



Report to: Development Services Committee

Meeting Date: January 27, 2020

SUBJECT:	Request For Proposal (RFP) for The Markham MiX Phase One Call for Investor Interest Marketing Package
PREPARED BY:	S. Chait ext. 4871

RECOMMENDATION:

1. That the Report dated January 27, 2020 entitled “Request For Proposal (RFP) for The Markham MiX Phase One Call for Investor Interest Marketing Package” be received; and,
2. That Council approve the terms of reference and direct staff to release a Request for Proposal (RFP); and,
3. That the cost of The Markham MiX Phase One Call for Investor Interest Marketing Package be funded from within the approved Markham Innovation Exchange budget account 610-101-5699-20290 at a maximum cost of \$250,000 inclusive of HST impact; and further,
4. That Staff be directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to request approval for staff to release a Request for Proposal (RFP) for a qualified consultant to produce a Call for Investor Interest Marketing Package in support of developing Phase One of The Markham MiX Innovation District.

DISCUSSION:

The employment lands located between Highway 404 to the west, Warden Avenue to the east, the northern boundary of the City of Markham (just north of 19th Avenue) and Elgin Mills to the south comprise one of the largest remaining undeveloped employment land areas in Markham and the Greater Toronto Area. The area is strategically located at the northern gateway to Markham with excellent frontage, visibility and access to the Highway 404/Don Valley Parkway office/commercial corridor, and plans are being implemented for enhanced highway and urban rail transit connectivity.

The City regards these lands as having strategic merit for development as a new, future-oriented innovation district with potential beyond traditional employment uses, inspired and supported by Markham’s competitive success as home to one of Canada’s largest clusters of technology firms, a large and growing technology talent pool, and a growing local presence and collaborations with outstanding colleges, universities and centres of entrepreneurship and innovation. With a supply of large, undeveloped greenfield properties and the emergence of several prestigious office and industrial developments (e.g., Honda, Enbridge, Mobis), these employment lands present a rare development opportunity within the GTA.

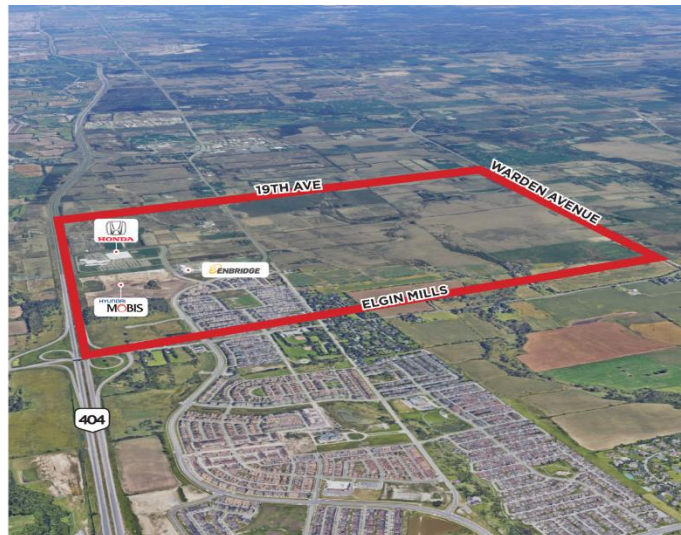
The City has acquired properties within the employment district, including approximately 410 developable acres in the core of the area and therefore has the potential to define and determine the aspirations and potential for the area. The City of Markham is seeking to kick-start the development of an envisioned new Innovation District by seeking private sector interest in developing Phase One of the Innovation District on lands owned by the City on the north side of 19th Avenue, with frontage on Highway 404 to the west, and frontage on Woodbine Avenue to the east.

The Employment Lands & Phase One Property

As indicated in the aerial photo below, the employment lands are situated in a strategic location in north-west Markham, bordering Highway 404.

