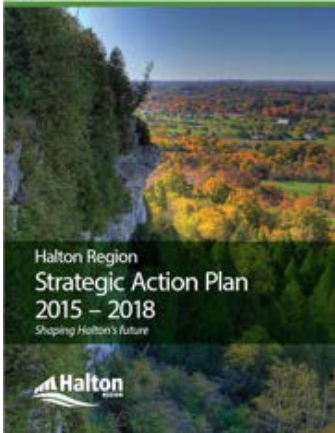


Halton Region Economic Development Update

Greater Toronto Airports Authority
October 21, 2015



Strategic Action Plan 2015-2018



Approved by Council on April 1, 2015, the Strategic Action Plan sets the Region's direction for the next 4 years.



Planning Healthy, Complete Communities



Growing the Regional Economy



Connecting People and Services



Governing for the Future



Adapting to Climate Change



Protecting the Natural Environment

Halton Region Services

- Economic Development
- Emergency Planning
- Halton Region Museum
- Regional Planning and Growth Management
- Waste Collection, Disposal, Organics and Recycling
- Regional Roads, Bridges and Transportation
- Sewage (Wastewater) Collection Systems and Treatment Plants
- Water Purification Plants and Distribution Systems
- Assisted Housing
- Children's Services
- Ontario Works (Social Services)
- Services for Seniors including Long-Term Care Homes
- Paramedic Services
- Public Health Programs and Services
- Police Services



Strategic Action Plan 2015-2018



Growing the Regional Economy

Employment Lands

Strategic Priorities

- Support the development and redevelopment of employment areas in the Region as key drivers of the Halton economy

Business & Visitor Attraction

- Promote Halton Region to attract new businesses and visitors

Agriculture Sector

- Support the economic sustainability of our agriculture sector

Halton Ec Dev Strategy 2012-21

Key Pillars / Focus Areas in 2015

| Employment Lands | Existing and Emerging Sectors | Business Attraction | Entrepreneurship and Innovation | Quality of Place |
|---|---|---|--|---|
| <p>Area Servicing Plans</p> <ul style="list-style-type: none"> Midtown Oakville Urban Growth Centre. Request for Proposals for the ASP is out – deadline Oct. 1 <p>Regional Servicing of Employment Areas</p> <ul style="list-style-type: none"> Regional W&WW servicing is in place @ Winston Park West Oakville | <p>Retention & Expansion Activities</p> <ul style="list-style-type: none"> Halton Employment Survey Pulse on Business Conditions Survey Ongoing Quarterly reporting on Halton business activity | <p>Investment Lead Servicing & Follow-up</p> <ul style="list-style-type: none"> Key partner is the GTMA – this organization is being transformed <p>Marketing and Communications Plan</p> <ul style="list-style-type: none"> Awareness Building Web, Social Media Webinars Real Estate Forum | <p>Small Business Centre</p> <p>Consultations</p> <p>Seminars</p> <p>Major Events</p> <p>Youth Entrepreneurship</p> <ul style="list-style-type: none"> Summer/Starter Company <p>Innovation and Entrepreneurship Networks</p> | <p>Tourism</p> <ul style="list-style-type: none"> Agritourism Action Plan including: <ul style="list-style-type: none"> Pumpkin Trail Harvest Halton New Halton Cycling Map |

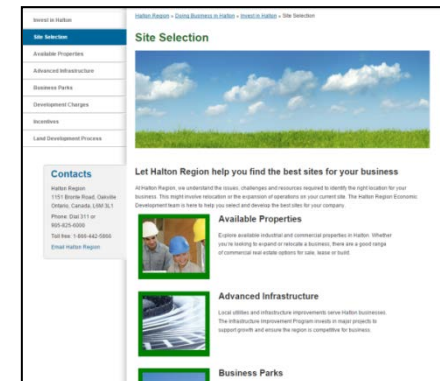
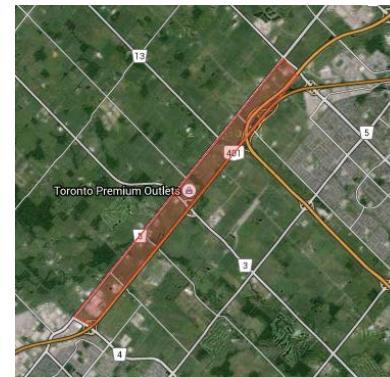
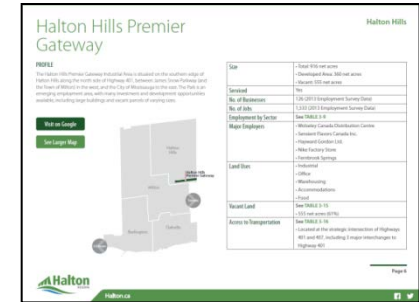
Employment Lands - Servicing

