



**CANADIAN FEDERATION
OF INDEPENDENT BUSINESS**

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Presentation to Vancouver City Council

*Small business perspective on economic
recovery*

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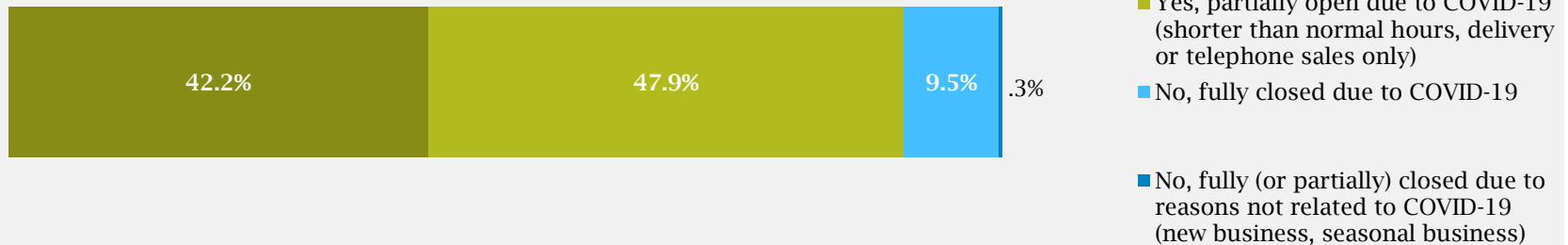
Introduction

CFIB has over 700 members in Vancouver, and 10,000 in BC

- **Surveying members weekly since COVID-19 pandemic**
- **Recommendations on what the City can do in the short term to support businesses, and how it can help them transitioning to the new normal post-COVID**

1. Supporting local businesses during reopening phases: **the state of small business in Vancouver today**

Q: As of today, is your business still open?



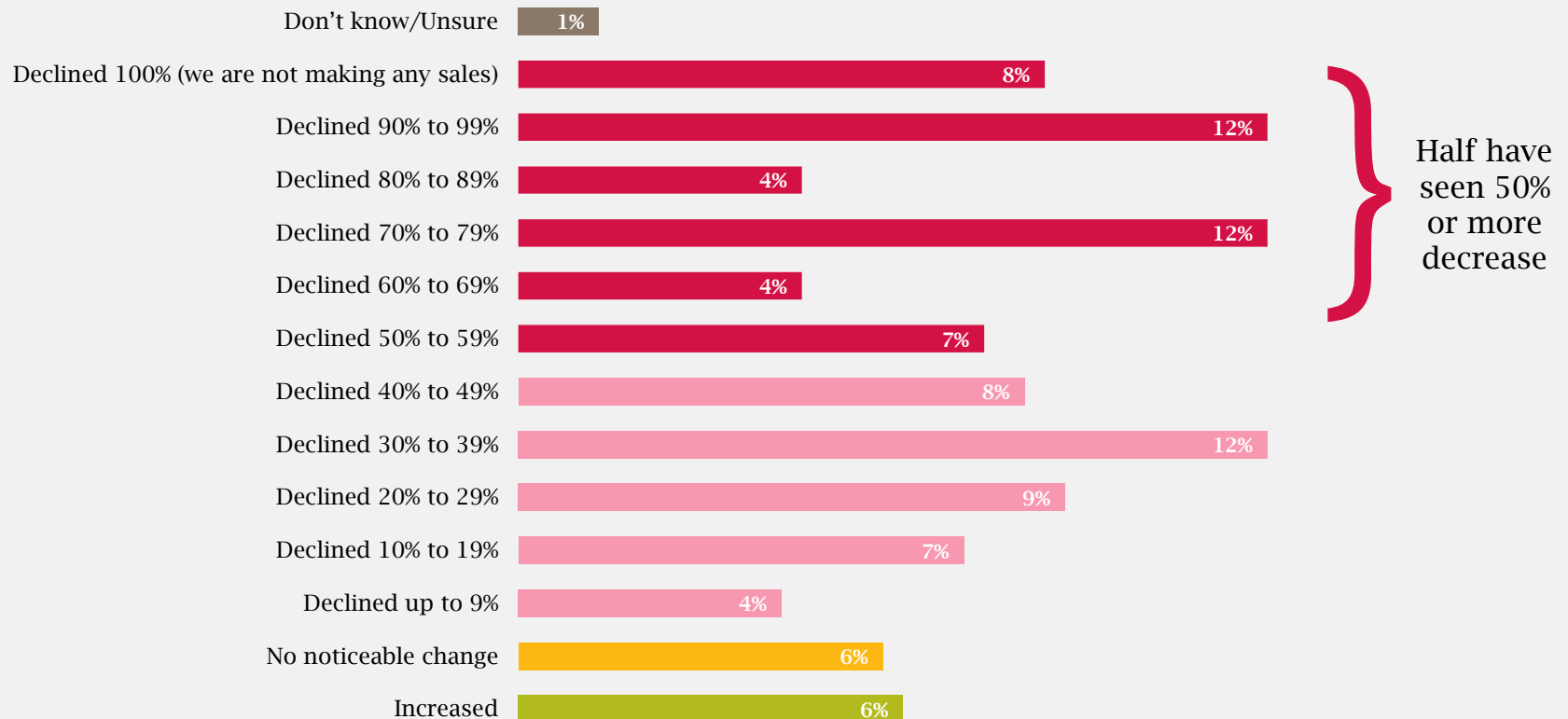
Business sectors who have seen largest decline in sales revenues:

