



MAYOR'S update²⁰²²



A Personal Message From Mayor Bonnie Crombie

I hope that you and your family are staying healthy and safe.

The last two years have been incredibly difficult for everyone, particularly our business community. But what's truly amazed me is your resiliency and ability to adapt and weather the storm. I want to thank all of you for the enormous sacrifices you have made to help us get through one of the most challenging times in our City's history.

This year's Budget was designed after extensive consultation with local businesses, residents and community organizations. Recognizing the financial pressure many businesses and residents are still facing, the 2022 Budget is balanced, lean and focuses on keeping programs and services affordable while making targeted investments in public infrastructure like transit and road improvements. The modest budget increase this year has resulted in a small rise on your commercial tax bill, mostly a result of inflation and long-term capital projects we fund each year. The small increase will help us recover, keep our city in working order and allow us to build for the future.

The City of Mississauga also continues to face ongoing fiscal challenges because of the pandemic. MiWay ridership and other user fees collected from cultural and recreational facilities are still well below pre-COVID levels. But through strong and consistent advocacy, we have secured recovery and relief funding from the federal and provincial governments. We were also successful in advocating for the Province to remove the cap on the payments Toronto Pearson International Airport provides the City in lieu of taxes, helping us avoid a potential \$529 million loss over the next 35 years. This shortfall would certainly have impacted our ability to keep taxes low and maintain the services you rely on.

During the pandemic, the City did not have the fiscal firepower to provide direct financial supports to businesses as our budgets are not designed for this, but we did advocate on your behalf. We also provided a suite of business support programs that we continue to offer in 2022 including our One-on-One Free Business

Consultations and Expert Advisory Services and Digital Main Street that has helped more than 600 small businesses adopt digital tools and technologies. Our Mississauga Made shop-local campaign also continues to strongly promote Mississauga businesses online. In addition, our new innovation identity, IDEA Mississauga, brings together all our innovation resources and assets and makes it easier for entrepreneurs, start-ups and scale-ups to get the support they need to grow and thrive.

I am more committed than ever to strengthening our business community by attracting new investment to Mississauga. Even during the pandemic, we saw significant investments from some of our major anchor tenants - including Roche Canada Pharmaceuticals and Resilience Biotechnologies - while welcoming new major global players to the fold like Bombardier, Infosys Limited and MBSE Stanfield. Attracting new companies to our city creates more jobs and often spurs more investment - and that benefits everyone.

I'm confident that Mississauga is in a position to rebound from the pandemic, and once again thrive. That's because our business community remains strong and we have emerged as global leaders in many sectors, from life sciences to technology to aerospace. Here at the City, we will continue doing everything we can to support all our businesses - small, medium and large.

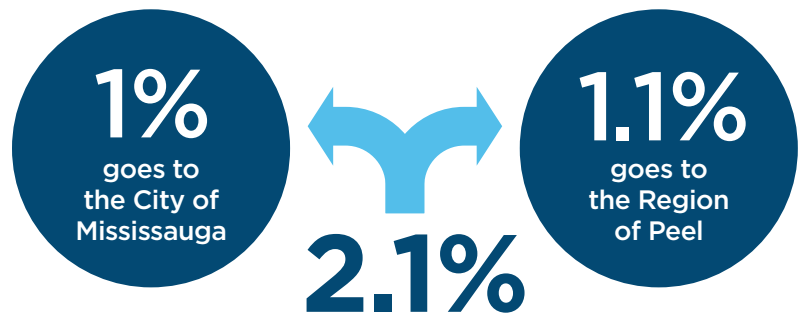
I want to again thank you for your resiliency over the course of the pandemic and thank those who engaged in this year's Budget process - you've told us what's important to you, your employees and your customers. This input is so important to us.

Warmest regards,

Bonnie Crombie, MBA, ICD.D.
Mayor of Mississauga

2022 Property Tax Impact – 2.1%

The overall commercial property tax increase for 2022 is 2.1 per cent, of which 1 per cent is the City of Mississauga's portion and 1.1 per cent is the Region of Peel's portion.



