

Local Retailers Have Benefits Over Online Shipping, immediacy and credit card security top list

By: Jennifer Layman
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Deloitte published a 2020 holiday retail outlook study that showed an unsurprising finding that Amazon continues to rise in importance to Canadian holiday shoppers. However, it also pointed out some consumer benefits to shopping local and that local retailers can use to their advantage.

Safety was a key issue in the early onset of the pandemic. In April 2020, just 28 per cent of Canadian consumers were comfortable going into a bricks and mortar store. As of August, that number had doubled to 56 per cent. So, consumers feel confident in the safety measure implemented at local stores.

Also, while the "stay home" message resulted in a direct line of business to online channels, it didn't eliminate the value of the local experience. Consumers still value the in-store shopping experience for several reasons: avoiding shipping costs (52 per cent), interacting with products



(50 per cent), easier returns (40 per cent), getting their purchase quickly if not instantly (38 per cent), and gathering inspiration and ideas (38 per cent).

Shipping Costs

While many online channels offer free shipping, the challenge now is whether products will arrive on time for the holidays. At local retailers, products are available immediately, offering a benefit to shopping locally. The other side of shipping costs comes with returns - while getting a product from an online channel may be free, often returning it comes with a cost.

This cost is removed when you shop at a local store - a return can happen in person at no charge.

Interacting With Products

The challenge with an online shopping experience is that you see only a photo of the product; often the size, texture and colour is not what you anticipate. These are challenges that a customer at a local retailer doesn't encounter - you can see the physical product in the store. Staff can also help with suggestions, pairing products that work together and helping create a helpful shopping experience.

Immediacy

As we get into the final weeks of the holiday season, being able to get a gift immediately is more important. At a local retailer, you can walk out with your product upon purchase. There is nothing more immediate than seeing the product and getting it in your hands at that moment. Only local retailers can offer that.

Data Breaches

With 37 per cent of Canadians experiencing a data breach in 2020, local retailers also win in this category. Entering your credit card information online poses more risks than paying with a credit card at the counter. If you have ever had an experience where you had to cancel a credit card, you know how much time that can take - you, the credit card holder, are entirely responsible for handling that situation as you call multiple 1-800 numbers to try and access assistance - all of which run on reduced operating hours over the holidays.

Continued on Page 3



The 2020/2021 Employer One Survey launches on
Monday, January 4th, 2021

Why should you complete the Employer One Survey?

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This project is funded by the Government of Ontario.



Ottawa Valley BUSINESS

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Ottawa Valley Business (OVB) publishes on the first and third Tuesday of every month. OVB covers business news and events throughout Renfrew, Lanark and Pontiac counties as well as the surrounding areas. OVB is published by Forward Thinking Marketing Agency.

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MAILING ADDRESS

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Events

December 15, 2020

Practical Workshop to Become a Federal Government Supplier. Free webinar. 9:00am-11:30am. Call 514-210-5770 or quebpme.queosme@tpsgc-pwgsc.gc.ca.

December 16, 2020

Doing Business with the Government of Canada. Half-day, all-in-one online workshop. Combines the Doing Business with the Government of Canada, Finding Opportunities on www.buyandsell.gc.ca and Bidding on Opportunities workshops. Starts at 9:00am. Call 1-800-811-1148 or email QUEBPME.QUEOSME@pwgsc-tpsgc.gc.ca.

December 29, 2020

Doing Business with the Government of Canada. Free webinar. 2:00pm-4:00pm. The government purchases \$25 billion of goods and services each year. Call 1-873-355-9796.

January 4, 2021

The Employer One survey, run by the Labour Market Group of Renfrew-Lanark, launches. Employers are invited to complete the survey to help the local region know your needs. Free to complete. www.employeroneline.com

January 8, 2021

Opening A Business In Canada: What to consider as an immigrant entrepreneur. 10:00am-11:30am. Free webinar offered by Invest Ottawa. Designed for any newcomer who has thought about opening a business in Ottawa, but doesn't know what steps to take or who to talk to locally in order to make that dream a reality. Register at <https://www.eventbrite.ca/e/132567550111>, call 613-828-6274 or clientservices@investottawa.ca for more information.

January 6, 2021

Doing Business with the Government of Canada. Understand the contracting process, search for opportunities, build networks and more Free webinar. 10:00am-12:00pm. Call 1-800-668-5378 or ont.osme-bpme@pwgsc-tpsgc.gc.ca to register at least five days in advance.