THE SITE

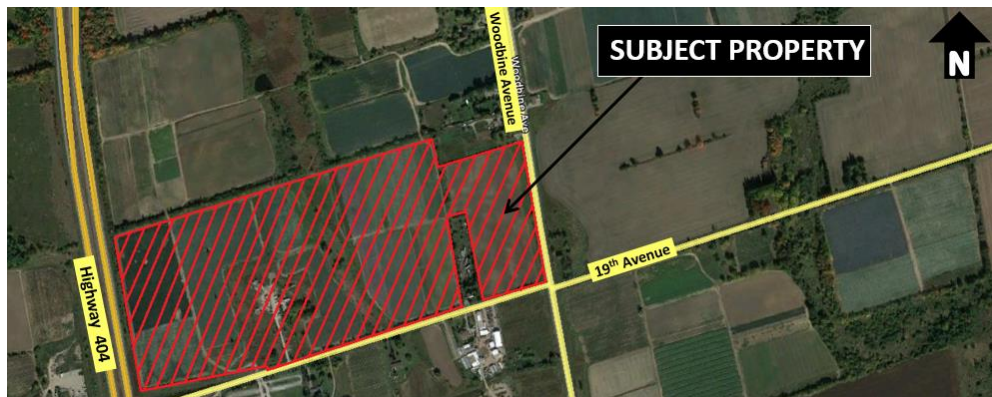
- ▶ 1920 acre site, approximately 410 of which are owned by Markham
- ▶ Full realization of the opportunity will require close public-private cooperation
- ▶ Phase One of development will be located on City-owned property



The Phase One property, owned by the City of Markham, comprises approximately 90 acres (gross) between Highway 404 and Woodbine Avenue, on the north side of 19th Avenue, and extending to the Markham-Stouffville boundary on the north.



Shown below in the red hatched area is the Phase One property known as 2780 19th Avenue.



The MiX Innovation District

The City is seeking to establish a distinctive new urban Innovation District of regional and national significance that will be home to a 21st Century employment cluster containing an innovative and exciting diversity of knowledge-based employment and industrial activity. A true innovation district, The MiX is intended to be distinguished by:

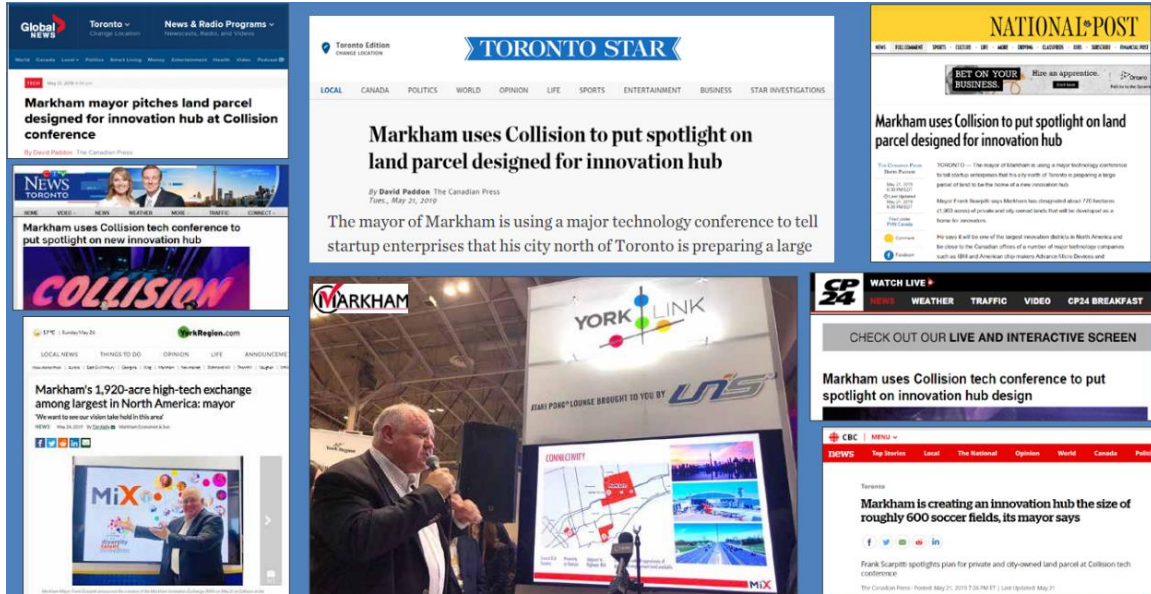
- Opportunities for life-long learning and new business start-ups
- A diversified mix of businesses and economic activities
- Networking spaces and places for idea exchanges
- Creative cultural programming
- Strong regional and GTA connectivity and mobility options

