

MARKHAM
2020

Markham's
global future



Markham at end of 1st decade of 21st Century

- A world class community located in midst of a major N. American metroplex
- Growing rapidly, inhabited by highly diverse, talented residents
- Populated by global innovators and international leaders in key sectors poised for future growth
 - e.g. NCMDD.
 - Medical devices/health technologies
 - Convergence of diverse science and technologies
 - Economic growth through innovation and commercialization

Economy changing rapidly, irreversibly

- Emerging technologies
- Changing macroeconomic environment
- New global economic competitors
- Rise of highly mobile work force
- Rising energy prices

Markham's Economic Strategy for the 2nd Decade of the 21st Century envisions:

- A community of >400,000 population
- A “Creative Markham” where innovation, technology, cultural diversity & the arts fuel successful enterprises & a high quality of life
- A “Networked Markham” where collaboration, partnerships, & knowledge-sharing foster commercial success.
- A “Sustainable Markham” where environmental policies & practices are among the most advanced in North America
- A “Branded Markham” regarded as one of North America's 10 best communities for business

Markham's Economic Strategy for the 2nd Decade of the 21st Century envisions:

- A “Global Markham” where foreign direct investment approaches or equals domestic investment in new jobs & assessment growth
- An “Infrastructure Markham” recognized by industry site selectors as one of the “top 3 business locations” in Canada
- A “Talented City” with a labour force/talent pool that is acknowledged as one of the top 3 reasons to locate a business in Markham
- A “Healthy Markham” supported by easy access to high quality health care services, programs, and a healthy lifestyle

**BUILD THE
CREATIVE MARKHAM**

**BUILD THE
NETWORKED MARKHAM**

**BUILD THE
SUSTAINABLE MARKHAM**

**BUILD THE
GLOBAL MARKHAM**

**BUILD THE
MARKHAM INFRASTRUCTURE**

**BUILD THE
HEALTHY MARKHAM**

**BUILD THE
BRANDED MARKHAM**

**BUILD THE
TALENTED MARKHAM**



**Building
Markham's
Future
Together**

**ICT & Life
Sciences
Convergence**

**Information
Entertainment
& Cultural
Industries**

**Professional
Scientific
& Technical
Services**

**Finance &
Insurance**

Rationale for selection of 4 sectors:

- Market size, trends and opportunities
- Markham's competitive capacity
- Income/salary levels and prospects to generate employment in Markham
- Fit with resident labour force and available talent pool
- Need to focus strategy

ICT/Life Science Convergence

2018 objective: *To be regarded as “Top 3 Location in Canada for ICT/Life Science Convergence businesses”*

	<u>Already Underway</u>	<u>To Be Done</u>
➤ Est. NCMDD as a flagship project of global stature	X	
➤ Promote/attract bioinformatics investments/business		2008-10
➤ Promote/attract biomarkers sector investments/bus.		2008-10
➤ Create youth-driven entrepreneurship facility	X	
➤ Est. Bus. Retention + Exp (BR+E) program for SME's		2008-10
➤ Strengthen links to R+D & strategic initiatives for commercialization (e.g., CONCERT, YORKbio, ISCM)	X	
➤ Develop sector specific mktg. materials with key focus on talent building component		2008-10
➤ Develop/maintain database of key sector assets		2008-10
➤ Assist SME's to access early stage financing & specialized equipment/facilities (e.g., ISCM, NCMDD)	X	

KPI's: # of R+D facilities # of firms with >50% foreign sales
 sector growth measured by # jobs + # firms

Info, Entertainment & Cultural Industries

2018 objective: *Sector businesses to be among Markham's "Top 20 Employers"*

	<u>Already Underway</u>	<u>To Be Done</u>
➤ Launch "Interactive Markham" as assn. to build cluster	2008-10	
➤ Support CONCERT initiative & promote local business engagement in GTA sector strategy devt.	X	
➤ I.D. potential pilot projects for Ont. New Media funding		2008-10
➤ Target mfgs/designers of graphics chips, displays, handheld units for attraction and expansion		2011-14
➤ Provide entrepreneurial training & commercialization assistance to individuals and SME's	X	
➤ Develop sector specific mktg program with emphasis on social networking channels		2011-14
➤ Develop detailed database of key sector assets		2008-10
➤ Inspire strategic links with Cdn & off-shore partners		2015-18

