



Establishing the Economic Baseline

Investment and Economic Prosperity Committee
May 8, 2012



Agenda

Establishing the Context for an Economic Prosperity Plan –

John Fleming, City Planner

LEDC Priorities and Initiatives –

Peter White, President, LEDC

Broader View of Economic Prosperity



Jobs

Quality of Life

Sustainable
Growth

Diversity

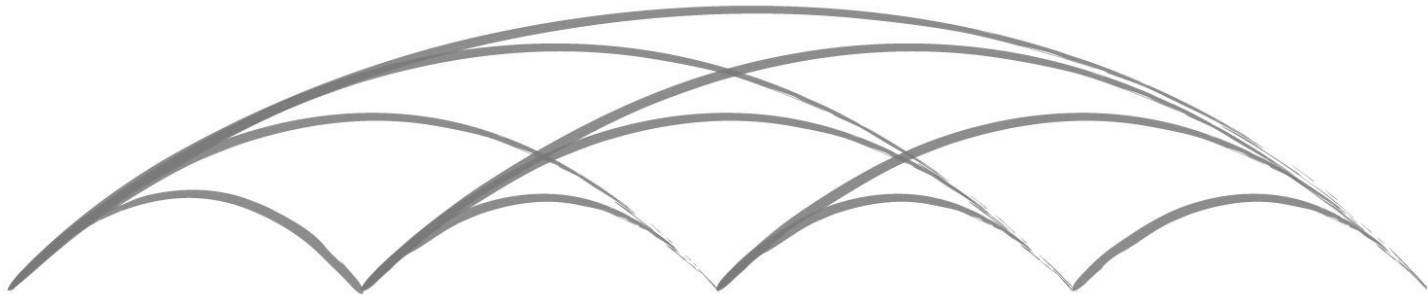
Stronger
Neighbourhoods

Vibrancy

Wealth Creation

Tax Revenue

Five Areas of Focus For Economic Prosperity



**Business
Retention,
Growth &
Attraction**



**Retain & Attract
Talent**



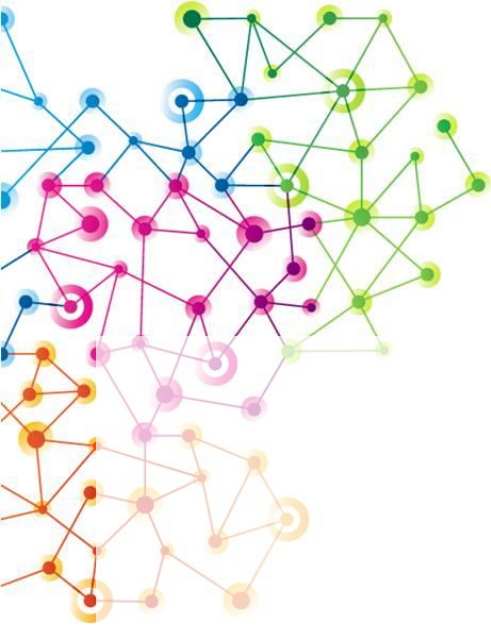
**Develop Labour
Force**



**Community
Economic
Development**



**Visitor &
Resident
Attractions**



Definition: Business Retention, Growth & Attraction seeks to bring new companies to London, assist existing companies with growth opportunities, and provide support to fledgling businesses in targeted sectors.

Competitive Financial Landscape

- Low property taxes
- Low DC rates
- Aaa Credit Rating
- Low cost of land
- Low cost of infrastructure
- Low cost of transportation
- Waive DC's for industrial lands
- Labour costs

Serviced Industrial Lands

- ILDS
- Expedited Approvals
- Pre-zoned land
- Pre-subdivided lands
- Serviced land
- Adequate supply
- Supportive of sector dev.

