

Councillor Joe Swan
Chair, Investment & Economic Prosperity Committee
City of London,
London, ON

Dear Councillor Swan and Members of IEPC

In the Mayor's Economic Prosperity Council (June 2011), a small business enterprise centre was identified as a strategic priority. While the vision for the centre was very broad, it called for the movement of all economic development bodies (LEDC, TechAlliance, Small Business Centre and Tourism London) under one roof. However, the complexity, cost and potential discontinuity created by this movement may not be prudent at this time. Further to that, the Paradigm for Prosperity report, September 2012, called for the Service Business London to identify means to reduce red tape and facilitate the growth of business in London.

There is a critical need to expedite the needs of business interests to expand their businesses and facilitate the establishment of new enterprises.

I would like to propose that a "Business Triage Unit" be established with existing staff. This centre would act as a triage centre for the needs of small businesses, incorporated as part of the Service London initiative. Staff would be trained to know and understand the existing local services and roles economic partners play. They would seek to eliminate barriers and red tape for businesses. They would be system navigators. They would be fully versed on the roles and expertise, programs and resources of the various economic development partners in the city. They would also be able to assist to ensure that businesses are able to navigate the process of planning applications for expansion, permits and licenses. As navigators they would refer people to the appropriate service and assistance.

It may be possible to locate this in the office in the ground floor of city hall. This location would provide a front and center visibility and communicate the importance to businesses.

I would ask committee to consider the following resolution:

That Civic Administration be requested to report back with an update on the Service Business London plan and an implementation plan for the establishment of a "Business Triage Unit" using existing staff resources in conjunction with the various economic development partners at the June 24th IEPC meeting. It would aim to be implemented and operationalized by October 1, 2013.

With respect



*Paul Hubert
Councillor Ward 8*