January 13, 2021

Bidding on Opportunities. Would you like to learn more about how to bid? This two-hour webinar is designed for participants who are ready for a more detailed overview of the bidding process for Government of Canada contracts. Free webinar. 10:00am-12:00pm. Call 1-800-668-5378 or ont.osme-bpme@pwgsc-tpsgc.gc.ca to register at least five days in advance.

January 19, 2021

Practical Workshop to Become a

Federal Government Supplier. At the end of the session, you will be registered to sell to the Government of Canada and will receive notifications by e-mail on the notices for tenders for your goods and services. Free webinar. 9:00am. Call 1-800-811-1148 or quebpme.queosme@tpsgc-pwgsc.gc.ca to register.

January 20, 2021

Doing Business with the Government of Canada - Half-Day (all-in-one) webinar. Condensed version of Doing Business with the Government of Canada, Finding Opportunities on Buyandsell.gc.ca and Bidding on Opportunities individual webinars. Register at 1-800-811-1148 or quebpme.queosme@tpsgc-pwgsc.gc.ca

January 25-26, 2021

Rural Ontario Municipal Association (ROMA) annual general meeting and conference. A virtual event. Topics include broadband, flooding, seniors, community safety and well-being plans, OPP matters, cannabis and more. Register at www.roma.on.ca.

February 1, 2021

Closing of the Rural Economic Development program funding. For details visit www.ontario.ca or email RED@ontario.ca

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The Big Spend On Buying Local

The domino effect that benefits your town

Continued from Page 1

With 63 per cent of purchases made using credit in the holiday season, the last thing you want to be concerned with at the end of this year is dealing with a credit card hack.

Sharing Personal Information

Online channels love to gather personal information to help their marketing efforts. It is no coincidence that when you visit a certain website, ads for that business show up in your social media channels. Online channels pay for that access to your personal social media. This doesn't happen at local stores. You can shop locally without seeing an ad for that store monopolizing your social media.

Be A Community Builder

When is the last time Amazon contributed to a cause in your community? If this isn't much of a consideration as you browse an online channel, it might be when you're enjoying an event or benefiting from an organization that is funded by local businesses. It may also be a consideration when your child is looking for a summer job - something that most people find as close to home as possible. Choosing to buy Christmas gifts from a local retailer has an impact beyond their bottom line - they are community builders and you can be one too in supporting them.

From Retailer To Service Provider

Your furnace is going to breakdown at the most inopportune time, likely when it is 40 degrees below zero on a Sunday morning. Instead of shopping for an HVAC company on Amazon, you will likely start calling local HVAC companies. The local HVAC company relies on many customers to keep them in business throughout the year, including other local businesses. So when you support a local retailer, you are indirectly supporting other local businesses

they rely on, including the HVAC company you might need. Every small business relies on other local businesses so what impacts one will impact another. By shopping at a local retailer, you are also supporting other local businesses.

Local Spend Effect

Whether you are finishing up last-minute holiday shopping or looking for a Christmas gift for employees, consider this: when you spend \$100 locally, at least \$68 stays in the local community. When you spend \$100 outside of the region, we lose it all. That can add up. There are just over 100,000 people in Renfrew County. If they all spent \$100 on Christmas gifts at a local retailer, that would result in \$1 million of local spending. Of that \$1 million, \$680,000 is re-spent in the community. That \$680,000 is re-spent resulting in \$462,400

more to the community. That \$462,400 is re-spent resulting in \$314,432 to the community. The \$314,432 is re-spent resulting in \$213,813.76 in the community and so on. With just these steps, the initial \$1 million spent locally is now more than \$2.6 million. All from your \$100.

Consumers don't see how buying local makes a difference because their interaction with the purchase stops at the retail store. What most people don't know is how the buying local gift just keeps on giving, sponsoring free skating programs at the municipality, supporting Santa Claus parades, making food bank donations, supporting churches, hiring people, making other small businesses viable and the list goes on.

There are many things in this year over which we have had no control, but this is something we all *can* do.



