

**2020 - Aug 31, 2021**

# Economic Recovery Plan Implementation Update

## Small Business & Broader Industry

City of Mississauga,  
Economic Development Office (EDO)



MISSISSAUGA

[thefutureisunlimited.ca](http://thefutureisunlimited.ca)





**"The Economic Development team with the support of Council and our key partners remain committed to serving our business community with the resources and supports needed to build our economy back to better."**

**- Bonnie Brown,  
Director, Economic Development**

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# A Message from our Director



The Covid-19 pandemic is transforming how we think about our economic recovery and growth. While our collective resilience and innovative capacity have led to a strong recovery, we recognize that it has been a challenging journey for our businesses and entrepreneurs and we are not through this yet. The Economic Development team with support of

Council and our key partners remain committed to serving our business community with the resources and support needed to build our economy back to better.

Like many of our City operations, over the past year and a half EDO pivoted its services to help our businesses and entrepreneurs sustain their operations throughout government lockdowns and restrictions. EDO added new digital services, training programs and one on one consultations to help businesses respond. We also prioritized getting accurate and timely information out to our business community to help them navigate constantly changing public health and access critical support programs.

We learned a lot from our business community through our outreach, consultations and business roundtables as we listened to their experiences and challenges. These discussions revealed the strength of our business community and the people behind it. We witnessed business leaders coming together to support one another, from access to Personal Protection Equipment, to solving operational issues, to donations to healthcare workers and the community. It was inspiring to witness acts of kindness and humanity in a time of crisis and uncertainty.

To help inform the City's economic recovery efforts, EDO called upon local business, education and economic stakeholders to join the Mayor and members of Council to form the Economic Resiliency Task Force. The Task Force approved Economic Recovery Plans for Small Business and Broader Industry outlining the City's priorities and actions to support business and economic recovery.

As you look through this Economic Recovery Plan Implementation Update, you will read about the many initiatives EDO has delivered to support our businesses throughout the pandemic and guide our pathway forward as we look towards a strong and prosperous future for all within our diverse community.

**Thank you,**

A handwritten signature in black ink that reads "Bonnie Brown".

Bonnie Brown,  
Director,  
Economic Development



# Mississauga's Economic Recovery Plans

The Economic Recovery Plans for Small Business and Broader Industry have provided a structure to support Mississauga's business community throughout recovery. The plans set out the City's priorities and actions to guide Mississauga's path forward to economic growth and prosperity for all.

On May 7, 2020, Council adopted the City's Recovery Plan Framework. The framework is designed to help Mississauga address all aspects of the recovery from COVID-19 and is divided into four pillars for recovery: Community, Economic, Finance and Corporate.

The Economic Recovery Framework is one of four pillars guiding the City's overall recovery efforts. The framework sets out the principles for the development of industry-specific economic recovery plans. These principles include a phased approach to recovery; finding every opportunity to help Mississauga businesses build back to better; and adopting an inclusive, whole community approach that leaves no one behind.

## Economic Recovery Framework



Provides a framework for the Economic pillar of the recovery plan. The purpose of the framework is to set out the guidelines and priorities we will employ as a City to address the economic impacts of COVID-19 on the business community in Mississauga.



### Mississauga Economic Resiliency Task Force

To inform our economic recovery priorities and actions, EDO sought guidance from the Task Force, established by Council on June 12, 2020. With membership including business and community leaders, the Mayor and select members of Council, the Task Force was well positioned to review data, policies and services to inform the City's economic recovery efforts.

The Task Force reviewed priority recommendations put forward by staff that were captured in the Economic Recovery Plan for Small Business and the Economic Recovery Plan for Broader Industry. Overall, the Task Force provided positive feedback and a commitment to collaborate in delivering the actions of the Economic Recovery Plans.

## Economic Recovery Plans (ERP)

The need for industry-specific plans was outlined in the City's Economic Recovery Pillar Framework with EDO being responsible for the development of the Small Business and Broader Industry Economic Recovery Plans.



