



MARKHAM IS MORE

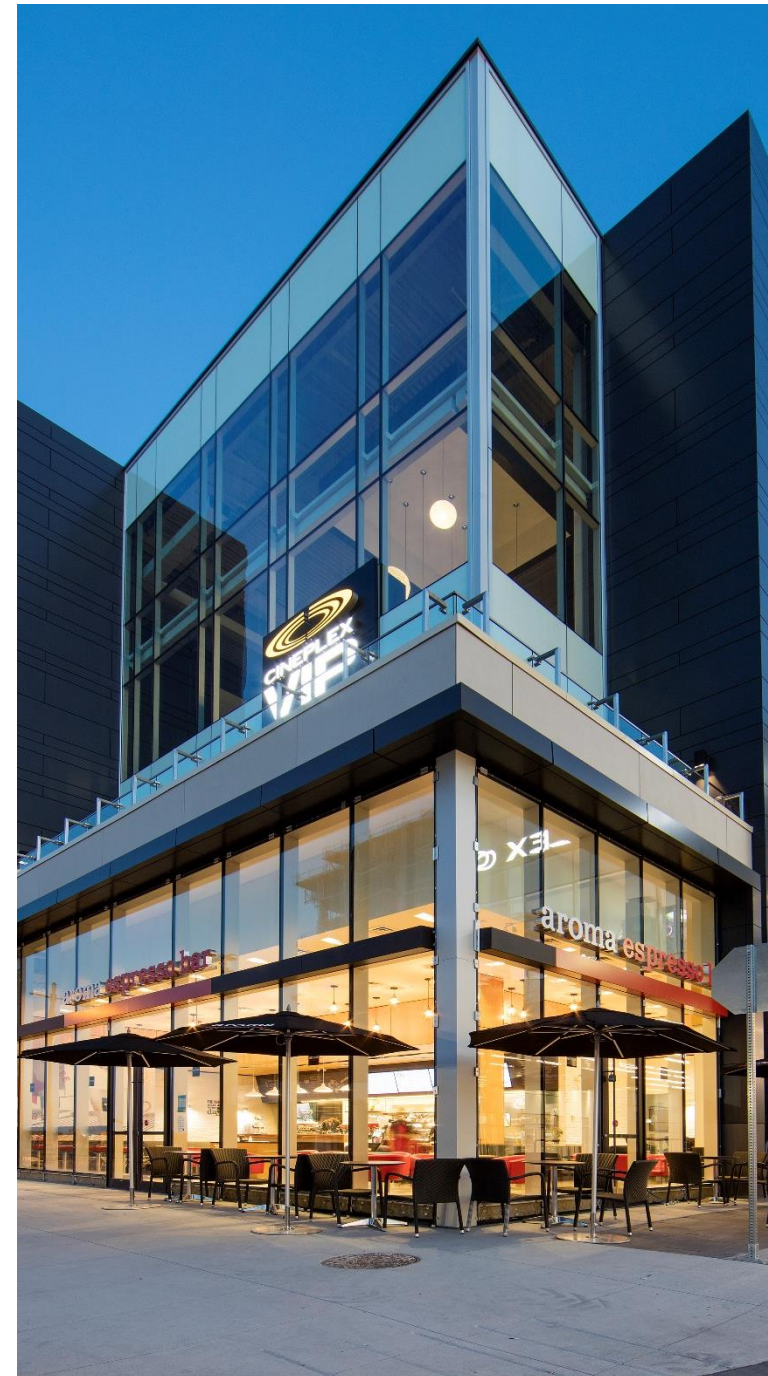
Development Services Committee

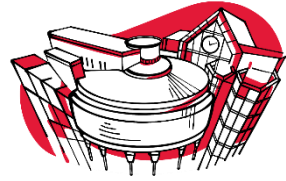
Economic Development and Culture Strategy Workshop

January 16, 2023



Deloitte.



