

Contained within is Camp Mi-A-Kon-Da's submission for the:

Study of the Recommendations Relating to the Economic and Fiscal Update Act, 2020 and the Impacts of the COVID-19 Crisis on Certain Sectors of the Economy

Tourism Sector

Submitting to:

Standing Committee on Finance and Economic Affairs
Procedural Services Branch
99 Wellesley Street West
Room 1405, Whitney Block
Toronto, ON
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Submission by:

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To Whom it May Concern,

We would like to take a moment to thank you for taking the time to listen to the needs of small businesses and how the COVID-19 crisis has impacted us and other businesses in the Tourism Sector of the Parry Sound-Muskoka area. We appreciate the opportunity to voice our suggestions for solutions that will benefit our business as well as others in the local community. We know this situation is significantly affecting people across Canada and we appreciate all of the hard work that the Ontario Provincial Government has already done and continues to do to help us all through these challenging times.

In mid-June the Canadian Camping Association (CCA) made a [presentation](#) to a number of MPs of the GTA regions. This presentation, attached as an additional document to our submission, provides a great amount of data on summer camps in Canada and their contribution to children's development, the economy and workforce. In the presentation the CCA proposed a sustainability fund to support the summer camp industry. As an accredited member of the CCA, Camp Mi-A-Kon-Da supports this proposal and hopes that it is shared with the MPPs of Ontario. In reference to the CCA presentation, and when considering solutions of financial support for all businesses in the Tourism Sector, Camp Mi-A-Kon-Da would like to make three additional proposals:

1. Distribute financial support fairly to all businesses in need.
2. Make funding a two-tiered system to benefit businesses in need without overleveraging the province.
3. Any funding provided to businesses must be put back into the local economy.

Distribute Financial Support Fairly

We ask that any solution proposed by the government consider that the distribution of funds is done fairly across all organizations who apply for support. The COVID-19 crisis has made the current state of businesses in the Tourism Sector range from having to shut down permanently to just barely getting by for the 2020 Season. We believe that businesses in the industry who are in worse financial situations should not necessarily receive more support than those who are doing okay. The reason behind this is that by providing more support to those who are worse off might indirectly reward poor business practices while punishing smart business decisions made by other businesses who are currently making ends meet. If all businesses are treated equally

and fairly, the support will help all businesses regardless of their past business decisions, practices and circumstances, good or bad.

Two-Tiered Funding

We are not going to propose a specific number to request for financial support as we only understand the effect that COVID-19 has had on the camping industry as opposed to the entire Tourism Sector. We also do not know the current status of the Provincial Government's budget so to request a specific amount of funding would be an uninformed request. Instead we propose that when funding is provided to the Tourism Sector, that it is done with a two-tiered approach:

1. The first tier is an economic stimulus grant that businesses apply for. Similar to how CERB and CESB works for individuals, this grant would be a monthly stipend to help keep business afloat while they are closed. This stipend would only be for eligible businesses based on a variety of criteria (e.g. size of business, revenue loss, time until expected income, time until business resumes, etc.). This funding is intended to keep small business operations going while they are heavily impacted by the COVID-19 crisis.
2. The second tier is a Provincial Government-backed loan which allows businesses that are in desperate need of additional financing to receive more support. However, this tier is not a bailout fund and it is expected for this loan to be paid back over the next few years. Interest rate, payback period, interest deferral time and other details of the loan should be determined based on the needs of the industry. For example summer camps have lost most if not all of their revenue for all of 2020 and won't be earning new revenue until Spring 2021. If there is a loan to be repaid, they won't be able to begin to pay it off until Spring 2021 at the absolute earliest. Other businesses might operate slightly differently so all business needs in the Tourism Sector should be considered before planning out how government-backed loans will be paid back.

We believe that this two-tier approach will provide businesses access to more funds to keep them afloat while ensuring that the government will be able to recoup some of that money over the next few years.

Put Funding Back Into Local Economy

Our third proposal is an important one to conclude with: any money granted to businesses by the government must be reinvested in the local economy. One of the biggest losses of the

COVID-19 crisis is that small businesses no longer have available funds to pay for goods. Camp Mi-A-Kon-Da specifically relies on a number of local businesses in the Parry Sound-Muskoka region to supply food, materials and labour for our operations. The closure of all summer camps in Ontario has a large impact on local businesses. By having businesses invest their grants and loans in the local economy we can ensure that this government support truly stimulates the region and further benefits small local businesses.

