

Markham Innovation Exchange (Nov. 25, 2019)

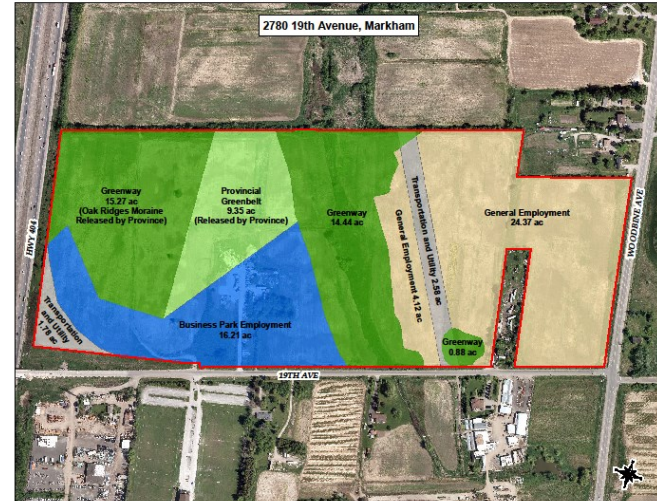


Presentation Outline

1. Chronology of The MiX Innovation District
2. The Collision Conference & Lessons Learned
3. Prepare to Go to Market
4. Recommendations

1. Chronology of The MiX Innovation District

- Active examination of employment land development opportunity for 19th Avenue/404/Woodbine began in 2012/13
- Mayor led business mission to China in Nov. 2012



- City (in collaboration with landowner) began to market area for future “Science Park”
- Promoted opportunity in China

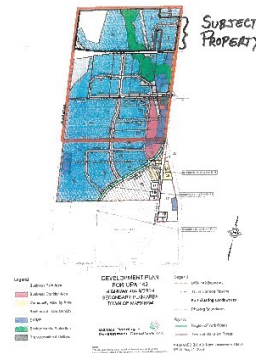


- Office Campus
- Corporate HQ
- Advanced Manufacturing
- Digital Media
- Broadcast & Film Studios
- Software Design Studios
- Engineering and Architectural Offices
- Research and Development
- Medical Research Labs
- Life Sciences and Medical Devices
- Financial Services + Fintech
- Trade & Convention Centres
- Banquet Halls
- Hotels
- Restaurants


An International Hi-Tech Business Park For Markham
Potential Site

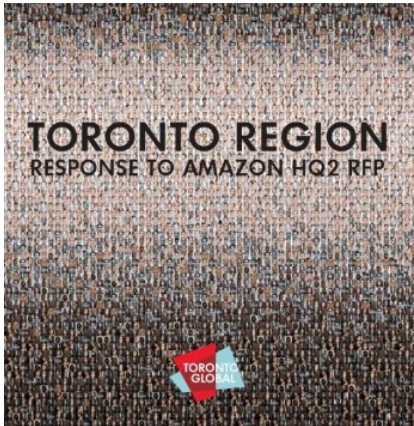
The map illustrates the three concentric zones used for the 2011 Census. The innermost zone is the 2.5 Miles Air Band, followed by another 2.5 Miles Air Band, and the outermost zone is the 15 Miles Air Band. The map also shows the locations of major cities and towns across the UK, including London, Manchester, Birmingham, and Glasgow.

For Sale

[illegible]

In 2017:

- City evaluated this property in pursuit of Amazon HQ2



In 2017/18:

- Attracted attention of site location consultants and urban planners
- City began to formulate vision and strategy for an innovation district



Vision:

MARKHAM INNOVATION EXCHANGE

To create a **distinctive new urban innovation district** of regional and national significance on the City's substantial land holdings and adjacent lands in the northern part of Markham that will be **home to a 21st century employment cluster** containing an innovative and exciting diversity of knowledge-based employment and industrial activity





