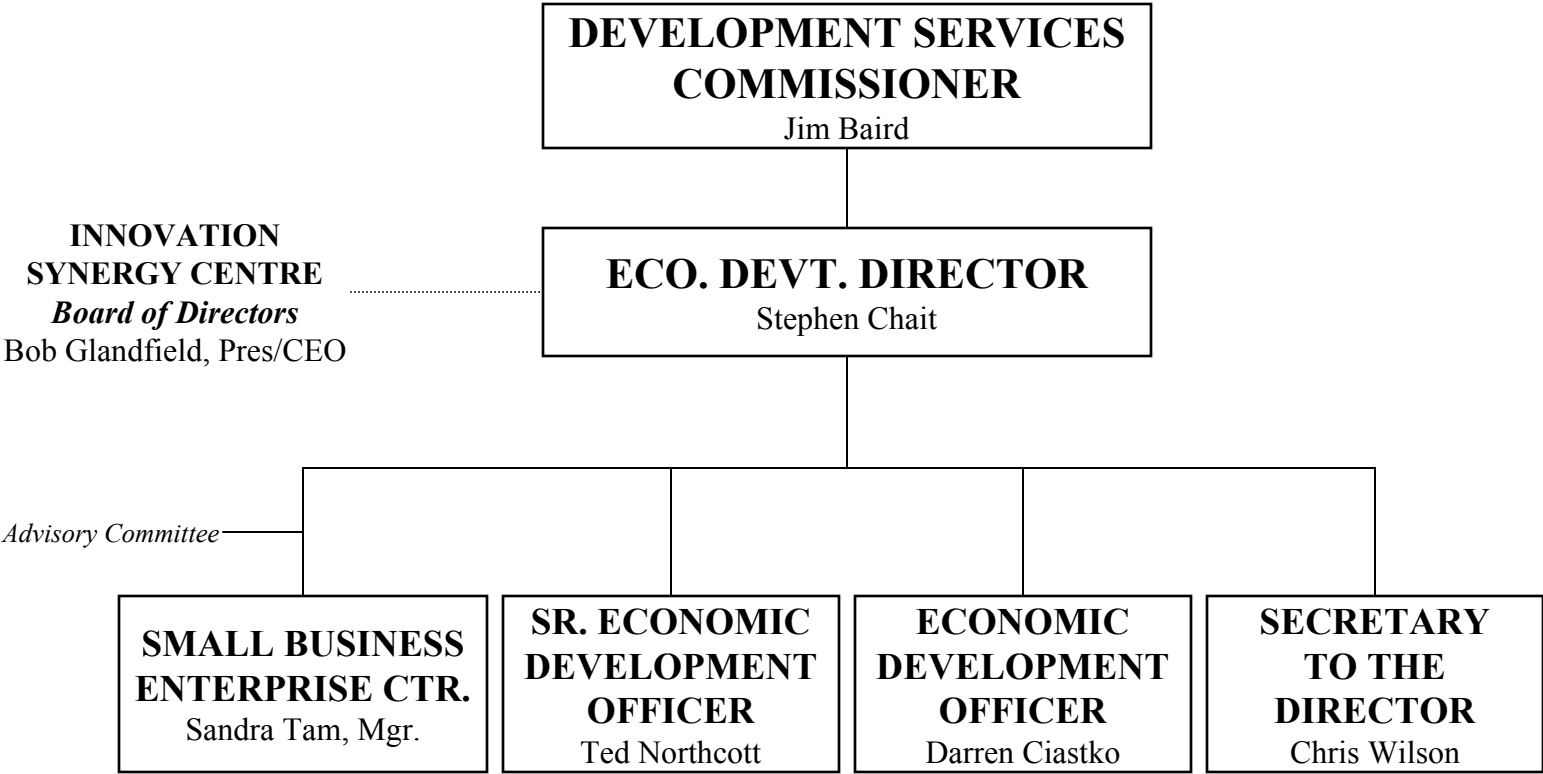


# **Markham's Award-Winning Economic Development Department**

## **Mid-Year 2004 Report Card**



# Organizational Structure (as of May/04)



# **Strategic Guidelines**

## **Markham's 20-year Vision:**

*Markham...the leading Canadian municipality – embracing technological innovation, celebrating diversity, characterized by vibrant and healthy communities – preserving the past, building for the future*

## **Town's Economic Development Goal:**

*To establish, promote and support Markham as the best location for diverse high-tech and other leading businesses*

# **Key Strategic Functions**

- ☑ Economic strategy**
- ☑ External marketing**
- ☑ Branding of Markham for business development**
- ☑ Partnerships (G2B, G2I, G2G)**

