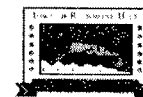
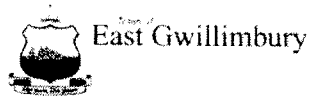


# **Economic Development**

## **Marketing and Communications Strategy**

### **Consultations Presentation**

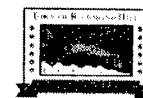
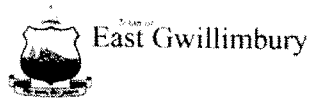
*October, 2007*



## **Economic Development Marketing & Communications Strategy**

The 2005 Economic Strategy identified 5 strategic directions including *Enhance the Quality of Place* with action plans to:

- Promote a balanced approach to economic development that enhances quality of life, environmental sustainability and economic vitality
- Develop a marketing and communications plan to promote York Region and its natural and cultural attributes



## **Economic Development Marketing & Communications Strategy**

### **Criteria for Strategy Development:**

- Ability to attract investment to all local municipalities
- Consistent with the values of York Region
- Differentiate York Region from competing jurisdictions
- Strengthen the competitiveness of existing industry clusters
- Attract high quality new investment
- Long-term potential for enhancement



East Gwillimbury



MARKHAM



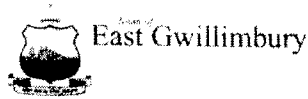
Vaughan  
*The City Above Toronto*



## **Economic Development Marketing & Communications Strategy**

**Research and analysis was conducted from these sources:**

- Commercial Real Estate professionals
- Corporate executives involved in location decisions
- Site Selection and Facilities Management media
- Government agencies foreign and domestic
- International Economic Development Agencies
- York Region and local municipal reports and studies



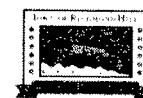
## Economic Development Marketing & Communications Strategy

### Key Research Insights:

- Quality of Life is a key factor influencing site selection
- York Region is seen as offering a superior quality of life with its combination of: ***“The best of rural and urban life”***
- The current theme “Ontario’s Rising Star” conveys the message of growth however changing conditions suggest the need to communicate the positives of growth with messages on the Region’s environmental stewardship and quality of life



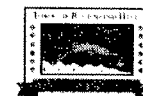
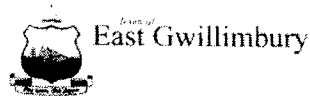
Town of East Gwillimbury



## **Economic Development Marketing & Communications Strategy**

### **Key Research Insights:**

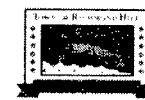
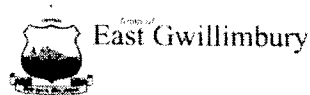
- York Region municipalities have demonstrated environmental stewardship concurrent with the challenges of economic growth
- Over 69% of York Region land is protected (Moraine/Greenbelt)
- Environmental products/services are a high growth market with global sales of \$628B and Canadian sales of \$18.4B
- York Region companies are embracing “green” strategies and there are 200 “green” firms in the Region
- Few jurisdictions have adopted environment stewardship as their investment attraction benefit



## **Economic Development Marketing & Communications Strategy**

### **Strategic Direction:**

- York Region can positively position economic growth and differentiate the investment attraction message by leveraging the Region's natural features and environmental stewardship
- York Region can increase the effectiveness of it's investment attraction marketing by focusing on companies desiring linkages to green initiatives and on companies in green business sectors
- York Region can enhance the competitiveness of existing companies through advocacy of environmentally sound business practices



## **Economic Development Marketing & Communications Strategy**

### **Three Key Pillars to Successful Implementation:**

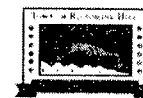
- 1. Governments Enhancing the Quality of Life:** *The York Region Sustainability Strategy demonstrates the commitment to preserving the environment and this communications strategy demonstrates implementation in economic development terms*
- 2. Local Businesses Build A Reputation for Environmental Expertise:** *Encouraging existing companies to leverage “green” business practices and attraction of high quality new investments from firms committed to sustainability*
- 3. Economic Development Facilitates an Environmental Business Cluster:** *The promotion of a dynamic “green” industry sector that creates high quality new jobs*



Town of  
East Gwillimbury



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City of  
Vaughan  
*The City Above Toronto*





## **Economic Development Marketing & Communications Strategy**

### **Advertising Creative Options Include:**

Traditional Investment Attraction Design

Nature Focused

Commerce Focused

### **Advertising Headline Copy Options Include:**

Better Business is in our Nature

Business with a Better Nature

Where Life meets Business, Naturally

Where Commerce and Nature Thrive

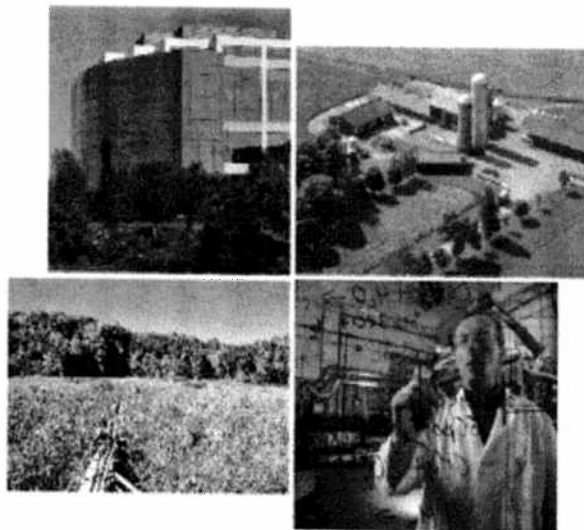
Where Business and Nature Work



East Gwillimbury



## Where Commerce and Nature Thrive.



The Regional and Municipal governments of York Region are not only committed to preserving a unique environmental balance but also to assisting and attracting enterprises that are involved in green business initiatives. Here in York Region, the quality of life and commerce are intimately tied to nature. With 70% of the Region's land designated as greenbelt, the wonder and beauty of nature surrounds the Region's vibrant urban centres.

If you want a better environment for your life and your business, York Region is the natural choice.



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AURORA



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## Where life meets business, naturally.



The Regional and Municipal governments of York Region are not only committed to preserving a unique environmental balance but also to assisting and attracting enterprises that are involved in green business initiatives. Here in York Region, the quality of life and commerce are intimately tied to nature. With 70% of the Region's land designated as greenbelt, the wonder and beauty of nature surrounds the Region's vibrant urban centres.

If you want a better environment for your life and your business, York Region is the natural choice.





## Business with a better nature.



The Regional and Municipal governments of York Region are not only committed to preserving a unique environmental balance but also to assisting and attracting enterprises that are involved in green business initiatives. Here in York Region, the quality of life and commerce are intimately tied to nature. With 70% of the Region's land designated as greenbelt, the wonder and beauty of nature surrounds the Region's vibrant urban centres.

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## Where business and nature work.

The Regional and Municipal governments of York Region are not only committed to preserving a unique environmental balance but also to assisting and attracting enterprises that are involved in green business initiatives. Here in York Region, the quality of life and commerce are intimately tied to nature. With 70% of the Region's land designated as greenbelt, the wonder and beauty of nature surrounds the Region's vibrant urban centres.

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## **Economic Development Marketing & Communications Strategy**

**The New Strategy would be used in these Communication Vehicles:**

- Marketing brochures
- Investment attraction magazine advertising
- Website copy & imagery
- Trade show posters
- Speeches & presentations

