



The COVID-19 pandemic has been the most difficult challenge we have faced together. As we navigate through these uncertain times, we hope to provide content that not only answers your questions, but inspires you to keep moving forward.

As always, please let us know if there's anything else we can help you with.



Canada Emergency Wage Subsidy Now Open

Applications for the 75% Emergency Wage Subsidy are now open. Eligible businesses will be able to receive a subsidy of 75% of employee wages for up to 12 weeks, retroactive from March 15, 2020, to June 6, 2020.

[READ MORE](#)



Free TIAO Membership For The Tourism Industry In 2020

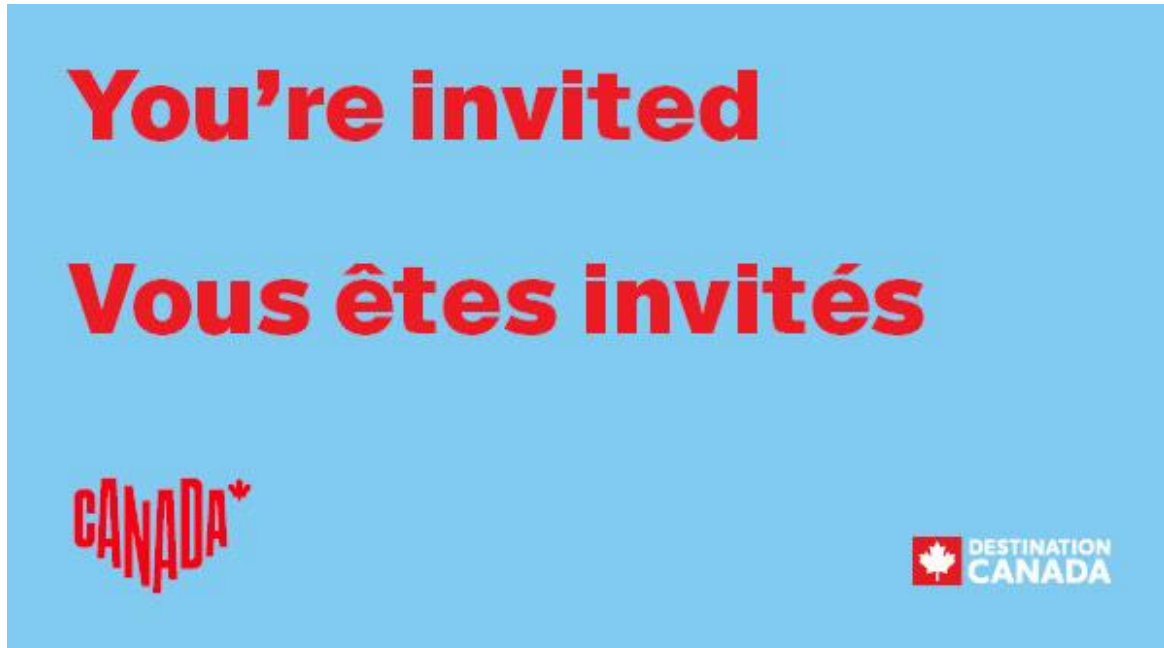
The Ministry of Heritage, Sport, Tourism and Culture Industries has invested \$245,000 TIAO memberships. Complimentary membership are available to the entire tourism industry in Ontario for 2020!

How does this work if I am an existing member of TIAO?

For current members, TIAO will be reaching out to them directly.

How does this work if I want to become a member of TIAO?

Please reach out to: membership@tiaontario.ca to set up your membership.



Destination Canada Webinar

Destination Canada will be hosting their next webinar on April 28 to provide an update on the industry.

When: Tuesday April 28, 2020 at 3 p.m. ET

Speakers: Ben Cowan-Dewar, Chair of the Board, Destination Canada; Charlotte Bell, President & CEO, Tourism Industry Association of Canada (TIAC); Beth Potter, President & CEO of the Tourism Industry Association of Ontario (TIAO); plus others.

Details: Please click the link below to join the webinar:
<https://zoom.us/j/95212023286>

[READ MORE](#)

COVID-19



COVID-19 Research

Destination Canada is preparing relevant research for the tourism sector, which will include forecasts on the impact of the crisis, recovery signals, and research to help us better understand what is needed to revitalize the sector when ready.

[READ MORE](#)



