

Municipal Services

Town of Markham's *BizPaL* Launch

Why BizPaL in Markham?

- Small business owners and entrepreneurs require additional guidance to understand regulatory requirements
- Plain language, one-window access to information is essential
- 54% of firms in Ontario have 4 or fewer employees
- 74% of firms in Ontario have 9 or fewer employees

Why BizPaL in Markham?

Business Category Employees	1998 Markham	2006 Markham	2007 York Region	2007 Ontario
Small (1-19)	81.9%	80.9%	84.6%	86.4%
Medium (20-99)	14.8%	15.4%	12.6%	11%
Large (110-499)	3.1%	3.4%	2.6%	2.3%
Very large (500+)	0.2%	0.3%	0.2%	0.3%
Total	100%	100%	100%	100%

BizPaL at a Glance

- An online resource of business license, permit and regulatory information
- Integrates information related to Federal, Provincial and Municipal regulatory requirements
- Sponsored by the Province and Federal governments, BizPaL participation by municipalities is free
- Currently, 100 municipalities participating across Ontario including all York Region municipalities

BizPaL Benefits - Businesses

- Interface based on a number of key questions related to business type, location and activities, which produces a list of licences and/or permits, links to further information and forms
- Fast, at-a-glance access to information required for business start-up, saving time and money
- Expert knowledge of sector or regulatory process requirements not required
- Question and answer “wizard” helps to define terms and guide user independently
- Access to information from various jurisdictions – helpful for businesses considering various locations

BizPaL Benefits - Town

- Supports the Town's efforts to streamline services and enhance customer service
- Frees up staff time from frequent, repetitive service provision
- Supports regulatory compliance
- Administrator module allows Town to control routine updates such as key contacts and fees
- Addresses Town's Competitiveness Strategy "Markham 2020"
- Beyond staff time required to update the program, participation is free

BizPaL Launch

- Web page**
- Outreach to business associations, entrepreneur groups**
- Article in the Markham Leader, information linkages to key business groups**
- At-a-glance pamphlet at key public counters**
- Media release to be issued**