



# Financial District Pilot Zone Communication Materials User Guide and Email Template

## Background:

In collaboration with all levels of government, public health experts, and leaders of the business community, the Toronto Region Board of Trade is helping to ensure a safe and sustainable reopening and recovery of the Financial District.

## How we are helping:

We have created resources, guidelines and practical steps to help the businesses reopen safely. From enabling safe travel and screening practices, to setting up safe buildings and workplaces, working with our partners, we are supporting the economic recovery of the Financial District.

## What you can find:

We have created a toolkit in which you will find:

- A template email for you to use when communicating with your tenants (please scroll to the next page)
- A letter from Toronto Region Board of Trade to be shared with Employers in the Financial District
- An FAQ document to help address any questions or concerns
- An infographic outlining mitigations in place in the Financial District

## Staying up-to-date:

The Toronto Region Board of Trade has also created a website, where we will continue to share insights and updates on COVID-19 leading practices, guides and resources from our partners and leading health experts.

To stay up to date, please visit [here](#) for the latest and most up-to-date information and to be added to our mailing list. Please also encourage your tenants and their employees to visit our website to stay informed.



The following is an email template for landlords to use when communicating about the Ready For You Campaign with your tenants. If you have any questions, please contact Matthew Kofsky at [mkofsky@bot.com](mailto:mkofsky@bot.com).

Dear [TENANT]

As your landlord/building owner/property manager in Toronto's Financial District, our primary focus is to ensure the right conditions and mitigations are in place to support your return-to-work plans. If you have been to your office in the past year, you will have seen many of the changes we have made, such as reduced capacity in our elevators, new signage and enhanced cleaning measures. We have also made other, less visible, changes including X, Y, Z. Please customize this section to reflect and highlight the work you have undertaken in your building

While many of our tenants have put in place new policies in your workplace, we know that each business will have its own approach. The Toronto Region Board of Trade, through its *Ready for You* campaign, is offering a package of resources to help ensure a safe and sustainable return to work in the Financial District which we are pleased to share with you.

The resources are also meant to inform and assist you in communicating about this initiative with your employees; they are not meant to serve as a mandate. Also included is a letter from the Toronto Region Board of Trade, which has more information about the campaign.

The Board of Trade encourages you to please share these resources with your employees and suggest that they sign up to receive updates at the Board's *Ready For You* campaign [website](#). The Board will continue to share updates on work happening to support the reopening of the Financial District, including leading practices from business partners and upcoming events.

If you have any questions about the *Ready for You* campaign, please contact the Toronto Region Board of Trade at [readyforyou@bot.com](mailto:readyforyou@bot.com).

Thank you,  
[NAME OF LANDLORD]