



A Growing Tradition

**Town of Bradford West Gwillimbury**

Office of the Mayor

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Message from Mayor Rob Keffer:  
COVID-19 update – April 16, 2020

The news from the Simcoe Muskoka District Health Unit continues to be a mix of heartbreak and hope. Sadly, another resident of Bradford Valley Care Community has passed away due to COVID-19. My sincere condolences to the family and friends of this individual.

I am very happy to hear that a BWG resident who had been in hospital for almost a month has now recovered and gone home. Dr. Gardner said that we are starting to see evidence that our efforts to minimize spread through physical distancing and staying home are working, but that if we become lax it could result in another surge in cases, so please continue to be vigilant in your efforts.

Yesterday I talked about support available for individuals, and today I want to remind you about support available for businesses. Starting tomorrow, Nottawasaga Futures will be accepting applications for emergency funding for small businesses (1-9 employees) and home-based businesses in BWG that have been impacted by COVID-19.

It is our hope that this support, combined with services provided through Nottawasaga Futures to help businesses adapt to a virtual marketplace, will help local businesses get through the crunch until funding from upper tier government comes through.

We know that this pandemic is going to change the face of communities not only in Ontario but around the world. That said, we want to do everything we can to help businesses survive this difficult time – perhaps changed, but intact.

More information on the Emergency Business Sustainability Fund is available at [www.nottawasaga.com](http://www.nottawasaga.com) and the form to apply will be available on their website starting tomorrow (April 17).

Thank you and stay well.

Best,  
Rob Keffer