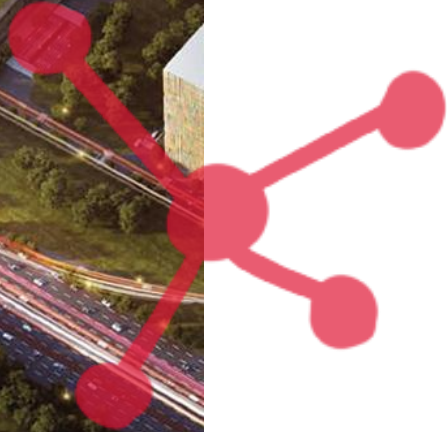


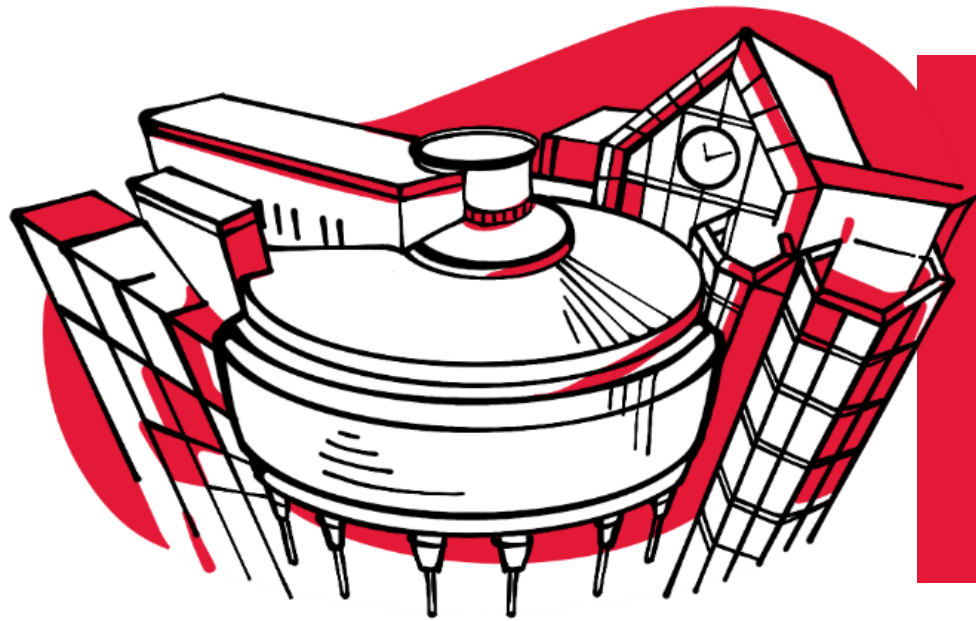
Agenda

Item



- 1 Departmental Overview and Update
- 2 Strategic Planning Exercise Introduction
- 3 Workshop
- 4 Next Steps

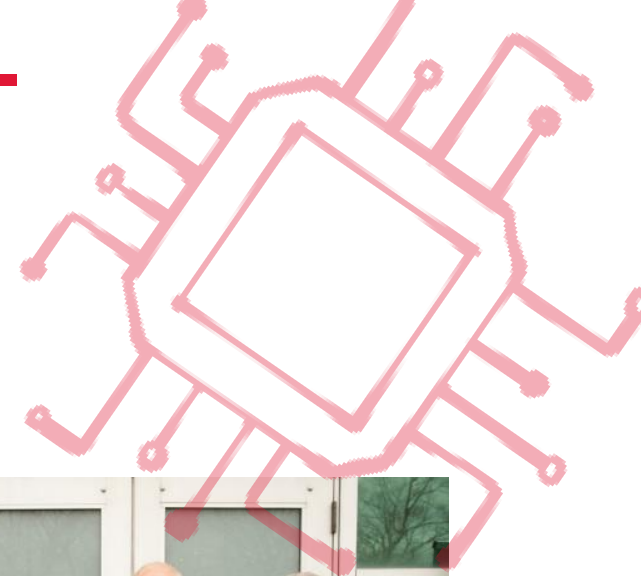




Departmental Overview



Departmental Functions



- **Economic Development:** focused on attracting investment, while supporting existing businesses on their expansion and growth in Markham.
- **Markham Small Business Centre:** focused on providing support to entrepreneurs in starting and growing their small businesses. Supports 1,200+ entrepreneurs annually.
- **Destination Markham:** not-for-profit focused on supporting promotion of Markham as a destination for visitors.



Departmental Functions

- **Flato Markham Theatre:** community theatre focused on producing events and supporting community performances.
- **Markham Museum:** 25-acre community museum providing year-round experiences, events and research opportunities, attracting attendance of 50,000+ a year.
- **Varley Art Gallery:** multi-award winning venue with annual attendance of 50,000+ feature rotating exhibits and education programming.



Departmental Functions

- **Public Art:** delivery of public art program, with 6 permanent works to date, 2 temporary outdoor works, and 207 indoor-circulating exhibits. Driven by Public Art Master Plan with 5 works in progress.
- **Events:** focused on delivering corporate events (Canada Day, Children's Festival, etc.), while supporting third-party events and festivals. Supports 220+ events annually.



Current Initiatives



Economic Development and Culture Strategy

A 5-year road map, along with associated goals, targets and actions, that will guide the work of City-staff and its collaboration with business, art, and culture communities.



Economic Development Website

Creation of a new dedicated economic development website to improve access to support businesses and market the community to investors.



