

## 600 Jobs Coming To McNab Braeside Minister's zoning order will speed up development

By: Jennifer Layman  
[jenn@ovbusiness.com](mailto:jenn@ovbusiness.com)

A July 30, 2021 press release from the Ontario government is announcing 600 new manufacturing jobs to be located in the Township of McNab Braeside.

At the request of the township, the Minister of Municipal Affairs and Housing issued two Minister's Zoning Orders (MZOs) that will speed up approvals to allow manufacturing facilities to be built in the township. Firms involved in the construction and fabrication of modular agricultural buildings are expected to locate at the two sites, which would create up to 600 new full-time local jobs.

"MZOs are a fantastic tool we are using, in partnership with municipalities, to get important projects like these manufacturing buildings open for business quickly," said Steve Clark, Minister of Municipal Affairs and Housing. "We are proving time and time again that our



government is taking swift action to address growth and bring good jobs online."

Ontario is balancing responsible growth with protecting the environment for future generations. These Minister's Zoning Orders will only apply to parts of the land that do not include environmentally significant features, such as streams. The Minister of Municipal Affairs has also committed to adding two acres of protected and enhanced green space for every acre of land developed through the use of a Minister's Zoning

Order.

Municipalities are expected to complete all due diligence, including any consultations with communities and stakeholders, before requesting a Minister's Zoning Order.

"We are bringing up to 600 jobs to McNab Braeside, and I am proud to be part of the government that is making that happen more quickly," said John Yakabuski, MPP for Renfrew-Nipissing-Pembroke. "I am thankful to Minister Clark for supporting our council's request, and for helping to cut red tape and enable this

important investment in our community."

"I cannot overestimate the importance of these MZOs in expediting getting this important project underway," said Tom Peckett, Mayor, Township of McNab/Braeside. "The proposed agricultural manufacturing plants will go a long way in helping bring economic prosperity to McNab/Braeside and will have a long-lasting positive impact on the quality and quantity of jobs in our community."

### Quick Notes

The sites for the potential manufacturing facilities are located at 664 Campbell Drive and 2424 Russett Drive in the Township of McNab/Braeside.

A recent third-party study conducted by Deloitte found that projects helped with an MZO are contributing up to \$3.1B into Ontario's GDP and are helping to create up to 26,000 full-time jobs.



Work Matters is an Employment Ontario funded project designed to bring together job seekers, incumbent workers, employers and community partners to develop and improve human resources and recruitment practices in Lanark and Renfrew Counties.

Learn more at [www.work-matters.ca](http://www.work-matters.ca)



# Ottawa Valley BUSINESS

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## Events

### August 4, 2021

**A Successful Return To work:** Strategies to ensure the well-being of your team. 11:30am-12:30pm. Hosted by Volunteer Ottawa. \$145. Contact Monja at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca).

### August 5, 2021

**How To: Master LinkedIn.** Free webinar. 1:00pm-2:30pm. Learn how to develop an ongoing engaged audience with the LinkedIn community using status updates, LinkedIn publishing platform, groups, etc. <https://tinyurl.com/ytkvcvhy>

### August 6, 2021

**Employee Engagement.** One day training. 9:00am-5:00pm. Define and recognize employee engagement, design jobs to motivate and engage. Create an engaging work environment. Retain your talent. \$620.96. <https://tinyurl.com/7r355b7k>

### August 10, 2021

**eCommerce 101:** What, why and how. Why eCommerce is important, platform options, basics of inventory management and more. 10:00am-11:30am. Hosted by Digital Main Street. [www.digitalmainstreet.ca](http://www.digitalmainstreet.ca)

### August 11, 2021

**Debt Management for Small Business.** 11:00am. Free virtual workshop hosted by Community

**Futures Development Corporation Renfrew County.** Does the repayment of COVID-19 loans have you worried? Learn tips to managing debt. <https://debtmanagementseminar.eventbrite.ca>

### August 12, 2021

**Bookkeeping 101: What Business Owners Need to Know.** 9:00am-11:00am. Free. The difference between bookkeeping and accounting, setting up filing systems, payroll best practices a Q&A period and more. Small Business Advisory Centre. Phone: 613-283-7002 ext.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### August 12, 2021