- Personal services (e.g. hair salons, spas)
- Hospitality (e.g. hotels, restaurants)
- Retail (e.g. independent clothing stores)
- Social services (e.g. independent learning centers, childcare)

Source: CFIB, Your Business and Covid-19 Survey Number Eleven, May 22 - June 5. Breakout for Greater Vancouver, n=315

1. Supporting local businesses during reopening phases: **the state of small business in Vancouver today**

Q: How have your gross sales revenues changed since the start of the COVID-19 outbreak in Canada?



1. Supporting local businesses during reopening phases:

Recommendations

- Short-term: Start now
1. Do not add fiscal pressure to residents and business by keeping spending sustainable. Introduce a hiring freeze and reallocate internal resources to support short-term needs.
 2. Temporarily eliminate penalty fees for late business license payments.
 3. Broadly communicate with local restaurants about the City's initiatives on patio permit applications.
 4. Offer public ad space (street banners/flags, transit shelter, video screen advertising) to local businesses at a discount (e.g. waive or lower fees).
 5. Help promote our local restaurants by working/partnering with Tourism Vancouver & local BIAs to hold more events like Dine Out.
 6. Encourage and participate in Shop Local campaigns, such as CFIB's Small Business Everyday campaign.

2. Stimulating local economic growth post-COVID: **the new normal for small**

business Q: What worries you most about COVID-19?

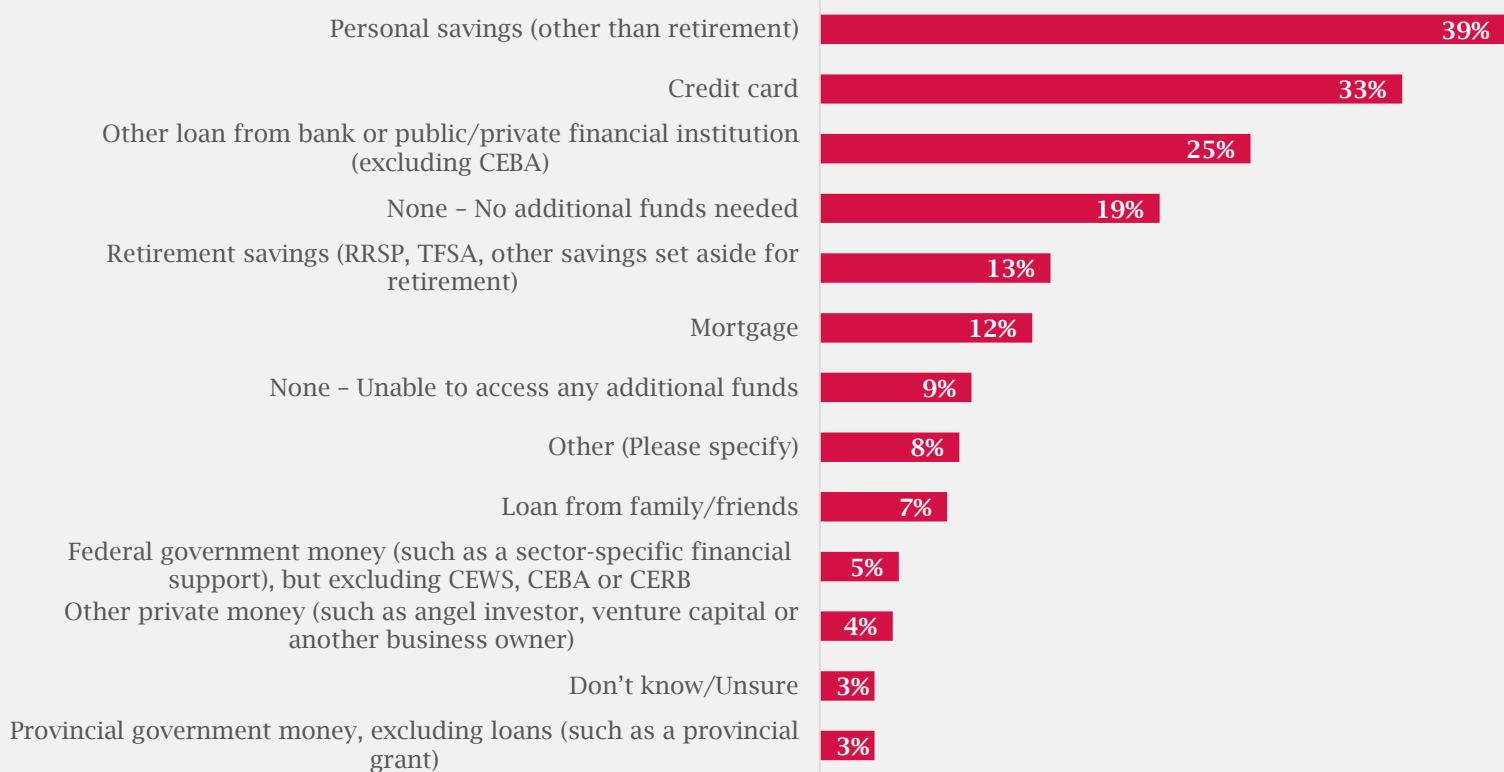


Source: CFIB, Your Business and Covid-19 Survey Number Eleven, May 22 - June 5. Breakout for Greater Vancouver, n=315

