



CANADIAN CAMPING
AND RV COUNCIL

CONSEIL CANADIEN DU
CAMPING ET DU VR

Webinar: Response Planning and Next Steps for Campgrounds

APRIL 22, 2020

TOPICS:

- Financial Support Programs for Business and Employees To Date
- Safety Protocol and Procedure Recommendations for Campground Operators
- Social Media and Communications Strategies
- Q&A





CANADA EMERGENCY WAGE SUBSIDY PROGRAM



75% wage subsidy for businesses of any size, regardless of the number of employees:

- Businesses must show a decline of at least 30% of revenue for April and May, and 15% for March, year over year
- The program is retroactive to March 15 and funding is available until June 6, 2020
- Amount of Subsidy:
 - 75% of the amount of remuneration paid, up to a maximum benefit of \$847 per week per employee;
 - The amount of remuneration paid, up to a maximum benefit of \$847 per week or 75% of the employee's **pre-crisis weekly remuneration, whichever is less.**
- Employers are expected to make their best effort to pay the remaining 25 percent, whenever possible
- Funds will be available in 6 weeks through CRA online portal, more details to come on the delivery
- Your business must be registered with CRA and be set up for Direct Deposit to receive the subsidy.



Seasonal Business Limitations:

- Proving revenue reduction is a significant barrier to access, since most campgrounds are not open in March, April and into May. Revenue amounts at this time are generally small year-over-year, and cannot be used as a fair representation of business impact in all cases.
- Cash flow status for campgrounds is already precarious at the start of each camping season, after winter season with no revenue. This program requires payment of the payroll amounts to employees now, with reimbursement from the Federal Government not beginning for another six weeks.

Program Details:

<https://www.canada.ca/en/departement-finance/economic-response-plan/wage-subsidy.html>

TEMPORARY WAGE SUBSIDY FOR EMPLOYERS



The 10% Temporary Wage Subsidy for Employers is a three-month measure that will allow eligible employers to reduce the amount of payroll deductions required to be remitted to the Canada Revenue Agency (CRA)

- Covers 10% of the remuneration paid from March 18, 2020 to June 19, 2020, up to a maximum subsidy of \$1,375 for each eligible employee and to a maximum of \$25,000 total per employer
- Eligible employers are Canadian-Controlled Private Corporation (incorporated) eligible to the small business deduction or non-profit organizations, registered charities
- Funds available immediately by reducing the amount of payroll deductions required to be remitted to the CRA. No application needed.
- The calculation is the following: Planned income Tax remittance – 10% subsidy = New Income Tax remittance
- For employers that are eligible for both the Canada Emergency Wage Subsidy and the 10 per cent wage subsidy for the period, any benefit from the 10 per cent wage subsidy for remuneration paid in a specific period would generally reduce the amount available to be claimed under the Canada Emergency Wage Subsidy in that same period.

Program Details:

<https://www.canada.ca/en/revenue-agency/campaigns/covid-19-update/frequently-asked-questions-wage-subsidy-small-businesses.html#h1>

LOAN PROGRAMS

Canada Emergency Business Account (CEBA):

Interest-free loans of up to \$40,000 for small businesses and not-for-profits, to help cover their operating costs during a period where their revenues have been temporarily reduced.

- To qualify, businesses will need to demonstrate they paid between \$20,000 to \$1.5 million in total payroll in 2019.
- Online application through your primary financial institution.
- **Requirements may include:**
 - An active business account at the bank as of March 1, 2020
- Interest rate at 0% until December 31, 2022 and no minimum monthly principal payments are required until December 31, 2022
- Loan forgiveness up to \$10,000 provided the balance is fully paid on or before Dec 31, 2022

Program Details: <https://ceba-cuec.ca/>

Business Credit Availability Program (BCAP):

Loan and guarantee program for small businesses with cash flow challenges.