**Volunteer Ottawa Workshop on Volunteer Recruitment.** 9:30am-12:00pm. This workshop will take you through the recruitment process, from developing good job descriptions, to identifying motivation, getting out your message, and the application process. \$145. Contact Monja at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca)

### August 12, 2021

**Microsoft 365 Tools You Don't Know About.** 11:00am via Zoom. In this workshop you learn some uncommon Microsoft 365 tools like Microsoft Planner, Microsoft Todo, Microsoft Lists. Hosted by Invest Ottawa. Free. <https://tinyurl.com/2yazrp2u>

### August 18, 2021

**Use the Power of Story to Grow Your Business.** 10:00am. Free seminar. Learn the seven core components of a powerful message that gets customers to

engage. Hosted by Small Business Advisory Centre. Phone: 613-283-7002 ext.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### August 24, 2021

**Freelance 101 Masterclass.** 10:00am-11:00am. Stop wasting time on Google or Facebook, fumbling through your freelance business, and start setting up processes to streamline and scale your business. Hosted by Invest Ottawa. Free. <https://tinyurl.com/4x32356p>

### August 25, 2021

**How To Save Money and Time with a Sales Funnel That Works.** 10:00am-11:00am. Free. A five-part marketing plan to engage customers and grow businesses. Capture customers attention and compel them to buy. Hosted by Small Business Advisory Centre. Phone: 613-283-7002 ext.108 or [cjames@smallbizcentre.ca](mailto:cjames@smallbizcentre.ca)

### September 1, 2021

**Going Back to the Office:** Compliance checklist for a safe reopening. 10:00am-11:00am. Hosted by Volunteer Ottawa. \$145. Contact Monja De Luca at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca).

### September 15, 2021

**Volunteer Ottawa Workshop: Write Successful Grant Proposals.** 9am-12pm. There are millions of dollars of grant money available to Canadian charities and non-profits. Learn the skills and knowledge to access this revenue source. \$145. Contact Monja De Luca at [education@volunteerottawa.ca](mailto:education@volunteerottawa.ca)

## Our 25th Anniversary Event!

Registration  
 Holly Molenaar  
 Phone: 613-735-0659 ext.220  
[hmolenaar@cluov.ca](mailto:hmolenaar@cluov.ca)



Friday, September 17th  
 Tee Times: 8:30am-12:30pm  
 Oaks of Cobden Golf Course

\$100 includes 18 holes, cart, lunch and more

A safe, outdoor activity to support local businesses and people with intellectual disabilities. COVID-19 protocols will be in place.

# Business News Around The Valley

## Perth Waives Parking Fees

The Town of Perth has waived all parking fees in downtown lots until October 31, 2021. Street parking downtown has been changed from a two-hour limit to a four-hour limit.

## Horton Personnel News

Mike Fortier is the new Deputy Fire Chief for Horton Township. He was hired in 2005 and has been with the fire department for 16 years as a firefighter. Also, Nikky Dubeau is the new Executive Assistant for the municipality. She was hired as Receptionist-Clerk in 2015 and moved up to the Administration-Planning Assistant in 2019.

## Renfrew Hydro Hosts Minister

On July 20, 2021, Ontario's Minister of Energy, the Hon. Todd Smith met with Renfrew Hydro staff to express his appreciation for their efforts throughout the entire COVID pandemic.

## Ash Grove Inn Sells

The Ash Grove Inn in Barry's Bay has been sold. Owners Wendel and Beth Henry, Annice and Gord Pratt and Rose and Camryn Shulist have sold the business to Pravin and Neeta Patel. The Henry, Pratt and Shulist families owned the business for 26 years.

## Deep River

### Development Survey

The Town of Deep River has embarked on a west end secondary plan project. This project undertakes a review of specific properties in the west end of Deep River that have been identified for residential development. The west end secondary plan area encompasses approximately 108.7 acres of land surrounding Grouse Park and includes 80.2 acres of town-owned land and 28.5 acres of privately owned land. Council invites residents to submit opinions on the development. The survey is open to Deep River residents only. Visit [www.deepriver.ca](http://www.deepriver.ca) for the survey.

## Pembroke Closes Riverside Park

The City of Pembroke has closed Riverside Park Beach until further notice due to high levels of E. Coli. Lifeguards will not be on duty until the water quality improves. It is not recommended that people swim at the beach at this time.

