

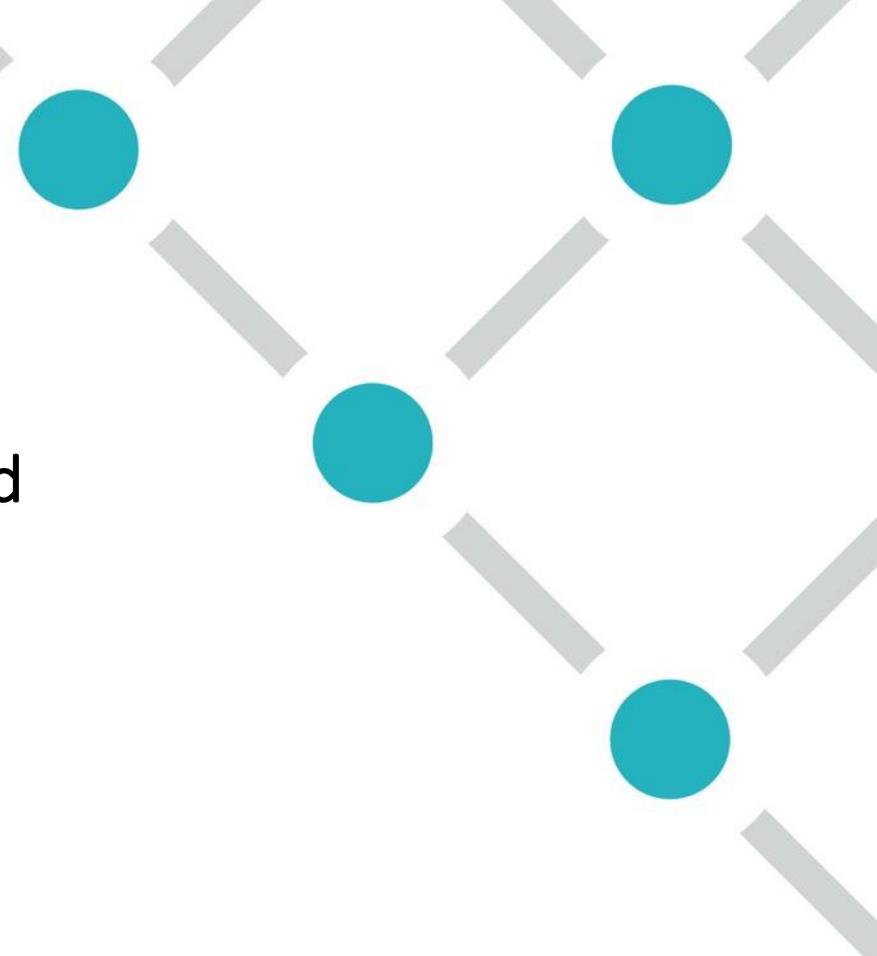


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Part 3: Business Confidence and Economic Issues Report

August 2020

Prepared for:





Brampton Board of Trade

Business Confidence and Economic Issues

Key Highlights

Methodology:



Online surveys

111 business people completed surveys from June 10th to July 3rd, 2020.

Business Profile

23.1 years
Average length of time business has operated in Brampton

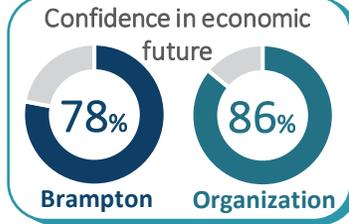
38% Located in **Brampton only**

37% Also elsewhere in Canada

Industry

- Mfg/B2B 58%
- Service 29%
- Retail 5%
- Other 8%

Economic Confidence



Top 3 Issues Facing Brampton Businesses Today (Key Unaided Mentions)

- 33%** Transportation infrastructure
- 23%** Pandemic/COVID-19 impact
- 20%** Access to talent/skilled labour

Suggestions for Board of Trade to Alleviate Issues (Key Unaided Mentions)

- 14%** Work with government
- 11%** Promote small/local businesses
- 8%** Engage business community

Economic Outlook Over The Next 12 Months

32% Expect the # of staff within their organization to **increase**

Confidence in organization's...

