

## Councillor's Report - Winter 2011/2012



# Bonnie Crombie

Mississauga Councillor – Ward 5



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### COUNCILLOR'S MESSAGE

#### Dear Neighbours,

As your newly elected City Councillor for Ward 5, it is a pleasure to be sending my inaugural newsletter to the economic drivers of this community – our businesses. With 40% of Mississauga's businesses in Ward 5, I felt it was critical to reach out to you right away.

Prior to becoming your City Councillor, I worked for several Fortune 500 companies, practiced public affairs, and co-founded a successful Canadian business. I understand and appreciate just how important our businesses are to our community's prosperity – it's why I believe it's important I establish a positive working relationship with each and every one of you.

There is room for great economic growth in Ward 5 and I believe it starts with you. I will do everything in my power to foster this growth and look forward to your ideas on how we can continue to encourage economic development in Ward 5.

I have outlined a Small Business strategy that I believe will work to promote small and medium businesses, the real job creators and engine of our economy. As part of my strategy, I will:

1. **CREATE** strong Business Improvement Areas (BIAs) to recognize and promote local businesses;
2. **PROVIDE** small business with support and assist with strategic and business plan development through agencies such as the City of Mississauga's "Enterprise Centre" and the Business Development Bank of Canada. Both of these organizations assist businesses to develop networks, partnerships, strategic plan reviews, and provide comprehensive business support;
3. **ISSUE** a job creation challenge similar to the one recently undertaken by the Mississauga Summit that generated over 75 jobs in the community;
4. **ATTRACT** new businesses with competitive tax rates and tax incentives;

5. **HIGHLIGHT** to Canadian and international business the incredible quality of life that Mississauga offers, including affordable housing, transportation, a highly trained and skilled workforce, and a diversity of language skills;
6. **ENCOURAGE** the federal government to move on offering a payroll tax holiday for businesses to create new jobs;
7. **DEPLOY** City-led trade missions to destinations such as India, Pakistan, China, Poland and Brazil to attract strong foreign firms and foreign investments. Mississauga's diversity is an asset as we have the language and business skills necessary to make these trips a success; and
8. **LISTEN** to Ward 5 business owners about how the 'red tape' businesses have to endure could be changed, and work with city officials to reduce the burden.

I welcome your feedback on this strategy and what you think can be done to bolster it further. What do you believe is the most important action we can take? What are your priorities and are they different from those listed above? Please let me know; only with your input can we make things better and continue to grow.

In this newsletter you will find resources tailored to businesses in Mississauga such as the benefits of BIAs, upcoming dates of information sessions and important contact information. I hope that these resources are helpful to you and your business. I look forward to hearing from you and working with you in the future toward a more prosperous community.

Best regards,

**Bonnie Crombie**  
Councillor, Ward 5

### Business Improvement Associations Information Sessions

Are you interested in being a part of a BIA in Malton? Please join us at the following information session to discuss how a BIA can help your business:

#### MALTON BIA INFORMATION SESSION BREAKFAST

**Date:** Tuesday February 7

**Time:** 7a.m. to 9a.m.

**Location:**

Centre for Education and Training  
3233 Brandon Gate Drive



## Celebrating Another Successful Mississauga Summit

The Mississauga summit is a grassroots initiative driven by volunteers who are dedicated to the well-being of our city and working toward a common vision for the sustainability and vibrancy of our community.

Over the years, hundreds of Mississauga citizens, business and community leaders, labour, not-for-profit organizations and government representatives have dedicated thousands of volunteer hours to come together to discuss common issues and create collective solutions. We were impressed to see that this year was another example of civic engagement being alive and well in Mississauga.

#### The 2011 Summit introduced five "big ideas" for Mississauga:

- Building Mississauga's human services infrastructure
- Creating a post-secondary education strategy to complement our economic and human capital development
- Waterfront development and environmental sustainability
- Cultivating Mississauga as a Centre of Excellence for diversity and immigration
- Creating quality jobs for short and long term

Since its inception, the summit has supported the work of the City and engaged City Council on an ongoing basis. We are proud to work with a group of such engaged community members. In November, Councillors unanimously passed a motion requesting that staff prepare a report on how we can move forward with recommendations from the summit.

I strongly believe Ward 5 can be a big part of these initiatives. There is so much room for growth and improvement, being a part of these "big ideas" can only serve to better our community. I would especially like to see Malton benefit from the neighbourhood development strategy, and will do all I can to facilitate this.

I encourage you to learn more about the Summit and get involved at [www.mississaugasummit.ca](http://www.mississaugasummit.ca)



## The Mississauga Business Enterprise Centre MBEC

The Mississauga Business Enterprise Centre is your central source for small business information, resources and guidance.