## Whitewater Region Grants

The Township of Whitewater Region is now accepting proposals for the Community Recreation Grant. For more information or to view application forms, please email [grants@whitewaterregion.ca](mailto:grants@whitewaterregion.ca). Grants are available for programs, fee waivers and one-time capital grants.

## Hospital Receives \$540K Donation

The Pembroke Regional Hospital Foundation has received a planned gift of \$540,000 from the estate of Harold Smallpiece. The funds will go towards equipment that

the provincial government does not provide funding to acquire. The donation was presented by Mr. Smallpiece's children, Connie and Marvin.

## Motel Location Of Stabbing

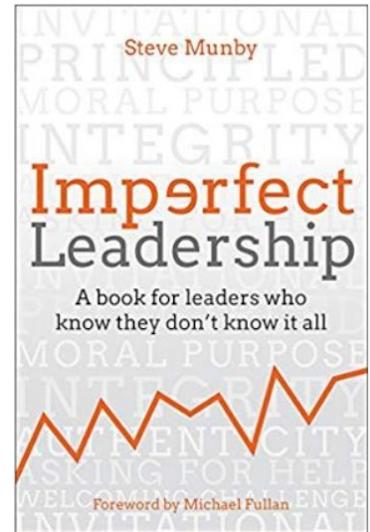
The Pine Tree Motel in Eganville was the scene of a stabbing incident on July 21. A 40-year old man was not able to be revived by the Renfrew County paramedics.

## Arnprior Turns Parking Spaces Into Dining Spaces

The Town of Arnprior is trying out a new dining space: parking spaces! At a July 12 council meeting, restaurants can set up patios in two parking stalls in front or to the side of their location where space allows. While indoor dining is currently allowed, it is also at a reduced capacity which makes it more difficult for eateries to reach their full potential.

*Continued on Page 4*

## Book Club



A book for leaders who know they don't know it all, Steve Munby eloquently reflects upon and describes a leadership approach that is strong on self-awareness and positive about the importance of asking for help.

This book is the antidote to that flawed perception.

*Imperfect Leadership* is an honest reflection upon leadership. It is about Steve's journey and ultimately how he learned to refine and improve his leadership. It is about messy, trial-and-error, butterflies-in-the-stomach leadership and about thoughtful and invitational leadership - and the positive impact it can have.

Steve's account covers some fundamental shifts in the English education system over this 12-year period and describes how school leaders altered their leadership as this context changed. Furthermore, it delves into how his own leadership developed as his personal context changed, and explores how the notion that a leader needs to be good at all aspects of leadership is not only unrealistic, but is also bad for the mental and physical health of leaders - and will do nothing to attract new people into leadership positions.

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# Business News Around The Valley

*Continued from Page 3*

## Carlin's Lodge Changes Ownership

Carlin's K/O River Lodge in Deep River is under new ownership. Peter and Shannon MacLaggan are the new owners and have given the property a new name: Anupaya Cabin Co. The ownership change happened in June. The website is [www.anupayacabinco.ca](http://www.anupayacabinco.ca)

## COVID Outbreak

### To No Known Cases

On July 24, the region hit national news headlines when CTV reported that there was an outbreak of COVID-19 in Barry's Bay. The Renfrew County and District Health Unit (RCDHU) reported three new cases and 21 high-risk contacts. Due to the outbreak, there was a forced closure of The Ash Grove Inn, resulting in a \$20,000 loss in revenue according to the previous owner, Wendell Henry. The announcement also drew some unfavourable discussion about Our Lady Seat of Wisdom Academy with the RCDHU saying the local college was not taking the pandemic seriously,

and the COVID cases included "some students" from the college. This has resulted in anger throughout the town with RCDHU Medical Officer of Health calling the college "a challenge from the word go in terms of recognizing the pandemic in terms of distancing in the community, masking, and certainly the vaccination rate." In response, the college's interim president, Christine Schintgen, told CTV News that "We do have a divergence in views, but we unite under the need to follow the regulations and enforcing them on campus. So we find common ground on that, but people are free. They have academic freedom to express their different views on the subject." On July 27, the RCDHU reported that there were no known active cases in Renfrew County.

