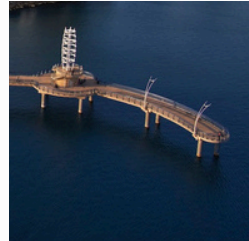
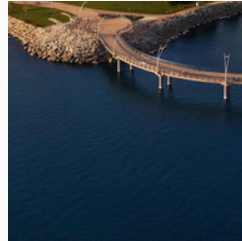
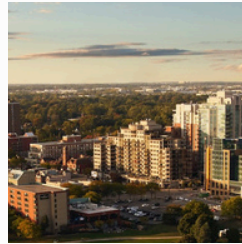
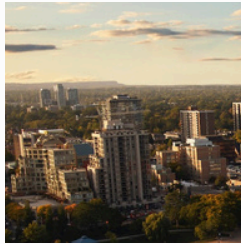
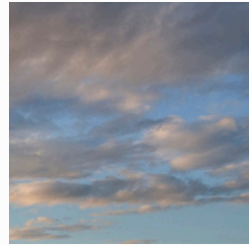


2023 ANNUAL REPORT

**BUSINESS
WITHOUT
BOUNDARIES**





WELCOME TO BURLINGTON

(Canada!)

BUSINESS WITHOUT BOUNDARIES

45 minutes west of Toronto, on the north shore of Lake Ontario, lies Burlington. We are a city that carefully balances urban amenities with expansive rural spaces and stunning natural beauty. Here, you will find a backdrop for a thriving economic and technological infrastructure – one that provides every opportunity for your startup or business expansion.

You'll be living, working and playing in one of the safest municipalities in Canada – a city that is home to vibrant and safe neighbourhoods and activities and attractions for all ages. In addition, more than half of Burlington's land area is greenbelt used for agriculture, natural heritage and recreational purposes. We are also working to be net carbon neutral by 2050.

“In 2023, Burlington Economic Development continued to be a driving force behind our city's economic resilience and growth. As we moved beyond pandemic recovery, our focus shifted to addressing new challenges and seizing emerging opportunities. The approval of the High Impact (HI) Economic Criteria as part of our Red Tape Red Carpet (RTRC) Initiatives has strengthened partnerships within our business community and streamlined permit approval processes.

Burlington Economic Development's input in planning our Major Transit Station Areas and employment lands have been crucial in positioning our city for future growth and investment, balancing economic prosperity with livability. This balance is reflected in The Globe and Mail's ranking of Burlington as the most livable city in the province.

As we continue to evolve, it's inspiring to see our local businesses flourish and expand, supported by Burlington Economic Development's strategic initiatives and dedication to fostering a vibrant, diverse economy. Council will continue working closely with Burlington Economic Development to ensure that Burlington is positioned competitively for the future for attracting investment, talent and opportunities that will benefit our community for many generations to come.

MAYOR'S GREETINGS

MARIANNE MEED WARD





LOCALLY ENGAGED, GLOBALLY COMPETITIVE

UNPARALLELED CONNECTIVITY

Burlington is located in one of the most densely populated and industrialized regions in Canada. Toronto, Ontario's capital and the second-largest finance centre in North America, is only a 45 minute drive away. Niagara Falls and the US border are also less than 1 hour away, making Burlington the perfect location for businesses to thrive.



**THREE MAJOR
HIGHWAYS**



**INTL. & PRIVATE
AIRPORTS**



**SEA PORT
ACCESS**



**CARGO RAILWAY
NETWORKS**



**GO TRANSIT
COMMUTER
STATIONS**



**CANADA/US
LAND BORDER
CROSSINGS**

Year in Review

JOBS AND BUSINESSES

We are incredibly proud of Burlington’s remarkable growth and recovery in 2023, as reflected in our thriving business community. With a total of 7,634 businesses operating in the city, including 144 new ventures, Burlington continues to be a vibrant hub of economic activity. Our commitment to fostering a supportive environment for businesses is further demonstrated by the 1,175 business licenses issued throughout the year.

Most notably, we saw a significant increase in job creation, with 816 new jobs added—more than triple the number from 2022. In 2023, we created a supportive business climate that allowed businesses to grow efficiently by delivering an exceptional customer experience.

