

A LETTER FROM OUR MAYOR

The City of Burlington is a unique and vibrant community that provides an exceptional environment to start and grow a successful business. Our recognition as Canada's Best Community to live in and raise a family by Maclean's magazine in 2019 illuminates why we can provide access to top talent who live and work here thanks to our diverse culture and world-class amenities, gorgeous waterfront and expansive greenspace, close proximity to post-secondary education institutions, and access to mass transit.

The Mayor's Red Tape Red Carpet Taskforce launched last year in partnership with Burlington Economic Development connected us with local business leaders from all industries to identify ways we can roll out the red carpet for new and existing businesses, and support growth and development across our city. Over 100 new businesses and company expansions took place in 2019, including the groundbreaking of Endress+Hauser's new \$28 million, 47,000 sq. ft. customer experience center and the relocation of Tandia Financial Credit Union's head office to Burlington.

As we look forward, we have embarked on a review of Burlington Economic Development to ensure they are well-positioned to meet the challenges of a global, post-pandemic and innovative business environment. We are passionately committed to the continued evolution of how we connect, collaborate and serve the valued businesses that make our economy, and our community, grow and thrive.

Regards,

A handwritten signature in white ink, appearing to read 'Marianne Meed Ward', with a large, stylized flourish at the end.

Mayor Marianne Meed Ward
City of Burlington

A LETTER FROM OUR BOARD CHAIR

Throughout 2019, Burlington Economic Development has remained focused on its mandate to position Burlington as a premium location to locate, start, grow, and maintain a business. We saw the advancement of several initiatives that I am personally very pleased to see moving forward.

In 2019 and moving into 2020 Burlington Economic Development has worked collaboratively to review our Governance Structure and economic development mandate. We interpreted this as a positive opportunity to reflect on where we have been, as well as how we want to move forward. As part of reviewing the efficiency, effectiveness and optimal structure for the organization, we are also evaluating the potential of a Municipal Development Corporation (MDC). The creation of an MDC was initially considered back in 2016, but the timing was not right. With a new City Council and City Manager we are looking at how establishing an MDC would provide the tools, expertise and assets Burlington needs to successfully attract and retain top employers and talent.

Another key initiative to help bring more land online for employment development is a Brownfields Community Improvement Plan, which will stimulate brownfield redevelopment for the purpose of generating employment intensification and employment growth in Burlington. Staff continues to work toward a December 2020 adoption and approval, and early 2021 implementation.

This Report celebrates everything wonderful we accomplished in 2019, but we must remain focused on what is ahead. 2020 has brought about unprecedented challenges for businesses and we will continue to see the impacts of COVID-19 for a long time. Working with the other members of Team Burlington through the Burlington Economic Recovery Network, which I also Chair, we will continue to support and advocate for the interests of our business community, as well as provide vital resources and support. We also find ourselves at the halfway mark of our 2018-2022 Strategic Plan, so we will be taking the opportunity to check in on our progress and reevaluate our priorities.

I would like to thank the Board of Directors for their commitment and enthusiasm over the last year, as well as recognize the leadership and staff at Burlington Economic Development for their hard work and dedication.

Regards,

A handwritten signature in white ink, appearing to read 'RS', with a long horizontal stroke extending to the right.

Randall Smallbone (Board Chair)
Astron Connect Inc.
President and CEO

We're Canada's Best Community For a Reason

Burlington is where you can grow your business and your family in the same place. We've really got it all.



2 million talented workers
within a 45-minute commute



200 community organized
public festivals and events each year



4 International
airports nearby



125+ recreation programs
For all ages and interests

2019 Economic Snapshot

In 2019 Burlington increased the number of new jobs by 21% from the previous year



Looking ahead

The Global 2020 COVID-19 Pandemic has placed a significant strain on businesses across Canada. Burlington businesses are no exception. Burlington Economic Development is working with partners across all levels of government to facilitate programs that will support business and their employees.



Welcome to Burlington

100+

New businesses and company expansions took place in 2019



Deloitte.



Endress+Hauser
People for Process Automation



TechPlace

2019 marked year two for Burlington's innovation space



134 Events

88% of events hosted in 2019 directly supported new and growing companies and 12% focused on growing professional networks

Entrepreneur/Start-Up - 70%
Professional Service Provider - 20%
Other - 8%
Established Business - 2%
Government - 1%



100%

Of visitors in 2019 were satisfied with their overall experience at TechPlace

"A very convenient location just off of the QEW to meet with members of the Halton Region business community. A warm and inviting atmosphere that allows for productive meetings and networking opportunities."

