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2010 YORK REGION BUSINESS DIRECTORY

The Planning and Economic Development Committee recommends the adoption of the recommendation contained in the following report dated January 10, 2011 from the Commissioner of Planning and Development Services.

1. RECOMMENDATION

It is recommended that:

1. The 2010 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

The purpose of the 2010 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.
- To inform Council of the various products available that result from the annual York Region Employment Survey.
- To provide insight and information on both business and employment, allowing for a better understanding of York Region's economy.

3. BACKGROUND

The 2010 York Region Business Directory is based on information collected from the 2010 York Region Employment Survey, a door-to-door survey conducted between May and August, 2010. 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 2010 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. Detailed employment data from the annual employment survey provides a large part of the background data for the forthcoming 2010 Employment & Industry Report.

4. ANALYSIS AND OPTIONS

Comprehensive Region-wide Survey Conducted in 2010

In 2010, for the fourth 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 2010 database and directory contain information on approximately 27,000 of the Region's local businesses. Home-based and farm-based businesses were not included in the survey. *Figure 1* illustrates the basic business information categories collected through the 2010 York Region Employment Survey.

Figure 1
Basic Business Information Collected

Street Address: 17250 Yonge St. Newmarket, ON L3Y 6Z1	Primary Business Activity: Lessors of Residential Buildings and Dwellings
Telephone: Voice: (905) 555-8219 Fax: (905) 555-8290	Secondary Business Activity: Real Estate Property Managers
Contact(s): Douglas Smith President	# of Employees: 20-49
Voice: (905) 555-8219 ext. 20 Email: Doug@smithenterprises.ca	Information Last Updated: 7/24/2009 10:32:04 AM
	Internet Address: http://www.smithenterprises.ca

Source: York Region Planning & Development Services Department, 2010.
Note: See specific examples of online business listings in Attachment 1.

Business Directory Available for Free Online or on CD-ROM

For the second 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's 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.ca - go to www.york.ca then follow the links for 'Business' and 'Business Directory'.
- The entire dataset in downloadable Microsoft Excel and Access formats, available through www.investinyork.ca – follow the links for 'Info Centre' and 'Reports and Publications'.
- The entire dataset in the same formats above, on CD-ROM.

The online 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, number of employees and location map. Each business is sorted according to the main industry sector, as defined by the North American Industrial Classification System (NAICS). Please refer to Attachment 1 for sample 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 decision making, strategic planning, attracting new business, and other local initiatives.

The Region also has a partnership with Your Local Marketplace (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 Your Local Marketplace. All nine local municipalities also participate in Your Local Marketplace.

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).
- In person at various trade shows and corporate events attended by Economic Development.

2010 Employment Trends Appear Positive

The following business and employment trends were observed for mid-year 2010:

- There were an estimated 501,000 jobs in York Region.
- There was a net increase of 8,000 jobs from mid-year 2009 to mid-year 2010, compared to 1,000 jobs during the same period between 2008 and 2009.
- The total number of businesses in the Region has remained relatively stable at approximately 28,000.
- The four largest industry sectors in York Region were manufacturing, business services, personal services, and retail trade.
- Recent employment growth in a number of industry sectors has contributed to the diversification of an already broad-based economy. This diversification helped to insulate our economy against job losses during the recent economic downturn.
- Approximately 75% of York Region employment is full time.

The forthcoming 2010 Employment and Industry Report will provide further analysis of the information gathered in the 2010 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.

Full Survey and Directory Update Planned for 2011

Future updates of this Directory are planned based on business feedback received through the year, and on the next York Region Employment Survey. The 2011 York Region Employment Survey is scheduled to commence in May. 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, 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.

Relationship to Vision 2026

The 2010 York Region Business Directory supports the Vision 2026 goal of 'creating a vibrant economy' through the strengthening of the following action area:

- **Attracting and Supporting Businesses.** By providing local businesses with a source of free advertising via the York Region Business Directory, business-to-business contact is enhanced. Further, the provision of these Directories to local business development centres and the accompanying Regional economic overview within the Directory helps to build more global awareness of York Region's strengths as a destination to live, work and play.

