



DURHAM REGION
ECONOMIC DEVELOPMENT
CANADA

ECONOMIC DEVELOPMENT IN DURHAM REGION

Durham Region, Ontario, Canada
Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, Uxbridge, Whitby

www.investdurham.ca

Urban Areas

- Ajax
- Clarington
- Oshawa
- Pickering
- Whitby

Rural Areas

- Brock
- Uxbridge
- Scugog



Population and Labour Force

GTA POPULATION:

6,300,000

DURHAM POPULATION:

2011: 630,000

2031: 1,000,000 (*forecast*)

5 year growth rate of 11.7%

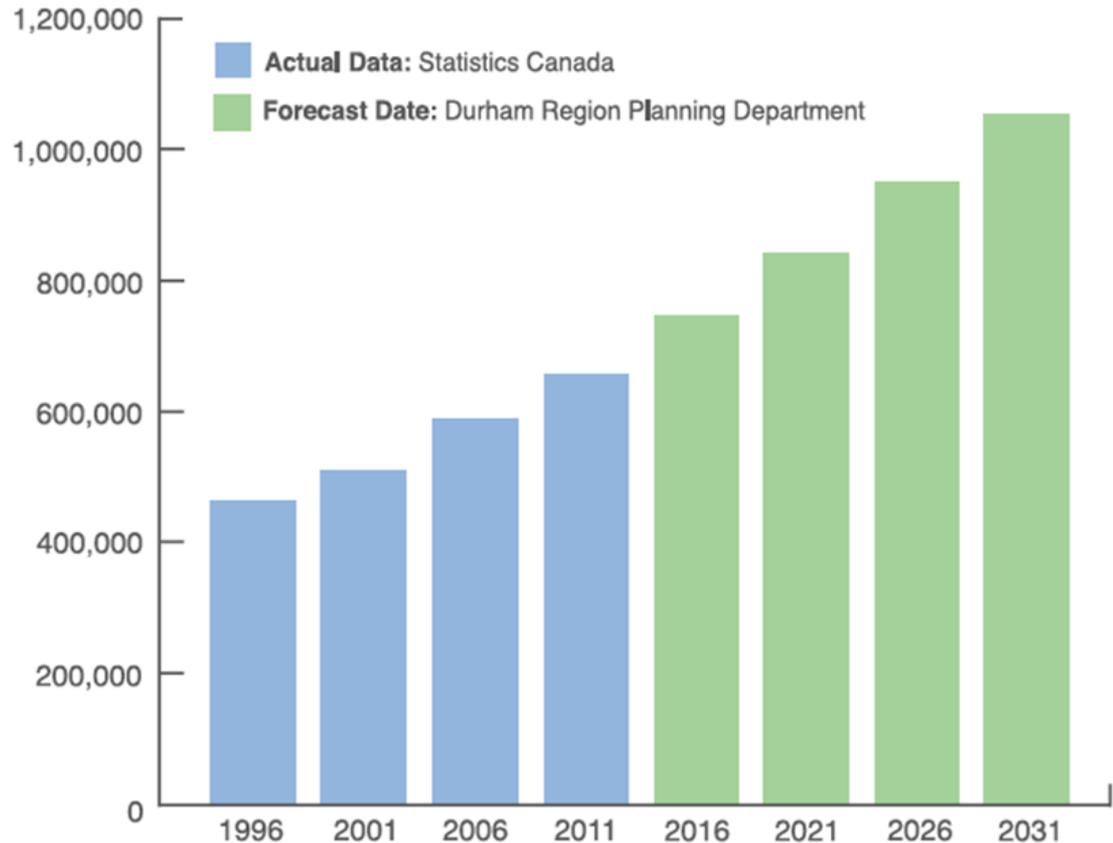
GTA LABOUR FORCE:

3,600,000

DURHAM LABOUR FORCE:

2011: 361,000

2031: 570,000 (*forecast*)



Sectors



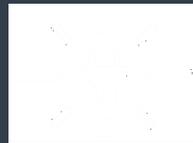
ADVANCED MANUFACTURING



AGRI-BUSINESS
FOOD PROCESSING



DIGITAL TECHNOLOGIES



SMART ENERGY



TOURISM



OUR FOCUS

- Business attraction, retention and expansion remain the *highest priority*
- *Acts as a liaison* among area municipalities, local businesses , educational institutions, governments of all levels
- Promote Durham Region as *an ideal place to invest*, grow a successful business and enjoy a high quality of life