Health Sciences Start-up based in Toronto





Making an impact

\$370K

Net annualized investment

\$700K

Leveraged in Provincial and Federal Funding & Programming from a network of over 60 partners

385+

Innovative, high-growth businesses supported

\$35M

In revenue for Burlington Businesses

257+

Jobs created by Burlington Businesses

“servicePath established its North American beachhead at TechPlace when it opened in 2017. The space has been great for us as we have grown our team and expanded into the North American markets. Over the years, the community of entrepreneurs, skilled technical talent, and innovators in Burlington has grown and the connections made are valuable to all start-ups and businesses. TechPlace is a unique place, and its dedication to connecting, scaling, developing, and advancing entrepreneurship and jobs is valuable to the economy.”

Daniel Kube, CEO of servicePath

2

Co-location partners

Haltech and Angel One Investor Network call TechPlace home and provide vital resources to the ecosystem

16

Government partners

Including post-secondary institutions (McMaster, Sheridan and Mohawk), provincial organizations focused on the startup ecosystem

20

Community partners

Including established businesses and organizations focused on growing companies in Burlington

What types of high-growth businesses are we supporting?*

- **21%** - Software & Marketplace
- **16%** - MedTech
- **13%** - SAAS & Platform
- **13%** - VR, AR & Property Tech
- **11%** - Advanced Manufacturing & Innovative Consumer Goods
- **11%** - FinTech & Cybersecurity
- **8%** - AI & Big Data
- **7%** - CleanTech, EdTech and TravelTech



* Percentages gathered from a 75 sample from the 385 companies.

Driving innovation, together

Since opening in June 2017, TechPlace has been dedicated to supporting new and growing technology companies at all stages with a significant emphasis on partnerships. Haltech and Angel One Investor Network have been longstanding partners providing vital services to businesses across our community. In March 2019, TechPlace partnered with Haltech and Angel One for the second year in a row for the #HerHalton International Women's Day Breakfast. This sold-out event welcomed over 200 professional women and men for an event of celebration and peer-to-peer learning from female leaders in Halton Region.

TechPlace grew in 2019, adding three additional LaunchPad offices to meet demand. These offices welcomed twelve new companies, including one corporate innovation office, eight LaunchPad companies, and three international Soft Landing companies. The three Soft Landing companies were leads from LatAm Startups. LatAm Startups is a not-for-profit organization based in Toronto that connects startups in Latin America with the resources they need to scale in Canada. They signed an official partnership agreement with TechPlace in Fall 2019.



2019 Highlights

- Since opening, TechPlace has supported **385+ high growth businesses** and created **257+ jobs**.
- TechPlace welcomed **eight new companies** to the LaunchPad Program including Precision E-Business Group, Dextro Analytics, Kidictive, Feedback Solutions, Spero Careers Canada, Zensark, MyBrokerBee, and IRIS R&D.
- Co-location partner Haltech received **\$307,000 in funding** and started the Accelerator for Women Entrepreneurs.
- Kitchener-Waterloo based Able-One Systems opened a **corporate innovation office** at TechPlace.
- Angel One joined forces with GTAN and SWO Angels to launch **Equation Angels**.
- Welcomed LatAm Startup's delegation of over 12 companies to Burlington, resulting in **three new Soft Landing companies** including BeltechHub, Expertic PGS Technologies and 416 Services.





Supporting Businesses

What Burlington Economic Development does can be summed up in three key areas of focus: attracting companies to locate here, supporting companies to expand here, and encouraging the start-up and growth of new companies. We work closely with local stakeholders to grow and sustain Burlington's competitive and prosperous community. We work with all levels of government, and act as a liaison with the private sector, to advocate and support the growth of the Burlington economy.

In 2019, Burlington was ranked in the Top 25 for Foreign Direct Investment (FDI) Strategy by American Cities of the Future 2019/20. More than 200 cities were considered, and Burlington is one of only four cities with a population less than 1 million. We're proud of this achievement as it is a testament to our community, our partnerships, and the amazing companies that call Burlington home.

Companies choose Burlington for a number of reasons, including our hybrid location, access to the natural environment and overall big City feel with small community amenities.

Our quality of life continues to draw talent and businesses. We are the ideal destination for businesses who want to stay connected to the hustle and bustle of Toronto without the chaos of a big city. While we can't take credit for the incredible natural assets that set us apart from other suburban areas, we can take credit for the hands-on approach and top notch customer experience we strive for every day. Our goal is to showcase what Burlington has to offer, while delivering a red carpet experience that is truly second to none.

