



**BUSINESS ADVISORY IMPLEMENTATION DEVELOPMENT SERVICES**  
**SERVICES-CONSEILS AUX ENTREPRISES EN MATIÈRE DE MISE EN ŒUVRE ET DE DÉVELOPPEMENT**

# BAIDS Cross-Canada Outreach Campaign Report 2021-2022

**Financé par :**

Agence fédérale de développement  
économique pour le Sud de l'Ontario

**Funded by:**

Federal Economic Development  
Agency for Southern Ontario

**Canada** 

July 2022

3	Executive Summary
4	Outreach Schedule
6	Outreach Details by Location
11	Frequently Asked Questions
12	Presentation + Media Relations
13	Social Media + BAIDS Testimonial Video
14	2022 Outreach Survey Feedback
21	Logistics & Planning
23	Overall Recommendations & Insights

## Table of Contents

# Executive Summary

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

From March 24 to April 2, 2022, a Black Business and Professional Association (BBPA) outreach group, comprising Michael Pinnock, Frances Delsol and Abualabass Elmahdi travelled to St. John's, NFL, Fredericton, NB, Montreal, QC, Thunder Bay, ON, and Vancouver, BC.

Zhoosh Service Enterprise Inc. (ZSE), one of the BAIDS suppliers, was engaged to plan the travel and on ground activities for the trip. Most of the coordination was done remotely, b-person coordination was done in Montreal and Vancouver.

Through outreach working sessions and business site visits, the team shared the BBPA mandate and promoted the Business Advisory Implementation Development Services (BAIDS) Program with more than 100 Canadian Black businesses.

There were many highlights throughout this campaign; however the most important one was making substantive connections with Black business owners who want to grow, scale and expand their businesses. Black entrepreneurs were thrilled that BBPA programs like BAIDS exist to help them.

### **Overarching BAIDS Goals**

- Promote BAIDS to Black businesses across Canada
- Encourage Black business owners to apply for the BAIDS program
- Share information about other BBPA programs
- Gain an understanding of the challenges Black businesses face in each region
- Build awareness of the BBPA as a national organization serving Black businesses and professionals across Canada

### **BBPA BAIDS Outreach Team**

- Michael Pinnock, Treasurer
- Frances Delsol, VP Partnerships, Outreach & Procurement
- Abualabass Elmahdi, BAIDS Project Manager
- April Wilson-Lange, Marketing Support
- Janet Pinnock, General Support

# 2022 BAIDS Outreach Schedule

BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

Province	City	Date	Time	Location
<b>Newfoundland</b>	St. John's	March 24	3 - 7 p.m.	St. John's Farmers Market, 245 Freshwater Road
<b>New Brunswick</b>	PEI-Charlotte town Virtual BAIDS Outreach	March 25	2 - 4 p.m.	Zoom Meeting Room
	Fredericton	March 26	10 - noon	J. Donovan Law Group Boutique Law Firm, 23 Avonlea Court
	Fredericton	March 26	12:30 - 3 p.m.	Caribbean Flavas Restaurant, 123 York Street
	Fredericton	March 26	5- 7:30 p.m.	Cyber Centre, 40 Crowther Lane, Suite 100
<b>Quebec</b>	Montreal	March 28	11 a.m.	BAIDS client visit - Limard Canada
	Montreal	March 28	1 p.m.	BAIDS client visit - Fanfano
	Montreal	March 28	6 p.m.	Musée Afro-Canadien, 533 Rue Ontario Est
<b>Ontario</b>	Thunder Bay	March 30	10 a.m.	Site Visit: Salonki Hair Salon, 210 Algoma Street
	Thunder Bay	March 30	Noon	Site Visit: Island Spice Jerk House, 71 Algoma Street
	Thunder Bay	March 30	2 p.m.	Staff Locators Canada, 231 Red River Road
	Thunder Bay	March 30	4 p.m.	Adepa African Caribbean Grocery Store, 752 B Moore Ave.