High Quality Infrastructure

- 401 connections
- Airport connections
- Easy access to services
- Ample water supply
- Quality road infrastructure
- Lifecycle maintenance
- Attract Sr. gov't funding
- Competitive hydro services

Focused Sector Development

- Advanced Manufacturing
- Life Sciences
- Info Tech
- Education and Financial Services
- Auto mfg
- Agri-food processing
- Green technology
- Defence
- Develop clusters
- Tech-alliance

Support for R&D

- Stiller Centre
- Advanced Manufacturing Park
- UWO Research Park
- IMTI
- WORLD Discoveries
- Composite Materials Centre
- Water Quality Centre
- Biovelocity
- Fanshawe College

Airport Enhancements

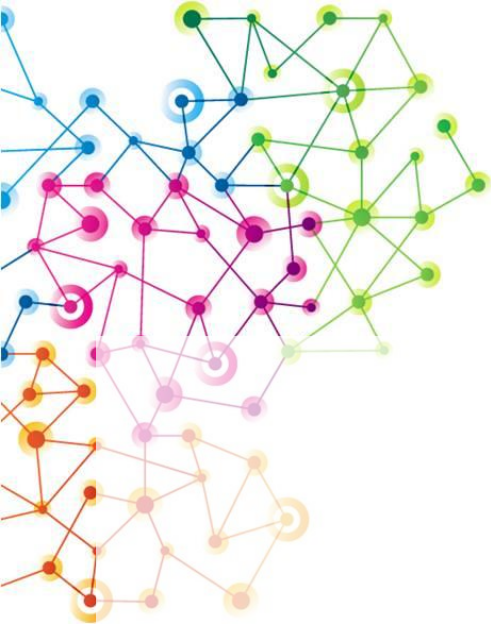
- Cargo terminal
- Airport expansion
- Airport CIP
- Airport industrial land development
- Efficient movement of goods & services

Foreign Investment

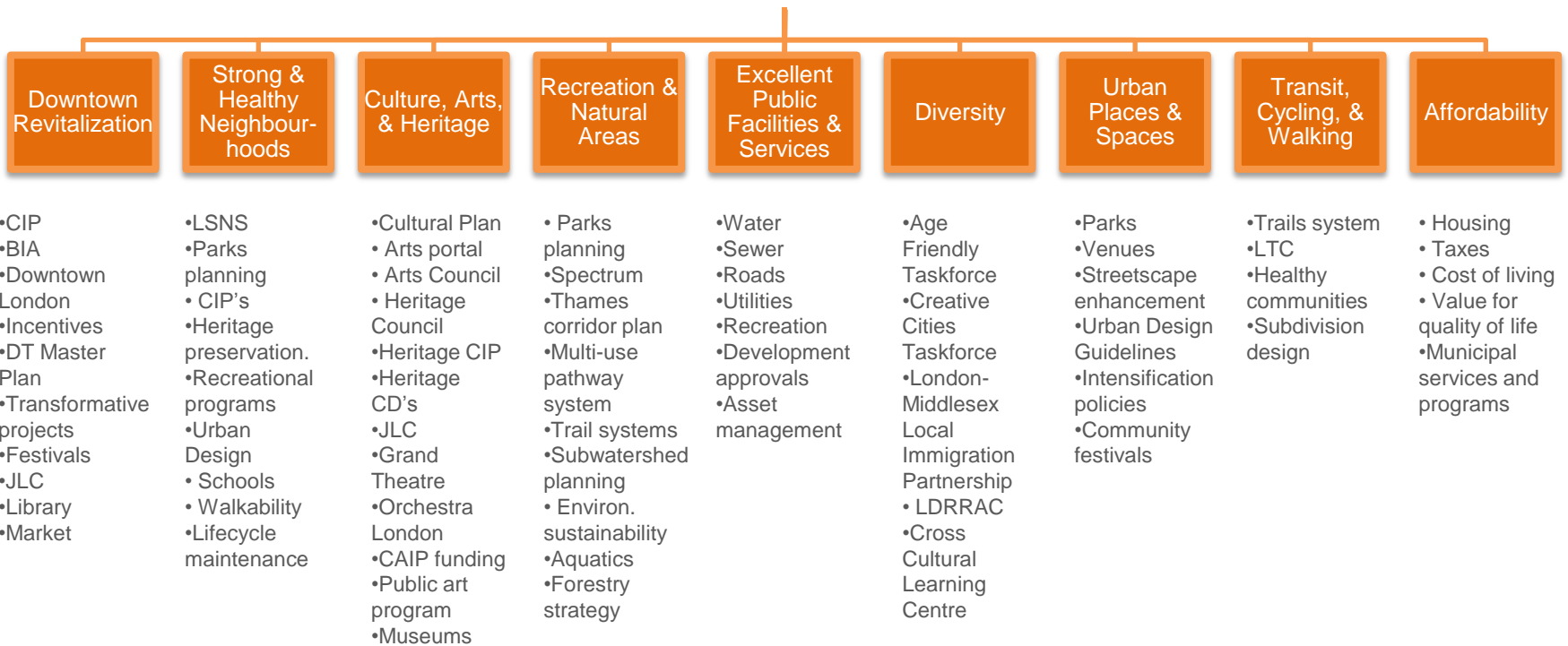
- Trade missions to foreign countries
- Develop business champions in foreign markets
- Promotions and marketing
- Partnerships with embassies and consulates

