

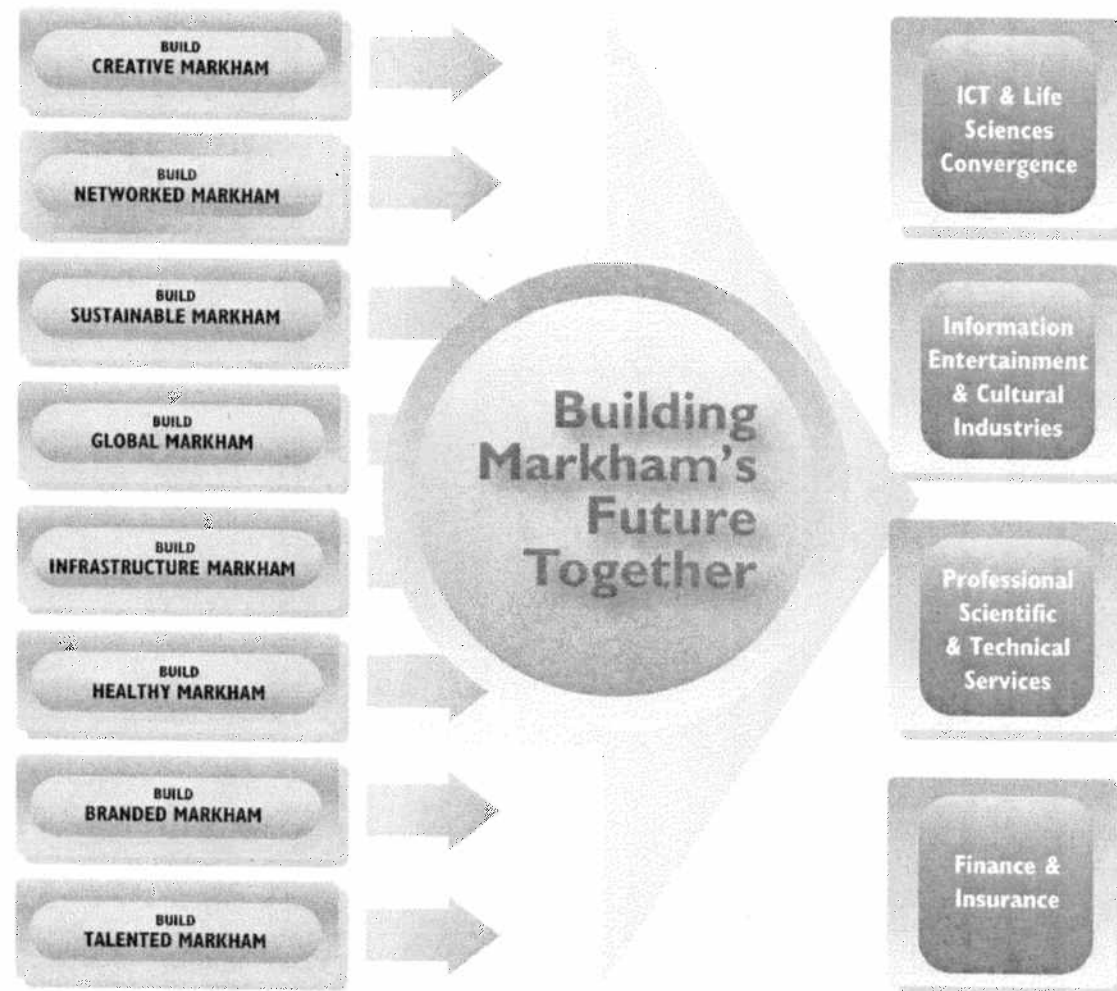
2009 Economic Development Marketing Plan

Presentation to Economic Development Committee
February 10, 2009

Presentation Outline

- Award-winning 10-yr economic strategy “Markham 2020”
- Focus on collaboration, convergence, innovation and leadership
- Sustainable and fiscally responsible

