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## ADDITIONAL AGENDA

### Council

**Date:** May 19, 2021  
**Time:** 9:30 AM  
**Location:** Online Video Conference

#### Members

Mayor Bonnie Crombie	
Councillor Stephen Dasko	Ward 1
Councillor Karen Ras	Ward 2
Councillor Chris Fonseca	Ward 3
Councillor John Kovac	Ward 4
Councillor Carolyn Parrish	Ward 5
Councillor Ron Starr	Ward 6
Councillor Dipika Damerla	Ward 7
Councillor Matt Mahoney	Ward 8
Councillor Pat Saito	Ward 9
Councillor Sue McFadden	Ward 10
Councillor George Carlson	Ward 11

#### Participate Virtually and/or via Telephone

Advance registration is required to participate and/or make a comment in the virtual meeting. **Questions for Public Question Period are required to be provided to Clerk's staff at least 24 hours in an advance of the meeting.** Any materials you wish to show the Committee during your presentation must be provided as an attachment to the email. Links to cloud services will not be accepted. Comments submitted will be considered as public information and entered into public record.

To register, please email [stephanie.smith@mississauga.ca](mailto:stephanie.smith@mississauga.ca) and for Residents without access to the internet via computer, smartphone or tablet, can register by calling Stephanie Smith at 905-615-3200 ext. 3795 no later than **Monday, May 17, 2021 before 4:00PM**. You will be provided with directions on how to participate from Clerks' staff.

#### Contact

Stephanie Smith, Legislative Coordinator, Legislative Services

905-615-3200 ext. 3795

Email [stephanie.smith@mississauga.ca](mailto:stephanie.smith@mississauga.ca)

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<http://www.mississauga.ca/portal/cityhall/councilcommittees>

Meetings of Council streamed live and archived at [Mississauga.ca/videos](http://Mississauga.ca/videos)

**5. MINUTES OF PREVIOUS COUNCIL MEETING**

\*5.2. Revised Council Minutes - March 4, 2020

**11. INTRODUCTION AND CONSIDERATION OF CORPORATE REPORTS**

\*11.1. Review of Business Licensing Fees and Relief Options

**22. CLOSED SESSION**

\*22.3. Labour relations or employee negotiations - Ratification of the Memorandum of Settlement reached between the City of Mississauga and the Canadian Union of Public Employees, Local 66-03 (Parking Enforcement Officers).

# City of Mississauga Corporate Report



Date: May 12, 2021  To: Chair and Members of Council  From: Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works	Originator's files:
	Meeting date: May 19, 2021

## Subject

Review of Business Licensing Fees and Relief Options

## Recommendation

1. That the report from the Commissioner of Transportation and Works, dated May 12, 2021, and entitled "Review of Business Licensing Fees and Relief Options" be received.
2. That Council provide direction to staff on licensing fee options as outlined in the report.

## Executive Summary

- Staff were directed to report back providing 2021 licencing relief options and to conduct a review of the hardest hit business sectors due to Covid-19.
- A two-tier model was developed that classified businesses as either 'ordered to close' or 'permitted to open' by provincial regulation in 2021.
- Based on this two-tier model, three options were developed: a 100% / 50% (ordered to close / permitted to open) fee reduction, a 75% / 25% fee reduction, and a 50% / 0% fee reduction.
- The financial impact would range from \$365K to approximately \$1.48M depending on the option selected.

## Background

At the April 28, 2021 Budget Committee the following recommendation was approved:

*"BC-0018-2021*

- 1. That the corporate report from the Commissioner of Transportation and Works, dated April 14, 2021 entitled "Review of Business Licensing Fees be referred to the May 19,*

*2021 Council meeting and that staff be directed to report back providing options and to conduct a review of the hardest hit business sectors.*

*2. That the late Business Licensing Fees be waived pending Council's decision on May 19, 2021."*

## Comments

### **COVID-19 Business Impact Assessment**

The regulations implemented by the Ontario Government under the *Emergency Management and Civil Protection Act* and subsequently the *Reopening Ontario (A Flexible Response to Covid -19) Act 2020*, have at various times strictly limited, or required the closure of various business types. These actions also had a significant impact on businesses who, while not specifically identified in the regulations, have suffered due to the subsequent general slowing of the economy.