Future land uses should include a distinct employment-first, amenity-rich urban area featuring a convergence of technologies, innovation, learning, and wellness businesses and institutions.

For the purpose of testing the market interest in this concept, the City developed a brand name and logo to identify and distinguish the innovation district.



The launch of publicity in support of The MiX was held in Toronto in May 2019 at the Collision technology conference, and was well received by technology industry leaders and media.



Project Deliverables

In addition to the City's standard requirements, the Terms of Reference require the Successful Bidder (consultant) to address and deliver the following:

- A recommended vision and physical plan/high level Master Plan for the Phase One property, including renderings and graphics illustrating the property at full build-out
- An analysis of real estate needs and forecast demand
- Recommended infrastructure enhancements, and potential "Smart City" amenities
- Identification of prospective target market investors
- Recommended branding and marketing strategy
- Production of a "Business Case/Invitation to Invest" presentation document and digital marketing materials
- An economic analysis of development scenarios with regard to land value appreciation and merits of a complete/partial land sale vs lease or partnership with private sector investor(s)

Project Delivery and Timing

The main tasks and timelines associated with this project are outlined below. The City is seeking to have the project completed in time for a launch of the Call for Investor Interest in October 2020. The final sequence and details of tasks will be determined in consultation with the Successful Bidder. The Successful Bidder will identify the number and subject matter of meetings that she/he will conduct over the course of this work. For

any meetings, the Successful Bidder will be responsible for the preparation of agendas, meeting/presentation materials, and meeting minutes/notes.

Initial meeting to confirm work program and timing: 2 weeks following bid award announcement (Weeks 1-2)

Research phase: 12 weeks to conduct research, develop analyses, and present findings (Weeks 3-15)

Design and development phase: 8 weeks to draft Call for Investment documents, marketing materials and implementation timeline (Weeks 16-23)

Deliver final report and marketing materials: 4 weeks to present and deliver master copies of final report and marketing materials (Weeks 24-27)

Project Management and Reporting

The Successful Bidder will report to the City's Director of Economic Growth, Culture & Entrepreneurship or designate. City staff will help to facilitate meetings and interviews for the Successful Bidder with City staff and elected officials throughout the course of the Work Program, will schedule progress meetings with Mayor and Council, and will assist in securing planning and mapping documentation.

FINANCIAL CONSIDERATIONS

The Call for Investor Interest marketing package for The Markham MiX Phase One will be developed by a qualified and experience consultant (or consortium of consultants) to be selected through a competitive Request for Proposal (RFP) process. The consultant cost will be funded from within the approved Markham Innovation Exchange budget account 610-101-5699-20290 at a maximum cost of \$250,000 inclusive of HST impact.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

The advancement of the development of an Innovation District is a key priority project within Council's approved strategic plan "Building Markham's Future Together 2020-2023".

BUSINESS UNITS CONSULTED AND AFFECTED:

Planning & Urban Design, Real Estate, Finance, Purchasing, Economic Development

RECOMMENDED BY:

Stephen Chait
Director, Culture, Economic Growth
Entrepreneurship

Arvin Prasad
Commissioner, Development and
Services

ATTACHMENTS

A. Resolution of Council Meeting No. 20 dated November 26, 2019