



NARRATIVE  
RESEARCH

# Tax Regulations and Trade





# Investment Attractiveness

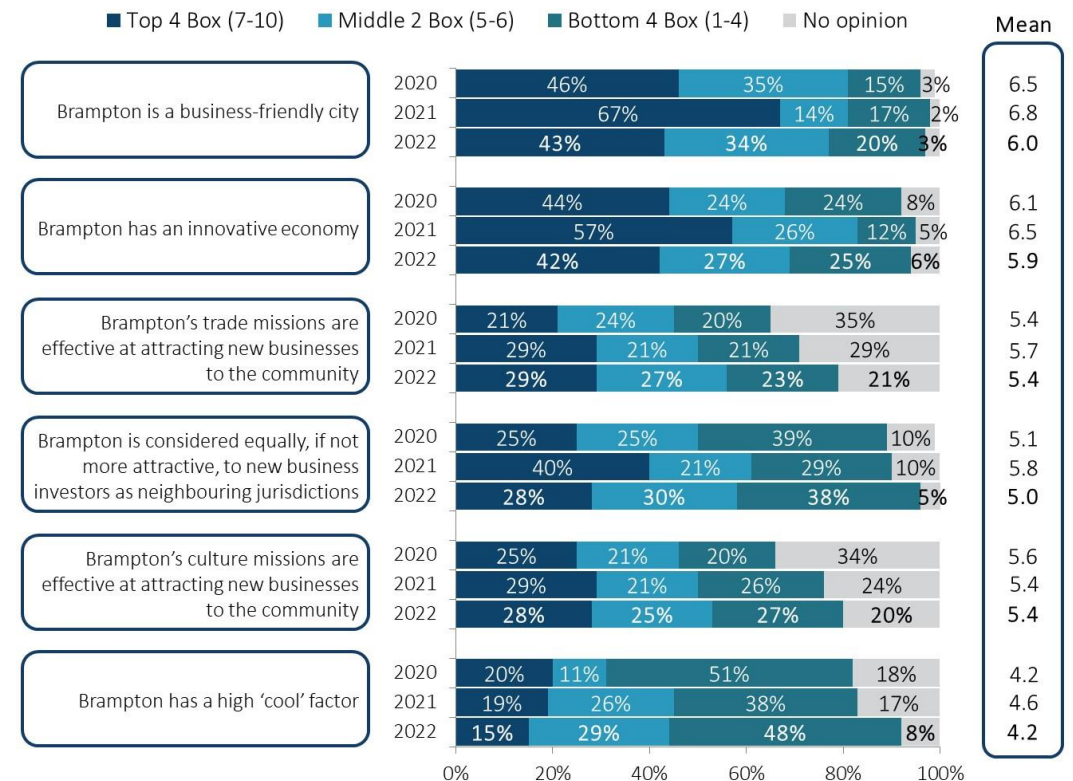
Agreement varies across statements with regards to the investment attractiveness of Brampton.

Agreement levels are down this year concerning *Brampton being a business-friendly city* (43%; down 24 points), *Brampton having an innovative economy* (42%; down 15 points) and *Brampton being considered equally, if not more attractive, to new business investors as neighbouring jurisdictions* (28%; down 12 points). While agreement is moderate across most of these measures, the lowest agreement is expressed in regard to *Brampton having a high 'cool' factor*.

Organizations with 100+ employees more commonly gave high scores with regards to *Brampton is a business-friendly city*, *Brampton's trade missions are effective at attracting new businesses to the community*, *Brampton is considered equally, if not more attractive, to new business investors as neighbouring jurisdictions* and *Brampton has an innovative economy*. Moreover, businesses with 30 or more years in operation more commonly express higher agreement that *Brampton is considered equally, if not more attractive, to business investors, Brampton is a business-friendly city* and *Brampton has an innovative economy*. (Table B10a-f)

## Investment Attractiveness of Brampton

Ratings on 1-10 Scale, 1=Completely disagree, 10=Completely agree



Q.B10a-f: To what extent do you agree with each of the following statements? (2020: n=71; 2021: n=42\*; 2022: n=130) Note: Responses of 'No opinion' are excluded from the calculation of the mean. \*Caution: Small sample size.