We continue to be a partnership-driven organization and in 2019 we continued to grow our partnerships with Mohawk College, McMaster University and Sheridan College to provide employers with a diverse range of tools and resources while aiming to attract and retain talent. We formed new global partnerships, including one with LatAm Startups, a non-profit accelerator in Toronto that works exclusively with international startups. Through Team Burlington, we also continue to partner with the Chamber of Commerce, Tourism Burlington, Burlington Downtown Business Association, Aldershot Village BIA, and our colleagues at the City of Burlington to support our growing business community.



2019 Highlights

- Endress+Hauser Canada broke ground on a new \$28 million, **47,000 sq. ft** Customer Experience Centre.
- Burlington attracted two global professional services companies including a **36,490 sq. ft** expansion for Deloitte and the opening of Tandia Financial Credit Union's new head office.
- Ecosynthetix, a renewable chemicals company, received **\$2 million in federal funding** for developing eco-friendly products.
- We launched a new investment attraction strategy and have targeted over 25 international companies through new partnerships with the Turkish Electrical Technology Association and LatAm Startups.
- We were awarded two **Excellence in Economic Development Awards** from the International Economic Development Council.
- Boehringer Ingelheim Canada and IBM Canada launched the **first of its kind collaboration** to integrate blockchain technology into clinical trials.
- We attended international conferences including WEFTEC in Chicago and City Nation Place in the UK to network and build our understanding of best-in-class place branding and investment attraction practices.



Working with Burlington Economic Development

We want to be the first call companies make when they're considering locating or expanding in Burlington



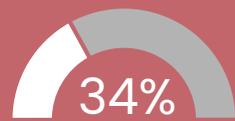
"The team is wonderful to work with and is extremely knowledgeable and very quick to respond" Manager at a leading real estate investment company



Of companies we worked with were satisfied with the customer service they received

What did we help companies with?

In 2019 we worked with 178 companies on 339 requests for assistance. Survey respondents were able to select multiple request types. The most popular responses included:



Economic data & Regulatory issues



Site Selections & Obtaining permits



Support with the development process



Networking & referrals



Cutting red tape and rolling out the red carpet

How we're making it
easier for companies to
do business in Burlington



In January 2019, Mayor Marianne Meed Ward announced a new initiative in partnership with Ward 1 Councillor Kelvin Galbraith: the **Red Tape Red Carpet Task Force**. The goal of the initiative was to identify and eliminate barriers to growth and promote new business attraction in Burlington.

Burlington Economic Development continues to be a key partner in this initiative. Working closely with businesses, we helped form and facilitate stakeholder sessions and working groups. Our relationships with the business community and economic development expertise enabled us to amplify the needs and voices of the Burlington business community, as well as ensure the task force moved ahead in the right direction.

In the fall, twenty-two recommendations were unanimously approved by City Council, and implementation is now underway. Check the progress of these twenty-two recommendations online at burlington.ca/rtrc. The Red Tape Red Carpet Task Force has already led to the implementation of a new customer service delivery model for the City of Burlington. This has been incorporated into a new organizational redesign that included the introduction of a new executive role dedicated to leading customer service. We continue to work on developing a clear vision for how we position Burlington as a destination for top employers, and how we celebrate Burlington's story. We look forward to providing additional updates as we progress.

"For Hopewell to be able to attend and contribute with so many of the city staff at all levels up to the mayor was a great benefit. It was great to get the ear of the city with a diverse group of developers and share our concerns and understand how the city was ready and willing to further help address these concerns was very encouraging."

Ben Harlton, Manager of Development & Construction – Eastern Canada, Hopewell



Moving Forward

2020 has been a time of unprecedented change for Burlington and the world

We're forging ahead to support our community

The COVID-19 pandemic has left everyone in uncharted territory. Our stakeholders, partners and business community can be assured that we will continue to be responsive and adaptive to our community's needs to ensure we are effectively preparing Burlington for long-term economic prosperity. We will do this by:

- Working with the City of Burlington to deliver a **responsive and integrated customer service experience** that meets business needs for investment and expansion.
- Developing tools and programs to keep Burlington financially competitive and a **destination of choice for investment** in the west GTA.
- Leveraging Burlington's unique assets and the business community to **tell our story to the world** and attract investment in the new virtual business world.
- Engaging with our business community to understand their needs and deliver **tailored support** for them to start and grow in Burlington.
- Supporting Burlington businesses through COVID-19 and positioning them for long term success by:
 1. Providing relevant and timely information on business supports and the resources to support their needs in a fast-changing environment;
 2. Partnering with other business support organizations across the GTA to bring best in class solutions to Burlington and create coordinated and seamless supports for business;
 3. Advocating for business needs to all levels of government to deliver the support they need when they need it; and
 4. Taking a stakeholder and data driven approach to position businesses for economic recovery and growth through the Burlington Economic Recovery Network (BERN).