- Working capital loans of up to \$2M, loan payment deferrals and reduced rates on new eligible loans.
- Businesses seeking support through BCAP should contact their financial institution for an assessment.
- Funds will be available through your primary financial institution and BDC/EDC

Program Details: <https://www.bdc.ca/en/pages/special-support.aspx>

OTHER MEASURES

Tax Payment and Filing Deferrals:

Filing and payments of income, business, and sales taxes are deferred to August 31, 2020. No interest or penalties will accumulate on these amounts for this time period. (<https://www.canada.ca/en/revenue-agency/campaigns/covid-19-update/covid-19-filing-payment-dates.html>)

Canada Summer Jobs Program:

Program helps employers hire summer staff and provide young Canadians access to the jobs they need during this unprecedented time. This program will help create up to 70,000 jobs for youth between 15 and 30 years of age. (<https://pm.gc.ca/en/news/news-releases/2020/04/08/changes-canada-summer-jobs-program-help-businesses-and-young>)

Work Sharing Program:

The Work Sharing Program is a three-way agreement that can be negotiated between Service Canada, the employer and the employee to provide EI benefits to workers who agree to reduce their normal working hours as a result of developments beyond the control of their employers.

The program has been temporarily updated for business and workers affected by COVID-19. These changes include:

- Extension of the maximum duration from 38 weeks to 76 weeks.
- The 30 day cooling-off period will be waived for only those who have used the work-sharing program in the past.
- Businesses can now see their application being accepted within 10 days instead of 30.

(<https://www.canada.ca/en/employment-social-development/services/work-sharing.html>)

SUPPORT FOR EMPLOYEES

Canada Emergency Response Benefit (CERB):

Benefit provides \$2000 per month for up to four months to workers who cease working for reasons related to COVID-19. Available March 15 to October 3, 2020.

- CERB and EI have been merged. All employees laid off after March 15 will receive CERB
- Paid through direct deposit or by cheque
- Eligibility requirements have just been relaxed to include seasonal workers and workers earning less than a \$1,000 (more details to be announced in the coming days)
- Application period started this month through a CRA online portal or by phone at 1-800-959-2019
- Eligibility criteria include:
 - Loss of work
 - Sickness, quarantine or taking care of someone who is sick with COVID-19
 - Parents who must stay home without pay to care for children who are sick or at home because of school and daycare closures
 - Income of at least \$5,000 in 2019 or in the 12 months prior to the date of their application (\$5,000 income does not have to be earned in Canada, but you need to reside in Canada)
- As it stands, workers who voluntarily quit their jobs will not be eligible for CERB

Program Details:

<https://www.canada.ca/en/services/benefits/ei/cerb-application.html>

Increases to GST Credit and Canada Child Benefit:

The Federal Government has raised the payment amounts for these programs to those who qualify.

<https://www.canada.ca/en/employment-social-development/corporate/notices/coronavirus.html#child-benefit>

PROVINCIAL SUPPORTS

In addition to these Federal Government initiatives, each Province has announced several programs in support of businesses and individuals.

A complete list of supports from each Provincial Government can be viewed [here](#)

PROVINCIAL SUPPORT FOR BUSINESS AND WORKERS



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About our Company



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SAFETY PROCEDURE ENHANCEMENTS



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CORONAVIRUS AND CAMPGROUNDS: PROTECTING EMPLOYEES, GUESTS AND OPERATIONS

Resources, suggested procedures, and guides to help your park prepare.

[Click here](#) to access the complete Response Planning PDF resource, which includes information for Campgrounds on:

- Awareness
- Prevention
- Guest Impacts
- Employee Protocols
- Communications
- Guests in Isolation
- Daily Operations Changes
- Managing Anxiety/Stress

Click [here](#) for the CCRVC Resources webpage, which is updated regularly with new templates, information, and resources.


It is important that you work alongside your local/regional public health authority to establish the best practices for your individual business that fall within the specific guidelines required. If you do not have a relationship with your Health Inspector, it is recommended that you establish one to facilitate safe operations at this time.

WHAT SHOULD EMPLOYERS DO IF EMPLOYEES BECOME SICK?

