

### FEDERAL PROGRAMS AND RESOURCES

#### Canada Community Revitalization Fund (CCRF)

- Helps communities across Canada build and improve community infrastructure projects and rebound from the COVID-19 pandemic
- Not-for-profit organizations, municipalities and other public institutions, as well as Indigenous communities can apply for funding for projects that aim to revitalize downtown cores and main streets; reinvent outdoor spaces; create green infrastructure and increase the accessibility of community spaces

**More info:** <https://www.wd-deo.gc.ca/eng/20175.asp>

#### Canada Recovery Hiring Program (CRHP)

- Helps hard-hit businesses ensure sufficient staff levels as restrictions are lifted and economies reopen
- Offsets a portion of the additional costs associated with reopening, including increasing employee wages or hours, or hiring more staff
- Retroactive to June 6, 2021; ends on November 20, 2021

**More info:** <https://www.canada.ca/en/revenue-agency/services/subsidy/recovery-hiring-program.html>

#### Tourism Relief Fund

- Helps tourism businesses and organizations adapt operations to meet public health requirements while investing in products and services to grow tourism and reposition Canada as a world-class destination
- Financial support will be either:
  - non-repayable contributions up to \$100,000 for up to 50 per cent of eligible costs; or
  - fully repayable contributions up to \$500,000 for up to 75 per cent of eligible costs

**More info:** Western Economic Diversification Canada  
<https://www.wd-deo.gc.ca/eng/20179.asp>

#### Business Credit Availability Program (BCAP)

- Loans to assist businesses with operating costs
- Extended to December 31, 2021

**More info:** <https://www.bdc.ca/en/special-support?special-initiative=covid19>

#### Canada Emergency Wage Subsidy (CEWS)

- Partial payment of employee wages, enabling businesses to keep or rehire staff
- Extended to October 23, 2021

**More info:** <https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-wage-subsidy.html>

#### Canada Emergency Rent Subsidy (CERS)

- Partially covers commercial rent or property expenses
- Extended to October 23, 2021
- Lockdown support available to business locations seriously affected by a public health order for one or more weeks

**More info:** <https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-rent-subsidy.html>

#### Canada Recovery Benefit (CRB)

- Provides income support – \$1,000 for a two-week period to employed or self-employed people directly affected by COVID-19 and unable to access Employment Insurance
- Eligible recipients can apply for a total of 19 periods (38 weeks)
- Extended to October 23, 2021

**More info:** [Canada Recovery Benefit \(CRB\) - Canada.ca](https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-rent-subsidy.html)

#### Support for Indigenous Businesses

- Interest-free loans of up to \$30,000 available to small- and medium-sized Indigenous businesses
- Up to \$10,000 is non-repayable

**More info:** <https://www.sac-isc.gc.ca/eng/1588079295625/1588079326171>

#### Canada Recovery Sickness Benefit (CRSB)

- Provides income support – \$500 weekly, for up to two weeks – to employed or self-employed individuals unable to work because of illness or self-isolation due to COVID-19
- Extended to October 23, 2021

**More info:** <https://www.canada.ca/en/revenue-agency/services/benefits/recovery-sickness-benefit.html>

#### Work-Sharing Program – COVID-19

- Helps employers and staff avoid layoffs during temporary disruption in business activity
- Provides EI benefits to eligible employees who agree to reduce hours and share available work
- Extended to September 26, 2021

**More info:** <https://www.canada.ca/en/employment-social-development/services/work-sharing/notice-covid-19.html>

#### Highly Affected Sectors Credit Availability Program (HASCAP)

- Provides financial support to businesses that have been hardest hit by the COVID-19 pandemic.
- Government-guaranteed, low-interest loans of up to \$1 million available. Businesses with multiple locations, such as hotels or restaurants, could be eligible for up to \$6.25 million.
- Eligible businesses can apply to principal financial institutions. The HASCAP Guarantee is available until December 31, 2021.