It is clear that there will be a significant economic impact to the entire Tourism Sector across Canada, Ontario and most certainly in the Parry Sound-Muskoka region. However, if these three proposals are considered when forming a financial assistance plan, it is likely that many small businesses will be able to overcome this lost season. We ask you to please consider the proposals presented above and develop measures that can support all of those affected by COVID-19. An entire industry, a hundred years of summer camp traditions and thousands of young Canadians futures depend on swift and thoughtful action by the government.

Thank you for your tireless efforts thus far and thank you again for taking the time to listen to us.

Sincerely,

Pam Lamont
Owner/Director
Camp Mi-A-Kon-Da

Brandon Smith
Assistant Director
Camp Mi-A-Kon-Da

Katelyn Steer
Assistant Director
Camp Mi-A-Kon-Da



Canadian Camping Association
Association des camps du Canada

FUNDING REQUEST

Mark Diamond, Jonathan Nyquist and
Stéphane Richard
June 8, 2020



AGENDA

- 1: WHO WE ARE
- 2: CAMP AND OUR CANADIAN IDENTITY
- 3: WHO ELSE DO WE SERVE?
- 4: CAMP'S IMPACT ON THE ECONOMY
- 5: THE FUTURE OF THE CAMPING INDUSTRY

PART 1
WHO WE ARE



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WHO IS THE CANADIAN CAMPING ASSOCIATION?

- A Charitable not-for-profit national organization of provincial camping associations representing 955 accredited camps across the country
- Dedicated to the growth, development and promotion of organized camping for all populations in Canada.
- 900,000 children attend summer camps; another 1,150,000 children attend during shoulder seasons. (2,050,000)
- 35% of Canadian children attend camps



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WHO ARE THESE CHILDREN?

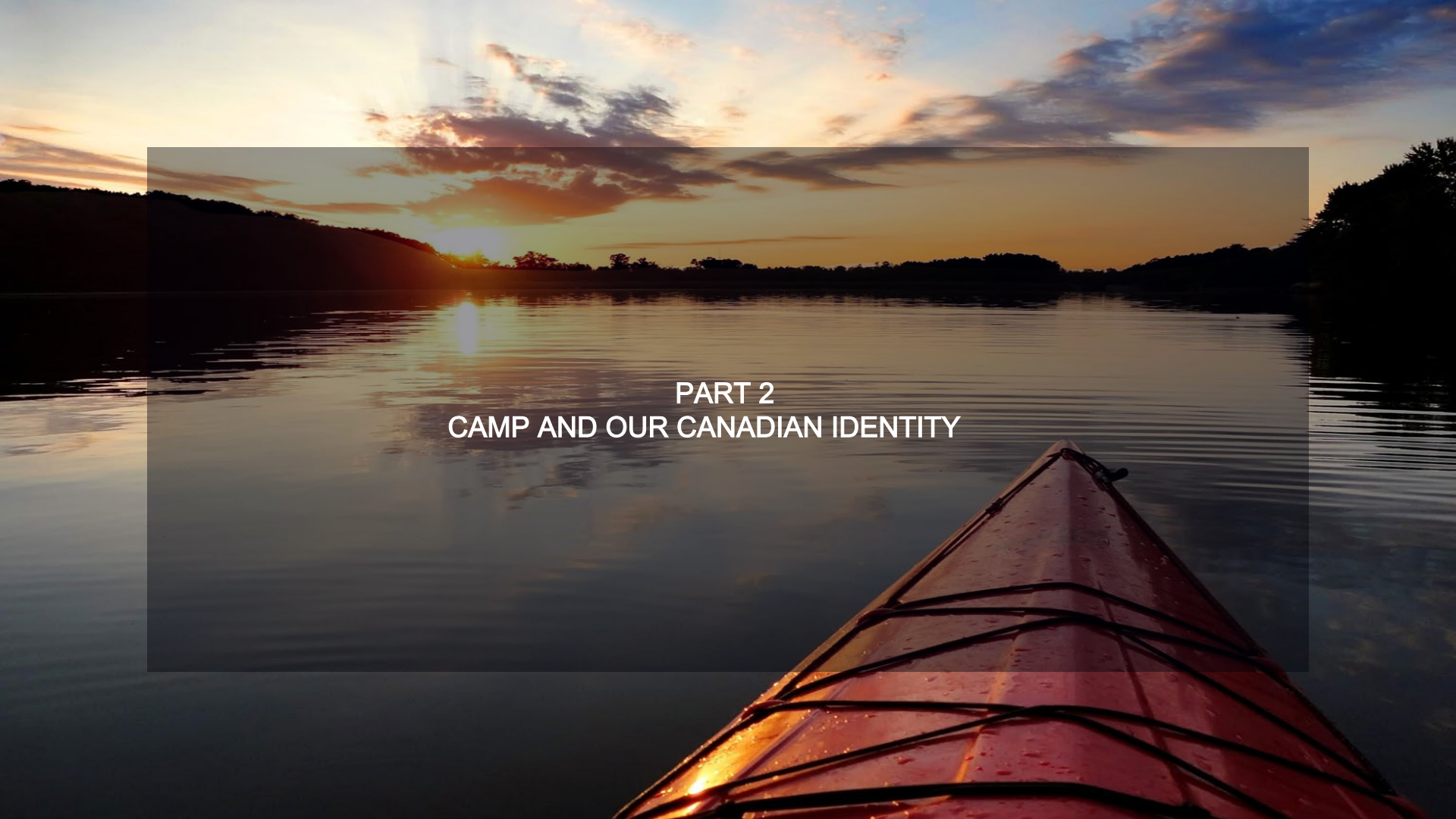
- 80% of the children who attend camps are attending not -for-profit camps/financially assisted
 - Camp Oochigeas and Trillium
 - Camp Erin/Keaton
 - Tim Hortons camps, YMCA camps and Easter Seals camps.
- ~35% children from vulnerable populations and special needs communities in Canada
- In G.T.A this percentage is 55%

