



## Dufferin Board of Trade

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Premier Doug Ford  
Premier's Office  
Room 281 Legislative Building, Queen's Park  
Toronto, ON, M7A 1A1

Cc: Sylvia Jones MPP; Kyle Seeback MP; Dr. Mercer – WDGPH; Dufferin County Mayors, Councillors, and CAOs; and local Media;

December 1st, 2020

Dear Premier Ford,

The Dufferin Board of Trade is a small grass-roots non-profit organization building up the Headwaters Region by helping the local businesses within it thrive. Small businesses are the backbone of Dufferin County. According to the 2016 Census, 78% of our businesses have nine employees or less, and 97% have 49 or fewer employees. We are reaching out to you to proactively seek support for all small businesses across our region ahead of any potential lockdowns or further restrictions in Dufferin County.

Small business owners' (and their employees') livelihoods come from operating their business successfully and safely within our community. Lockdowns have a far greater impact on small businesses than on larger businesses. Employee and customer safety is paramount always, and even more so during the pandemic. Many local businesses have pivoted and designed unique ways to continue to serve the public while keeping their employees and customers safe.

We are calling on you as our local officials to make evidence-based decisions that thoroughly balance businesses' need for survival with the need for public safety. When large businesses can remain open, but small businesses are forced to close, **their doors may never reopen.**

We always remind consumers to Think Local, Think Dufferin. Now more than ever, it's critical to support local businesses, be patient, and find alternative ways to support those businesses that are operating with restricted capacities or those that are currently shut down.

Show your support for Dufferin area small businesses, and for decisions that will keep our community safe and prosperous by allowing our local businesses to remain open.

Sincerely,

Diana Morris, Executive Director,  
on behalf of the Policy and Advocacy Committee of the Dufferin Board of Trade

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*Building up our community by helping local businesses thrive*