- Ensure flexible sick leave policies: Consistent with public health guidance, permit employees to stay home to care for a sick family member, and insure that employees are aware of these policies. Actively encourage sick employees to notify their supervisor and stay home.
- Local decision making: Employers with more than one business location are encouraged to provide local managers with the authority to take appropriate actions based on the conditions in each locality.
- Employee travel: Ensure employees who become sick while traveling or on temporary assignment understand to notify their supervisor and call a healthcare provider for advice if needed.
- Separate sick employees: employees who appear to have acute respiratory illness symptoms (i.e. cough, shortness of breath) upon arrival to work or become sick during the day should be separated from other employees and sent home immediately.
- Conduct an investigation as to who else may have come into contact with that employee and then enact measures to protect all employees.
- Social distancing: Plan to minimize exposure between healthy employees and also between those employees and the public, if public health officials call for social distancing.
- Workplace hygiene: Routinely clean all frequently touched surfaces in the workplace, such as workstations, countertops, and doorknobs. Provide disposable wipes so that commonly used surfaces can be wiped down by employees before each use.
- Put Inventory controls in place – perform regular counts on inventory specifically on cleaning/janitorial supplies to avoid theft or running out of necessary tools.
- Insure that there are concise cross-contamination avoidance procedures provided to staff that include protocol on receiving supply shipments, stocking and counting inventory, or storing and accessing tools.
- Consider social distancing requirements when creating staff schedules to mitigate their access and contact with one another. Phone or hand-held radio communications can help limit in-person communications.

ARE THERE ADDITIONAL MEASURES IN EFFECT IN RESPONSE TO THE CORONAVIRUS?

- PHAC's Guide to self-isolating if an individual may have COVID-19: <https://www.canada.ca/en/public-health/services/publications/diseases-conditions/covid-19-how-to-isolate-at-home.html>
- Health confidentiality: If an employee is confirmed to have the Coronavirus infection, employers should inform fellow employees of their possible exposure to the Coronavirus in the workplace but maintain confidentiality. Employees exposed to a co-worker with confirmed Coronavirus should refer to PHAC and provincial health agencies' guidance for how to conduct a risk assessment of their potential exposure.

 In addition to the steps outlined in the [Response Planning for Campgrounds PDF](#), suggested protocol for operating during guest isolation, lockdown, or quarantine should include:

- Clean visibly dirty surfaces before disinfecting, unless stated otherwise on the product instructions. Cleaning refers to the removal of visible dirt, grime and impurities. Cleaning does not kill germs but helps remove them from the surface.
- Use a disinfectant that has a Drug Identification Number (DIN) and a virucidal claim. Follow the instructions on the product label. If commercial or household cleaning products are not readily available, you can prepare a bleach and water solution with 100 ml of unscented household bleach per 900 ml of water. When using the bleach and water solution, the surface must remain wet for at least one minute.
- Make check-in appointments for each returning Snowbird and space them apart so there is time to sanitize the office and other areas. Insure front desk staff have sufficient PPE and other tools to prevent exposure, or request that guests perform check-in/out procedures in an electronic format if you have the capability.
- Provide guests with specific instructions for sanitizing in regard to using common areas that are still open including laundry rooms and washroom facilities, etc.
- Let them know that the other customers have a right to know who is in self-quarantine and for how long. We suggest that a signed Code of Conduct agreement for all guests specific to these unprecedented circumstances be used. A template Code of Conduct Agreement is available in the Member Resources section of our website here, and should be edited to your specific park needs: <https://ccrvc.ca/wp-content/uploads/2020/03/Park-Code-of-Conduct-Agreement-1.pdf>
- Require those under self-quarantine to post a sign on their RV and at their site to alert other customers who may not know their neighbours are under quarantine.
- It is important to consider requiring that guests are not inviting family members or friends that are NOT staying in your park to visit them at their camp site during this time, to limit spread. This may need to be decided on a case-by-case basis, as local regulations and individual factors need to be considered.
- If your park has a restaurant but it has been ordered closed by a government then consider offering delivery of meals to your customers within the park, or partnering with a local company who can provide these services at this time. Look at offering more goods for sale in your store so your customers can limit trips outside of the park where possible.
- When one of your customers shows signs of the coronavirus and has to leave the park for testing and medical treatment, have them call the office so arrangements can be made to evacuate the areas they will be in. They should call the office when returning to inform the office of their health status. Park owners should have the right to deny those diagnosed with COVID-19 from re-entering or entering their park.

