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 regional 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

Part of the (Insert municipality’s name)’s Mission is to “respond to the needs of our rapidly growing communities”. (Insert municipality’s name) Public Health’s response to the reopening of businesses in the tourism and hospitality sector may mean you have rapidly shrinking communities.

As Councillor, you know how important hospitality, retail and recreation businesses are to sustain the vibrancy of the municipalities that make up (Insert municipality’s name). 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 come to the opening guidelines.

We are ready to re-open 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.

The hospitality, recreation and art/culture sectors are the heart of communities and the reason people choose to move there, set up their businesses there and visit there. For us to survive, 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 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,