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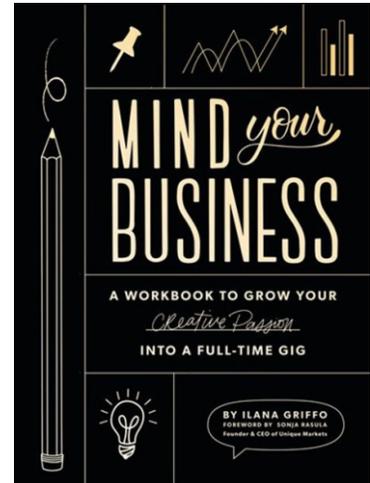


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Book Club



Mind Your Business teaches you everything you need to know about how to build a successful business from scratch. From developing your brand to designing products to identifying legal and tax needs, this guide will take you through every step of the process and help you create a unique and customized roadmap for your business. *Mind Your Business* is for aspiring entrepreneurs who are driven, ambitious, creative, and determined to build a business and life they love.

Author Ilana Griffo shares the formula that turned her creative hobby into a six-figure design studio. *Mind Your Business* includes:

- Insider tips from successful entrepreneurs
- Advice to identify your ideal market and customer
- Legal guidelines to protect your assets
- Budget and forecast tools
- How to avoid the pitfalls that doom most startups
- How to scale and grow
- Suggestions on how to dominate online platforms
- Tips to beat your competitors with SEO and social media

Mind Your Business puts you in the driver's seat. It will help you navigate the journey of starting your first business and take your ambitions and ideas from wishful thinking to successful reality.

Business News Around The Valley

Tay Valley Recognizes Employees

Tay Valley Township has recognized two employees for continuous service. Employees are first honoured after five years of continuous service and again for every additional five years of continuous service thereafter. The year 2020 marks a milestone for two key staff at township: Laurie Hall, Deputy Treasurer, was recognized for five years of service and Leo McParland, Heavy Equipment Operator, was celebrated for 15 years.

Beakley Departs County of Renfrew

Long-time County of Renfrew director of human resources, Bruce Beakley, is no longer employed by the County of Renfrew. A closed session of Renfrew County council dealt with the issue. CAO Paul Moreau told the Eganville Leader that the departure was consistent with restructuring suggestions for financial

efficiency as part of Strategycorp recommendations that would see the human resources and finance departments combined.

Lanark County Budget Approved

The 2021 Lanark County budget was approved with an estimated 1.9 per cent tax increase. The overall budget increased by 3.4 per cent, with an estimated assessment growth of 1.5 per cent reducing the tax increase. The county will collect \$37 million from property taxpayers in 2021, up from \$35.8 million in 2020. Estimated gross expenditures are \$95.4 million. Lanark County's long-term debt is now just \$32 per capita; the county has not taken on new debt since 2010. Community grants were approved in the amount of \$260,000. The public works budget represents 38 per cent of the county levy, followed by emergency services at 22 per cent, social services and housing at 18 per cent each, long-term

care and administration both at 10 per cent and economic development at 2 per cent. With assessment growth estimated to be 1.5 per cent, residential ratepayers with a property assessed at \$300,000 can expect to see an increase of \$21 on the county portion of their tax bill.

rĒCo Refillery

rĒCo Refillery has opened at 33373 Highway 17 in Deep River. The store sells little or zero waste products. The business is owned by Natalie Surette.

Lowry Sworn in As 2021 Warden

Mississippi Mills Mayor Christa Lowry, was sworn in as warden for Lanark County at the inaugural meeting. Lowry was nominated by Mississippi Mills Deputy Mayor Rickey Minnille and the nomination was seconded by Perth Mayor John Fenik. Other nominees included Lanark Highlands Reeve Peter McLaren and Montague Deputy

Reeve Klaas Van Der Meer. Lowry takes over from Tay Valley Reeve Brian Campbell. Committee chairpersons include Ray Scissons for community services, Brian Campbell for corporate services, John Fenik for economic development and Ed McPherson for public works.

Quinn Makes Team Canada

Cobden's Jack Quinn, recently drafted to the Buffalo Sabres, has been named to Team Canada for the 2021 IIHF World Junior Championships which will take place at the Rogers Place in Edmonton. Quinn and Team Canada play Germany in their first game on December 26.

Local Shopping Website

We Shop Local in Perth is a new website where you can shop local from various businesses and artisans specific to that area! The business is owned by Melanie Ireton. Visit www.weshoplocalperth.com.

Continued on Page 5



For Workers & Workplaces

Contact Melissa Friske
Phone: 613-432-3156
friskem@rcdsb.on.ca

Challenge For Your High School Diploma: Our Prior Learning Assessment Recognition (PLAR) allows you to challenge credits towards your high school diploma. PLAR looks at your life and work experiences since leaving high school and credits you for that experience. Administered at an adult high school.

English Second Language: Non-credit adult ESL classes to help newcomers gain proficiency in English and work towards employment.