Investing In Our City

In 2022, the City will continue to invest in projects to build, maintain and rehabilitate infrastructure that our residents, businesses and community rely on like community centres, roads, sidewalks and bike lanes. We will invest in Public Safety, Green Assets and Climate Change initiatives. New projects like the redevelopment of the Carmen Corbasson Community Centre will begin.

Other projects already underway like the Hazel McCallion Line and the redevelopments of the Hazel McCallion Central Library and the Burnhamthorpe Community Centre will continue.

As our city grows and evolves, we are ensuring we are providing the infrastructure and services you need now and in the future.

23,000

residents receiving
fire public safety education



\$25.4 Million

winter maintenance budget



\$1.8 Million

LED lighting upgrades
for park paths

\$68.5 Million

South Common Community Centre and Library
Redevelopment (2022-2026)



\$30.4 Million

planned roadway rehabilitation



\$99.6 Million

hybrid replacement bus acquisitions



50,000

tree plantings



\$7.2 Million

bridge and structure renewal

\$9.4 Million

investment in active transportation



\$25.4 Million

Hazel McCallion Central Library
Redevelopment

\$24.3 Million

park redevelopment and renewal



Supporting Our Business Community

COVID-19 continued to be a focus for the City of Mississauga in 2021. Since the start of the pandemic, the City has prioritized its response to reflect the urgent, diverse and evolving needs of the business community. We also continued to advance projects that will guide us towards sustained economic prosperity for all. The Small Business Economic Recovery Plan and the Broader Industry Economic Recovery Plan have guided the City's efforts to support Mississauga's small businesses and broader industry sectors through the pandemic. From helping businesses embrace digital technology to strongly advocating to federal and provincial counterparts for meaningful relief and investment, the City has continually fought for Mississauga businesses.

In 2021, the City supported small businesses with reduction of some business licensing fees and property tax deferrals. We also continued our Temporary Patio Program, allowing Mississauga bars and restaurants to temporarily expand outdoor seating and dining areas.

Small Business Supports

Small business is a foundational contributor to Mississauga's economy, accounting for 99 per cent of all businesses and nearly half of total employment in the City. COVID-19 has had a disproportionately negative impact on small business who, due to resource constraints, have also been the most challenged in effectively responding to the pandemic. In recognition, the City has made supporting small business a priority during the pandemic, and as we enter stages of regrowth.

The following programs have been and continue to be available to support small businesses:

- **One-on-One Free Business Consultations and Expert Advisory Services** - Helped more than 300 business owners by offering free consultations with business experts and professionals in legal, business operations, marketing and support to pivot business operations in response to the pandemic.
- **Business Training and Recovery Support Webinars** - Hosted a series of COVID-19 related information and training webinars to build essential business skills. In 2021, the City delivered 49 webinars to 2,570 attendees.
- **Digital Main Street** - With the support of the Government of Canada and the Ontario Business Improvement Area Association, the Digital Main Street (DMS) Squad initiative has helped more than 624 small businesses since 2019 to adopt digital tools and technologies to build their online presence and grow their business.

- **#MississaugaMade** - Led by Tourism Mississauga, this shop local campaign promotes Mississauga products, businesses, stories, activities and experiences online with more than 700 businesses registered.
- **Starter Company Plus and Summer Company** - Provincially-funded programs delivered by the City's Economic Development Office (EDO). The Starter Company Plus program provided 18 grants and helped 37 new start-ups and existing small businesses and musicians. Grants were awarded to 12 entrepreneurial students as part of the Summer Company program to help them launch and operate a summer business.
- **My Main Street Local Business Accelerator** - A federally-funded program which was launched by EDO in April 2022. The program provides main street businesses with access to a dedicated Main Street Ambassador who provides one-on-one business advisory support. The Ambassador also facilitates access to customized market research, resources and the opportunity to receive a small business grant to help support the development and revitalization of Mississauga's main street businesses.

