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March 19, 2015

**COMMUNITY SERVICES – ECONOMIC DEVELOPMENT
INFORMATION REPORT # 2015-06**

TO: Members of Council

COPY: Bob Shelton, CAO
 Anita Moore, Commissioner of Corporate Services
 Peter Noehammer, Commissioner of Development and Infrastructure Services
 Members of OLT

SUBJECT: Economic Development Update

ORIGIN: Community Services – Economic Development

COMMENTS

The purpose of this report is to provide Council with an update with respect to ongoing economic development initiatives. This report will also be distributed to the business and community leaders that participated on the most recent term of NEDAC. Specifically, the report will cover:

- Town Appointment Committee process/status/structure re: 2014 – 2018 NEDAC Term;
- Job creation/reporting as identified in the York Region Employment Survey (YRES);
- Results Based Accountability Framework for economic development performance measurement;
- Website development;
- Ultra-high speed broadband initiative;
- Southlake ORION connection;
- Create IT Now @ Southlake.

Town Appointment Committee – NEDAC

The Town is in the final stages of a review of all Town committees. Statutory committees (e.g. Accessibility Advisory Committee, Committee of Adjustment, Library Board, etc.) are expected to go to Council for final discussion/approval on April 20.

Specific to a non-statutory advisory committee such as NEDAC, it is anticipated that the recruitment (call out for interest) will commence in May, 2015 with appointments and orientation/strategic planning to occur starting in June 2015. The Terms of Reference are being finalized that take into account feedback provided by NEDAC late in 2014 and subsequent structure considerations that have also been discussed with all NEDAC members. It is anticipated that going forward there will be regular meetings for NEDAC, as well as the addition of community economic development forum(s) designed to engage the broader business community and thought leaders. The Terms of Reference will be presented to Council

and upon approval will be sent for information members of NEDAC that served during the 2010 – 2014 term. The new Terms of Reference will also be posted publically via the Town website.

York Region Employment Survey (YRES)

Annually, the York Region Employment Survey (YRES) tracks the number of employees by identified sectors with each of the nine municipalities. While some municipalities pay for a sampling to occur that is then extrapolated over the rest of their community, Newmarket pays for 100% coverage of Newmarket businesses so the results can be as valid and reliable as possible. The five-year results include a net increase of 570 jobs or 1.5% between 2009 and 2014. This increase is despite the relocation of Flextronics to Mexico (902 jobs) and York Regional Police to Aurora (322 jobs). If Flextronics and YRP had not relocated, our job growth would have been 4.7% over the same period.

Newmarket's 2004 – 2014 10 year employment growth resulted in an increase of over 3,000 jobs (an 8.5% increase). Our health sector employment during the same period grew by 54% and the business services sectors grew by 44%. An impressive statistic is that Newmarket has achieved a 2:1 ratio of population to jobs which is a result that would be the envy of many municipalities.

A recent report presented by York Region staff at Regional Council included five year numbers presented that included estimates associated with home based, farm based and no contact businesses. This report was referred back to staff and an updated report is expected to be presented to Regional Council in April.

Results Based Accountability Framework

Results-Based Accountability™ (RBA) is also known as Outcomes-Based Accountability™ (OBA). It is a disciplined way of thinking and taking action that communities organizations can use to improve. RBA is also used by organizations to improve the performance of their programs or services. What makes RBA different is that it uses a data-driven, decision-making process to help communities and organizations get beyond talking about problems to taking action to solve problems. It is a simple, common sense framework that everyone can understand. RBA starts with ends and works backward, towards means. Capturing and presenting the right data in easy to understand format enables trends to be more easily analyzed and specific measures to be targeted for improvement (bend the trend).

RBA is used in Community Services in Recreation and Culture and in Customer Services. It is being expanded to include Economic Development which is consistent with the need to better track trends and community performance as expressed through the NEDAC review/planning session that occurred at the end of the 2010 – 2014 term as well as through the recent 2014 - 2018 Council Strategic Priorities session.

As a starting point, staff has identified a potential nine Activity Based Indicators (Activity Based Indicators speak more specifically to the Economic Development Department) and a potential seventeen Community Economic Indicators (Community Economic Indicators speak to overall community performance). The indicators will be further refined and the final indicators will be confirmed in consultation with NEDAC and Council.

Website Development

In conjunction with an overall Town website re-development, there will be a dedicated Economic Development website also launched. The internal staff team has sought input on the overall look/feel from the NEDAC leadership and continues to work closely with the external vendor on the design and content integration. The draft website will be presented to Council early Q2, 2015. The ED website will be a valuable tool subject to ongoing updating and change to reflect the needs and positioning opportunities for the community. It is intended to serve as one of the resources used in the education, attraction and retention of businesses.

Ultra High Speed Broadband Initiative

Two submissions were received in response to the non-binding Request for Proposals issued. A working team consisting of Town staff and community representatives are in the process of reviewing the submissions. Meetings with one of the proponents to discuss their submission in more detail are currently being set up. Staff will bring a detailed report to Council as soon as possible on this initiative.

Southlake ORION Point of Presence (POP)

The Town of Newmarket, Innovation Team (as known as the Community Collaborative Ecosystem), York Region, Southlake and our Chamber of Commerce have been collaborating in an effort to connect Southlake with the Ontario Research and Innovation Optical Network (ORION) and the CANadian Advanced Research and Innovation Network (CANARIE). These networks open doors to research projects around the world. This connection is near completion and a CANARIE media release will trigger a follow up locally based media release and launch event celebrating the community collaboration leading up to this achievement. The local release and event is being coordinated through York Region (and Town).

Create IT Now @ Southlake

Create IT Now is a collaborative venture involving the Town of Newmarket, York Region, VentureLab, Seneca College, and York University all working closely with Southlake Regional Health Centre. Create IT will be opening next week in the Southlake Village Building immediately adjacent to the hospital. This soft opening will include Southlake's Research and Innovation staff moving into the space. The space that was recently site visited by Members of Council now has new paint, a voice over internet phone system, video conference capabilities, internet service and early next week the furniture will arrive on site. Southlake projects an official opening ceremony/launch event will occur early after the summer (e.g. September). Additional details to follow.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Living Well

- Health education, wellness services and state-of-the-art medical facilities

Well Equipped and Managed

- Leadership excellence and leading – edge management
- Clear vision of the future and aligned corporate/business plans
- Appropriate mix of jobs to population and people to industry

Well Respected

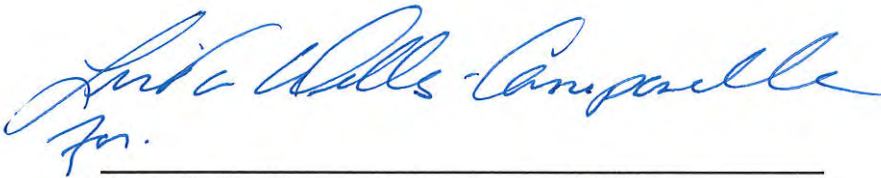
- Being well thought of and valued for our judgement and insight
- Discovering innovative and creative solutions for future well-being
- Being a champion for co-operation and collaboration

BUDGET IMPACT

The Economic Development annual operating budget supports the above stated updates.

CONTACT

For more information on this report, please contact Ian McDougall, Commissioner of Community Services at imcdougall@newmarket.ca or at extension 2441 or Chris Kallio, Economic Development Officer at ckallio@newmarket.ca or at extension 2442.



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