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Aldershot Village BIA	judy@aldershotbia.com

February 17, 2021

SUBJECT: COVID-19 emergency response verbal update (CSSRA-02-21)

Please be advised that at its meeting held Wednesday, February 3, 2021, the Council of the City of Burlington approved the following resolution:

Whereas the expansion of the Digital Mains Street (DMS) program in 2020 to include the DMS Future Proof components including DMS Labs, Transformation Teams and Community Collaboration projects administered through the Regional Innovation Centres (RICs) has been a critical support in helping businesses adopt new technology during the COVID-19 pandemic; and

Whereas these new DMS programs have helped both nurture new technology based businesses in our region such as LookLocal.ca, All Checked In and My Well Self while providing virtual hands on support and solutions for businesses to access new customers while managing new covid-19 health and safety measures; and

Whereas current funding for the DMS FutureProof programs ends in February 2021; and

Whereas our small business community faces ongoing barriers to technology adoption and lack of resources to implement these technologies that are necessary to remain competitive in light of COVID-19 impacts to their business; and

Whereas Canada's economy will rely on entrepreneurs in both the technology and the main street business sectors to drive economic recovery, job creation and economic growth; and

Whereas the DMS FutureProof program can continue providing virtual hands on support to small business to accelerate the adoption of both program offerings such as LookLocal.ca, [All Checked In](http://AllCheckedIn.ca) and [My Well Self](http://MyWellSelf.ca) and develop new technology solutions that keep our businesses competitive.

Therefore be it resolved that:

City Council, in partnership with the Burlington Economic Recovery Network (BERN), Team Burlington and Haltech Regional Innovation Centre, call on the federal governments to:

- Work with the Regional Innovation Centres to renew and expand funding to the Digital Main Street Future Proof Program as soon as possible to help our businesses adopt new technologies to support their digital transformation and adapt their business model due to COVID-19;
- Explore opportunities to provide additional support to our main street business sector in adopting digital technologies and future proofing their business models; and
- Support Canada's technology sector to develop and bring to market new technologies that can support businesses in Canada and globally to adapt to the new business realities following the impacts of COVID-19 to both Business to Consumer (B2C) and Business to Business (B2B) business models.

Further be it resolved that:

The Mayor and Council representative on the BERN be directed to write a letter, jointly with BERN, Team Burlington members and Haltech, advocating the extension and expansion of the Digital Main Street Future Proof Program the Federal Minister of Economic Development and Official Languages and Minister of Small Business, Export Promotion and International Trade; and

The City Clerk be directed to send a copy of the letter and resolution, once approved, to:

- Burlington Members of Parliament including Minister Karina Gould, MP Pam Damoff and MP Adam Van Koeverden
- Burlington Members of Provincial Parliament including MPP Jane McKenna, MPP Effie Triantafilopoulos and MPP Parm Gill
- Halton Regional Council
- Members of the Towns of Milton, Halton Hills and Oakville Councils
- Federation of Canadian Municipalities (FCM)
- Association of Municipalities of Ontario (AMO)

- Ontario Big City Mayor's Caucus (OBCM)
- Mayors and Regional Chairs of Ontario (MARCO)
- GTHA Mayors and Chairs
- Ontario Chamber of Commerce (OCC)
- Milton Chamber of Commerce
- Halton Hills Chamber of Commerce
- Oakville Chamber of Commerce
- Team Burlington (Burlington Economic Development, Burlington Chamber of Commerce, Tourism Burlington, Burlington Downtown Business Association and Aldershot Village BIA)
- Burlington Economic Recovery Network (BERN)
- Haltech Regional Innovation Centre

If you have any questions, please contact me at extension 7702 or the e-mail address above.

Sincerely,


Kevin Arjoon
City Clerk