REGION'S ROLE



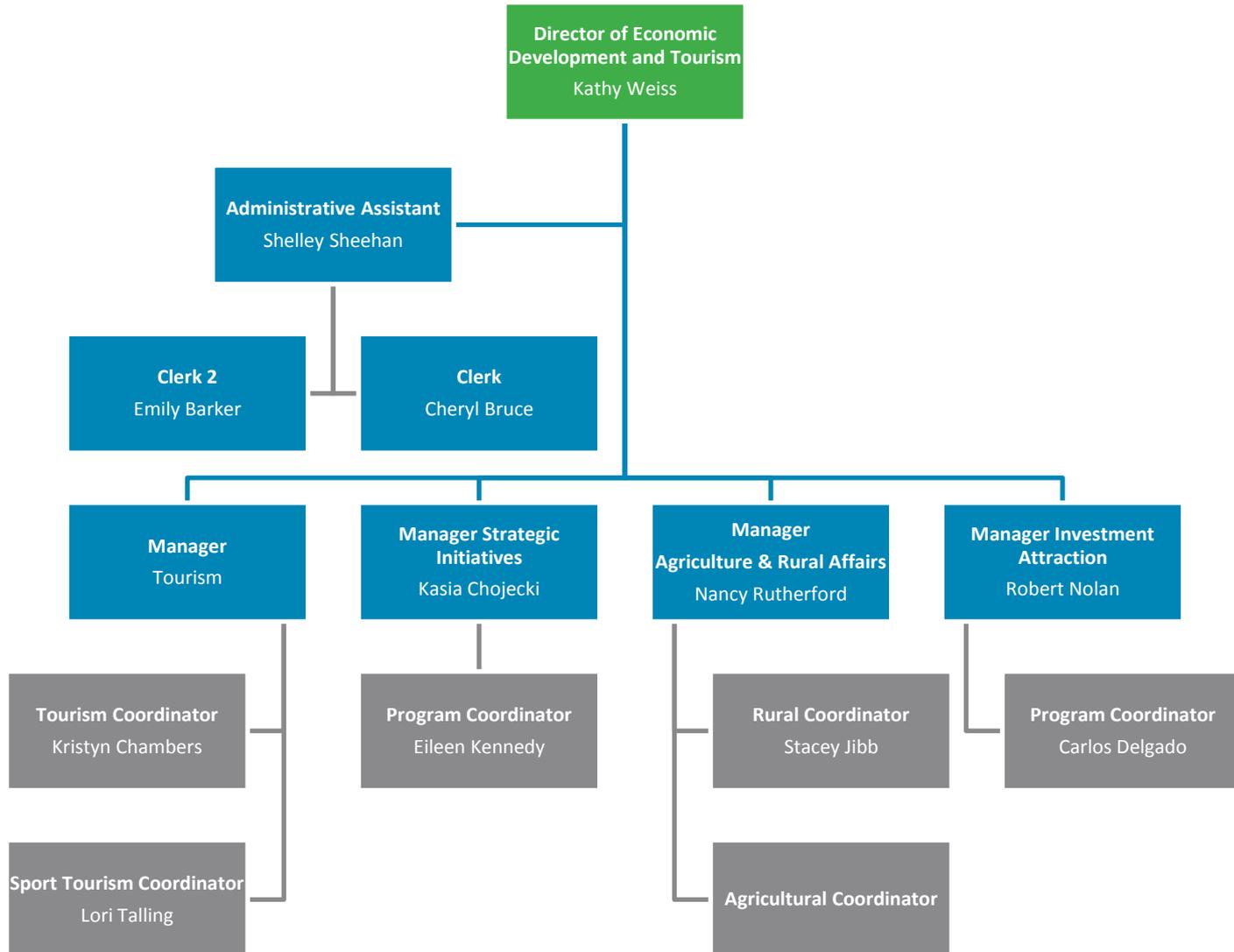
- Act as *a liaison* between the local municipalities and Toronto Global
- Assist with site selection requirements
- *Promote the Region* as an ideal location for investment that will fostering new jobs, non-residential assessment and new business opportunities
- *Assist existing businesses* with import and export opportunities and other business support programs
- Promote Durham as a *destination (Tourism)* for domestic and international visitors via trade shows, promotional materials and the Internet