- 76%** Environmental sustainability
- 73%** Economic sustainability
- 72%** Ability to generate revenue

Civic Leadership

Only 1 in 2 agree

... that the municipal government...
... displays a **positive external brand image**
... **shares priorities that align with business needs**

40% Believe Brampton's business community is doing enough to **foster a positive business environment**

Only 1 in 2 are confident in...

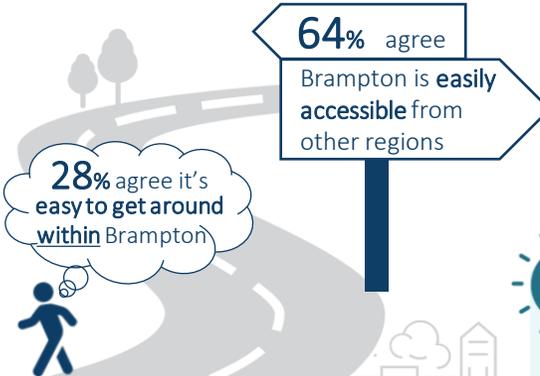
... Brampton City Council's **ability to make good decisions**
... the **senior levels of government**

Advice for City Hall to Increase Business Competitiveness (Key Unaided Mentions)



- #1** Support small/local businesses
- #2** Focus on business growth/Attract new businesses
- #3** Improve infrastructure

Transportation



Ways to Improve Transportation and Accessibility Both Into and Within Brampton (Key Unaided Mentions)

- | #1 | #2 | #3 |
|-----------------------|--------------------------|--|
| Better public transit | All day GO Train service | Improve highway capability/Build new highway |

Trade and Investment

- Top 3 Issues Impacting Trade**
- 21%** Import goods for resale in Brampton
 - 28%** Export goods
 - 56%** Transportation costs
 - 41%** Tariffs
 - 35%** Protectionism

Technology and Innovation



- New Technologies for Business**
- 64%** Know how to **find the personnel to implement** them
 - 55%** Aware of the best **financing options**
 - 55%** Knowledgeable about what is **available to optimize operations**

Talent



66% Prefer to **advertise online** for recruiting

45% Find it difficult to find **new talent** for their organization

- 66%** Organization **offers internships or co-op opportunities**
- 79%** **Pay** those completing internships/co-ops

78% Believe the **City should support** the three existing post-secondary institutions and their proposal to expand university offerings...
... **to attract/develop local talent/skilled labour** **#1**
... **for economic growth/benefits local businesses** **#2**
... **because they are established/credible** **#3**



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Trade & Investment Attractiveness



Across all levels of government, business leaders are most likely to suggest that governments can improve trade conditions, by creating better or lower taxation, better support for small/local businesses, and improved transportation infrastructure.

Ways to Improve Trade Conditions for Brampton Businesses

Total Unaided Mentions

	Federal	Provincial	Regional	Municipal
Better/Lower taxation	11%	-	-	1%
Reduce trade barriers/inter-provincial trade barriers	10%	8%	-	1%
Better support for small/local businesses	7%	6%	4%	10%
Improve transportation infrastructure	1%	10%	8%	8%
Lower costs of doing business	1%	6%	1%	-
Reduce bureaucracy/red tape	1%	1%	1%	3%
Collaboration/Shared strategy	1%	-	3%	-
Other	7%	3%	4%	4%
Don't know/Not sure	61%	68%	77%	72%

Q.B8a-d: In your opinion, what, if anything, could be done at the municipal, regional, provincial and/or federal levels to improve trade conditions for Brampton businesses? (n=71)



Respondent Feedback Fed/Prov: Improving Brampton's Competitiveness

"Reduce regulation and make the tax system easier to comply with."

