

Subject: Save the Weddings and Events Industry

Dear friends,

The COVID-19 lockdown and restrictions were responsible for the loss of 4.8 billion dollars (or 80%) of revenue in the wedding and events industry in Canada in 2020. Sadly, 2021 looks just as bleak.

The Weddings and Events Industry continues to be among the hardest hit sectors in Canada. In an average year, the industry of hope, love, and fun will generate over 6 billion dollars for Canada's economy. These 6 billion dollars are generated by and support over 12,000 Canadian small to medium size businesses, most of which are owned by women, as well as our more than 250,000 employees, not to mention our families and the communities that we live in.

Every single month for the last 12 months wedding and event companies experienced an average of 80-95% decreases in revenue and personal income losses of over 90%. Personally, my business has lost % of revenue, or \$.

Until we have achieved immunity, this industry will continue to experience these devastating financial losses due to gathering limits and fear of further lockdowns resulting in the cancelation, postponement, or diminished size of weddings and events. A recent online survey found that less than 50% of couples who had planned 2021 weddings were willing to go ahead with their weddings if they were affected by gathering limits. That survey also found that only 15% of couples in the early stages of planning their weddings were willing to commit to plans, including paying deposits, until Canada is closer to achieving immunity with clear reopening plans.

We need your help! With COVID restrictions likely easing/ending in the fall, at approximately the same time as wedding season ends, Canada's weddings and events industry will not begin to bounce back until the spring of 2022. We need ongoing financial support as well as a clear reopening plan.

We are asking for:

- Provide additional grant funding for companies that are still more than 70% impacted from January 2021 to June 2021. With the possibility of additional funding into the fall of 2021 and winter of 2022 as needed.
- The extension of CEWS (75%), CRB, and CERS until May 1, 2022
- Provide rapid testing tools to allow the weddings and events industry to reopen as soon as possible and on a scale that can be profitable by Spring/Summer 2021
- We are also seeking a clear reopening plan. When Canada has achieved the goal of 70% immunization, will everything be open? Is there a plan to reopen in the weeks/months leading up to this goal? What are the benchmarks of a reopening plan?

The professionals in this industry are in it for the love. But to be clear, we generate 6 billion dollars for Canada's economy. We support gathering limits and safety measures during these difficult times. We hope that when we can come together in large groups again, our businesses in the industry of hope and love will have survived. This industry desperately needs meaningful, on-going financial support from Canada's Government, not further debt, as well as a clear path forward. Help us to ensure that the industry of hope and love continues to sustain Canadians.

Sincerely,

Name

Business Name

Canadian Wedding & Event Professionals