EDO analysis indicates that the magnitude of COVID-19's impact upon a business is largely shaped by three factors:

1. Impact of public health measures on business operations (i.e. full closure or significant restriction)
2. Capacity of business to pivot operations, in response to restrictions
3. Impact of changing consumer behaviour on business operations

Given the complexity of the regulations and the various degrees of impacts that they have had on businesses, staff are unable to determine the precise financial impacts for each licence type. Determining the precise impacts would require a thorough assessment on a case-by-case basis and this would likely involve an application and review process that the City does not have the capacity to perform.

## Options

A two-tier model was developed based whether or not the business was permitted to open in 2021:

- Tier 1 - Ordered closed in 2021 either fully or partially by Provincial Regulation.
- Tier 2 - Permitted to open in 2021 but impacted by the slowing of the economy.

The following tables include the top ten licence categories that represent 95% of all license types and revenue. A complete list of all licence types classified by tier and proposed renewal fees can be found in Appendix 1.

### **Option 1 – 100% and 50% Renewal Fee Reduction**

Business licences identified as Tier 1 would see licence renewal fees reduced by 100% for 2021. Tier 2 licence renewal would be reduced by 50% in 2021.

Tier	Licence Category	2020 Fee	2021 Fee
1	Personal Services	\$203	0
	Body Rub Parlours	\$6999	0
	Adult Entertainment	\$5561	0
	Driving School Services	\$230	0
	Restaurants and Related Food Service	\$194	0
2	Contractors Trades or Building Renovators	\$194	\$97
	Auto Service Stations	\$260	\$130
	Taxi, Limousine and Airport Transportations Services	\$480	\$240
	Tow Truck Services	\$603	\$301.50
	Tobacco Sales	\$229	114.50

### **Option 2 - 75% and 25% Renewal Fee Reduction**

Business licences identified as Tier 1 would see licence renewal fees reduced by 75% for 2021. Tier 2 Licence renewal would be reduced by 25% in 2021.

Tier	Licence Category	2020 Fee	2021 Fee
1	Personal Services	\$203	\$50.75
	Body Rub Parlours	\$6999	\$1749.75
	Adult Entertainment	\$5561	\$1390.25
	Driving School Services	\$230	\$57.50
	Restaurants and Related Food Service	\$194	\$48.50
2	Contractors Trades or Building Renovators	\$194	\$145.50
	Auto Service Stations	\$260	\$195
	Taxi, Limousine and Airport Transportations Services	\$480	\$360
	Tow Truck Services	\$603	\$452.25
	Tobacco Sales	\$229	\$171.75

### **Option 3 - 50% and 0% Renewal Fee Reduction**

Business licences identified as Tier 1 would see licence renewal fees reduced by 50% for 2021. Tier 2 licence renewal fees would not be reduced in 2021.

Tier	Licence Category	2020 Fee	2021 Fee
1	Personal Services	\$203	\$101.50
	Body Rub Parlours	\$6999	\$3499.50
	Adult Entertainment	\$5561	\$2780.50
	Driving School Services	\$230	\$115
	Restaurants and Related Food Service	\$194	\$97
2	Contractors Trades or Building Renovators	\$194	\$194

	Auto Service Stations	\$260	\$260
	Taxi, Limousine and Airport Transportations Services	\$480	\$480
	Tow Truck Services	\$603	\$603
	Tobacco Sales	\$229	\$229

## Financial Impact

The following projections are based on the assumption that all 2020 licensees will renew their licence in 2021. There is a level of uncertainty as it is unclear what the long term effect of the pandemic and the concomitant provincial regulations will have on the business community.

These options identify only licences that are being “renewed” and will not apply to the issuance of new licences. Some licence categories do not provide a grace period; when a licence expires an application arriving after the expiry date is classified as new, despite the fact that the business may have been in continuous operation. To address this, and for the purpose of issuing these licence types staff will consider any licence application for a business that was licenced at any time in 2020 as being a “renewal” for the purpose of assessing the appropriate fee. The impacted areas would be cost centres 22652 Enforcement -Compliance and Licensing and 22651 Enforcement - Mobile Licensing.

Impact on Licence Fee renewal revenue would be as follows:

Projected Revenue Licence Renewal	No change to 2020 Fees	Option 1 100% and 50%	Option 2 75% and 25%	Option 3 50% and 0%
2021	\$2,229,501	\$747,958	\$1,305,333	\$1,862,709
Projected Variance		(\$1,481,543)	(\$924,168)	(\$366,793)

## Conclusion

Each option would provide some relief to Tier 1 businesses that were ordered to close in 2021. Tier 2 businesses that have been permitted to operate during the pandemic would experience some licence fee relief in Options 1 and 2, and licence fees would remain unchanged for this group under Option 3.

