

LONDON'S COMMUNITY
ECONOMIC
ROAD MAP
2015 - 2020

Inspire | Innovate | Implement



November 21, 2016 - Strategic Priorities and Policy Committee Meeting

Purpose

- ▶ The Community Economic Road Map is a guiding document for the City of London and its community and business partner organizations.
- ▶ It is intended to serve as a catalyst for maximizing economic success across the city, as well as a uniting point for collective action to support ongoing prosperity for London.
- ▶ It's a strategic framework that helps integrate other City and community plans together which furthers the overall goals of building a strong investment-ready local economy and increase prosperity in the community.

Road Map Background

- ▶ Started with a comprehensive analysis of the economy, which resulted in the creation of:
 - ✓ Technical Report
 - ✓ SWOT Analysis
- ▶ The development process was a culmination of:
 - ✓ Recommendations from the 35 member Partnership Panel
 - ✓ Numerous one-on-one interviews with local government, and community/business leaders
 - ✓ Online questionnaires
- ▶ This process, contributed by over 300 individuals, resulted in identifying **5** economic priorities for London, accompanied by **17** specific objectives and **96** initiatives/actions

Implementation Update

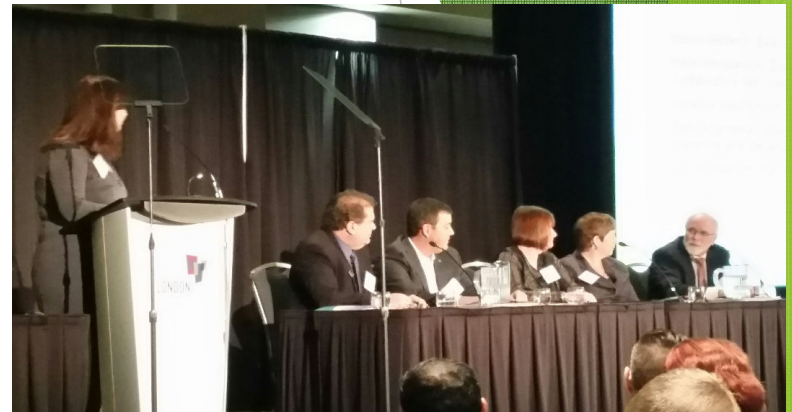
- ▶ **14 Member Economic Partnership Advisory Panel** to provide strategic guidance
- ▶ **5 Action Teams** to lead the implementation of the respective Economic Priorities

Road Map's Implementation Community and Business Partners



Implementation Update

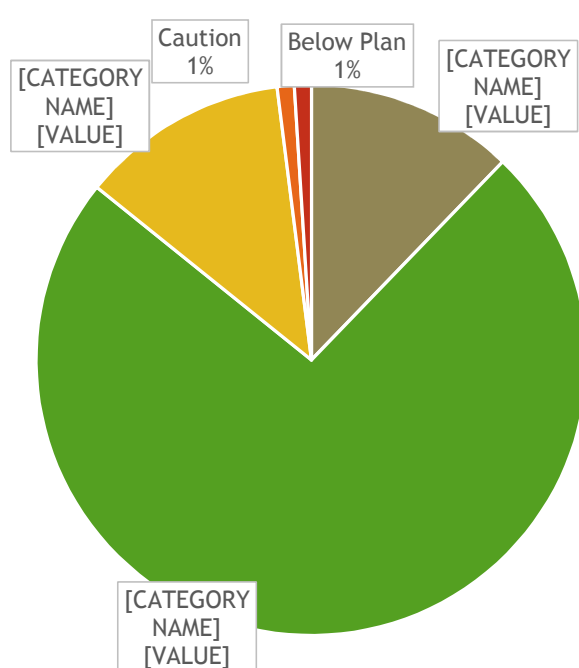
- ▶ An Economic Road Map Annual Update event will be hosted annually to provide an update on the Road Map's implementation and serve as the platform for information exchange.
- ▶ A public dashboard report has been created to keep local partners and external stakeholders informed of the progress and status of the Road Map moving forward.
 - The dashboard and report can be located at www.london.ca/CERM.



