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2011 YORK REGION BUSINESS DIRECTORY

The Planning and Economic Development Committee recommends the adoption of the recommendation contained in the following report dated December 20, 2011, from the Executive Director, Office of the Chief Administrative Officer.

1. RECOMMENDATION

It is recommended that:

1. The 2011 York Region Business Directory be made available in electronic form to the public, local municipalities, various agencies and as marketing material in trade shows and corporate events.

2. PURPOSE

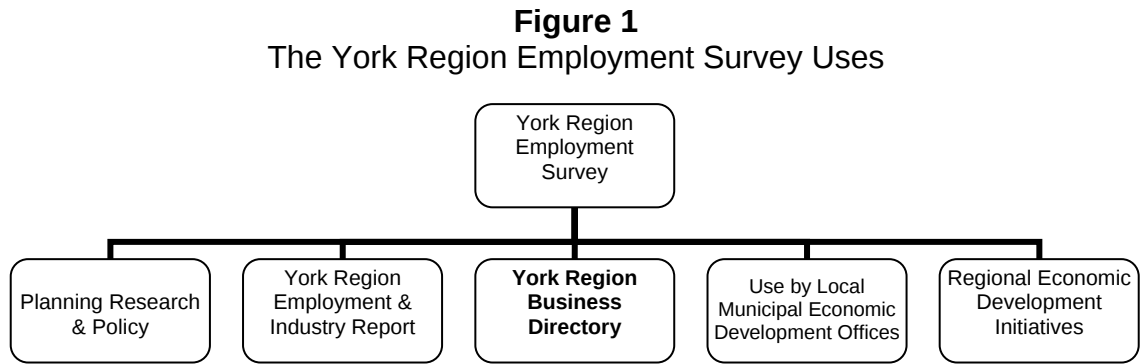
This report provides a summary of the information contained in the York Region Business Directory, how the information is collected and the format the directory is available in for the general public.

3. BACKGROUND

The York Region Employment survey is one of the first of its kind in Ontario and is used to monitor the Regional economy and analyse industry and employment trends. The 2011 York Region Business Directory is based on information collected from the 2011 York Region Employment Survey, a door-to-door survey conducted between May and August, 2011 by a team of university student employment surveyors. The primary method of data collection was through door-to-door interviews, with supplemental information obtained through e-mail, phone, and fax submissions. Where data could not be updated for a particular business, data was supplemented with the most recent information available from previous surveys. The purpose of the York Region Business Directory is to provide businesses and area residents with up-to-date business address and contact information to promote existing local businesses and to assist in business recruitment.

A number of Regional products are derived from the employment survey. In addition to the Business Directory, survey information is used for the forthcoming 2011 Employment & Industry report, as well as the Vacant Employment Land Inventory, Economic Strategies, Employment Forecasts and initiatives such as Innovation in Manufacturing.

Figure 1 illustrates the number of different products and initiatives that use the information collected from the York Region Employment Survey:



Source: York Region Planning & Development Services Department, 2011

The 2011 York Region Business Directory is an annual electronic publication that provides basic business information for York Region residents, businesses and local municipalities. The Directory is available online through the York Region website or electronically on CD-ROM.

The Business Directory is a valuable resource guide for business-to-business contact, a convenient research tool for the general public and a showcase for the diverse nature of York Region's economy.

4. ANALYSIS AND OPTIONS

Comprehensive Region-wide survey conducted in 2011

In 2011, for the fifth consecutive year, a full survey of all business locations in the Region's nine local municipalities was conducted. At an aggregated level, this analysis offers an indication of how the York Region economy is performing and helps to determine whether the economic development goals of York Region are being met.

Prior to 2007, the last comprehensive Region-wide employment survey of all businesses was conducted in 1998, with over 21,000 businesses surveyed. Between 1998 and 2006, the survey targeted high-growth areas, designated employment areas and Regional centres. It is the intent that in future years all surveys will be comprehensive, allowing for detailed year to year analysis of employment trends.