"Electricity costs make it difficult to compete with US suppliers."

"Support current manufacturing to remain in Canada"

"Let businesses come up with innovative solutions to local challenges and do whatever you can to remove red tape and support these businesses."

"Develop a strategy to defund unproductive and irrelevant government departments and agencies."

"Help the municipality keep taxes low and piggy back on federal and provincial assets in North American and int'l markets."

"The province should accelerate building of the GTA West highway."

"The province should prioritize investment in Two-way, All-day GO train service and a third community hospital for Brampton."

"Support transportation infrastructure projects that alleviate transport truck congestion (CN Milton Hub) on major roads for the movement of product and support Brampton transit projects that provide access to the downtown core and to the airport."

"The federal government should accelerate investment in Riverwalk to allow more commercial development downtown and reduce flood risk and create a tourist attraction."



Respondent Feedback Mun/Reg: Improving Brampton's Competitiveness

"Economic Development should be a priority focus and businesses will be more confident to invest should the fundamentals be in place, such as less red tape, pipeline of talent, commitment to growth in non residential development."

"Development and permit approval times should be benchmarked with other GTHA municipalities so that Brampton can improve and overcome its competitive disadvantage and poor external image."

"Economic Development should be its own department, directly reporting to the CAO and separate from Planning. Planning should measure development approval times and building permit approval times."

"More engagement of existing community partners. Reduce "red tape", especially for existing Brampton businesses. Less focus on FDI, more focus on growing domestic businesses."

"Move quickly on a post secondary solution, using the partners who already exist in Brampton today. Move quickly on critical infrastructure and transit projects."

"Staff should see their job as assisting businesses in moving forward with their projects in a timely fashion. Too often staff seem to see their job as finding ways to say no to businesses without offering suggestions to get approval."



Respondent Feedback Mun/Reg: Improving Brampton's Competitiveness

“Brampton should embrace its strength in transportation and supply chain infrastructure and build more. Brampton businesses are competitive because of the 400 series highways. Brampton should do whatever it can to accelerate the building of the GTA West Corridor highway; Two-way, all-day GO train service and LRT extension from Shoppers World to the Brampton GO station.”

“Move at the speed of business, not at the speed of government. It feels like having a meeting with people from the economic development team is all about placating, and not about actually working on improving the system. All their metrics seem too inwardly focused, I'm not sure that they benchmark against other municipalities.”

“While there are many factors that contribute to the growth of our community, do not discount the fact that we are now the edge of Toronto. Geography plays a big role in our success. Continue to invest in transportation options that will make us an aspirational place to live.”

“Present an encouraging and even playing field for business growth and business investment. Work hard to repair Brampton's reputation for making foolish, politically-motivated decisions and stop favouring special interest groups and supporters over sound and progressive business opportunities.”

“Be business friendly. Engage in finding solutions, not creating obstacles. Find ways to measure success through speed of process, as time and uncertainty are key contributors businesses selecting to locate elsewhere.”

