



The Prosperity Agenda

2020-21

Table of Contents

Introduction	Page 3
Pillar 1: Innovation	Page 5
Pillar 2: Talent and Next Generation	Page 8
Pillar 3: Investment Attraction	Page 10
Pillar 4: Trade	Page 13
Pillar 5: Transportation and Transit	Page 15
Pillar 6: Civic Leadership	Page 17
The Prosperity Agenda	Page 20
Next Steps	Page 23

Prosperity Agenda 2020-2021

Introduction

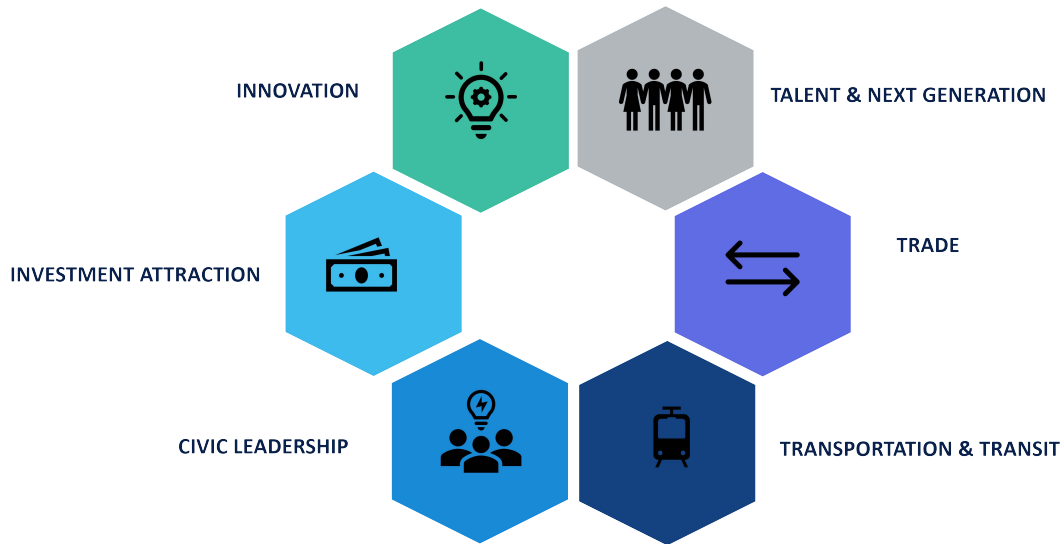
It is an interesting time in Brampton's civic and economic history. A small but proud business community continues to grow and add to the economic viability and livability of this fast-growing Canadian suburb.

Led by its Board of Trade, for over 133 years, Brampton businesses have turned to one another for support during good and bad times. That support has never been more evident than during the current COVID-19 global pandemic.

As the go-to organization where businesses of all sectors, convene, collaborate and create solutions to boost regional economic prosperity, the Board of Trade provides solutions to the toughest problems businesses face every day. These include overcoming barriers to growth, attracting and retaining talent and making the right connections.

As part of its role, Brampton Board of Trade consults with business representatives through a number of meeting formats including site visits, forums, roundtable discussions, networks, committees and task forces. It then takes action, on its members behalf, to ensure governments understand the impact of their policy decisions, influencing decisions that support the sustainability and success of Brampton enterprises and the growth of our economy.

Each year, a diverse group of business leaders meet as part of the annual Prosperity Roundtable. This year's meeting occurred in June and was followed by a Business Confidence and Economic Affairs survey. The outcome of this meeting and the survey is this Prosperity Agenda. The Prosperity Agenda is a roadmap designed to help business leaders become more aware of the key drivers of our economy and their role in moving Brampton forward. Focus is on these six pillars:



1. Innovation
2. Talent and the Next Generation
3. Investment Attraction
4. Trade
5. Transportation and Transit
6. Civic Leadership

What more can I do to support prosperity?