Improve Your Learning Skills: The Literacy Basic Skills (LBS) upgrading program helps you work more effectively in your daily life and in your job. Participants improve skills, increase self-esteem and development more options to continue with their learning which can include post-secondary education, skilled trade apprenticeship or high school credits. A wide variety of workplace curriculum is available to meet labour market needs.

Improve Computer Skills: Increase your computer and digital skills with this computer job readiness program. Learn Microsoft Office, internet basics, email and other transferrable skills for employment.

Aptitude Testing: Develop new skills in numeracy, comprehension, spacial ability or problem-solving to increase your aptitudes in order to advance in your current career or move into other employment. We can develop a program to increase your skills to help you be successful.

Flexible Delivery
We can work with an organization to find a solution that meets the needs of their workforce. Flexible delivery and adjusted timeframes are available for certain programs. Mobile learning and flexible classroom times (day and evening) are also options.

Locations
Locations are available in Arnprior, Renfrew, Pembroke, Petawawa. ESL is available in Pembroke and Deep River.

Improve Your Opportunities In The Workforce

Business News Around The Valley

Continued from Page 4

Maple Leaf Snowskimmers
Maple Leaf Snow Skimmers is announcing that the District 6 Snowmobile Ambassador of the Year for 2019-20 is Cliff Lister. Lister has been snowmobiling in the area for almost 30 years and became more involved with the Maple Leaf Snowskimmers Club, helping with bridge repairs, trail patrol, trail maintenance, clean-ups after storms and grooming. He has also organized fundraisers and snowmobile safety training and is a landowner who has generously granted access to the trail system. The trail runs past his home and Lister has often helped passing sledders with gasoline or directions.

Kushy's Opens in Pembroke

Kushys, the latest cannabis dispensary in Pembroke has opened at 100 Pembroke Street West. The owners also have an application pending for a Petawawa location. This brings the total retail cannabis stores in the Pembroke-Laurentian Valley area to five. An application for a sixth dispensary in Pembroke is currently under review with the Alcohol and Gaming Commission of Ontario.

Horton OPP Costs Decrease For 2021

Horton Township's overall proportion of OPP calls for service is 0.0844% for 2021 compared to 0.0947%. The township's total calls for 2019

are in keeping with the previous three years for a four-year average of 350.75. Total estimated cost has decreased from \$305.59 per property to \$286.39. Total billing for 2021 is \$452,373 and represents a decrease of \$16,150 compared to total costs for 2020.

Tay Valley Approves Budget

At its meeting on December 8, 2020, Tay Valley Township council gave final approval to its 2021 budget. The 2021 budget will see a 3.65 per cent tax levy increase. This is comprised of 2.36 per cent (\$137,887) for additional allocations to reserves for future needs and capital replacements, and 1.29 per cent (\$75,000) for new debt for the Bolingbrooke Bridge project. The total 2021 tax requirement represents an approximate increase of \$49 on a residential property assessed at \$300,000. Highlights of Tay Valley's \$1.93 million infrastructure renewal and replacement program includes road and bridge projects (\$1,311,330), vehicle and equipment replacement (\$247,600), building and property (\$146,278), recreation (\$56,000) and mandated and committed projects (\$169,660).

LV Looks at Alternate Options for Motorized Use of Algonquin Trail

Laurentian Valley council was advised that several attempts were made to find an alternative route for snowmobiles so as to remove the motorized vehicles from the Algonquin Trail.

Unfortunately, there was no alternative route established that could be legally accessed. Therefore, the resolution presented to council for their November 17 meeting is for the County of Renfrew to allow motorized vehicles on the trail until such time that an alternative route is recognized. Laurentian Valley staff have also entered into preliminary discussions with the Renfrew County ATV Club in search of an alternative route than the Algonquin Trail for ATVs. A report with the details of the negotiations will be brought forward at a future council meeting. Mayor Steve Bennett encouraged residents to provide their concerns to council and staff for discussion. Laurentian Valley Reeve Debbie Robinson thanked Bennett and municipal staff for their efforts and suggested that a meeting be arranged with the Algonquin Trail Advisory Committee to

discuss the opportunities to mitigate the impacts of snowmobile traffic on abutting Laurentian Valley residential properties.

Horton Recognizes Employees

Horton Township has recognized five employees for length of service with the municipality. Nikky Dubeau, Administration and Planning Assistant has been recognized for five years of service. Three firefighters, Chris Martin, Kirby Morrison and Crystal McGregor have been serving the municipality for 10 years. Fire Captain Mike Fortier has been recognized for 15 years of service. Service awards are provided for every five years of service.