# Investment Attractiveness - Comments

*Business leaders want to see an investment made into the attractiveness of Brampton and its trade and culture missions.*

Business leaders were given the opportunity to share any additional comments they have regarding the investment attractiveness of Brampton or its trade and culture missions. While few offered comments, a variety of mentions were made by a small proportion each.

*"Focus on building Brampton's brand. Invite education stakeholders to be part of trade missions. Leverage city land and property to work with developers to create more housing for students."*

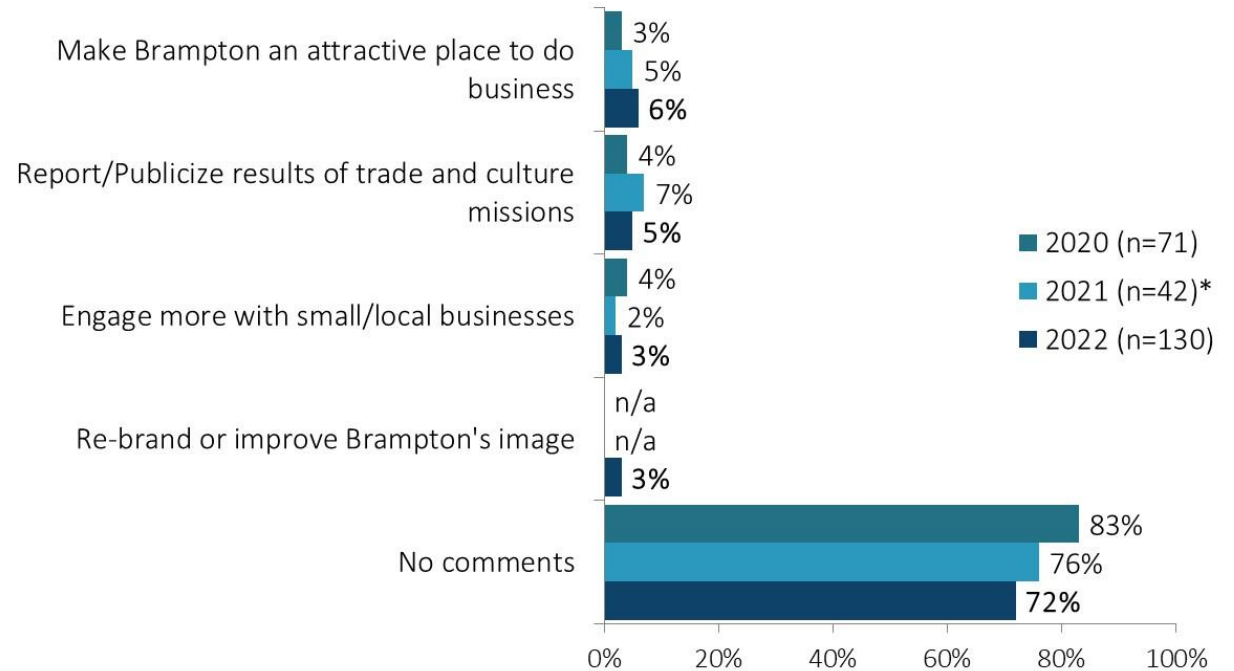
*"BBOT is doing an incredible job under the circumstances."*

*"More outreach to Caribbean community and businesses."*

*"Change the perception of Brampton as a 'city of crime'."*

## Comments on Investment Attractiveness of Brampton or Its Trade and Culture Missions

Key Unaided Mentions



Q.B10aa: Do you have any comments you would like to add about the investment attractiveness of Brampton or its trade and culture missions? \*Caution: Small sample size.