Board of Trade members are actively building Brampton's prosperity. A summary of agenda items at the end of this document can serve as a guide for stronger engagement. We welcome your contribution of time, talent or treasury to support Brampton's business community and the Board of Trade's ongoing initiatives and those proposed as part of this advocacy agenda.

Prosperity Pillar 1:



INNOVATION

Defining the Challenge

Heading into 2020, Brampton businesses were already actively navigating a tsunami of change. Waves of demographic, regulatory and technological change dominated business plans. Spring 2020 brought Brampton businesses additional challenges - a global health crisis, economic crisis and societal crisis – quite a combination.

In all, the disruption of workplaces, revenue streams and business models have reinforced the benefits to businesses to work together through the Brampton Board of Trade. The Board of Trade’s tangible support and encouragement to its members was swift, with one important message being, “Don’t Wait. Innovate.” as the new normal continues to evolve.

In the Board’s 2020 business confidence survey, just over half of Brampton business respondents are aware of new technologies and financing options. Although two-thirds responded that they were aware how to find personnel to implement new technologies, 45% still find it difficult to find new talent for their organization.

53% say that the biggest barrier to innovation, is budget. In 2017, the Brampton Board of Trade, together with its partner business communities along the corridor, convened meetings, provided forums and advocated to the federal government for the establishment of an advanced manufacturing supercluster in Ontario. NextGen Manufacturing Canada was established in 2018 as an innovative financing alternative for manufacturers.

What Is Currently Being Done

Although the pandemic’s impact has been uneven. Operating restrictions have severely impacted revenue for many.

Businesses that are successfully managing the disruption, are those that have established e-commerce platforms, CRM systems, online payment systems, automated procedures and modernized delivery, to enhance their customers’ experience. The Board has joined with government partners and the World Trade

Centre-Toronto, to promote two important programs, Digital Mainstreet and RAP – Recovery Activation Program, to assist companies both large and small, to establish a digital blueprint – a roadmap for their digital transformation.

As well, Brampton is in a strong and competitive geographic location for innovation because of its central position between innovation hubs in Toronto and Waterloo. The Board of Trade has taken a lead role in developing a working group of chambers of commerce and boards of trade situated along the corridor, Canada’s Innovation Corridor Business Council. In September of 2021, the Brampton Board of Trade will host Canada’s Innovation Corridor Summit. The theme of the Summit is disruption and will focus on the tech-talent interface and practical applications and solutions in the manufacturing, logistics and retail environments.

As well, The Board of Trade is a partner in helping the City of Brampton to establish an Innovation District in Downtown Brampton. One component includes the Ryerson Venture Zone. This Venture Zone helps startups from an early stage develop into thriving businesses.

In addition to the Ryerson Venture Zone, other entrepreneurial support, international trade, business incubation, and accelerator spaces comprise Brampton’s Innovation District, including:

- **Ryerson Cyber Accelerator:** This accelerator is Canada’s first cybersecurity accelerator for start-ups and scale-ups. This accelerator, in conjunction with the other cornerstones of the Rogers Cybersecure Catalyst including Canada’s first cyber range, cybersecurity training and R&D initiatives will position Brampton as Canada’s hub for cybersecurity.
- **Research Innovation Commercialization (RIC) Centre:** Moving from Mississauga, this business incubation and accelerator space, helps start-ups to scale up. The RIC Centre is a dynamic catalyst for tech companies and has specialized resources for companies working in the areas of Internet of Things, CleanTech and Advanced Manufacturing.
- **The Brampton Board of Trade** advocates for Brampton’s business community ensuring that governments make strategic investments that encourage and complement private sector innovation. The Board of Trade

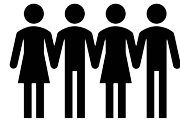
also offers electronic trade certifications that allow Brampton businesses to export goods worldwide. Quarterly meetings of the Board's Brampton Innovation Network also provides a helpful forum for manufacturers to discuss the implementation of Industry 4.0 technologies.

