



Mississauga Matters

FEDERAL ELECTION 2021

WHY SUPPORT FOR MISSISSAUGA BUSINESSES AND THE COMMUNITY MATTERS

A STRONG RECOVERY REQUIRES A STRONG COMMUNITY

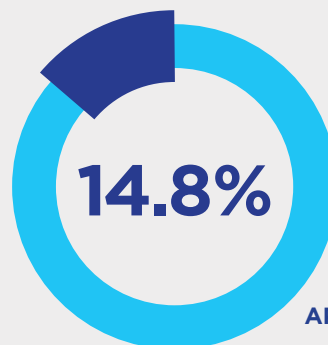
Many businesses in Mississauga have suffered through the lockdowns associated with COVID-19. In particular, the City's hospitality, aerospace, personal service and small business sectors were hardest hit. At the same time, Mississauga's arts, culture, and tourism sectors were sidelined due to the pandemic. All will need assistance to recover to pre-COVID operations.

The City of Mississauga has limited financial powers to provide support to the businesses hardest hit by repeated shutdowns. While the federal and provincial governments provided support throughout the pandemic to keep businesses and workers afloat, ongoing investments and programs will be needed to ensure we recover quickly and build back better than before the pandemic. The federal government must commit to an inclusive recovery for all communities.

Peak COVID-19 Impact

Number of jobs lost in Mississauga

66,000



Percent of
Pre-Pandemic
Employment Lost

APRIL 2020

THE PROBLEM

Support for Small Business

Mississauga is home to over 94,000 businesses, with 97% of them being small businesses. Main street has been hit hard by the pandemic experiencing some of the most severe lockdown restrictions in the country. These businesses will need ongoing support from the federal government to ensure they can not only rebound, but thrive.

THE SOLUTION

The federal government should continue to provide programs like the Canadian Emergency Rent Subsidy and the Canadian Wage Subsidy Program until the country and the economy are fully re-opened, for good. Grant programs for small businesses should also be created to help offset the loans and debt many businesses took on to survive the pandemic. And, a review of tax burdens on small business should be undertaken to make it easier for existing small businesses to recover and for new businesses to start.

Small business is the foundation of Mississauga's economy.

From traditional main street small businesses to high-growth scale-ups, the economic health and vitality of these establishments directly impact the overall well-being of the local economy:



93,254

small businesses operating in Mississauga in 2019



Nearly half of employment across Mississauga

THE PROBLEM

Support Tourism, Arts and Culture

Arts and culture are the soul of our City and they help to drive tourism from Ontario and beyond. Mississauga is a destination for corporate, sport and leisure travelers. The pandemic has devastated all sectors of the industry with the cancellation of major festivals and events, tourism businesses closed, hospitality workers laid off, and artists who have had to find other means to make ends meet.



THE SOLUTION

The federal government needs to make supporting these sectors a long term priority with major investments into building new infrastructure, enhancement of arts and culture programming, offering visitor rebates, and retraining the workforce. When we can return to travel, we need places and attractions to travel to.

THE PROBLEM

Support for the Aerospace and Air Transportation Sector

COVID-19 has had a profoundly negative effect on the air transportation industry (airports) and aerospace manufacturers. Mississauga is home to Toronto Pearson International Airport, the country's largest and busiest airport. Not only does Toronto Pearson drive the local economy, creating over 250,000 direct and indirect jobs in the region, it is also a vehicle for tourism.

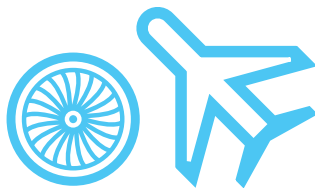
THE SOLUTION

With passenger volumes lower than they were in 1996,

support is needed from the federal government to ensure our airports can recover quickly and maintain their status as drivers of industry and commerce. At the same time, the federal government needs to make the aerospace sector a priority and ensure that we do not lose our domestic innovation and manufacturing base with its high-paying and highly skilled jobs to other countries. Investments in air transportation and aerospace are essential to Mississauga's and Canada's prosperity in the future.

#1

Largest aerospace cluster in Canada (by businesses & employment)



345+

Aerospace companies



28K+

Employees

HOW YOU CAN HELP?

Get engaged, informed and most importantly do not forget to vote on September 20, 2021. When you do, take the time to vote for a candidate who understands why support for our businesses and community matters to Mississauga.

THE PROBLEM

Paid Sick Leave

One of the largest drivers of the spread of COVID-19 was the lack of paid sick leave for workers in manufacturing and on the front lines – those who could not work from home. While the provincial government has put in place three paid sick days, this is not sufficient to address the demands of the pandemic or to protect workers in the future. The federal government has a temporary sick leave program, but it is cumbersome and does not allow workers to call in sick without missing a paycheck.



THE SOLUTION

The federal government should work

with the provinces, in particular Ontario, to properly fund a robust paid sick leave program that provides all workers with at least 10 paid sick days per year. This will not only slow the spread of COVID-19, but also help workers now and in the future. Paid sick days are a critical public health measure for our country.



You can also get involved in the conversation online by tweeting or mentioning your local candidate using **#MississaugaMatters** or visiting **MississaugaMatters.ca**



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