# 2022 BAIDS Outreach Schedule

BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

Province	City	Date	Time	Location
	Thunder Bay	March 30	6 p.m.	Italian Cultural Centre, 132 Algoma Street
<b>British Columbia</b>	Vancouver	March 31	7 p.m.	Calabash Bistro, 428 Carrall Street
	Vancouver	April 1	11:30 a.m.	Village Bloomery, 1540 W 2nd Avenue, 208
	Vancouver	April 1	Noon	Simba's Grill, 3300 Boundary Road, Burnaby
	Vancouver	April 1	2 p.m.	Lion's Den, 651 E. 15th Avenue
	Vancouver	April 1	2:30 p.m.	Miscellany Thrift, 1029 Commercial Drive
	Vancouver	April 1	3 p.m.	Baby Dahl, 2707 Commercial Drive
	Vancouver	April 1	4 p.m.	Rise Up Market, 704 Vernon Drive
	Vancouver	April 1	6 p.m.	Loft Lounge, 1184 Denman Street, # 203

# Outreach Details by Location

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### St. John's, NFL



On Thursday, March 24, 2022, the BBPA team flew from Toronto to St. John's, NFL. They quickly mobilized to the St. John's Farmers Market to set up for their first BAIDS outreach information session. We connected with three individuals at the event:

- Jumoke Lasisi, Jummy's Treats (picture above)
- Olusola Adeyemi, Wendebo African Store
- Precious Familusi, Entrepreneurship Engagement Manager, Black Business Initiative (BBI)

Even though the attendance was low, this allowed the team to give the Black entrepreneurs one-on-one assistance. Frances, Michael and Abu provided customized information geared toward their needs and questions. The session ended with a site visit to the Wendebo African Store and a testimonial with Olusola.

### Charlottetown, PEI



# Outreach Details by Location

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### **Charlottetown, PEI**

Due to flight issues, the BBPA was unable to bring the BAIDS Outreach Campaign to Charlottetown, PEI. Instead a virtual outreach was done with the BBPA team and included BBPA CEO Nadine Spencer. The team introduced the BBPA as well as the BAIDS Program and answered questions from more than 40 Black business owners from Prince Edward Island. A commitment was made to hold an in-person meeting in the summer of 2022.

### **Fredericton, NB**



While in Fredericton, NB, the BBPA engaged with approximately 20 members of this city's Black business community. Mike Swaby, owner of Any Day Renovs, facilitated the first session of the Fredericton outreach. This session was more of a roundtable discussion panel where Black businesses and service organizations shared their insights and struggles with the BBPA team.

The Black Community in Fredericton was anxious to connect with the BBPA as they are isolated and underserved. Mike and other Black community and business organizations recently joined forces to speak with local and provincial political officials to advocate for Fredericton Black Business. Having the BBPA be part of Fredericton's "big tent" will help give these businesses momentum and strength to advocate.



# Outreach Details by Location

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### Fredericton, NB

Participants in this session were asked to attend the Harry Jerome awards at the end of April 2022 as well as join the BBPA's Boss Men Bootcamp in June 2022.

One of the most significant and moving moments of the 2022 BAIDS Outreach Campaign occurred at Caribbean Flavas, the location of the second Fredericton outreach event. After listening to Michael Pinnock explain how and why BAIDS came into being, spoken word poet Thandiwe McCarthy created and performed a poem based on what he heard.

The final Fredericton outreach event at the Cyber Centre ended with a robust question and answer session where the BBPA team counselled Black Business owners on how BAIDS (and other BBPA programs) could assist them. The demographic of this session was younger and questions were geared towards startup businesses.