Economic Strategy builds Markham's future by focusing on 4 key sectors and fostering an enabling environment in 8 key areas:



The Convergence of ICT and Life Sciences

Markham 2020 Objective: *To be regarded as "Top 3 Location in Canada for ICT/Life Science Convergence businesses"*

KPIs: # of R+D facilities
of firms with >50% foreign sales
sector growth measured by # jobs + # firms

Actions

1. Develop/maintain database of key sector assets	Timing: 1 st Quarter 2009 Resource: Markham EDD, with assistance from TRRA
2. Establish NCMDD as a flagship project of global stature	Timing: Ongoing 2009 Resource: NCMDD Consortium with support from Markham EDD
3. Strengthen links to R+D & strategic initiatives for commercialization through the ISCM/Convergence Centre	Timing: Ongoing 2009 Resource: ISCM, York University, Markham EDD
4. Develop web-based sector specific marketing materials. Target site selectors.	Timing: 3 rd Quarter 2009 Resource: Markham EDD, with assistance from TRRA
5. YORKbiotech "Science in Action" bus tour	Timing: 3 rd Quarter 2009 Resource: Markham EDD, Region EDD, and the York Region District School Board.
6. YORKbiotech 3rd Annual Convergent Medical Technologies Conference	Timing: November 2009 Resource: YORKbiotech is the lead with Markham EDD providing financial support.
7. York Technology Association luncheons. The Town is a corporate sponsor of the YTA and occupies a table at the monthly YTA events.	Timing: Monthly Resource: Markham EDD

Information, Entertainment and Cultural Industries

Markham 2020 Objective: *Sector businesses to be among Markham's "Top 20 Employers"*

KPI: sector growth measured by # jobs + # firms
jobs/companies by sub-sector

Actions:

1. Develop/maintain database of key sector assets, including cultural mapping	Timing: 1 st Quarter 2009 Resource: Culture Dept., Markham EDD
2. Co-host sector specific business development event	Timing: 2 nd Quarter 2009 Resource: MSBEC, ISCM, Markham EDD
3. Provide entrepreneurial training & commercialization assistance to individuals and SME's	Timing: Ongoing 2009 Resource: MSBEC/ISCM
4. Grow Digital Media component of cultural industries through CONCERT and OTC	Timing: Ongoing 2009 Resource: Ontario Technology Corridor, York University, Markham EDD
5. Promote Markham as a business location through events at Varley and associated venues	Timing: Ongoing 2009 Resource: Culture Dept., Markham EDD

Finance and Insurance

Markham 2020 Objective: *Markham to be Canadian HQ of 5 "Fortune 500" banks, investment companies or insurers*

KPI: # of regional facilities
 # of HQ
 sector growth measured by # jobs + # firms

Actions:

1. Develop/maintain database of key sector assets	Timing: 2 nd Quarter 2009 Resource: Markham EDD, Seneca College
2. Promote insurance & banking industry training programs in Markham	Timing: Start 3 rd Quarter 2009 Resource: Markham EDD, Seneca College
3. Participate in Toronto Financial Services Alliance to increase stature and competitiveness of Markham	Timing: Ongoing 2009 Resource: Seneca College as lead, Markham EDD to participate in TFSA through Seneca
4. Support "Markham Money Chase" forum event	Timing: 4 th Quarter 2009 Resource: ISCM as lead, Markham EDD
5. Produce web-based marketing materials for sector	Timing: 4 th Quarter 2009 Resource: Markham EDD

Build a Creative Markham

Markham 2020 Objective: *High technology employers in Markham to regard Markham as a "Centre of Innovation and Creativity"*

KPI: sector growth measured by # jobs + # firms
customer/targeted audience perception (to be based on survey)
creative events hosted

Actions:

1. Identify and promote cultural assets in the municipality. Launch searchable database.	Timing: 2 nd Quarter 2009 Resource: Culture Dept leads with support from Markham EDD
2. Provide & facilitate entrepreneurial training & commercialization assistance to individuals and SME's	Timing: Start 2 nd Quarter 2009 Resource: MSBEC/ISCM/CONCERT
3. Build active partnerships with Arts Council, university and college communities	Timing: Start 2 nd Quarter 2009 Resource: Markham EDD and Culture Dept.
4. Coordinate and promote youth entrepreneurship programs/initiatives	Timing: Start 2 nd Quarter 2009 Resource: MSBEC

Build a Networked Markham

Markham 2020 Objective: *Employers in knowledge-based industries to regard Markham as a Networked City*

KPI: ranking on list of "Intelligent Cities" (Intelligent Cities Forum)
 affinity networks for targeted clients (# existing)
 number of blogs about Markham (as measured by search engines)

1. Consult Intelligent Communities Forum (ICF)

Timing: 1st Quarter 2009
 Resource: Markham EDD, Library, ITS

2. Apply ICF best practices to analysis of Markham's
 networking status and infrastructure

Timing: 2nd & 3rd Quarters 2009
 Resource: Markham EDD, Library, ITS, MBT

3. Assess readiness to enter ICF "Best Cities" competition

Timing: 4th Quarter 2009
 Resource: Markham EDD, Library, ITS, MBT

Build a Sustainable Markham

Markham 2020 Objective: *Markham to ranking internationally as a "Sustainable Community"*

KPI: awareness & participation by business community (OCETA and "Greenprint" engagement data)
UN or NGO award wins

Actions:

1. Assist and support in development of Markham's Community Sustainability Plan	Timing: Ongoing 2009 Resource: Markham Sustainability Office with Markham EDD to support
2. Promote OCETA "manufacturers sustainability program"	Timing: Ongoing 2009 Resource: Planning Dept., Markham EDD
3. Participate in York Region EDD green industry investment attraction program	Timing: Start Q3 2009 Resource: Markham EDD in partnership with York Region Economic Development
4. Attend "Good Jobs Green Jobs" National Conference (Washington DC)	Timing: February 2009 Resource: Councillor Shapero & Markham EDD Director to attend conference
5. Participate in City Summit Alliance Greening Greater Toronto initiative	Timing: 3 rd Quarter 2009 Resource: Toronto City Summit Alliance, Markham Sustainability office, Markham EDD

Build a Global Markham

Markham 2020 Objective: *New foreign direct investment (FDI) to generate >100 jobs/yr.*

KPI: annual \$ in FDI received from targeted markets
growth/expansion of existing MNE's (multi-national enterprises)

Actions:

1. Assemble baseline data for KPI's.	Timing: 2 nd & 3 rd Quarters 2009 Resource: Markham EDD, MBT, RHCBA.
2. Medical Technology Mission to China with TMTA (Hong Kong, Shenzhen, Shanghai).	Timing: April 2009 Resource: TMTA to lead, Markham EDD staff and CAO to attend
3. Develop investor attraction relations with India through India Institutes of Technology alumni and Consul General (CG breakfast, Pan-IIT Chicago, Nascom in Nov)	Timing: April, October 2009 Resource: Markham EDD with support from MBT, IITAC, GTMA, OTC.
4. Receive in-bound missions from China, India, USA, etc.	Timing: Ongoing 2009 Resource: Markham EDD with support from MBT, IITAC, and RHCBA
5. Build/strengthen global relationships through targeted breakfasts, Leader articles, web-based marketing	Timing: Start 2 nd Quarter 2009 Resource: Markham EDD with support from MBT, GTMA
6. Promote export capabilities of SMEs, maintain relationships & promote Markham through Canadian Trade Commissioners (EDAC 2009)	Timing: Ongoing 2009 Resource: ISCM, GTREA, Markham EDD

Build the Infrastructure Markham

Markham 2020 Objective: *Markham ranked as one of Top cities in Canada for locating knowledge-based industries*