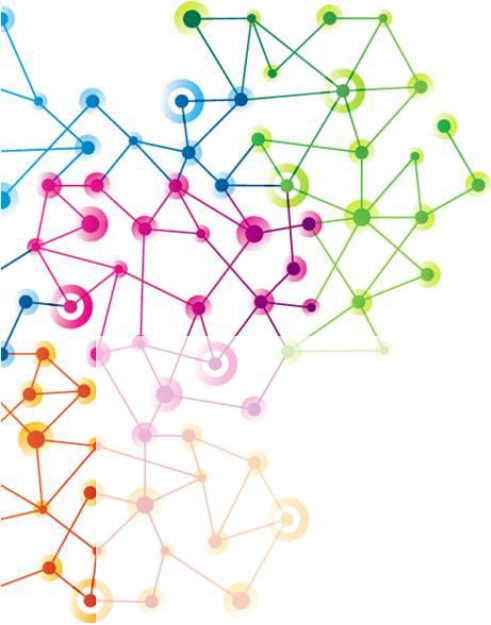
Biz Support

- Biz Support Agencies such as:
- Chamber of Commerce
- LEDC
- Lond. Small Business Ctr
- SWEA
- Mfg. Council
- London Development Institute
- London Home Builders



Definition: Talent Retention & Attraction seeks to enhance London's quality of place to entice innovative employees and entrepreneurs to choose our city over others.





Definition: Labour Force Development focuses on providing opportunities for individuals to gain new skills to broaden their career prospects. The training opportunities are for all ages and stages of careers.

Skills Development

- Workforce Development Agencies
- Intervenors
- Pillar Non-Profit
- Subsidies
- Training Dollars
- London-Middlesex Immigrant Employment Council
- Women Immigrants of London Skill Ctr
- HRDC
- Salvation Army
- Pathways

Education Programs

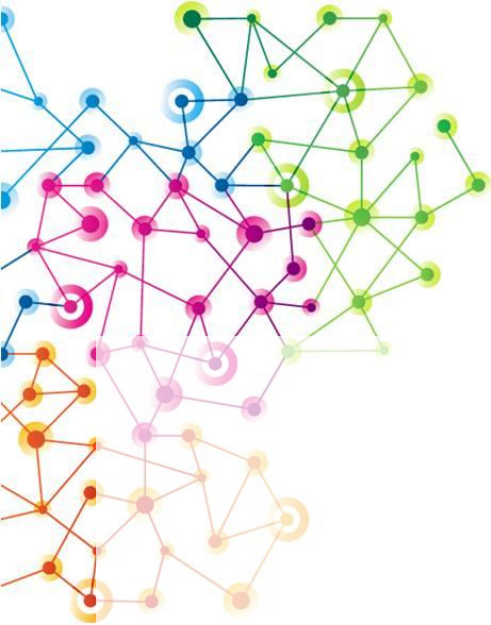
- Ontario Works LEAP program
- Literacy in Motion
- Western Univ.
- Fanshawe College
- Private Career Colleges
- Continuous learning programs
- ESL programs
- Various training institutions

Youth Leadership & Business Opportunities

- Early learning – C&Y Network
- Micro loans
- Leader in Training
- Youth Opportunities Unlimited
- YMCA
- UWO Student Success Centre

Transitional Income Support

- Ontario Works
- Charitable organizations



Definition: Community Economic Development represents efforts to stimulate the economy at the grassroots level. The focus is providing new opportunities for businesses and individuals, while improving the social well-being of community at the same time.



