



CANADIAN CAMPING
AND RV COUNCIL
CONSEIL CANADIEN DU
CAMPING ET DU VR



December 7, 2020

The Honourable Catherine McKenna
Minister of Infrastructure and Communities
Ottawa, ON K1P 0B6

Sent via email: infc.minister-ministre.infc@canada.ca

Dear Minister:

As members of the Canadian Outdoor Recreation Roundtable, we write to urge your government to further invest in Canada's outdoor recreation infrastructure to build a stronger, more resilient economy and create good jobs across the country.

The Canadian Outdoor Recreation Roundtable (CORR) is the leading coalition of outdoor recreation trade associations, made up of 12 national trade associations. Together, CORR members represent thousands of businesses that produce vehicles, equipment, gear, apparel and services for the millions of Canadians who enjoy our national parks, waterways, byways, trails and outdoor spaces. The collective outdoor recreation industry is conservatively estimated to produce \$26 billion in economic activity for Canada each year, generating an estimated 472,713 direct jobs, \$7.1 billion in taxes and \$52.1 billion in total revenues.

Despite our big economic impact, the outdoor industry is mostly made up of small businesses that serve as lifelines for their communities, providing jobs and economic stability. The pandemic has affected our members in different ways. While some manufacturers and dealers have enjoyed a temporary bump in demand for outdoor products this season, the tourism-dependent parts of our sector – those businesses that rely on a steady stream of annual visitors to our public lands and waters – are suffering severe losses due to ongoing border and travel restrictions. In fact, the latest member survey by the Canadian Federation of Independent Business (CFIB) found that 60% of businesses in the arts and recreation sector are losing money for every day they stay open, and nearly a quarter are actively considering bankruptcy as a result of COVID-19.¹

¹ CFIB COVID-19 State of Small Business October 2020 survey: <https://www.cfib-fcei.ca/en/covid-19-surveys>

Like the 2008-09 economic downturn, we see an historic opportunity today for your government to renew our outdoor infrastructure while bringing businesses back to strength and supporting good jobs. Canada's mounting multi-billion-dollar deferred maintenance and repair backlog at national and provincial parks negatively impacts local communities, visitor access and enjoyment, and safety on public lands and waters. There are many smaller infrastructure projects – improving and expanding trails, marinas, campgrounds, and other recreational infrastructure – that could be started quickly and done within the next fiscal year. The jobs and economic impact of these investments would be felt greatly in all regions of Canada, including rural and remote and Indigenous communities.

Apart from the economic angle, outdoor recreation also provides many social and health benefits for Canadians. Studies have shown that healthy, active outdoor recreation helps combat obesity, depression, diabetes and more. As people grapple with the effects of social distancing, outdoor recreation can be an essential outlet. Skiing, hiking, biking, boating, fishing, snowmobiling, hunting, camping, ATVing, horseback riding, and more can all be engaged in while adhering to guidelines for social distancing and preventing the spread of coronavirus.

We would value the opportunity to meet with your team to explore the types of projects and level of investment that would produce the greatest impact. Thank you for considering our request and for your continued hard work on behalf of Canadians.

Sincerely,

Sara Anghel, National Marine Manufacturers Association (NMMA) Canada

James Baker, Fur Institute of Canada

Tony Bernardo, Canadian Shooting Sports Association (CSSA)

Dennis Burns, Canadian Council of Snowmobile Organizations (CCSO)

Shane Devenish, Canadian Camping and RV Council (CCRVC)

Eleonore Hamm, Recreational Vehicle Dealers Association (RVDA)

Ed Klim, International Snowmobile Manufacturers Association (ISMA)

Mike Melnik, Canadian Sportfishing Industry Association (CSIA) & Canadian National Sportfishing Foundation (CNSF)

Paul Pinchback, Canadian Ski Council

Robert Ramsay, Motorcycle & Moped Industry Council (MMIC)

Jason St. Michael, Safari Club International