### Small Business and Broader Industry Economic Recovery Plans

Council approved the Economic Recovery Plan (ERP) for Small Business and Economic Recovery Plan for Broader Industry on September 23rd, 2020. In total, the plans identify 42 unique actions to support Mississauga's economic recovery through a lens of inclusive growth where all community stakeholders have equal opportunities for economic mobility and growth.





# Outreach and Communication

EDO engaged and consulted with the business community to influence the actions in the Economic Recovery Plans, which in turn have guided EDO's actions since March 2020. At the outset of the pandemic, EDO communicated with the Mississauga Business Community through many outreach and communication methods outlined in this document.

### Outreach Efforts



# 12

**Roundtables  
Hosted**



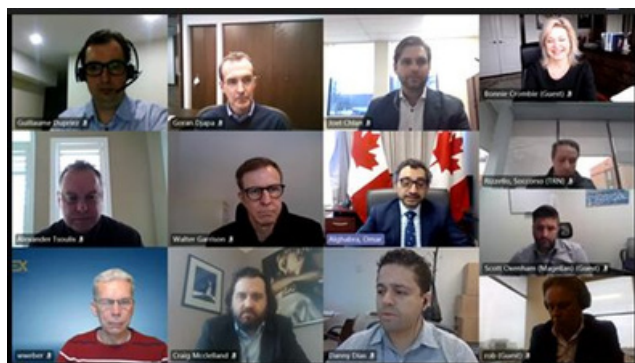
# 22,000+

**Employees Represented  
through 12 Roundtables**



# 200+

**Inquiries & Issues  
Resolution**



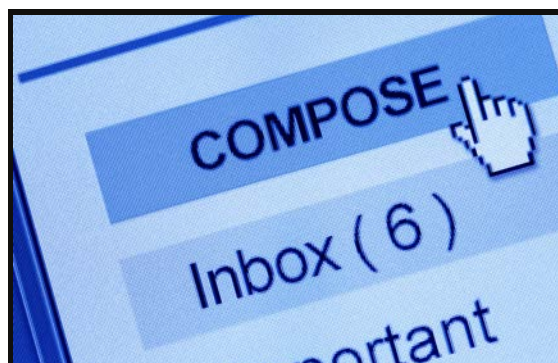
## Business Stakeholder Roundtable Sessions

Conducted roundtables with the business community to facilitate conversations on how to best support local businesses throughout recovery.

#### ERP Action ▾

#6 - Small Business

#4 - Broader Industry



## Outbound Advisory Services Program

Targeted and proactive outreach efforts to the small business community and broader industry.

#### ERP Action ▾

#5 - Small Business

#3 - Broader Industry



## Email & Survey Inquiries

To ensure all voices were heard, EDO created a simple contact form on the website and monitored and responded to all email inquiries. EDO also created and promoted a survey asking for businesses affected by COVID-19 to share their concerns.

#### ERP Action ▾

#5 - Small Business

#3 - Broader Industry



## COVID-19 Business Resource Centre

Developed and maintained a central one-stop shop web resource to help businesses access information, programs and funding to support their response and recovery from COVID-19.

[www.thefutureisunlimited.ca/covid-19](http://www.thefutureisunlimited.ca/covid-19)

ERP Action ▾

#3 - Small Business

#1 - Broader Industry



## COVID-19 Business Relief Portal

Developed and maintained a self-selection web tool that provides a library of over 150+ business resources, relief programs and incentives. The Portal continues to be an important and well-used resource and is updated weekly.

ERP Action ▾

#3 - Small Business

#1 - Broader Industry



## Health, Safety & Reopening Guidelines

Developed and maintained a web resource to inform and support businesses on safe reopening throughout recovery. In addition to this, EDO partnered with the Region of Peel, Mississauga Board of Trade, the City's Enforcement Team, and the Mayor's Office to deliver a series of webinars to support businesses throughout the stages of recovery. Webinar topics ranged from "Mandatory Face Coverings By-Law" to "What to Do If COVID-19 Affects Your Business".