- The Downtown Brampton Business Improvement Area (BIA) is a committee of Council mandated to promote the downtown. This active group adds vitality to the historic core through marketing and events for the downtown business community and most recently promotion of the Digital Mainstreet program.
- The Brampton Entrepreneur Centre (BEC), supported by the City of Brampton and Ministry of Economic Development and Job Creation, offers co-working space & small business resources. BEC hosts frequent seminars and offers business plan reviews and consultations with advisors.
- Cross Border Angels is a venture capital network. Brampton's chapter is one of 40 in a North American network of investors seeking start-up ventures. Supported by the City of Brampton, this network meets throughout the year to hear pitches from companies seeking venture funding.
- The Innovation District also includes credits toward degrees and diplomas from Ryerson University's Chang School of Continuing Education, Sheridan College through a partnership with the downtown library, and Algoma University.
- The Founder's Institute, an initiative designed to leverage a global network of expertise and investment in pre-seed stage companies, will begin programming in Brampton in 2021.

City Council's 2040 vision calls for a transformed Downtown Brampton with a population increase of 55,000 and 26,000 new jobs.

Innovation is not confined to the downtown, Sheridan's Centre for Advanced Manufacturing and Design Technologies is a respected and reliable partner for local businesses. Its philosophy and facilities allow students, manufacturers and industry partners to collaborate and innovate on a number of practical industrial research projects.

Prosperity Pillar 2:



TALENT & NEXT GENERATION

Defining the Challenge

A vibrant economy requires a steady pipeline of young talent. Brampton is blessed with an enviable demographic of one of the youngest, well-educated and ethnically diverse communities in Canada. It is Canada's 4th largest workforce with over 60% having a post-secondary certification. Nevertheless, finding talent continues to be one of the top three business issues facing Brampton businesses. 45% of employers in a recent business confidence survey indicate difficulty in finding talent for their organization. Why?

The overall complexity in new and existing jobs, and the demand for higher skilled talent has many businesses reporting difficulty being able to fill entry level positions or those that require minimal or no credentials. Pre-pandemic, the Bank of Canada's Business Outlook Survey, indicated that firms report one of the highest levels of labour shortages since the 2009 recession, with job vacancies totaling 550,000 across the nation. Canada's tight labour market is also under pressure by an aging workforce, declining workforce participation rate, stagnating wages and the rapidly changing nature of jobs.

For Brampton, there is a prevailing belief among young people that there is little economic or social opportunity for them in the city. The issue is compounded by the fact that our youth are educated, diverse and entrepreneurial – and therefore mobile. Currently, an estimated 166,000 Bramptonians travel outside of Brampton to their workplace each day. As talent decides to find opportunity in other communities, employers will continue to struggle to find talent and community organizations will struggle to find fresh leadership.

What is Currently being done

Repatriating some of the 166,000 daily commuters is an important component of the City's economic development strategy.

Through the Brampton Board of Trade, business leaders are leading the charge with a three-pronged strategy focused on recruitment, retention and development.

In order to recruit talent, Brampton must create a ‘cool factor’ that motivates young people to live in Brampton. This can be achieved in many ways, for example through the beautification of Downtown Brampton, investment in arts and culture, or the development of a nightlife scene.

Other efforts prioritized by the Brampton Board of Trade include advocacy to continue strategic immigration and encouragement to reduce inter-provincial trade barriers. This includes initiatives to increase labour mobility and national recognition of trades certifications. To encourage more women to enter the workforce, advocacy to provide more workplace daycare and other options also forms an important part of the talent agenda.

In an effort to retain talent, 66% of employers, in a recent business confidence survey, indicate that they offer co-op and internships at their place of business. The Board of Trade has an active civic pride campaign and has held a Top 40 Under 40 recognition program for three years. The aim of the program is to recognize the young talent choosing and thriving in Brampton.

The Board of Trade has also developed a Talent Network – a quarterly forum for human resource professionals and other employers to discuss strategies to retain and recruit employees. Likewise, a NextGen Network of young professionals is planned for the year ahead.