The 2011 database and directory contain information on approximately 28,000 of the Region's local businesses. Home-based and farm-based businesses were not included in the survey. Home-based businesses are distributed throughout residential communities

within the Region and are difficult to survey. Farm-based businesses are captured every five years through the Census of Agriculture conducted by Statistics Canada.

The York Region Employment Survey collects general information such as company name, business activity and number of employees. In addition, businesses are asked a question regarding their hiring intentions which is used to monitor York Region labour force activity. An export activity question is also asked which is value added information used for economic development purposes. *Figure 2* illustrates the basic business information collected through the 2011 York Region Employment Survey.

Figure 2
Basic Business Information Collected

Street Address: 17250 Yonge St. Newmarket, ON L3Y 6Z1	Primary Business Activity: Lessors of Residential Building and Dwellings
Telephone: Voice: (905) 555-8219 Fax: (905) 555-8290	Secondary Business Activity: Real Estate Property Managers
Does your business intend on hiring within the next 3 months? Yes	# of Employees: 149
Contact(s): Douglas Smith President	Does your business currently export? No
Voice: (905) 555-8219 ext. 20 Email: Doug@smithenterprises.ca	Does your business plan to export? No
	Information Last Updated: 7/24/2011 10:32:04 AM
	Internet Address: http://www.smithenterprises.ca

Source: York Region Planning & Development Services Department, 2011

Business Directory available for free online or on CD-ROM

For the third year in a row, the York Region Business Directory is being made available free of charge. It is the intent that free access may create more interaction, buying and selling between York Region's small and start-up businesses. It is anticipated that this could assist in creating new economic opportunities across the Region.

The York Region Business Directory is available in two online formats, in addition to the traditional CD-ROM:

- A searchable online directory hosted by YLM – Your Local Marketplace
- The entire dataset in downloadable Microsoft Excel and Access formats.

- The entire dataset in the same formats as above is also available on CD-ROM.

To access the directory online, go to www.york.ca/businessdirectory. This link can also be found on the Region's homepage.

The directory enables the public to search using a combination of search criteria, including company name, product/service, city or town, postal code, industry classification and number of employees. Each business record contains the following information: business name, address, municipality, postal code, phone number and number of employees. Each business is sorted according to the main industry sector, as defined by the North American Industrial Classification System (NAICS).

In the past 6 months, there have been approximately 860 views and 180 downloads of the online business directory. In addition, 50 copies of the CD-ROM version of the directory have also been distributed in the past year. Please refer to *Council Attachment 1* for a sample of business directory listings.

Region partners with nine municipalities for the survey & directory

York Region continues to work collectively with all nine local municipalities to further the York Region Employment Survey. Local municipalities share in survey costs and provide feedback and guidance through the Employment Database Working Group. The partnership has also aided local planning and economic development staff in a number of local initiatives.

The Region also has a partnership with Your Local Marketplace, or YLM (part of the Breken Technologies Group) to host an online interactive directory of local businesses. This partnership has enhanced the York Region Business Directory by allowing local businesses the option of independently updating their business information online (via the web site), while making online business searches easier for the general public. Businesses can choose to customize and enhance their online listings through YLM by uploading their business logo to their listing, adding links to their social media pages, i.e. Facebook and/or Twitter, and including a description of their company information.

Business Directory is a useful business-to-business guide

The York Region Business Directory is a useful business-to-business resource guide, providing points of contact to businesses across the Region. The Directory also serves as a Regional marketing tool, promoting York Region and its many diverse business sectors. In addition to promoting local businesses, the database also provides the Region with a contact management system to assist our Economic Development Department with the distribution of materials to a targeted audience. An analysis of employment information obtained from the Directory also provides a better understanding of the Regional economy.

The York Region Business Directory is currently being marketed through a variety of means, including:

- Online via the corporate website.
- By employment surveyors while collecting business information in person and over the phone.
- Within a number of planning documents (e.g. Economic and Development Review Reports, Employment & Industry Reports).
- Through sector focused marketing materials developed using Business Directory data to promote key industry participants.