Client Relationship Management

Implemented a new CRM to support the department's engagement with businesses, improve data analysis, and deliver targeted communications.



Destination Markham Strategy

Development of a strategic plan to guide programming and investments to support attraction of visitors and economic impact to Markham.

Current Initiatives



Markham MiX Planning

Developing servicing and governance strategy, as well as market analysis, to establish innovation focused employment area.



Markham Centre Demonstration Zone

Developing a framework to test and pilot city-building technologies as part of Markham's Smart City Strategy.



Digital Main Street

Supporting small independent businesses with adopting technology, e-commerce and digital marketing. Delivering grants and one-on-one support.



Development Facilitation Office

Cross-divisional team focused on fast-tracking industrial and commercial office investments in the community.

Current Initiatives



York University Campus

Supporting the launch of the new campus and the integration of its programming into the City's economy.



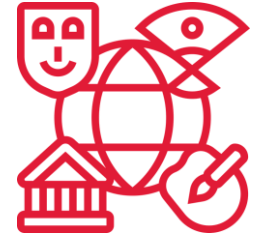
Re-Establishing City's Cultural Facilities

Working to re-establish the business models of the three cultural facilities after pandemic and preparing to scale-up delivery for 2023.



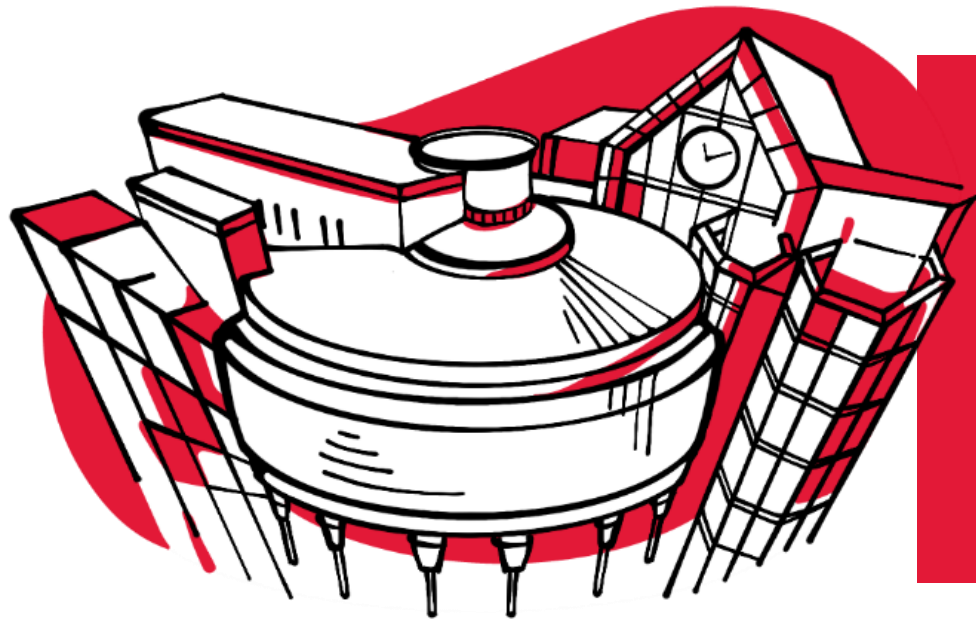
2023 Event Planning

Planning for 2023 community and corporate events, including Canada Day and Children's Festival, while supporting third-party delivered community events.



Public Art Implementation

Preparing to install 4 public art projects in 2023, while preparing a plan for public art in Unionville.