Better alignment between skills training and available jobs, and incentives for lifelong learning and continued reskilling and upskilling form an important part of the Board’s talent development advocacy.

Another initiative to develop talent includes leveraging higher education to drive Brampton’s economic and healthcare outcomes. Brampton’s post-secondary institutions: Algoma University, Ryerson University, and Sheridan; have collaborated to create ‘United for Brampton’. 78% of respondents to a recent business confidence survey believe that the City of Brampton should support the three existing post-secondary institutions and their proposal to expand university offerings. This joint plan, by the three institutions, aims to create more options for cybersecurity education; create a centre for health and innovation, and an institute for the prevention and treatment of mental illness and addiction.

Prosperity Pillar 3:



INVESTMENT ATTRACTION

Defining the Challenge

In the 2019-2020 American Cities of the Future report by fDi, a division of the Financial Times, Brampton came out 8th in their overall mid-sized North American cities ranking. Breaking that down: Brampton ranked first when comparing connectivity because of its proximity to Canada's two largest employment zones, ease of access to the country's busiest Airport and largest intermodal hub, and focal point of CN's rail distribution network.

Brampton ranked tenth when comparing Business Friendliness, and did not rank in the top 10 amongst other cities in Ontario when comparing Human Capital and Lifestyle, or Economic Potential.

Brampton has a comparatively young, diverse, and growing workforce. It is the second fastest growing city in Canada, with the lowest average age at 36.5. While we have a diversity of industries, key sectors include advanced manufacturing, food and beverage, health and life sciences, and innovation and technology.

To make Brampton more attractive to commercial and industrial investment, Brampton must also be able to distinguish itself from other cities in Ontario. It must compare and provide investors a clear indication of why they should invest and ease their path to do so. What is our value proposition? Apart from Brampton's world class location and connectivity, the national and provincial tax incentives that attract business do not differentiate between Ontario municipalities and are outside of municipal control. What Brampton must improve on is its workforce retention and development, our civic leadership, and quality of life.

The workforce challenge will be addressed in its own section. Quality of Life is high, but challenged each day, by the pace of population growth and the need to commute outside the city for jobs.

Effective leadership by the private sector and at all levels of government is required to create an attractive environment for businesses to thrive in Brampton. In a recent business confidence survey, only 40% agreed that businesses are doing enough to foster a positive business environment. Likewise, only 1 in 2 agreed that the municipal government displays a positive external

brand image. Both of these finding point to the need for both the private and public sector in Brampton to better collaborate and focus on key competitiveness issues such as:

- An external image that is hampered by less than favorable headlines with regards to safety and availability of healthcare
- Comparatively low commercial and office space supply compared to other west-GTA centers
- Comparatively slow development approval times
- Employment lands that require protection from conversion to residential
- A municipal government that struggles to maintain a consistent economic development focus
- A start-up community that has not reached sustainable critical mass in Brampton
- Despite Brampton's exceptional location for business, improvements in livability, economic potential and lifestyle amenities remain urgent

What is currently being done

The BBOT plays an advocacy role in support of the key industry clusters and the development of emerging business districts. Brampton's 2040 vision imagines a prospering downtown and uptown job cluster, along with 5 town centers where people can work close to where they live. Each year, the BBOT makes submissions to the municipal budget process and has highlighted the need for better collaboration, respect for taxpayers and understanding competitive advantage at local council.

In order to encourage the development of more commercial space, plans are underway for flood mitigation and creation of a Riverwalk in downtown Brampton. Another notable development is at Brampton's southern gateway along highway 10. RioCan has an ambitious proposal underway to convert Shoppers' World into a multi-use commercial/residential neighbourhood. The City has also created incentives for development of office buildings greater than 50,000 square feet in an attempt to attract head offices.

