

## MERG Sponsorship

(Mississauga Economic Recovery Group)

### YOUR GENEROSITY WILL HELP FUND MULTI YEAR GOALS TO:

- Reduce costs of doing business
- Increase access to talent
- Increase access to capital
- Increase access to sources of revenue
- Communicate MERG outcomes

### IMMEDIATELY YOU WILL HELP OFFSET THE COST OF.....

#### Data Collection:

- Staff
- External Services

The collection data will come from a number of sources. The data from free services needs to be mined. There are also valuable paid in services that provide custom data which MERG commits to obtain. Data will come from:

- Members of MERG
- Free Services (Statistics Canada)
- Paid Services (Statista)

#### Analytics:

- Staff

Raw data becomes valuable when it is properly analyzed and formatted into usable information.

#### MERG Studies & Reports:

- Staff
- External Services

MERG will commission studies and reports to communicate updates and findings. Two reports under consideration are:

- The Cost of Doing Business in Mississauga
  - A report comparing a variety of input costs for businesses in Mississauga compared to competitive jurisdictions.
- The Cost of Recovery
  - A report outlining the economic burden on business and the local economy to pull through the COVID 19 pandemic and restore business to pre COVID levels
- Regular Polling Questions
  - MERG, through MBOT has access to over 6,000 subscribers who are polled weekly on a variety of topics.

#### Communication:

- Staff
- External Services

Information is only valuable in the hands of those who can consume and action the data. A communication strategy is essential to convey the relevant data to end users who can benefit from MERG findings. MERG commits to:

- Communication Strategy
- Strategy Execution

MERG is an initiative of the Mississauga Board of Trade

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<b>Social Media:</b> <ul style="list-style-type: none"> <li>• Staff</li> <li>• External Services</li> </ul>	Social media channels are the life blood for a communication strategy. Driving various channels and providing appropriate and time sensitive content is of paramount importance. <ul style="list-style-type: none"> <li>• LinkedIn, Facebook, Twitter, Instagram</li> </ul>
<b>Website:</b> <ul style="list-style-type: none"> <li>• Staff</li> <li>• External Services</li> </ul>	The MERG landing page <a href="http://www.mbot/merg">www.mbot/merg</a> will be a resource for a variety of content. <ul style="list-style-type: none"> <li>• Reports and Analytics</li> <li>• Resource Material for Business Recovery</li> <li>• Success Stories</li> </ul>
<b>Facilitator:</b> <ul style="list-style-type: none"> <li>• External Services</li> </ul>	A great facilitator is a key to the success of MERG meetings and we have engaged one of the best in the business. Our facilitator commits to: <ul style="list-style-type: none"> <li>• Preparing relevant materials for meetings</li> <li>• Stimulate engaging conversations and establish measurable outcomes</li> <li>• Effectively use the valuable time of our MERG members</li> </ul>
<b>Administration Support:</b> <ul style="list-style-type: none"> <li>• Staff</li> </ul>	Underpinning and supporting the above commitments is support staff. MERG is a vital undertaking and will require the best of the best to: <ul style="list-style-type: none"> <li>• Organize</li> <li>• Communicate</li> <li>• Execute</li> </ul>
<b>NO HEAVY LIFTING:</b> <ul style="list-style-type: none"> <li>• Staff</li> <li>• External Resources</li> </ul>	Our promise to our MERG members <ul style="list-style-type: none"> <li>• We only ask you commit to MERG meetings</li> <li>• We will ask for thought leadership</li> <li>• We will never waste your time</li> </ul>