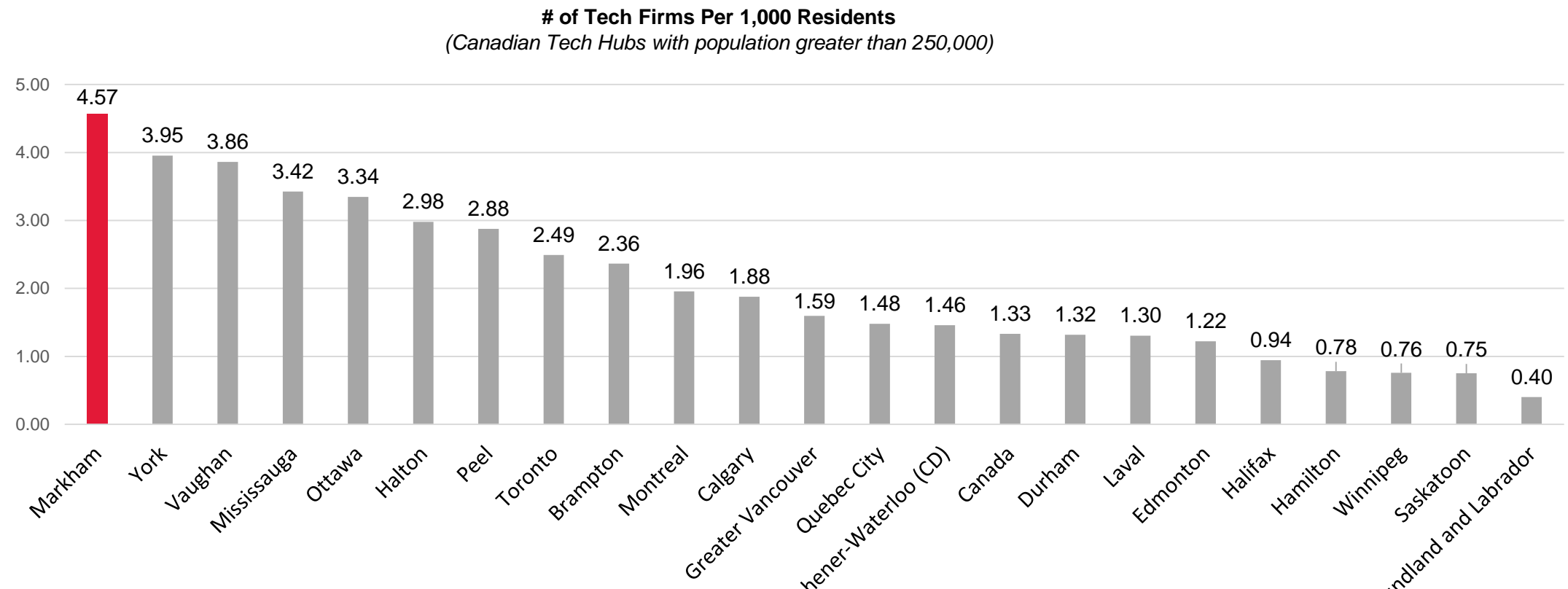


Innovation Eco-System Overview



Canada's Second Largest Tech Hub

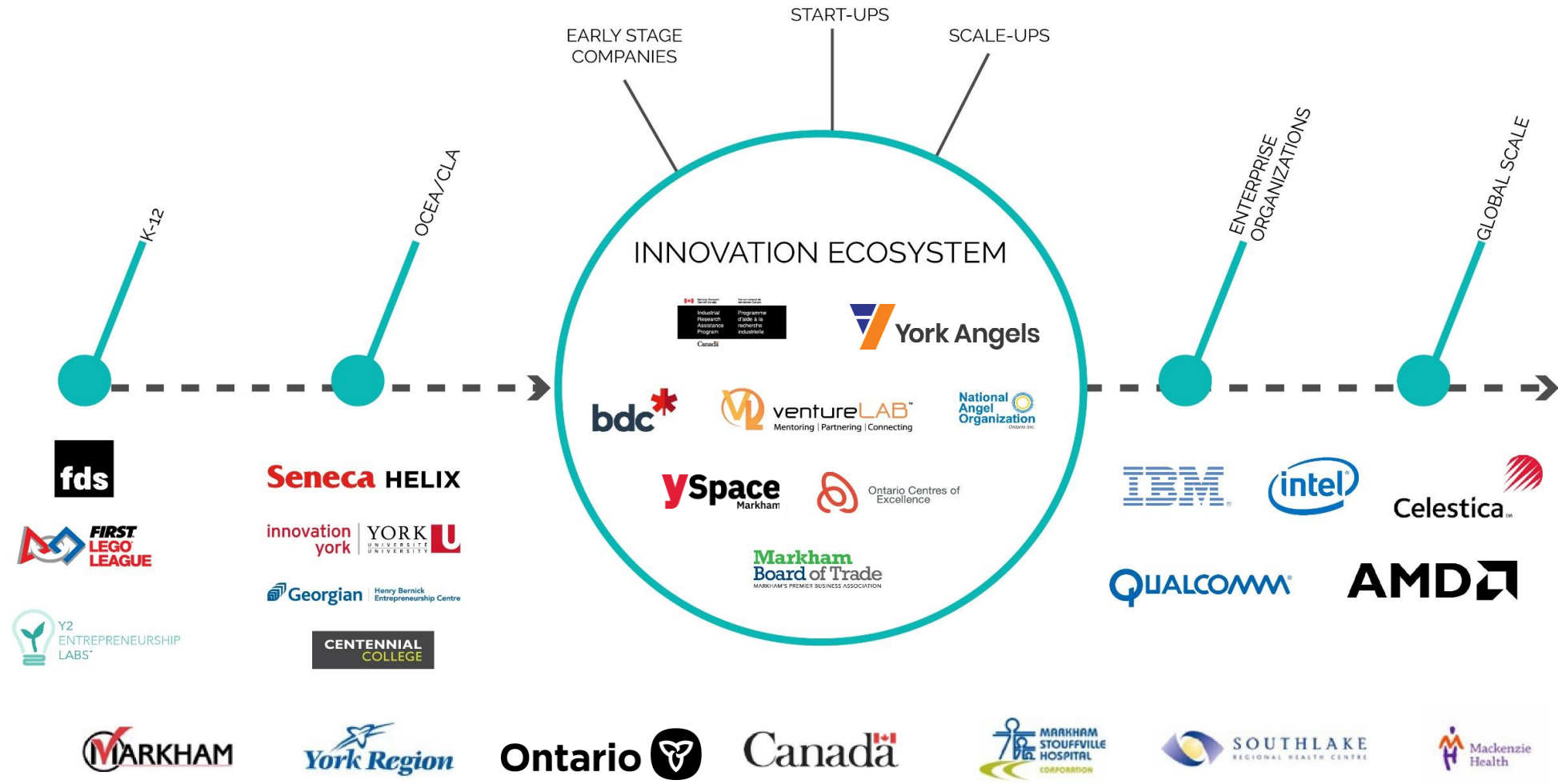
Largest concentration of tech firms per 1,000 residents