ERP Action ▾

#10 - Small Business

#7 - Broader Industry



## #MississaugaMade

Led by Tourism Mississauga, EDO supported the shop local campaign envisioned in the first months of the pandemic to support and promote Mississauga products, businesses, stories, activities and experiences. More than 710 businesses have registered.

ERP Action ▾

#27 - Small Business

### COVID-19 Web Pages



24,800+

Website  
Visitors



150+

Business Programs  
& Resources



41,000+

Website  
Pageviews





### Estimated Reach

 **1,000,000+**  
Views

ERP Action ▾

#7 - Small Business



### Social Media

Increased social media communication reach by assigning a dedicated resource to oversee the communication of COVID-19 news, programs and government support for businesses.



### Email Newsletters

Increased the frequency of email newsletters from monthly to weekly to better communicate the latest news, changes and support available to businesses.



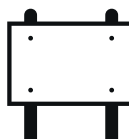
### Corporate Press Releases

Increased the number of press releases issued to better inform readers on the latest programs and services available to the business community.



### Paid Promotion

Ran various paid promotion campaigns promoting the latest news and support for businesses. Paid Channels include: Twitter, LinkedIn, Facebook, InSauga and Modern Mississauga.



### Physical Signage

Leveraged the reach of physical signage including: digital reader boards, VHH highway signs, lawn signs, and VHO digital billboards across the city.



### City Partnerships

Leveraged the reach of partners including the Mississauga Board of Trade; Business Improvement Areas; Business Associations; Region of Peel and internal partners including Mayors Office, Strategic Communications, Tourism Mississauga and Culture Division.



# Small Business Programs and Initiatives

Small business is the foundation of Mississauga's economy. From traditional main street small businesses to high-growth scale-ups. The economic health and vitality of these establishments directly affect the overall well-being of the local economy. Supporting small businesses continues to be EDO's priority, as we develop new methods to support our business community through these challenging times.



## One-on-One Small Business Consultations

The Mississauga Business Enterprise Centre provided one-on-one business support that includes tailored guidance for unique situations and challenges.

ERP Action ▾

#1 - Small Business



## Business Advisory Services

Provided free business advisory consultations with professionals in legal, accounting, business operations, sales and marketing to support business owners struggling with impacts of COVID-19.

ERP Action ▾

#2 - Small Business



## Business Training and Recovery Support Webinars

Hosted a series of COVID-19 related information and training webinars covering various topics aimed at supporting businesses during the Pandemic. Notable webinars include:

- How to Respond to COVID-19 in the Workplace
- Business Recovery After COVID
- Digital Marketing Series
- How to Digitally Transform Your Business During this Pandemic
- Starting a Business Series

ERP Action ▾

#8 - Small Business

#6 - Broader Industry

### Metrics



# 465+

One-on-one Business Consultations



# 133

Businesses Served



# 76

Webinars Hosted



# 5,750+

Registered Webinar Attendees



## Metrics



**245+**  
Businesses  
Assisted by DMS



**870+**  
ShopHERE  
Registrations



**37**  
Starter Company  
Participants



**30**  
Grants  
Provided



## Digital Main Street (DMS)

ERP Action ▾

#12 - Small Business

With the support of the Government of Canada and the Ontario Business Improvement Area Association, the Digital Main Street (DMS) Squad initiative helped over 245 small businesses adopt digital tools and technologies to build their online presence and grow their business.



## ShopHERE - Mississauga

ERP Action ▾

#14 - Small Business

The COVID-19 crisis has highlighted the importance of having an online presence to sell goods and services. To address this need, Digital Main Street collaborated with Google, Shopify, Master Card and Microsoft to build and optimize online stores for small independent Mississauga businesses and artists in a matter of days.



## Starter Company PLUS Program

ERP Action ▾

#13 - Small Business

EDO delivered this provincially funded program that provides free training, business skills development, mentorship and guidance with the opportunity to apply for a program grant of up to \$5000. The Program supported start ups and existing businesses including entrepreneurs in the music industry impacted by the COVID-19 pandemic. Through this program, EDO was able to award 18 grants.