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## Attachments

Appendix 1: 2021 Projected Licence Renewal Revenue with Relief Options



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Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

Prepared by: Michael Foley, Manager, Mobile Licensing Enforcement

## 2021 Projected Licence Renewal Revenue with Relief Options

Business Type	Total Licences Issued	Renewal Licence Fee	Renewal Licence Fee Option 1	Projected Revenue Option 1	Renewal Licence Fee Option 2	Projected Revenue Option 2	Renewal Licence Fee Option 3	Projected Revenue Option 3	Total Revenue	Ordered Closed for A Period of Time by Regulation
Amusement Arcade	24	\$ 323.00	\$ -	\$ -	\$ 80.75	\$ 1,938.00	\$ 161.50	\$ 3,876.00	\$ 7,752.00	Tier 1
Adult Book Store	13	\$ 233.00	\$ -	\$ -	\$ 58.25	\$ 757.25	\$ 116.50	\$ 1,514.50	\$ 3,029.00	Tier 1
Adult Entertainment Parlour	5	\$ 5,561.00	\$ -	\$ -	\$ 1,390.25	\$ 6,951.25	\$ 2,780.50	\$ 13,902.50	\$ 27,805.00	Tier 1
Auto Service Station (Class A & B)	764	\$ 229.00	\$ 114.50	\$ 87,478.00	\$ 171.75	\$ 131,217.00	\$ 229.00	\$ 174,956.00	\$ 174,956.00	Tier 2
Auto Service Station (Class C, D & E)	393	\$ 260.00	\$ 130.00	\$ 51,090.00	\$ 195.00	\$ 76,635.00	\$ 260.00	\$ 102,180.00	\$ 102,180.00	Tier 2
Adult Video Tape Store (Class A)	2	\$ 268.00	\$ -	\$ -	\$ 67.00	\$ 134.00	\$ 134.00	\$ 268.00	\$ 536.00	Tier 1
Adult Video Tape Store (Class B)	1	\$ 233.00	\$ -	\$ -	\$ 58.25	\$ 58.25	\$ 116.50	\$ 116.50	\$ 233.00	Tier 1
Body Rub Parlour Owner	8	\$ 6,999.00	\$ -	\$ -	\$ 1,749.75	\$ 13,998.00	\$ 3,499.50	\$ 27,996.00	\$ 55,992.00	Tier 1
Billiard Parlour	17	\$ 323.00	\$ -	\$ -	\$ 80.75	\$ 1,372.75	\$ 161.50	\$ 2,745.50	\$ 5,491.00	Tier 1
Clothing Donation Box	12	\$ 82.00	\$ 41.00	\$ 492.00	\$ 61.50	\$ 738.00	\$ 82.00	\$ 984.00	\$ 984.00	Tier 2
Eatery (Restaurant, Retail Food Premise, Take Out, Lunch Counter, City Operated)	1652	\$ 194.00	\$ -	\$ -	\$ 48.50	\$ 80,122.00	\$ 97.00	\$ 160,244.00	\$ 320,488.00	Tier 1
Kennel	1	\$ 194.00	\$ -	\$ -	\$ 48.50	\$ 48.50	\$ 97.00	\$ 97.00	\$ 194.00	Tier 1
Methadone (Clinic, Clinical and Pharm)	2	\$ 194.00	\$ 97.00	\$ 194.00	\$ 145.50	\$ 291.00	\$ 194.00	\$ 388.00	\$ 388.00	Tier 2
Medical Marihuana Production Facility	1	\$ 220.00	\$ 110.00	\$ 110.00	\$ 165.00	\$ 165.00	\$ 220.00	\$ 220.00	\$ 220.00	Tier 2
Night Club	2	\$ 3,466.00	\$ -	\$ -	\$ 866.50	\$ 1,733.00	\$ 1,733.00	\$ 3,466.00	\$ 6,932.00	Tier 1