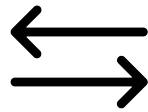
In May 2019, the City's Economic Development and Culture Office unveiled a plan to increase jobs and growth in Brampton through a focus on foreign direct

investment (FDI). The top motivations for FDI include market proximity, domestic growth, skilled workforce availability and a business-friendly regulatory environment. Brampton's value proposition includes available land to develop and grow, and integrated manufacturing cluster and access to a diverse talent pool. One distinguishing factor for Brampton is the nation's first cybersecurity accelerator, as part of the ROGERS Cybersecure Catalyst, an initiative of Ryerson University and the City of Brampton.

In May 2020, the City prepared an economic recovery strategy. The strategy has four cornerstones centred around the city's talent and diversity. These cornerstones dovetail with this Prosperity agenda, specifically initiatives in innovation and technology, investment, infrastructure and arts & culture. One tangible result of the strategy has been more flexibility and encouragement to establish patios and patio extensions in the summer months to add to the vibrancy of the City and various shop local marketing initiatives.

In a recent business confidence survey, business respondents encouraged more focus on supporting and attracting small businesses and adopting an economic mindset that accelerates development approvals and, in particular, infrastructure decisions. The need for more available and affordable broadband internet capabilities, including fibre-optics, was also commented upon.

Prosperity Pillar 4:



TRADE

Defining the Challenge

The global environment for trade has changed. Sometimes referred to as slowbalization, economic volatility, populist governments and increasing protectionism all characterize the economic environment in which we now live in. The challenge is straightforward: Brampton businesses must become more creative in finding new markets for Brampton goods and services.

Although Canada's share of exports to the U.S. has slowly declined since the early 2000s, 75% of Canadian exports of goods and services still go south of the border. The recently ratified Canada-United States-Mexico Agreement brings a reliable trade framework to North American Trade, however, Brampton companies have seen the re-establishment of some tariffs and a general thickening of the US border due to COVID-19. From a North American perspective, Brampton businesses would be wise to consider markets in other parts of Canada. Unfortunately, a number of obscure, duplicative and out-of-date barriers prevent more inter-provincial trade.

The USMCA is one of more than 50 free trade agreement agreements Canada has with other trading nations. More than 1390 trade commissioners in 160 countries, are available to help businesses across Brampton to diversify and access markets worldwide. Only about 9% of Canada's trade is with faster-growing emerging economies like China, India, South Korea, Mexico and Brazil demonstrating a lot more potential for exports.

What Is Currently Being Done

The Brampton Board of Trade has a robust Trade Network. The network meets monthly and profiles international markets and tips and practical lessons from Brampton's export community. Memorandums of Understanding with the Canada-Pakistan Business Council, Canada-Turkey Business Council and Kocaeli Chamber of Industry are helpful connection points for Brampton businesses.

Each year the Brampton Board of Trade holds an International Trade holiday reception providing Brampton businesses with opportunity to meet trade commissioners from many countries that are signatories to the Comprehensive

European Trade Agreement (CETA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

The Brampton Board of Trade has encouraged the federal government to reactivate stalled negotiations between Canada and India to achieve a mutually beneficial trade agreement. The large India diaspora in Brampton would lend a competitive advantage, however despite current and former governments supporting an agreement and 10 rounds of negotiations since 2010, nothing has been finalized.

In 2020, the Board of Trade has joined with other major market chambers of commerce to launch #WeCanTrade, a campaign to encourage better inter-provincial trade. The campaign encourages first minister, or any two premiers, to establish bi-lateral agreements to complement Canada Free Trade Agreement (CFTA).

The Board of Trade actively promotes participation in the World Trade Centre's Trade Accelerator Program (TAP), a program designed to link companies with access to exporting advisors, resources and contacts, giving them the one-on-one training and confidence to become successful exporters in strategic international markets.

The Board of Trade's CEO was named to the World Chambers Federation Governing Council of the International Chamber of Commerce in 2019. In this role, trade connections for Brampton businesses are easily facilitated with chamber executives from around the world. This builds upon the Board's active agreements to facilitate trade with the Kocaeli Regional Chamber in Turkey, Canada-Turkey Business Council and the Canada-Pakistan Business Council.