## AB Building Permits

The Township of Admaston Bromley has issued 41 permits from January to the end of June 2021. The total construction value is \$4,195,500.00. This is more than double the construction value of the same

period in 2020.

## Smiths Falls OPP

Decommissioning Delayed As recently communicated to police services boards in East Region, the Ontario Provincial Police (OPP) has determined that Provincial Communications Centre (PCC) Smiths Falls will be decommissioned via a phased process in 2022. Phase 1 of this realignment will see call-taking and dispatching for the OPP Highway Safety Division shift from PCC Orillia to PCC London, while Phase 2 will see call-taking and dispatching for East Region shift from PCC Smiths Falls to PCC Orillia. The OPP had intended for Phase 1 of this operational realignment to begin on January 17, 2022, with Phase 2 following on February 21, 2022. However, many PCC Smiths Falls employees identified concerns regarding the timing of this operation. A number of the concerns brought forward were around the challenge of relocating families with school-aged children in the middle of the academic year, after much uncertainty and adverse impacts for children

who have already been affected by school closures due to COVID-19 in the 2019-20 and 2020-21 academic years. Accordingly, the OPP has agreed to delay the decommissioning of PCC Smiths Falls by five months, until the summer of 2022. Phase 1 will now begin on June 20, 2022, followed by Phase 2 on July 18, 2022.

## Electrical Connection Approved

Laurentian Hills has approved a Weesoe Community Communication Technologies (WCCT) request for an electrical connection to the Chalk River Fire Hall to be used to operate the equipment on a 96-foot communications tower to be installed on municipal property adjacent to the fire hall.

## Mattawa Hires

Chelsey Grant has been hired by the Town of Mattawa as their Digital & Strategy Media Coordinator. Allison Maxwell has also been hired by the municipality as the Records Management Coordinator.



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**Sunday, August 22nd**

**Location: Pembroke Golf Club**

Be part of the group of 100 women who are joining together to raise funds in support of the Jason Blaine Charity Fund at the inaugural Women's Golf Day!

Be part of this day as a participant or get your product or service in front of some women consumers as a sponsor. Plenty of ways to become involved in this unique event that focuses on women - on and off the golf course.

### Register A Team!

Register your team for this inaugural event! The cost is \$100 per player and includes 9 holes of golf, a power cart, awesome swag bag, raffle prizes and a special food and/or drink item on every hole! 24 spots remain so get a group of girls together and plan to participate in this unique event!

Pay in advance by e-transfer or pay the day of by cash or cheque.

### Be A Sponsor!

Get your business in front of 100 women at this unique golf event! Here's how:

#### Sponsor A Hole

There are five hole sponsorship remaining at \$1,000. This includes a foursome for golf. No golfers? No problem. Sponsor a hole for \$600. Recognition provided.

#### Contribute To The Swag Bag

Product samples, discount coupons and more can be part of our 100 swag bags!

#### Raffle Prizes

Contribute a raffle prize from your business.

For more details, to register a team or become a sponsor contact:  
Marianne Minns (marianneminns@hotmail.com) or Jennifer Layman (jenn@fwdthink.net)

