

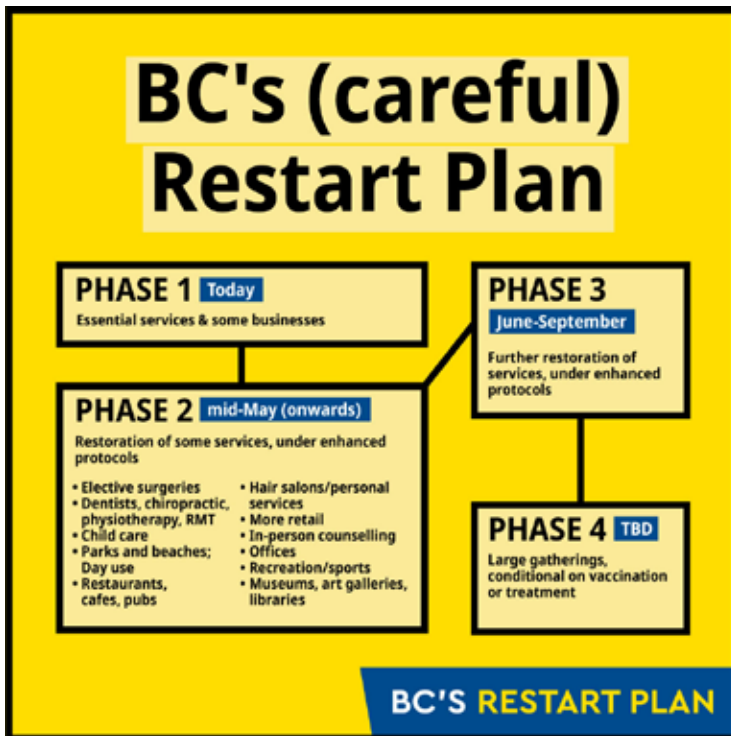
RIDGE BUSINESS BUZZ

Department of Economic Development



Special Edition - May, 2020

Message from Wendy Dupley, Director, Economic Development, City of Maple Ridge



With the recent stretch of warm weather, many of us have been looking forward to a return to normal activities, or a least, the new 'Abnormal' version of them.

On May 6, Premier Horgan announced the BC Restart Plan, a four-phase process that will allow for a gradual increase in business and social activity. The plan calls for public health officials, WorksafeBC, businesses, industry associations and labour organizations to work together to develop guidelines and best practices to ensure the health and safety of employees and customers as businesses begin to re-open.

As the Premier noted, BC is ahead of most jurisdictions in Canada in the process of re-starting our economy. During the first phase, essential businesses were allowed to continue operating so they have been able to develop and implement spacing and hygiene practices that have been proven to help contain the spread of COVID-19. While many retail businesses chose to close, other retailers implemented similar distancing and enhanced hygiene practices that allowed them to stay open as well.

As we enter Phase 2 where more businesses re-open to the public, these established "best practices"

provide a great roadmap for other businesses to follow: clear communication with staff and customers on new COVID-19 practices, limiting the number of people in the businesses at any one time, encouraging social distancing, and enhanced cleaning and hygiene routines.

Phase 2, which begins in mid-May, will involve a broader re-opening of businesses including those that were closed by public health orders. WorksafeBC is working with a number of industry associations, such as the BC Restaurant and Food Services Association, to develop industry-specific plans and procedures to safely re-open these businesses. Regulated medical and dental services will be working with their governing bodies to establish specific health practices and protocols to safely re-open. We will continue to update our **website** with the most current information from government and industry as it becomes available.

Phase 3 is scheduled to begin sometime between June and September, depending on whether transmission rates remain low. In this phase, we should see:

- Hotels and Resorts (June 2020)
- Parks – broader reopening, including some overnight camping (June 2020)
- Film industry – beginning with domestic productions (June/July 2020)
- Select entertainment – movies and symphony, but not large concerts (July 2020)
- Post-secondary education – with mix of online and in-class (September 2020)
- K-12 education – with only a partial return this school year (September 2020)

The start date for Phase 4, the final stage, is dependant on the development of a vaccine, "community immunity", and successful treatments. It's not until these things happen that we'll see the return of large gatherings of people for events such as concerts, conventions or sporting events.

