

Proposal for

# OntarioBusiness.com/.ca

By Christopher E. Van Bargaen

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## Proposal for OntarioBusiness.com/.ca

Dear Premier Doug Ford and Honourable MPP Vic Fedeli:

The Ontario Government has recently launched a "Made in Ontario" for the manufacturing sector to promote this industry. It only covers manufacturing and export business. I made a proposal back in 2004 to the liberal party in power at the time for a broader promotion of Ontario business including manufactured items, I would like to present this proposal again. The Made on Ontario database could be cross included in this database also.

I own OntarioBusiness.com & .ca and would like to develop it into a business promoting database directory. Besides being "Ontario" specific, OntarioBusiness would provide a directory service with enhanced search, research and communication ability that is not currently offered including an app that could scan products and business QRcodes e.g and or locate business more readily for example. There are over 400,000 businesses registered in Ontario- and these are the ones that are registered!- they are more than just the manufacturing sector as your Made in Ontario program promotes. Also with this proposal, you would be promoting business outside of Ontario (see below).

People and business use the internet more than ever to research their needs and a one-stop directory and apps could provide this for them-especially if it bolsters the Ontario economy.

To promote this proposal, along with the traditional social media, search engine optimization (SEO) and other means--here is the most important part of the proposal- Signage is needed along the 400 series highways and approx. dozen or so other highways advertising "Find your business at OntarioBusiness.com/.ca" e.g. to advertise the directory and just as importantly the Ontario economy. This would be only at these select highways and would not be intrusive but your government would need to make this a policy for it to be allowed.

I have "photoshopped" pictures in this proposal as examples. Imagine foreign investors being driven from airports or through Ontario on their arrivals and seeing these signs and it triggers them to use the directory to find whatever they are looking for. The google search engines of the world show companies from this state or that state or other country but not necessarily from Ontario. We want them to access Ontario specific companies and this proposal with signage is the way to do it. This would be the "yellow-pages" of Ontario.

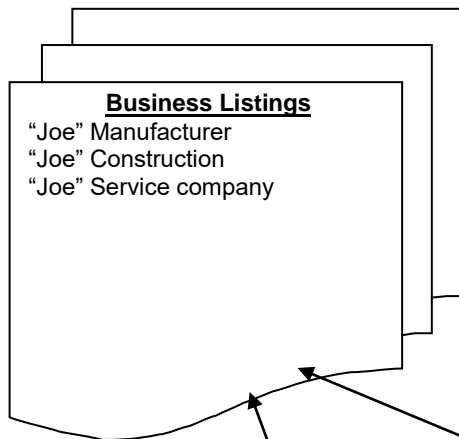
I hope you are interested in what I think will promote, attract, retain and provide investment opportunities for the provinces business in a more broader and comprehensive approach, while providing the province income tax from guaranteed economic investments and activity.

I can make this happen and I hope you would be interested in meeting with me to discuss this further. Please call or email me as soon as possible to set up a meeting.

Sincerely,  
Chris Van Bargaen  
Cell: 519.588.1970

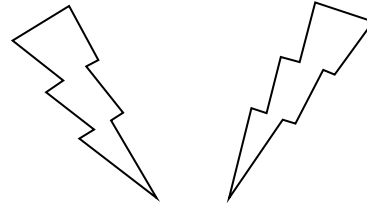
# Proposal Flowchart

## Our Directory



## Our Service

Public/Businesses visits our site.



## Some of the Pages within Site

### Search Page

-advanced or basic searches  
-NAISC search (by industry sector)  
-mailing list possibilities i.e. within a sector "can someone make my widget" e.g.  
-search by Keyword (which "yellowpages" does not do...)

### Control Panel Page

-business can update or change their listings at any time from anywhere in the world

### Other Possibilities

-integrated mapping (what & where is the restaurants in the area e.g.); QR code

## OntarioBusiness.com/ca Website

- Database directory of Businesses
- Promotes Ontario economy
- Business attraction, retention, promotion and investment
- "yellow pages" to find & research businesses
- Keyword and NAISC Search with Filters-makes it better tool to find, research, contact businesses
- Information would include: mailing address; fax & phone numbers; email & website links; employment level; year business started; industry sector-NAICS; management contacts and description of firms activity-which yellow pages do not offer about the businesses
- Cities have or could provide individual economic development departments -with directories of information on local businesses specific to their townships or municipalities- they would have their specific databases for regional access I would develop but they would be cross included.

## Chris Van Bargaen

-Develop & set-up databases, website & apps  
**-Produce & Install signage** ( a big part of the marketing/success of site)-see next pages 4 & 5 of this proposal for examples  
-Manage & administer all above activities in promoting Ontario Business  
-Marketing through signage, directories, websites, bulletin boards, linking, trade shows & open house, SEO, Social Media, Regional, township databases  
-possible expansion into hardcopy directories available to public like "yellow pages" or handbooks

Photo Examples for OntarioBusiness.com/.ca Proposal



Photo Examples for OntarioBusiness.com/.ca Proposal



## Appendix

**\*Privacy clause; this proposal/idea is protected and only for your consideration and not to be distributed to any other persons and I hold you responsible-do not use this for your personal or business gain- I have documented the specific persons that this has been disseminated to.**

### Reference/Contacts Sent Proposals:

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**Reference/Contacts-Original Proposal:** (as of Jan 04-contacts sent to these original people)

**1. The Honourable Greg Sorbara - Minister of Finance (send to)**

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Gregory Sorbara

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**2. Mike Colle (also send to this person)**

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Liberal Party of Ontario

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Parliamentary Assistant, Minister of Finance

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July 16, 2020

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**6.Pat Hoy**

Chair, Standing Committee on Finance and Economic Affairs

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