7,634 Total Businesses

1,175 Business Licenses Issued

144 New Businesses

816 Jobs Created



COMMITMENT TO EXCEPTIONAL BUSINESS SUPPORT

In 2023, Burlington Economic Development remained committed to helping businesses thrive and expand in our city. By partnering with key departments at the City of Burlington, we introduced improvements that made it easier for businesses to navigate municipal processes.

Additionally, our team worked closely with Community Planning staff to drive process improvements, a collaboration that continues to evolve today.

320+ Customer Service Requests

150+ Businesses Supported



Working with [the concierge] was great! [Their] services were vital to successfully navigating the permitting process at City Hall and answering questions we had. By having [the concierge] as our primary contact it made our work simpler and more efficient.

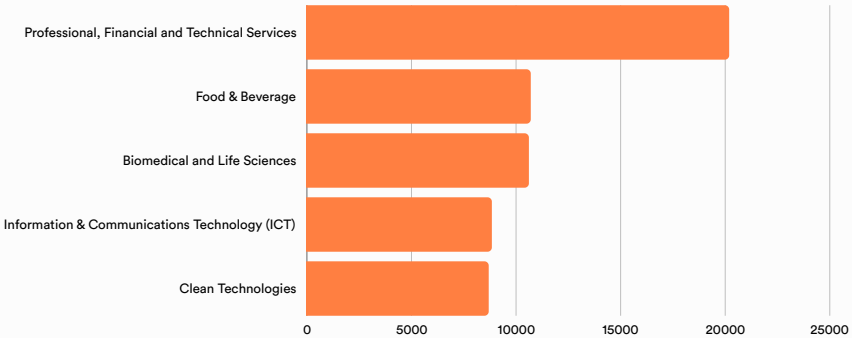
— Blackhart Construction



Year in Review

EMPLOYMENT

EMPLOYEE COUNT BY KEY SECTORS



① Total employment = 113,670. Some sectors not included.

69%

WORKFORCE PARTICIPATION RATE (HALTON)

5.3%

UNEMPLOYMENT RATE (HALTON)

0.56

JOBS TO POP. RATIO (BURLINGTON)

\$636M
+113% YoY

Total Construction Value*

\$293M
+102% YoY

ICI Construction Value*

\$342M
+121% YoY

Residential Construction Value*

634 **APPROVED**
+19% YoY **Permits Issued**

DEVELOPMENT ACTIVITY

In 2023 Burlington witnessed a surge in development activity, with the total value of construction projects for residential and industrial, commercial, and institutional (ICI) permits more than doubling compared to the previous year.

This significant increase reflects our city's robust post-pandemic recovery and commitment to addressing the housing shortage.

The strong focus on residential projects demonstrates our dedication to meeting the growing demand for housing, ensuring that Burlington remains a vibrant and accommodating community for all.

① ICI: Industrial, Commercial, Institutional

*Excludes developments in "other" category of building permit audit reports referring to minor construction projects that do not add considerable economic value.

Year in Review

DIGITAL MAIN STREET

In 2023, we continued to deliver the Digital Main Street program. Through this program, we directly supported an additional 68 small businesses in Burlington in accessing more than \$177,000 in funding. This puts our total number of business supported over the course of the program to 829 between 2020 and 2023.

Service Areas

- ✓ Application Support
- ✓ Digital Marketing Plan
- ✓ Website Support
- ✓ Social Media Support
- ✓ Photo & Video Support
- ✓ Free Online Digital Transformation Training



\$177k Total Value of Grants Provided

71 Total Grants Awarded

68 Businesses Supported

ⓘ Digital Main Street (DMS) is a program created by the Toronto Association of Business Improvement Areas (TABIA). Through investment from the Province of Ontario, The Ontario Business Improvement Area Association (OBIAA) in partnership with TABIA, delivered the DMS Ontario Grants program which included the Digital Service Squad and Digital Transformation Grants.