### Montreal, QC



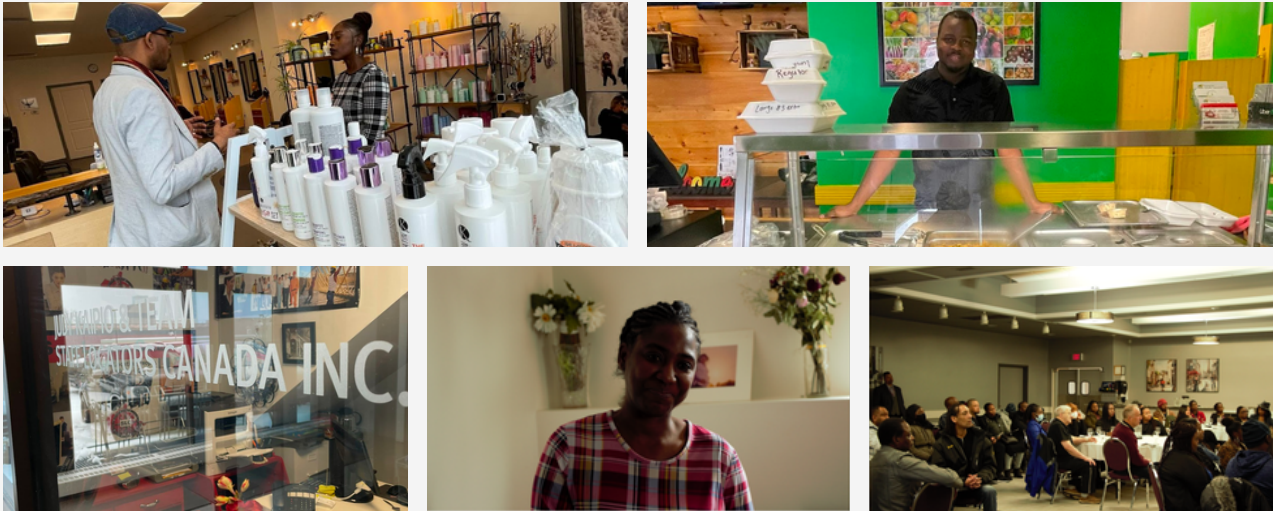
In Montreal, the BBPA BAIDS Outreach team interacted with approximately 10 Black Businesses. During the day they completed two site visits of existing BAIDS clients. These sessions provided important feedback on the BAIDS client experience. In the evening the BBPA team hosted an outreach session at Afromusée, Montreal's first Afro museum. This session was relaxed and intimate, giving participants an opportunity to speak frankly about their challenges and observations.

ZSE's Chris Alexander and Supa Meikle joined the team in Montreal to coordinate the on the ground activities.

# Outreach Details by Location

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### Thunder Bay, ON



From the beginning of the 2022 BAIDS Outreach Campaign, the BBPA team was concerned about community involvement in Thunder Bay. Not knowing what to expect, they were thrilled when this location turned out to be the most successful outreach stop.

In addition to four site visits (Salonki Salon, Island Spice Jerk House, Staff Locators Canada and Adepa African Caribbean Grocery), more than 50 members of the Thunder Bay Black community, with some Indigenous community members, attended the 6 p.m. working session at the Italian Cultural Centre. Attendees listened intently and provided insightful, thoughtful questions throughout the discussion. The BBPA's Frances Delsol and two Black business owners were also interviewed by the local television station, TBTv.

One of the reasons this stop was successful was due to local politicians and community members helping to promote this event. Residents Paige Simms, Moira Eichenberg and Judy Kaipio worked the outreach organizing team to promote the Thunder Bay BAIDS Outreach in advance. This model should be used for future cross-country outreach initiatives.

# Outreach Details by Location

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### Vancouver, BC



The biggest impact of Vancouver's outreach campaign was visiting Black entrepreneurs where they work. Including dinner at Calabash Bistro and the outreach event at Loft Lounge, the team engaged nine Black Businesses. An additional five business owners came to the evening workshop to learn more about BAIDS and other BBPA programs.

Michael Pierre, from ZSE, joined the team in Vancouver to coordinate the site visits and the outreach session.





# Frequently Asked Questions

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

How do you become a BBPA member? What is the fee?

Why do you only offer one service now, when others received many services?

How many BAIDS services can you apply for?

Can I be a service provider and a client?

Can I change my service provider?

Can I select my service provider?

Do I need to disclose all of my business information?

What is the process to apply for marketing services?

Do I need to be a member of the BBPA to apply for BAIDS or another program?

What do I need from a documentation perspective to apply for BAIDS?

How is BAIDS funded?

Why aren't you giving Black businesses the money so they can find their own service providers?

How many service providers does the BAIDS Program currently have?

How many service providers do you want to hire/engage?

How do you align Black businesses with service providers?

What is the process to become a service provider?

Do service providers have any limits to the number of services they can offer?