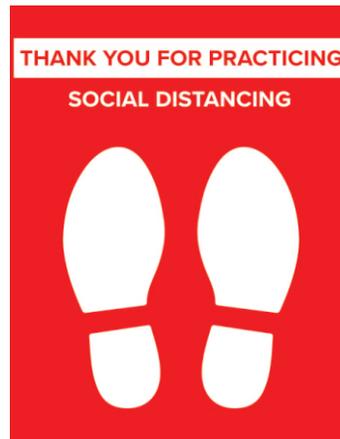
## It's A Fact

### 2019 Federal Election Statistics

<b>40</b> Days of the 2019 electoral calendar (43rd federal election)	<b>\$591,255.27</b> Canada's Fourth Front
<b>338</b> Number of electoral districts	<b>\$217,847.57</b> Canadian Nationalist Party
<b>27,373,058</b> Number of electors on final list	<b>\$4,342,399.70</b> Christian Heritage Party of Canada
<b>\$438 Million</b> Cost for preparation, conduct and post-event activities	<b>\$2,757,217.68</b> Communist Party of Canada
<b>\$64.4 Million</b> Reimbursement of election expenses to parties/candidates	<b>\$29,060,308.97</b> Conservative Party of Canada
<b>\$502 Million</b> Total estimated cost of the federal election	<b>\$29,060,308.97</b> Green Party of Canada
<b>\$18.35</b> Estimated cost per elector	<b>\$29,060,308.97</b> Liberal Party of Canada
<b>67%</b> Voter turnout in the election	<b>\$2,185,762.44</b> Libertarian Party of Canada
<b>21</b> Number of registered parties	<b>\$340,709.61</b> Marijuana Party
<b>2,146</b> Confirmed candidates	<b>\$4,439,834.15</b> Marxist-Leninist Party of Canada
<b>\$30.7 Million</b> Increased cost from the 2015 to the 2019 election	<b>\$278,980.94</b> National Citizens Alliance of Canada
<b>\$130,588.61</b> Expense limits for candidates in the Pontiac	<b>\$29,060,308.97</b> New Democratic Party
<b>\$112,784.66</b> Expense limits for candidates in Lanark-Frontenac-Kingston	<b>\$1,243,828.74</b> Parti pour l'Indépendance du Québec
<b>\$117,869.63</b> Expense limits for candidates in Renfrew-Nipissing-Pembroke	<b>\$3,380,776.69</b> Parti Rhinocéros Party
<u>Final Election Expenses Limits For Registered Political Parties (43rd election)</u>	<b>\$27,574,528.95</b> People's Party of Canada
<b>\$1,535,597.09</b> Animal Protection Party of Canada	<b>\$301,113.86</b> Progressive Canadian Party
<b>\$6,938,926.15</b> Bloc Québécois	<b>\$192,436.15</b> Stop Climate Change
	<b>\$323,866.80</b> The United Party of Canada
	<b>\$2,239,616.67</b> Veterans Coalition Party of Canada

Source: Elections Canada

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Richard Haggins is a senior education facilitator with Credit Canada Debt Solutions, a non-profit credit counselling service. As a workshop facilitator, Haggins has presented hundreds of workshops to businesses, and not-for-profit organizations serving the general public.

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<https://debtmanagementseminar.eventbrite.ca>

# Employment Insurance Review: May Increase of 83,000 on EI over April 2021

## Source: Statistics Canada

Approximately 1.7 million Canadians received regular Employment Insurance (EI) benefits in May, up 83,000 (5.2 per cent) from a month earlier. May EI statistics reflect labour market conditions as of the week of May 9 to 15. Ahead of the reference week, tighter public health measures continued or were introduced in several provinces. In Ontario, a stay-at-home order implemented on April 8 continued, affecting many non-essential businesses.

According to the Labour Force Survey (LFS), employment fell by 68,000 in May, while unemployment at 1.7 million, including 1.4 million Canadians who were looking for work and 200,000 who had a connection to a job, either because they were on temporary layoff or had arrangements to begin a new job in the near future.

### Young Women Impacted

In late September 2020, temporary changes to the EI program, including a reduction in the number of insured hours required to qualify for benefits, were introduced to increase EI eligibility. In May, 16.2 per cent of regular EI recipients, including 28.1 per cent of

women aged 15 to 24, qualified under these new criteria. Nineteen per cent of regular EI recipients who last worked in retail trade qualified for the program under the new rules.

The number of regular EI beneficiaries rose in eight provinces in May, but there were fewer regular EI beneficiaries in Ontario with a decrease of 7,000.

In May, 88,000 (10.5 per cent) more women received regular EI benefits compared with a month earlier, while there was little change among men.

Employment among women fell by 54,000, while there was little change among men. Women accounted for more than half of regular EI beneficiaries, compared with about one-third in February 2020.

### Specific Industries Impacted

In May, 41.8 per cent of regular EI recipients last worked in one of four industries providing in-person services, including 18.1 per cent in accommodation and food services; 12.7 per cent in retail trade; 5.7 per cent in other services; and 5.3 per cent in information, culture and recreation. Further illustrating the impact of the pandemic response measures, May LFS results showed that employment

in these same industries was below pre-COVID levels by a total of 664,000.

