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Association of Municipalities Ontario	<a href="mailto:amo@amo.on.ca">amo@amo.on.ca</a>
Ontario Big City Mayors	<a href="mailto:mayor@guelph.ca">mayor@guelph.ca</a>
Mayors and Regional Chairs of Ontario (MARCO) c/o Chair Karen Redman, Chair of MARCO	<a href="mailto:chair@regionofwaterloo.ca">chair@regionofwaterloo.ca</a>
Ontario Business Improvement Area Association (OBIAA)	<a href="mailto:doug@kerr-village.ca">doug@kerr-village.ca</a>
Toronto Association of Business Improvement Areas (TABIA)	<a href="mailto:jkiru@toronto-bia.com">jkiru@toronto-bia.com</a>
Tourism Industry Association of Ontario (TIAO)	<a href="mailto:bpotter@tiaontario.ca">bpotter@tiaontario.ca</a> , <a href="mailto:cgreenwood@tiaontario.ca">cgreenwood@tiaontario.ca</a>

Ontario Restaurant, Hotel and Motel Association (ORHMA) -	<a href="mailto:telenis@orhma.com">telenis@orhma.com</a>
Ontario Chamber of Commerce (OCC)	<a href="mailto:cearacoppsewards@occ.ca">cearacoppsewards@occ.ca</a>
Milton Chamber of Commerce	<a href="mailto:info@miltonchamber.ca">info@miltonchamber.ca</a>
Halton Hills Chamber of Commerce	<a href="mailto:admin@haltonhillschamber.on.ca">admin@haltonhillschamber.on.ca</a>
Oakville Chamber of Commerce	<a href="mailto:info@oakvillechamber.com">info@oakvillechamber.com</a>
Burlington Economic Recovery Network (BERN)	<a href="mailto:anita.cassidy@burlington.ca">anita.cassidy@burlington.ca</a>
Tourism Burlington	<a href="mailto:Kristene.Smith@burlington.ca">Kristene.Smith@burlington.ca</a>
Burlington Chamber of Commerce	<a href="mailto:carla@burlingtonchamber.com">carla@burlingtonchamber.com</a>
Burlington Downtown Business Association	<a href="mailto:brian@burlingtondowntown.ca">brian@burlingtondowntown.ca</a>
Aldershot Village BIA	<a href="mailto:judy@aldershotbia.com">judy@aldershotbia.com</a>

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](http://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



Burlington Economic Recovery Network (BERN)  
414 Locust Street  
Burlington, Ontario  
L7S 1T7

February 12, 2021

The Honourable Mélanie Joly  
Minister of Economic Development and Official Languages' Office  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

Dear Minister Joly:

On February 3rd, 2021, City of Burlington Council passed the enclosed resolution calling for the Federal government to renew funding for the Digital Main Street (DMS) Future Proof program to support future proofing and digital adoption for local business.

The City of Burlington's fundamental priority throughout the COVID-19 pandemic has been to protect the health and safety of Burlington residents, employers and employees, and support our business community to survive the economic impacts of COVID-19 public health measures.

The members of Team Burlington (Burlington Economic Development, Burlington Chamber of Commerce, Tourism Burlington, Burlington Downtown Business Association and Aldershot Village BIA) came together to create the Burlington Economic Recovery Network (BERN) to engage our business community and ensure they are receiving the support they need during this challenging time. The City of Burlington are an integrated part of BERN including members of senior management, the Mayor and Ward 1 Councillor Kelvin Galbraith who brings his perspective as a business owner in Burlington. The need for digital transformation of business models has been accelerated by the COVID-19 pandemic, not just in our retail and main street business sectors but also in our manufacturing and more traditional industries. BERN and Team Burlington welcomed the development of the DMS Future Proof Program in 2020 to support businesses as they transformed their business model in light of the impacts of the pandemic and the acceleration of digital sales and servicing.

The expansion of the Digital Main Street (DMS) program in 2020 to include the DMS Future Proof components including DMS Labs, Transformation Teams and Community Collaboration projects administered through Communitech and other Regional Innovation Centres (RICs) has been a critical support in helping businesses adopt new technology during the COVID-19 pandemic. The support by the Federal government was announced in June 2020 with \$50M in funding from the Federal Economic Development Agency for Southern Ontario to support

Ontario businesses to Go Digital. These new DMS programs have helped both nurture new technology-based businesses in our region such as [LookLocal.ca](#) and [My Well Self](#), while providing virtual hands-on support and solutions for businesses to access new customers while managing COVID-19 health and safety measures.

Current funding for the [DMS Future Proof](#) program ends in February 2021 and our small business community faces ongoing barriers to technology adoption and a lack of resources to implement these technologies...resources that are necessary for them to remain competitive given the impacts of COVID-19. Canada's economy will rely on entrepreneurs in the technology, manufacturing and main street business sectors to drive economic recovery, job creation and economic growth. 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](#) and [My Well Self](#) and develop new technology solutions that keep our businesses competitive.

At the February 3<sup>rd</sup> Burlington City Council meeting the enclosed resolution was passed, in partnership with the Burlington Economic Recovery Network (BERN), Team Burlington and Haltech Regional Innovation Centre, calling on the Federal government 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.
- 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.

As we move through the pandemic, please know that the City of Burlington, Team Burlington and Haltech Regional Innovation Centre will continue to seek opportunities to work with you to help Burlington residents and businesses. Programs like [Digital Main Street Future Proof](#) support our local business community in both sustaining their business in the short term and also looking towards the future and ensuring Canadian businesses remain competitive globally. The Burlington and Halton Region business community have been leaders in the [DMS Future Proof](#) program including:

- 25% of DMS Labs projects have been in Burlington and Halton Region
- 18% of Transformation Teams projects have been in Burlington and Halton Region
- 3 Community Collaboration projects have been led by Haltech Regional Innovation Centre and Halton Region including and further projects are in development.

This is in addition to strong adoption of the Digital Main Street programs across Burlington and Halton Region including over 550 businesses supported by Digital Service Squads and over 400 businesses signed up for the ShopHere program.

Thank you in advance. If you have any questions, please feel free to contact Burlington Economic Recovery Network's lead on this matter, Anita Cassidy, Executive Director, Burlington Economic Development, at [Anita.Cassidy@burlington.ca](mailto:Anita.Cassidy@burlington.ca) or (905) 332-9415. It would be a pleasure to hear from you.

Sincerely,



Randall Smallbone  
Chair  
Burlington Economic  
Recovery Network



Marianne Meed Ward  
Mayor  
City of Burlington



Jamie Barron  
Chair  
Haltech Regional  
Innovation Centre

Cc:

Minister of Small Business, Export Promotion and International Trade  
Minister Karina Gould  
MP Pam Damoff  
MP Adam Van Koeverden  
MPP Jane McKenna  
MPP Effie Triantafilopoulos  
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Team Burlington (Burlington Economic Development, Burlington Chamber of  
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Burlington Economic Recovery Network (BERN)  
Haltech Regional Innovation Centre