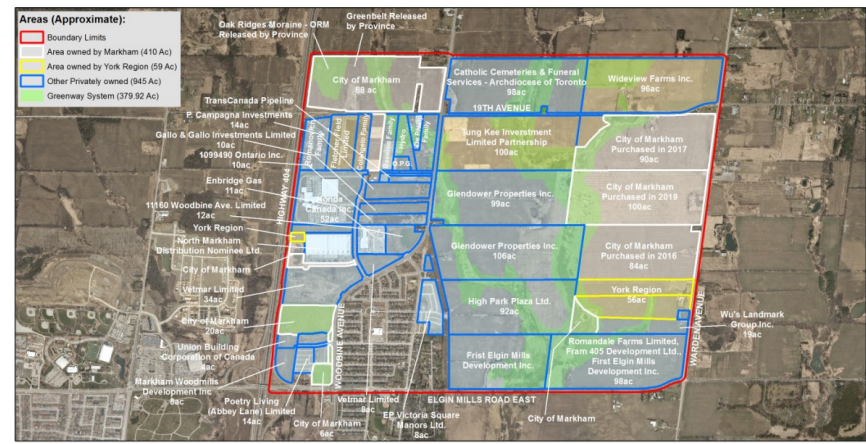
THE SITE

- ▶ 1920 acre site, approximately 410 of which are owned by Markham
- ▶ Full realization of the opportunity will require close public-private cooperation
- ▶ Phase One of development will be located on City-owned property



In 2018/19:

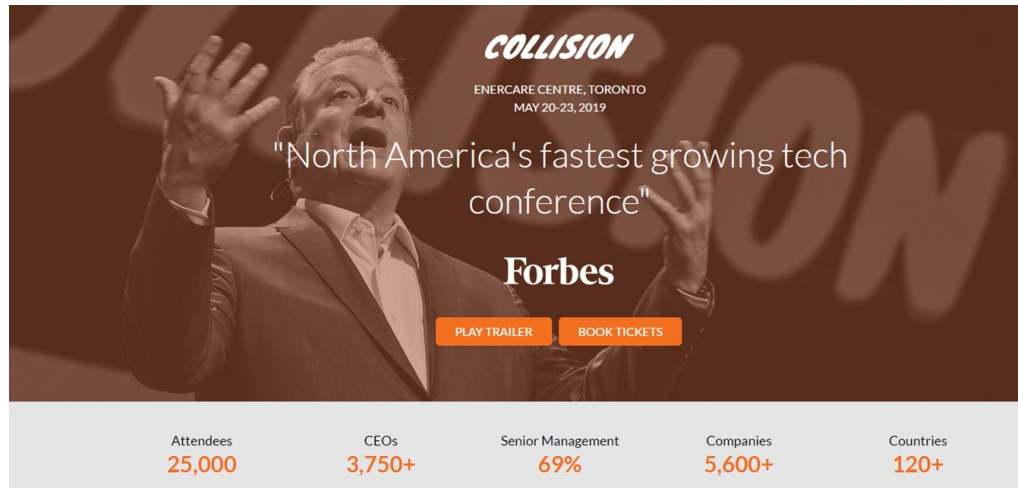
- City began to acquire properties in N-W Markham
- Mayor and staff attended “Web Summit” in Lisbon, Portugal



2. Collision Conference & Lessons Learned

Collision provided opportunity to market test Markham's innovation district vision:

- Showcase to key target market segments
- Leverage media and industry attention



COLLISION
ENERCARE CENTRE, TORONTO
MAY 20-23, 2019

"North America's fastest growing tech conference"

Forbes

[PLAY TRAILER](#) [BOOK TICKETS](#)

Attendees	CEOs	Senior Management	Companies	Countries
25,000	3,750+	69%	5,600+	120+

Global NEWS Toronto News & Radio Programs

May 21, 2019 9:59 pm

Markham mayor pitches land parcel designed for innovation hub at Collision conference

