



**RED TAPE RED CARPET  
TASKFORCE**

# Red Tape Red Carpet Update Q2 2020

 @BurlingtonEcDev  
 Burlington Economic Development

[investburlington.ca](https://investburlington.ca)

ECONOMIC DEVELOPMENT  
**Burlington**

1

## Dashboard: Burlington.ca/RTRC

Cutting Red Tape - RT1	Cutting Red Tape - RT2	Cutting Red Tape - RT3
<b>Customer Experience Manager</b> <ul style="list-style-type: none"><li>Status - In Progress</li><li>Key Target Dates - Ongoing</li></ul> <div>RTRC Recommendation +</div> <div>What's been done? +</div>	<b>Targets and Key Performance Indicators</b> <ul style="list-style-type: none"><li>Status - In Progress</li><li>Key Target Dates - Ongoing</li></ul> <div>RTRC Recommendation +</div> <div>What's been done? +</div>	<b>Zoning, Site Grading and Committee of Adjustment Process review</b> <ul style="list-style-type: none"><li>Status - In Progress</li><li>Key Target Dates - Ongoing</li></ul> <div>RTRC Recommendation +</div> <div>What's been done? +</div>
Cutting Red Tape - RT4	Cutting Red Tape - RT5	Cutting Red Tape - RT6
<b>Website Optimization for Business Support</b> <ul style="list-style-type: none"><li>Status - In Progress</li><li>Key Target Dates - Ongoing</li></ul> <div>RTRC Recommendation +</div> <div>What's been done? +</div>	<b>Improved Customer Service Technology</b> <ul style="list-style-type: none"><li>Status - In Progress</li><li>Key Target Dates - Summer 2020</li></ul> <div>RTRC Recommendation +</div> <div>What's been done? +</div>	<b>"Fast Track" Options</b> <ul style="list-style-type: none"><li>Status - Not Started</li><li>Key Target Dates - Winter 2020</li></ul> <div>RTRC Recommendation +</div> <div>What's been done? +</div>

 @BurlingtonEcDev  
 Burlington Economic Development

[investburlington.ca](https://investburlington.ca)

ECONOMIC DEVELOPMENT  
**Burlington**

2

## Progress Q2 2020



Covid-19 Service & space redesigns



Business Attraction & Support Redesign



Coordinated Business Communications & Advocacy

[@BurlingtonEcDev](#)  
Burlington Economic Development

[investburlington.ca](https://investburlington.ca)

ECONOMIC DEVELOPMENT  
**Burlington**

3

## Progress Q2 2020



### Governance & MDC

Governance Review Report Tabled at August 11<sup>th</sup> CPRM

MDC Workshop July 14<sup>th</sup> & City Manager to report back September

Q4 2020 Integration of recommendations into strategy & workplans



### Service & Support Redesign

New Customer Excellence Strategy Launched

Digital Submissions launched  
Open for Business Customer Service Window combined with Digital Appointments

One Brand integrating into all elements of customer service redesign



### CIP

Brownfield CIP Stakeholder Workshop  
September Circulation to Agencies

November Statutory Public Meeting/Council presentation

December Adoption Brownfield CIP  
2021 Comprehensive CIP Strategy

[@BurlingtonEcDev](#)  
Burlington Economic Development

[investburlington.ca](https://investburlington.ca)

ECONOMIC DEVELOPMENT  
**Burlington**

4

# How has Business Support & Attraction Changed due to Covid-19

Coordinated Business Support through Team Burlington & Business engagement through BERN on emerging business needs and long term Strategy

Business Support & Attraction Services moved digital:

- GTA Lease Expiry Campaign
- Q4 Launch new investBurlington.ca

Focusing on hardest hit sectors & Main Street Business:

- Digital Main Street Squad
- Stay Safe Reopening Grant
- Burlington Post promise

 @BurlingtonEcDev  
 Burlington Economic Development

[investburlington.ca](https://investburlington.ca)

