

# **Economic Competitiveness Strategy Phase 2 Results and Progress Update**

Presentation to Development Services Committee

Economic Development Department

Date: June 26<sup>th</sup>, 2007



# Presentation Outline

- Strategy Development Timeline
- Results of Phase 2
- Perspective on Sustainable Development
- Perspective on Employment Lands
- Perspective on Branding
- Next Steps

# Strategy Development Timeline

- Phase 1: Completed February 2007
- Phase 2:
  - Workshop, March 2007
  - Online Feedback, March-April 2007
  - Report on Feedback and Next Steps, June 2007
- Phase 3:
  - Draft 10 year Economic Development Strategy including ICT business plan to be presented to DSC, September 2007
  - Launch and public review, Oct. – Nov. 2007
- Note: Markham Board of Trade Leaders Committee consulted throughout the strategy process

# Phase 2 Results

- Summary of Feedback
  - Over 120 respondents in total
  - Successful community engagement
  - Top priorities: infrastructure/transportation, land use, and people/skills strategies needed
  - All priorities relate to the Town's growth and cultural diversity
  - The Town is very business collaborative
  - Timing is right for an Economic Competitiveness Strategy that reflects changes in global economy and Markham's position internationally

## Phase 2 Results cont'd

- Economic Competitiveness Strategy Workshop, March 21<sup>st</sup>, 2007
  - Over 100 people attended a facilitated discussion to review results of Phase 1: Economic Sectors Analysis and get input from community leaders on how Markham can distinguish and position itself for prosperity
  - Participating community leaders brainstormed on over 150 ideas.
  - Consensus was achieved around the following three strategic priority areas:
    - Transportation/infrastructure
    - Land use
    - People

# Sustainability and Economic Development

- Sustainable innovation and practice makes good business sense
- Must address sustainability in our Economic Strategy in order to remain competitive

# Perspective on Sustainability and Economic Development

- *Viable local economies are able to create employment and income for all parts of the local community.*
- *[They contribute to the attraction] of a city rather than threaten its citizens through pollution or the probability of hazards.*
- *Viable local economies promote diversity in the structure and size of local companies and thus are less vulnerable to political or economic change.*

*(International Council for Local Environmental Initiatives, Local Governments for Sustainability)*

# **Markham and York Region Shared Perspective on Sustainable Development**

- Support the overall goals of York Region's Sustainability Strategy
- Take a leadership role in sustainability and economic development by:
  1. Providing an adequate supply of employment lands close to where people live
  2. Encouraging intensification
  3. Maximizing supply linkages
  4. Building on economic diversity by advancing growth in Markham's four key clusters
  5. Developing a skills training and education strategy
  6. Encouraging businesses to incorporate sustainability into their creative processes

# Perspective on Employment Lands: Context

- Perspective on employment lands was informed by the results of Phase One of the Competitiveness Strategy

# Economic Competitiveness Strategy: Phase One Recommendations

- As Markham transitions from suburban to urban, strengthen the relationship between industry mix (job opportunities) housing stock (residents) and the resident labour force (workers)
- Focus on competing in 4 promising industry sectors
  - ICT and Life Sciences
  - Information, Entertainment and Cultural Industries
  - Professional, Scientific and Technical Services
  - Finance and Insurance
- Attract new industry; support expansion/retention of existing industry
- Pursue increasing supply of market-ready land close to 400 series highways
- Establish business park opportunities in eastern Markham
- Retain employment lands; limited supply of larger parcels (20+ ac) outside of Cathedral and 404 North