A large white number '6' is centered within a white square frame. The background of the entire slide is a photograph of a sunset over a calm lake. The sun is low on the horizon, creating a bright glow and reflecting on the water. The sky is a mix of blue and orange, with some clouds. The silhouettes of trees are visible along the shoreline.

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WHAT ELSE ABOUT CAMPS?

- All accredited camps serve special needs and vulnerable populations.
 - Camp industry's culture makes it essential to service vulnerable and special needs populations, including camps that serve the middle and upper class
- I.E.: The Ontario Camps Association provides free camp opportunities for approximately 500 “new Canadians” to Canada a year from the GTA.
We are inclusive of everyone .
- All camps offer subsidies and financial assistance to allow any children to attend camps.

A scenic view of a lake at sunset. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the calm water. The sky is filled with soft, wispy clouds. In the foreground, the tip of a red kayak is visible, with black straps and a small light reflecting off its surface. A semi-transparent dark rectangle is centered over the image, containing the title text.

PART 2

CAMP AND OUR CANADIAN IDENTITY



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WHO DO OUR CAMPS REALLY REPRESENT?

- Children of every religion, race and creed
- Canadian values are taught and reinforced
- Shaping global citizens, tolerance, and respect
- From Justin Trudeau , to Margaret Atwood ,
The Barenaked Ladies, Hayley
Wickenheiser, Rick Mercer
- Our Canadians leaders attribute summer
camp as a major contributing factor to their
success.



WHAT DEFINES US AS CANADIANS

- Looking after those in need: Often the difference maker for kids that need a reprieve from abusive homes, or bullying
- Campers develop self-esteem, resilience, and positive identity, with face to face interactions and communications
- Nation of “good citizens”
 - University of Waterloo study
- Respect for the environment
- Campers/staff from around the globe

A serene landscape photograph of a calm lake. In the foreground, the dark, curved edge of a wooden canoe is visible on the right side. The water is still, reflecting the sky and the surrounding forest. The shoreline is lined with a dense forest of green trees. In the background, a small wooden dock or pier extends into the water on the right. The sky is a clear, pale blue with a few wispy clouds. A semi-transparent dark grey rectangle is overlaid on the center of the image, containing the text.

PART 3
WHO ELSE DO WE SERVE?



STAFF AND VOLUNTEERS

- We hire over 70,000 staff each year,
 - Most between the ages of 17 and 25
 - Offering the first opportunity for young people to gain leadership skills, responsibilities and most importantly emotional intelligence; “people skills”.



WHAT ABOUT OUTDOOR EDUCATION AND 'OFF SEASON GROUPS'?

- 70% of camps hold sessions during the spring and fall
- 10% of camps operate outdoor education all year long.
- All of these outdoor centers and off -season groups serve primarily vulnerable populations, “inner city” school groups, and special needs campers.

PART 3
CAMP'S IMPACT ON THE ECONOMY

A large background image of a sunset over a body of water. The sky is filled with vibrant orange, red, and blue clouds. The water reflects the colors of the sky. In the foreground, there are silhouettes of trees and a path. A white rectangular frame is superimposed on the image, containing the large white number 14.

