March 17, 2020

An open letter to our community:

In these unprecedented times, I wanted to reach out to you directly and deliver a message from our board and business membership.

First and foremost, it is of utmost importance that you and your family respect and follow the instructions of public health officials to ensure we slow the spread of COVID-19. We want to salute the doctors, nurses, health care workers, as well as the retail and service industry workers who have put their own safety at risk to ensure the well-being of others.

These drastic times have had a significant impact on our local businesses. At a time of year when business is typically starting to increase, COVID-19 has had a dramatic impact in the opposite direction. Our local businesses need you to support them through this difficult time. We also understand that it is simply not appropriate to encourage you to shop in the traditional sense right now.

What can you do to help? Support those who remain open. Ask about delivery options, arrange payments over the phone or online. Consider purchasing gift certificates now for use when the pandemic is over. It would provide some desperately-needed cash-flow to weather these difficult times.

One of the great things about our community is how we rally around those who need a little help. When life returns to normalcy, whenever that is, it will be critical that we all come together to support our business community. With your help, we will come out the other side.

Until then, we wish you the best of health and safety in the days ahead.

Addison Ziegler
Chair, Port Elgin BIA