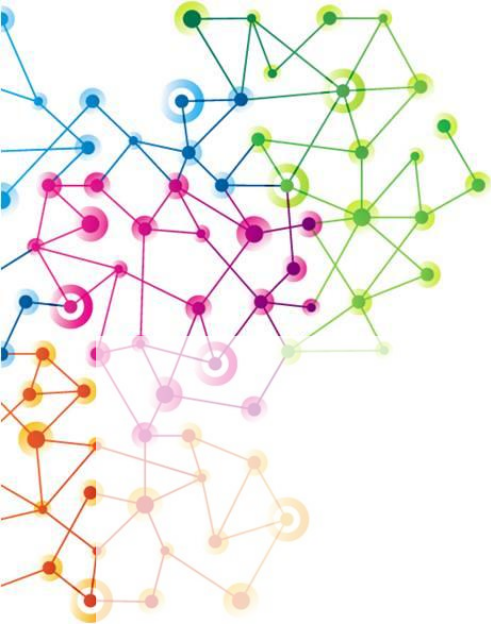
- Small Biz Ctr
- Chamber of Commerce
- London Works HR support
- CImTec

- DT
- OEV
- SOHO
- Brownfield cleanup incentives

- Such as:
- Hutton House
- Empl. Sector Council
- N/E community market
- Veggie City
- Dynamic Dozens
- Habitat for Humanity
- Cooking for Kids
- Pillar Social Enterprises program

- DT
- OEV
- Argyle
- Richmond Row Initiative

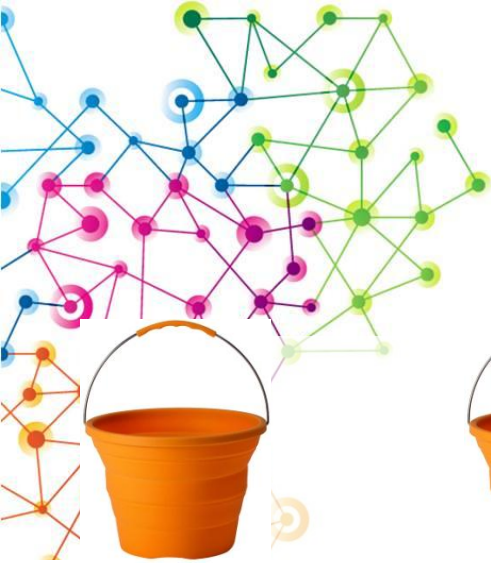
- Angel Investing Forums
- Chamber of Commerce
- Ctr. For Small Business Financing
- Business Development Bank of Canada
- Social Enterprise Exchange



Definition: Visitor & Resident Attractions create additional entertainment opportunities and stimulate local business by adding new money to the community from other locations.



Organizations Playing A Role in Economic Prosperity



Business Retention, Growth & Attraction

- City of London
- LEDC
- Business support & networking organizations
- Federal/provincial ministries/agencies
- Labour organizations
- Etc.

Attract & Retain Talent

- City of London
- LEDC
- Arts and entertainment venues
- Arts and heritage organizations
- Environmental organizations
- Recreation and leisure associations
- Diversity advisory committees and groups
- Etc.

