



July 29, 2020

NMMA Joins Outdoor Industry in Calling on Governments to Invest in Recreational Infrastructure

From the Desk of Sara Anghel, President, NMMA Canada

Earlier this month I was pleased to open up my laptop and find an [email from the Prime Minister](#) in my inbox! We received a response to the [joint letter](#) that NMMA president, Frank Hugelmeyer and I sent to Prime Minister Trudeau and President Trump urging them to keep trade between our countries open and not impose any new tariffs outlining what a mistake that was in 2018/2019. You all will remember how hard NMMA and all of you fought to see the tariffs on boats be removed.

This is not the only letter we have sent to federal and provincial leaders since the pandemic started. In fact, we have sent over a dozen letters and emails highlighting concerns and ideas of how to assist the industry since the pandemic's early days. You can read a sample of NMMA's advocacy on your behalf [here](#).

CORR argues for investments in outdoor recreation infrastructure

This week, Sara Anghel was published on the [opinion page of the Hill Times](#) as chair of the Canadian Outdoor Recreation Roundtable (CORR). Sara's column argues that now is the time for governments to invest in improving and expanding trails, marinas, campgrounds, and other recreational infrastructure.

[Read More.](#)

Boating safety resources for your business

As you know, with all the COVID-19 restrictions, outdoor recreation activities like boating have emerged as a popular way for families to safely enjoy the outdoors this summer. As more people turn to boating for the first time, our industry is working diligently to educate new boaters on the proper safety precautions and requirements. Through the Discover Boating campaign, NMMA [proactively educates boaters](#) on all aspects of staying safe on the water, including life jacket use, educational requirements, equipment checklists, watersport activities, and more.

Based on guidance from federal, provincial/territorial, and local health officials, NMMA strongly advises everyone to wear a mask in appropriate areas, including when entering or exiting marinas, dockside dining locations, boat ramps, and fuel pumps. We also encourage boaters to be aware of the bylaws and restrictions specific to their region, such as mandatory indoor mask-wearing. Our Discover Boating page now features [consumer-friendly resources](#) for boating safely in the COVID-19 era.

Additionally, NMMA encourages our members to promote boating safety in your dealings with customers. We have a great collection of articles, social media content, and other resources you can use on our website: <http://www.nmma.ca/membership/resources/promote-boating-safety>. Thanks for everyone's collective efforts in keeping our waters enjoyable and safe.

Federal Update — Wage subsidy extended to December

Prime Minister Trudeau announced that the Canada Emergency Wage Subsidy (CEWS) program would be extended to December 2020. Parliament will need to pass legislation for the extension to take effect. The CEWS covers 75% of the first \$58,700 normally earned by employees, up to a maximum benefit of \$847 per week.

The extended CEWS will be updated to allow employers with less than 30% decline in revenues to access funding along with an additional 25% “top-up subsidy” for especially hard-hit companies. Please see the [government news release](#) for further details. If you have questions about accessing this benefit or any other government program, please contact Jim Wielgosz at jwielgosz@nmma.org.

Provincial Update — ‘Made in Ontario’ campaign launches; maritime provinces form ‘Atlantic Bubble’

The government of Ontario, in partnership with Canadian Manufacturers & Exporters (CME), has launched an “Ontario Made” campaign to promote companies that manufacture goods in the province. The campaign includes an Ontario Made logo that manufacturers and retailers can use to help consumers buy local and a new consumer-facing website that will include a directory of made-in-Ontario products. If you manufacture or sell Ontario-made goods and would like to learn more, please visit <https://www.supportontariomade.ca/>.

Manitoba announced an [expansion of the 'Back to Work' wage subsidy program](#). The enhanced Back to Work program will reimburse up to \$5,000 for up to 10 new workers to a maximum of \$50,000 per business, not for profit or charity. Even if an employer has received funding through other federal and provincial programs, they can apply for this benefit. The program details and application can be found [here](#).

Finally, the premiers of Canada's four Atlantic provinces — New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland & Labrador — announced a [joint 'Atlantic Bubble' policy](#) for travelers in the region. Under the policy, residents travelling between the Atlantic provinces will not be required to self-isolate upon arrival; all others will still need to self-isolate for 14 days. According to Nova Scotia premier Stephen McNeil, the policy will “allow families to travel and vacation this summer, boosting our tourism and business sectors.”

IBEX Moving Online, Norwalk Boat Show cancelled

As COVID-19 cases continue rising across the United States, the 2020 IBEX Tampa show is moving to a virtual online event. The IBEX team is working hard to deliver a high-quality show experience to visitors, exhibitors, and partners — including a virtual [Innovation Awards](#) ceremony. For more information, please visit: <https://www.ibexshow.com/>.

In other show-related news, NMMA has made the tough decision to cancel the Progressive® Insurance Norwalk Boat Show, which was scheduled for September 24–27, 2020. With COVID-19 cases increasing around the country, widespread reports of inventory supply issues and Connecticut's travel restrictions impacting residents from more than 30 states, NMMA believes this is the most prudent course of action to protect the safety of our staff, sponsors, exhibitors and attendees.

NMMA's show team is working diligently to implement the proper health and safety procedures for future shows, starting with our winter boat and sport shows. We will have a better understanding of the status of our winter shows in the coming months.

In the News

[Why boating is the perfect coronavirus recreation this summer \(Fox Business\)](#)

[Boating becomes popular activity during COVID-19 pandemic \(580 CFRA\)](#)