COVID-19 has greatly impacted revenue for Canada's airports. The Brampton Board of Trade is a founding member of the Canadian Global Cities Council and advocates for investments at Canada's international airports to accelerate airport passenger and goods screening, including modernization of the Canadian Border Services Agency legislative framework and provide stable funding.

Prosperity Pillar 5:



TRANSPORTATION & TRANSIT

Defining The Challenge

Transportation infrastructure is critical to a business' competitiveness. Efficient and regionally connected transit options not only help businesses move goods to market, but at the same time increase the quality of life factor that attracts strong talent. Density, livability, scalability, and commercial attractiveness are all interconnected when planning and building transportation infrastructure. An effective transportation system can be the backbone of a resilient and competitive economy.

Brampton is a modern city that reflects the robust and diverse complexion of its population and business community. The future must include various businesses of all industries (healthcare, technology, manufacturing, transportation, etc.) interconnected, all with a focus on creating a livable, prosperous, and environmentally conscious Brampton.

Many challenges exist. Primarily, its hard to get around town. 64% of business respondents agree Brampton is easily accessible from other regions, but only 28% agree it's easy to get around within Brampton.

By 2040, the population of the GTHA will be more than 10 million. Brampton's population alone will reach close to 1 million. Already, the GTHA is nearing transit capacity, and the cost of traffic congestion to the GTHA's economy is \$11-billion annually.

The cost of inaction on investment in a new highway, an LRT extension, more express bus and regional transit infrastructure, is that businesses will become less competitive, and the regional economy will not be able to grow to its full potential.

What Is Currently Being Done

The BBOT is engaged on all current transit projects in and around Brampton. The Hurontario LRT, which is currently under construction and expected to open in Fall 2024, includes 3 stops in Brampton. This P3 project supports residential and commercial growth along the Hurontario corridor.

Complimenting the Hurontario LRT, from Port Credit to Shoppers' World, is a plan supported in principle by Brampton Council to extend the LRT north to Brampton GO station. An EA on a number of route options is expected to be released this year. A Queen Street-Highway 7 BRT Planning Study and initial business case is also in development.

Alleviating the rail bottleneck between Georgetown and Bramalea Go is another key priority for the BBOT. This subdivision is a major thoroughfare for freight trains hauling goods travelling in and out of CN's Brampton Intermodal Terminal and MacMillan Yard in Vaughan. In order to efficiently move CN and GEXR freight and GO and Via passengers, it is our view that an additional track must be installed in Downtown Brampton, a rail-over-rail grade separation is needed west of Mount Pleasant, a third main track must be extended from Mount Pleasant to Georgetown, and double-track and build passing sidings are needed west of Georgetown. These infrastructure investments come at a cost of approximately \$1 billion and is justified by the return forecast in Metrolinx' most recent business case on Two-way, All-day GO service.

The Brampton Board of Trade supports the Milton Logistics Hub, infrastructure which will further improve the fluidity of rail traffic, better connect Brampton to global supply chains, and take hundreds of transport trucks off the road relieving traffic congestion. In anticipation for future growth, the BBOT advocates for more concrete plans surrounding Hwy. 413, a new GTA West Corridor, and the proposed Union West transportation hub at Toronto Pearson airport.

Prosperity Pillar 6:



CIVIC LEADERSHIP

Defining the Challenge

Civic leadership is critical to economic and social growth. When key stakeholders assemble across program and jurisdictional boundaries to develop a common plan, secure resources and oversee implementation of the activities required to move a community forward – that community can flourish. In Brampton, these key stakeholders include philanthropists, business leaders, leaders of community institutions, city staff and elected representatives.