Community Economic Development

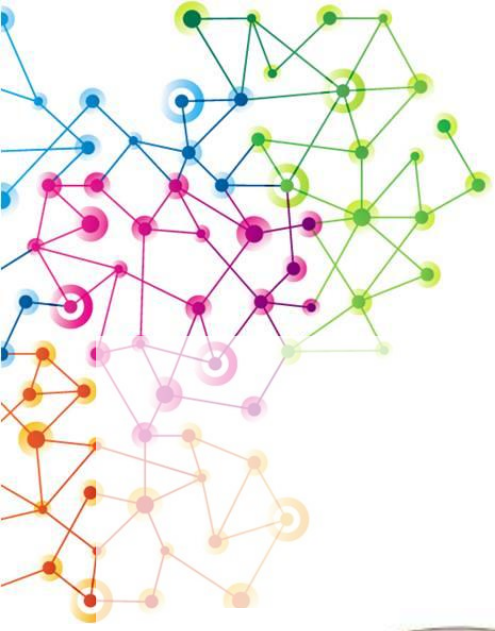
- City of London
- BIAs
- Small Business Centre
- Social Service Organizations
- Bank & Credit Unions
- Community development & networking organizations
- Etc.

Labour Force Development

- City of London
- LEDC
- Post-secondary education programs
- Workforce development organizations
- Federal/provincial ministries/agencies
- Community development & networking organizations
- Social service organizations
- Etc.

Visitor & Resident Attractions

- City of London
- Tourism London
- Arts and heritage organizations
- Arts & entertainment venues
- LCC
- Downtown London
- Hotels
- Etc.



Economic Prosperity Toolkit











Capital Projects
(Public, Private & Non-Profit
Sectors)









Grants, Loans & Incentives

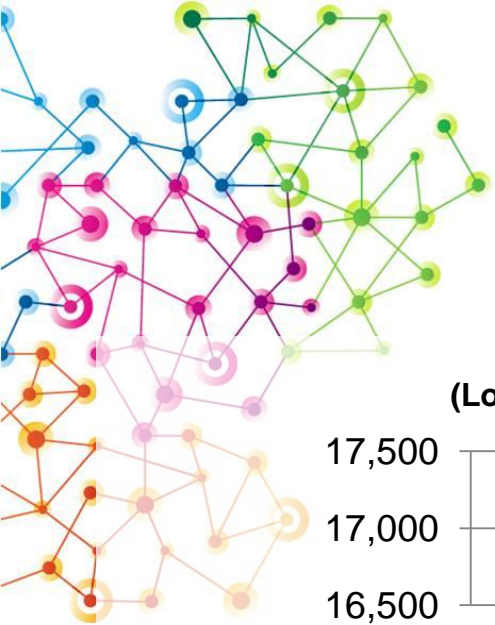
Strategies, Programs &
Service Improvements

