

## **The Ask from the Canadian Endurance Sports Alliance**

Help keep event-based Small and Medium Businesses alive. Events form an economic engine that drive essential physical and mental health benefits to participants, volunteers, and charities that are key to the nation's economic and social recovery.

With increased government awareness and support, the Canadian Endurance Sports Alliance (CESA) seeks to prime the endurance sports sector with imperative financial and policy support so we can fuel tomorrow's recovery.

Please help us save an essential sector that was first to close and may otherwise be last to reopen.

### **Seeking:**

- CESA seeks to close critical gaps in key support programs for SMB's that have restricted access for participatory sporting events.
  - Based on a recent survey that asked our members which programs they have applied for and successfully or unsuccessfully obtained, our industry will need \$51,732,000 assuming the current programs remain in place<sup>1</sup>.
  - Based on that same survey, our industry will need \$82,180,000 should the current programs expire.
    - Increase accessibility, so event business models are not disqualified.
    - Extend term, so seasonal business models can sustain valleys.
    - Revise model, so events are incentivised to innovate and contribute to society now.
- Additionally, CESA members need to be included in any new support programs for similar industry sectors.
  - CESA events need access to grants and forgivable loans that keep the lights on and encourage active contribution to the solution.
    - Minimal operating expenses are needed to keep lights on and skilled workers employed.
    - New program structures to incentivify innovation, solutions, and accelerated sector recovery is needed to help CESA drive the recovery.
- Timing: CESA members have already lost their 2020 seasonal revenue, and need to survive up to 12 months before the next revenue window.
  - Retroactive support is needed back to each event's lost season,
  - support is needed for an additional calendar year, or until policy allows events<sup>2</sup>, and
  - event businesses need capital no later than Dec 2020, at risk of permanent closure.

### **Together, we will:**

- Keep thousands of events open and actively innovate until Dec 2021.
- Assure thousands of skilled employees know they are gainfully employed until Dec 2021.
- Drive Canada's mental and physical health recovery for over 2 million Canadian families.
- Contribute to economic recovery for tourism, event vendors, and local businesses.
- Lead in the recovery of hundreds of millions of dollars of lost funding for charities.
- Secure and retain best practices event knowledge to ensure safety and trust in the industry.

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<sup>1</sup> Subject to current program changes, CESA is able to quantify a total industry number, as may be required for your review.

<sup>2</sup> Innovations such as rapid testing and policy changes could allow events to open earlier and reduce support needs.