It is true that Brampton is Canada’s ninth largest city, by population and Canada’s second fastest growing city. In many respects though, the capacity of community institutions that are commonplace in other major Canadian cities (United Ways; Community Foundations; Boards of Trade) has not grown at a pace to meet the challenge – most notably in healthcare and transit. Well-intended efforts have often fallen short of achieving full potential because of limitations in collaboration between stakeholders – or because the pace of population growth simply exceeds leadership capacity. Individual champions were often overwhelmed and have had difficulty advancing ideas through the political fray.

Civic leadership involves both private and public sector champions. As mentioned earlier, 40% of respondents to a recent survey believe Brampton’s business community is doing enough to foster a positive business climate. In previous municipal councils, progress was hampered by adversarial relationships among elected leaders. Although, more harmony exists today, in a recent business confidence survey, only 1 in 2 business respondents are confident in Brampton City Council’s ability to make good decisions.

At its June 2020 Prosperity Roundtable, companies clearly outlined their expectations for Brampton:

1. a public transit system and road network that gets employees to work on time;
2. road capacity to get goods to customer on time without congestion that incurs penalties for late delivery;

3. a spirit of innovation that is well-supported by all governments – locally, provincially and federally;
4. an understanding that ‘time is money’ among our elected leaders;
5. a city council that can be depended upon, that hires qualified staff that are held accountable;
6. local councillors that conduct themselves with integrity at home and abroad, putting the best interest of the city above special interests or their own;
7. decisiveness on routing the LRT and the expectation to just plain “get on with it” for infrastructure projects, including flood mitigation and the Riverwalk;
8. genuine consultations on expanding the university footprint in Brampton and on employment lands;
9. results from advocacy on healthcare, not just ineffective cries in the media
10. a downtown Brampton that is attractive, well maintained, and a city that they can feel proud of;
11. governments to facilitate growth: reduce unnecessary regulations and accelerate timelines for decisions on assessments, reviews, approvals and investments.

As a suburb, which is growing quickly to a major regional city, Brampton must do a better job at addressing challenges in community leadership and meeting the business community’s expectations.

What Is Currently Being Done

The BBOT works hard to promote collaboration and civic leadership. Business leaders participate in monthly policy and government relations committee meetings to address economic issues. Prosperity forums and a new Civic Leadership Network have been established for Board of Trade members to discuss actions to enhance the community’s prosperity.

The Board of Trade takes special effort to recognize leadership in our community. Its annual Business Excellence Awards recognizes a Business Person of the Year and celebrates business success through a variety of award categories.

Civic leadership has been strong in response to the global pandemic. It is important to note that 68% of respondents to the Board's business confidence survey are satisfied with Brampton City Council's response to the COVID-19 pandemic. This is proof positive, that if the community can rise to challenge of global pandemic, it can also rise to the challenge of other city-building initiatives.

Accountability is a key principal of the Board of Trade. Ensuring our elected leaders are accountable involves monitoring agendas, budget reviews, deputations at the local, provincial and federal levels

The Board is also called upon for regional, national and international leadership. In 2021, Brampton Board of Trade hosts the Ontario Chamber of Commerce Annual General Meeting and the Innovation Summit for Canada's Innovation Corridor. Its CEO serves on the Business Advisory Council for Ontario's Minister of Transportation and also as a commissioner for the internationally-recognized Certified Chamber Executive professional development commission.

The Brampton Board of Trade also represents Canada at the World Chambers Federation Governing Council. It is also a founding member of the Global Cities Council, which includes Canada's largest cities, and works with the federal government to ensure a more competitive Canada.

The Brampton Board of Trade is recognized as a leader and founding member of Canada's innovation Corridor Business Council, working with business leaders and other chambers to establish an innovation corridor from Kitchener-Waterloo to Toronto.