# Brampton as an Innovative Economy

Most commonly, business leaders suggest better collaboration among City Council as a means of branding Brampton an innovative economy.

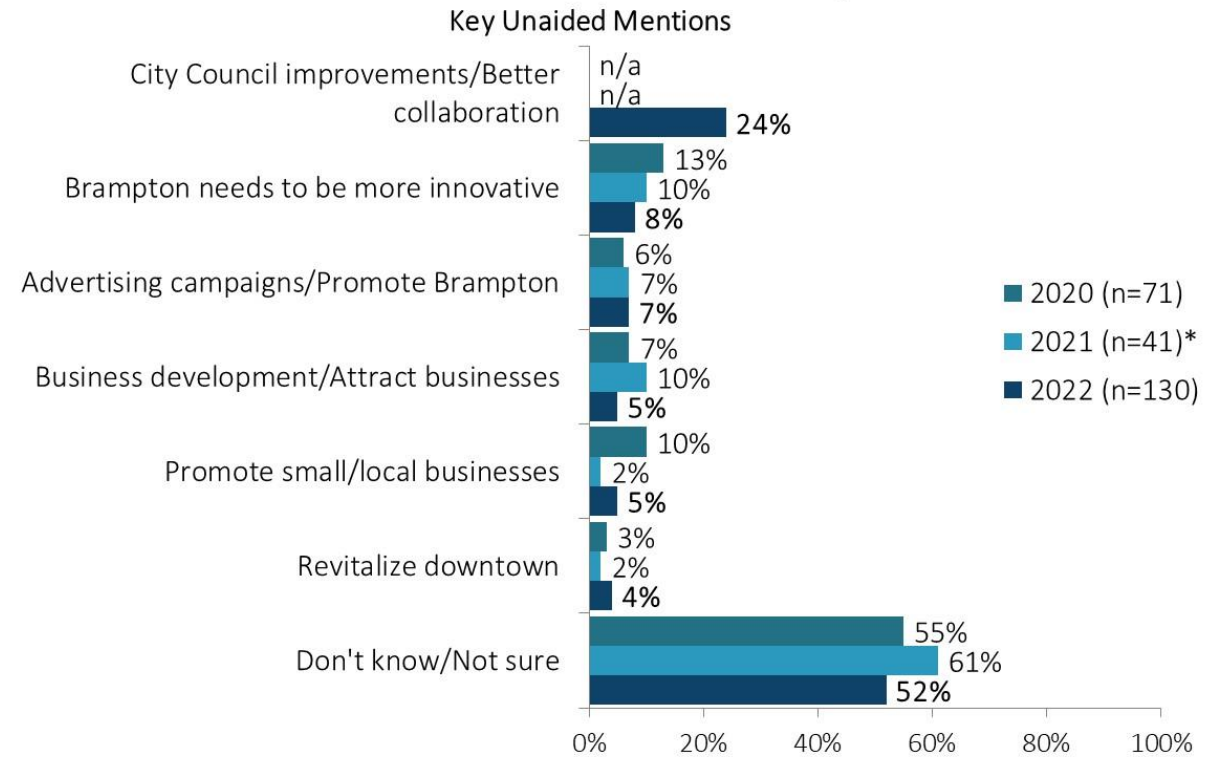
Although one-half of business leaders did not give suggestions of ways City Council can better brand Brampton as an innovative economy, one-quarter of respondents recommended *City Council improvements/Better collaboration* (24%; new mention). The next most common suggestion was *Brampton needs to be more innovative* (8%; down 2 points), *advertising campaigns/promote Brampton* (7%; unchanged), *business development/attract businesses* (5%; down 5 points) and *promote small/local businesses* (5%; up 3 points). Other suggestions were made but mentioned far less frequently. (Table B11)

*“Better publicize the innovation and get more post-secondary research activities with connections to local businesses.”*

*“Offer tax incentives to technology, pharmaceutical and manufacturing businesses.”*

*“Have a cohesive and articulated vision for the future of Brampton’s economy and then actually try to deliver on it instead of endlessly trying to undercut one another – it’s an embarrassment.”*

## Ways City Council Can Better Brand Brampton as an Innovative Economy



Q.B11: How can City Council better brand Brampton as an innovative economy? \*Caution: Small sample size.



