



Burlington Economic Development & Business Attraction Update October 2019

Burlington Economic Development supports businesses to start, locate and grow in Burlington delivering on the City of Burlington Strategic Plan and 2018-22 Burlington’s Plan from Vision to Focus objectives to:

- Annually increase employment by 1,000 jobs;
- Increase shovel ready employment lands to 50 hectares;
- Increase the overall growth of businesses by 1% adding 55 new businesses per year;
- Attract 10 new businesses annually that have the potential to generate 50 plus new jobs;
- Increase residents working and living in Burlington;
- 400,000 square feet of commercial space leased annually in Burlington; and
- 100,000 square feet of new industrial and commercial supply added annually to Burlington’s supply.

To achieve these results Burlington Economic Development has a strategic focus on:

- Keeping Burlington competitive,
- Attracting and growing innovative companies, and
- Developing an attractive 21st century city.

Burlington Economic Development’s full Strategic Plan can be found [here](#).

In 2019 Burlington Economic Development’s key priorities include:

1. Attracting new businesses and supporting businesses to stay and grow in Burlington by:
 - a. Supporting the Implementation of the Red Tape Red Carpet Taskforce Recommendations
 - b. Developing a GO Investment Corridor Vision & Brand
 - c. Creating a business value proposition, branding and marketing to attract businesses in key target sectors
2. Developing an Institutional Attraction Strategy and bringing a new Post-Secondary Institution to Burlington by 2030.
3. Implementing a new Brownfield Community Improvement Plan (CIP) for Burlington to help support the goal of increasing shovel ready employment lands to 50 hectares.
4. Supporting the Startup and growth of businesses to generate new jobs through TechPlace and other Business Support Services.

The Red Tape Red Carpet Taskforce recommended that business attraction and retention be a standing item for discussion at all Planning & Development Committee meetings. At the October 2019 Planning & Development Committee meeting Burlington Economic Development will provide our first formal update to Council as part of the new

Red Tape Red Carpet Update reports aimed at providing members of Council and the Burlington community with an update on our progress in achieving the 2018-22 vision to increase Economic Prosperity in Burlington.

At the February 14th Investment Attraction Workshop with the Burlington Economic Development Board and members of Council we reviewed:

- Initial directions in creating a new Investment Attraction Strategy for Burlington.
- Provided an overview of the Investment Attraction landscape in Ontario and the typical investment decision process for businesses.
- Toronto Global presented on how they work with Burlington and Halton Region to promote our area to worldwide business investors.

A copy of the Burlington Economic Development Investment Attraction Overview & Strategy Discussion document provided in February is available [here](#).

At the October Planning & Development meeting Burlington Economic Development will provide an update on Burlington's Investment Attraction Strategy which has moved from planning to action with active lead generation now taking place. Updates on key activities will include:

- Target Cluster Identification and Value Proposition Development – Six target sectors have been identified for a Business Attraction focus with two key priority sectors for short-term focus identified below.
 - Clean Tech – Water & Wastewater Technology – Priority Sector
 - Biomedical & Life Sciences – Cannabis HQ and R&D – Priority Sector
 - Advanced Manufacturing – Robotics & Process Engineering, Additive & Composite Manufacturing
 - Business & Professional Services – Regional Head Offices
 - Information Technology – Smart Tech, Sensors, Software & Property Tech
 - Creative Industries & Film
- Network and Partnership Building – Burlington Economic Development has made significant inroads in developing lead generation partnerships with the Ontario Investment Office and will have the opportunity to access their lead pipeline, co-pitch key investments, and have them pitch on our behalf at events worldwide in our focus sectors. Burlington Economic Development will be attending WEFTEC, North America's largest water technology conference, in September with the province, along with six Burlington companies, to pitch Burlington's water and wastewater advantage.

- Business delegations are a key opportunity to tap into pipelines of investment-ready companies seriously considering opportunities in Canada and the GTA. Burlington has the following delegations confirmed for the balance of year so far:
 - Turkish Electrical Supplier Delegation: In September we partnered with the Turkish Trade Consul in Toronto to host eight of the largest electrical companies attending the Turkish Electrical Association delegation to Canada. This provided the opportunity to showcase Burlington's electrical and advanced manufacturing advantages with support from one of Burlington's top employers [Gerrie Electric](#) in helping us pitch why Burlington is the best location for a North American investment.
 - High-Growth Latin American Start-up Delegation: We have initiated a partnership and signed an MOU with LatAm Start-ups, a non-profit accelerator in Toronto that works exclusively with international start-ups. We will be hosting a 30-person delegation on September 27 at TechPlace. These are high-growth start-ups participating in a two-week bootcamp to learn how to expand to Canada. Additionally, we will be meeting with an incoming Latin American FinTech Delegation in October and presenting at the LatAm Conference in May 2020.
- Sister Cities & Economic Twinning – The City of Burlington delegation to Itabashi will take place in October. Business Development has been added to the agenda and the City Manager and members of Council will be meeting with Trade Commissioners and the Japan External Trade Organization (JETRO) to discuss creating business attraction and trade relationships.
- Building One Brand to promote Burlington to talent (residents & future residents) & business (new & existing)
 - A brand is much more than a logo; a successful city brand captures the essence of a city through storytelling and place-based elements. It is time we develop an identity that better positions us to compete globally for jobs and investment, and effectively convey a narrative that attracts and retains top talent. With the support of an agency, we will develop a single, unified Burlington brand that brings together all city departments and agencies to tell Burlington's story. Our priority will be one city, one story. At economic development, it's our job to sell the city. The city is our product. Under the one city, one story approach we will create a Burlington brand for business and for people. Collaborating with city colleagues and key stakeholders, we will ensure all voices are heard and represented, creating an identity that speaks to our residents, our businesses, and the world.

- Burlington Economic Development is developing a work plan for the new One Brand in partnership with City of Burlington Communications and Tourism Burlington to create a coordinated approach to defining Burlington's unique identity and telling our story to the world. Creating a new One Brand for Burlington will be an opportunity to engage our residents and businesses on why Burlington is great and what makes us unique to create a brand that resonates with current residents and businesses and continues to attract people and business to our city. We are currently targeting to launch the new One Burlington brand and roll out the implementation in Q1 2021 and will bring a report to Council on the brand workplan in December 2019 for feedback and discussion.