Purpose of First Year Update Report

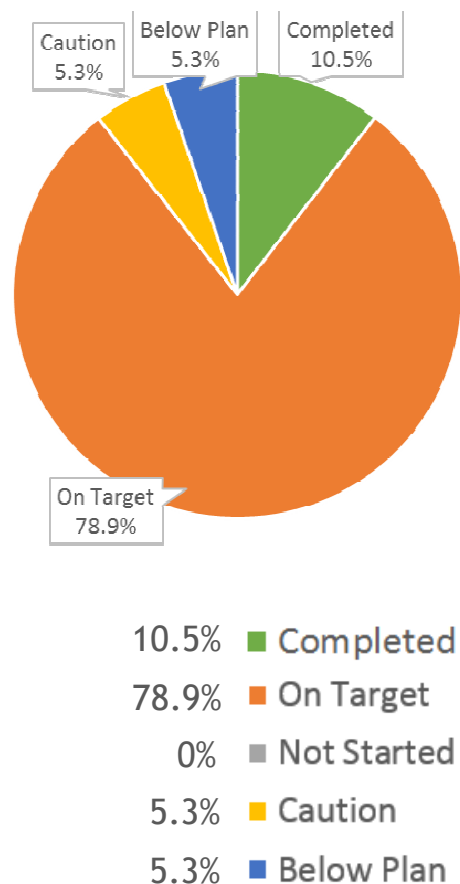
- ▶ The purpose of this report is to provide:
 - ▶ A first year update on the implementation of the London's Community Economic Road Map ("Road Map") 2015-2020
 - ▶ A summary review of the progress made since the strategy was endorsed by London City Council in 2015.

Implementation Results Summary (96 Initiatives)



- **Completed** 12.2%
 - Initiative is complete (may include ongoing activities)
- **On Target** 73.5%
 - Initiative has been started and is advancing well (in progress).
 - Initiative is ongoing or is completed annually.
 - New initiative undertaken and is on target
- **Not Started** 12.2%
 - Initiative has not be started or has been transferred
- **Caution** 1%
 - Initiative has been started but may not be completed by target date
- **Below Plan** 1%
 - Initiative has been cancelled

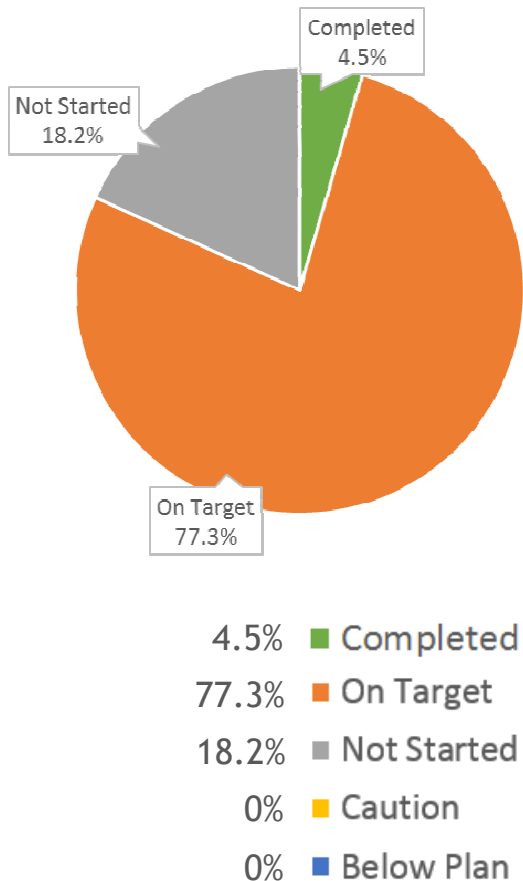
Economic Priority Update 1: A City for Entrepreneurs