By David Paddon The Canadian Press

NEWS TORONTO

HOME VIDEO NEWS WEATHER MORE TRAFFIC CONNECT

Markham uses Collision tech conference to put spotlight on new innovation hub

COLLISION

57°C | Sunday, May 20 | YorkRegion.com

LOCAL NEWS THINGS TO DO OPINION LIFE ANNOUNCEMENT

Markham's 1,920-acre high-tech exchange among largest in North America: mayor

'We want to see our vision take hold in this area'

NEWS May 24, 2019 By Elizabeth Markham-Executive & Staff

f t i n



TORONTO STAR

LOCAL CANADA POLITICS WORLD OPINION LIFE SPORTS ENTERTAINMENT BUSINESS STAR INVESTIGATIONS

Markham uses Collision to put spotlight on land parcel designed for innovation hub

By David Paddon The Canadian Press
Tues., May 21, 2019

The mayor of Markham is using a major technology conference to tell startup enterprises that his city north of Toronto is preparing a large



NATIONAL POST

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Markham uses Collision to put spotlight on land parcel designed for innovation hub

TORONTO — The mayor of Markham is using a major technology conference to tell startup enterprises that his city north of Toronto is preparing a large parcel of land to be the home of a new innovation hub.

Mayor Frank Scarpitti says Markham has designated about 770 hectares (1,920 acres) of private and city-owned land that will be developed as a home for innovations.

He says it will be one of the largest innovation districts in North America and be close to the Canadian offices of a number of major technology companies such as IBM and American chip-makers Advanced Micro Devices and

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Markham uses Collision tech conference to put spotlight on innovation hub design

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Toronto

Markham is creating an innovation hub the size of roughly 600 soccer fields, its mayor says

f t i n

Frank Scarpitti: spotlights plan for private and city-owned land parcel at Collision tech conference

The Canadian Press - Posted: May 21, 2019 7:26 PM ET | Last Updated: May 21

Social Media Engagement:

City of Markham @cityofmarkham · May 15
Less than a week until @CollisionHQ!

We are #MarkhamProud to join the @YorkRegionGovt #YRTech Pavilion from May 20-23 to connect with industry leaders, scale-ups and innovators in tech.

Join Mayor @frankscarpitti on May 22 at 2:00 PM for a special #MarkhamMix announcement!



Mayor Frank Scarpitti
City of Markham
103 views
0:04 / 0:36

City of Markham @cityofmarkham · May 16
With more than 1,500 high-tech and life sciences companies creating more than 37,000 jobs, Markham is a leader in advancing innovation in Canada. We are thrilled to join the #YRTech Pavilion @CollisionHQ from May 20-23! #MarkhamMix #CollisionConf



COLLISION Special Announcement by Markham Mayor Frank Scarpitti
Wed., May 22 | 2 p.m.
Pavilion E172

THE MARKHAM MIX
diversity talent innovation

Mayor Frank Scarpitti @frankscarpitti · May 21
Have you been by the @cityofmarkham booth in the @YorkLink Pavilion? We are in E172 at @CollisionHQ. Find out why Markham is the place to #ScaleUP your tech business. We are driving innovation in Canada. Talent lives here. #CollisionConf #MarkhamMix



Mayor Frank Scarpitti Retweeted



CBC Here and Now @CBCHereandNow · May 22

Markham mayor @frankscarpitti was at the @CollisionHQ conference today, talking up plans to create a massive innovation hub in his city. He shared his pitch on the show today.



Markham Mayor wants tech companies to set up shop in his City | He...
The Mayor of Markham Frank Scarpitti spoke at this week's Collision Tech Conference to announce a large portion of land that he is dedicating to start
cbc.ca

Mayor Frank Scarpitti Retweeted



Bluewrist Inc. @BluewristInc · May 21

Thank you all (@frankscarpitti and the press community) for dropping by at the #YorkRegion #YRTech @YorkLink Pavilion at the #CollisionConf Day 1 to learn more about our contributions towards the manufacturing sector in Canada and around the world!



