



MP MEETING - KEY MESSAGING GUIDELINES

Critical role of your business in the community and impact on your employees

- Talk about the essential role you play and any specific contributions made to your local community.
- Talk about the number of people you employ and whose jobs are at risk. Mention how COVID has personally impacted your business and life, and the employees/constituents in the MP's community.
- Discuss that without tailored support measures, Canada's vibrant tourism and travel sector and the anchor businesses in our communities are at risk.
- This means:
 - Thousands of employees will lose their jobs.
 - Destinations and communities that rely on tourism are going to be at risk.
 - Canada will not be in a position to attract major group business.
 - The positioning of Canada to attract and host major festivals and cultural events will be hampered.
 - Essential services in our rural and remote regions can't be provided.
- Our recovery will take longer as continued border closures, lingering necessary public health restrictions and lack of group business persist, and we need government support to bridge business operations through this challenging period.

KEY ASKS

1. The urgent need for continued and tailored government support programs

- The Canada Emergency Wage Subsidy (CEWS) and Canada Emergency Rent Subsidy (CERS) programs have been critical lifelines for us.
- The recent extension of these subsidies is not enough for my company to survive until the next tourist season, leaving me unable to keep employees on payroll.
- According to a June survey from the Coalition of the Hardest Hit Businesses, **nearly 60% of respondents say that without sustained access to CEWS and CERS through to the end of 2021, they will be unable to stay in business.**
- My business and employees are facing a near-certain financial crisis that will hit us especially hard this fall and winter.
- In order to ensure our survival, continued and tailored support will be necessary for those who need it most.

- If we are allowed to fall victim to the unfortunate timing of the CEWS and CERS withdrawal, staggered travel and tourism reopening, and Canadians' unavoidable urge to exit the country in the cold months, we will see the loss of our vibrant tourism and travel industry and the livelihoods of more than two million people – mostly women, youth and immigrants.

2. *The critical need for economic relief for motor coach transportation companies*

- Other transportation Industries have received sector-specific support, such as airlines, rail carriers, and public transportation providers, but the motor coach Industry has been left to suffer the Impacts of the pandemic on their own.
- Other countries have safeguarded their motor coach Industries. For example, the U.S. Department of Treasury introduced a Coronavirus Economic Relief for Transportation Services (CERTS) Grant Program that will provide grants to eligible motor coach companies and other transportation service providers that have experienced annual revenue losses of 25 percent or more as result of COVID-19.
- Providing motor coach companies targeted support acknowledges the Importance of maintaining a safe, affordable, and environmentally responsible transportation system, especially for rural communities, and supports Canada's commitment to climate change.

3. *The need to redevelop a coast-to-coast motor coach network*

- Service reductions and cancellations made as a result of the pandemic, such as the shut down of Greyhound Canada, have left many communities are no longer serviced by bus or train.
- We need government support to rebuild an affordable, safe, and environmentally responsible transportation network that only motor coaches can provide.

KEY MESSAGE

The motor coach and tourism sector businesses need federal support to survive the pandemic, including extended wage and rent support programs for the hardest hit businesses, sector-specific funding to promote the survival of the industry, and a plan to redevelop a coast-to-coast motor coach network.

Closing Note:

These talking points are a guideline. You can pick and choose the bullets that resonate with you. Speak from the heart and describe your concern for your future. Your job is to get your electoral candidates worried that there is a significant problem here that won't solve itself without more Government investment.