Activity Highlights

- Entrepreneur Support Network (ESN) has been established
- Members meeting monthly to enhance collaboration and fill gaps in services
- Terms of reference adjusted to provide a single frame of reference and talking points for entrepreneurs
- Resource guide of capital funding programs created to improve access to capital for startups
- London Inc. will be a go-to resource for entrepreneurs, linking members of the ESN and their profiles
- Professional Development Day being planned for ESN
- Performance metrics reporting template created to evaluate impact of the network
- Campus Linked Accelerators at Western University and Fanshawe College to collaborate with ESN
- The City and LEDC launching a study to identify opportunities for enhanced incubation programs
- Annual entrepreneurship round table being planned

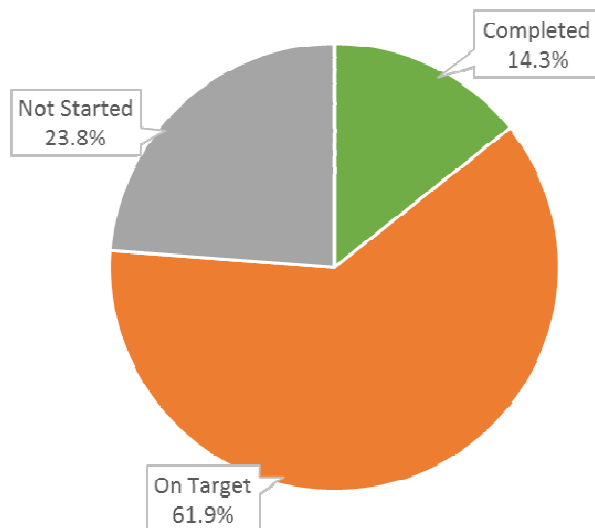
Economic Priority Update 2: A Supportive Business Environment



Activity Highlights

- Comprehensive assessment of Municipal approval processes undertaken to ensure effectiveness
- SWOT Industrial review team established to align development approval timelines with major clients/developments
- A revised Industrial Land Development Strategy (ILDS) is being implemented by management and SWOT implementation team
- A lean six sigma (LSS) pilot training project has been undertaken by the City
- Comprehensive Community Improvement Plan (CIP) review underway to assess current and suggested programs
- Increased promotion of small businesses through different media channels
- Smart City Project launched September 2016
- Service London Business providing concierge services to business community
- The City has taken on a leadership role in the creation of Mayors of Southwest Ontario (MOSO) caucus to share information and identify advocacy priorities

Economic Priority Update 3: An Exceptional Downtown, A Vibrant Urban Environment



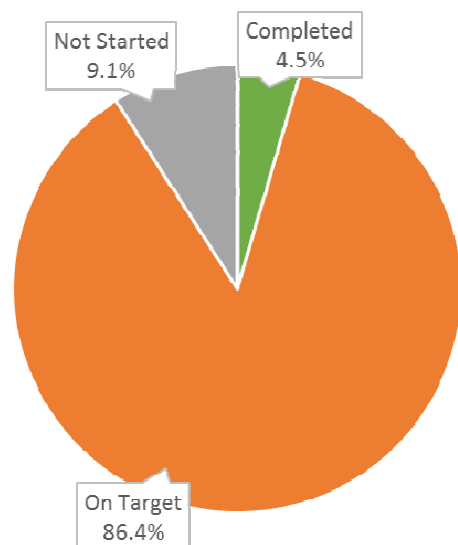
14.3% ■ Completed
61.9% ■ On Target
23.8% ■ Not Started
0% ■ Caution
0% ■ Below Plan