As we move forward in the restart process, we will face challenges as we grapple with operating in this new environment, but it's important to remember that there are people and organizations that are able to help you. Please, if you have any questions or concerns, feel free to reach out to me or other City staff; I've included all our contact information again for you below.

As Mayor Morden likes to remind us "Maple Ridge, we've got this."

Best,

Wendy

Contact Information

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Safe return to work

As we progress towards Phase 2 of the provincial restart program, WorkSafeBC is developing a series of industry-specific guidelines and best practices to help businesses re-open safely. These guidelines address how each sector will need to organize their workplaces, how specific activities are carried out, cleaning and sanitizing routines, and the precautions that need to be communicated to employees and customers. The guidelines can be found [here](#).



BC Restart Phase 2 (Mid-May Onwards)

In Phase 2 of the BC Restart Program, the following services and businesses will be able to restart their operations using enhanced COVID-19 protocols:

- Restoration of health services
- Re-scheduling elective surgery
- Medically related services:
 - Dentistry, physiotherapy, registered massage therapy, and chiropractors
 - Physical therapy, speech therapy, and similar services
- Retail sector
- Hair salons, barbers, and other personal service establishments
- In-person counselling
- Restaurants, cafes, and pubs (with sufficient distancing measures)
- Museums, art galleries, and libraries
- Office-based worksites
- Recreation and sports
- Parks, beaches, and outdoor space
- Child care





FREE COVID-19 Courses from Small Business BC

Small Business BC provides practical business seminars and online education to develop your business skills and strategy to run a successful business. Whether you need help starting your business, hiring employees, managing operations, or anything else, Small Business BC has a business education seminar for you.

For the time being, due to COVID-19, all of their courses are now available remotely. They are also hosting a series of specialized free webinars to tackle the challenges faced by COVID-19. These webinars are geared at equipping businesses in our province with the skills and knowledge they need to survive the new realities of our COVID economy.



Government of Canada announces new supports for large businesses

The new Large Employer Emergency Financing Facility (LEEFF) is designed to help larger firms whose funding needs are not being met through conventional financing keep their operations going. Eligible businesses must be looking for financing of \$60 million or more and have significant operations or large numbers of employees in Canada, and must not be involved in any ongoing insolvency proceedings. The federal government also announced they have expanded the Business Credit Availability Program (BCAP) to mid-sized companies. The BCAP will work through Export Development Canada (EDC) and the Business Development Bank of Canada (BDC) and the private sector to provide loans of up to \$60 million per company, and guarantees of up to \$80 million.

More information on this and other programs.



The waiting is the hardest part



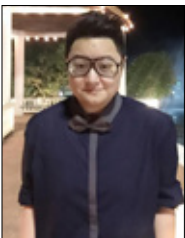
One of the side-effects of physical distancing requirements is that we're now spending a lot more time lining up outside of local grocers, garden centres and hardware stores. If you're wondering just how long you'll be waiting to get into your favourite store and if there's a better time to go, you're not alone.

In fact, it's these very questions that inspired local tech entrepreneur Mae Woods and her business partner, Pan Khandtidhara, to develop *Howbsy.com*, a new app that uses crowd-sourced data from users to let you know how long the wait is for various grocery stores,

banks, liquor stores, pharmacies, hardware stores and recycling depots across Metro Vancouver and the Fraser Valley. Users can either post their estimated wait times, or the number of people they currently see standing in line.

Woods, a Maple Ridge Senior Secondary graduate and Maple Ridge resident, is happy to be using her skills helping out local businesses and residents. "We developed *Howbsy.com* to be 100% free for both businesses and users," says Wood. "Neither of us are front-line health care workers and we wanted a way help our community. Hopefully this app can help people, especially frontline workers, better manage their time during this stressful time."