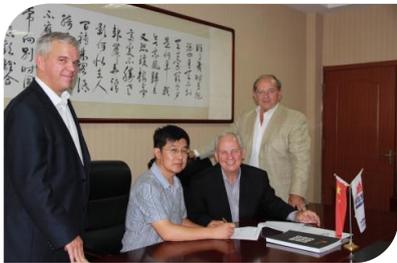
Area Municipalities Role



AJAX, BROCK, CLARINGTON, OSHAWA, PICKERING, SCUGOG, UXBRIDGE, WHITBY

- Business Retention and Expansion and some Attraction
- Site location assistance
- Information and statistics
- Streamlining the development approvals process
- Business problem-solving
- Access to community improvement incentives
- Marketing community





BUSINESS DEVELOPMENT

- *Attract new investment and jobs* to Durham Region by promoting Durham Region in international markets;
- Seek out opportunities to promote Durham Region as the *place to invest for non-residential investment*;
- Developing marketing materials and tools to support promotional activities to attract investment and jobs to Durham Region; and
- Work *in partnership* with various partners (Toronto Global, DEDP) to attract investment to the Region.



AGRICULTURE AND RURAL AFFAIRS

- Provide support for the attraction, retention and expansion of new and existing businesses in *Rural Durham and in the agricultural industry*;
- Promote the revitalization of the rural area downtowns and inspiring entrepreneurship and culture;
- *Assist the agriculture sector* in developing infrastructure and services to support the growth of the industry; and
- Work with the Investment Attraction Team to attract *new investment in the Agri-food sector*.



STRATEGIC INITIATIVES

- Participate and represent the Region on *special projects, initiatives and events* with industry leaders, post-secondary institutions and various stakeholders;
- Promote Durham Region as a great place to do business; foster relationships between the business community, academia, industry and various levels of government; and
- Support* Investment Attraction, Agriculture and Rural Affairs, and Tourism sector activities by maintaining data, marketing collateral and supporting materials.

TOURISM



- Works with industry stakeholders and local organizations to support the growth of the region's *tourist attractions*, *arts*, *recreation* and *cultural attributes*;
- Market Durham Region as a *tourist destination* for regional, provincial and international travelers;
- Facilitate and *foster relationships* with local stakeholders; and
- Raise awareness of Durham as an *attractive and unique destination* in order to maximize tourist visitation.

- Five-year plan (*2017-2021*) focused on supporting economic development in Durham
- Identify *goals, objectives and key priorities* for Durham Region and its partners in continuing to build and support a strong local economy
- Provide *a vision for economic growth in the Region*
 - identify core business sectors
 - outline roles and responsibilities of service delivery - help to form ongoing partnerships and collaborative work plans to meet the strategic goals and objectives
- *8 community focus groups*, one on one interviews with selected stakeholders
- *Action plans* will be incorporated for staff to implement



REPRESENTATION OF ALL 8 MUNICIPALITIES

2013

New Investments	New Developments	Expansions	# New Jobs
20	23	20	2293

2014

New Investments	New Developments	Expansions	# New Jobs
36	16	20	1100

2015

New Investments	New Developments	Expansions	# New Jobs
33	17	16	990



Partnerships - Support and Funding

DEDP

- Partnership between *Region of Durham and area municipalities* attracting investment
- Develop annual projects focusing on investment attraction
- Monthly meetings including sharing of information

TORONTO GLOBAL

- *Public-private partnership* that serves as the key point of contact for businesses exploring opportunities in the Greater Toronto Area (GTA)
- Partnership brings together the 29 municipalities and regions in the Greater Toronto Area

ONTARIO MANUFACTURING COMMUNITY ALLIANCE

- Represents 60 towns and cities that are home *to Ontario's multi-billion-dollar advanced manufacturing sector*
- Work together focusing on investment attraction initiatives

VISION STATEMENT

- To be recognized as the *primary marketing voice* for attracting international investment and employment to the Greater Toronto Area.
- The partnership brings together the *29 municipalities and regions* in the Greater Toronto Area, the governments of Ontario and Canada; to the Greater Toronto Area.