What happens when a service/project is complete?

Are you sure Black businesses don't have to pay for BAIDS services?

How fast is the turnaround time from application to receiving a service?

Is BAIDS limited to specific industries?

How often do you check on service providers and businesses?

Do you have any programs to help with staffing issues?

Do you have any funding for equipment?

Does the BBPA assist people with loans?

Are you affiliated with FACE?

Once a client completes their project and has scaled up, can they apply to be a service provider?

Does BAIDS offer help to complete grant applications?

Does BAIDS help people implement a business idea?

Do you need to be a registered business to apply for BAIDS?

# Presentation

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

As part of each BAIDS outreach working session, the team:

- Read each region's local land acknowledgement
- Introduced the BBPA, BAIDS and the associations other programs
- Explained how and why BAIDS exists
- Gave an detailed overview of the program
- Walked participants through the enrolment process

The BAIDS Program video was also shown at the beginning and, after Fredericton, Thandiwe McCarthy's spoken poem was played after the Q&As. When possible, the outreach presentation was displayed to help attendees follow the discussion.

[Master ENG - 2022 BAIDS Outreach Presentation](#)

[Master FR - 2022 BAIDS Outreach Presentation](#)

# Media Relations

The March–April 2022 BAIDS Outreach press release was distributed over the Canadian media wire on March 24, 2022, the first day of the campaign. As part of the media initiative, the marketing person on the ground with the BBPA team reached out to local media via email and phone at each location.

### **Media Release, Kit & Strategy**

[March–April 2022 BAIDS Outreach Release\\_ENG](#)

[March–April 2022 BAIDS Outreach Release\\_FR](#)

[2022 BAIDS Outreach Media Kit\\_ENG & FR](#)

[2022 BAIDS Outreach Media Strategy](#)

### Media Coverage

[Thunder Bay TV news segment](#)

[The Intelligencer](#)

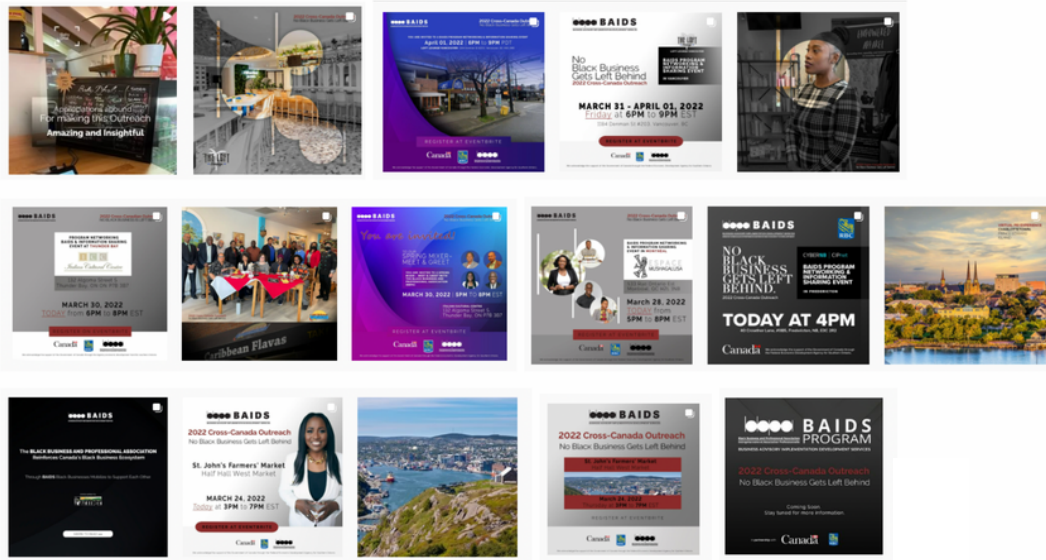
Community Contact Article, Montreal

[News File Corp. Yahoo!](#)



# Social Media

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report



Given the tight timelines to organize the March–April 2022 BAIDS Outreach Campaign, we relied heavily on social media to promote each of the events. Over 10 days, 16 posts were generated. These posts announced public event locations and shared information about the businesses the BBPA team were meeting at each location.