The Region is supporting the development / redevelopment of key employment areas

- Area Servicing Plan Study Pilot - \$1.0 million approved in 2015 Budget
- Pilot project will assist the Region and local municipalities in ensuring that greenfield employment lands are investment ready – and UGC's have the necessary infrastructure identified for intensification
- ASPs are slated for midtown Oakville, Bronte Meadows in Burlington; Halton Hills 401 Corridor, Milton Education Village

Employment Lands - Web

- Launched new [webpages](#) & interactive documents to promote Halton's Business Parks:
 - Business Park .pdf
 - Mapping
 - Web Content aimed at Site Selectors and Real Estate Consultants



Existing and Emerging Sectors

Region's research regarding existing Halton businesses

- Annual Employment Survey – 13,000+ visible businesses across Halton
- Business Conditions Survey - conducted in the fall
- Quarterly reporting on Halton business expansion and development activity
- Data Centre on Halton.ca website

Business Attraction

Attracting new businesses to Halton

- Deep Dive Study – Key sectors for business attraction
 - Engineering (services & engineering intensive/advanced mfg)
 - Financial Services
 - Information Communications Technology – Talent is key
- Region and local municipalities receive international lead generation from Greater Toronto Marketing Alliance, we service the leads
- Halton Region has established an Investment Response Team to address major ICI deals / issues

Business Attraction - Marketing

- Marketing and Communications Programs & Audiences

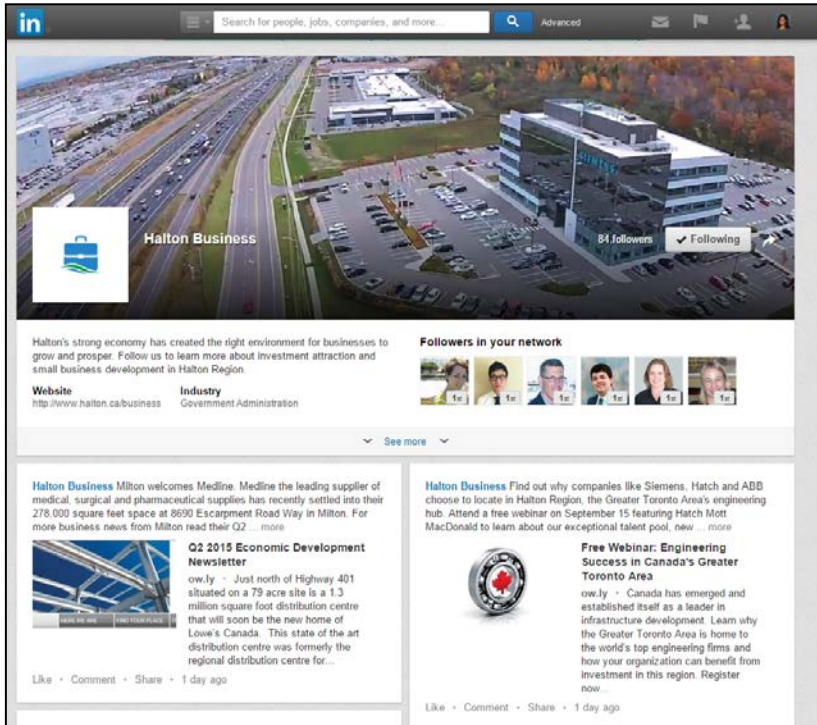
- Lead Generation – Intermediaries & End-Users (Local and external)
- Developer Relations – GTAH Developers
- Partner Relations – Local EDO's, MEDTE, Lead Generation Partners (EDCO, GTMA/NewCo)

