

A motion to support Niagara's local businesses through the second wave of the COVID-19 pandemic

WHEREAS the COVID-19 pandemic continues to pose a real and imminent threat to the health of the residents of the Niagara region; and

WHEREAS public health authorities at the provincial and local level have implemented reasonable measures to protect the health of the residents of Niagara and Ontario; and

WHEREAS these measures may have the unintended effect of disadvantaging certain businesses in the Niagara region, namely those in the tourism, hospitality and food services sectors; and

WHEREAS Regional Council formally recognizes the important part that Niagara's more than 1,200 restaurants play in our economy, employing thousands of residents throughout the entire year; and

WHEREAS Regional Council also recognizes that Niagara's tourism, hospitality and food service sector are connected to a supply chain of numerous sectors that rely on these businesses operating to continue to provide gainful employment to thousands of residents; and

WHEREAS the Niagara region has been disproportionately impacted by the COVID-19 pandemic as compared to many other areas of the province;

NOW, THEREFORE, BE IT RESOLVED:

1. That the Regional Chair **BE DIRECTED** to advocate to the provincial and federal government for financial support for Niagara's struggling hospitality, tourism and food service sectors as they cope with the impacts of public health protection orders on their operations;
2. That staff **BE DIRECTED** to undertake a proactive "buy local" marketing initiative to help support Niagara's local businesses, taking advantage of the upcoming holiday shopping season;
3. That Regional staff **BE DIRECTED** to pursue all opportunities for coordination and partnership with the local area municipalities in the execution of the "buy local" initiative, including but not limited to the municipal economic development offices and corporate communication divisions; and
4. That the Regional Clerk **BE DIRECTED** to circulate a copy of this resolution to Niagara's 12 local area municipalities