## BAIDS Video Testimonials

Throughout the campaign, the team interviewed Black business owners about their experiences and what they learned at the 2022 BAIDS outreach workshops. In total, the team gathered 23 testimonials.

[March–April 2022 BAIDS Outreach Testimonials \(unedited\)](#)

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

A post-campaign survey was sent out to organizers, attendees, and partners. The questionnaire garnered a rate of 20% (25 of 123 recipients).

### Respondent demographics:



**100% of the respondents felt the fall 2021 BAIDS Outreach Campaign was personally beneficial.**

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### **How was the BAIDS Outreach beneficial for respondents?**

- Increasing the organization exposure, and networking with Black-owned businesses
- Better understanding of S.W.A.T.
- Helped me to solicit a grant.
- Saw that there was help available
- Info to pass on to the members who are interested in starting a business including ones that are already running.
- Networking with others in my city, connecting with BBPA execs from cross province, sharing stories and learning more info about the program.
- It gave me a better understanding of the need for the program across the country. I also was able to connect to people I would not have normally met.
- I know where to turn to for services my business has required for a long time now.
- Made some great connections and look forward to working with BBPA in the future.
- It brought members of the extended community together and made everyone aware of the services and contacts were renewed and became aware of new initiatives
- I learned that BAIDS have the resources to help me & my business.
- Good networking
- I am not a business owner myself, but I benefitted as I was able to obtain information that I will be passing along to friends. I also learned about BBPA and the other program offerings that are more targeted towards my interests.
- Learning about BAIDS.
- Gained information about the program.
- I felt there was no help out there...BAIDS changed that feeling...now I feel help is around the corner.
- I learned that there is help and knowledge to navigate the system.
- Sharing feelings and concerns about the future with other black business owners, the fight and struggles and yet the confidence is not broken.
- Gained lots of valuable information.
- Knowing that this service is available for Black business entrepreneurs who can access the services while funding is available
- Different information was provided and I was also able to ask questions.
- I learned about a few different programs that exist.
- I was well informed about the series of opportunities and services in BAIDS and the strategy to go about disseminating information to the black community.

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### **What did respondents learn from the BAIDS Outreach Campaign?**

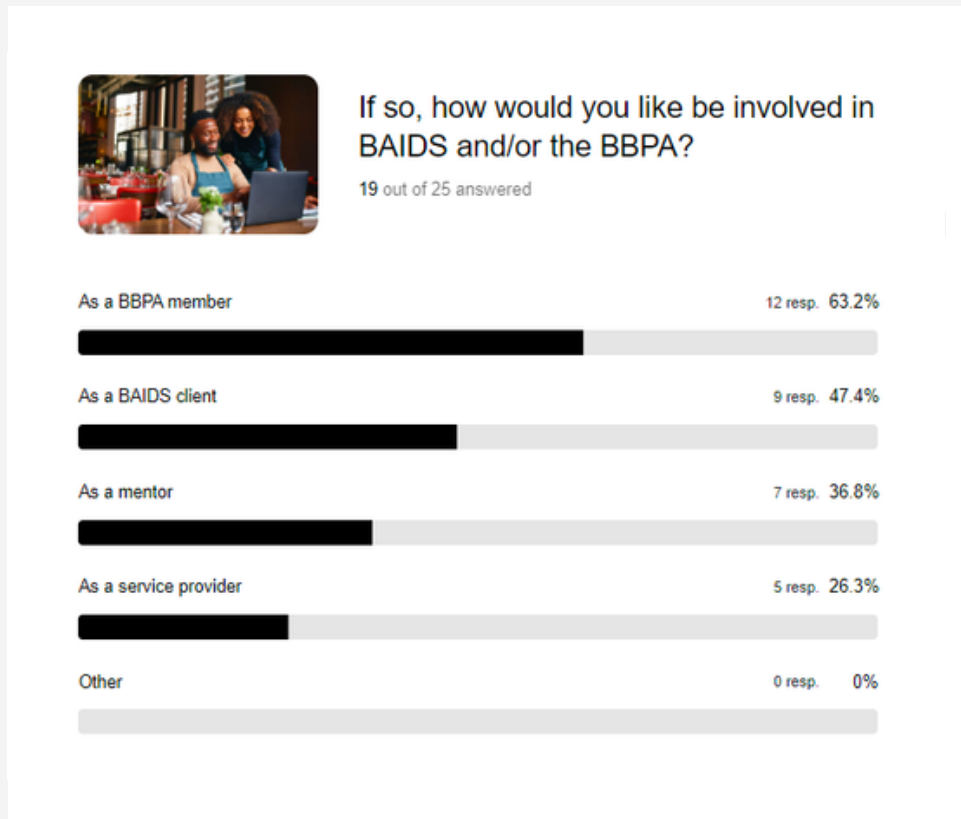
- There IS support for Black business.
- Support for Black entrepreneurs is available.
- BAIDS and the affiliated program and how you are able to assist members in organizing what is missing to make their business so they can be successful.
- I learnt who the BBPA was...that they even existed, and learnt there's something called the BAIDS campaign, which is neat to know there's the possibility of help for Black business owners out there.
- The operations of the BBPA and the services available to the community.
- Learned about the program and how it helps Black Canadian business owners.
- First of all, that this is a long overdue instrument for this audience and that much more can be done.
- I learned that BAIDS is here to help Black owned businesses to be successful.
- I learnt that applying for BAIDS funding would not be complicated and assistance is actually possible.
- Federally funded program designed to help black owned businesses. Support services are offered in a number of areas.
- Community of people who want to see everyone do well...will help with any resources that a person may need...fill you with information that can help your career.
- What is available and some of what you do.
- Lots! Generational wealth. Why smart black students fail, business tips and much more
- There are many available resources for small/mid business owners to get off the ground and flourish.
- That there is some assistance which is available to Black business owners and funding is available.
- Learned about the different resources and programs for Black businesses and professionals.
- I learned about the different programs available to small businesses
- The mission and vision of BBPA/BAIDS outreach and how we can partner to bring services to the real Black business owners who truly need this help.