## Summer Company Program

ERP Action ▾

#13 - Small Business

Delivered by EDO, this provincially funded youth entrepreneurship program is geared to Ontario students 15 to 29 years to help them launch and operate a summer business. The Program provides free business training and mentorship to help students get their business up and running and opportunity to receive a grant up to \$3,000 to help launch their summer business. Through this program, EDO was able to award 12 grants.





# Broader Industry Programs and Initiatives

Mississauga's diverse business sectors provides a degree of protection from industry and regional economic cyclical changes. The city is home to over 94,000 businesses, including over 1,400 multinational companies and 76 Fortune 500 companies. EDO has prioritized a number of initiatives to sustain and grow broader industry with focus on its key sectors that account for 42.9% of Mississauga's total employment: Advanced Manufacturing (Aerospace, Automotive, Cleantech and Food & Beverage), Higher Value Business Services (Finance, Insurance and Information and Communications Technology), Life Sciences and Smart Logistics



## 2020 Performance Results

 **\$2,420,438**  
New & Retained Taxable  
Assessment Supported

 **3,777 - 3,805**  
Number of Jobs  
Created & Retained

## 2021 - Aug 31, 2021 Performance Results

 **\$2,017,759**  
New & Retained Taxable  
Assessment Supported

 **1,024 - 1,149**  
Number of Jobs  
Created & Retained



## Business Attraction and Retention

Despite the impacts of COVID-19, the business investment team continued to deliver services related to new investment and retention across a number of sectors including: advanced manufacturing, life sciences, information and communications technology and film industries.

ERP Action ▾

#10 - Broader Industry

## Business Investments

The following list includes a few recent business investments in Mississauga for 2020 - Q1 2021.

Please note that this list does not include any retail or franchises and may include opportunities that EDO did not directly support.

ERP Action ▾

#10 - Broader Industry

**Baylis Medical**  
Industry: Life Sciences  
152,948 SF. Canadian Head Office

**Beyond Japan Canada**  
Industry: Technology (ICT)  
Canadian Sales & Service Office

**Bora Pharmaceuticals**  
Industry: Life Sciences  
Acquisition of GlaxoSmithKline Facility

**Goodfood Market Corp.**  
Industry: Food & Beverage  
42,200 SF. manufacturing facility

**HCL Technologies**  
Industry: Technology (ICT)  
Global Delivery Centre - 450 jobs

**Infosys Limited**  
Industry: Technology (ICT)  
Tech Innovation Hub - 350 jobs

**Jazz Pharma**  
Industry: Life Sciences  
3,315 SF. Canadian Head Office

**McKesson Canada**  
Industry: Life Sciences  
240,000 SF. Canadian Head Office

**Puratos Canada**  
Industry: Food & Beverage  
72,078 SF. Manufacturing Facility

**Roche Canada**  
Industry: Life Sciences  
\$500M investment - 500 Jobs

**Printful**  
Industry: Advanced Manufacturing, Logistics  
30,000 SF. On-Demand Fulfillment Centre

**Plug and Play**  
Industry: Technology (ICT)  
Industry-Focused Accelerator

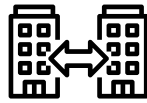
**Sims International**  
Industry: Creative: Film Studio  
70,000 SF. Film Studio

**William F. White Century Studio**  
Industry: Creative: Film Studio  
181,000 SF. Film Studio

**Zifo RnD Solutions**  
Industry: Life Sciences  
Canadian Support Centre - 15 Jobs







## B2B Connections

ERP Action ▾

#8 - Broader Industry

EDO, with support from the City's IT department, developed and launched a B2B platform for businesses & entrepreneurs to crowdsource best practices and solutions to address issues arising from COVID, such as implementing physical distancing in their operations, or sourcing Personal Protective Equipment (PPE).



## Workforce Development

ERP Action ▾

#17 - Broader Industry

#18 - Broader Industry

EDO addressed local workforce challenges by facilitating collaboration between post-secondary institutions and local industry; connecting local businesses to workforce development programs and funding; and connecting new graduates, students and workers in transition to local opportunities. EDO created the Training and Hiring page on its website to support this initiative. In February 2020, the City also hosted the Building Skilled Talent Together (BSTT) event. BSTT is an initiative that focuses on developing concrete actionable solutions to the skills gap challenges and the difficulty manufacturers have in filling technical occupations.



