



Dear Prime Minister and Cabinet,

December 1, 2020

Canada and the world have been severely impacted by the COVID pandemic. We thank the Federal Government for the work that has been undertaken to lessen the impact and for Minister Freeland's Fall Economic statement delivered yesterday. We understand that more hard work remains to be done as we look to recover from this second wave, and ultimately, conquering the COVID pandemic.

Attached you will find a brief we have prepared for your consideration, *One National Voice: Recovery with Resilience*. In it, we identify five issues that we believe all downtowns and main streets across Canada face, but which have been exacerbated by COVID. We present some program proposals to assist in resolving these challenges and which will reinforce your "ambitious stimulus package" for recovery to be rolled out over the next three years. We would like to work hand in hand to "build back better." To do this, we propose the establishment of specific working groups for all sectors impacted by COVID and believe that a stronger, closer and more pro-active engagement with partners who are closest to the issues will lead to innovative solutions and positive outcomes. This is an opportunity to develop partnerships and programs which can last well beyond the pandemic and help ensure social harmony, environmental stability, and economic resilience.

We ask you to specifically focus on downtowns and main streets, and the essential economic, social and cultural roles they play in our communities. They are the heart of a community and they are the barometer of well-being. We need to strengthen re-investment in these strategic locations by creating partnerships with all three levels of government and other key stakeholders – the private sector, service providers, universities and colleges, associations and foundations.

We invite you to reply to our request to be partners in making the downtowns and main streets of this country more socially balanced, economically energized, culturally dynamic, racially integrated, innovatively robust, and environmentally sustainable and resilient.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Judith Veresuk".

Judith Veresuk
Chair, IDA Canada

A handwritten signature in black ink, appearing to read "Annie MacInnis".

Annie MacInnis & Ellie Sasseville
Co-Chairs, Alberta Business Improvement Area Alliance

A handwritten signature in black ink, appearing to read "Ellie Sasseville".

A handwritten signature in black ink, appearing to read "Paul MacKinnon".

Paul MacKinnon
President, Downtowns Atlantic Canada

A handwritten signature in black ink, appearing to read "Teri Smith".

Teri Smith
President, Business Improvement Areas of British Columbia

A handwritten signature in black ink, appearing to read "Chris Daigle".

Chris Daigle
President, Downtown New Brunswick

A handwritten signature in black ink, appearing to read "Marty Williams".

Marty Williams
President, Ontario Business Improvement Area Association

A handwritten signature in black ink, appearing to read "Jean-Pierre Bedard".

Jean-Pierre Bedard
President, Regroupement des sociétés de développement commercial du Québec