The Prosperity Agenda

Looking forward, business leaders depend on the Brampton Board of Trade as a forum to help achieve their corporate social responsibility goals. In a recent survey, 71% responded that their civic engagement through the board of trade is motivated by a desire to give back to the community. Business people want to know how they can best contribute to Brampton's prosperity and how they can hold each other accountable for its achievement. The agenda that follows is a start:

1. What more can I do to bolster Innovation?

1. Participate in the Board's Brampton Innovation Network or Prosperity Network.
2. Sponsor and participate in the 2021 Canada's Innovation Corridor Summit in Brampton.
3. Fuel the tech sector by attracting and supporting innovation catalysts such as Ryerson Venture Zone.
4. Connect start-ups to investors, advisors and potential customers, including governments that can be important first customers.
5. Support the Board of Trade's advocacy on Intellectual Property policy and other initiatives to bolster innovation.

2. What more can I do to attract Talent and the Next Generation?

1. Join the Board of Trade's Talent Network or NextGen Network.
2. Increase civic pride in Brampton.
3. Advocate through the Board of Trade to revitalize downtown Brampton through, infrastructure upgrade, streetscape beautification and nightlife development.

4. Create buy-in among elected leaders, business leaders and citizens for Ryerson, Algoma and Sheridan's partnership on the United For Brampton plans.
5. Sponsor the Board of Trade's Top 40 Under 40 and nominate a worthy individual.
6. Create more paid internships and co-op placements.
7. Develop initiatives that better engage with young business owners.
8. Advocate with the Board of Trade for more access to workplace daycare

3. What can I do to attract new investment?

1. Join the Brampton Board of Trade as a Community Investor. Be a positive ambassador for Brampton.
2. Re-write the narrative on Brampton. Better communicate the message that Brampton is affordable, has land availability, and talent and that Brampton's community is collaborative, innovative and has trusted leadership.
3. Upgrade your Board of Trade membership. More revenue must be generated from private sector to support Board of Trade efforts in implementing a prosperity agenda
4. Advocate through the Board of Trade for more fibre-optic cabling and broadband capacity in Brampton.
5. Advocate through the Board of Trade, to the federal government encouraging investment in the Riverwalk and downtown flood mitigation.

4. What can I do to encourage more trade?

1. Participate in a trade mission.
2. Join the Board of Trade's Trade Network.
3. Sponsor the Trade Network holiday reception.
4. Advocate through the Board of Trade for fewer inter-provincial barriers to trade.
5. Advocate for more intermodal (road, air and rail) supply chain networks.

5. What more can I do to accelerate Transit and Transportation?

1. Participate in the Board of Trade's Goods Movement Network or Policy and Government Relations Committee.
2. Advocate, through the Board of Trade to accelerate:
 - a. investment in Two-way, All-day GO train service in 2020
 - b. federal approval of the Milton Logistics Hub in 2020
 - c. HuLRT extension and delivery to Brampton GO station by 2030.
 - d. approval of GTA West Highway through Heritage Heights.
 - e. development of Union West transportation hub.
 - f. assessment and creation of Queen Street Bus Rapid Transit

6. What more can I do to build Civic Leadership?

1. Become a member of and refer a business to the Brampton Board of Trade.
2. Attend board of trade forums and communicate the business community's expectations for fair funding to local MPs and MPPs through BBOT events.
3. Find individual champions that the Brampton Board of Trade can support as allies in the development of our regional economy.
4. Encourage the BBOT and elected leaders to identify, detail and advocate for specific economic development projects and funding.
5. Sponsor 2021 Conferences, such as the Ontario Chamber of Commerce AGM and Canada's Innovation Corridor Summit.

Next Steps

What is your next step for building a more prosperous future?

As a forum for enterprise success and community prosperity, business and civic leaders rely on the Brampton Board of Trade to advocate, connect and empower Brampton's business community. Business people of all sizes, from all sectors, including those that are just starting and those that have been at it for a while, are encouraged to get more involved with the Brampton Board of Trade.

Let the Brampton Board of Trade help you to engage your business advantage. Through an active calendar of events and a robust advocacy agenda, Brampton's employers and innovators find their voice and support each other's success. To learn more about what Brampton business people are thinking, and their confidence in Brampton's future, visit bramptonbot.com/confidence.