Recent Economic Prosperity Initiatives – City of London

	Business Retention, Growth & Attraction 	Attract & Retain Talent 	Community Economic Development 	Develop Labour Force 	Visitor & Resident Attractions 
Capital Projects 	<ul style="list-style-type: none"> •Industrial land acquisition and servicing •Lifecycle maintenance of infrastructure •Growth-related infrastructure •Advanced Manufacturing Park •Stiller Centre •Airport Cargo Terminal •UWO Research Park •Expansion of airport •Water Centre of Excellence 	<ul style="list-style-type: none"> •Transformative DT projects (market, JLC, library, Forks) •Parks •Arenas •Community centres •Market Lane redevelopment •Enhancements to natural heritage areas •Grand Theatre improvements 	<ul style="list-style-type: none"> •Goodwill Industries redevelopment/ expansion 	<ul style="list-style-type: none"> •Fanshawe College School of Applied and Performance Arts(Downtown) 	<ul style="list-style-type: none"> •John Labatt Centre •Western Fair Agriplex • Covent Garden Market • New library • Forks of the Thames
Grants, loans and Incentives 	<ul style="list-style-type: none"> •Brownfield incentives/CIP •Airport CIP •Industrial DC exemptions 	<ul style="list-style-type: none"> •Downtown grants and incentives •Heritage CIP & incentives •Downtown DCs waived 	<ul style="list-style-type: none"> •Matched savings and microloans •Downtown London incentives •DT, OEV and SOHO incentives 	<ul style="list-style-type: none"> •Workforce Development Agencies' subsidies and training dollars •Ministry of Economic Dev't and Innov. Youth Entrepreneurship grants 	<ul style="list-style-type: none"> •World Figure Skating Championships •Grants to Aeolian Hall
Strategies, programs and service improvements 	<ul style="list-style-type: none"> •Sound fiscal practices (strategic financial plan) •Property tax policy •Rate structure •LEDC business recruitment and retention •ILDS •Competitive DCs, utility fees •Improvements to dev't approvals processes •WORLDiscoveries •TechAlliance initiatives •Roundtable on Environment and Economy 	<ul style="list-style-type: none"> •Official Plan •Heritage districts •Urban Design Guidelines •TMP •Urban Forestry Strategy •Million Tree Challenge •Cultural Prosperity Plan •Car Free Festivals 	<ul style="list-style-type: none"> •Old East Village CIP •SOHO CIP •Youth Community Economic Development Plans •Grade 7 Wrap Around Project •Home occupation by-law 	<ul style="list-style-type: none"> •Youth Leadership Certificate •Self Employment & Entrepreneurship Development •Labour Market Information Project •Ontario Works •Child and Youth Network •Pillar Volunteer Opportunities •Employment Sector Council of London-Middlesex •London-Middlesex Local Immigration Partnership 	<ul style="list-style-type: none"> •Victoria Park Festivals •Tourism London initiatives

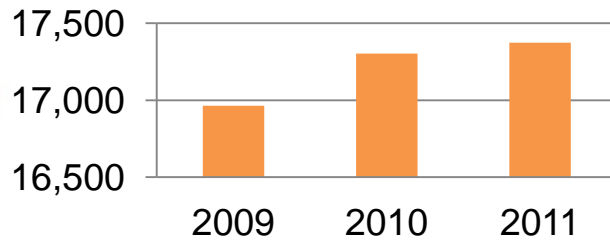
Economic Prosperity Proposals Received to Date – Hitting All 5 Areas of Focus?

	Business Retention, Growth & Attraction 	Attract & Retain Talent 	Community Economic Development 	Develop Labour Force 	Visitor & Resident Attractions 
Capital Projects 	<ul style="list-style-type: none"> •Industrial land acquisition •Industrial land servicing •401 interchanges •International Water Centre of Excellence •St. Joe's/Parkwood proposal •Fincore proposal •Digital Media Centre 	<ul style="list-style-type: none"> •UWO DT and New City Hall •Concert Hall •Dundas Flexible Street •Forks area redevelopment •Talbot Street plaza redevelopment •Bus Rapid Transit (BRT) •Museum London Redevelopment •Downtown Parking •Children's Museum •Grand Theatre Expansion •King's College DT •South Street Campus redevelopment •Hydro lands 	<ul style="list-style-type: none"> •Prosperity Centre 	<ul style="list-style-type: none"> •Ontario Works relocation •Fanshawe College Downtown Expansion •Western Downtown Expansion 	
Grants, loans and Incentives 	<ul style="list-style-type: none"> •Queens parking lot redevelopment •CSTAR 		<ul style="list-style-type: none"> •SOHO incentives •Old East Village BIA Social Enterprises 		
Strategies, programs and service improvements 	<ul style="list-style-type: none"> •Food Innovation Strategy •Industrial Land Development Strategy 	<ul style="list-style-type: none"> •Thames Valley Corridor Plan •LPH lands - new urban neighbourhood 		<ul style="list-style-type: none"> •Hire 1 	



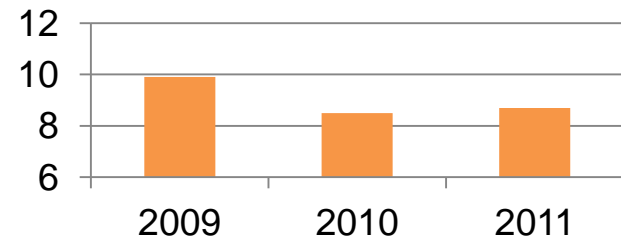
Measures of Success

GDP
(London CMA - Millions)