Digital Main Street Highlight

FAMILIA FINE FOODS



When the pandemic threatened the future of Familia Fine Foods, owners Juliana Berrio and Luis Velasquez turned to the Digital Main Street program for help. Their beloved Burlington eatery, known for its authentic Colombian cuisine, needed a stronger digital presence to survive. The \$2,500 Digital Transformation Grant provided the crucial support they needed.

With this funding, they invested in professional photography, enhanced their social media strategy, and hired a community manager to deepen connections with their customers. These changes not only helped them navigate challenging times but also laid the foundation for future growth, proving that digital tools can transform small businesses.



Luis Velasquez and Juliana Berrio, Co-owners of Familia Fine Foods on Harvester Rd.



We started doing some [paid] media and tried to enhance our search engine optimization strategy. Both are helping us to get the first position in Google search.

— Juliana Berrio, Co-Owner, Familia Fine Foods

Update

BURLINGTON LANDS PARTNERSHIP

POST-SECONDARY AND LAND ACTIVATION



The Burlington Lands Partnership (BLP) continues to lead strategic municipal land partnerships, creating opportunities for development and growth in key areas of the city. In 2023, BLP deepened its engagement with post-secondary institutions, fostering a continued relationship with Mohawk College and facilitating critical discussions about future collaborations.

BLP also supported the relocation of Brock University's interim Burlington campus to 1433 Headon Rd., with future plans to move to the Robert Bateman High School site, which is set to become a community hub. This initiative aligns with Brock's vision to serve the Hamilton-Burlington-Oakville corridor.

Additionally, the BLP advanced its relationships with developers, including ongoing work on the 1200 King Road visioning project. These milestones reflect BLP's commitment to positioning Burlington for long-term success by partnering with key educational and business stakeholders.

MAYOR'S RED TAPE RED CARPET INITIATIVE

INTEGRATED CUSTOMER EXPERIENCE

Mayor Meed Ward's Red Tape Red Carpet (RTRC) initiative continues to focus on delivering an integrated customer experience, making Burlington more attractive to businesses and improving the business development experience.

In 2023, Burlington strengthened regional partnerships with Invest Ontario and Toronto Global, servicing 150+ leads as part of our investment attraction strategy. We positioned Burlington for investment with a niche focus on attracting medical technology and software as a service (SaaS) companies at key conferences and trade shows.

Working with our colleagues at the City of Burlington, we developed criteria to ensure businesses are supported in navigating regulatory processes associated with locating or expanding in Burlington. This included dedicating two full-time staff to improving the customer experience for high-impact and small business.

**2**

**ADDITIONAL
FULL-TIME BUSINESS
SUPPORT STAFF**

19

**KEY
RECOMMENDATIONS**

30+

**DEVELOPERS
ENGAGED**

Year in Review TECHPLACE



275
TECHPLACE
MEMBERS



1.6k+
TECHPLACE
VISITORS

50+
EVENTS
HOSTED



WHERE THE BEST IN TECH CONNECT

In 2023, TechPlace continued to thrive as Burlington's hub for innovation and entrepreneurship. In June, we welcomed international delegations from the Collision conference in Toronto, showcasing not only our space and services, but Burlington's buzzing innovation ecosystem to a worldwide audience. These attendees had the opportunity to engage with our innovation ecosystem, network with local entrepreneurs, and explore potential collaborations.



Over the year, we hosted more than 50 events, including our 6th annual open house in September, which brought together over 200 members of the local entrepreneurial community. Together with Acceleration+, our Soft Landing program onboarded 45 new international startups. Additionally, we were proud to support student talent through the Canada Summer Jobs program, furthering our commitment to nurturing the next generation of innovators.

Year in Review

LAUNCHPAD
COMPANIES31 Total LaunchPad
Companies to Date\$3.5M Funding
Raised\$14M Revenue
Generated

New LaunchPads in 2023

KOHLSEN

K3
COMPANYTECH4LIFE
TECHNOLOGIESKONARK
PRO① Learn more about LaunchPad and Soft Landing at [TechPlace.ca](https://www.techplace.ca)

Member Spotlight

THE TECHPLACE EFFECT

“TechPlace got us connected with Mohawk College to do data privacy assessments. We took advantage of all the support that was being offered through the ecosystem and started to make our way.