Branecki Receives Designation

John Branecki, a financial advisor with Edward Jones, is now a Fellow of Canadian Securities Institute (FCSI), a designation conferred by the Canadian Securities Institute.



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Biz Quiz

- 1) This retailer is asking an Ontario court to review the Ontario government's decision to temporarily close non-essential retailers in Toronto and Peel Region.
- 2) This chain retailer is paying employees a pandemic bonus: \$300 to full-time and \$200 to part-time employees.
- 3) Conservative MP Dan Albas has tabled a private members bill to allow Canada Post to offer this product to be delivered by mail. What is the product?
- 4) Ali Haberstroh started a business encouraging people to shop local in Toronto, Halifax, Calgary and Vancouver. What is the website?
- 5) Many Canadian distilleries altered production to make hand sanitizer when the federal government asked for it. However, the government spent \$375 million buying hand sanitizer outside of Canada. How much was spent with China-based carmaker, BYD Canada?
- 6) This retailer is giving its employees a pandemic bonus: \$250 for full-time and \$150 for part-time employees. Who is it?
- 7) The U.S.-Canada border was closed until December 21st but the closure is now being extended until what date?
- 8) This country is set to hose the world's first electric-powered air taxi service by the end of 2023.
- 9) The average Canadian grocery bill is expected to rise by how much in 2021?
- 10) What is the annual federal debt anticipated to rise to in 2025? Hint: it was \$721 billion last year.

Answers on Page 10

Mental Health and the Workplace

Morneau Shepell reports significant decline in the mental health of Canadians following summer

A November 2020 report by Morneau Shepell has found that the mental health of Canadians has been declining significantly as compared to pre-COVID-19 pandemic levels. The level of mental health in November remains concerning as it indicates that the working population is currently as distressed as the most distressed one per cent of working Canadians, before 2020.

The majority (72 per cent) indicate the same level of stress when compared to the prior month, however, given the escalation in stress each month since the pandemic, this reflects an elevated level of cumulative stress. With recent increases in cases in many regions of the country and the resulting restrictions, this strain will likely continue.

The most-reported concerns among parents of children between 18 and 30 years old are the financial impact of the pandemic (49 per cent), the mental health of their adult children (46 per cent), and job



opportunities or career impact for their adult children (41 per cent).

The COVID-19 pandemic has caused an increased strain on workplaces and employees. Twelve per cent of individuals report a more positive view of their employers whereas 18 per cent of respondents view their employer more negatively when compared to before the COVID-19 pandemic. Nearly one-quarter (twenty-four per cent) of respondents indicate that the COVID-19 pandemic led them to consider a job or career change. Individuals under the age of 40 are more than twice as likely to consider a job or career change when compared to those over the age of 50.

Seventy-two per cent of

respondents believe that their employers are handling health and safety well. Some employers were forced to reduce salaries, hours, or lay-off employees because of impacts to their business from the COVID-19 pandemic. Thirty-eight per cent of respondents report that their employers are handling reductions to employee pay and hours well.

One of the many consequences of the COVID-19 pandemic is the closing or reduction of in-person workplaces. With a dispersed and remote workforce, employers rely on technology to ensure business continuity and connectedness. Sixty-three per cent of respondents report that their employers are handling the use of technology well.

Business models have been modified to respond to changes in demand and to adhere to health and safety protocols. Sixty per cent of respondents report that their employer is handling changes to the way in which business is conducted well.

Continued on Page 7

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Mental Health, Continued

Continued from Page 6

As the pandemic continues, employees need time for self-care, to attend to children or family members, and to address their daily tasks in a sometimes complex environment. Fifty-six per cent of respondents report their employers are handling flexible work hours well. In addition to flexible hours, work from home has been driven by the COVID-19 pandemic. Fifty per cent of respondents report their employers are handling work from home policies well. Organizations with 100+ employees are handling work

from home better than those with less than 100 employees.

Gyms and other such facilities have been required to close or to significantly reduce capacity. Previous findings (September 2020) show that almost one-third (29 per cent) of individuals indicate that the pandemic has made them less likely to participate in health care than in 2019. Fifteen per cent of individuals report their physical health has worsened since the onset of the pandemic.

The top concerns parents have regarding their children are the quality of education (49 per cent), the mental health of their

children (42 per cent) and the physical health of their children (37 per cent).