# How to Improve Brampton's Downtown Core

Results once again suggest improving transportation infrastructure and developing or attracting more business downtown to improve Brampton's downtown core.

Similar to results from 2021, business leaders suggest improving Brampton's downtown core by **improving transportation structure** (12%; up 2 points), **developing and attracting businesses downtown** (10%; down 5 points), **revitalizing or upgrading older buildings** (9%; down 1 point) and **better beautification/improved landscape** (7%; up 5 points). (Table B12)

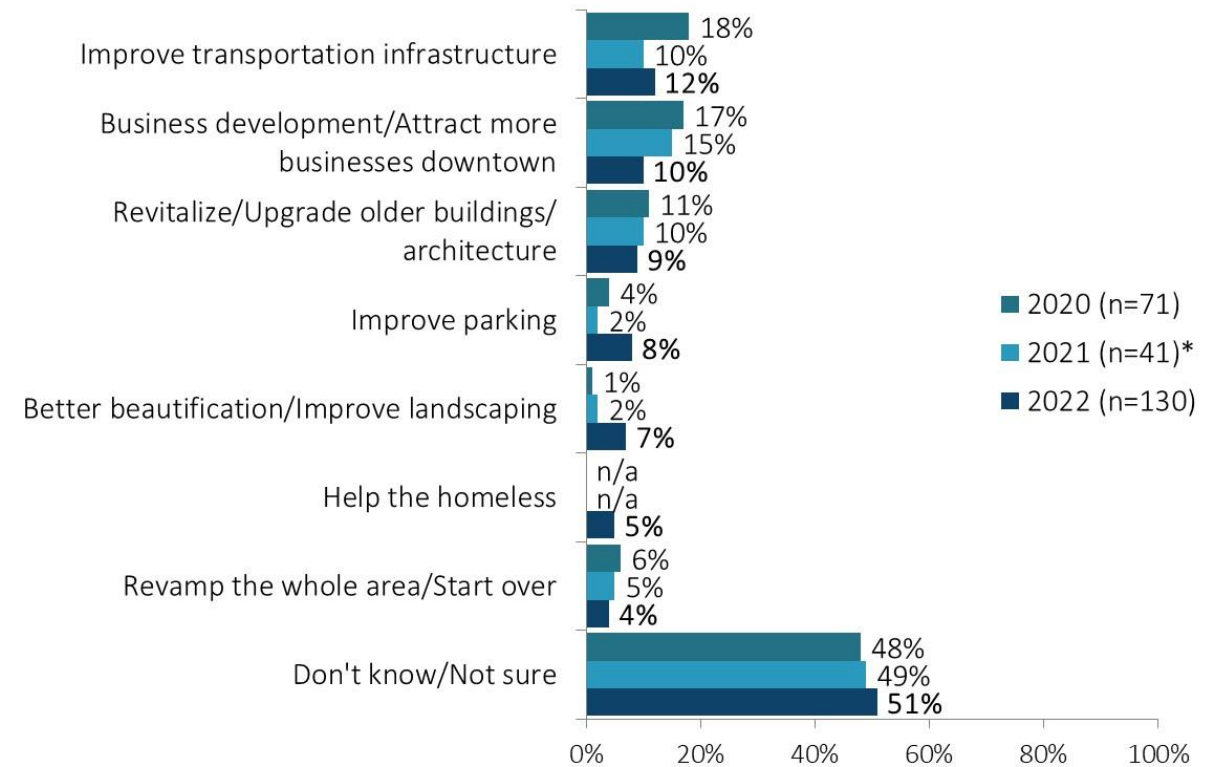
*"Decongest, provide parking (more parking), provide clean ambience, year-round activities including January-April when it's all dead."*

*"Good businesses exist but are not known to the locals. Provide Brampton businesses with a discount to dine/shop at these places."*

*"Improve timeliness of projects, better infrastructure, reinvent the style of the 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? \*Caution: Small sample size.