KPI: # of ha science parks & prestige business parks of (occupied & vacant)
investment in rapid transit infrastructure
electrical events/outages
available water and sewer capacity
of ICI applications

1. Assemble baseline data for KPI's.	Timing: 1 st Quarter 2009 Resource: Markham EDD
2. Information Sessions (such as Annual Real Estate Symposium) to key real estate professional, developers, etc.	Timing: 3 rd & 4 th Quarters 2009 Resource: Markham EDD with support from MBT, Planning Dept.
3. Promote results of the Employment Lands Study to Site Selectors highlighting key development opportunities	Timing: 3 rd & 4 th Quarters 2009 Resource: Markham EDD with support from MBT, Planning Dept.
4. Promote web-based database of existing business park sites	Timing: Ongoing 2009 Resource: Markham EDD
5. Implement and launch web-based Biz Pal service	Timing: 1 st Quarter 2009 Resources: Clerks Dept., MSBEC

Build a Branded Markham

Markham 2020 Objective: *Markham to be regarded as one of Top 10 Cities for business in North America*

KPI: level of awareness of Markham as a leading business centre (survey based)
level of brand credibility among targeted audiences (survey based)
of awards and recognition for successes

Actions:

1. Review economic development branding, & assemble KPI data.	Timing: 2 nd & 3 rd Quarter 2009 Resource: Corp. Comm. and Markham EDD
2. Promote Markham Economic Strategy through CD and web-based media	Timing: Ongoing 2009 Resource: Markham EDD
3. Produce 3 issues of Markham Leader, economic development newsletter, 2 issues of Economic Profile, and ads (as may be required)	Timing: Ongoing 2009 Resource: Markham EDD
4. Assist with and sponsor MBT Business Excellence Awards	Timing: 2 nd & 3 rd Quarter 2009 Resource: Markham EDD
5. York Region Business and Employment Survey	Timing: 3 rd Quarter 2009 Resource: Region EDD funded by Markham EDD
6. Deliver branded advisory services to entrepreneurs and SMEs	Timing: Ongoing 2009 Resource: MSBEC, ISCM

Build a Talented Markham

Objective: *Employers in knowledge-based industries to regard Markham's labour force as one of Top 3 Reasons to choose to locate a business in Markham*

KPI: educational attainment levels (Census data)
size & % post-sec. education (Census data)
of patents developed (Patent office)
of international students (Seneca College and Bds of Education)
ratings of local schools (survey based)
of college/university programs in town

Actions:

1. Gather baseline data for KPIs	Timing: 2 nd /3 rd Quarter 2009 Resource: Markham EDD, Region EDD
2. Participate in York Industry Education Council	Timing: Ongoing 2009 Resource: Region EDD, Markham EDD
3. Establish HR Roundtable and advisory group to address labour supply issues	Timing: 1 st Quarter 2009 Resource: Markham EDD, Markham HR Dept.
4. Sponsor high school science & math teams & Mayor's Youth conference on science & innovation	Timing: Ongoing 2009 Resource: Markham EDD
5. Participate in detailed study of local knowledge workers by Region EDD	Timing: 4 th Quarter 2009 Resource: Region EDD, S. Simcoe Training Board with Markham EDD as a supporter
6. Deliver advisory services and facilitate educational seminars to Markham employers on HR topics	Timing: Ongoing 2009 Resource: MSBEC, ISCM
7. Train SMEs and entrepreneurs to be ready for financing and venture capital	Timing: Ongoing 2009 Resource: ISCM

Concluding Remarks

- Plan discussed with internal and external partners
- Full report on March 3rd Part B agenda

Monitoring and evaluating the Plan

- Two customer surveys in field now
- Performance reports to Economic Devt Cttee twice annually (Sept and Feb)
- Excellence through Efficiency (E3) cost reductions
- Alliances and strategic partnerships