### Long-Term Unemployment Continues To Increase

May results indicated that the number of long-term unemployed Canadians continued to increase in May, as many of those who lost their jobs in the spring, summer or fall of 2020 remained unemployed. Almost one-third (28.9 per cent) of all unemployed in May had been without work for 27 weeks or more, compared with 15.6 per cent in February 2020.

The challenges faced by many workers in returning to employment are also reflected in EI data. In May, almost two-thirds (65.4 per cent) of regular EI recipients had received regular EI benefits or the Canada Emergency Response Benefit (CERB) in at least 7 of the last 12 months, up from 16.1 per cent in February 2020.

Among these longer-term regular EI recipients, 50.6 per cent were women and 57.9 per cent were aged 25 to 54 years.

## Biz Quiz

- 1) Shelter and transportation costs have caused inflation to rise. What was the inflation rate in June?
- 2) This First Nation community is asking that Ottawa no longer collect any money on its behalf for oil and gas royalties and return \$50 million collected from oilpatch activity on its territory.
- 3) Almost all of this company's retail stores will close in Canada (as part of the closure of 60 retail locations in North America) due to the consumer shift to online shopping. Who is it?
- 4) What Canadian broadcaster holds the rights to broadcast the Olympics in Canada?
- 5) This province's refusal to approve a liquefied natural gas facility has put an end to a \$14 billion project to ship natural gas overseas. What province is it?
- 6) The land border between Canada and the U.S. has been closed to non-essential travel since what date?
- 7) A July hack of the Microsoft Exchange email server has impacted 400,000 servers in Canada. Who is the Canadian government blaming for the hack?
- 8) How much in sales does Pfizer expect its COVID-19 vaccine to generate in sales for 2021?
- 9) How much does Moderna predict they will have in sales for 2021 from its COVID-19 vaccine?
- 10) Second quarter revenues for AstraZeneca increased by what percentage compared to the end of June 2020?

Answers on Page 10

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# Renfrew, Lanark June Real Estate Report

## Source: Canadian Real Estate Association

### Renfrew County Real Estate Board

The number of homes sold through the MLS System of the Renfrew County Real Estate Board totalled 218 units in June 2021. This was a decline of 30.8 per cent compared to June 2020 but is in line with the average for this time of year.

Home sales were 11.7 per cent below the five-year average and 1.3 per cent above the 10-year average for the month of June. Home sales totalled a record 1,367 units over the first six months of 2021, a gain of 40.2 per cent from the same period in 2020. The average price of homes sold in June 2021 was \$414,783, an increase of 39 per cent from June 2020. The year-to-date average price was \$394,330, up 36 per cent from the first six months of 2020. The dollar value of all home sales in

June 2021 was \$90.4 million, a decrease of 3.8 per cent from June 2020.

There were 287 new residential listings in June 2021, a reduction of three per cent from June 2020, 7.5 per cent below the five-year average and 9.4 per cent below the 10-year average for the month of June.

Active residential listings numbered 312 units on the market at the end of June, a reduction of 30.2 per cent from June 2020. Active listings haven't been this low in June in more than 15 years. Active listings were 58.6 per cent below the five-year average and 69.5 per cent below the 10-year average for June.

Months of inventory (the number of months it would take to sell current inventories at the current rate of sales activity) numbered 1.4 at the end of June 2021, unchanged from June 2020 and below the average of 5.2 months for this time of year.

### Rideau-St. Lawrence Real Estate Board

The number of homes sold through the MLS System of the Rideau-St. Lawrence Real Estate Board totalled 157 units in June 2021, an increase of 6.8 per cent from June 2020. Residential sales haven't hit this level in June in five years.

Home sales were 9.5 per cent above the five-year average and 10 per cent above the 10-year average for the month of June. Home sales totalled 719 units over the first six months of 2021, a jump of 47.3 per cent from the same period in 2020. The average price of homes sold in June 2021 was \$498,798, a gain of 42 per cent from June 2020. The year-to-date average price was \$473,931, an increase of 49.4 per cent from the first six months of 2020. The dollar value of all home sales in June 2021 was \$78.3 million, up by 51.6 per cent from June 2020. This was a new record for June.

There were 228 new residential listings in June 2021, an increase of 39.9 per cent from June 2020, the largest number of new listings added in the month of June in five years. New listings were 11.8 per cent above the five-year average and 4.2 per cent below the 10-year average for the month of June.