KPI's: sector growth measured by # jobs + # firms
 # jobs/companies by sub-sector

Professional, Scientific & Technical Services

2018 objective: *Engineering & design sectors to rank as one of Markham's "Top 3 export sectors"*

	<u>Already Underway</u>	<u>To Be Done</u> 2008-18
➤ Work with York U & Seneca & MBT to establish and grow a design industry cluster		
➤ Create campus style research and office environments to support cross-disciplinary collaboration	X	
➤ Work with TRRA & tax advisors to focus business attraction efforts on attracting global firms		2008-18
➤ Attract more events, conferences & meetings as a means of showcasing Markham as superior location	X	
➤ Develop/maintain database of key sector assets		2008-10
➤ Develop sector specific mktg. materials for promoting growth in this sector		2010-14

KPI's: # of companies by type # of firms >50% foreign sales
sector growth measured by # jobs + # firms

Finance & Insurance

2018 objective: *Markham to be Canadian HQ of 5 “Fortune 500” banks, investment companies or insurers*

	<u>Already Underway</u>	<u>To Be Done</u>
➤ Promote insurance & banking industry training programs in Markham	X	
➤ Participate in Toronto Financial Services Alliance to increase stature and competitiveness of Markham		2008-10
➤ I.D. leverage factors to grow sector and develop specific marketing materials		2008-10
➤ Develop/maintain database of key sector assets		2008-10
➤ Est. H.R. roundtable to address talent & skills issues		2011-14
➤ Examine linkages between sector and ICT firms as source of increased business devt., sector attractiveness & expansions		2011-14

KPI's: # of regional facilities # of HQ
 sector growth measured by # jobs + # firms

To grow these 4 sectors requires an enabling, supportive environment comprising:

- Creativity and innovation
- Networking and collaboration
- Sustainability
- Global connections and enterprise
- Advantageous infrastructure
- A credible, well known & compelling brand
- A talent pool

Build Infrastructure Markham

2018 objective: *Markham ranked as one of Top 3 Locations in Canada for knowledge-based industries*

	<u>Already Underway</u>	<u>To Be Done</u>
➤ Competitive supply of serviced employment lands	X	
➤ Availability of sufficient & high quality water, sewer, & electrical supply	X	
➤ Availability of easy hwy access and rapid transit	X	
➤ Develop & implement strategy for establishment of science park and prestige business campus environments		2008-10
➤ Enhance transportation connections to international airports		2011-14
➤ Develop & implement goods movement strategies as well as strategies for moving people & labour force	X	
KPI's:		
# ha of science parks & prestige business parks (occupied & vacant)		
# km of rapid transit infrastructure		available water & sewer capacity
# electrical events		days to process ICI application

Build Networked Markham

2018 objective: *Employers in knowledge-based industries to regard Markham as a “Networked Community”*

	<u>Already Underway</u>	<u>To Be Done</u>
➤ Establish a Technology Working Group		2008-10
➤ Unleash innovation by channelling info about emerging opportunities through collaborative I.T. channels		2008-10
➤ Utilize social networking tools to promote Markham		2008-10
➤ Tie together affiliated organizations with Markham as hub or portal	x	
➤ Maximize/enable wireless access and coverage		2008-14
➤ Participate and compete within Intelligent Community Forum (ICF) & similar organizations		2008-10

KPI's: ranking on ICF list of “Intelligent Cities”

affinity networks for targeted clients

blogs about Markham

Build Sustainable Markham

2018 objective: *Markham to ranking internationally as a “Sustainable Community”*

	<u>Already Underway</u>	<u>To Be Done</u>
➤ Develop, adopt & implement “Greenprint”	X	
➤ Adopt & implement “green” bldg & community standards	X	
➤ Develop & implement “zero waste” strategy		2008-10
➤ Develop & implement strategies for healthier community	X	
➤ Reduce ecological footprint		2008-10
➤ Promote mfgs. sustainability program for SME’s	X	
➤ Promote sustainability through award programs and education	X	
➤ Participate in City Summit Alliance “green” initiative		2008-10
➤ Adopt & implement TRCA eco-business zone initiative		2011-14

KPI’s: awareness & participation by business community
 UN or NGO award wins reduction in ecological footprint

 MARKHAM

world



of opportunity

 MARKHAM

world
tunity