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WHAT DO WE CONTRIBUTE TO THE ECONOMY?

- Our camps contribute a minimum of **2.5 billion dollars** to the Canadian economy.
- Spin-off businesses, trades and vendors, such as food services, recruitment agencies, transportation companies etc.
 - Whose revenue is often 100% dependent on the summer camp industry



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WHAT ABOUT IN ONTARIO AND THE GTA?

ONTARIO:

- 450 accredited camps and ~125 non-accredited camps
- 400,000 children and 40,000 staff attend OCA camps (estimated 475,000 campers and 45,000 staff attend non-accredited
- 650,000 children attend camp during shoulder seasons. **Total 1,125,000**
- Ontario camps serve approximately 52% of the campers across the nation
- Ontario camps contribute **620 million dollars** to Ontario economy and 300 million is contributed to spin-off industries.



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WHAT ABOUT IN ONTARIO AND THE GTA?

GTA:

- 16% of all Canadians live in the GTA and almost half of all campers in Canada are from Ontario
- ~205,000 children from the GTA attend summer camp
 - 160,000 attend accredited camps
- An additional 290,000 children attend non-summer camp programs
 - i.e., spring, fall and outdoor education
- 495,000 children attend camps in the GTA



LOOKING AT: CANADA, ONTARIO AND THE GTA

- Total campers:
 - Canada 2,050,000
 - Ontario: 1,125,000
 - GTA: 495,000
- 30% of campers that attend camps in Ontario and the GTA receive financial assistance through a non -profit or charitable camp or direct subsidy
- Closer to 40% when you take into account private camps which offer financial assistance

A full-page background image of a sunset over a lake. The sky is filled with vibrant, streaky clouds in shades of purple, pink, and orange. The sun is low on the horizon, creating a bright glow. The water is calm, reflecting the colors of the sky. In the lower right foreground, two people are in a small canoe, their silhouettes visible against the bright water. The overall mood is peaceful and scenic.

THE FUTURE OF THE CAMPING INDUSTRY



WILL THE SUMMER CAMP INDUSTRY SURVIVE?

- Overnight camps in Ontario (and in 7 other provinces) are **closed** .
- Day camps in Ontario will be at 5% -10% capacity maximum.
- Camps do not have the ability to make up this lost revenue for another 12 months.
- Camps have lost **100%** of their revenues but will have spent an average of **40%** of their expenses.



WILL THE SUMMER CAMP INDUSTRY SURVIVE?

- Camps must deal with their losses, but also start-up operations in the fall to commence for 2021.
- Government programs to date, while appreciated, but have been focused on expense reduction and do not take into account seasonal businesses that lose 100% of their revenue.
- The permanent closure of an estimated 30 -50% of camps is not 12 months away but two to three months.
- That's 500,000 to 1,000,000 kids losing the opportunity to attend camp.



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2 PROPOSED MEASURES TO SUPPORT THE CAMP INDUSTRY

A Sustainability Fund:

- A 250-300 million dollar sustainability fund from the federal gov't and additional funds from the provincial government to service accredited summer camps and their supporting seasonal businesses

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The Extension to Federal Programs:

- Extending the CEWS, CERB and CERCA for the next 12 months.

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2 PROPOSED MEASURES TO SUPPORT THE CAMP INDUSTRY

A Sustainability Fund:

- This fund can be shared with the Ontario government and other provinces. We expect Ontario to contribute an additional 40 million dollars to this fund.
- Camps, their associated vendors and partners in the outdoor recreation industry would be the target for these funds.
- These funds would be accessed through an application process developed by the industry and approved by both Federal and Provincial agencies. This would assure a transparent, fair and equitable process. This fund could be administered by the CCA and its provincial camp associations.

Example: Wage Subsidy Program

- The current program will offset camp losses by 5% and is an excellent program for the camp industry.

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- These funds would be accessed through an application process developed by the industry and approved by both Federal and Provincial agencies. This would assure a transparent, fair and equitable process for camps and other organization who needs access to these relief funds.
- This fund could be administered by the CCA and its provincial camp associations.

Example: Wage Subsidy Program

- The current program will offset camp losses by 5% and is an excellent program for the camp industry.



WHY FUND CAMPS?

For the small amount of dollars, the returns are **infinite**.