| Website | Outreach & Content Marketing | Marketing Collateral | Events | Advertising |
|--|--|--|--|---|
| <p>Ongoing Content & Architecture Overhaul</p> <p>Data Centre:</p> <ul style="list-style-type: none"> • Improved Functionality <p>Interactive Documents & New Media:</p> <ul style="list-style-type: none"> • Business Park .pdf • Sector Profiles • Video Testimonials | <p>Social Media:</p> <ul style="list-style-type: none"> • LinkedIn Showcase Page (Halton Business) • LinkedIn Pulse Blog TBA • Rebranded Twitter handle (@HaltonBusiness) TBA • Updated E-Newsletter • Updated Annual Review | <p>Promotion</p> <ul style="list-style-type: none"> • Target Sector Profiles • Target Sector Case Studies • Video Testimonials • Halton video | <p>2015 Events Hosted/Participated</p> <ul style="list-style-type: none"> • Webinar (Sept 15 – engineering, Dec – fintech) • Lead Generation Partner Mission Participation (CoreNet) • Real Estate Forum – October 27th, Milton Velodrome • SIOR (Spring/Fall) • Other Local Events TBD | <ul style="list-style-type: none"> • Domestic and International Investment Intermediary Campaign (online) • Sector-focused (online) • Social Media |

New Web Pages – Invest in Halton



Social Media – LinkedIn & Twitter



Halton Business
84 followers ✓ Following

Halton's strong economy has created the right environment for businesses to grow and prosper. Follow us to learn more about investment attraction and small business development in Halton Region.

Website
<http://www.halton.ca/business>

Industry
Government Administration

Followers in your network

Halton Business Milton welcomes Medline. Medline the leading supplier of medical, surgical and pharmaceutical supplies has recently settled into their 278,000 square foot space at 8690 Escarpment Road Way in Milton. For more business news from Milton read their Q2... more

Q2 2015 Economic Development Newsletter
ow.ly - Just north of Highway 401 situated on a 79 acre site is a 1.3 million square foot distribution centre that will soon be the new home of Lowe's Canada. This state of the art distribution centre was formerly the regional distribution centre for...

Like • Comment • Share • 1 day ago

Halton Business Find out why companies like Siemens, Hatch and ABB choose to locate in Halton Region, the Greater Toronto Area's engineering hub. Attend a free webinar on September 15 featuring Hatch Mott MacDonald to learn about our exceptional talent pool, new... more

Free Webinar: Engineering Success in Canada's Greater Toronto Area
ow.ly - Canada has emerged and established itself as a leader in infrastructure development. Learn why the Greater Toronto Area is home to the world's top engineering firms and how your organization can benefit from investment in this region. Register now...

Like • Comment • Share • 1 day ago



HaltonEcDev
@HaltonEcDev

Halton's Small Business Centre provides entrepreneurs & small business owners with resources to start & grow their business. See disclaimer on web.

1151 Bronte Road, Oakville, ON
halton.ca/business
Joined July 2010

TWEETS 4,097 FOLLOWING 143 FOLLOWERS 2,926 FAVORITES 2

Tweets Tweets & replies Photos & videos

HaltonEcDev @HaltonEcDev 3h
Our partners @Futurpreneur Canada have a program built for #newcomers up to 39 yrs old. futurpreneur.ca/en/get-started... Ask us about it.

HaltonEcDev @HaltonEcDev 8h
New to Canada and to business? Our website has Presentations, Consultations, and Associations+Clubs just for you!
halton.ca/doing_business...

HaltonEcDev @HaltonEcDev Sep 8
9 Steps That Will Help Your Chances of Starting a Successful Business ow.ly/RVai5

HaltonEcDev @HaltonEcDev Sep 4
New online lenders make it easier to get small business loans...
ow.ly/RNjbY

Who to follow Refresh View all

- The Daniels Corp.** @TheDa... Follow
- BOMA Edmonton** @bomae... Follow
- HIEC** @HaltonEC Followed by EDCO and others Follow