A Message From Our 2019 Board of Directors

What is your proudest achievement as a member of the Board of Directors at Burlington EcDev?

Doing a review of the mandate, of TechPlace and restarting MDC conversations, to ensure a strong, agile organization that is structured to meet today's challenges and the challenges ahead.

Marianne Meed Ward
City of Burlington
Mayor

Seeing the Burlington EcDev staff team step up and excel in all areas including working collaboratively with the City to streamline and improve the CX business process for business development.

Tim Commisso
City of Burlington
City Manager

The Board team working in tandem with staff to mold a vision and strategy to ensure the economic prosperity for the City of Burlington into the future.

Bonnie Prior
Royal LePage
Burloak Real Estate Services
Sales Representative

Working on the sub-committee that created BEDC's new Strategic Plan and also developed the process to initiate and measure the performance of the annual projects that BEDC will deliver to align with the Strategic Plan.

Gordon Kack
Colliers Project Leaders
Chief Operating Officer

To work with fellow directors and staff in the preparation of a Strategic Plan which encompasses all the many economic facets that govern our City.

Michael Hanna
Kylin Developments Inc.
President

I have been on the Board for about 10 years. The proudest moment was about 5 years ago when we redesigned the organization to focus on attracting companies to set up shop in Burlington, to retain existing companies and to grow jobs. It was wonderful to see those things happen.

Paul Sharman
City of Burlington
Councillor

Being part of a team that has resulted in Burlington being the number one city in Canada.

Randall Smallbone
(Board Chair)
Astron Connect Inc.
President and CEO

Encouraging the development of what is now known as TechPlace.

Dr. David Conrath
Conrath Communications Ltd.
President

Celebrating the excellent work of the BEDC team on the Red Carpet Red Tape Task Force. Such a strong contribution.

Hillary Dawson
FP Canada
Chief Brand Officer

Witnessing the collaboration, alignment, and team spirit between the City and BEDC staff to move Burlington forward.

Ron Laidman
Oakville Enterprises Corporation
Vice President
Infrastructure Services

Being provided the opportunity to work in close collaboration with other board members and staff on a common goal of making Burlington a great place to live, work and play.

Robert Bevington
Cogeco Connexion
Senior Director Engineering and Operations

What are you looking forward to in 2020 and beyond as a member of the Board of Directors?

Getting the MDC up and running, along with a refocused/refreshed TechPlace and BEDC.

Marianne Meed Ward
City of Burlington
Mayor

The board has undertaken a considerable amount of work to undertake a timely examination of the governance model of BEDC. It will be good to see that work concluded in a constructive way so that the organization can move on to do even greater things.

Paul Sharman
City of Burlington
Councillor

Updated strategic plan, continued improvement to integrated economic/business development process, next steps on strategic initiatives including MDC, post-secondary, GO investment corridor.

Tim Commisso
City of Burlington
City Manager

Assisting with the successful deployment of a Municipal Development Corporation for the City of Burlington.

Gordon Kack
Colliers Project Leaders
Chief Operating Officer

Doing our part to help Burlington to recover economically from the impact of COVID-19 and to attract businesses to come to Burlington from more densely populated areas.

Randall Smallbone
(Board Chair)
Astron Connect Inc.
President and CEO

I am looking forward to evolving our governance model. These are important strategic discussions and their impacts could be game changing for the City of Burlington.

Hillary Dawson
FP Canada
Chief Brand Officer

Being part of Burlington's new branding campaign and advancing the city as an entrepreneurial hub through TechPlace.

Ron Laidman
Oakville Enterprises
Corporation
Vice President
Infrastructure Services

Working with a well informed group of colleagues to further the economic development of Burlington.

Dr. David Conrath
Conrath Communications Ltd.
President

To continue evolving the vision for Burlington Economic Development in close partnership with City Council to create a highly competitive and innovative 21st century city.

Robert Bevington
Cogeco Connexion
Senior Director Engineering
and Operations

Departing Board Members

Michael Hanna
Kylin Developments Inc.
President

Bonnie Prior
Royal LePage
Burlock Real Estate Services
Sales Representative

Connect with us

Burlington Economic Development

investburlington.ca

+1 905 332 9415

invest@burlington.ca

414 Locust Street, Suite 203 Burlington, ON L7S 1T7



[@BurlingtonEcDev](https://twitter.com/BurlingtonEcDev)



[Burlington Economic Development](https://www.linkedin.com/company/burlington-economic-development)