## **2004 Business Plan; 6 key objectives**

- 1. Attract investments by high-tech and other leading firms to Markham (attraction and retention)*
- 2. Enhance Markham's competitive status as "high-tech capital"*
- 3. Develop and implement programs that represent a "unique sales and investment proposition"*
- 4. Build strategic partnerships to enhance local economic well-being and capacity*
- 5. Inspire and support new businesses & local entrepreneurs*
- 6. Enhance and support labour force development*

# **2004 Business Plan; performance to-date**

## **1. Attract investments by high-tech & other leading firms**

#jobs, \$taxable assessment

**>3% growth in # of high-tech firms**

**2 targeted international missions**

## **Mid Year Results to-date:**

- **866 hi-tech firms with 31,000 jobs (12%-15% of total firms, 25% of total employment)**
- **7.6% growth in high-tech firms since last survey**
- **6.3% annual growth in jobs from 1998 - 2001**
- **120 real estate inquiries handled**
- **Key new firms include: CGI, Cygnal Technologies, Panda Software**

## **Next 6 months:**

- **Missions to/from Cary NC and China**
- **Participation in CORENET conference (San Antonio, Tx)**
- **Survey analysis and benchmarking activities**

# **2004 Business Plan; performance to-date**

## **2. Enhance status as “Canada’s high-tech capital”**

**win marketing awards**

**advise site selectors & partners**

**sponsor technology events**

**attract bio/life science investments**

### **Mid Year Results to-date:**

- **New DVD, and re-branded newsletter “The Markham Leader”**
- **2 EDCO Ontario Marketing Awards**
- **RFID conference, life sciences DVD section, YRBC (biotech) leadership**
- **Employment land promotion and retention initiatives**
- **ISCM roll-out**

### **Next 6 months:**

- **Launch of new Economic Devt website and web tools (bus. directory, inventory)**
- **EDAC Marketing Canada awards**

# **2004 Business Plan; performance to-date**

## **3. *Programs that represent a “unique sales and investment proposition”***

**ISCM**

**district energy advantages**

**“Knowledge Community”**

**Markham Centre as business location**

## **Mid Year Results to-date:**

- **ISCM incorporation and Board of Directors**
- **Initiate and promote Knowledge Community Task Force**
- **Promoted Markham Centre CGI employees & to prospects (CanWest Global)**
- **Sponsored CDEA Conference**
- **Launched new DVD with focus on Markham Centre and district energy**

## **Next 6 months:**

- **Assist Liberty and Remington in new projects**
- **Support Knowledge Community Task Force roll-out**



# **2004 Business Plan; performance to-date**

## **4. Build strategic partnerships**

**York U/UofT/IBM/NRC/Seneca  
leverage Economic Alliances**

**promote transport/transit/telco  
direct/support real estate partners**

### **Mid Year Results to-date:**

- **Assisted U of T in adding new university courses in Markham**
- **Promoted Seneca College launch and fundraising**
- **Partnered with York U on ISCM and BCIP (biotech)**
- **Strategized with GWL, Redcliff, Kolter, and broker offices**
- **Promoted TMAs and rapid transit to existing and prospective businesses**
- **Put in place 3-year frameworks with Laval & Cary (Varley Gallery partner)**

### **Next 6 months:**

- **Pursue 3-year framework with China market**
- **Prepare for Markham-Laval business events**

# **2004 Business Plan; performance to-date**

## **5. Inspire and support new businesses & local entrepreneurs**

**MSBEC**

**sponsor local business associations**

### **Mid Year Results to-date:**

- **MSBEC held/sponsored 10 events**
- **MSBEC assisted 1000 clients**
- **MSBEC generated \$25000 in sponsorships and grants**
- **Economic Devt. partnered with MBT, RHMBCBA, CCCA, ACCE, and YMCA-Seneca in key events**

### **Next 6 months:**

- **MBT awards and business directory**
- **\$15000 in sponsorships and grants**
- **4 own events plus numerous partner events**

# **2004 Business Plan; performance to-date**

## **6. Enhance and support labour force development**

**promote York U & Seneca projects      promote UofT/IBM/Region initiatives**

### **Mid Year Results to-date:**

- **Collaborated with York U on launch of biotech cluster initiatives**
- **Assisted Seneca College with fundraising and promotion**
- **Supported IBM and U of T initiatives re. NRC lab, new courses in Markham**
- **Collaborated with Region on biotech promotion, and immigrant skills initiative**

### **Next 6 months:**

- **Produce photo portfolio of IBM lab and of ATI Technologies**
- **Commence development of new labour force DVD**