Activity Highlights

- Downtown London continues to support and lead implementation of the City's Downtown Master Plan ("Our Move Forward")
- The London Community Foundations initiates "One River" environmental assessment for Forks and Springbank Dam.
- The City, London Arts Council (LAC) and London Heritage Council (LHC) continue to support the implementation of London's Cultural Prosperity Plan
- London continues the Strengthening Neighborhoods Strategy, and affordable housing investments
- Downtown London engaged LiveWorkLearnPlay to prepare a Strategic Assessment and Reconnaissance of the downtown
- Downtown London coordinates financial incentives available from the City and MainStreet London
- Tourism London continues to collaborate with partners to promote awareness of regional attractions and events
- London Music Strategy is being implemented (part of London's Cultural Prosperity Plan), the Strategy identifies London's advantage in music education
- The London Convention Centre, the Double Tree, and The Delta launched multi-million dollar renovations to enhance visitor experience

Economic Priority Update 4: A Top Quality Workforce

Activity Highlights

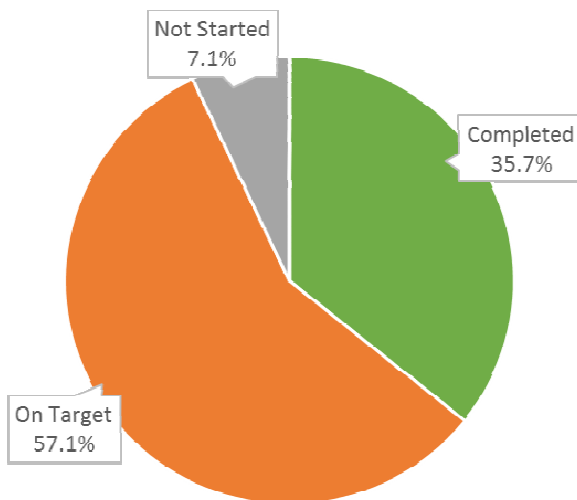


4.5% ■ Completed
 86.4% ■ On Target
 9.1% ■ Not Started
 0% ■ Caution
 0% ■ Below Plan

- Local Employment Planning Council (LEPC) pilot project started
- LEPC, Fanshawe College, and other partners continue publishing and sharing success stories
- Labour market information collected and shared through London Economic Road Map Workforce Group
- Two regional job fairs held, hosting 1900+ job seekers at each event
- London and Area Works runs a series on CTV News for jobseekers showcasing area opportunities
- LEDC hosted the final Student2Business conference
- ESC Job Developers Network (JDN) provides a forum for non-profit employment agencies, connecting job seekers and employers
- Award ceremonies held for employers that hired people with disabilities
- London Middlesex Local Immigration Partnership creates a TV Show called "We are London", highlighting immigrant success stories
- London Middlesex Immigrant Employment Council programs provide mentorship for immigrants seeking jobs
- Apprenticeship Network promotes hiring and training apprentices
- LEPC hosts manufacturing tours for high school students
- Oxford Invitational Youth Robotics Challenge held for youth development

Economic Priority Update 5: A National Centre of Excellence for Medical Innovation and Commercialization

Activity Highlights



35.7% ■ Completed
57.1% ■ On Target
7.1% ■ Not Started
0% ■ Caution
0% ■ Below Plan

- London Medical Network (LMN) developed a strategic plan for commercializing medical innovation for economic and social gain
- LMN established a nine-member Governing Council (GC) to lead the medical innovation initiative
- Joint Venture Agreement (JVA) executed to facilitate collaboration between educational institutions, research institutes, and hospitals to make decisions for LMN
- Medical Innovation Community Investment Corporation has been established and funded, supporting LMN initiatives
- New LMN agreement with the City approved and executed
- Western University secured a \$66 million grant to support brain research and commercialization.
- LMN partnered with Renishaw plc. to develop a new 3D Health Solutions Manufacturing Centre in London;
- Plans for Addictive Design in Surgical Solutions (ADEISS) Centre

Thank You



The Road Map is a unique tool for London as it recognizes the importance of collaboration, as collectively achieving the economic goals outlined within will help grow the economy and make our city and region an even better place to live and work.