Active residential listings numbered 171 units on the market at the end of June, a decline of 12.8 per cent from the end of June 2020. Active listings haven't been this low in the month of June in more than two decades. Active listings were 51.9 per cent below the five-year average and 74.9 per cent below the 10-year average for June.

Months of inventory numbered 1.1 at the end of June 2021, down from the 1.3 months recorded at the end of June 2020 and below the average of 4.9 months for this time of year.

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# Pandemic Aid Extended Includes EI, CEWS and more

On July 30, the federal government extended pandemic aid programs. A finance department press release notes the following extensions:

- Extending the eligibility period for the Canada Emergency Wage Subsidy, the Canada Emergency Rent Subsidy and Lockdown Support until October 23, 2021, and increasing the rate of support employers and organizations can receive during the period between August 29 and September 25, 2021.

- Extending the Canada Recovery Benefit (CRB), the Canada Recovery Caregiving Benefit (CRCB), and the Canada Recovery Sickness Benefit (CRSB) until October 23, 2021.
- Increasing the maximum number of weeks available for the CRB, by an additional 4 weeks, to a total of 54 weeks, at a rate of \$300 per week, and ensuring it is available to those

who have exhausted their employment insurance (EI) benefits.

### Quick Facts

- Since September 2020, there have been over 1 million CRB applications with the program paying out over \$23 billion in income support
- All the recovery benefits will continue to be available to eligible individuals until October 23, 2021
- The minimum weekly benefit rate payable to Employment Insurance (EI) claimants will be set at \$300 per week, matching the current rate paid under the CRB for new claimants. The EI minimum \$300 benefit rate will apply to EI claims established between September 26, 2021 and November 20, 2021.
- The Canada Emergency Wage Subsidy has paid out \$87 billion to employers to hire and re-hire employees

## Tenders

### EXPRESSION OF INTEREST

APN – Petawawa Construction Program for FY 2021-2022 with Security Requirements

### FOR SALE

2005 Chevy Blazer, Blue

### REQUEST FOR PROPOSAL

Engineered Containment Mound Weather Cover Concept Design

Building Condition Assessments for City Hall, Public Library, Operations Admin Building and Garages, PACC, and Victoria Hall Proposal No. P-21-05

RFP for Engineering Design and Contract Administration Services for the Riverside Lift Stations Proposal No. P-21-10

PW2021-04 Surface Treatment of Upper Perth Road

RFP No. 2021-32 Growth Readiness, Zoning Update and Development Standards

RFP-SSRF Phase 2-03 Privacy Fence Installation

RFP – RCHC 21-18 – Front Canopy Replacement Vimy Family Area

Audit Services

### REQUEST FOR QUOTATION

Municipal Office HVAC Removal and Installation RFQ PW 2021-11

### TENDERS

Wireless Network Upgrade- Replacement Project  
Construction of New Schroeder Road Tender 2021-0100

Weekly and Bi-Weekly Mat Services for Chalk River Laboratories

Construction d'une nouvelle école élémentaire catholique (M-8)

Mattawa Plains Janitorial Services

Commercial Cleaning Services

Recapitalization of 10 Residential Housing Units

Garrison Petawawa Janitorial Services

Air Conditioner Installation – Various RHUs

WWTP PLC Upgrades Contract 21-PW-017 E

Admin-01-2021 Janitorial Services

Drummond Street Bridge Rehabilitation ES-2021-19

DP-Trails 2021-06 – Quarry Limestone Crusher Dust Supply and Delivery

Supply & Delivery of Winter Sand – Various Patrol Garages

Technical Advisory Services for Highway 17 Widening Project – Arnprior to Renfrew

W0107-19M048/A – Cable TV Services

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Celebrating our 300th ISSUE

Issue No. 108 Published by Forward Printing April 30, 2021

## "Not Much They Can Take Anymore" Small business owner rallies "We Are All Essential"

By Jennifer Layman  
[jlayman@ovbusiness.com](mailto:jlayman@ovbusiness.com)

Elizabeth Davis was part of a Petawawa protest last week where she and others picketed on their signs - about the third lockdown of small businesses. This was before the extended lockdown measures announced on Friday. Davis owns a small business that is not essential, even by her own definition. But her protest was not about whether her business should be deemed essential, it was about allowing small businesses that do operate (safely) and allowing operators the right to choose if they go to the bathroom.



