Prince Edward County Chamber of Tourism & Commerce Newsletter
116 Main Street, Picton, Ontario, K0K 2T0
Phone 613-476-2421 800-640-4717 Fax 613-476-7461
e-mail pec@reach.net website www.pecchamber.com

Serving Prince Edward County for 100 Years 1905 – 2005

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MESSAGE FROM THE PRESIDENT

The time has come for PECCTAC's Board of Directors to appoint a new President. I am extremely thrilled and excited to step up as President for the up-coming term. For those who do not know me, I am Dave Ashton and together with my wife MaryLynn, own and operate Sunrise Cottage Resort on Westlake. My wife MaryLynn was born and raised in the County, while I grew up in Belleville. We chose to settle in Wellington 25 years ago. Over the years, while raising our children, I have been involved in many organizations including our Minor Hockey Association as a Coach, Referee and a term as the Referee in Chief. To be fair to our daughter, I coached the girls and in later years the ladies baseball team. As a PECCTAC board member I sit on the Weller's Bay Stakeholders Consultative Group.

I have witnessed first hand Prince Edward County transform into a thriving tourist destination that has and continues to draw attention form major developers. Together with our volunteer Board of Directors, a fine General Manager Lawrie Ackerman and office administrator Jan Robbins, I would like to thank out-going President Rick Caruso for a job well done.

We, as a Board, will continue to work hard with our membership to maintain and achieve business success.

Warmest Regards

Dave Ashton, President PECCTAC

WELCOME NEW MEMBERS

Carriage House Retirement Residence & Lighthouse Gallery
Cheryl R. Lean, Family Law Practice
Cottage on Chapel
DeVen's Art Studio
Leona Dombrowsky M.P.P.
MacCool's Re-Use
The County Fireplace Company
The Mercantile

Thank you for your support!

IT MUST BE SPRING THE GARBAGE IS COMING OUT!

Saturday April 25th - TRASHBASH is back. Stop into the PECCTAC office and pick up your kit. Sign up – everyone's help is needed! Info: www.trashbash.ca

DATES TO REMEMBER

Meet & Greets

- April 21st : Mindful Movements
- June 9th : Prince Edward Yacht Club - Summer BBQ
- October 20th : Loyalist Lofts
- December 8th : Brown's Manor

TOURISM AMBASSADOR PROGRAM

The Prince Edward County Tourism Ambassador Program will launch their 1st seminar on Wednesday May 6th – 9 am to 3 pm. $20.00 pp.

Please bring your own brown bag lunch and of course your enthusiasm. You can preview the County component by going to

www.thecounty.travel. Please see the insert for further details.

YOUR CHAMBER @ WORK

ENHANCE YOUR ONLINE BUSINESS PRESENCE

Advertise on PECCTAC's Website www.pecchamber.com. With over 3.8 million hits in the last three years your business can be front and centre. PECCTAC has created 2 ways to get your business online. For all the details see the newsletter insert. Space is limited so call today – 613.476.2421.

Please see the insert for additional ways you can increase your online presence.

ADVOCACY

Letter to Minister of Education Hon Kathleen Wynne ….

PECCTAC has written a letter to express serious concern with the decision by the Hastings & Prince Edward District school board to begin the 2009-10 school-year one week earlier than the normal post Labour Day opening.

PECCTAC asked the Minister to consider the impact the earlier school year start will have on the Ontario tourism industry before she approves the School Boards' requests.

2009 Annual General Meeting

PECCTAC's Annual General Meeting was held on Thursday March 26th 2009 at the Waring House Hall.

Everyone enjoying the opportunity to mingle with fellow businesses.

Elizabeth Pulker spoke passionately about the importance of being happy.

Thanks to David Bergeron of Bergeron Estate winery and to the Waring House for the exceptional meal and great service.

PECCTAC's 2009 Board of Directors:

Ross Lindsay, Brown's Manor; Rick Caruso, Caruso's on King and President; Brian Munro, Four Winds Cottages; Courtney Gough, Independent; Lynne McMullan, Samlyn Enterprise; Adam Holgate, RBC; Andrew Smith, Scotia Bank; Dave Ashton, Sunrise Cottages and in-coming President; Geoff Church, Royal LePage ProAlliance Realty. Missing from photo – Ian Scrimshaw, Open Season Charter's & Lodge; Sandra Farquhar, Wellington on the Lake Golf Course.

BAY OF QUINTE TOURIST COUNCIL

The 2nd edition of the ``FISH BAY OF QUINTE – ANGLERS MAP` is printed. This popular map is available at the PECCTAC Visitors Centre.

WHATS NEW WITH SERVICE CANADA

Service Canada has a number of tools to help businesses today and is interested in offering to give a presentation on the following services:

WORK-SHARING

A program designed to help employers and workers avert temporary layoffs.
http://www1.servicecanada.gc.ca/eng/epb/sid/cia/grants/ws/desc_ws.shtml

WORK FORCE REDUCTION PROGRAM

If it's necessary to reduce your overall number of employees Service Canada can help by allowing your employees who agree to leave their jobs qualify for benefits.
http://www.servicecanada.gc.ca/eng/sc/wepp/index.shtml

RECORD OF EMPLOYMENT ON THE WEB

Employers can create, submit and print Record of Employment forms via the internet. This will allow Service Canada to process claims for benefits quickly and get your employees paid as soon as possible.
http://www1.servicecanada.gc.ca/eng/ei/employers/roe_web.shtml

EMPLOYMENT INSURANCE BENEFITS

Service Canada provides benefits to workers that lose their jobs and are available for and able to work but can't find a new job.
http://www1.servicecanada.gc.ca/eng/sc/ei/benefits/regular.shtml

CANADA PENSION PLAN BENEFITS AND GUARANTEED INCOME SUPPLEMENT

What other income benefits may be available to your older workers. Who is qualified and when.
http://www1.servicecanada.gc.ca/eng/audiences/seniors/index.shtml

LABOUR MARKET INFORMATION

LMI will assist employers and workers in understanding the local labour market and labour prospects.
http://www.labourmarketinformation.ca/standard.asp?pcode=lmiv_main&lcode=e

Please contact PECCTAC at 613.476.2421 if you are interested in having Service Canada do a presentation.