Trends Change

- Apple event** See the latest announcements from Apple's keynote event. Promoted by App Store
- #GBBO** WIN a \$299.99 Morphy Richards stand mixer with your GBBO #Bakealong... 35.1K Tweets about this trend
- #ThePerfectGirl** 8,135 Tweets about this trend
- #toAllStarts** 14.1K Tweets about this trend

LinkedIn

twitter



Halton.ca 311

Entrepreneurship and Innovation

- Small Business Centre's Target Audiences

Thinking

- Beginning to explore self-employment

Starting

- Businesses getting established

Growing

- Operational for <5 years looking to expand

Youth

- Young entrepreneurs looking at self-employment options

Entrepreneurship and Innovation Small Business Centre - Services

- Consultations

- Provided by our consultants at our offices at the Halton Regional Centre on Bronte Rd. Oakville
- For new, established and growing businesses
- “Referrals to “Access to Professional” program
 - Program to meet with Accountants, Lawyers, Intellectual Property rights, Trade-marks, Marketing specialists
 - 45 minute meetings to answer specific questions

Entrepreneurship and Innovation Small Business Centre - Services

- **Seminars**

- Hold 25 seminars each year
- 8-9 are held at the Halton Regional Centre in the evening
- Topics include Starting a Small Business, First Steps in Exporting and Importing, Marketing, Financial Basics, Developing your Business Plan
- Cost is \$25 per seminar

Entrepreneurship and Innovation Small Business Centre - Events

- Major Events and Supporting Events
 - Bridges to Better Business – Wed. October 14th
 - Women Entrepreneurs – March, 2015 & 2016
 - Joint Chamber Business After 5 – August 2015 / 2016
 - Small Business Month – October – supporting the chambers
 - Innovation Awards held with HalTech, Halton's Regional Innovation Centre in April 2016

Entrepreneurship and Innovation Small Business Centre - Youth

**Summer
Company**

S T A R T E R



C O M P A N Y

futurpreneur
canada



**Young Entrepreneurs,
Make Your Pitch**



• Youth Entrepreneurship

Summer Company (Provincial program)

- Youth, 15-29, returning to school in fall
- Hands-on business training and mentoring
- Award of up to \$3,000 for participants

Starter Company (Provincial program)

- Youth, 18-29, not returning to school
- Training, skills development, mentoring
- Possible grant of up to \$5,000

Futurpreneur Canada (Federal program)

- Youth, 18-39, not in school
- Pre-launch coaching, business plan review
- Loan of up to \$15,000

Other Supported Youth Programs:

- Make Your Pitch Video Competition (high school students)
- Rotary Groups' Python's Pit Competition (high school stream)



Halton's Entrepreneurship & Innovation Ecosystem

Guelph K-
W
MUNITECH



Milton (% Share of Halton)

98,000 Population (18.6%)
1,927 Businesses (14.6%)
30,212 Jobs (13.8%)

- 862 PSTS Jobs (5.5% all PSTS)
- 3,662 Mfg. Jobs (11.7% Mfg.)