ECONOMIC DEVELOPMENT  
**Burlington**

5

## BURLINGTON ECONOMIC RECOVERY NETWORK LED BY TEAM BURLINGTON



 BURLINGTON  
CHAMBER OF COMMERCE

ECONOMIC DEVELOPMENT  
**Burlington**

 BURLINGTON DOWNTOWN

TOURISM  
**Burlington**  
Ontario Canada



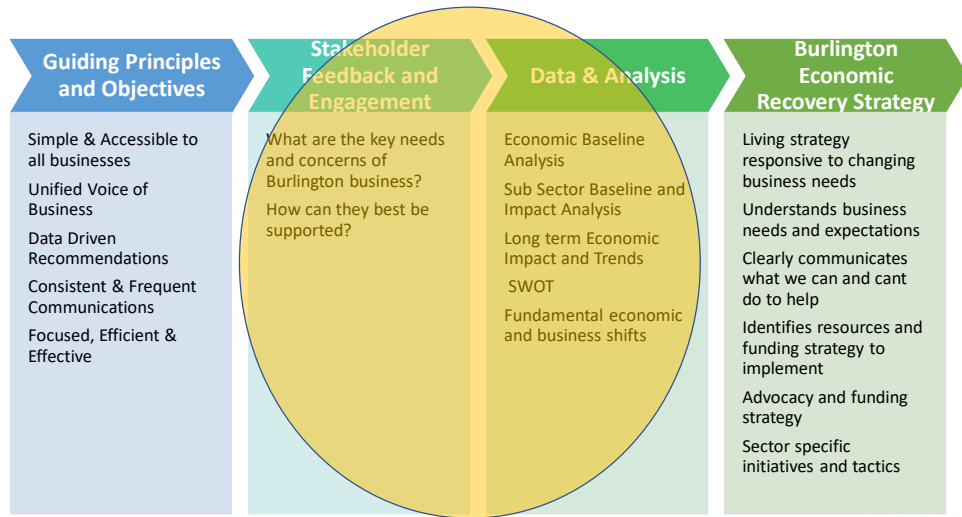
 @BurlingtonEcDev  
 Burlington Economic Development

[investburlington.ca](https://investburlington.ca)

ECONOMIC DEVELOPMENT  
**Burlington**

6

# BERN Critical Path



7

## Sub Sector Consultation

Sessions with key leaders in 10 business sub sectors were conducted from June 30<sup>th</sup> to August 31<sup>st</sup> to develop a SWOT and discuss key issues & opportunities in their sector

Personal Service & Healthcare Business	Professional & Technical Services
Real Estate & Land Development	Culture, Sport & Creative Industries
Retail	Entrepreneurship, Startups & Scaleups
Hospitality	Manufacturers & Major Burlington Employers
Life Sciences	Agriculture & Rural Business



8

## Key Themes emerging

- Support for safe reopening and building trust with employees and customers
- Understanding fundamental behavioral shifts in markets that will affect long term consumption patterns both impacts on B2C and B2B
- Specific tools and programming to address impacts to women in workplace and women entrepreneurs – childcare and its effect on workforce planning is significant
- Support to improve core business skills and organizational/business model transformation for small business – need for business coaching/mentoring and better highlighting resources available
- Digital transformation and rethinking all systems to support business infrastructure and swift move from traditional sales tools across all sectors is important
- Recovery, reopening and uncertainty around future require flexibility and adaptability in supporting business
- Economic measures go hand in hand with health measures – future waves must be contained
- Clear communications on employee guidelines and testing for covid-19 and support on managing in workplace
- Implications of remote working and wellness– work life balance. Employee engagement
- Need to plan for new normal and not just move back to business as usual – redesigning services and business model for city and economy for the next normal
- Covid-19 is accelerating existing trends in remote working, retail etc that were already impacting market



9

## Preliminary Focus Areas for Economic Recovery – Thought Starters

- Short Term
  - Stay Safe #BurlOn Reopening Messaging to rebuild trust
    - Localized Messaging for Business & Residents
    - Lobby to province and feds on promoting messaging on restoring trust and consumer confidence
    - Adoption of Post Promise by Team Burlington and promotion of how business are safely reopening by Mayor and members of council
  - Support for small business to reopen
    - Grants from local level and regional reopening funds
    - Provincial and federal reopening funding to be applied to municipalities and business retroactively
  - Advocacy to other levels of government on emerging themes and suggested actions including – 18 month roadmap for recovery to be adopted at all levels for consistency
- Long Term
  - Develop 18 month roadmap for recovery taking into account existing trends that have been accelerated by COVID-19 and new trends that may emerge in economy
  - Clear health and safety and covid-19 management protocols for business
  - Management plan for future waves
  - Digital transformation planning for business and workforce
  - Rethinking business support programming



10

## Adoption & Promotion of Safe Reopening



11

## BERN Next Steps

- Stakeholder Engagement & Research
  - Follow ups with SWOT and key issues/opps for working group feedback
  - Major Employers – August 12<sup>th</sup>
  - Agriculture & Rural Business – August 17<sup>th</sup>
  - Lifesciences – August 18<sup>th</sup>
  - Whiteboarding on plans and research needed for emerging themes
  - TBOT – Reimagining Recovery Research end of July
- BERN Meeting Three –August/September
  - Sector Research and long term economic trends
  - Preliminary strategic directions
- Integration into Strategy & Visioning
  - 10 Year Economic Vision
  - COB 2015-2040 Strategic Plan
  - COB 2018-22 Work Plan – Vision to Focus

12