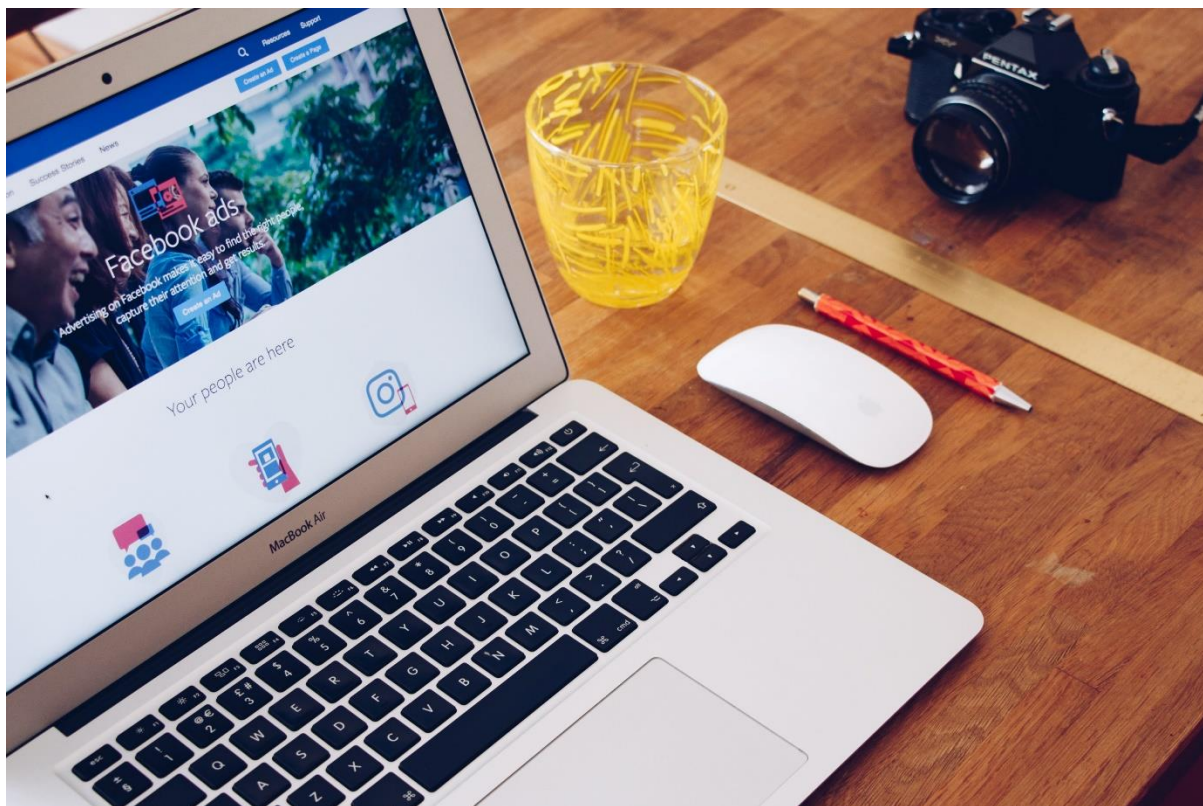
Stakeholder Consultations

The survey can be done conveniently online and includes the opportunity for you to offer feedback and ideas. Other communities are participating too. The link will be open until April 30.

The information collected in this survey will be used to inform decision makers on the specific quantitative impact that this pandemic is having on the industry.

If you have any questions regarding the survey or any other matter, please contact Steve Clark, MPP at info@steveclarkmpp.com or 613-342-9522 (1-800-267-4408).

[READ MORE](#)



Ad Credits For Google Ads Small And Medium-sized Businesses

SMB customers will have ad credits, which can be used towards future ad spend, across Google Ads platforms. Businesses have to apply for this themselves. We

have included a link and details below. Facebook has also announced grants for small businesses in the US and are currently in the process of rolling it out to Canada. Stay-tuned.

[READ MORE](#)



Stakeholder Meeting Q&A Notes

TIAO continues to hold weekly industry stakeholder conference call meetings in order to address member concerns and share the latest news from government and their partners. Read the notes from last week below.

[READ MORE](#)



HOW TO APPLY FOR THE CANADA EMERGENCY RESPONSE BENEFIT

1

WHAT IS CERB AND WHO IS ELIGIBLE ?

CERB is a temporary income support for workers who have ceased working due to COVID-19. It provides a flat benefit of \$2,000 for a 4-week period for workers who have been out of work for 14 consecutive days in any four-week period for reasons relating to COVID-19. Eligibility is as followed: (check the very latest criteria [here](#))

- Those who live in Canada and are over 15 years old.
- Those who have lost their job because of COVID-19 or are eligible for EI or sickness benefits or have exhausted their EI benefits between December 29, 2019 and October 3, 2020.
- Those who had employment and/or self-employment income of at least \$1,000 in 2019 or in the 12 months prior to the application; & who have not quit their job voluntarily.
- Those who earn less than \$1000 a month.

2

WHEN TO APPLY

Apply on the day corresponding to the month you were born



Monday: Jan, Feb or Mar

Tuesday: Apr, May & Jun

Wednesday: Jul, Aug & Sept

Thursday: Oct, Nov & Dec

Friday, Saturday & Sunday:

Anyone can apply.

3

HOW TO APPLY



By telephone: 1-800-959-2019 or 1-800-959-2041



Apply online: You can apply via your [CRA](#) account or if you are not registered, have forgotten your password or have an existing Service Canada account [click here](#) and read step 1 for instructions.

4

WHAT HAPPENS NEXT?

Confirm your details and hit apply. If you sign up for direct deposit you will receive your funds in 3 days or a cheque within 10 days. **You will need to repeat this process every four weeks.**



Read our in-depth step by step guide to apply for CERB [here](#).



COVID-19 Resources

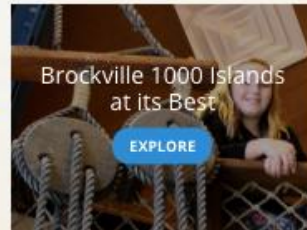
This section of the website will provide information and links to the relevant government websites, providing tourism operators and businesses with a comprehensive resource for their questions. We also have the results for TIAO's survey results for #1 and #2.

We will do our best to keep you up-to-date with news and available resources.

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