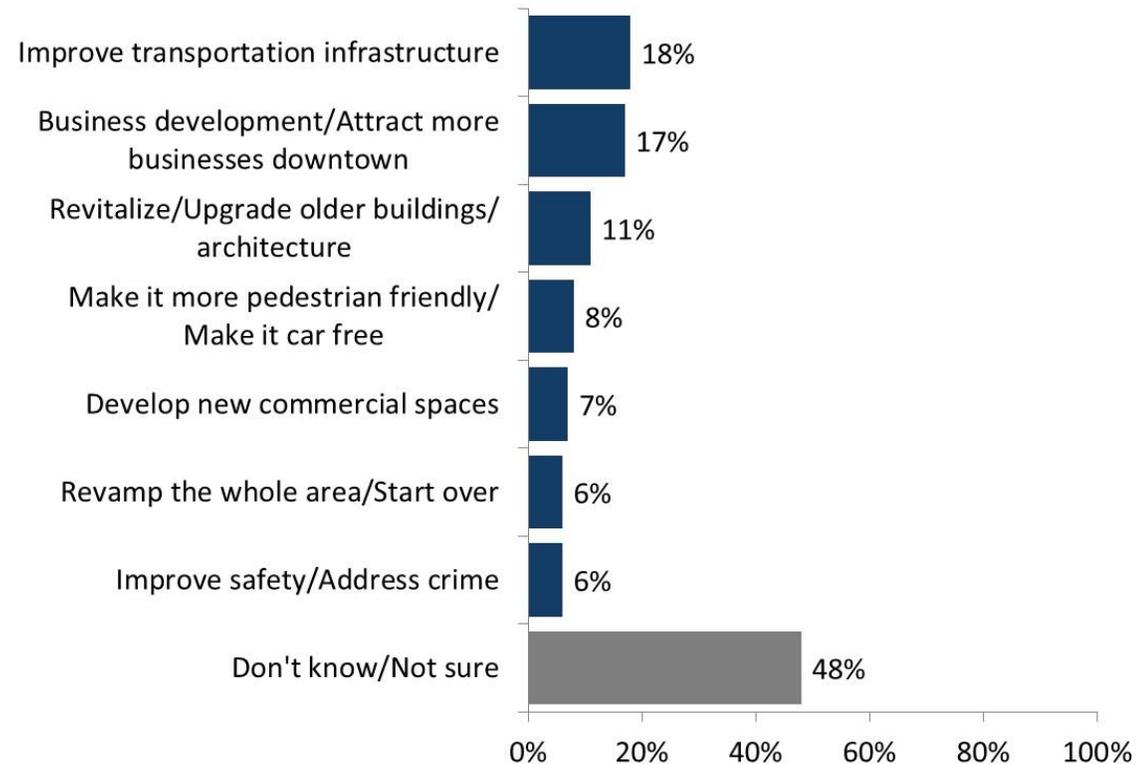


How to Improve Brampton's Downtown Core

Business leaders primarily suggest improving transportation infrastructure and developing or attracting more business downtown to improve Brampton's downtown core.

Suggestions to Improve Brampton's Downtown Core

Key Unaided Mentions



Q.B12: What suggestions, if any, do you have to improve Brampton's downtown core? (n=71)



Respondent Feedback City Hall: Improving Brampton's Downtown

“There are gaps from a downtown tourism perspective. Need to address these gaps ASAP which are big handicaps to being competitive in the GTA. Downtown Brampton has great potential and the infrastructure and streetscape improvements need to be prioritized ASAP for investment and new development.”