— Eduardo Serna-Barragan, Co-founder & CEO, Cardiotrack



“I am grateful for the TechPlace team and community. We wouldn't be experiencing the growth and success that we are beginning to see without the support of TechPlace.

— Elizabeth Plouffe, Founder, Spero Careers Canada

SOFT LANDING
PROGRAM

Burlington Economic Development plays a pivotal role in attracting international companies to establish and grow their presence in Burlington through the Soft Landing offices at TechPlace.

Upon arrival, these technology companies receive comprehensive support to facilitate their expansion into the Canada/U.S. markets. Beyond our strategic location, these companies gain access to a community-focused environment enriched by our extensive resources and collaborative partnerships with our co-location partners.

45 Companies
Soft Landed

Our Co-Location Partners

Innovation
FACTORYAngelONE
Building the Canadian Economy One Deal at a Time

Messages from our Leadership

DRIVING ECONOMIC GROWTH



Anita Cassidy
Executive Director,
Burlington Economic
Development

We are delighted to present our 2023 annual report, showcasing Burlington's economic growth and our team's achievements. This year has been marked by significant collaborations and milestones that underscore our city's growth and adaptability. Our partnerships with post-secondary institutions have strengthened, highlighted by the relaunch of Burlington Day at Mohawk College and the ongoing renovations of the newly named Robert Bateman Community Centre into the future home of Brock University. Our work with the Burlington Chamber of Commerce also thrived, hosting a series of nine engaging learning events at TechPlace and co-presenting two impactful symposiums.

These developments, along with Burlington's recognition from Site Selection Magazine as one of [Canada's Best Locations for Tech Companies](#), reaffirms our city's appeal to businesses and talent. With Council approval of the new Red Tape Red Carpet (RTRC) Initiative Recommendations, including the High Impact (HI) Criteria, we are enhancing integrated customer experiences with more efficient, transparent, and responsive service delivery to attract and support diverse businesses.

As we continue to embrace the future of work and the changing needs of our business community, we're committed to driving innovation and sustainable growth in our thriving city.



2023 marked a year of strategic growth and continued collaboration for Burlington Economic Development. We strengthened our partnerships, particularly with Toronto Global and Destination Toronto, to support and participate in the MedTech conference and the Web Summit events. TechPlace continued to be a cornerstone of our innovation and entrepreneurship strategy, hosting events in tandem with the Collision Conference that included multiple international delegations of entrepreneurs to showcase the region as a premium destination for relocating or scaling a technology company. The incredible response to our Soft Landing program within the Acceleration+ initiative is evident in the support we've provided to over 40 businesses from countries including Argentina, Brazil, Chile, and Poland.

The team successfully collaborated with the Aldershot Village Business Improvement Area (BIA) and the Burlington Downtown Business Association (BDDBA) to deliver Ontario's Digital Main Street program. In Burlington alone in 2023, our team supported 68 small businesses in their digital transformation journey resulting in \$177,000 in Digital Main Street grants distributed to small businesses from the Province of Ontario.

With a renewed emphasis on the economic impact of main street and tourism businesses, the Board of Directors signed a Letter of Intent (LOI) with Tourism Burlington to align on strategic planning, service delivery, and marketing. As Chair, I'm proud of our team's accomplishments and excited about the future that we are building for Burlington to ensure continued prosperity and growth.



Ron Laidman
Board Chair,
Burlington Economic
Development


BOARD OF DIRECTORS

Ron Laidman	Board Chair
Daniel Kube	Vice Chair, Chair, Innovation and Entrepreneurship Committee
Sean Ballard	Chair, Finance Committee
Hillary Dawson	Chair, HR and Governance Committee
Robert Bevington	Chair, Development Lands Committee
Leslie Cooke-Bithrey	Chair, Amalgamation Committee
Mayor Marianne Meed Ward	City Representative
Councillor Paul Sharman	City Representative
Hassaan Basit	City Representative
Kuljit Bhogal	Board Member
Vanessa Dupuis	Board Member
Julie Ellis	Board Member
Elaine Gerrie	Board Member



CONTACT US.

Get in touch with us today to learn more about our relocation, expansion and business support services.

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