Annual Bus. Growth: 5%
Annual Jobs Growth: 7%

Burlington

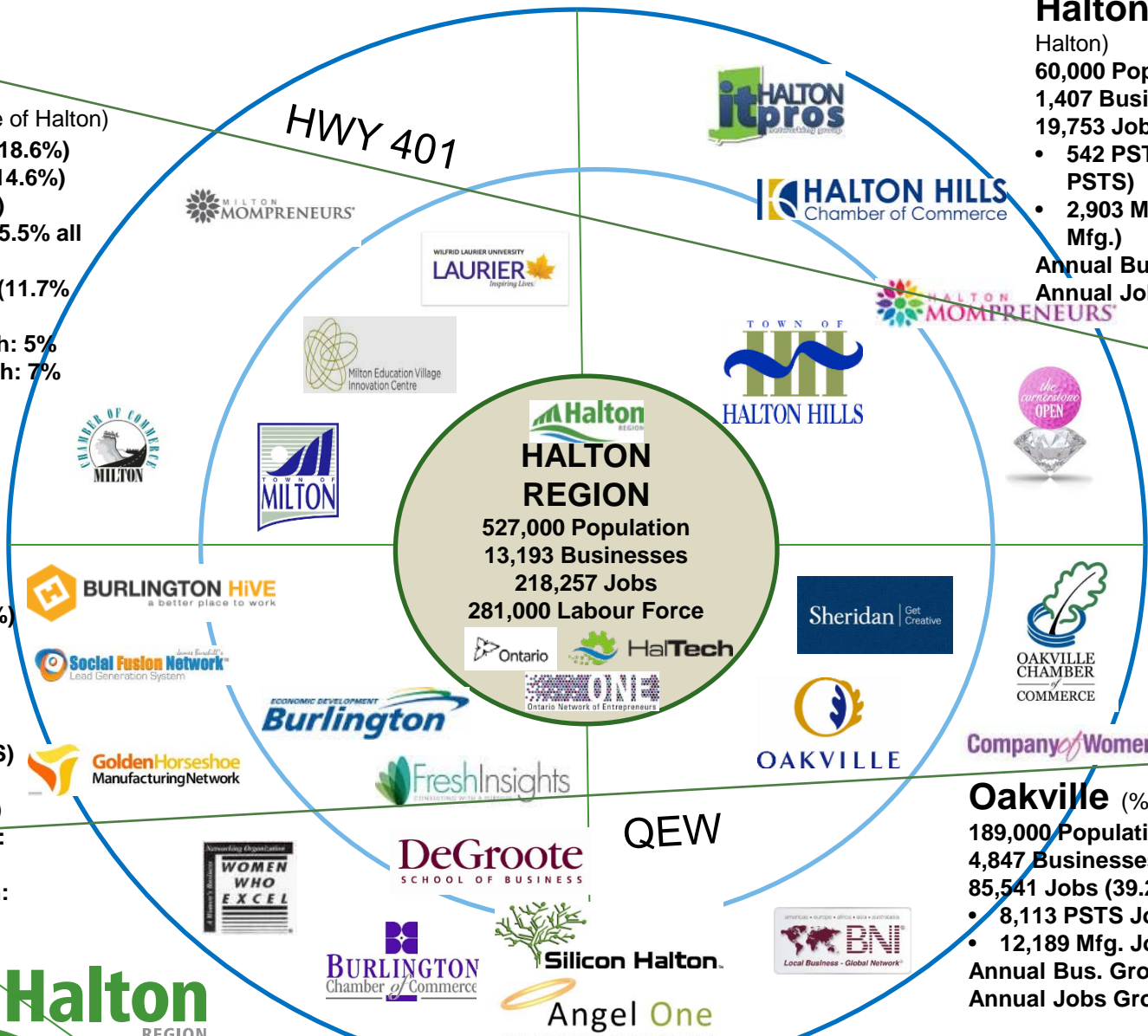
(% Share of Halton)
180,000 Popn. (34.1%)
5,012 Businesses (38.0%)
82,751 Jobs (37.9%)

- 6,301 PSTS Jobs (39.8% of all PSTS)
- 12,422 Mfg. Jobs (39.8% of all Mfg.)

Annual Bus. Growth: 4%
Annual Jobs Growth: 4%



McMaster University
Mohawk College



Halton Hills (% Share of Halton)

60,000 Population (11.4%)
1,407 Businesses (10.7%)
19,753 Jobs (9.0%)

- 542 PSTS Jobs (3.4% of all PSTS)
- 2,903 Mfg. Jobs (9.3% of all Mfg.)

Annual Bus. Growth: 4%
Annual Jobs Growth: 4%

Oakville (% Share of Halton)

189,000 Population (35.9%)
4,847 Businesses (36.7%)
85,541 Jobs (39.2%)

- 8,113 PSTS Jobs (51.3% of all PSTS)
- 12,189 Mfg. Jobs (39.2% of all Mfg.)

