

City of Mississauga Corporate Report



<p>Date: June 12, 2020</p> <p>To: Mayor and Members of Council</p> <p>From: Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building</p>	<p>Originator's files:</p> <hr/> <p>Meeting date: June 17, 2020</p>
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Subject

City of Mississauga's Economic Resilience Task Force

Recommendation

That the report entitled "City of Mississauga Economic Resilience Task Force" dated June 12, 2020 from the Commissioner of Planning & Building be received for information.

Background

The Economic Pillar is one of the four pillars of the City in Mississauga's Recovery Framework. To address the recovery pillar, staff will deliver an Economic Development Framework, as well as 5 corresponding sector-specific plans for Council's approval. These sector specific plans include:

1. Industry Recovery Plan
2. Small Businesses Recovery Plan
3. Tourism Recovery Plan
4. Creative Industry (Film, TV & Music) Recovery Plan
5. Land Development Recovery Plan

The present Economic Development Advisory Board (EDAB) was designed to assist in the development of the now complete Economic Development Strategic Plan. Membership of the board was determined by matching organization sector representation to fulfill the strategic planning goals and objectives. Mayor Bonnie Crombie, Councillor Stephen Dasko, Councillor Dipika Damerla and Councillor Pat Saito sit on the board.

During the COVID-19 Pandemic, the City has engaged the local business community to understand the impacts. To date, hundreds of businesses, representing over 19,000 employees, have been engaged. This includes a variety of industry sectors, small businesses, specifically those within tourism, creative, and hospitality industries.

In response to the crisis, EDO staff have been very responsive to the local community by:

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- Conducting a COVID-19 business climate survey
- Launching a COVID-19 online relief portal
- Responding to a surge in COVID-19 requests for information and support
- Hosting an urgent COVID-19 Economic Development Advisory Board meeting
- Conducting over ten business sector specific round tables
- Launching a COVID-19 Outbound Business Advisory Services Program
- Supporting the launch of MississaugaMade
- Launching ShopHERE in Mississauga
- Redeveloping small business seminars into online COVID-19-specific business support webinars
- Making lawyers, accountants and business advisors available to small business operators at no charge

After consulting with industry, small businesses and other key economic stakeholders, it was determined that Mississauga would benefit from a new temporary advisory group, comprised of a variety of subject matter experts, to help validate and inform the various sector-specific recovery plans.

Comments

The local economy is changing and is facing global challenges. In spite of the crisis, Mississauga's business community remains well-positioned to rise to the challenges they now face. By capitalizing on key drivers of change (COVID-19, digital disruption, environmental pressures, etc.), the city can make the best use of its assets and encourage greater levels of innovation and entrepreneurship amongst our businesses.

The success of the city's economic recovery plans relies on continued stakeholder engagement. Expert feedback and intelligence should drive the development of the recovery plans, and lead to enhanced services and repositioned resources to meet the needs of the business community. With the approval of the City's new Economic Development Strategy, the Economic Development Advisory Board (EDAB) has completed its mandate presenting an opportunity to reposition the Board into a Task Force. An Economic Resilience Task Force (referred to as Task Force) would replace EDAB and be designed to support the delivery and implementation of the city's economic recovery plans. (See Terms of Reference - Appendix 1)

The Task Force would be a time-bound and oversight-focused working group that convenes to review and inform the city's various economic recovery plan(s). Members will review relevant economic data, policies, programs and services and provide insights and advice to the city. The work of the Task Force will be coordinated with the other Mississauga recovery pillars (Financial, Corporate and Community).

Membership for the Task Force will be much broader than the original Board, including the addition of representatives from small businesses and land development. Broader

representation is important to fit the new requirements for economic recovery planning. An emphasis on small business is particularly important given the significant impact to this sector. The positions on the Task Force will be filled by invitation from the Mayor with input from Members of Council who currently sit on the Board. The Task Force is not sanctioned as an official committee of Council.

Strategic Plan

The mandate of the Economic Resilience Task Force aligns with the City of Mississauga's Strategic Plan pillars, particularly the Prosper Pillar.

Financial Impact

There are no financial impacts.

Conclusion

This report provides an update on the city's initiative to implement an advisory task force that will help validate the city's economic recovery plans.

The Economic Resilience Task Force is a time-bound and oversight-focused working group that convenes to review and inform the City of Mississauga's Economic Recovery Plan. Members will review relevant economic data, policies, programs and services and provide insights and advice to the city.

Attachment

Appendix 1: City of Mississauga Economic Resilience Task Force Terms of Reference



Andrew Whittemore, M.U.R.P., Commissioner of Planning & Building

Prepared by: Bonnie Brown, Director Economic Development