While education quality is the most reported concern, children's mental health is the greatest concern (24 per cent) among parents of children under 18 years. The lowest mental health score is observed among the eleven per cent of respondents who report that their greatest concern is childcare/work balance.

The full name of the report is "The Mental Health Index™ report Canada, November 2020."

Government News In Brief

COVID-19 Vaccines

The Ontario government has developed a three-phase implementation plan to receive, store and administer COVID-19 vaccines to Ontarians as soon as they are received. Phase One will begin on December 15, 2020 with a pilot project in Toronto and Ottawa which will include the vaccination of over 2,500 health care workers.

Pre-Apprenticeship Funding

The Ontario government is investing an additional \$21 million in pre-apprenticeship training programs for up to 2,000 people to help them

pursue the hands-on experience they need to begin rewarding careers in the skilled trades. Eligible organizations can apply for the funding now and until January 5, 2021. See: www.tcu.gov.on.ca/eng/eopg/programs/preapprent.html

Household Debt Up

Statistics Canada is reporting that Canadian households now owe an average of \$1.71 for every dollar of disposable income in the third quarter. This is an increase from \$1.62.8 from the second quarter, but is not as high as the \$1.81 in the fourth quarter of 2019.

Home Office Tax Deduction

Employees who worked from home during the pandemic will be able to claim up to \$400 "Home Office Expense Deduction" on their 2020 income tax return.

CEBA Increases

The Canada Emergency Business Account (CEBA) allow businesses to access a second loan of up to \$20,000 with 50 per cent (\$10,000) being forgivable. This brings the CEBA loan total available to business to \$60,000 with a total of \$20,000 being forgivable.

It's A Fact

Holiday Predictions

18%

The amount by which holiday spending is expected to fall in 2020

\$1,405

The average Canadian spending on the holidays this year

\$1,706

The average Canadian spending on the holidays in 2019

\$1,855

The average US spending on the holidays this year

\$2,001

The average US spending on the holidays in 2019

56%

Canadians who expect the economy to weaken in 2021

31%

Canadians who anticipate being "worse off" in 2021

86%

Increase in charitable giving by Canadians

47%

Consumers who have been shopping online more often since COVID-19 began

66%

Consumers who will use Amazon to find and purchase gifts this holiday season

53%

Consumers who say they will head to stores to find gifts this holiday season

37%

Canadians impacted by a data breach involving theft of credit card information, health or personal data or identify

51%

Canadians who are opting to avoid in-home entertaining entirely this year

Source: Deloitte

RFP 2020-21: Seniors Community Needs Assessment

The Township of Whitewater Region wishes to engage a consultant to provide facilitation services, using solid data analysis skills, to assist with the development of an Age-Friendly Community Plan with a rural lens, through a Seniors Community Needs Assessment. We were successful in receiving a Seniors Community Grant from the Province of Ontario for this work. The proposals shall not exceed \$20,000. The work must be completed in a short 10-week period.



Deadline to bid is January 12, 2021.

RFP documentation can be found on the township's website at www.biddingo.com or www.whitewaterregion.ca

Questions: rtremblay@whitewaterregion.ca

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Issue: February 9, 2021 Deadline: February 3, 2021	Issue: May 4, 2021 Deadline: April 28, 2021	Issue: August 3, 2021 Deadline: July 28, 2021	Issue: November 2, 2021 Deadline: October 27, 2021
Issue: February 23, 2021 Deadline: February 17, 2021	Issue: May 18, 2021 Deadline: May 12, 2021	Issue: August 17, 2021 Deadline: August 11, 2021	Issue: November 16, 2021 Deadline: November 10, 2021
Issue: March 9, 2021 Deadline: March 3, 2021	Issue: June 1, 2021 Deadline: May 26, 2021	Issue: September 7, 2021 Deadline: September 1, 2021	Issue: December 7, 2021 Deadline: December 1, 2021
Issue: March 23, 2021 Deadline: March 17, 2021	Issue: June 15, 2021 Deadline: June 9, 2021	Issue: September 21, 2021 Deadline: September 15, 2021	Issue: December 21, 2021 Deadline: December 16, 2021

101 Things To Do in the Valley

Published six times a year!