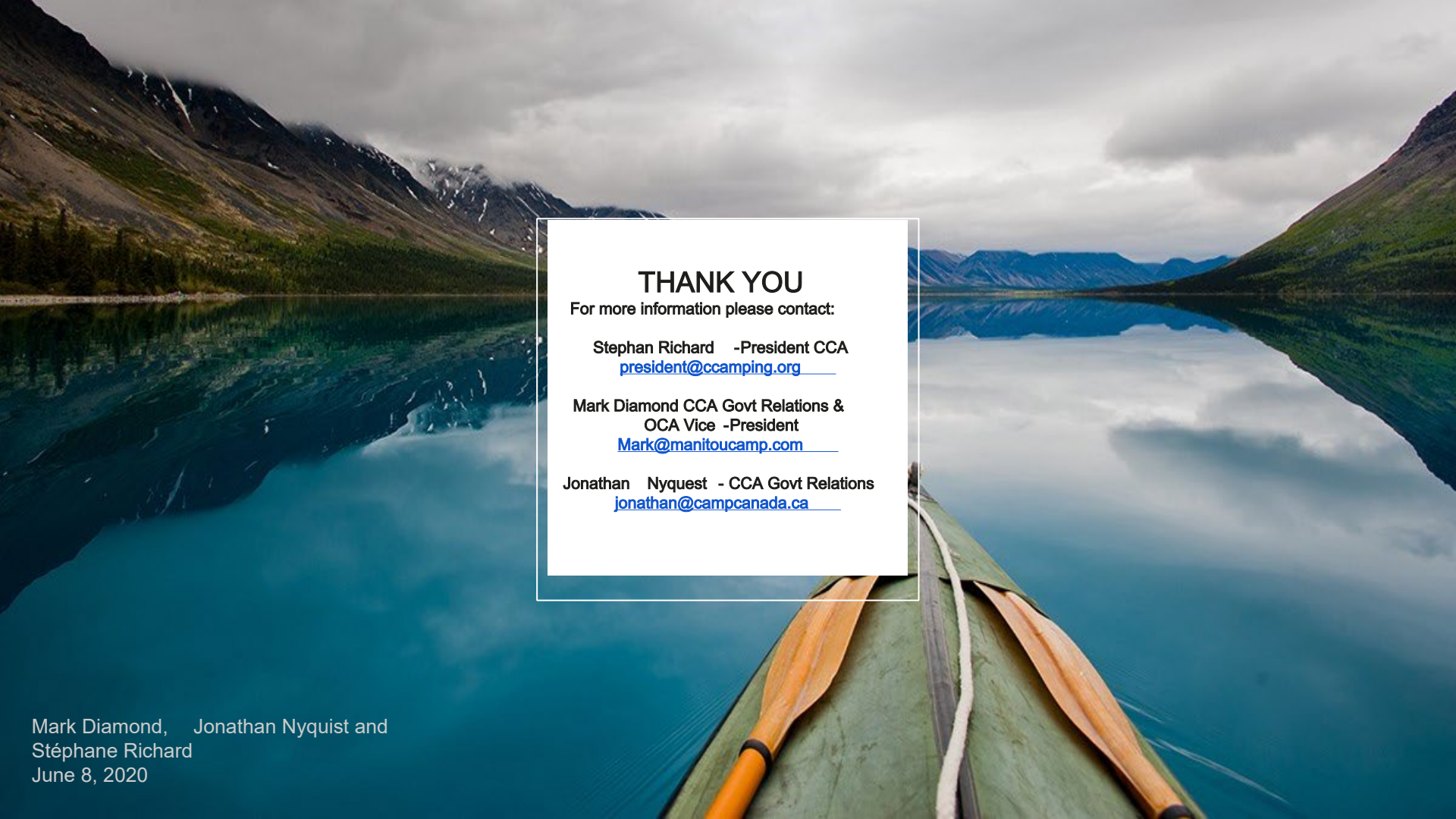
- Run by altruistic people who do not earn big incomes - unlike typical business, these camp leaders would ensure this fund is *not* taken advantage of
 - Ensure this fund benefits the camps, children, youth and young adults that require it the most.
- We are one of the most negatively impacted industries.
- Will allow small businesses, both profit and not-for-profit, to survive.
 - Will provide full- and part-time employment to hundreds of thousands.



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LONG TERM BENEFITS OF FUNDING CAMPS

- Supporting the camp industry contributes to **long-term socioeconomic success** of our nation.
- One year of support will result in decades of continued support and development of our youth, including those among the most vulnerable sectors of our population.
- It will continue to allow our country to create model citizens, with strong moral character, environmental stewardship and tolerance and respect for all.



THANK YOU

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