Pawnbroker	3	\$ 229.00	\$ -	\$ -	\$ 57.25	\$ 171.75	\$ 114.50	\$ 343.50	\$ 687.00	Tier 1
Banquet Hall	49	\$ 229.00	\$ -	\$ -	\$ 57.25	\$ 2,805.25	\$ 114.50	\$ 5,610.50	\$ 11,221.00	Tier 1
Pet Shop	6	\$ 225.00	\$ -	\$ -	\$ 56.25	\$ 337.50	\$ 112.50	\$ 675.00	\$ 1,350.00	Tier 1
Personal Services	417	\$ 203.00	\$ -	\$ -	\$ 50.75	\$ 21,162.75	\$ 101.50	\$ 42,325.50	\$ 84,651.00	Tier 1
Second Hand Goods Shop	28	\$ 229.00	\$ -	\$ -	\$ 57.25	\$ 1,603.00	\$ 114.50	\$ 3,206.00	\$ 6,412.00	Tier 1
Salvage Yard	7	\$ 194.00	\$ 97.00	\$ 679.00	\$ 145.50	\$ 1,018.50	\$ 194.00	\$ 1,358.00	\$ 1,358.00	Tier 2
Tanning Facility	12	\$ 192.00	\$ -	\$ -	\$ 48.00	\$ 576.00	\$ 96.00	\$ 1,152.00	\$ 2,304.00	Tier 1
Tobacco Sales	297	\$ 229.00	\$ 114.50	\$ 34,006.50	\$ 171.75	\$ 51,009.75	\$ 229.00	\$ 68,013.00	\$ 68,013.00	Tier 2
Driving School Instructor	356	\$ 170.00	\$ -	\$ -	\$ 42.50	\$ 15,130.00	\$ 85.00	\$ 30,260.00	\$ 60,520.00	Tier 1
Operator - Refreshment Cart and PDU	15	\$ 166.00	\$ 83.00	\$ 1,245.00	\$ 124.50	\$ 1,867.50	\$ 166.00	\$ 2,490.00	\$ 2,490.00	Tier 2
Driver - Taxi	1203	\$ 175.00	\$ 87.50	\$ 105,262.50	\$ 131.25	\$ 157,893.75	\$ 175.00	\$ 210,525.00	\$ 210,525.00	Tier 2
Driver - APTV	482	\$ 175.00	\$ 87.50	\$ 42,175.00	\$ 131.25	\$ 63,262.50	\$ 175.00	\$ 84,350.00	\$ 84,350.00	Tier 2
Driver - Limousine	10	\$ 175.00	\$ 87.50	\$ 875.00	\$ 131.25	\$ 1,312.50	\$ 175.00	\$ 1,750.00	\$ 1,750.00	Tier 2
Driver - Tow Truck	247	\$ 170.00	\$ 85.00	\$ 20,995.00	\$ 127.50	\$ 31,492.50	\$ 170.00	\$ 41,990.00	\$ 41,990.00	Tier 2
Driver - Refreshment Vehicle	10	\$ 170.00	\$ 85.00	\$ 850.00	\$ 127.50	\$ 1,275.00	\$ 170.00	\$ 1,700.00	\$ 1,700.00	Tier 2
Driver - Ice Cream Truck	7	\$ 170.00	\$ 85.00	\$ 595.00	\$ 127.50	\$ 892.50	\$ 170.00	\$ 1,190.00	\$ 1,190.00	Tier 2
Driver - AMTV	103	\$ 175.00	\$ 87.50	\$ 9,012.50	\$ 131.25	\$ 13,518.75	\$ 175.00	\$ 18,025.00	\$ 18,025.00	Tier 2
Driving School Operator (In Class)	36	\$ 166.00	\$ -	\$ -	\$ 41.50	\$ 1,494.00	\$ 83.00	\$ 2,988.00	\$ 5,976.00	Tier 1
Driving School Operator (Road Only)	23	\$ 166.00	\$ -	\$ -	\$ 41.50	\$ 954.50	\$ 83.00	\$ 1,909.00	\$ 3,818.00	Tier 1
APTV Owner (Regular & Special Access)	202	\$ 336.00	\$ 168.00	\$ 33,936.00	\$ 252.00	\$ 50,904.00	\$ 336.00	\$ 67,872.00	\$ 67,872.00	Tier 2
All Brokerages	18	\$ 490.00	\$ 245.00	\$ 4,410.00	\$ 367.50	\$ 6,615.00	\$ 490.00	\$ 8,820.00	\$ 8,820.00	Tier 2
Driving School Veh. Owner	352	\$ 230.00	\$ -	\$ -	\$ 57.50	\$ 20,240.00	\$ 115.00	\$ 40,480.00	\$ 80,960.00	Tier 1
