

Investment Attraction and Business Development Programs

Overview for Planning and Economic Development Committee

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Economic Strategy and Tourism Branch
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Basis for Program – A Vibrant Economy

- ❑ Vision 2026
- ❑ Regional Official Plan
- ❑ 2005-2010 Economic

Goal is to create jobs and a sustainable economy accomplished through programs that support business retention, attraction and growth

Major Program Components

- ❑ International Investment Attraction
- ❑ Export Development
- ❑ Small Business Enterprise Centre
- ❑ Innovation Collaboration in York Region

Moving toward integration amongst the programs



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Slide 3

Investment Attraction Program

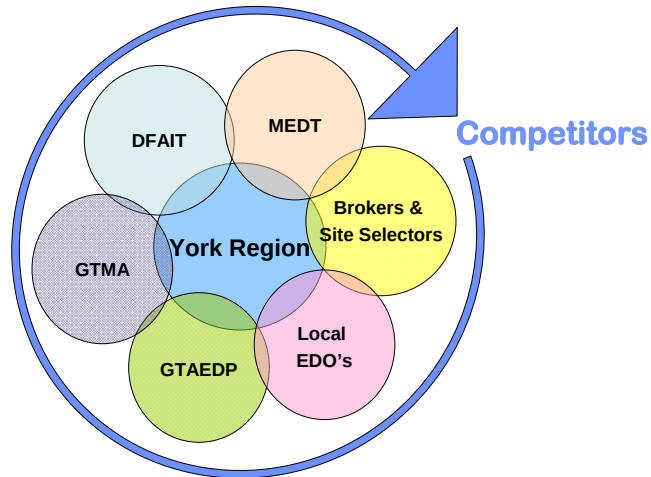
- ❑ Created in September 2009
- ❑ 'Invest in York' message and materials
- ❑ Targeted outreach to select locations
 - ❑ 9 outreach activities in 2010
 - ❑ U.S. mid-sized market focus in key sectors
 - ❑ Salt Lake City mission
 - ❑ Direct in-market lead generation



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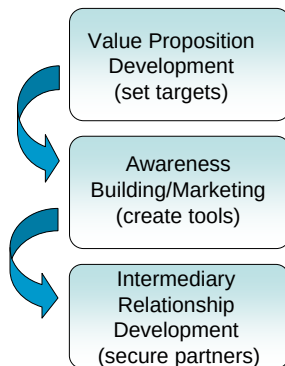
Slide 4

The Investment Attraction Landscape Working with multiple partners

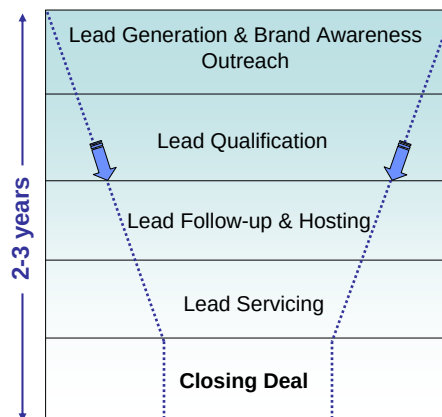


Investment Attraction Servicing

Lead Preparation



Lead Generation & Service "Funnel"



2010 Investment Attraction results

- ❑ 160 international contacts
- ❑ 45 qualified leads
(International + Canadian)
- ❑ 10 local follow-up meetings
including 7 visits to York Region



Two investments secured in 2010
representing over 100 jobs

SunEdison (solar; Newmarket - Flextronics)

MDsearch (healthcare; Georgina)



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Slide 7

Export Development Program

2010 Export Development Results

- ❑ 210 business consultations
- ❑ 4 Export workshops

Services:

- ❑ Advice to companies
engaged in export activities
- ❑ Customized assistance and
education
- ❑ Link local companies with
international partners



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Slide 8

2011 Integrated International Business Development Program Combining Attraction Export Development

- ❑ 6-8 international outreach activities targeting 150 companies
- ❑ 150 local exporter consultations and 4 workshops delivered
 - ❑ “Going Global” initiative
- ❑ Upgraded marketing tools
 - ❑ Web enhancements/outreach
 - ❑ Marketing materials



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Slide 9

York Small Business Enterprise Centre (SBEC)

- ❑ One of 46 SBECS across Ontario with Ontario Ministry of Economic Development and Trade funding
- ❑ Service the northern six municipalities
- ❑ Business start-up and growth services
- ❑ Youth entrepreneur development

Services lead to direct company formations
and job creation



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Slide 10

York SBEC Supports Entrepreneurship and Small Business Growth

In 2010:

- ❑ 517 one-on-one consultations
- ❑ 1,000 workshops/seminars/conferences attendees (up 12% over 2009)
- ❑ Georgina consultation outreach pilot
- ❑ 21 Summer Company Program participants

Results:

- ❑ 146 new ventures
- ❑ 47 business expansions
- ❑ 288 new jobs



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Slide 11

The Demand for Small Business Support Services is Growing

- ❑ Shifted from one-on-one to group start up seminars to handle the load
- ❑ Georgina outreach pilot fully subscribed
- ❑ Summer Company participation rose from 13 to 21 from 2009 to 2010
- ❑ Business consultations up 12% and workshop/seminar/conference attendance up 76%



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Slide 12

2011 Small Business Program

Designed to address the increasing demands for service:

- Expand N6 one-on-one consultation outreach
- Expand half day seminars to full day Business Development Days
- Extend Summer Company into a year round Youth in Business Entrepreneurship program
- Develop Ambassador program
- Utilize the SBEC to promote and partner in delivering other business related Branch services

Add one Full-Time equivalent position to address growth



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Slide 13

Innovation Collaboration in York Region

- York Regional Innovation Centre (RIC)
 - Part of Provincial MRI Ontario Network of Excellence
 - Merger of YORKbiotech and Innovation Synergy Centre in Markham (ISCM)
 - Location at the Markham Convergence Centre (MCC)
 - York Region RIC board representation, collaboration and funding support



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Slide 14