**81.8% of respondents will apply for the BAIDS Program and/or participate in the programs offered by the Black Business or Professional Association (BBPA).**

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

**Respondents would like to be involved in BAIDS and/or the BBPA in the following ways:**



**What was the most successful part of the BAIDS outreach?**

- The potential in the black space.
- The BBPA team.
- Crossing over the Age Gaps of Entrepreneurs in my view, was the most successful part of the BAIDS Outreach; mandatory & essential part of ecosystem growth.
- The teachings.
- You showed up to Fredericton, New Brunswick.
- Meeting the team.
- Bringing a lot of Black businesses together in the same room, especially in Thunder Bay.
- All the info was pretty successful...just putting it into motion now is key...
- Getting the message to the parts of Canada that needed to hear about the program and establishing a footing in the other provinces.

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### **What was the most successful part of the BAIDS outreach?**

- For me, it was Mr. Pinnock's talk and generational wealth, and Blacks on this constant machine attitude, I look around the room and watch all the members I know who work hard including major over time. We say it's for our kids but we are raising lazy kids who are not learning to work hard and really appreciate the value of what they have, with this mentality that we don't want them to struggle like us. Would love for him to come back as a keynote at our next gala. For the members, it was that there is a product and an organization that is able to support and understand their need to own a successful business, building generational wealth.
- 
- The methods used by Frances and Michael to pass the BBPA message across
- In person visits at businesses.
- Bringing awareness and some members of this community together for the first time in a very long time
- Knowing that there are people who actually care about Black people and business careers.
- The networking within the community
- Truthfully, the gathering of Black individuals and professionals coming together was an experience in itself. To see representation in a city where I did not always feel the most represented was wonderful. Excited to see how these programs can further assist people feel seen in their communities and continue to support their community needs.
- Bringing Black people together
- Learning about the program, knowledge sharing and meeting with community members.
- Face-to-face information
- Information
- After registering 29 existing businesses including few with a plan and an aspiration, BAIDS has brought us closer and is a stronger support for each business. It has been great. The morale in Thunder Bay Black business owners is very high. Thanks BAIDS!
- The event.
- Bringing together a community.
- The mission and vision statement presentation.