1 4 14

Outcomes:

- Extensive press coverage and exposure
- Significant social media engagement
- 170+ individuals have registered their interest in learning more about The MiX on our web page www.markham.ca/mix

The City of Markham is creating one of North America's signature new innovation districts, the Markham Innovation Exchange. We invite you to get involved. Get in the MiX.

MiX is a large-scale 21st century innovative development of some 2,000 acres located on the northern edge of the Greater Toronto Area, encompassing the extensive land holdings of the City. It will be home to a vibrant mix of leading-edge domestic and international businesses by offering them a wide range of sites in a rich, diverse and connected working environment. It will be home to a compelling variety of uses and activities fostering the exchange of ideas, business and opportunity.



Lessons/Key Findings:

- The MiX is the last & largest remaining greenfield opportunity to develop an innovation district in the GTA
- Not a 20th century research park
- Future uses should include:
 - A distinct employment-first, amenity rich district distinguished by the convergence of technology (IT and digital), innovation, learning, and wellness institutions and businesses
 - Complimented by hotels, restaurants, entertainment, recreation and destination attractions
- A true innovation district distinguished by:
 - Opportunities for life-long learning and new business start-ups
 - A diversified mix of businesses and economic activities
 - Networking spaces and places for idea exchanges
 - Creative cultural programming
 - Strong Regional and GTA connectivity and mobility options

3. Prepare to Go to Market

- The Markham Innovation Exchange is a long-term project intended to create a distinctive new urban innovation district that will be home to a 21st century, knowledge based employment cluster
 - High value employment
 - New assessment growth
 - Global reputation
- Markham's opportunity is to add value to the properties that have now been assembled by the City. This will be achieved by adopting a marketing and development vision for the district and preparing it for investor/partner purchase or collaboration.

Publish a “Business Case” or “Bid Book” to guide development of The MiX Innovation District

- Authored by highly respected experts and advisory firms
- Deliverables include:

Long & short term vision

High-level land use plan & phasing

Branding & market positioning

Asset Mgt. structure & governance

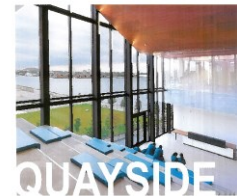
Real estate needs assessment/forecast

Infrastructure & servicing strategy

Partnering & joint-venture strategy (legal)

Target investor marketing strategy

Followed by release of Phase One RFQ or RFP



Request for Proposals
Innovation and Funding Partner for the
Quayside Development Opportunity
RFP No.: 2017-13
Issued March 17, 2017
Submission Deadline: April 27, 2017
2:00pm EST (local time)



Timeline to Go to Market:

- Nov-Dec:
 - Staff to draft RFP for consultants to prepare Business Proposition/Bid Book and recommend process for pursuing Phase One targeted investors
 - Council to budget \$510,000 for 2020 studies and marketing
- Jan-Feb:
 - Council to approve 2020 budget
 - Council to approve consultants RFP
- Feb/Mar:
 - Staff to issue RFP
 - Council to approve contract award
- Apr-Aug:
 - Consultants to complete contracted work
 - Staff to recommend Phase One RFQ/RFP process
- Sept:
 - Council to approve Phase One RFQ/RFP process
- Oct-Nov:
 - Go to Market

- The engagement of external expertise will require an investment of approximately \$400,000 - \$450,000
- In the context of other multimillion dollar property holding projects similar to The MiX, and given the size of the City's investment in the lands, the cost is of an appropriate scale
- This approach would be similar to the process undertaken by other municipal development/redevelopment projects (e.g., Waterfront Toronto)

Recommendations

1. THAT the presentation entitled “Markham Innovation Exchange (MiX)” be received;
2. AND THAT staff be authorized to engage in an RFP process for the advisory/consulting work necessary to prepare the call for investor interest;
3. AND THAT Capital funds not exceeding \$510,000 (inclusive of HST) be pre-approved as part of the 2020 Capital Budget for advisory/consulting work to prepare the call for investor interest, and to be funded from the Land Acquisition Reserve;
4. AND THAT staff be directed to do all things necessary to give effect to the recommendations in the staff presentation;