



January 22, 2021

Dear Valued Member:

Thank you for your continued support!

One of the focuses of The Saskatchewan Hotel & Hospitality Association (SHHA) over the last 3 years has been a deliberate transition from a “Hotel Association” into a “Tourism Industry Association”. By design, the association began advocating for a more diverse membership that, in addition to hotels/motels and taverns, now includes restaurants, conference/convention centers, tourism, and cultural attractions and even cannabis producers.

Welcome to **Hospitality Saskatchewan!**

As the industry association representing tourism & hospitality services and attractions in the province, **Hospitality Saskatchewan** will continue to focus on advocacy, collaboration and the education of operators and our industry partners involved in Saskatchewan’s “Visitor Economy”.

Successfully advocating for you!

Hospitality Saskatchewan works extremely hard on the tourism/hospitality industry’s behalf; your behalf, by forging relationships and influencing policy that positively affects the industry’s survival.

For example, we successfully lobbied government:

- **Saskatchewan Tourism Sector Support Program (STSSP) - \$35 million in funding was available to provide one-time payments to support tourism businesses that had been significantly affected by the pandemic. *The STSSP was the first program of its kind to have been introduced by any provincial government in the country.***
- **Emergency Support Program for Saskatchewan Small Businesses (SSBEP) - providing a grant for small and medium-sized enterprises directly affected by government public health orders.**
- **The Strong Recovery Adaptation Rebate (SRAR) will be available to businesses that have had to adapt their business models during the pandemic.**

- **Publish amendments to *The Employment Standards Regulations* which revised the government's approach to temporary layoffs, group termination notices and public health emergency leave.**
- **Announce temporary commercial eviction protection for small business tenants during the COVID-19 emergency.**
- **Wage Subsidy extension**
- **VLT Commission increase** - *the commission paid to VLT site contractors temporarily increased from 15 per cent to 25 per cent.*
- **Property Insurance** – *Working with the Insurance Brokers Association of Canada (IBAC), Hospitality Saskatchewan had success securing insurance for members that were at risk of losing coverage.*
- **Municipal Government Engagement** – *Property Tax.*
- **Saskatchewan lowers taxes for small business.** *The provincial government introduced legislation to reduce the tax rate for small businesses in Saskatchewan over the next three years.*
- **Defer a variety of taxes and utility payments without penalty.**

The Saskatchewan Government has acknowledged that conversations with Hospitality Saskatchewan helped the province develop these programs. This is not the end of the conversations, and we will continue to build relationships and influence the decision makers on your behalf. **This is precisely why you are a member.**

In addition, we were involved in over 45 media interviews throughout the year, advocating on the hospitality industries behalf. What we have to say, and what our members care about is critically important.

We will continue to aggressively lobby on all the issues that affect your business and push all levels of government for increased support and relief. And, as a member-based organization, we offer many ways for you to participate in programs and services that help you save on expenses while increasing your revenues!

We can only do this because of you our valued member. Thank you, because without your support there is no voice. There is no fight. There would be a vacuum with no platform or opportunity to speak.

Please find attached your 2021 Hospitality Saskatchewan membership invoice. Payment can be made by post-dated cheques, credit card, or a monthly payment plan.

Yours in Hospitality,



Jim Bence, President & CEO