Data source: Statistics Canada, Canadian Business Counts Dec-18 data. Analysis: York Region Planning & Economic Development



Markham's Innovation Ecosystem



Leading Accelerator: ventureLAB



A leading global founder community for hardware technology and enterprise software companies, led by seasoned entrepreneurs and business leaders with decades of industry experience.

HARDWARE CATALYST INITIATIVE



- Canada's First Hardware and Semiconductor-Focused Lab and Incubator enabling creation of globally-leading tech cluster of companies developing advanced silicon for \$7 billion semiconductor market



Tech Undivided is an initiative for women tech founders to grow and scale their business.



Prototype & Testing Lab



Sq. Ft. Innovation Space



Companies Supported



Jobs created by ventureLAB companies



Invested in ventureLAB companies

York U Incubator: YSpace Markham



YSpace is focused on supporting growth-ready **technology and food and beverage ventures.**

I AM **ELLA**



ELLA is Ontario's first accelerator focused on supporting women-led product and service-based businesses.

538

Ventures Supported

\$67.5M

Funding raised by ventures

\$119M

Revenue generated by ventures

889

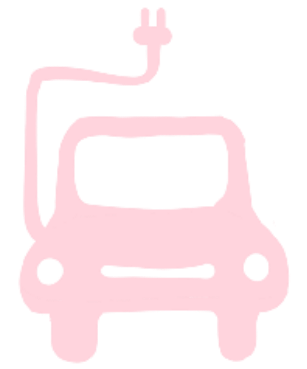
Jobs created by ventures

Semiconductor Industry



- **Markham is home to Canada's largest semiconductor cluster.** Global leaders in semiconductor chips include: AMD, Qualcomm, Creation Technologies, Vexos, ITL Circuits, SMTc, Invotek, Astera Labs, and Microart.
- Next generation semiconductor founders have access to Canada's only lab and incubator focused on semiconductor products through **ventureLAB's Hardware Catalyst.**
- The future of Canada's semiconductor sector is being led from Markham, as it is home to **Canada's Semiconductor Council**, an industry-led national coalition of business leaders and chip manufacturers focused on positioning Canada as a global developer, manufacturer and supplier of semiconductor products.

Auto Industry



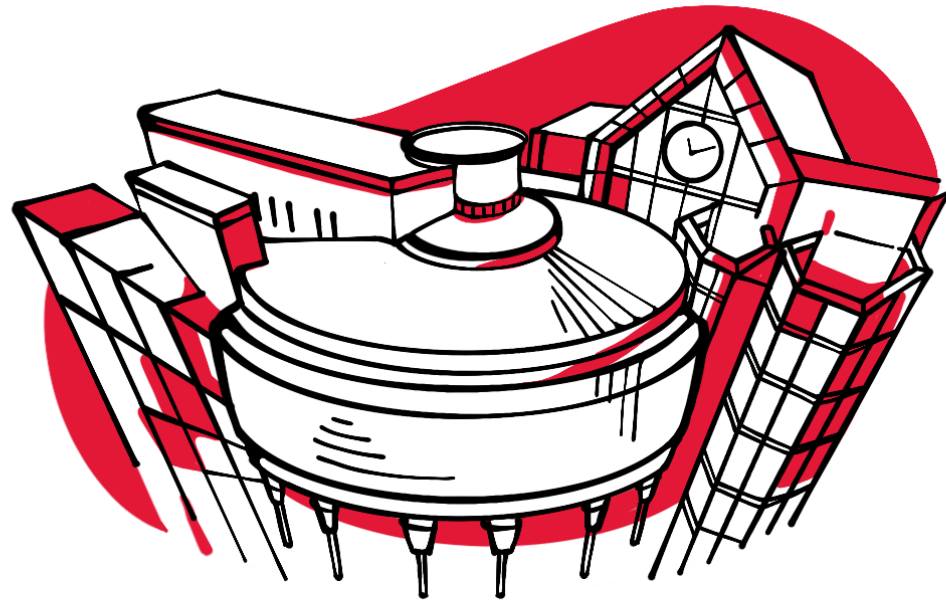
Markham's automotive sector:

- 440+ businesses
- Leading auto employers: *GM, Honda Canada, Hyundai, Mitsubishi, Multimatic, Magna and Tesla*

Markham's R&D and auto-tech innovations are critical to York Region's auto ecosystem including:

- **GM Technical Centre Markham** focuses on autonomous vehicles
- **Qualcomm's** semiconductor technologies adapted for vehicle infotainment
- **Veoneer Canada** develops cutting-edge automotive safety electronics





MARKHAM
IS MORE

City of Markham Economic
Development and Culture Strategy

Development Services Committee
Workshop

January 16th, 2023



Today's Agenda



Strategy Overview



Data Highlights



Workshop – Development Services Committee



Next Steps



Strategy Overview

Key Objectives, Project Timeline, Summary of Input Opportunities

Objectives for the Strategy



Identify comparative economic development advantages and opportunities



Determine priority investment targets and best means of investment attraction



Recommend business retention and after-care strategies and resourcing



Develop plans to promote entrepreneurship and new business formation



Evaluate labour force development programs and the place-making/city-building initiatives that can support talent attraction



Complete a 5-year action plan with tactics to strengthen strategic messaging to target audiences

The Strategy Process



Summary of Input Opportunities

Staff Workshop (Complete)

Development Services Committee Workshop (Current Session)

Visioning Sessions with Economic Development and Culture Staff

Business Survey and Community Survey

Stakeholder Interviews

Economic Development and Culture Workshops

Youth and Student Workshop

Sector-Based Focus Groups

In-community Pop-ups

Draft and Final Strategy Presentations (Staff, ELT, Development Services Committee, City Council, Mayor)

Data Highlights

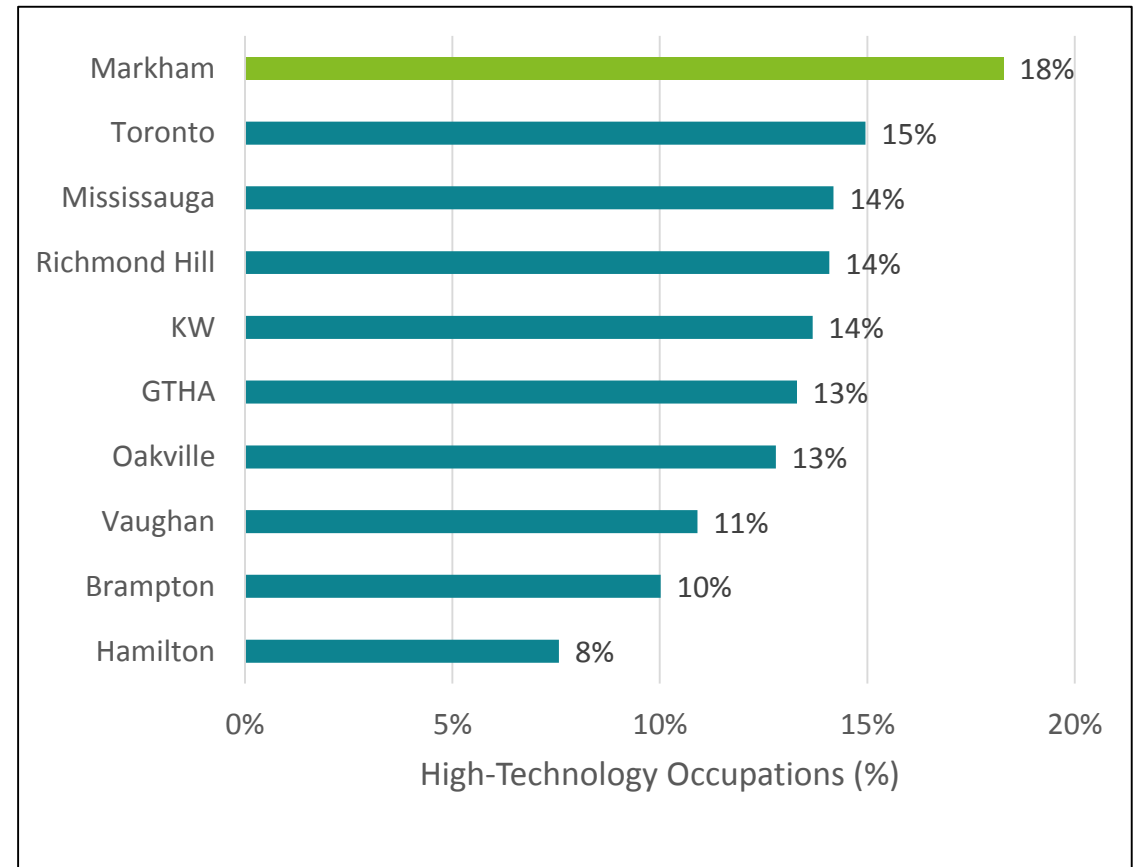
Economic Base Analysis: Where are we now?

