Hello Concession Street businesses,

As you all should have heard by now, effective Saturday April 3rd, 2021 Hamilton and the rest of Ontario will move into a WHITE ZONE.

Some highlights from this new zone that differ from the Grey Zone:

  \*   NO outdoor dining allowed

  \*   No personal services (will not be permitted to open April 12th as previously identified)

  \*   No outdoor fitness classes

Please read the Ontario and/or Hamilton sites to understand how this may impact your business type.  Restaurants are permitted to remain open for takeout and delivery, retail is permitted to remain open but with limited capacity of customers.

<https://www.cbc.ca/news/canada/toronto/covid-19-ontario-emergency-brake-lockdown-grey-zone-1.5972277>

<https://covid-19.ontario.ca/zones-and-restrictions>

<https://www.hamilton.ca/public-health>

I know these are extremely challenging times.  I encourage you to ALL continue to talk to your customers – both in person when possible and on social media.  Let them know how to connect with you – and even if you are forced closed at this time – keep the dialogue open.  Post regularly so when you are able to reopen, you have all their continued attention.  As the BIA I will continue to share your communications more broadly to the BIA followers on Facebook, Twitter, Instagram and TikTok.  If you would like me to post something specific, let me know.  I am here for all of you.  There are many businesses within our membership – so your help in keeping the communications equitable and fair to all is appreciated!

Try to stay positive. While we go back into lockdown remember that this time around is a bit different. We continue to get more vaccines distributed which is a good thing.  We will get through this.  If there is anything I can do to try to help – please let me know.

Wishing you all a very safe and happy Easter long weekend.  I will continue to keep you all posted with information as it comes in to me.

Warm regards,

Cristina Geissler

Executive Director