2. Stimulating local economic growth post-COVID: **the new normal for small**

business

Q: Other than CEWS, CEBA and CERB what additional sources of money is your business using to cope financially with COVID-19?



Source: CFIB, Your Business and Covid-19 Survey Number Eleven, May 22 - June 5. Breakout for Greater Vancouver, n=288

2. Stimulating local economic growth post-COVID:

Recommendations

Medium-term: Start soon

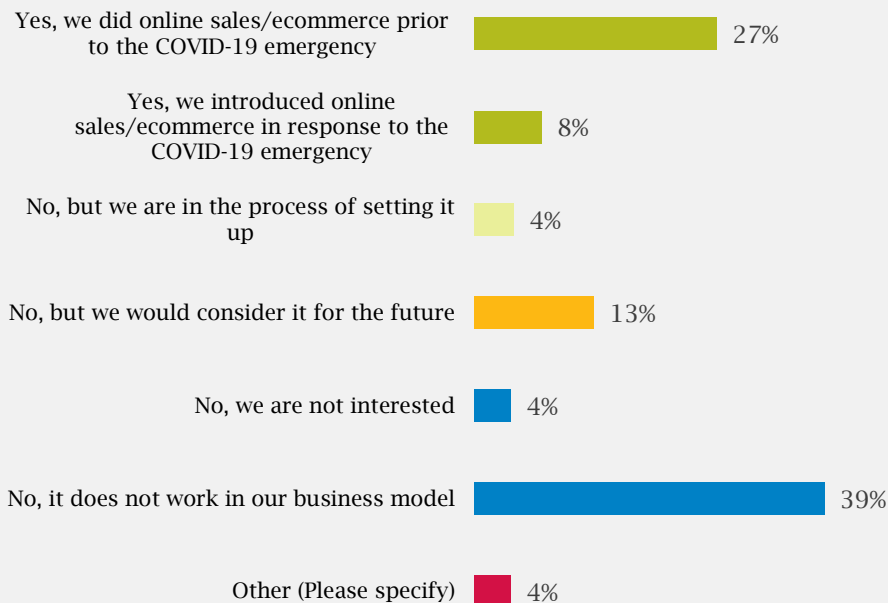
1. Be lenient when deferred costs/taxes come due (e.g. municipal property taxes). Consider lowering or removing late penalties to alleviate fiscal pressures.
2. Prioritize economic stimulus and recovery needs over longer term wants as a City. Continue reallocation of internal resources, as recommended in short-term priorities.
3. Increase the ease of doing business in the City by streamlining processes (more on this).

Long-term: Start when we can

1. Limit budget increases to no more than inflation.
2. Health orders and gathering limitations permitting, explore investing in additional street events like Main St Car Free Day or Khatsahlano to help drive foot traffic to local businesses.

3. Advocating for small business with senior government: **small business friendly initiatives**

Q: Is your business currently doing online sales/ecommerce?



Source: CFIB, Your Business and Covid-19 Survey Number Eleven, May 22 - June 5. Breakout for Greater Vancouver, n=291

Property tax problem



3. Advocating for small business with senior government:

Recommendations

1. Property tax relief for those who need it most

- Continue advocating the province to introduce Split Assessment to allow municipalities to lower the tax rate on the development potential portion of commercial properties

2. Help small businesses with digital modernization

- *13% would consider moving more to ecommerce, 12% are new to ecommerce.* Work with province to promote the idea of an Information Technology Center to help businesses adopt new digital technologies, included but not limited to moving more sales to online.

3. Partial refund of business specific licenses

- Work with province to issue businesses who were ordered to close under Provincial Health Orders a partial refund of their municipal business license and other provincial licenses (e.g. liquor license)

4. Improving service delivery at CoV: Recommendations

1. Improve online user-friendliness for businesses
 - Lessons learned from Temporary Expedited Patio Program (TEPP): improving online permit applications portals by having a step-by-step process.
2. Small business lens on new policies/regulations
 - Introduce a Small Business Regulatory Checklist to ensure new policies and regulations consider the impact on small businesses.
3. Expand Vancouver's Small business Commercial Renovation Center (CRC) into a Small Business Help Center
 - Expand services of the CRC, help all businesses (not just new/relocating/renovating), and assist with additional tasks like permit applications.
4. Introduce a permanent business license
 - By introducing a permanent business license (that remains in effect until a major change, such as relocation happens), the City can save on administrative costs and businesses save money on annual fees.

Questions?

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