Davis and the others who joined the protest are some of the few who have had the courage to stand publicly for what they believe in the current decisions by the provincial government. Many business owners feel the same, but are afraid to say anything publicly because they are concerned about the government's decisions that have affected their businesses.

"People want to support local businesses, but over time, they just aren't able to do it," Davis says. "There's no money. However, there are other bills, interest fees and taxes which still have to be paid, even when the government has forced the closure of local businesses with such a high percentage of them."

Continued on Page 7

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# Keep Going For Gold

## Go after the results you want with a solid plan



MARKETING

By: Jennifer Layman  
jenn@fwdthink.net

Many employers are struggling with being able to fill open positions in their workplaces. This was an issue before the pandemic, but it has only been exasperated with the pandemic decisions that employers are forced to work with as health restrictions and "stay at home" funding continues. Among the challenges it has caused for employers, one is that you may have to change the way you have always done things if you want to keep moving forward. But how do you implement something new when you're already in a race to just keep up?

When you implement something new, there will always be a time when it's clumsy and awkward. This has likely happened to you before at some point in your business so while it's uncomfortable, it's not un-doable. Focus on the result

that you want to achieve and put in place a plan that will get you there. Work the steps backwards.

### What's the Result?

What are you looking to achieve? It might be that you need to increase sales or that you have changed suppliers and need to introduce a new product. It might also be internal - being unable to fill a position you need to disperse the responsibilities of a job to others, without overloading their schedules. It might be a consistent recruiting strategy that allows you to be more impactful in attracting employees. Whatever it is, write it down as your starting point.

### Who Do I Need To Reach?

What kind of people do you need to get in front of in order to achieve your result? If you are working on increasing sales, what kind of people are your customers? If you are recruiting, what kind of skill sets do you need? While you're likely willing to take anything and everything, the more specific you can be here, the better. You might have different categories of people - best option, second option, etc. Make that list.

### How Can I Reach Them?

Now that you know who you need to help you achieve your result, you need to know how

you're going to reach them. This is where most of your change is going to happen. The tactics you have always used before likely need to be tweaked so you can expand on your marketing. If you're focussed on sales, how are you going to get people to pay attention? If you're recruiting, how will you position your workplace above others who are also vying for employees?

Pull information from resources you are already connected to in your business. Ask your managers and staff for their thoughts. Ask your suppliers for any trends they are seeing or experiences they have had. Talk to your accountant or bookkeeper, a colleague in your network or someone in another industry that is achieving the results you want to achieve. Use the information that applies to you and discard what doesn't in order to craft your own plan for success.

Clumsy and awkward doesn't last. A plan to achieve results can be a game-changer.

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



## Do you need some new options for marketing your business?

Sometimes, the things you have always done to market your business reach a point where they just don't move you forward anymore. Some new ideas can boost your marketing for the future.

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MARKETING AGENCY

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jenn@fwdthink.net

## Deadlines

### OTTAWA VALLEY BUSINESS

Publishes: August 17, 2021  
Deadline: August 10, 2021

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Publishes: September 7, 2021  
Deadline: September 1, 2021

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Publishes: September 21, 2021  
Deadline: September 15, 2021

### 101 THINGS TO DO IN THE VALLEY

July-August 2021

A link to this issue is included in your Ottawa Valley Business email and is available at [www.travelourbackyard.com](http://www.travelourbackyard.com)

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September-October 2021  
Publishing: August 17, 2021  
Deadline: August 13, 2021

### HEALTH MATTERS

Summer 2021 Edition  
This issue has been distributed. Need copies for staff? Contact us at: [behealthy@ovhealth.ca](mailto:behealthy@ovhealth.ca)

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

## Biz Quiz Answers

- 1) 3.1%
- 2) Bears paw First Nation in Alberta
- 3) Disney
- 4) CBC
- 5) Quebec
- 6) March 21, 2020 (and extended every 30 days since)
- 7) China's Ministry of State Security
- 8) \$33.5 billion
- 9) \$19.2 billion
- 10) 31%: \$8.22 billion