



Business Summit 2009 Final Report

"Staying at the Top"

Friday October 23rd, 2009

Why a Summit?

For the past four years the members of Team Burlington have hosted annual meetings designed to celebrate business leadership in our community. In 2009, the city of Burlington was identified as the top city in the Greater Toronto Area and the fourth-best in Canada in which to live, as ranked by *MoneySense Magazine*. This extraordinary achievement provided the theme for the Team Burlington Business Summit 2009.

Bringing the Business Community Together

On Friday October 23, 2009 Team Burlington brought together over eighty business leaders for our invitation-only Summit. The Summit's primary goal was to identify specific outcomes that the community and business sector could undertake to ensure that Burlington remains one of the top cities to live in Canada now and in the future.

Delegates were joined by guest speakers from *MoneySense Magazine* (Phil Froats), Statistics Canada (Carmen DaRosa), The Corporation of the City of Burlington (Leo DeLoyde) and the Institute for Competitiveness and Prosperity (James Millway). These speakers set the tone for a series of innovative breakout sessions designed to enhance Burlington's competitiveness in nine distinct categories: prosperity, environment, housing, education, arts & culture, health, sport & recreation, transportation & transit, and, community safety.

Past Team Burlington Summit meetings focused on a keynote address from a Burlington business sharing their success story or a panel of experts on a specific business topic. The 2009 Summit departed notably in its format with a focus on engaging the attendees to actively devise action plans for Burlington's future. In this way Team Burlington encouraged the participants to take ownership of the plans that will move our city forward and "up the list" in a positive way.

Conclusions

Each group was tasked to inform responses to three central questions:

- What are some of the recent successes in this category?
- What are the top three opportunities in this category?
- What short term and medium term strategies will enhance our city and move us up the list?

After an active discussion, the team facilitators shared the consensus reached by each break-out group. A review of the detailed work reveals that a number of common themes emerged.

- 1) Aligning the efforts of business, community, volunteers to leverage the talent base in Burlington and move projects forward.
- 2) Enhancing community outreach efforts and building capacity for the implementation of new programming.
- 3) Maintaining an "open for business" attitude in Burlington that fosters creativity, innovation and flexibility.
- 4) Ensure that new programming is mindful of Burlington's diversity and sense of inclusiveness.
- 5) Put in place sustainable funding models for future projects to enable their long-term successes.

Next Steps

After a review by the Team Burlington Steering Committee the following steps will be taken in early 2010:

- The final report will be presented at a Community Development Committee meeting in early 2010 and once received a media release will be sent to local media.
- The final report and summary of the break-out groups will be posted on all Team Burlington partner websites.
- A brief summary of Summit will be included in the next edition of *City Talk*.
- The final report and summary will be sent to all Summit participants and thanking them for their participation and those invitees who could not attend.
- The final report and summary will be provided to the City staff for consideration when updating the City Strategic Plan Future Focus 8 2011- 2014.