PROVINCIAL BUDGET HIGHLIGHTS

Sales Tax Harmonization

- Ontario will move to a single value-added sales tax of 13% (5% federal portion; 8% provincial portion) for Ontario beginning July 1, 2010
- Federal government providing transitional funding of $4.3 billion over two years
- Introduction of a sales tax credit of up to $260 to help low and middle income individuals and families
- One-time transition funding for families with income below $160,000 of three cheques totalling up to $1000 between June 2010 and June 2011
- Exemptions for provincial portion of harmonized tax: children's clothing and footwear, all infant and child car seats, diapers, books and feminine hygiene products
- Rebates provided to municipalities, academia, schools and hospitals so that they will not be impacted – also for charities and non-profit organizations
- Administrative savings for businesses more than $500 million/year through administration of single tax, instead of two
- Transitional funding for small businesses to compensate for cost of changing point-of-sale and accounting systems to accommodate new sales tax system
- Retail sales tax on accommodations currently 5% - would increase to 8% but additional tax revenue will be funnelled into destination marketing fund
- Rebate on provincial portion of HST on new homes up to $400,000 of 75% of the provincial tax; and a reduced rate for homes up to $500,000; resale homes not affected by tax
- Businesses will have tax credits on provincial portion of tax for business inputs – with the exception of certain items for very large businesses (with annual taxable sales in excess of $10 million) and financial institutions – this is only for the first 5 years – after which full credits will be phased in over a three year period
- Federal government will administer harmonized tax

Corporate Tax Measures

- Rate for small business cut from 5.5% to 4.5% (18 % reduction)
- Elimination of the Small Business Surtax, which was an additional tax of 4.67% on income earned between $500,000 and $1.5 million.
- July 1, 2010 general corporate income tax rate reduced to 12% (14.3% reduction)
- 2013 general and manufacturing corporate income tax rate reduced to 10% - a 16.7 per cent cut (down from 14% and 12%, respectively).
- Corporate Minimum Tax will be reduced to 2.7% from 4% - and the threshold at which it is applied has been increased so that fewer small and medium businesses will be affected (new threshold - $50 million in total assets or $100 million in annual gross revenue)
- An expansion of the Ontario Innovation Tax Credit to parallel the federal Investment Tax Credit for SR&ED

Fiscal Management

Key Messages

- Today's significant investments, largely through deficit financing, in

Ontario's infrastructure and economic framework are responsible decisions given Ontario's need to emerge from the current recession in a stronger position domestically and internationally

- The plan to return to a balanced budget is difficult to assess at this time of economic turbulence
- Our members fully expect the quarterly reports announced in today's budget will provide more details and track progress on the governments' deficit reduction plan

Key Facts

- Deficit equals 2.4% of Ontario's GDP whereas the US deficit to GDP ratio is 8.3%
- Net debt to GDP ratios will rise from roughly 24% to a high of 32.5% before returning to 30.5%
- 2008/09 3.9 billion dollar deficit
- 2009/10 14.1 billion dollar deficit
- Forecast balanced budget no later than 2015/16
- 1 billion in efficiencies to be realized by 2011/12
- Will keep the growth of core program expenses to less than the average annual rate of growth in total revenue

Infrastructure Investments

Key Messages:

- Although investments have been made that will provide short term employment and some long term relief of costly congestion, there is no long-term plan for infrastructure investments that will help drive Ontario's economy forward
- Businesses expect to see a detailed plan on investments in order to understand the quantifiable benefits of the stimulus that such investments will create

Key Facts:

- $32 billion will be invested in social housing, capital investments in Northern and rural Ontario, new highway investments in Southern Ontario, community infrastructure, new medical infrastructure, social agencies, post secondary infrastructure (colleges and universities), capital investments in tourism and research and innovation

Pensions

Key Messages:

- Although some progress has been made with respect to the applicability of the measures, the measures are not as meaningful relative to those recently announced in Alberta.

Key Facts:

- Pension solvency relief measures which allow plan sponsors to defer solvency payment schedules to a maximum of 10 years where no more than one third of the aggregate of all active, deferred and retired plan members object;
- Defer solvency payments by one year
- Consolidate existing solvency payment schedules into a new five-year payment schedule

Skills and Training

Key Messages:

- The improvements to the Co-op Education Tax Credit will make the co-op program more accessible to many small and medium businesses
- OCC members have consistently recommended tax credits for hiring

co-op and apprentices as a good stimulus measure

Key Facts:

- Increase the Co-op Education Tax Credit to 25 per cent (30 per cent for small business) and increase the maximum tax credit to $3,000 immediately.
- Enhance the Apprenticeship Training Tax Credit by increasing rate to 35 per cent (45 per cent for small business), increasing the maximum credit to $10,000, making the ATTC a permanent tax incentive and extending the ATTC to include salaries and wages during the first 48 months.
- Announcement of future developments in the coming year regarding skills training including the proposed college of trades act.