

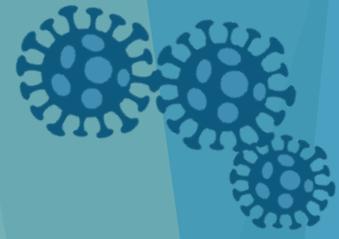


# Parry Sound COVID-19 Economic Recovery Plan

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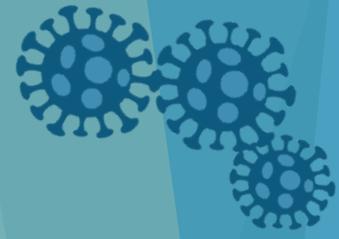


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# COVID-19 Immediate Economic Effect

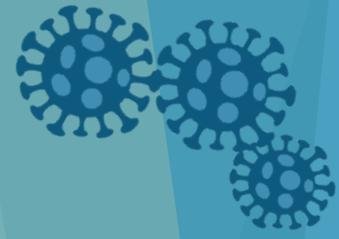
- ▶ 3M jobs lost, 13% unemployment (Statistics Canada May 8, 2020)
- ▶ 30% of SMEs may not survive until June 1; 41% will struggle to make it through summer (CFIB survey of Canada SMEs March 2020)
- ▶ 52% of Ontario tourism operators shut down (Tourism Industry Association of Ontario survey March 2020)
- ▶ Canada's GDP dropped by 9% in March (largest drop on record) and the country entered into Recession on May 1 (C.D. Howe Institute)
- ▶ Canada's budget deficit is expected to hit \$252Bln. in 2020
- ▶ Social distancing and other economic restrictions expected to continue until a vaccine is developed (12 - 18 months from now)
- ▶ Food processors, digital economy and transportation (trucking) sectors are doing well, expanding and hiring



# Phase 1: Immediate Recovery Plan

## Protect: March - May 2020

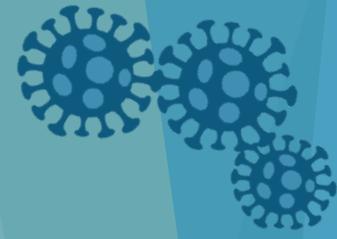
- ▶ Setup Emergency Command Group (completed, ongoing)
- ▶ Create Business Supports section on the Town's COVID-19 web page (completed, provides up-to-date information and links to resources from the federal, and provincial governments and local supports)
- ▶ Town's temporary penalty and interest relief for taxes, water and sewer billing (implemented through June 30, 2020)
- ▶ Proactive outreach to local businesses providing advice and direction re: various funding and emergency support programs (ongoing)
- ▶ Encourage local businesses to attend relevant sector webinars, training seminars and teleconferences (ongoing)



# Phase 1: Immediate Recovery Plan

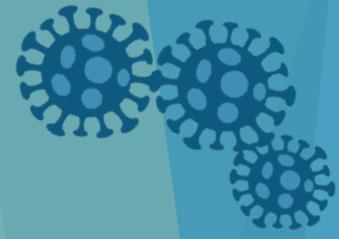
## Protect: March - May 2020

- ▶ Research and study other municipalities' recovery response plans, identify best practices (ongoing, 10 EDOs contacted to date; in regular contact with West Parry Sound Economic Collaborative (WPSEC) and Parry Sound Muskoka Community Network)
- ▶ WPSEC is submitting a grant application with FedNor (in the interim, WPSEC is supported by the Parry Sound EDO)
- ▶ Compile a list of Ontario PPE suppliers to help local business (completed, updates ongoing)
- ▶ Regular COVID-19 status updates with the Town's Emergency Information Officer (ongoing, vital for clear and consistent communication to the business community)
- ▶ Communication through the Town's social media accounts for available business supports (completed/ongoing)



## Phase 2: Mid-Term Recovery Plan Restart: May - December 2020

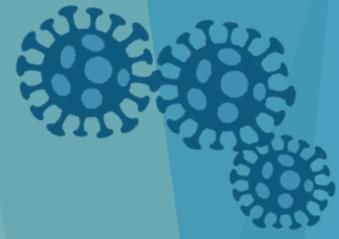
- ▶ Together with Chamber of Commerce prepare and conduct a COVID-19 Business Impact Survey to identify challenges facing local businesses as they re-open, and help with their needs (planned for late May)
- ▶ RTO12 plans to refocus tourism marketing to promote “Destination Parry Sound - Muskoka” to domestic visitors from southern Ontario (in progress)
- ▶ Launch “Eat Local, Shop Local” campaign, work together with Chamber of Commerce and DBA (under review)
- ▶ 2020 cruise ship season may be limited to September - October, if not altogether cancelled, due to Transport Canada ban on overnight cruising until Fall
- ▶ Encourage local businesses to adopt E-Business models with help of FedNor funding programs: BTIF - E-Business, Agri-Food Open for E-Business (ongoing)



# Phase 3: Long-Term Recovery Plan

## Recover: January 2021 - ?

- ▶ Help business transition to the “new normal” with new government guidelines, programs and protocols in place
- ▶ Together with WPSEC support regional business community
- ▶ Work with cruise ship operators to maintain the 13 visits booked for 2021
- ▶ Lobby Canadore College to increase PSW and Nurse programming (incl. for international students) at its Parry Sound campus
- ▶ Help re-skill local labour force and business owners to operate under the “new normal” conditions (collaborate with Canadore College, Small Business Centre, Chamber of Commerce, RTO12 to organize workshops, seminars, retraining courses, etc.)



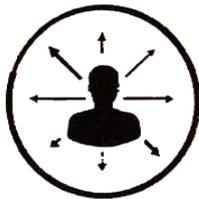
# The Road to Recovery - Conclusion

- ▶ How long will the recovery take?  
No one knows for sure; some expert opinions include:
  - a) social distancing to last for years;
  - b) stock market may recover in 1.5 - 2 years;
  - c) tourism and hospitality industry may take 3 - 4 years to recover;
  - e) regular international flights to/from Canada may not resume until Q4 of 2020, and it could take another 3 - 5 years for commercial aviation to rebound.
- ▶ Doing business as usual will not be an option in the “new normal” - all companies regardless of size and industry must embrace the era of E-Business.
- ▶ The local economy will have to retool, re-skill, diversify and become less dependent on tourism and servicing cottagers.

“The pessimist sees difficulty in every opportunity.  
The optimist sees opportunity in every difficulty.”

*-Winston Churchill*

## Questions?



Practice Physical  
Distancing



Clean Your Hands



Stay at Home if  
You're Feeling Ill



Increase Cleaning at  
Home and at Work



Stay Informed



Cover Your Cough



Minimize Non-  
Essential Travel



Make Spaces  
Safer