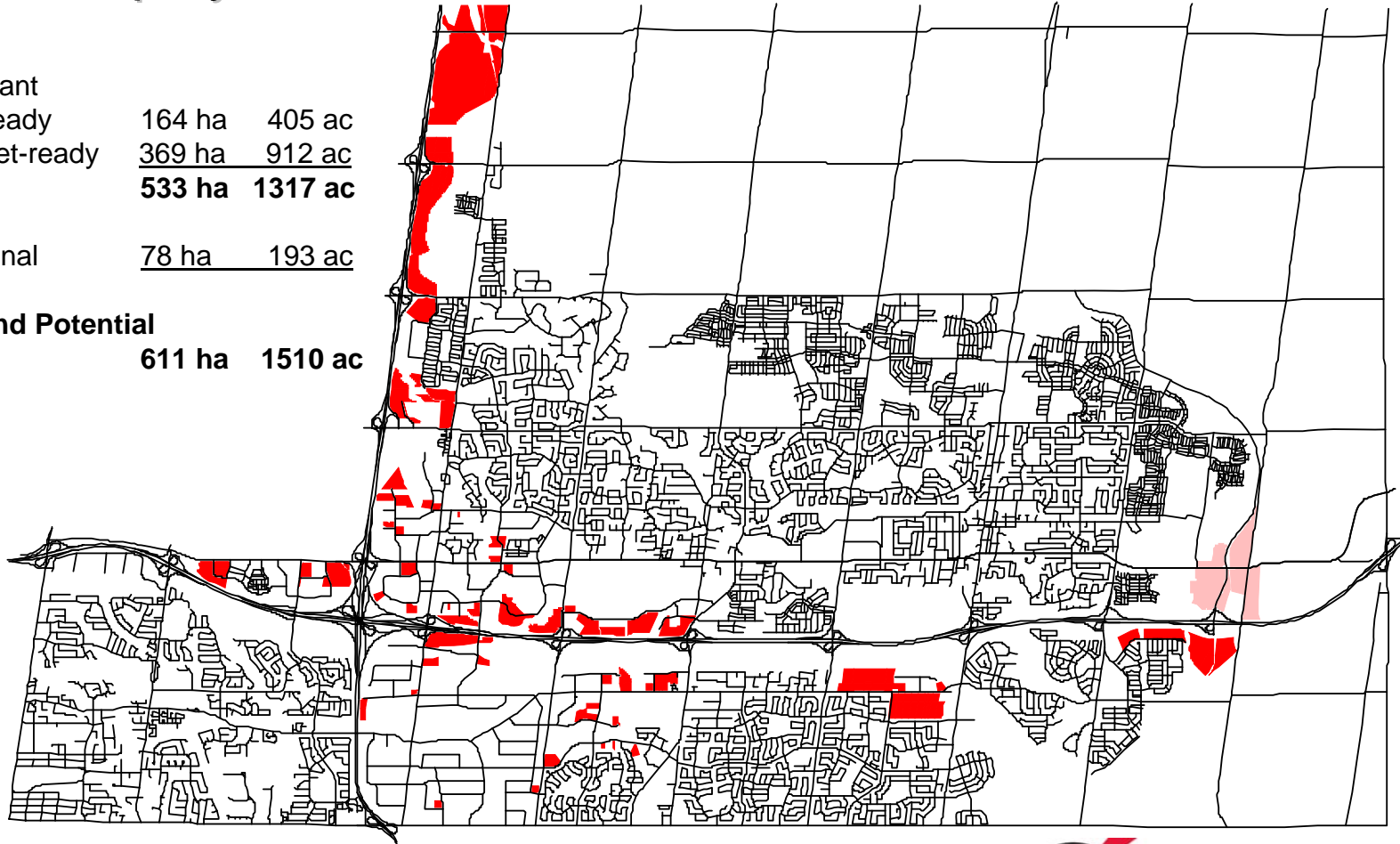
# Perspective on Employment Lands Strategy

Employment Lands Strategy will provide a context to inform Council decisions regarding accommodating Markham's future employment

- Accommodating future employment growth
- Land use policies
- Market competitiveness
- Local economy
- Activity rate
- Live-work opportunities
- Transportation system requirements, opportunities

# 2007 Estimated Land (designated, vacant) for Office and Industrial Employment

Designated Vacant		
market-ready	164 ha	405 ac
not market-ready	369 ha	912 ac
<b>Total vacant</b>	<b>533 ha</b>	<b>1317 ac</b>
Potential additional	78 ha	193 ac
<b>Total Vacant and Potential</b>	<b>611 ha</b>	<b>1510 ac</b>



# Branding Vehicles

- Markham's Ambassadors (local representatives who will champion Markham's brand domestically and internationally)
- Knowledge-based Collaborations
- Engaging the Education System
- Pro-active Web-based Marketing
- Business to Business Videoconferencing

## Next Steps

- Feedback from Council and Staff
- Consultation with Markham Board of Trade Leaders Committee
- Draft 10 year Economic Development Strategy including ICT business plan to be presented to DSC, September 2007
- Launch and public review, Oct. – Nov. 2007