFORD
Jewel of the Rideau

Email of February 16, 2021 from Doug Robertson:

RE: Our Region Goes Green-Prevent, DMS Program Extended and More Info for Small Businesses

PLEASE DO NOT REPLY TO THIS MESSAGE. THIS E-MAIL ACCOUNT IS NOT MONITORED.

Dear Merrickville-Wolford Business Owner,

Hope everyone had a wonderful Family Day Weekend. Here are a few updates and reminders about Small Business supports and resources to start off the week:

Ontario Stay at Home Order Lifted & We Move to Green-Prevent – This morning Leeds, Grenville and Lanark moved into the [Green-Prevent Zone](#) under Ontario's COVID-19 Response Framework. The specific requirements for the Green-Prevent Zone of the Framework are outlined in [O. Reg. 364/20: RULES FOR AREAS IN STAGE 3](#). You can check out the standard [Ontario measures](#) in this zone and also check the [Ontario's COVID-19 Response Framework webpage](#) to see how the Province's measures affect the Leeds, Grenville, Lanark area. The Health Unit notes new requirements added to the Framework include:

1. Posting clear and visible signage at all business entrances, with detailed [COVID-19 screening questions](#) to facilitate passive screening of patrons.

2. Active symptom screening of employees; the tool can be accessed [online](#) or downloaded ([PDF](#)) from the Ontario government website.
3. Preparation of a [safety plan](#) for organizations and businesses that is available upon request.

For local information about COVID-19 visit the Leeds, Grenville, Lanark website at www.healthunit.org.

Digital Main Street (DMS) Program Extended to March 31/21 – The DMS program, originally set to end on Feb 12/21, has been extended to March 31/21. For an additional 6-weeks, local businesses will have access to a Digital Service Squad (DSS) member to conduct digital audits, teach new digital media skills, help develop your online brand, and answer your general digital transformation questions. Thanks to UCLG Economic Development for securing additional funding to extend the service, which will not be limited to DMS zoning parameters. All businesses can access the service, so please feel free to reach out to us at edo@merrickville-wolford.ca and we will put you in touch with a team member through UCLG. Through a partnership involving the Village/Counties/Chamber/others, many local businesses have accessed the DMS program to adopt digital tools and technologies and meet their digital transformation goals.

Government COVID-19 Support Programs for Small Businesses – From Artists to Tourism, Retail and Agri-Food businesses, the federal and provincial governments continue to announce support programs including loans, grants, rebates and professional services available to small businesses, such as these programs:

- [Ontario's Small Business Support Grant](#) is open until March 31/21 and provides a minimum of \$10,000 to a maximum of \$20,000 to eligible small businesses that were required to close or significantly restrict services under the Provincewide Shutdown effective December 26/20 and have experienced a minimum of 20% revenue decline in April 2020 compared to April 2019. New businesses established since April 2019 are also eligible if they meet the other eligibility criteria. Funding under this program may be used in whatever way makes the most sense for individual business needs. For assistance in applying for the program,

the [provincial government has provided this video](#) or see an example of a business owner successfully [completing the application here](#).

- [Ontario Expands Eligibility for Main Street Relief Grant](#) - the Ontario government is expanding the number of small businesses that can apply for the Main Street Relief Grant to help offset the costs of purchasing personal protective equipment (PPE) incurred since March 17, 2020 such as the cost of installing plexiglass or purchasing gloves and masks. Small businesses with 2 to 19 employees in all eligible sectors including those in the arts, retail trade, repairs & maintenance, accommodation & food, personal services and more can now apply for up to \$1,000 in financial support.
- For assistance with the various programs available to small businesses, please reach out to us at edo@merrickville-wolford.ca and we will do our best to direct you to the resources available.
- For a regularly updated listing of small business resources, government support and relief programs, and local PPE Suppliers, please see the [United Counties of Leeds Grenville Economic Development Covid-19 page](#).

EmployerOne Survey 2021 – A reminder that the annual [EmployerOne Survey](#) is open now until February 28/21, where employers can provide information on a range of issues including the impact of the COVID-19 pandemic on your workforce, projected vacancies, hiring intentions, recruitment strategies and challenges, as well as your perspective on candidate skills, education and training. All survey responses are held in strictest confidence and all answers used for statistical purposes and published in aggregate form only. After analysis, responses from local businesses will be compiled and released to local schools, community partners, government agencies and the public so that they may see the characteristics of the local labour market. Results from our community will also be added to regional responses to obtain an Eastern Ontario perspective. We look forward to receiving your valuable insights.

We look forward to continuing to safely support local businesses and services as we move to the Green-Prevent Zone, and as businesses manage through these changing times. Feel free to reach out to us at edo@merrickville-wolford.ca with any questions.

Doug Robertson
CAO/Clerk/Director, Economic Development
Village of Merrickville-Wolford



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If you become aware of a local business owner who did not receive this e-mail that you feel would benefit from being added to our e-mail list, please invite them to e-mail a request directly to edo@merrickville-wolford.ca. Indirect, third party requests to add someone to the list will not be processed.