Limousine Owner	4	\$ 404.00	\$ 202.00	\$ 808.00	\$ 303.00	\$ 1,212.00	\$ 404.00	\$ 1,616.00	\$ 1,616.00	Tier 2
AMTV Owner	30	\$ 327.00	\$ 163.50	\$ 4,905.00	\$ 245.25	\$ 7,357.50	\$ 327.00	\$ 9,810.00	\$ 9,810.00	Tier 2
Vendors (Refreshment Carts & PDU)	10	\$ 183.00	\$ 91.50	\$ 915.00	\$ 137.25	\$ 1,372.50	\$ 183.00	\$ 1,830.00	\$ 1,830.00	Tier 2
Refreshment Vehicle Owner	10	\$ 281.00	\$ 140.50	\$ 1,405.00	\$ 210.75	\$ 2,107.50	\$ 281.00	\$ 2,810.00	\$ 2,810.00	Tier 2
Ice Cream Truck - Veh. Owner - Parks	1	\$ 400.00	\$ 200.00	\$ 200.00	\$ 300.00	\$ 300.00	\$ 400.00	\$ 400.00	\$ 400.00	Tier 2
Taxi Cab Owner (Regular)	661	\$ 480.00	\$ 240.00	\$ 158,640.00	\$ 360.00	\$ 237,960.00	\$ 480.00	\$ 317,280.00	\$ 317,280.00	Tier 2
Taxi Cab Owner (Special Accessible)	16	\$ 299.00	\$ 149.50	\$ 2,392.00	\$ 224.25	\$ 3,588.00	\$ 299.00	\$ 4,784.00	\$ 4,784.00	Tier 2
Tow Truck Owner	391	\$ 603.00	\$ 301.50	\$ 117,886.50	\$ 452.25	\$ 176,829.75	\$ 603.00	\$ 235,773.00	\$ 235,773.00	Tier 2
Building Renovator (General & Special)	115	\$ 194.00	\$ 97.00	\$ 11,155.00	\$ 145.50	\$ 16,732.50	\$ 194.00	\$ 22,310.00	\$ 22,310.00	Tier 2
Paving Contractor	19	\$ 194.00	\$ 97.00	\$ 1,843.00	\$ 145.50	\$ 2,764.50	\$ 194.00	\$ 3,686.00	\$ 3,686.00	Tier 2
Contractor (Plumbing, Heating, and Drain Laying Contractors)	207	\$ 194.00	\$ 97.00	\$ 20,079.00	\$ 145.50	\$ 30,118.50	\$ 194.00	\$ 40,158.00	\$ 40,158.00	Tier 2
Trades Master (Plumber, Heater & Drain Layer)	195	\$ 194.00	\$ 97.00	\$ 18,915.00	\$ 145.50	\$ 28,372.50	\$ 194.00	\$ 37,830.00	\$ 37,830.00	Tier 2
Auctioneer	2	\$ 229.00	\$ -	\$ -	\$ 57.25	\$ 114.50	\$ 114.50	\$ 229.00	\$ 458.00	Tier 1
Body Rub Attendant	94	\$ 413.00	\$ -	\$ -	\$ 103.25	\$ 9,705.50	\$ 206.50	\$ 19,411.00	\$ 38,822.00	Tier 1
Second Hand Employee	2	\$ 194.00	\$ -	\$ -	\$ 48.50	\$ 97.00	\$ 97.00	\$ 194.00	\$ 388.00	Tier 1
Trader (Hawker/Peddler)	39	\$ 194.00	\$ -	\$ -	\$ 48.50	\$ 1,891.50	\$ 97.00	\$ 3,783.00	\$ 7,566.00	Tier 1
Parking Lot	89	\$ 194.00	\$ 97.00	\$ 8,633.00	\$ 145.50	\$ 12,949.50	\$ 194.00	\$ 17,266.00	\$ 17,266.00	Tier 2
Vehicle Pound Facility	22	\$ 616.00	\$ 308.00	\$ 6,776.00	\$ 462.00	\$ 10,164.00	\$ 616.00	\$ 13,552.00	\$ 13,552.00	Tier 2
<b>Totals</b>	<b>8687</b>			<b>\$ 747,958.00</b>		<b>\$ 1,305,333.25</b>		<b>\$ 1,862,708.50</b>	<b>\$ 2,229,501.00</b>	
<b>Projected Variance</b>				<b>(1,481,543)</b>		<b>(924,168)</b>		<b>(366,793)</b>		