



December 22, 2020

To Our Valued Coaldale Business Community

**RE: Business Licence Fee Payment Extension to April 30, 2021**

On behalf of the entire Town of Coaldale organization, I would like to take this opportunity to thank you for your amazing resilience, continued optimism, and dedication to this community. It goes without saying that 2020 has been a difficult year, and our business community has done an amazing job of dealing with the challenges presented by the COVID-19 pandemic.

Earlier this year, at the outset of the pandemic, the Town initiated a few measures to try to help ease some of the burden of the provincial and federal pandemic response measures. We have actively participated in the Lethbridge Region Economic Recovery Taskforce; we also recognized early on the need for financial flexibility and support in the community, so we postponed payment requirements for taxes and utilities and eliminated or reduced non-payment fees. We also provided free advertising to allow businesses that had adjusted their operations to get the word out to their customers. Lastly, we committed to continue to review ways we could help the business community, and to listen to your concerns.

We are in the process now of sending out business license renewal notices. Given the current provincial restrictions on your operations, Council directed to allow for a postponed payment for these license. Normally, your fees would be due at the end of January; this has been postponed until April 30, 2021. We are also going to review the impact of these provincial measures and discuss other opportunities to support you at a meeting in February. Anyone who needs a 2021 business licence is welcome to one; you can pay upfront or choose to pay the invoice later – no one who is experiencing difficulty with their cash flow due to the December restrictions instituted by the province is expected or required to pay if that's not feasible. If you want to pay later, simply give Taryn a call at 403-345-1318 and let her know that you'd like your business license now.

We're always interested in hearing from our business community; we want to know what we can do to help support you. We've continued to invest in this community, we've continued to attract new private sector investment, and we've remained committed to keeping our taxes on business below those of our neighbouring urban municipalities, but we recognize it is always possible to do more. If there is something you would like to see from the Town, please reach out to me. I'm always happy to make time to talk to our local business community, and I (along with the rest of our organization) welcome your input. I've provided my cell phone number and email address for that purpose below. Together we will continue to make Coaldale a vibrant, welcoming, and business friendly community, even in challenging times.

Regards,

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