## Equity and Diversity Collaborative

ERP Action ▾

#17 - Broader Industry

#18 - Broader Industry

Workforce development efforts have continued with an increased focus on Inclusive Recovery initiatives including Women in Mississauga Manufacturing and Life Sciences Equity and Diversity Collaborative. Through these initiatives EDO has been working collaboratively with local companies towards shared goals of increasing gender balance, as well as diversity and inclusion of underrepresented populations in Mississauga's local workforce.

### Metrics



# 76

**Businesses  
Engaged through  
B2B Platform**



# 100+

**Participants  
Attended  
BSTT Event**



# 25x

**Increase in  
Website Traffic  
through  
Digital Marketing  
Campaigns**

Equity &  
Diversity  
Collaborative



# Entrepreneurship and Innovation

Mississauga will be a global innovation centre that connects and strengthens the regional innovation corridor. EDO is taking action to strengthen Mississauga's Entrepreneurship & Innovation Ecosystem, by supporting the scaling and growth of local start-ups.





## Entrepreneurship & Innovation Marketing Campaign

To capture the vision for Mississauga's Entrepreneurship & Innovation Ecosystem, EDO is working with partners to develop an entrepreneurship and innovation marketing campaign. The campaign will organize branding efforts across Mississauga's innovation and business investment ecosystem. As a result of this campaign, the Mississauga Business Enterprise Centre (MBEC) will be positioned as a central coordinating hub for innovation activity. EDO is planning to launch the campaign in early 2022.

ERP Action ▾

#18 - Small Business

ERP Action ▾

#22 - Small Business

## Downtown Innovation Hub

As part of Mississauga's entrepreneurship and innovation story, EDO has been developing a business case on a central space within Mississauga to promote, connect, and develop innovation activity. The Innovation Hub will bring entrepreneurs, established companies and innovation service providers together to share challenges, collaborate and support innovation and entrepreneurial activity in Mississauga. The Innovation Hub will be a key asset to support local entrepreneurs, start-ups and higher growth firms post-COVID. EDO is planning to bring the business case forward as part 2021 budget planning process.



ERP Action ▾

#30 - Small Business

#23 - Broader Industry

## Lakeview Innovation District

EDO is prioritizing investment opportunities aimed at building the Lakeview Innovation District to maximize its potential as a smart and sustainable site. The site will create an environment where people can research and develop innovative solutions that help to educate and drive behavioural change globally. EDO and the City's Leadership will move ahead with a project plan for 2021 to advance the vision for the site including identifying key potential investment partners and strategic partnerships to govern and operate the site, and creating media awareness of this development opportunity.





# Community Response

The Mississauga community came together and supported each other at a critical time. We saw businesses contribute to our community and shift their operations to the fight against COVID-19. We also saw the community donate to important causes including the Mississauga Foodbank where more than 3,000 individuals, 100 businesses and 30 community, religious and non-profits groups accepted the Mississauga Challenge and helped raise more than \$1.2 million.

"We witnessed business leaders coming together to support one another, from access to Personal Protection Equipment, to solving operational issues, to donations to healthcare workers and the community. It was inspiring to witness acts of kindness and humanity in a time of crisis and uncertainty."

- Bonnie Brown,  
Director, EDO

## Good News Stories

### ERP Action ▾

#4 - Small Business

#2 - Broader Industry

### American Eagle Outfitters (AEO)

The AEO Foundation donated \$12,500 in support of the Mississauga Food Bank and another \$12,500 to Trillium Health Partners to aid in COVID-19 relief efforts. The contribution will help these local organizations access the food, resources and supplies that are needed at this critical time.

### Anubis 3D Industrial Solutions

Anubis 3D supplied reusable face shields that are manufactured for optimal sterilization. The face shield is made of a plastic laser-cut screen and soft silicone forehead-pad and head strap are designed for comfort during prolonged usage.