REGION CONTRIBUTION

- \$206k annually



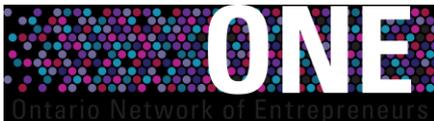
BUSINESS ADVISORY CENTRE DURHAM (BACD)



NOT FOR PROFIT ORGANIZATION

- 52% Regional Municipality Funding
- 46% Provincial Funding
- 2% BACD fundraising

PART OF THE ONE NETWORK



- *Ontario Network of Entrepreneurs*
- Includes *Small Business Enterprise Centre* Network (57)
- Includes *Research Innovation Centres* (17)
- All provincial *Universities and Colleges* (44)
- Ontario Centres of Excellence



COMMERCIALIZATION AND INNOVATION CENTRE

- Durham Region's *only innovation centre* - \$100k contribution
- One of only *18 official innovation centres in Ontario* and one of the largest;
- Drive *Innovation Awareness, Transparency, Synergy and Sustainability* to support Durham Region to become a world class Innovation Cluster;
- Helping *Innovative Companies Start, Grow and Succeed*; and
- *Partnered with BACD* Durham Region's only mainstream business advisory centre





DURHAM REGION
ECONOMIC DEVELOPMENT
CANADA

PROGRAMMING

2015 Business Missions

Mission	Date	Sector
Distributech (Feb 3-5) San Diego, CA	Feb 2 – 6	Clean Tech
MIPIM (March 10 – 13) Cannes, France	March 10 – 13	Property & Real Estate
National Association of Broadcasters (April 13 – 16) Las Vegas, Nevada	April 12 – 17	Digital Tech
SAE World Congress & Exhibition (April 21 – 23) Detroit, Michigan, USA	April 20 – 24	Advanced Manuf
Consultant Select Atlanta, GA	May 21 – 22	Site Selectors
China Mission Wuxi, Shanghai, Hong Kong	May 24 – June 3	Digital Tech & Advanced Manuf
Germany Mission with Pegasus & local partners TBD	August 16 – August 22	Advanced Manuf
China Mission Wuxi, Zibo	August 30 – September 5	Regional Chair / Ag / Adv Manuf
OACA Mission (ECar Tech – October 21-22) Munich, Germany	October 19 – 23	Automotive
Brazil (GTMA) – Futurecom (Oct 26 – 29) and other meetings Sao Paulo and other centres	October 26 – November 5	Digital Tech
Netherlands Mission	November 29 – December 4	Digital Tech & Advanced Manuf



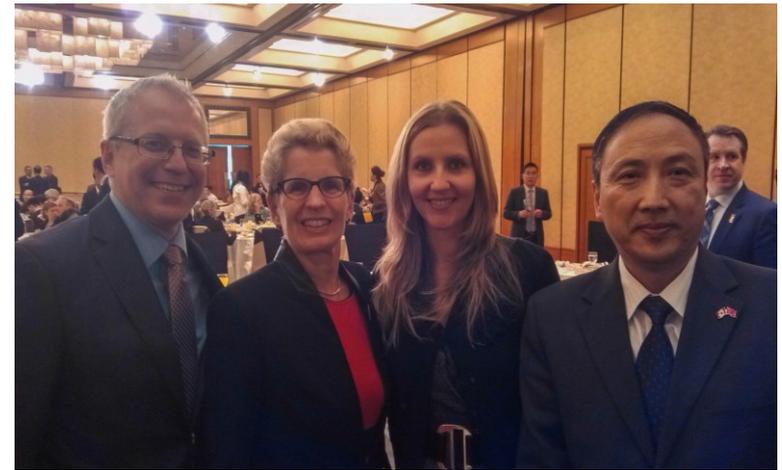
Durham Region Delegation 2012



Durham Region Delegation 2013



Durham Region Delegation 2014



Durham Region Delegation 2015

- Pegasus Partners offer *comprehensive set of services* for communities looking to do business with Germany
- Cluster approach to *building and developing a pipeline of attracting Foreign Direct Investment* prospects from Germany
- Assist Durham Region with a *long-term plan* for attracting German investment and promoting trade between German and Durham businesses.
- *Deliverables*
 - Review Marketing Collateral
 - Identification of potential partner communities
 - Mission to Germany with Durham Region





