

DRAFT Terms of Reference

City of Mississauga Economic Resilience Task Force

Background

Mayor and Council approved a COVID-19 Recovery Framework that identifies four pillars of recovery. These pillars are:

1. Community
2. Economic
3. Finance
4. Corporate

To address the economic 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 Local Economy

The City of Mississauga has successfully grown its economy over recent decades and is well positioned to expand its contribution to the Greater Toronto Area.

Mississauga is one of the world's fastest growing major city economies. The city has one of the best-connected international airports at our doorstep. There is a huge local talent pool, which is highly skilled and extremely diverse, and has strong connections to global markets and opportunities.

The city is home to a thriving business base with a significant number of international and Fortune 500 companies operating in sectors with significant growth potential. The small and medium-sized businesses generate thousands of jobs. Mississauga has substantial infrastructure, which we harness to drive the next generation of economic growth and prosperity.

Widespread Local Economic Impact from COVID-19

Mississauga businesses and workers, across all sectors of the economy report having been severely disrupted by COVID-19. Insights garnered through city consultations and outreach indicates significant negative financial impact, with variations across industry sectors.

Small businesses have particularly felt the impacts of COVID-19. A survey of Ontario shows 89% of businesses in the food and accommodations sector are experiencing a significant decrease in demand for products or services, compared to 64% of manufacturing businesses and 58% of businesses that provide professional, scientific and technical services. The small

business sector reported 69% are experiencing the same negative impact of COVID-19, compared to 51% of medium and large businesses.

Economic uncertainty will persist given the restrictions in place and the absence of a vaccine. Even with effective virus containment measures, until a vaccine or effective treatment is available, the economy is expected to remain weak.

The City's Response

To date, the city has taken many actions to understand and mitigate the economic impacts. These include:

- 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
- Launching 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

The Mississauga Economic Resilience Task Force (The Task Force)

After consulting with industry, small businesses and other key economic stakeholders, the need for a new temporary advisory group, comprised of a variety of subject matter experts, to help validate and inform the various sector-specific recovery plans is needed.

With the approval of the City's new Economic Development Strategy, the Economic Development Advisory Board (EDAB) has completed its mandate, thereby creating an opportunity to reposition the Board into a Task Force.

The City will strike the Mississauga Economic Resilience Task Force to solicit feedback from the business community and stakeholders on its economic recovery efforts.

Mandate

The Task Force is a time-bound and oversight-focused working group that convenes to review and inform the sector specific economic recovery plans.

The Task Force will review data, policies, programs and services and provide input to the Economic Recovery Management Team.

The Task Force will ensure the plans are coordinated with all other recovery pillars.

The Task Force will coordinate its work with Mississauga's Tourism Board to ensure integration and to avoid duplication of efforts.

Composition

The Task Force will invite former members from the Economic Development Advisory Board that includes Honorary Chair Mayor Bonnie Crombie, Councillor Damerla, Councillor Dasko, Councillor Pat Saito, City Manager, business sector representatives, educational partners, the Greater Toronto Airport Authority and Mississauga Board of Trade.

And, expanded representatives including the following:

- Peel Public Health – Dr. Lawrence Loh, Medical Officer of Health (Interim)
- 1 Land Development, Real Estate, and Construction Representative
- 1 BIA Representative
- 1 Small Business Representative
- 1 Data/Business Advisory Services Representative
- 1 Creative Industry Representative

Task Force Membership Selection

The positions on the Task Force will be filled by invitation from the Mayor with input from the Members of Council on the Task Force.

Role of the Members

Members will be expected to review materials, plans, etc. in advance of the meeting. Members are expected to attend the meetings and actively participate, where possible.

Term

The term of the Task Force will be six months, with an opportunity to extend, if required. A reassessment of the Task Force will occur in December, or sooner.

Chair

The Chair of the Task Force is Mayor Crombie. The Chair will have the ability to appoint a Vice-Chair. The Chair would appoint a delegate to lead discussions, if both the Chair and Vice-Chair are absent. Decisions to change, extend or terminate the Task Force's mandate is the responsibility of the Chair.

Frequency of Meetings

There will be a regular meeting on a monthly basis;

Notwithstanding, the Chair of the Task Force may call special meetings.

Meetings are expected to occur between June until December 2020.

The City of Mississauga will provide access to online collaboration technologies, instead of in-person meetings.

Meeting Operations

The city will endeavour to provide information a week in advance of each scheduled meeting. The city will prepare minutes and circulate to members.

These Terms of Reference are subject to change at any time.