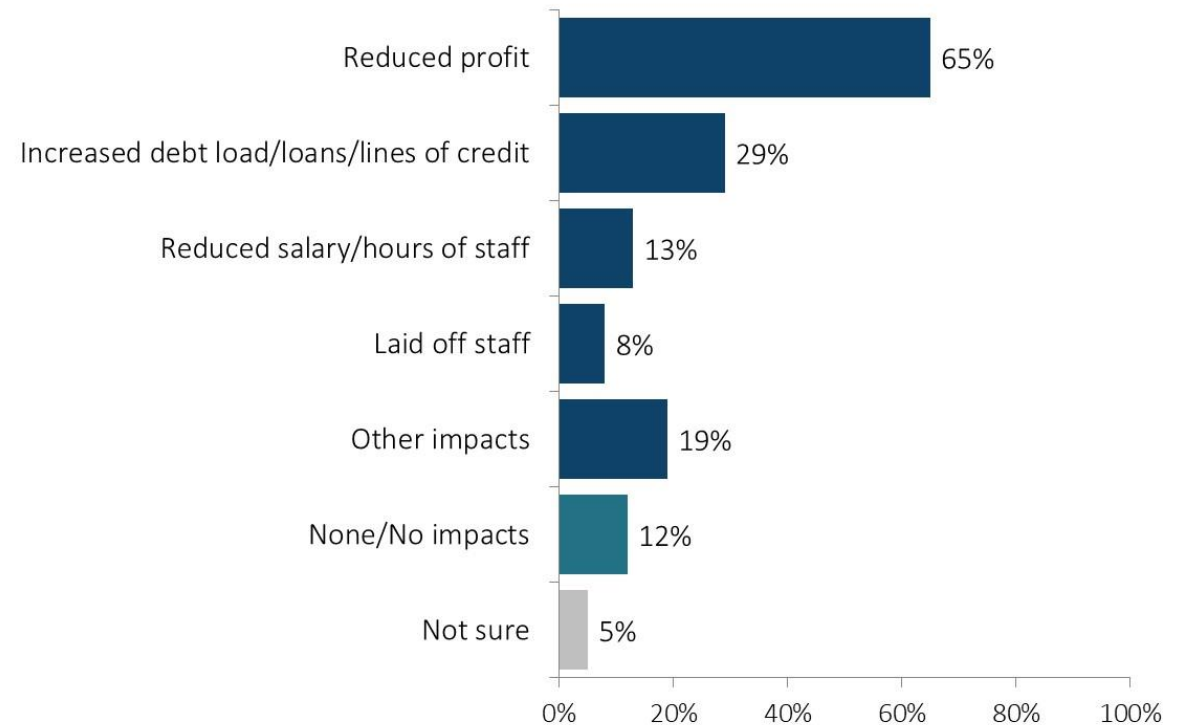
*Two-thirds of survey respondents report reduced profits as an impact of inflation on their business.*

Many business leaders say they are dealing with **reduced profits** as a result of the recent surges in inflation, which is largely in contrast to a common narrative that many businesses have been profiting after raising their prices in response to inflation. Three in ten are also reporting **increased debt load/loans/lines of credit**.