SAFETY FAQ's

- If someone on-site (Staff OR Tenant/guest) becomes sick what is best protocol? Who do you contact? Best course of action to quickly receive support from public health officials?
- Recommended types of required PPE for staff
- Inventory controls for PPE
- Facilities Closures
- Enhanced janitorial procedure/recommendations
- Changes to check-in/out and payment procedures to contactless methods
- Frequent sanitization of high-touch items we wouldn't usually think of (PIN pads, ATM machines, gas pumps, security gate keys/cards, etc.)
- Protocol recommendations around employee distancing
- Staff time off in the event of suspected illness (are there WCB/WSIB implications here?)
- Should campgrounds use a guest waiver with a COVID-19 clause?



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Insider Perks is a digital marketing agency that provides best-in-class marketing service, primarily working with outdoor hospitality businesses, including campgrounds and RV parks.



[Google My Business Support](#)



[Facebook Business Resource Hub](#)



Insider Perks



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<https://insiderperks.biz/>

Factors to consider when communicating with staff, clients, or media

It is imperative that communications with staff, guests, and the media are concise and focused on your business. Conscious and compassionate reactions that offer sincere understanding of the serious nature of this global issue are of the utmost importance.



STAFF COMMUNICATIONS

Holding daily overview meetings is recommended, at least in the early stages of this issue. It is also pertinent to put any policy/procedural changes in wording as well – send communications to staff via email in addition to verbal meetings, or consider using a project management app to maintain lines of communication electronically.



GUEST COMMUNICATIONS

- Maintaining a guest email contact list will be a wonderful tool to utilize at this time, to insure you are able to offer all required information electronically and in a timely manner.
- It is recommended that your guests sign a “Code of Conduct” form (a template version is available on the “resources” page of this document), that includes specifics to your park that you need guests to acknowledge.
- Create a poster about the specific steps that your park is taking in response to the pandemic (ie. Enhanced cleaning procedures, social distancing, facility/amenity closures, etc.) and post it throughout your property.
- Consider adding a page to your website specifically detailing the COVID-19 pandemic and your campground’s response plan.



NEWS MEDIA COMMUNICATIONS

It is important to consider the potential for news media to contact your business during this unprecedented time, and it is recommended that you have a plan in place for answering questions about your operations. Understanding the severity of the issues, responding with compassion for those directly affected, demonstrating your adherence to local regulations, and answering any inquiries in a calm, professional, informed manner are all recommended.



SOCIAL MEDIA

Experts are recommending that it is absolutely imperative that you are consciously and actively monitoring your social media channels, due to statistics showing it is the foremost way the public is staying informed regarding COVID-19. Consider other social avenues like “Google My Business” at this time as well. Tips for your social media content at this time include:

- Avoid misinformation: verify any data you are sharing with the public.
- It is recommended that you avoid advertising your park as “safe”, in the event something does happen.
- Be transparent: share information on the things your park is doing to mitigate the impact of this issue on the community and your employees and guests. Consider creating a basic, simple statement outlining your campground response.
- Provide details on your cancellation policies
- Consider dating your posts in the text portion – the rapidity of change means something you post today may no longer be relevant in the future.
- Be personal: remember to demonstrate that you and your staff are human, too. Videos recording FAQ sessions, images of your staff working hard to maintain protocol, etc. will all go a long way in communicating to the public that you’re working hard and taking this situation seriously.
- Continue your regular posting habits to advertise your park, but consideration for altering your messaging is important.

QUESTIONS

Survey/Registration Responses

- Concerns about closure and timeline for resuming operations
- Seasonal business supports: many campgrounds do not qualify for the existing government programming due to limitations from: short season, small business with no employees, and more. (Link to CCRVC Government Advocacy Letter to Officials: [here](#))
- Specific regulation or requirement outlines
- Procedure and protocol changes required as restrictions begin to lift
- Achieving approval for loans is difficult for seasonal operations

Additional Questions?

A comprehensive list of Frequently Asked Questions will be compiled at <https://ccrvc.ca/resources/covid-19/>





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THANK YOU

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