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 2009 employment survey was provided for in the Planning and Development Services Department 2009 budget.

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 2010 York Region Business Directory makes business data, including sectoral and contact information, available at the local municipal level. The information gathered for the York Region Business Directory is an essential component of the forthcoming Employment and Industry Report 2010. 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

The 2010 York Region Business Directory is one of several products derived from the York Region Employment Survey. This Directory acts as an important resource to assist

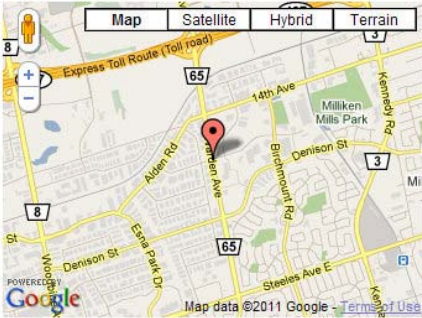
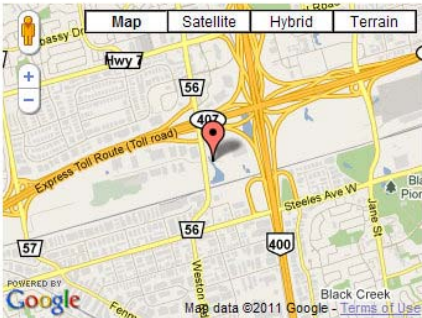
in business marketing efforts, to source local trades and suppliers, and to analyze the Regional economy. It is also useful in targeted job searches and assisting citizens in locating specific products/services located within York Region. The 2010 York Region Business Directory is available online in two formats, and electronically on CD-ROM. More detailed analysis will be provided in the forthcoming Employment and Industry Report 2010.

For more information on this report, please contact Paul Bottomley, Manager of Growth Management at (905) 830-444 Ext. 1530, or John Waller, Director of Long Range and Strategic Planning at Ext. 1525.

The Senior Management Group has reviewed this report.

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

Sample of York Region's Online Business Directory Listings

American Express 101 McNabb St Markham, ON L3R 4H8 (V) (905) 474-8500 (F) (416) 383-1273 www.americanexpress.ca Primary category: Credit Card Issuing Print this page General Info Directions Share Listing	Close X  Description American Express provides a range of financial and travel related services for consumers and companies. Mailing Address Markham, ON L3R 4H8 Number of Employees 500+
The Toronto Star Press Centre 1 Century Pl Woodbridge, ON L4L 8R2 (V) (905) 850-6520 (F) (905) 850-6528 www.toronto.com Primary category: Internet Publishing and Broadcasting Print this page General Info Directions Share Listing	Close X  Description Newspaper printing centre Mailing Address Vaughan, ON L4L 8R2 Number of Employees 500+

Canada Law Book

240 Edward St
Aurora, ON
L4G 3S9

(V) (905) 841-6472
(F) (905) 841-5574

www.canadalawbook.ca

Primary category: Internet Publishing and Broadcasting

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Description

Publishing

Mailing Address

240 Edward St
Aurora, ON
L4G 3S9

Number of Employees

100 to 499

Etherington Insurance Brokers Ltd.

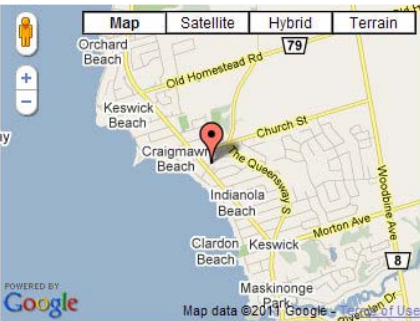
179 Simcoe Ave
Keswick, ON
L4P 2H6

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

www.etherington-ins.com

Primary category: Insurance Agencies and Brokerages

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Description

Insurance brokers

Mailing Address

179 Simcoe Ave
Keswick, ON
L4P 2H6

Number of Employees

Number of Employees: 1 to 4