Since its launch on April 24, *Howbsy.com* has added wait-time information for over 15,000 locations in the Lower Mainland and has over 50,000 users. Woods and her partner have been featured on Global News and CTV News, as well as in The Georgia Straight, Vancouver Magazine, and a variety of other local publications.





Let's go viral!

Maple Ridge challenges each citizen to write a positive review about a local, Maple Ridge business or restaurant where you've had a good experience. Tag it with **#ShoutoutMapleRidge**.

Follow this **link** to go directly to the Facebook post where you can comment directly.



Free webinars from UBC

UBC's Sauder School of Business is generally considered to be one of Canada's top business schools. For a limited time, they are offering free weekly webinars to support the business community during COVID-19. Upcoming webinars focus on COVID-19 related topics including Leadership in Changing Times, Building Corporate Resiliency, and How to Pivot to Take Advantage of Emerging Opportunities. UBC also is making available recordings of previous webinars. For more information, please visit <https://www.sauder.ubc.ca/programs/executive-education/business-leadership-virtual-event-series>

FILM



Film industry prepares for return

Although there is currently no "action" taking place on film sets, film industry representatives are working diligently to establish high-level best practices and recommendations for safe job sites.

In response to Premier Horgan's announcement that the Film Industry will return to production in Phase 3 (June/July) of **BC's Restart Plan**, Creative BC has formed a coalition to develop a set of guidelines for businesses and organizations in the sector, enabling them to operate safely during this pandemic. Once approved by the Minister of Tourism and Culture, the plan will be published on the Creative BC **website**.

While 70,000 B.C film and T.V. workers are anxious to get back to work, the production shutdown has given them an opportunity to rest and develop further skills on-line. With actors almost certainly required to maintain physical distancing for at least the first phase of live-action work, the digital effects industry is gearing up to be even busier than ever.

TOURISM



Alongside the Provincial Government launching their Restart plan last week Destination BC (DBC) has collaborated across government to create the first recovery plan for the Tourism sector. A summary of the 3-phase plan with messaging and links for more detailed information is below. We look forward to leveraging DBC's plan locally and continuing our collaborative work with our Maple Ridge Tourism Committee.

Explore BC...Local

Destination BC (DBC) has created a significant Tourism Recovery Plan that will be implemented when safety is assured and circumstances allow. The strategic plan, coordinated in collaboration with the Ministry of Tourism, Arts & Culture and the BC Tourism Emergency Management Committee, will roll out in three phases and will leverage all media and industry marketing tools available to ensure appropriate timing and effectiveness.

Currently, the key message on Hello BC's Explore BC...Local campaign is "While adventures in British Columbia beckon, it's not the time to travel outside of your community." www.hellobc.com

Tourism Recovery Plan Phases:



1. Response - For the time being, all destination marketing has been paused with the exception of organic search and social inspiration to inspire future travel. The key message to travelers is to dream of a later time when visits to Super Natural BC are allowable. "The more we stay inside today, the closer we'll get to exploring all that BC has to offer again," is the message on the Hello BC marketing website.

2. Recovery- Once domestic travel restrictions are lifted (exact dates to be determined, for example Fall 2020 and beyond - TBD), a marketing campaign will be launched in coordination with key players, (BC Parks, BC Ferries, ICBC, BCAA, etc). Partnerships between BC, Alberta, Ontario and short haul drive markets such as Washington, Oregon and California will be engaged for sharing of information and planning.

3. Resilience - Once international travel restrictions are lifted, and domestic and international travel resumes (Winter 2020, Spring 2021, TBD), Destination BC will resume tourism marketing with a focus on the province's iconic routes and areas as destinations.

Post-pandemic, the future of DBC tourism marketing may need to shift in priorities in the future. A re-examination of provincial core markets and programming in response to consumer sentiments and new tourism dynamics and market conditions, will help guide post-pandemic DBC tourism marketing strategies.

For more information, view DBC's tourism recovery plan on their website: <https://www.destinationbc.ca>

Visit www.hellobc.com to view video inspiration of what BC has to offer future travelers.

Stay connected and up to date

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www.mapleridge.ca