Send advertising bookings to 101things@travelourbackyard.com or call 613-732-7774. Advertising is word-listing only, no graphics. 50 words plus 2 points of contact information. \$25 per listing or 5 listings in the same edition for \$100. Prices are plus HST. Website: www.travelourbackyard.com

January-February 2021 Edition Publishes: December 15, 2020 Deadline: December 11, 2020	March-April 2021 Edition Publishes: February 23, 2021 Deadline: February 19, 2021	May-June 2021 Edition Publishes: April 20, 2021 Deadline: April 16, 2021
July-August 2021 Edition Publishes: June 15, 2021 Deadline: June 11, 2021	September-October 2021 Edition Publishes: August 17, 2021 Deadline: August 13, 2021	November-December 2021 Edition Publishes: October 19, 2021 Deadline: October 15, 2021

HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE

Send advertising bookings to behealthy@ovhealth.ca or call 613-732-7774. Design included in the cost of the ad. 1/6 Page (\$195), 1/4 Page (\$325), 1/3 Page (\$375), Banner (\$425), 1/2 Page (\$595), Full Page (\$975), Editorial (\$325), Editorial + Ad (\$825), Health Services Listing (\$135), Group Page Ad (\$135). Prices are plus HST. Website: www.healthmattersmag.ca

Winter 2021 Edition Publishes: January 8, 2021 Deadline: December 11, 2020	Spring 2021 Edition Publishes: April 9, 2021 Deadline: March 19, 2021	Summer 2021 Edition Publishes: July 9, 2021 Deadline: June 18, 2021	Fall 2021 Edition Publishes: October 8, 2021 Deadline: September 17, 2021
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Tender Results Around The Region

Environmental Monitoring and Reporting at Waste Sites PW 2020-05. Whitewater Region.

Pinchin
78/100; \$172,571.10

Cambium
86/100; \$159,013.60

Jp2g
90/100; \$119,456.82

MacIntosh Perry
85/100; \$158,268.08

BluMetric
84/100; \$134,990.82

Renovate Squadron Orderly Room at CC128. Defence Construction Canada.

Awarded to 168012 Canada Inc. of Gatineau in the amount of \$40,293.00.

Halocarbon Detailed Design for P105. Defence Construction Canada.

Awarded to Jp2g Consultants of Ottawa in the amount of \$168,275.73.

New Communications Room DSS. Defence Construction Canada.

Awarded to Arcadis Canada of Ottawa in the amount of \$7,494.65.

Install Hoists in Various Buildings. Defence Construction Canada.

Awarded to Architects DCA of Ottawa in the amount of \$35,365.34.

Upgrade Lighting. Defence Construction Canada.

Awarded to JWK Utilities & Site Services of Carp in the amount of \$133,000.00.

Campground Sinkhole Geo Study. Defence Construction Canada.

Awarded to EastPoint Engineering of Halifax in the amount of \$33,383.00.

Replace Valve Piping at P117. Defence Construction Canada.

Awarded to CIMCO Refrigeration of Toronto in the amount of \$279,500.00.

Arc Flash Study. Defence Construction Canada.

Awarded to Stantec Consulting of Vancouver in the amount of \$294,891.12.

Replace Switchgears. Defence Construction Canada.

Awarded to Carleton Electric of Ottawa in the amount of \$654,721.00.

Construct Evidence Room at N104. Defence Construction Canada.

Awarded to Architects DCA of Ottawa in the amount of \$57,926.26.

Siding, Windows and Doors at RHUs. Defence Construction Canada.

Awarded to Lynley Contracting of Innisfil in the amount of \$382,000.00.

Renovate Squadron Orderly Room at CC128. Defence Construction Canada.

Awarded to 168012 Canada Inc. of Gatineau in the amount of \$40,293.00.

RFP 05-2020 Roof Replacement Water Treatment Plant. Bancroft.

Council is considering awarding the RFP to Beacon Construction at a cost of \$106,520.

Renovate Squadron Orderly Room at CC128. Defence Construction Canada.

Awarded to 168012 Canada Inc. of Gatineau in the amount of \$40,293.00.

For full tender listings and results see www.ovbusiness.com

Tenders

EXPRESSION OF INTEREST

APN – Petawawa Construction Program for FY 2020-2021 with Security Requirements

REQUEST FOR PROPOSAL

2020-21 RFP Seniors Community Needs Assessment

Website Redesign RFP 16-2020

Engineering Services PW 2020-07

REQUEST FOR QUOTATION

Slip in Water Tank PW 2020-08

Cleaning Services for Public Works Garages

TENDERS

Tender MV 2020-12 Lakewood Subdivision Construction of Skead Road and Lakewoods Drive

Lead Remediation and Cleaning at Cs120

Roof Replacements Various RCCDSB Locations #202001

SA2020-10 One (1) New4x4 Cab & Chassis Truck with Dump Body and Plow

Facilities Maintenance and Support Services CFHA

For full tenders and results, visit www.ovbusiness.com

Follow our Facebook page for updated tender postings: www.facebook.com/ovbusiness

Tenders are free for municipalities and organizations to post with Ottawa Valley Business.