**More info:** <https://www.bdc.ca/en/special-support/hascap>

#### Emergency Support Fund for Cultural, Heritage and Sport Organizations

- Proposed funding, through Department of Canadian Heritage and Canada Council for the Arts, to support planning and presentation of COVID-19-safe events – live and digital – and provide employment opportunities
- Applications accepted on a continuous intake in 2021-2022

**More info:** [COVID-19: Support for culture, heritage and sport sectors - Canada.ca](https://www.canada.ca/en/canadian-heritage/news/2020/11/covid-19-support-for-culture-heritage-and-sport-sectors.html)

### TOURISM SASKATCHEWAN PROGRAMS AND RESOURCES

#### COVID-19 News and Resources

- Dedicated page on Business.TourismSaskatchewan.com
- Comprehensive list of business support links, marketing information, recovery tools and advice to help businesses stay open

**More info:** <https://business.tourismsaskatchewan.com/en/covid-resources>

#### Industry Update

- Saskatchewan tourism industry e-newsletter
- Provides timely details on government funding programs, health and safety announcements, research, workshops and resources to speed tourism recovery and build a resilient industry
- Email [information.updates@tourismsask.com](mailto:information.updates@tourismsask.com) to subscribe

#### Tourism Saskatchewan Content Playbook

- Concise guide to communicating with audiences on social media
- Provides advice on messaging and best practices throughout the stages of mitigating challenges, recovery efforts and building post-pandemic resilience

**More info:** <https://business.tourismsaskatchewan.com/en/marketing-your-business/digital-marketing>

#### Restart Marketing Strategy

- Two-year plan that identifies short- and long-term actions to mitigate challenges to Saskatchewan's tourism sector and speed recovery

**More info:** <https://business.tourismsaskatchewan.com/en/blog/restart-marketing-strategy>

#### Clean It Right

- Online training tool that helps businesses implement policies and procedures for cleaning and disinfecting facilities
- Free to all Saskatchewan businesses

**More info:** <https://business.tourismsaskatchewan.com/courses-and-workshops/clean-it-right>

#### Marketing and Event Partnership Program

- Application-based program that supports promotion of tourism products, services, attractions and events, and the creation of quality content marketing assets
- Spring intake: Closed.

**More info:** <https://business.tourismsaskatchewan.com/funding/market-and-event-partnership-program>

#### Workshops, Webinars and Training Opportunities

- Comprehensive list of upcoming events and replays that offer advice and tools for tourism businesses

**More info:** <https://business.tourismsaskatchewan.com/en/covid-resources>

#### Saskatchewan Tourism Education Council (STEC) programs

- Online training and resources for businesses in areas such as human resources, employee training and certification and professional development

**More info:** <https://business.tourismsaskatchewan.com/about-stec>

#### Pathway to Recovery video series

- 14 comprehensive training programs to keep workplaces operational and adjust to COVID-19 pandemic safety protocols

**More info:** <https://business.tourismsaskatchewan.com/courses-and-workshops/pathway-to-recovery-training-series>

#### Community Experience Cluster Program

- Supports the development of clusters of compelling tourism experiences
- Maximum funding per application is \$20,000
- Partnerships are required (e.g. community organizations, municipalities, rural destination marketing organizations, Indigenous communities, tourism businesses)
- 2021 intake date TBD

**More info:** <https://business.tourismsaskatchewan.com/funding/destination-experience-development-program>

#### Diversification and New Market Program

- Three funding streams available – 1) New Market(s); 2) Seasonal Usage Expansion; 3) New Experiential Product Development
- Maximum funding per application – \$20,000 and \$30,000
- Minimum equity investment by the applicant – 30 per cent of total project budget
- 2022 intake date TBD

**More info:** <https://business.tourismsaskatchewan.com/funding/diversification-and-new-market-program>

### PROVINCIAL PROGRAM

#### Business Response Team

- Works directly with businesses to identify and apply for federal and provincial support programs
- Contact info: 1-844-800-8688, [supportforbusiness@gov.sk.ca](mailto:supportforbusiness@gov.sk.ca)