

July 1st, 2021

Dear Council Members,

As a small business owner who has managed to survive a turbulent year of closures and restrictions placed upon us due to covid 19 pandemic, I am incredibly disheartened and disappointed at the current proposal to reduce and restrict local businesses' ability to advertise while keeping the **cost** of such avenues the same or more. If my restaurant cut portions in half but kept the price the same I am sure you can imagine the reaction my loyal customer base would wage upon me!

Every business is attempting to regain the income that was lost due to covid by increasing prices and gouging customers. Personally, I have been blessed by federal government grants and loans as well as dedicated employees willing to work fewer hours. We have not reduced our quality or expected customers to pay more for less. It is overwhelmingly disappointing that our city of Guelph is not supporting small business owners as we near the cusp of reopening by charging more and giving less when we try to reopen our business offerings and serve your public. It is shameful....and money grabbing from people who have no money is reprehensible. **At the very least, the cost of advertising via mobile signs should be halved....Let us pay for what we are actually getting. That would be the honest thing to do. And it would show support for local business in Guelph.**

Faten Saleh, Owner

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