### MBEC can help you:

1. Start your business
2. Build your business plan
3. Grow your business

### We offer:

- **FREE** business information and resources
- **FREE** one-on-one business consultations
- **FREE** business plan reviews
- **LOW COST** business seminars and workshops
- **LOW COST** online business training courses
- **YOUNG** entrepreneur programs

### START YOUR BUSINESS

#### Free Information Session

Learn the basics of starting a business in this FREE one-hour info session. **Fee: FREE**

- 542380 Thu Jan 12, 2012 12:30pm - 1:30pm  
 542381 Thu Jan 26, 2012 6:30pm - 7:30pm  
 542382 Thu Feb 9, 2012 12:30pm - 1:30pm  
 542383 Thu Feb 23, 2012 12:30pm - 1:30pm  
 542384 Thu Mar 8, 2012 12:30pm - 1:30pm  
 542385 Thu Mar 22, 2012 12:30pm - 1:30pm

### FOUR PART WORKSHOP SERIES

In this four-part series, we will walk you through the process of starting a business from concept to reality. **Fee: \$93.95**

- 542434 Wed Feb 8, 2012 6:30pm - 9:00pm

### BUILD YOUR BUSINESS

#### Writing a Business Plan

Learn the basics of writing a business plan in this two-hour workshop. **Fee: \$26.35**

- 542397 Wed Mar 7, 2012 6:30pm - 8:30pm

### SELLING TO GOVERNMENT

Interested in doing business with Government? This FREE three-hour seminar will be facilitated by representatives from 4 levels of government. **Fee: FREE**

- 542404 Thu Mar 29, 2012 9:00am - 12:00pm

### ONLINE TRAINING\*

Small business training at your fingertips. Learn from the comfort of your own home or office! Choose from the following online training courses:

Small Business Management	\$ 199
Basic Sales	\$ 89
Basic Business Finance	\$ 49
Social Media	\$ 49
Understanding Financial Statements	\$ 39

\* For more information or to purchase an MBEC Online Business Training course, visit [www.mississauga.ca/mbec](http://www.mississauga.ca/mbec)

### GROW YOUR BUSINESS

Using Social Media in Business Learn ways to monitor Social Media and campaigns. **Fee: \$26.35**

- 542429 Wed Jan 18, 2012 6:30pm - 8:30pm

### INTERNET MARKETING

In this two hour interactive seminar, learn how the internet has revolutionized the way businesses market themselves. **Fee: \$26.35**

- 542414 Wed Jan 11, 2012 6:30pm - 8:30pm

To register for any of our workshops, visit the Customer Service Centre located in one of the City of Mississauga's community centres or on the ground floor of the Mississauga Central Library.

You may also register online at [www.connect2rec.ca](http://www.connect2rec.ca).

Visit MBEC online at [www.mississauga.ca/mbec](http://www.mississauga.ca/mbec) or in person on the 4th floor of the Mississauga Central Library.

#### Hours of Operation:

Monday - Friday, 9a.m. - 5p.m.

Phone: 905-615-4460

Email: [mbec@mississauga.ca](mailto:mbec@mississauga.ca)



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### WHO BENEFITS FROM HAVING A BIA?

#### Business Operators:

A BIA can benefit more than just local retail business. All businesses in the area, whether professional, dining, entertainment, finance, or retail, may benefit from the improved local atmosphere that a successful BIA helps to create.

It is the responsibility of each business to build upon the activities of the BIA and ensure that the customer receives best value in an efficient and courteous manner. An expanded customer base depends on the successful partnership between the activities of the association and individual businesses.

#### Property Owners:

BIA-initiated improvements and activities may lead to an increase in property values. Improvements help to create and sustain a more vibrant and viable economic environment within the local area. This attracts both commercial and service sector businesses to the area that, in turn, may lead to an increased demand for retail and office space, and a subsequent increase in property values.

#### Non-retailers also benefit:

BIA improvements and activities help to create a more vibrant local community and a more prosperous local economic environment. A more vibrant community attracts more visitors and retains more local customers for all types of services - including dining, entertainment and professional services. In addition, a more vibrant community creates a more inviting atmosphere that clients and customers will enjoy visiting.

#### A BIA is a secure source of funding:

A secure source of funding is a significant benefit to having a BIA. Once the board of the BIA has prepared a budget, discussed it with its membership and has it approved by the municipality, the municipality collects money as a special levy on all industrial and commercial properties in the area. Funds are then transferred to the BIA organization to carry out its work.

#### Other benefits:

- Increasing community interest and pride in the business area
- Ensuring ongoing co-operation among the members of the business community
- Improving lines of communications between the business community and municipal council and staff
- Advocating membership interests and concerns through effective communication with both the municipality and other levels of government
- Increasing cost savings to the membership through improved integration of capital funding and promotional activities



Roundtable business discussion with Ward 5 Councillor, Bonnie Crombie.

## CONTACT INFO:

Contact your Ward 5 Councillor, Bonnie Crombie:  
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