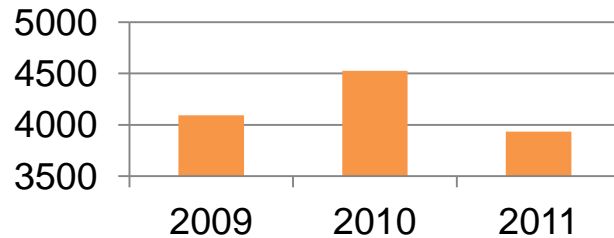
Source: Conference Board of Canada

Unemployment Rate
(London CMA - Percentage)



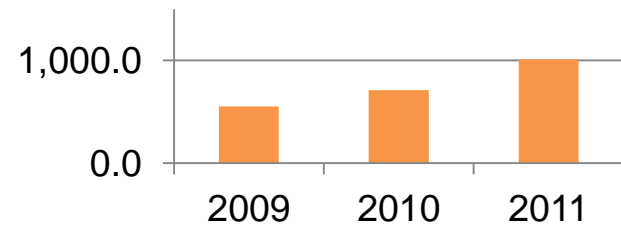
Source: Conference Board of Canada

Building Permits
(Total)

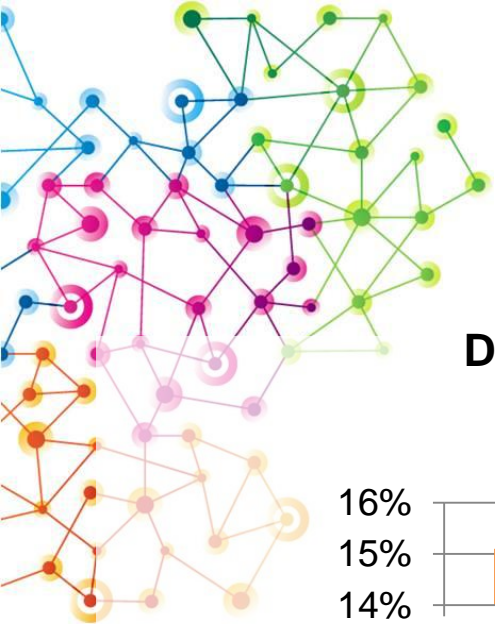


Source: City of London

Building Permit Values
(Total - Millions)

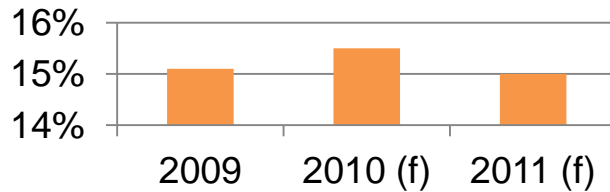


Source: City of London



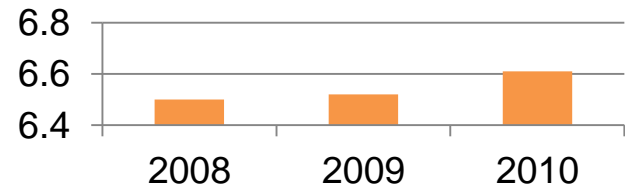
Measures of Success

**Downtown Office
Vacancy Rate
(Percentage)**



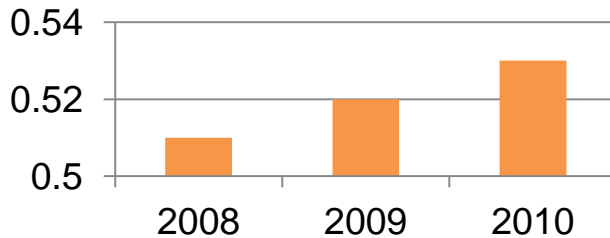
Source: CB Richard Ellis

**Hectares of Open
Space
(Per 1000 People)**



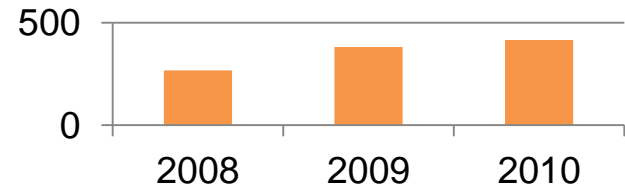
Source: Municipal Performance Measurement Program (MPMP)

