

An aerial photograph of Burlington, Vermont, showing a mix of urban development and green space. In the foreground, a curved pedestrian bridge with a central observation tower extends into Lake Champlain. The middle ground is filled with various residential and commercial buildings, interspersed with dense green trees. The background shows a hazy horizon under a sky with scattered clouds.

Burlington Agricultural and Rural Affairs Advisory Committee - June 2021

Anita Cassidy, Executive Director

Overview

1. About Burlington Economic Development
2. Burlington's role in Economic Development
3. COVID-19 Business Supports
4. Rural Broadband Access

About Burlington Economic Development?

- Our Mandate

The Burlington Economic Development team works to:

- Attract high-value companies to our city.
- Support the expansion of existing businesses.



Competitive Landscape

6,340

NEW JOBS FROM 2016 TO 2024

Projection based on 2018 EMSI Analyst data. Burlington is forecasted to have total job growth (employees + self-employed) of 5.74% from 2016 to 2024.



5.74%

INCREASE IN TOTAL JOB GROWTH

BURLINGTON'S TOP SECTORS FOR ABOVE-AVERAGE EMPLOYEE EARNINGS



Manufacturing



Finance and insurance



Professional, scientific, and technical services

COMPETITIVE TAX RATES¹

Burlington has a lower tax rate compared to other jurisdictions.

1.66% Office Municipal Tax Rate. 0.83% lower than other jurisdictions average.

2.37% Large Industrial Tax Rate. 0.65% lower than other jurisdictions average.

LOW COST OF BUSINESS

Compared to nearby municipalities, Burlington offers some of the lowest prices around.

RENTAL RATES¹

- 3rd lowest industrial rental rate of \$8.18 psf net
- 3rd lowest office rental rate of \$15.75 psf net

DEVELOPMENT CHARGES¹

- 3rd lowest for office development at \$18.56 psf
- 4th lowest for industrial development at \$18.56 psf

Strategic Planning Framework

**Long Term
Policy Documents**

Strategic Plan 2015 -2040

**Medium Term
Policy Documents**

Vision to Focus
Red Tape Red Carpet

Official Plan
Integrated Transit Plan
Rural and Agricultural Plan
Community Energy Plan
Cultural Action Plan, Others

City Manager's
Work Plan

EcDev Strategic
and Tactical Plans

COB Financial
Plan

Strategic House – Updates for 2021

What Business are we in?

Lead, influence and facilitate Burlington's transformation to a vibrant and economically thriving city.

Our Vision

To become the champion for Burlington's brand and deliver effective economic development expertise at the speed of business.

Objectives

- Increase the number of companies locating to Burlington
- Increase the number of companies starting and growing in Burlington
- Retain and grow existing companies.

To Achieve

- Increased assessment/revenue base
- 15,000 knowledge-based jobs (Work to be done on defining the types of jobs that we are targeting)
- A strong and diverse economy

Land Readiness & Intensification (28%)

Mixed Use Employment Growth

Business Growth & Entrepreneurship (26%)

Business Attractive Brand (26%)

- Brand and promotion

2021 Key Deliverables by Pillar

Pillar 1: Land Readiness and Intensification	Pillar 2: Business Growth and Entrepreneurship	Pillar 3: Business Attractive Brand	Enabler: 21st Century Organization
1.1 Business Competitiveness and Incentives 1.2 Burlington Lands Partnership	2.1 Burlington Economic Recovery Network (BERN)* 2.2 TechPlace Strategy Recalibration and Business	3.1 Digital Business Attraction Strategy	4.1 Governance Model Transition and Board Recruitment 4.2 Integrated Customer Service Experience

COVID-19 Business Support: Team Burlington & Burlington Economic Recovery Network (BERN)

- Learn more online
InvestBurlington.ca/COVID19

BURLINGTON ECONOMIC RECOVERY NETWORK
LED BY TEAM BURLINGTON



EcDev committed to Small/Main Street Support



- Integration into core EcDev mandate with continued leadership and support for BERN and Team Burlington Initiatives including Economic Recovery Strategy

COVID-19 Business Supports: Rapid Testing

- Pick up from Team Burlington Office at 414 Locust Street Tuesday – Thursday
- Biohazardous Waste disposal in place through Burlington Fire to allow safe disposal of used kits
- Significant support from City Staff to support safe roll out of program



COVID-19 Business Supports: Safe Restart & Digital Main Street

- Over 280 **businesses** supported through the Digital Service Squad
- **\$240,481** given in total to **153 companies** during the two rounds of the Safe Restart Business Relief Grant



GENERAL NEWS

December 16, 2020

Burlington to provide \$117,392 across 94 Burlington Businesses in second round of Burlington Safe Restart COVID-19 Business Relief Grant



GENERAL NEWS

October 15, 2020

Burlington to provide \$124,689 to 59 Burlington Businesses in first round of Burlington Safe Restart COVID-19 Business Relief Grant

Digital Service Squad (DSS)

1

Social Media Support

2

Google My Business

3

Design Tools & Tutorial

Digital Service Squad Client Spotlight:

Christina Janiga Psychotherapy



This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario

Digital Service Squads (DSS) are part of the Digital Main Street (DMS) program, which is funded by the government of Ontario and Canada's FedDev Ontario agency. The Squad is composed of trained specialists who will introduce you to the digital tools and technologies businesses need today to grow and stay competitive.

Christina Janiga Psychotherapy is a group of registered psychotherapists and counsellors working to encourage healing, growth, and general well being. They provide psychotherapy and affordable counselling services for individuals, families and couples struggling with symptoms of anxiety, depression, PTSD, c-PTSD, trauma, and grief as well as difficulties with pregnancy, postpartum and life transitions.

Photo right: Christina Janiga of Christina Janiga Psychotherapy



Digital Service Squad Client Spotlight:

Ontario Drone Solutions



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Ontario Drone Solutions specializes in the field of precision agriculture and aerial data collection. Their drones are equipped with multispectral cameras that take pictures at very specific wavelengths. Using these images and software, they are able to create a visual map of the area that can determine the crop's health and potential yields.



Picture above: Daniel Wallis, founder of Ontario Drone Solutions.

Contact us:

digitalmainstreet@burlington.ca

WHO IS ELIGIBLE?

Under 10 full time employees (25 if a restaurant), registered business in Ontario, can be a business or artist, home based or commercial business

1

Choice of an online store (Shopify or Square platform) customized with their information, branding, logo, etc

2

Hands-on assistance setting up and launching their online store.

3

Training to support their online store, including topics such as digital marketing

Rural Broadband Access

Slow speeds
Unreliable
High costs
Lack of competition



- Halton Region leading strategy and advocacy

How We Support Businesses

Start-up and Main Street Business Support

- COVID-19 Support and Business Resilience
- TechPlace and Start-up Support
- Main Street Business Support

Locate and Grow

- Location Search
- Building and Development Concierge
- Demographics and Data
- Connections to Talent
- International Soft-Landing Program
- Industry Connections and Knowledge Sharing
- Government Funding and Incentives
- Export Market Development
- Ribbon-cutting and Ground-Breaking Events