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### **What was the favourite part of the BAIDS Outreach Campaign for respondents?**

- Each discussion after the presentation
- Nadine flipping the script in Saskatoon and sparking a level of engagement that would level a engaged community to keep the enthusiasm and conversation going.
- The honest conversations around our collective history
- Listening to Mr Pinnok speak
- Being able to share our stories...was impactful because it showed our individual struggles and most importantly perseverance to keep going..and now we are able to build something for our own selves with the help of BAIDS.
- We walked into a store to buy food. We shared information about the program with the restaurant owner and the staff. We also spoke to customers who entered the store. One of the managers of the restaurant attended the program at the last minute and they were also able to provide food for the event.
- The discussion about individuals outside of the community working with us.
- Learning of younger members involved in the "struggle".
- Hearing the testimonies of other Black owners.
- Dinner at Island spice with other attendees. Cause we shared a lot of ideas
- Getting the opportunity to connect with other people and the work they do in the community. Learning about the BBPA and discovering their program menu.
- Knowledge sharing.
- How clear the information was.
- Their reach and connecting with others.
- Women's Boot Camp experience by Francis.
- The testimonials.
- Hearing what the program is striving to achieve for the Black business community
- The BBPA formal event that was hosted in our town.
- Listening to other people's stories
- The sincerity of purpose and information packed in the session.

# 2022 Outreach Survey Feedback

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### **Recommendations for future BAIDS Outreach Campaigns:**

- Proper and early planning.
- Longer lead time.
- 3 weeks planning / 6 weeks promotion – Quick Raffle In-between Speakers!
- More of heads up would be nice.
- For my members, the successful businesses you showed, it would have been nice to see or hear more details of the struggle they encountered ... like the online travel business – not sure what you did to make them more successful and timeline, which I think was a continued question of participants ...telling participants that they will be 971 when your program was supposed to be smaller.. but the need was greater than those not giving clients hope. As a sub-contract of federal funding, I see the need to prove to the funders there is a demand but not at the cost of selling false hope and a timeline to success that is out of reach.
- Plan much earlier and connect with organizations on the ground to have them help with the outreach.
- Earlier outreach and PR
- Begin outreach for next year immediately and work with local organizations to provide events relevant to the local community.
- Earlier notice of your visit.
- The panel was very knowledgeable about BAIDS.
- Connecting with attendees via phone calls post meetings
- Allowing businesses the opportunity to showcase or do a little share about their business.
- Come back to Vancouver, BC.
- Host more events where people can connect and have more networking sessions.
- I need more notice.
- The speakers were excellent. Add images of famous Black historical faces on the projector before and after the presentation, in every city, province or country that BAIDS has an event. Also, more success stories no matter how small and short stories while increasing the membership drive to expand growth.
- Send out emails and other notifications of the date of the outreach early.
- I was able to help coordinate and reach out to Black businesses and professionals last minute, luckily there was a huge turnout. Would be good to plan and reach out ahead of time.
- I would like to see more partnership with local organisations to help in information sharing and publicity.



# Logistics & Planning

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### Overview

After the success of the first November–December Outreach Campaign, the BBPA needed to hold another outreach early in 2022. Unfortunately, the COVID-19 pandemic's Omicron Virus hindered their progress. To reach communities that were not part of the 2021 outreach, plans were set in motion to hold a fully virtual cross-country outreach in early February. However, when restrictions were lifted, the BBPA saw an opportunity to proceed in-person. As they investigated this possibility, the BBPA executive quickly realized that the demand for the BAIDS services limited the number of new applications that they could accept into the program. By the end of February 2022, the decision was made to postpone the outreach until mid-March. Giving the organization team only a couple of weeks to organize a nation outreach campaign.

### Flights and transportation

Generally, the Air Canada flights were well organized and got the team where they needed to be in a timely manner. There were some issues, however, that should be identified:

- Seat location – the team were not sitting together, some members were at the back of the plane and consideration could have been given to members of the team that needed more leg room.
- Flight times – given the arduous nature of these types of campaigns, some of the flights were exceptionally early and hotels were not able to check-in team members.
- Location transportation – at every stop the BAIDS team needed to scramble to locate transportation that would accommodate people and luggage. In some cases, the team waited hours until a shuttle or taxi van was available.
- As a result of Covid 19 restrictions, most of the airlines reduced the number of available planes which contributed to limited availability and choice of flights.
- Due to these restrictions, the Charlottetown stop had to be virtual because all the flights in and out of the city were fully booked with no availability on any of the airlines.