Enabling Growth Factors

Population, Workforce and Community

- ❖ A growth community with a highly diverse, prosperous and educated resident population
- ❖ 354,600 residents in 2021; projected to grow by 18% to 416,900 in 2031
- ❖ Markham ranks 1st on the Tolerance Index among comparable communities
- ❖ The city is a draw for a high-end enclave of knowledge workers
- ❖ Unique recreational assets, heritage sites, cultural diversity and ethnic events and festivals

Share of High-Technology Occupations, Markham and Comparable Communities, 2022



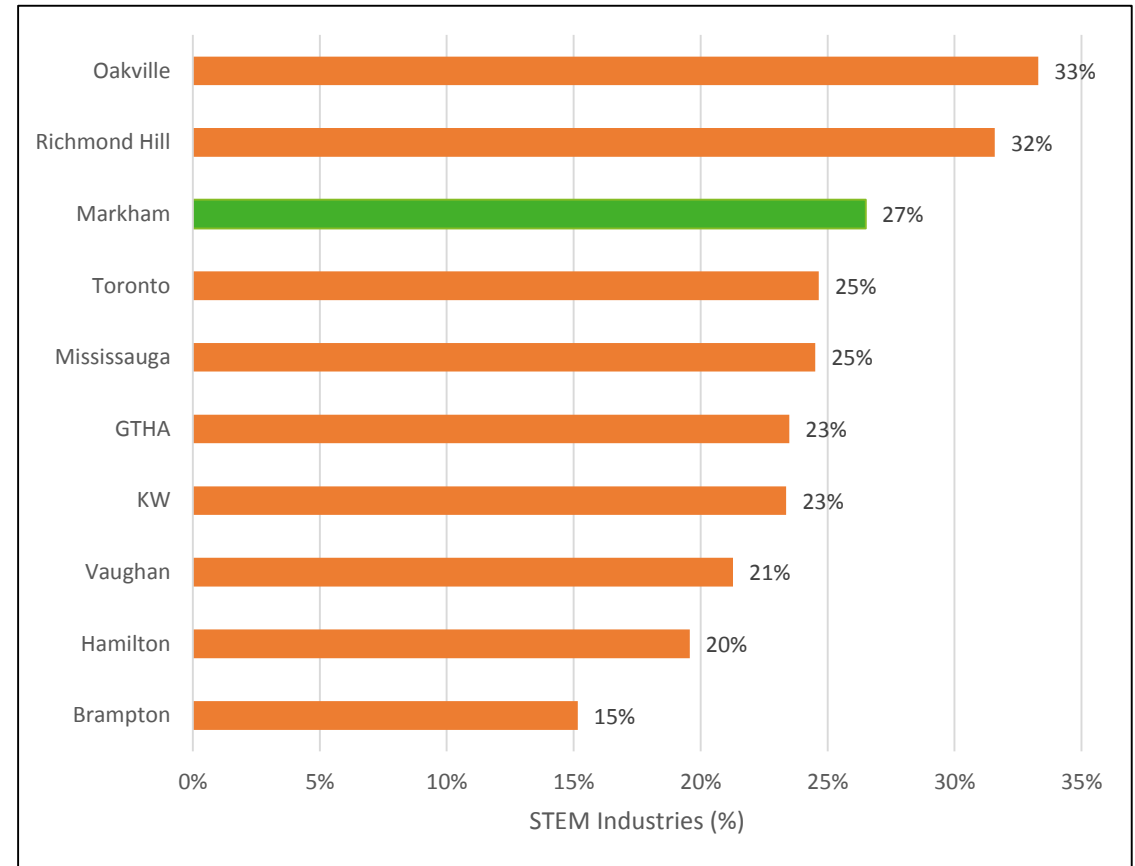
Source: Lightcast 2022, adapted by Deloitte

Enabling Growth Factors

High-Value Industries

- ❖ Part of Canada's largest technology corridor and office agglomeration in the GTA
- ❖ Thriving economic base driven by professional services, finance, manufacturing and technology firms
- ❖ Ranks 3rd among comparable communities for its share of science, technology, engineering, and math (STEM) industries
- ❖ Cost competitive pro-business environment (taxes, parking, rents, etc.)