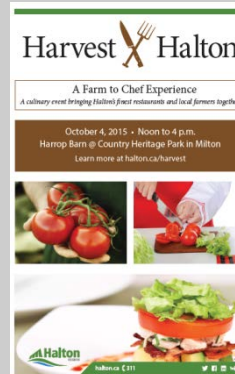
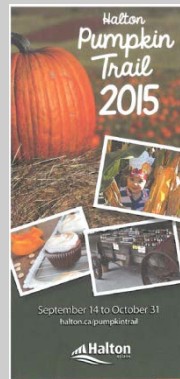
Annual Bus. Growth: 3%
Annual Jobs Growth: 3%

Quality of Place – Tourism

- Agritourism Action Plan Implementation

Agri and Food
Tourism
Product
Development

Enhanced



New

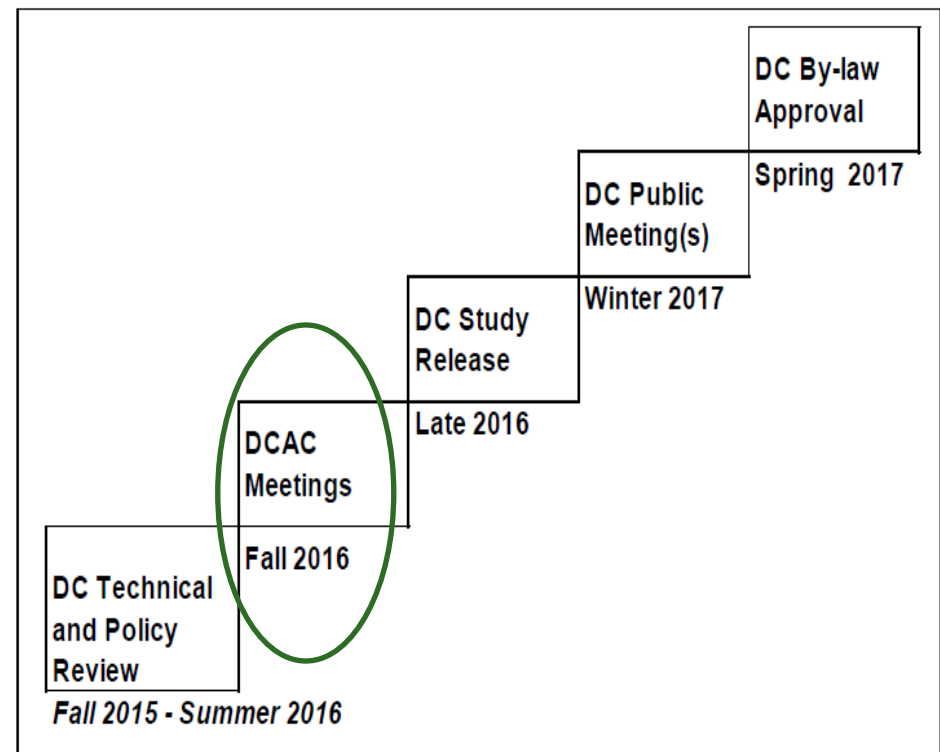
- Pumpkin Trail performance indicator vouchers
- Full-page Harvest Halton ad in “Doors Open Halton” booklet – 50,000 distribution & Metroland newspapers
- Harvest Halton held on Oct. 4th – Pumpkin Trail goes to October 31st

2016 - 2017 Development Charges By-law Update

Background

- Halton last updated its DC By-laws (Nos. 48-12, 49-12) in 2012
- The By-laws must be updated every five years – the current By-laws expire Sept. 5, 2017
- Detailed work plan to be presented to Council early 2016
- Chamber involvement in Development Charges Advisory Cmte., Competitiveness Study
- Retail conversion, hotels as retail, employment density issues

DC Update Work Plan timing



Regional Official Plan Review also u/w

Advocating for a Strong Halton

- Ensuring that growth pays for itself is vital to Halton's future and is of critical importance to Regional Council.
- Halton's strong financial position and AAA credit rating is a key element to our foundation. The Region will not compromise this foundation to accommodate growth.
- The Province's growth targets must be matched with the funding to support them.
- For more information visit www.halton.ca/advocacy.

Questions?

John Davidson

Director, Economic Development

John.davidson@halton.ca

905-825-6000 ext. 7828

Stephanie Mazhari

Manager, Economic Development

stephanie.mazhari@halton.ca

905-825-6000 ext. 7229

Sandra Nuhn

Manager, Entrepreneurship and Innovation

sandra.nuhn@halton.ca

905-825-6000 ext. 7228

Nancy Field

Tourism Specialist, Economic Development

nancy.field@halton.ca

905-825-6000 ext. 7740