### Amgen Canada Inc.

Announced a range of initiatives to give donations, supplies and expertise to help Canadian communities fight the challenges presented by COVID-19. The impact of this program is valued at over \$1 million.

### Baylis Medical

Baylis Medical, a Mississauga-based medical device company specializing in cardiology and spine, partnered with Ventilators for Canadians, a consortium of Canadian manufacturers, to manufacture ventilators for hospitals across Canada.

### Canada Mask Supply

Request for Product, a custom furniture company for hotels and restaurants, has re-branded itself as Canada Mask Supply and is now producing 20,000 protective face masks a day at its Mississauga facility. This transition of business has allowed Request for Product to keep all 40 employees and create 35 new jobs.

### Ckdpack Packaging Inc.

Ckdpack pivoted their operations to manufacture medical grade face masks, here in Mississauga. These masks can be used by both the healthcare industry and the general public.

### Chen's Enterprises Corporation

Chen's Enterprises Corporation is a wholesale distribution company supported community healthcare workers by donating 20,000 medical masks to Trillium Health Partners. The company donated a total of 100,000 medical masks to five hospitals throughout the region.

### Coca-Cola

Coca-Cola partnered with Sheridan College's Centre for Advanced Manufacturing and Design Technologies to produce and distribute protective counter-top shields for small businesses.

### The Como Foundation

The Como Foundation designs and manufacturers lip reading masks for the deaf and hard of hearing community. They celebrated their grand opening in Mississauga and responded to COVID-19 by creating a mask that helps improve accessibility for those who are deaf & hard of hearing. They also donated \$5 million to Trillium Health Partners.

### Erin Park Lexus Toyota

Erin Park Lexus Toyota, is a car dealership company in Mississauga that donated \$20,000 to the Mississauga Food Bank as part of the #MississaugaChallenge campaign.

### Grasshopper Energy

Grasshopper Energy donated \$50,000 to the Mississauga Food Bank that will provide 100,000 meals to for the local community in need during this time of crisis.

### McRae Imaging

The Ontario government provided Mississauga-based McRae Imaging with \$332,000 to support the production of inclusive personal protective equipment. The company is making face masks featuring an innovative lip-reading lens. This new mask will create a unique solution for the Deaf and hard of hearing community during the COVID-19 pandemic.

### Microbix

Microbix is contributing to the development of new and improved methods for COVID-19 detection and is helping to improve the accuracy of existing protocols by providing reliable, whole-genome validation/verification and training samples. Microbix currently has capacity to make 5,000 units per week.

### MHI Canada Aerospace Inc.

MHI Canada Aerospace Inc. supported our hospitals with bands to support their visors for the front lines. They've shared their first lot printed and packed and ready to go to the hospitals. Currently they are making about 100 visor bands a day.

### Novo Nordisk Canada Inc.

Novo Nordisk Canada Inc. launched the Take Action volunteer program so its employees can offer support to the local healthcare system while still receiving their salary from Novo Nordisk. Volunteering colleagues are being offered where they are needed as 'short-term surge support' given the current strain on both public health systems and community organizations.

### Paramount Fine Foods

Paramount Fine Foods supported the Greater Toronto Area by donating nearly 2,000 meals to local food banks and shelters and is also working with Feed Our Heroes, an initiative that provides meal delivery to frontline health staff and first responders.

### Premier Candle Corporation

Premier Candle Corporation is the largest privately owned candle manufacturer in Canada, has dedicated a portion of its 240,000 sq. ft. Mississauga facility to make medical-grade face shields for frontline workers, and has donated 1,000 face shields to long-term care homes in Mississauga.

The following non-comprehensive list details Mississauga businesses contributing to the community and/or shifting their operations to the fight against COVID-19. To access the full list of stories, please visit: [thefutureisunlimited.ca/covid-19-good-news/](https://thefutureisunlimited.ca/covid-19-good-news/)

## Economic Recovery Plan Implementation Update

2020 - Aug 31, 2021

City of Mississauga

# Economic Development Office



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