

Attachment 1: City of Brampton Tariff Response Actions

- **Stand for Canada Campaign**

- On March 3, 2025, the City of Brampton formally launched a nation-wide campaign to encourage municipalities to adopt a Made in Canada procurement approach (see www.stand4canada.ca).

- **“Made in Canada” Procurement Policy Implementation**

- Following Council’s January 29th motion, staff – led by Purchasing – are implementing the “Made in Canada” procurement policy. This initiative, similar to policies adopted by other municipalities across Canada and Alectra Utilities, aims to support Canadian businesses.
- The motion was forwarded to the Region of Peel Council, FCM and AMO.

- **Advocacy Efforts**

- Given the deeply integrated nature of the North American economy, Brampton's businesses are closely connected to U.S. supply chains and markets. The Economic Development Office is actively working to build strategic relationships with key U.S. cities, trade organizations and industry groups to maintain and expand these vital business connections.
- Mayor Brown and Council have been vocal advocates for Brampton, engaging at local, provincial, national and U.S. levels.
- Councillor Santos is playing a leading role with the Federation of Canadian Municipalities (FCM), promoting a “City to City” approach. This strategy encourages municipal leaders from across Canada to engage in dialogue with their American counterparts regarding the economic threats posed by U.S. tariffs, with the goal of protecting jobs, trade, and local economies. The aim is to build resilient partnerships by establishing and strengthening municipal-level connections, to withstand political and economic shifts.
- Letters have been sent to the Prime Minister and the Minister of Foreign Affairs, advocating for federal support to help Canadian businesses access new markets and to provide emergency financial assistance to offset shipping costs.
- On February 26, 2025, Mayor Brown represented the City of Brampton at the Special Auto Mayors Caucus Meeting - Impact of Tariffs on Auto Manufacturing.

- **Outreach and Support**

- The City, through the Economic Development Office, has provided ongoing support to local businesses to assess the impact of U.S. tariffs. This includes conducting surveys and maintaining a dedicated Tariff Resource webpage (www.investbrampton.ca/tariffs).
- Key insights from the business survey include:
 - A general feeling of trepidation on moving forward with further investments or expansions.
 - Although considering a shift towards domestic and other international market most would rather resolve the U.S. relationship.
 - Putting a pause on hiring and shifting production to existing facilities in the U.S.
 - High vulnerability due to significant U.S. export dependence – 30-80 % of finished goods are destined for the U.S. market.
 - Direct threat to profitability and potential for job losses – tariffs are widely expected to erode profit margins as businesses will likely need to absorb costs to remain competitive.
 - Complex interconnectedness and ripple effects – tariffs will not only threaten direct exports but also increase the cost of crucial raw materials and components sourced from the U.S. Businesses not directly exporting to the U.S. may still experience negative impacts.
 - Urgent need for adaptation and government support – businesses are actively exploring contingency plans, ranging from market diversification and production shifts to seeking domestic sourcing options. There is a clear call for proactive and effective government support, including financial assistance, advocacy for tariff relief, and clear communication regarding potential retaliatory measures.
- Brampton is home to Canadian headquarters of several U.S. businesses, including Medtronic, Albea Canada, Taro Pharmaceuticals, SPS Commerce, Dynacare, Zochem, and Daniels Health.
- The City is prioritizing Business Retention and Expansion, to support local businesses in strengthening their resilience in response to tariff impacts.

- **New Market Development**

- The City is supporting local businesses in accessing and expanding into international markets outside the U.S. For example, the Brampton Entrepreneur Centre is hosting several workshops for local businesses on accessing selected foreign markets.

- **Investment Attraction**

- The Economic Development Office is accelerating investment attraction efforts across diverse markets and sectors, including niche sectors for Brampton such as space and cybersecurity.

- **Incentives**

- The City is enhancing incentives for local investment through an expanded Development Charges (DCs) exemption for office developments.

- **Mayor's Tariff Task Force**

- The Mayor's Tariff Task Force, chaired by Councillor Toor and co-chaired by Councillor Santos, brings together industry leaders and local businesses to discuss the impact of U.S. tariffs on Brampton's key sectors and supply chains. The inaugural meeting took place on April 8, 2025.
- The roundtable discussion included representatives from several of Brampton's leading employers and industry players, including:
 - Magna
 - Dynacare
 - Canon Canada
 - Zochem
 - Italtasta
 - Handi Foods
 - Scooty
 - Prologis
 - Peel Plastics
 - Data Communications Management Corp. (DCM)
 - Adamas International
 - Brampton Board of Trade
 - TD Bank
 - Trillium Network for Advanced Manufacturing
 - Unifor Local 1285 (local auto workers)
 - Giampaolo Group Inc. (Triple M Metals/Matalco)
- These discussions underscored the serious impact of U.S. tariffs on Brampton's economy and the shared commitment to finding effective, long-term solutions.
- The Task Force aims to refine the City's Economic Resilience Plan, ensuring targeted strategies to promote long-term economic stability, protect local businesses and drive investment. It also serves as a collaborative forum for businesses to share insights on challenges, mitigation strategies, and necessary advocacy efforts at municipal, provincial and federal levels
- Key issues raised by businesses include policy and process barriers, disrupted supply chains, rising costs of materials and shipping, sector-specific challenges (particularly in the automotive, aluminum and healthcare manufacturing sectors), and difficulties in maintaining competitiveness under the current CUSMA framework.

- Participants shared that current federal and provincial processes, such as lengthy tariff remission approvals and unclear eligibility requirements for procurement, are limiting their ability to adapt. Several also highlighted the need for faster and more flexible support programs, improved access to global markets and resources, and immediate action to protect local jobs and investment.
- The importance of enhancing the overall competitiveness of Canadian companies by cutting red tape and streamlining government processes and standards was also emphasized. Brampton's strength in logistics was noted as a key advantage in accessing global markets. Participants stressed the need to diversify trade beyond the U.S. and build more resilient supply chains, with a focus on Ontario-based suppliers, as well as the ongoing shortage of skilled trades and the critical role of immigration in meeting labour needs.