Broader Industry Supports

The City also took steps to support broader industries in managing the impacts of the pandemic. Progress from the Broader Industry Economic Recovery Plan includes:

- **Sector Support** - Held one-on-one consultations and working groups with key sectors to address impacts of COVID-19 including 12 sector-focused events regarding equity and diversity in life sciences and COVID-19 impacts on the aerospace sector.
 - **Business to Business (B2B) Connections** - Developed a B2B platform for businesses to crowdsource best practices and build strategic partnerships in response to COVID-19 with more than 76 industry users.
 - **Workforce Development** - Launched a new Training, Hiring and Talent portal to help address local workforce challenges by facilitating collaboration between post-secondary institutions and local industry and connecting businesses to workforce development programs and funding.
 - **Equity and Diversity Collaborative** - Increased focus on inclusive recovery initiatives such as Women in Mississauga Manufacturing and Life Sciences Equity and Diversity Collaborative aimed at increasing the gender balance and diversity and inclusion of underrepresented populations in Mississauga's workforce.
-

Growing Our Supports For Business And Innovation

The Economic Recovery Plans have been guiding the City's economic recovery priorities to date with a lens of inclusive growth. The challenges and opportunities emerging across the economy from COVID-19 have made supporting local innovation in Mississauga even more critical to achieving sustained economic prosperity.

To advance supporting local innovation and entrepreneurs, IDEA Mississauga, the City's innovation identity, was created.

IDEA Mississauga brings together our rich network of mentors, partners, talent and connections to test, scale and commercialize solutions to global challenges.

To showcase innovation activity and assets within IDEA Mississauga, the City has created a new Virtual Innovation Hub - IDEAmississauga.ca. The virtual hub is a place for entrepreneurs, innovators and scale-up companies to connect with Mississauga's innovation district and become part of a leading innovation community. They can access regional supports and resources to start and grow their business.

IDEA Mississauga does not represent one specific location in Mississauga - it encompasses all innovation. IDEA can also anchor a specific location of the city to highlight its cluster of innovation-related programs and services, such as IDEA Square One.

IDEA Square One, which is currently under construction and will open in fall 2022, will provide a 4,300 square-foot space that will become the collaborative core for Mississauga's entrepreneurs, providing a centralized space to launch and grow a business. It will become a key partner in coordinating and delivering collaborative programming and facilitating connections between Mississauga's numerous innovation partners.

The City is also prioritizing investment opportunities aimed at building IDEA Lakeview in the south end of the city to maximize its potential as a smart and sustainable site. The site will create an environment where people can research and develop innovative solutions that help to educate and drive behavioural change globally.

The City is committed to nurturing and growing its innovation ecosystem, providing the supports entrepreneurs, start-ups and scale-ups need to grow and thrive and advancing our position as a global leader in innovation.

Growing Our Economy - Attracting New Business Investment

Mississauga is home to a diverse community of more than 94,000 businesses, including more than 1,400 multinational companies and 76 Fortune 500 companies.

The City has continued to generate and secure business investment during and beyond the pandemic across business sectors. More business investment has meant more jobs for our city and benefits for everyone. Some recent investments include:

Baylis Medical	Life Sciences
Beyond Japan Canada	Technology (ICT)
Bora Pharmaceuticals	Life Sciences
Goodfood Market Corp.	Food & Beverage
HCL Technologies	Technology (ICT)
Infosys Limited	Technology (ICT)
Jazz Pharma	Life Sciences
MBSE Stanfield	Creative
McKesson Canada	Life Sciences
Puratos Canada	Food & Beverage
Resilience Biotechnologies Inc	Life Sciences
Roche Canada	Life Sciences
Printful	Advanced Manufacturing, Logistics
Plug and Play	Technology (ICT)
William F. White Century Studio	Creative
Zifo RnD Solutions	Life Sciences



For more information about the City of Mississauga's budget, visit mississauga.ca/budget

Twitter: @bonniecrombie
Facebook: @bonniecrombie
Instagram: @bonniecrombie

