



Economic Growth,  
Tourism and  
Culture

Croissance économique,  
Tourisme et  
Culture



Office of the Minister

PO Box 2000, Charlottetown  
Prince Edward Island  
Canada C1A 7N8

December 3, 2020

Bureau du ministre

C.P. 2000, Charlottetown  
Île-du-Prince-Édouard  
Canada C1A 7N8

Mrs. Penny Walsh-McGuire  
Chief Executive Officer  
134 Kent Street, Charlottetown  
PE C1A 8R8

Dear Penny,

Thank you for your correspondence which seeks support for those businesses impacted by the negative effects of COVID-19, namely by the reduction in foot and commuter traffic.

We understand your role in advocating for businesses in the greater Charlottetown area and it is acknowledged that the *Telework Adaptation Fund* does not suit all businesses. That said, our government recently announced changes to a number of Innovation PEI's supports which can be accessed by a broad range of businesses including:

- Capital Acquisition Assistance
- Small Business Investment Grant
- Information Technology Planning Assistance
- Information Technology Planning Assistance
- Human Resources Planning Assistance
- Human Resources Implementation Assistance
- Marketing Assistance
- Web Presences Assistance

In addition to increased contributions from Innovation PEI for these programs, a new category of support under Web Presence Assistance now allows previous applicants to secure a higher level of funding specifically to assist with costs to add eCommerce functionality. These revised thresholds are effective for expenses incurred from November 1, 2020 through to and including March 31, 2021.

Additionally, our government has committed \$15,000 to the City of Charlottetown to offset the revenue lost by offering free parking at metered spots in the downtown area. In doing so, it is hoped that this will remove barriers and increase the number of people visiting local downtown businesses in December.

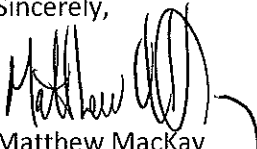
.../2

Furthermore, this week we announced up to \$2,500 in assistance for local advertising activities to support local businesses promote their businesses to Islanders during the holiday season through our COVID-19 Local Advertising Fund at Innovation PEI. This new funding will contribute 50% towards the cost of print, radio and television advertising and 25% towards the cost of advertising in digital formats between November 15 and December 31, 2020.

This has been a challenging year and I appreciate the efforts of all who support and advocate on behalf of businesses in our province. Our government will continue to evaluate the needs of all Islanders in light of COVID-19, including supports to help Prince Edward Island businesses maintain and grow their operations.

Wishing you a safe and happy holiday season.

Sincerely,



Matthew Mackay  
Minister, Economic Growth, Tourism & Culture