Share of STEM firms (with employees) , Markham and Comparable Communities, 2022



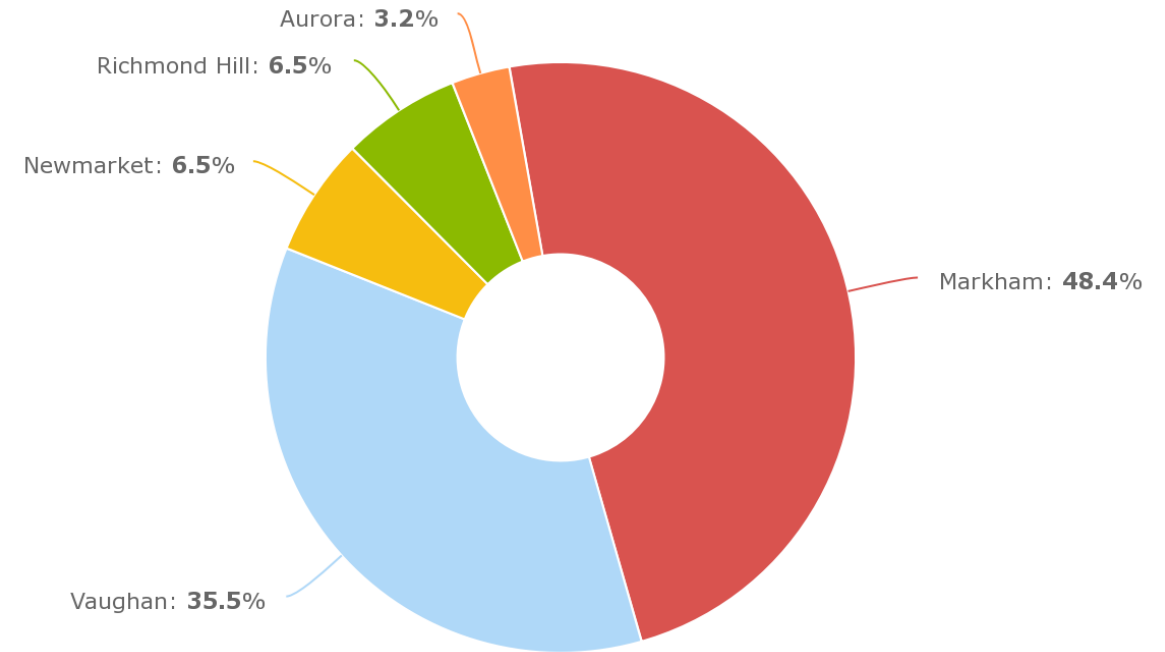
Source: Lightcast 2022, adapted by Deloitte

Enabling Growth Factors

Investment Readiness and High-tech Capital

- ❖ Markham is the biggest recipient of FDI investment into York Region, accounting for 15 projects
- ❖ Markham Centre; vision for a vibrant, intensive, mixed used downtown
- ❖ Home to foreign-headquartered firms; offering opportunities for foreign direct investment (FDI)
- ❖ Leverage *High-tech Capital* position and create unique employment-focused districts and mixed-use precincts

FDI investments by destination city into the York Region (January 2016 – January 2022)



Source: ROI

Workshop – Development Services Committee

Current State and Where Do We Want to Go?

To provide feedback on the questions there will be two ways – verbally share your thoughts and/or add them virtually to our Miro board using the following link:

https://miro.com/app/board/uXjVPyfMoMA=?share_link_id=766706601250

What competitive strengths come to mind when you think of Markham's economy and its arts and culture sectors?

Economy Strengths

Arts & Culture Strengths

What do you see as the most relevant challenges or barriers to economic growth and arts and culture development in Markham?

Economic Barriers

Arts and Culture Barriers

Think ahead to the next 5 years, what should be our ambitious economic and culture actions that will set Markham apart from comparators?

Economic Development Actions

Arts and Culture Development Actions

What role should Markham Economic Development and Culture Department play in advancing these opportunities?

Economic Development

Arts and Culture Development

Next Steps



Thank you!

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