



City of Pitt Meadows
OFFICE OF THE MAYOR

June 30, 2020

File: 01-0360-20/20

Laura Jones and Samantha Howard
Canadian Federation of Independent Business
625 Howe Street, Suite 1430
Vancouver, British Columbia V6C 2T6
Sent via email: Muriel.Protzer@cfib.ca

Dear Ms. Jones and Ms. Howard:

Re: Small Business Every Day Campaign

On behalf of the Pitt Meadows Economic Resiliency Task Force, I'd like to thank you for your correspondence dated June 19, 2020 regarding CFIB's launch of the #SmallBusinessEveryDay campaign. We are pleased to partner with you in supporting local business by sharing your resources through our website and promoting shopping local through our social media channels.

On March 24, 2020, Pitt Meadows City Council launched the Economic Resiliency Task Force (ERTF) to connect local businesses to resources during COVID19 and to attract customers to their businesses. Small businesses are the heart of our community and we recognize the importance of not only shopping local, but ensuring that businesses are connected to local, provincial and federal resources in order to stay operational. The ERTF web page and linked resources, including links to CFIB resources, can be viewed at www.pittmeadows.ca/ertf.

A key initiative of the ERTF has been a Shop Local campaign, including the following initiatives:

- We published a business and services directory to help build consumer confidence by confirming which businesses were open to the public, listing any

modifications to their standard services, and describing innovative ways that the businesses were addressing safety concerns in light of COVID.

- We launched a social media 'Shop Local' campaign where residents could send in their shopping experiences with a photo, and the Task Force would share it on the City's various social media outlets (facebook.com/pittmeadows/, twitter.com/citypittmeadows, and instagram.com/citypittmeadows).
- The Task Force created a PDF info sheet of all open restaurants, printed it, and delivered it to restaurants for inclusion in their take out bags. A link to the listing was also added to the City's main website landing page so residents could print it and post it on their fridge for easy reference.
- A letter was sent out to local business owners inviting them to partake in the Shop Local campaign by letting us know if they'd like to be featured in an upcoming social media post.
- A sister initiative was launched called Work Local - supporting re-opening businesses that were having difficulties acquiring employees. Partnerships for this included Work BC, BC Agriculture, and BC Infrastructure Benefit Inc. This benefits not only businesses seeking staff, but our community members who may be unemployed seeking a job.
- We continue to align 'Shop Local' with as many initiatives as possible, creating further exposure for local businesses. For Canada Day in Pitt Meadows, we created a passport for the month of July where residents are encouraged to gather stamps from a list of businesses, then take a photo of their completed 'passport' to be entered into a draw for gift basket prizes.

While we are not out of the crisis yet, and with the knowledge that we cannot fully reduce the impact on these businesses, we are proud to know that we have made a concerted effort to bolster the resiliency of our local businesses through the Task Force's initiatives. As our City's tagline states, and as is embedded in the Shop Local logo – we are Pitt Meadows Proud™!

Sincerely,



Mayor Bill Dingwall
Chair, Economic Resiliency Task Force
BGS, LL.B., CPHR

cc: ERTF Members