The purpose of this letter campaign is to encourage all levels of government to work together to create a culture of saying “yes” to the re-opening of your business instead of the current state of not wanting to make decisions even though you have made procedural changes to keep you guests and staff safe. The more letters that are received, the better.

The below is suggested wording for municipal council. Feel free to customize it to address your specific concerns and/or to make it your voice. Then, you can either drop it on your company letterhead or place in the body of an email and send to your councillor (you should have been provided contact information).

Subject/Re: Consistency with Re-Opening Guidelines

Dear Councillor XXXX

As Councillor, you know how important hospitality, retail and recreation businesses are to sustain the vibrancy of [INSERT TOWN]. Many of us have been shut down for months and are struggling daily. As we poise to reopen, we face a new frustration of interpretation inconsistencies between municipal by-law, regional public health and the province when it comes to the opening guidelines.

We are ready to reopen with new safety procedures to protect guests and staff that follow all of the guidelines outlined on the province’s Workplace Safety and Prevention (wsps.ca) website. But, instead of being allowed to re-open we are being held up by the political aversion to say “yes”. This inaction and constant shifting of authority up and down the chain makes it impossible for businesses like mine to get back to some semblance of normalcy.

If you want small businesses, the heart of this community, to survive so that we can draw new residents, businesses and visitors to grow and prosper, then you need to make change now!! Take the reigns and allow businesses that demonstrate their ability to meet the guidelines to reopen. And then do everything in your power to assist them with their success.

We are not a one-size fits all industry. Broad staff and council decisions allow for the easy ability to say no. We need a municipal culture of “YES” that has staff working with businesses to figure out how they can get re-open and what the municipality can do to help them do it successfully.

We are dying out here and the people that are holding our lives in their hands have no skin in the game. Change the culture. Make the conversation happen between by-law, regional health and the province. Get on the same page and help our businesses open now.

I can be reached at [EMAIL ADDRESS AND/OR PHONE NUMBER] and look forward to your reply.

Best regards,