



WHAT'S INSIDE

- [ONTARIO IMPLEMENTS PROVINCE-WIDE EMERGENCY BRAKE](#)
- [TOURISM & HOSPITALITY SMALL BUSINESS GRANT](#)
- [METRICS FOR MARCH](#)
- [BARE FACTS WITH ECOLAB](#)

ONTARIO IMPLEMENTS PROVINCE-WIDE EMERGENCY BRAKE

Premier Ford announced today that the Ontario government is imposing a province-wide emergency brake effective Saturday, April 3, 2021 at 12:01 a.m. The government intends to keep this shut down in place for the next 4 weeks, whereupon all 34 Public Health Units Regions will move into shutdown.

Ontarians are asked to limit trips outside the home to necessities such as food, medication, medical appointments, supporting vulnerable community members, or exercising outdoors with members of their household. Employers in all industries should make every effort to allow employees to work from home.

The spring break will continue as planned for the week of April 12. In order to support working families, child care will remain open during the shutdown.

The province-wide emergency brake measures include but are not limited to:

- Indoor organized public events and social gatherings are prohibited with capacity for outdoor organized public events or social gatherings limited to a 5-person maximum, (with exceptions for families from the same household).
- Indoor and outdoor dining is prohibited with restaurants, bars and other food or drink establishments permitted to operate by take-out, drive-through, and delivery only;
- Facilities for indoor or outdoor sports and recreational fitness (e.g., gyms)

- prohibited with limited exceptions;
- Day camps required to close
 - Capacity at weddings, funerals, and religious services, rites or ceremonies limited to 15 per cent occupancy per room indoors, and to the number of individuals that can maintain two metres of physical distance outdoors.
 - Receptions for weddings, funerals etc. are not permitted indoors and are limited to five people outdoors.
 - Restricting in-person shopping in all retail settings, with a 50 per cent capacity limit for supermarkets, grocery stores, convenience stores, indoor farmers' markets, other stores that primarily sell food and pharmacies, and 25 per cent capacity for all other retail including big box stores including public health and workplace safety measures;
 - Prohibiting personal care services;

The current COVID-19 Response Framework: Keeping Ontario Safe and Open, will be paused when the provincewide emergency brake comes into effect. The impacts of these time-limited measures will be evaluated throughout the next four weeks to determine if it is safe to lift any restrictions or if they need to be extended.

During the emergency shutdown, schools will remain open for in-person learning with strict safety measures in place. Child care settings will continue to adhere to stringent health and safety measures so that they remain safe places for children and staff. Keeping schools open is critical to the mental health and well-being of Ontario youth.

NEWS RELEASE: "EMERGENCY BREAK" SHUTDOWN MEASURES

TOURISM & HOSPITALITY SMALL BUSINESS GRANT

HIGHLIGHTS:

- Applications for the Ontario Small Business Support Grant have been extended for one week through April 7 and all eligible businesses are encouraged to apply. The 2021 Budget, Ontario's Action Plan: Protecting People's Health and Our Economy, brings the government's total investments to protect the economy to \$23.3 billion. This includes an estimated \$3.4 billion to support approximately 120,000 small businesses across Ontario via two rounds of the Ontario Small Business Support Grant.
- Additionally, the new Ontario Tourism and Hospitality Small Business Support Grant (which now includes accommodation) will provide an estimated \$100 million in one-time payments of \$10,000 to \$20,000 to eligible small businesses in the tourism and hospitality sector.
- Businesses required to close or significantly restrict services due to provincial public health measures can continue to apply for property tax and energy cost rebates. Visit [Ontario.ca/COVIDsupport](https://ontario.ca/COVIDsupport) for more information on Ontario's supports for businesses.
- The province continues to deploy rapid testing in workplaces, including up to 300,000 COVID-19 tests per week for asymptomatic staff in key sectors such as manufacturing, warehousing, supply chain, mining, construction and food processing.
- Emergency orders O Reg 55/21 (Compliance Orders for Retirement

Emergency Order of Reg. 607/21 (Compliance Order for Residential Homes) and O. Reg. 8/21 (Enforcement of COVID-19 Measures) currently in force, under the Emergency Management and Civil Protection Act, have been extended until April 19, 2021, as the province continues to deal with the impacts of COVID-19.



METRICS FOR MARCH

March Member Metrics are here.

We can see the affects from the stay-at-home order had impacted our ability to promote resorting in the early months and is still affecting our results. In March we continued promoting resorts and rolled out some paid advertising and email promotions around winter 2.0 to help decrease the defecate. As of early March, our metrics surpassed where they we're last year. We are aware that it was one year ago COVID impacted the world. Naturally we will see increased numbers. However, we aim to continue driving qualified leads to your sites directly to recover what was lost.

Metric summary;

- Page views has decreased +143% vs last year
- Unique page views has decreased +128% vs last year
- Click outs to our resort partner sites has decreased +140% vs last year

Member Metrics - March 2021

We have been seeing substantial increase in web traffic year to date to summer and spring experiences vs last year. People are looking to the summer and starting to plan ahead. If you have purchased any of the web bundles this year and need to update any information, we highly recommend doing so to ensure you are attracting that captive audience. Please send any updates to Mary McIsaac. If you haven't signed up for any web bundles, it's never too late. Contact Shane Bage to learn more!

If you have anv question regarding this information. please reach out to Shane

Page directly at shane@resortsofontario.com or 705-994-5008



Scott Coneybeare

CORPORATE ACCOUNT MANAGER, CANADA

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Differences between CLEANING, SANITIZING AND DISINFECTING Différence entre le NETTOYAGE, l'ASSAINISSEMENT et la DÉSINFECTION

Cleaning Nettoyage	Sanitizing Assainissement	Disinfecting Désinfection
REMOVES SOIL from a surface but does not kill any organisms. ENLÈVE LES SALETÉS d'une surface, mais sans tuer les organismes.	REDUCES the number of BACTERIA in the environment, significantly. RÉDUIT considérablement le nombre de BACTÉRIES dans l'environnement.	DESTROYS or irreversibly inactivates BACTERIA AND VIRUSES.* DÉTRUIT ou désactive de manière irréversible les BACTÉRIES ET LES VIRUS.*

ECOLAB

BARE FACTS WITH ECOLAB

Is the amount of time it takes to Pretreat a room or area before you can clean it and put back into service for usage causing you a costly overall concern?

This Health Canada approved, all in one [Hydrogen Peroxide Solution](#) will reduce your out of service downtimes, reduce costly labour/multiple step procedural requirements and prevent multiple products being used that cause confusion along with the Scientific backed testing to ensure your guests are safe with a 30 Second Sars-CoV-2 kill claim.

Not all disinfectants are equal and prevent the Covid spread the same. Be sure to read the fine print on your disinfectants being used.

Call Ecolab for our expert advice and no charge training programs today!



RESORT MEMBERSHIP TELECONFERENCE MEETING

The Teleconference Call is a Member Open Forum for sharing Best practices, ideas, ask questions and more!

Join us

9:30 am on Friday, April 9th, 2021 - DIAL: 1.888.289.4573 - Code 2623007#.

Jerry asked that everyone dial in at 9:25 am so by 9:30 members will be on the line.



We're Here to Help!

If you need any advice, assistance with your marketing/message, please reach out to us at any time. We are here to help you!

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