Across businesses, those with 50+ years in operation more commonly report **reduced profit** as an impact of inflation, as well as businesses who have locations across Ontario. Meanwhile, businesses with fewer than 10 employees are more likely to mention **increased debt load/loans/lines of credit** than larger organizations. (Table A19)

## Impact of Inflation on Business

Total Aided Mentions



Q.A19: Given the current inflationary environment, what impacts, if any, has inflation had on your business? (n=130) *New question in 2022.*



# Inflation Impact on Business Plans

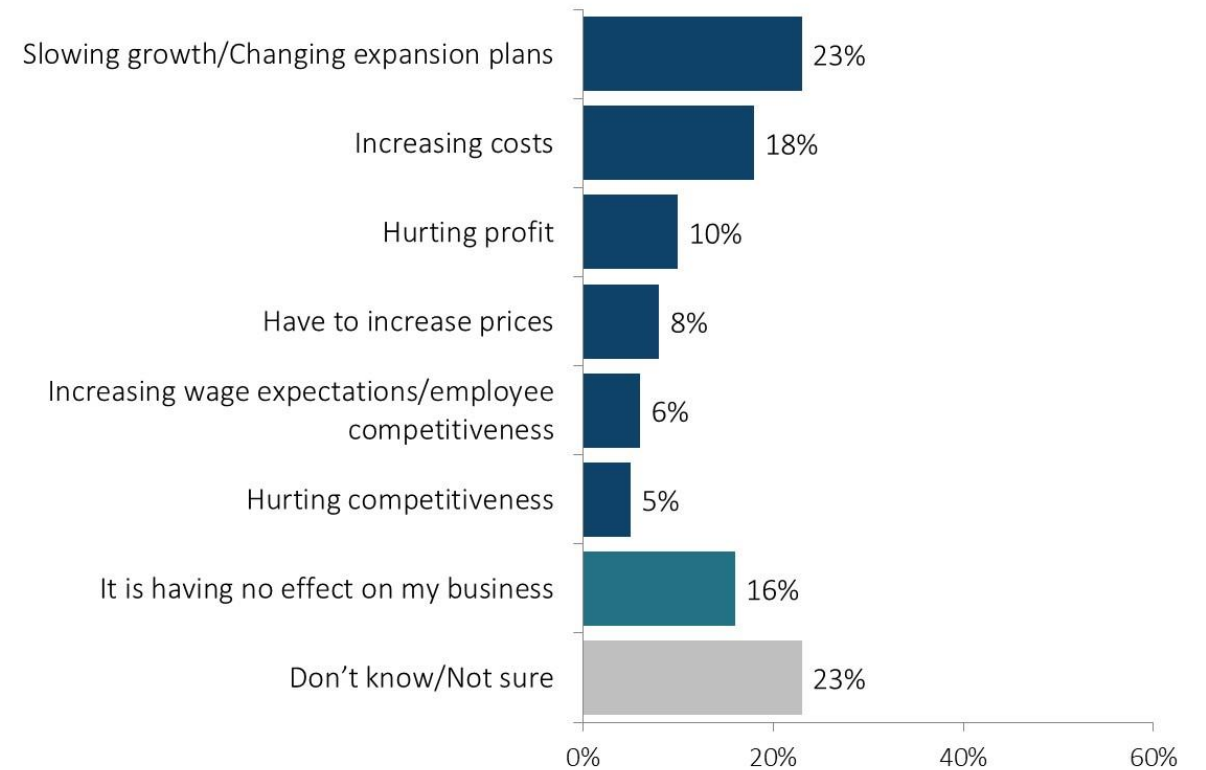
*One-quarter of business leaders report slowing growth and changing their expansion plans as a result of inflation on their business planning.*

Results are varied with regards to the impact inflation is having on business plans. One-quarter are reporting **slowing their growth**, while a variety of mentions related to costs are mentioned including **increasing costs**, **hurt profit**, **having to increase prices**, and **increasing wage expectations**.

Respondents with more than 50 years in operation were more likely to cite **slowing growth/changes expansion plans** as how inflation is affecting their business plans. (Table 20)

## Impact of Inflation on Business Plans

Key Unaided Mentions



Q.20: How, if at all, is inflation affecting your business plans? (n=130) *New question in 2022.*