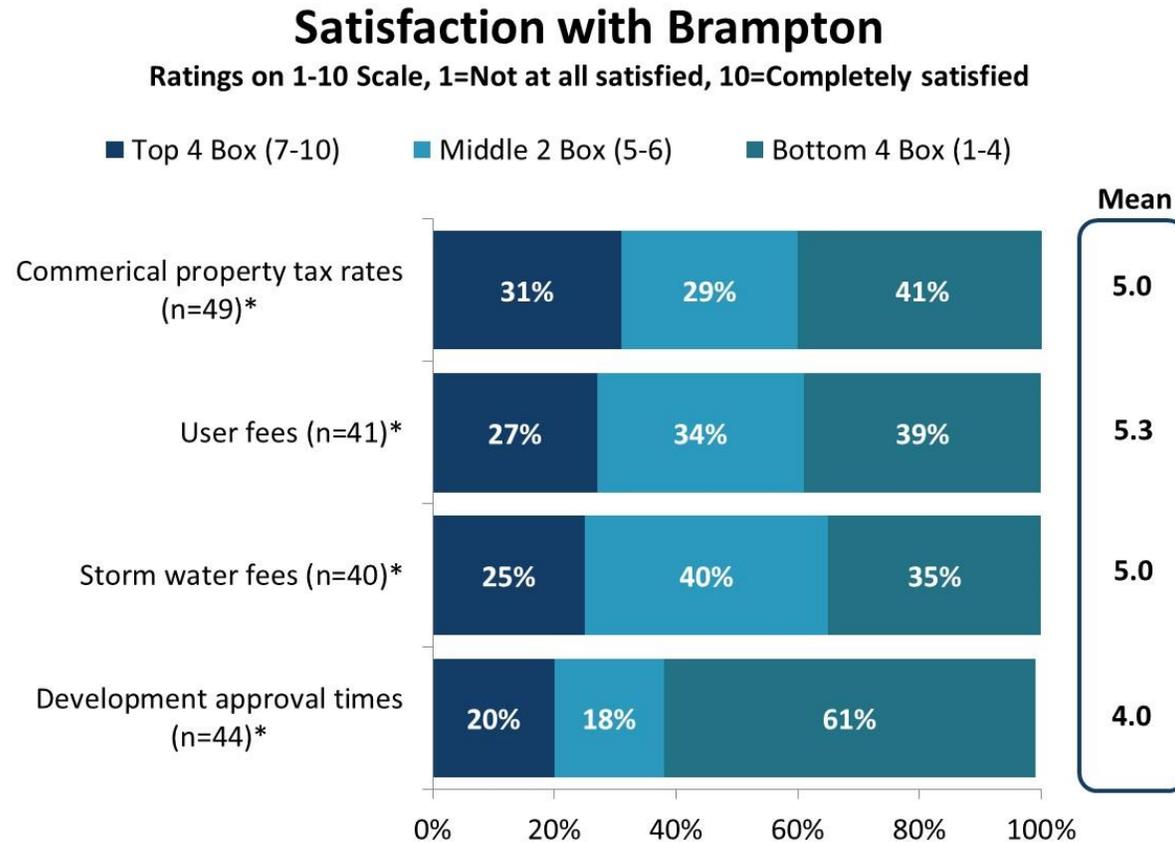
“Be focused on safety as the critical enabler of a successful economy in the short term. Continue to find and enable local partnerships as we will continue to look local to solve our problems first given border challenges.”

“Target white collar corporate head offices to relocate from Toronto to Brampton.”

“Adoption of some kind of land relocation program for manufacturing sites near the Queen Street Corridor...that will need to re-locate to allow for the development of the necessary intensification of a wider Queen Street Corridor.”

“Adopt the transit plan between Kitchener and Toronto Pearson Airport and link it to the Black Creek TTC Line. This line should have passenger service that runs every 15 minutes. Support the development of a new Pearson HUB to support the movement of people and goods.”

Findings suggest low levels of satisfaction with tax rates, fees, and particularly with development approval times.



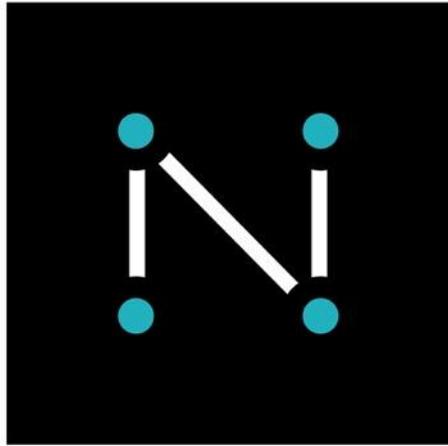
Q.B13a-d: How satisfied are you currently with each of the following in Brampton? (n=71) *Note: Responses of 'No opinion' are excluded from this graph. *Caution: Small sample size.*

The bulk of business leaders anticipate the value of goods and services purchased locally for business use will increase or stay the same over the next year.

Value of Goods and Services Purchased Locally for Business Use Will Change in Next 12 Months



Q.B9: In the next 12 months, do you think the value of goods and services you purchase locally for business use will change? (n=71)



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