

June 19, 2020

Subject: Showing your support for small business recovery by promoting #SmallBusinessEveryDay

Dear Mayor and Council,

On behalf of small and medium-sized businesses across Canada including those in British Columbia, the Canadian Federation of Independent Business (CFIB) is asking all politicians to show their support for small businesses by promoting our new *Small Business Every Day* campaign.

This campaign encourages shopping local as businesses look to recover from COVID-19 closures and adapt to new social distancing requirements. It also amplifies other great campaigns and initiatives to support small businesses from other businesses and movements by profiling them all on one spot making them easy to access for both businesses and consumers. We want to encourage a big parade of initiatives that support Main Street throughout the year and strengthen economic recovery.

A parade of campaigns to promote local shopping is desperately needed and, our survey results show a shop local campaign is highly supported by small businesses as seven out of ten worry their customers won't come back.

How can you help?

- Starting June 25 please use your social media to encourage and challenge your followers to shop local.
- Post pictures and recommend your favourite local businesses on Twitter, Facebook and Instagram using the hashtag #SmallBusinessEveryDay, and encourage everyone you know to do the same. (a bonus would be to also tag @CFIBBuzz on Twitter and @cfib_fcei on Instagram).
- Print, display and help distribute our thank you posters (see below)

To support your local businesses even more, we encourage you to print, display and distribute copies of our posters to your local businesses, which thank customers for shopping local. You can download the posters at <http://www.smallbusinesseveryday.ca/business/#poster>. It would be great if you could put one up in your constituency office.

The campaign will run until the end of December and we look forward to providing more updates as we promote different aspects of the campaign throughout the summer and fall. Our goal is to have every politician in Canada show their support and help us amplify the importance of small businesses to our local communities.

We hope we can count on your support. If you or anyone on your team would like to discuss this campaign, please don't hesitate to contact us at 604-684-5325 or by email at ms.bc@cfib.ca .

Sincerely,

A handwritten signature in blue ink that reads "Laura Jones". The signature is fluid and cursive, with the first name "Laura" being more prominent than the last name "Jones".

Laura Jones
Executive Vice President

A handwritten signature in black ink that reads "S. Howard". The signature is cursive and somewhat stylized, with the first initial "S." being clearly visible.

Samantha Howard
Senior Director of B.C.