**Kilometres of Trails
(Per 1000 People)**

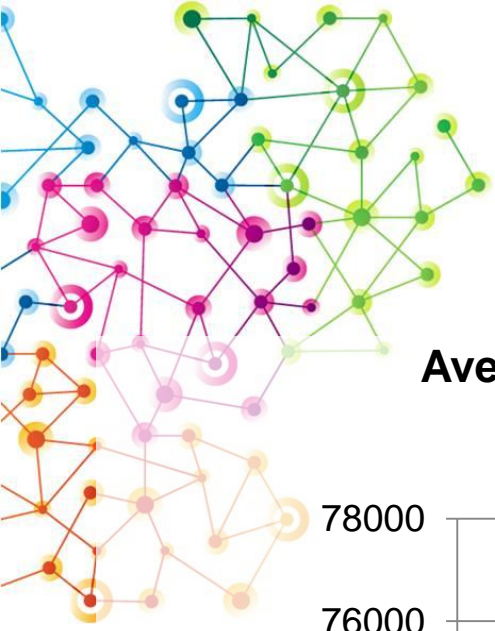


Source: Municipal Performance Measurement Program (MPMP)

**Square Metres of Rec
Facility Space
(Per 1000 People)**

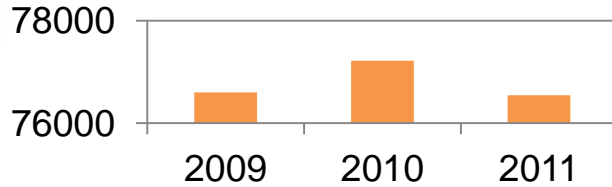


Source: Municipal Performance Measurement Program (MPMP)



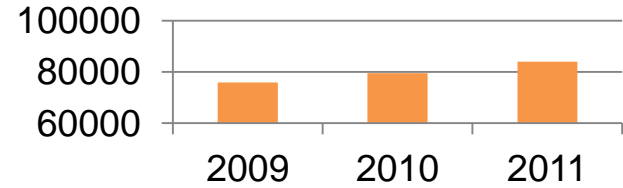
Measures of Success

Average Household Income (\$)



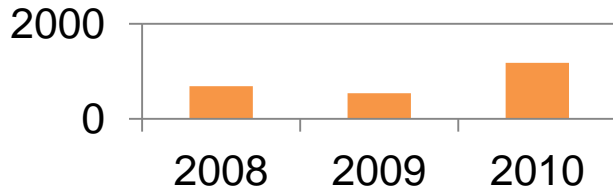
Source: BMA Management Consulting Municipal Study

Current Value Assessment (Per Capita)



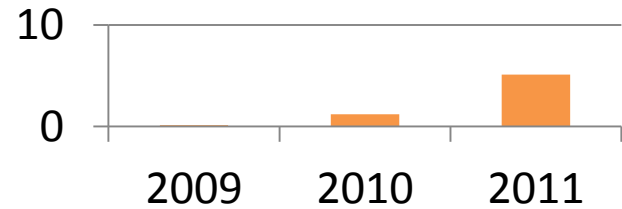
Source: BMA Management Consulting Municipal Study

Net Migration: 25-44 year olds (Total)



Source: Statistics Canada

Industrial Land Sales (Millions)



Source: City of London



Moving Forward

- Consider a broader view of economic prosperity
- Five areas of focus needed to grow London's economy
 - Business Retention, Growth & Attraction
 - Attract & Retain Talent
 - Develop Labour Force
 - Community Economic Development
 - Visitor & Resident Attractions
- Recognize that the City has role to play along with many others
- Match areas of focus with tools
- Develop measures of success for each area of focus