(COVID-19)

REGIONAL RELIEF AND RECOVERY FUND

COMMUNITY FUTURES SUPPORTING RURAL COMMUNITIES

\$30M IN ADDITIONAL RRRF FUNDING AVAILABLE FOR RURAL SMES

 Government of Canada / Gouvernement du Canada



Contact Renfrew County Community Futures Development Corporation

www.rccfdc.org/financing | Phone: 613-431-3951

The New Ways We Do Things

The pandemic forced change, was it for the better?



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

We have been living in a pandemic for 10 months and part of me still can't believe it. The government actually forced businesses to close (and in some places, this is still happening); I never thought I would live in a country that could do that. I remember talking with my financial advisor and deriving a plan on how to survive, a challenging conversation amid so much uncertainty and with the status quo changing day-by-day.

The pandemic teaches us how many things are beyond our control. It also reminds us that our best way forward is to focus on the things that are within our control. For clients this year, that was a key point of our marketing discussions.

Marketing is about communicating with people. The pandemic didn't mean we had to stop communicating, rather, it

meant that we had to change how we did it. It forced us to deviate from "the way we always do things" and create new ways of delivering our messages. That discussion about new ways (aka change) is always a challenging one. In some discussions, there was a lot of support to just stop everything. Most people would be stopped so it felt comfortable to be with the group and grind to a halt as well. Like most things, it is always easier to rev up even from a slow pace than it is from a complete stop.

As we found new ways to reach customers, some interesting points came forward - including keeping some of these new ways of doing things for the future, even if we could go back to the old ways. We found new efficiencies and new audiences. We made events more efficient and created new events that were not heavy on human or financial resources. We maximized our strengths and stayed away from our weaknesses. In some cases, the pandemic way was a better way.

Also in some cases, the pandemic made us completely change our plans. We couldn't recoup our losses, and wouldn't recoup them for at least a year or

more, so the focus became on longer-term achievement. What could we do now to prepare us for 12 months later? Again, we still kept looking forward and preparing - we still kept a pace.

Sometimes in marketing, a client needs to take a bit of a "leap of faith" with new ideas. They are the expert on their business, not in communicating, and buying into something that you don't completely understand can be a big ask. When I look back on this year, I will see the goals that went unattained, but I will also see the achievements that I was blessed to be a part of with clients who took that leap of faith on creative ideas. That has been the best part of 2020 for me.

With great anticipation, I am eager to see what we, as small-town businesses and organizations, can do in 2021. Wishing you all a healthy holiday and a prosperous new year.

Jennifer is the president of Forward Thinking Marketing Agency. Her column appears in every issue.

Deadlines

OTTAWA VALLEY BUSINESS

Publishes: January 5, 2021
Deadline: December 30, 2020

Publishes: January 19, 2021
Deadline: January 13, 2021

Publishes: February 9, 2021
Deadline: February 3, 2021

Publishes: February 23, 2021
Deadline: February 17, 2021

101 THINGS TO DO IN THE VALLEY

March-April 2021
Publishing: February 23, 2021
Deadline: February 19, 2021

HEALTH MATTERS

Winter 2021 Issue
Publishing: January 8, 2021

Spring 2021 Issue
Publishing: April 9, 2021
Deadline: March 19, 2021

Summer 2021 Issue
Publishing: July 9, 2021
Deadline: June 18, 2021

Fall 2021 Edition
Publishing: October 8, 2021
Deadline: September 17, 2021

Merry Christmas and All the Best in 2021

For some, 2020 was the worst year ever. For others, it spurred some changes and even growth. As we turn the corner on another year, here's wishing you all a prosperous and healthy 2021.

forwardthinking
MARKETING AGENCY

www.fwdthink.net | Phone: 613-732-7774 | jenn@fwdthink.net



Biz Quiz Answers

- 1) Hudson Bay Company
- 2) Dollarama
- 3) Alcohol
- 4) www.not-amazon.ca
- 5) \$252 million
- 6) Walmart Canada
- 7) January 21, 2021
- 8) Singapore
- 9) \$700 or 5%
- 10) \$1.4 trillion