INTERNATIONAL SOFT LANDING PROGRAM

- Designed for small and medium sized international companies who wish to enter the North America market

Program Aims to:



- Facilitate setting up strategic outposts in Durham Region
- Foster collaboration with academia and industry for the adoption of new technology; access talent and creation of strategic alliances
- Act as a launching pad to the North American market



ANNUAL SITE SELECTOR FAM TOUR

- Invitation to *USA Site Selectors*
- Explore our community as a potential relocation, expansion or investment site for their client's growing business

PAN AM GAMES

- Showcase *Durham's valuable assets*, strong business community and investment opportunities, to a global market
- Targeted at international decision makers attending the Games as well as those who are interested in Durham as a trading partner



ATTRACTING NEW CANADIANS CAMPAIGN



Durham Region-June 2016.m4v



DURHAM REGION
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UPCOMING DRIVERS

- **Highway 407 East**
 - ✓ **Done** – Phase 1 from Brock Road in Pickering to Harmony Road in Oshawa
 - ✓ **By 2017** – the initial portion of Phase 2 from Harmony Road to Taunton Road/East Durham Link
 - ✓ **By 2020** – the remainder of Highway 407 East (from East Durham Link to Highway 35/115)
- Opening up 800 acres employment lands known as Seaton Development

Seaton Employment Lands - Pickering

- Centrally located industrial development opportunity
- Approximately 800 acres of *designated prestige employment lands* available
- Located along *two major transportation corridors* with direct exposure to Highway 407 and Highway #7
- 2 full interchanges off Highway 407 planned *to service the employment lands*
- A mere 15 minutes drive to a deep water port, providing access to the Atlantic ocean via *the St. Lawrence Seaway*



Seaton Employment Lands - Pickering



- Pickering lands designated as future airport site
- 3 runways proposed (2 parallel, 1 crosswind)
- Passenger and Cargo terminals
- Entire site is 9,600 acres
 - Up to 4,000 acres for airport
 - Remaining for other economic development opportunities
- Would operate as reliever to Toronto Pearson
- Support smaller commuter airfields across Southern Ontario



Durham Region was named

one of the top
10 best areas to buy
Real Estate
By MoneySense



DURHAM IS AFFORDABLE

- Average price of detached home in Toronto: **\$1,039,698**
- Average price of detached home in GTA: **\$622,217**
- Average price of detached home in Durham: **\$508,883**
- Average cost of home in *Durham is 20% lower* than the GTA as a whole

Yearly Events

DURHAM IS ACTIVE

Applefest
Bowmanville

- *40 Plus* outstanding golf courses
- *14 Beaches, 9 marinas, and 19 public pools*

Brooklin Spring Fair

- More than *350 km of trails* including 91 km along waterfront

Ribfest Pickering

- *2 Casinos*

Harbour Days
Whitby

- *4 Ski Resorts*
- *15 Museums and Historic Sites*

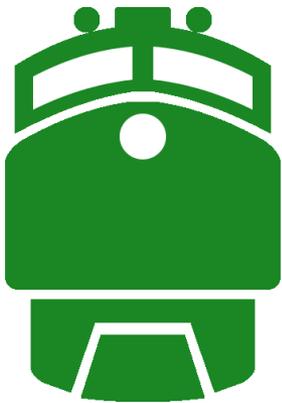
TRAIL Fest Ajax

- Home to *13-time OHL Champions* – Oshawa Generals



30 Minutes

*Median commute
time for Durham
Region's residents*



DURHAM IS ACCESSIBLE

- **18** Elementary and Secondary Schools
- **7** Hospital and Urgent Care Facilities
- **871** active Police Officers
- **27** Fire Stations
- Easy Access to *407ETR; 401; GO; VIA Rail; and Durham Transit*
- *50 minutes to Downtown Toronto*
- *45 minutes to Pearson Airport*
- *1 hour to Cottage Country*

DURHAM IS INNOVATIVE

*Durham is
an important part
part of the GTA's
Digital Technology
Cluster, the 3rd largest
In North America*

- Home to *3 post secondary institutions*
- Automotive Centre of Excellence (*ACE*)
- *LHEARN* and *Cancer Centre*
- *Spark Centre*





Durham Region, Ontario, Canada

605 Rossland Rd. E., Whitby, ON L1N 6A3

1-800-706-9857

www.investdurham.ca