2011 Employment trends appear positive

The following business and employment trends were observed for mid-year 2011:

- There were an estimated 515,800 jobs in York Region.
- There was a net increase of 14,800 jobs from mid-year 2010 to mid-year 2011, compared to 8,000 jobs during the same period between 2009 and 2010.
- The total number of businesses in the Region has remained relatively stable at approximately 28,000.
- The four largest industry sectors by size in York Region were business services, manufacturing, personal services, and retail trade.
- Approximately 75% of York Region employment is full time.

The forthcoming 2011 Employment and Industry Report will provide further analysis of the information gathered in the 2011 York Region Employment Survey. A detailed overview of industry and employment trends in York Region, including sector breakdowns and local municipal profiles will be included. Economic outlook and trends at the national and provincial levels will also be examined.

Survey of all businesses to continue and directory update planned for 2012

Regional staff intend to conduct another complete employment survey in 2012 which surveys all the businesses. The 2012 York Region Employment Survey is scheduled to commence in May. The Business Directory update will be based on information collected from the 2012 employment survey. There have been a number of recent improvements to the annual survey, including replacement of the original fleet of tablet PC's (which allow for faster point of contact data entry), redesign of electronic mapping to aid in navigation, hiring multilingual students and a reorganization of the data entry form. These improvements have resulted in a system that is more accurate and efficient in terms of survey coverage.

Link to key Council-approved plans

The 2011 York Region Business Directory supports the 2011 to 2015 Strategic Plan action area of "Increase the Economic Vitality of the Region" and the draft Vision 2051

goal area of fostering “An Innovation Economy”. This will be accomplished by creating “An Economy that Facilitates Creativity and Fosters Innovation”.

The business directory strengthens these goals by providing local businesses with a source of free advertising via the York Region Business Directory; enhancing business-to-business contact. Further, the provision of these Directories to local business development centres will help to develop and attract businesses from a broad array of sectors.

5. FINANCIAL IMPLICATIONS

The collection of employment and business data plays a fundamental role in monitoring changes in the Region’s economy. Estimating the Regional assessment base and forecasting of future infrastructure and service requirements are also obtained through the use of the data. The 2011 employment survey was provided for in the Planning and Development Services Department 2011 budget. The total budget for the York Region Employment Survey is \$150,000; of this amount, approximately \$76,000 is provided by the nine local municipalities.

6. LOCAL MUNICIPAL IMPACT

All local municipalities have contributed to the directory through their guidance and financial contributions associated with the Employment Database Working Group.

The 2011 York Region Business Directory makes business data, including sectoral and contact information, available at the local municipal level. The York Region Employment Survey is one of the first of its kind in Ontario and the information gathered for the York Region Business Directory is an essential component of the forthcoming Employment and Industry Report 2011. This report will provide a summary of York Region’s economy at the regional and local municipal level, which can be used as a basis for decision making, strategic planning and attracting new business.

7. CONCLUSION

In partnership with the nine local municipalities, a full survey coverage of all 28,000 businesses in York Region was completed for 2011, providing data for the 2011 York Region Business Directory. Survey information collected includes company name, business activity, number of employees and business contact information. This Directory acts as an important resource to assist in business marketing efforts, to source local trades and suppliers, and to analyze the Regional economy. It is also useful in targeted job searches and assisting citizens in locating specific products/services located within York Region. The 2011 York Region Business Directory is available online in two formats,

and electronically on CD-ROM. More detailed analysis will be provided in the forthcoming Employment and Industry Report 2011.

For more information on this report, please contact Paul Bottomley, Manager Growth Management, Long Range and Strategic Planning at 905 830-4444, Ext. 1530.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)

Sample of YLM's Online Business Directory Listings

The Toronto Star Press Centre

Newspaper printing centre

1 Century Pl
Woodbridge, ON
L4L 8R2

(V) (905) 850-6520
(F) (905) 850-6528

Employee Range: 500+

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Etherington Insurance Brokers Ltd.

Insurance brokers

179 Simcoe Ave
Keswick, ON
L4P 2H6

(V) (905) 476-1717
(F) (905) 476-5666

Employee Range: 1-4

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14th Ave

4412

McDonnell Gate

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