### Event Planning

Due to the reduced planning time, the venue locations and times were provided, in some cases, the day before the team was due to arrive in a specific location. This approach did not allow for purchasing ad space in local newspapers, impacted media relations and put undue pressure on the social media team.

# Logistics & Planning

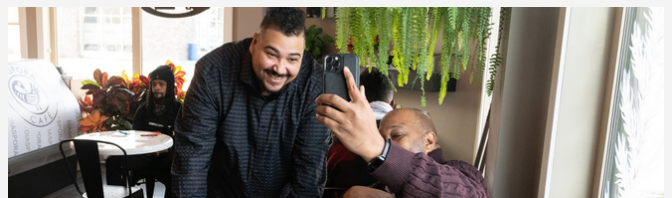
## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

### Accommodations

The BAIDS outreach organizing team followed federal government guidelines when booking accommodations for the 2022 BAIDS Outreach Campaign team. Because of this, most of the hotels were two star lodgings (with two exceptions). These hotels were in bad locations, poorly acquitted and, in some cases, dirty:

- The Ramada in Fredericton was more of a truck stop than a family/business hotel. The team arrived early but had to wait until 3 p.m. to get into their rooms.
- The Best Western in Montreal was disorganized, tired and the rooms were not clean. In addition, when the team arrived at 8 a.m. they were told they could not access their rooms until 4 p.m.
- The Ramada on Granville Street, Vancouver, was situated between two nightclubs. The noise was unbearable and cigarette/marijuana smoke came into the rooms. In addition, the rooms were not clean.

These accommodations caused the BAIDS team stress. Travelling to five Canadian cities over three time zones was a strenuous task and the hotel rooms provided did not offer the team the relaxation they required. Michael Pinnock and Frances Delsol are accomplished professionals who are experts in the Black space, they should not have experienced this level of discomfort.



# Overall Recommendations & Insights

## BAIDS 2021-2022 Cross-Canada Outreach Campaign Report

The BAIDS outreach organizing team followed federal government guidelines when booking accommodations for the 2022 BAIDS Outreach Campaign team. Because of this, most of the hotels were two star lodgings (with two exceptions). These hotels were in bad locations, poorly acquitted and, in some cases, dirty:

- The Ramada in Fredericton was more of a truck stop than a family/business hotel. The team arrived early but had to wait until 3 p.m. to get into their rooms.
- The Best Western in Montreal was disorganized, tired and the rooms were not clean. In addition, when the team arrived at 8 a.m. they were told they could not access their rooms until 4 p.m.
- The Ramada on Granville Street, Vancouver, was situated between two nightclubs. The noise was unbearable and cigarette/marijuana smoke came into the rooms. In addition, the rooms were not clean.

These accommodations caused the BAIDS team stress. Travelling to five Canadian cities over three time zones was a strenuous task and the hotel rooms provided did not offer the team the relaxation they required. Michael Pinnock and Frances Delsol are accomplished professionals who are experts in the Black space, they should not have experienced this level of discomfort.





**BUSINESS ADVISORY IMPLEMENTATION DEVELOPMENT SERVICES**  
SERVICES-CONSEILS AUX ENTREPRISES EN MATIÈRE DE MISE EN ŒUVRE ET DE DÉVELOPPEMENT

**Financé par :**

Agence fédérale de développement  
économique pour le Sud de l'Ontario

**Funded by:**

Federal Economic Development  
Agency for Southern Ontario

**Canada** 

We thank you for your continued support in  
our efforts to contribute to the BBPA's  
BAIDS Program.

## Contact

**Nadine Spencer**

BBPA CEO

[www.bbpa.org](http://www.bbpa.org)

[president@bbpa.org](mailto:president@bbpa.org)

**Abualabass Elmahdi**

BAIDS Project Manager, BBPA

[abu@bbpa.org](mailto:abu@bbpa.org)

(437) 992-5071