

London: City of Opportunity | ReThink London

# London's Prosperity Plan



Let's get working London...

How do we keep good employers in London and attract new ones?

How do we move London's economy forward faster?

How do we make London's future brighter for everyone?

How do we ensure our investments benefit our community in both the short and long term?

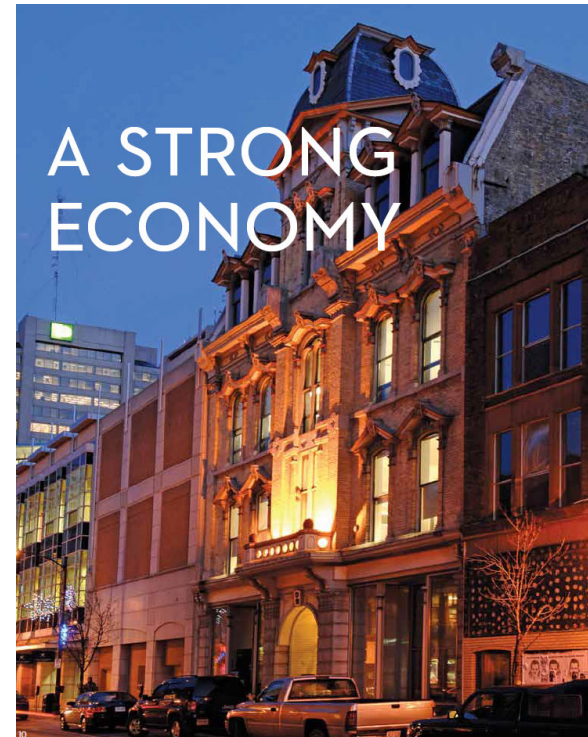


## Investment & Economic Prosperity Committee

# What is the IEPC?

Council identified **A Strong Economy** as a top result in their 2011-2014 Strategic Plan.

The Investment & Economic Prosperity Committee (“IEPC”) was created to focus on building a strong economy and creating jobs.

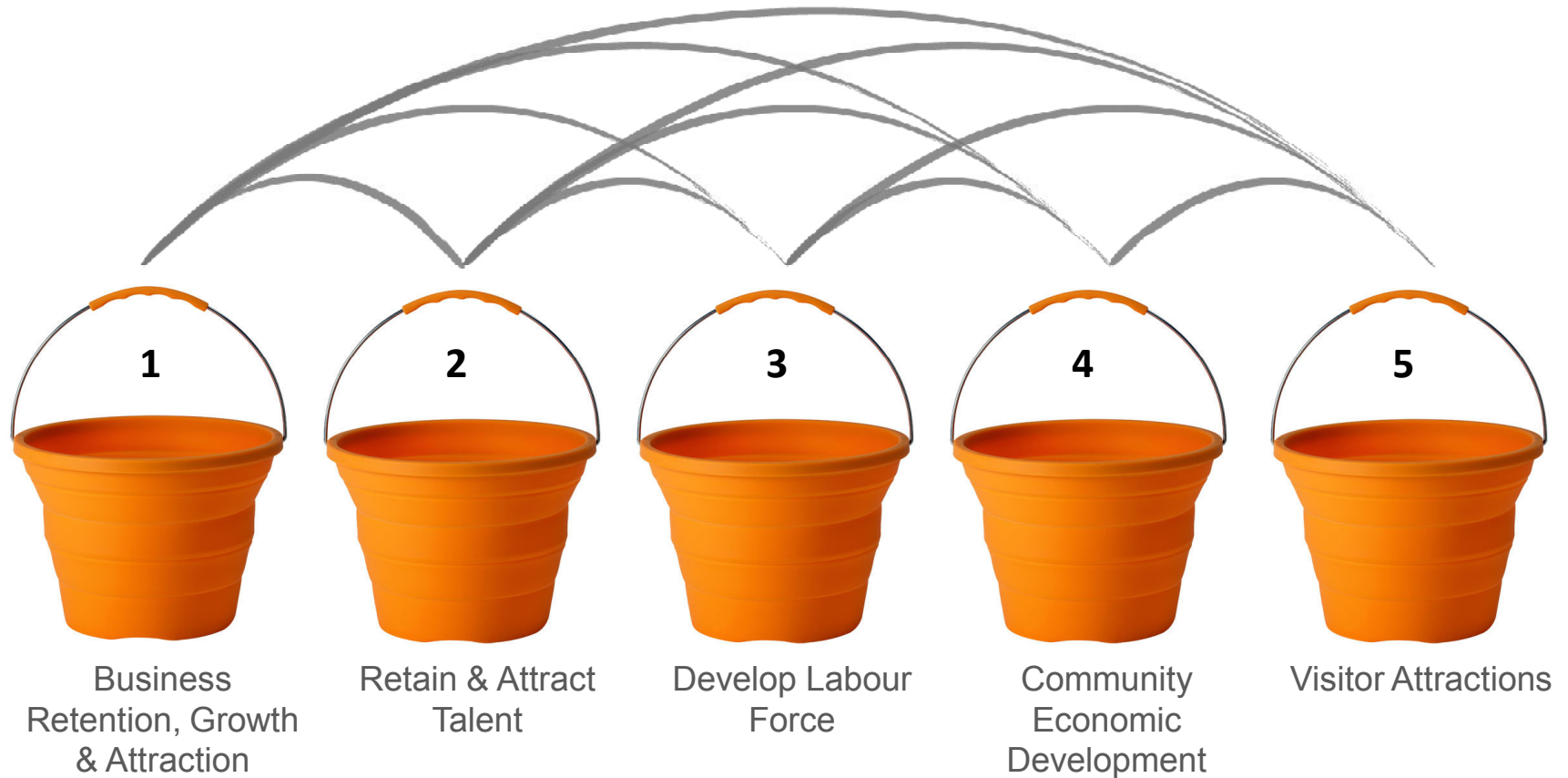


# What are the IEPC's objectives?

**The IEPC is focused on six objectives:**

1. Fueling transformational change in London's economy
2. Creating jobs
3. Leveraging investment
4. Stimulating spin-off benefits
5. Building beneficial partnerships
6. Benefiting key targeted sectors

# A Balanced Approach



# Many Partners



## 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 Attractions

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

# Recent Economic Prosperity Initiatives – City of London

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

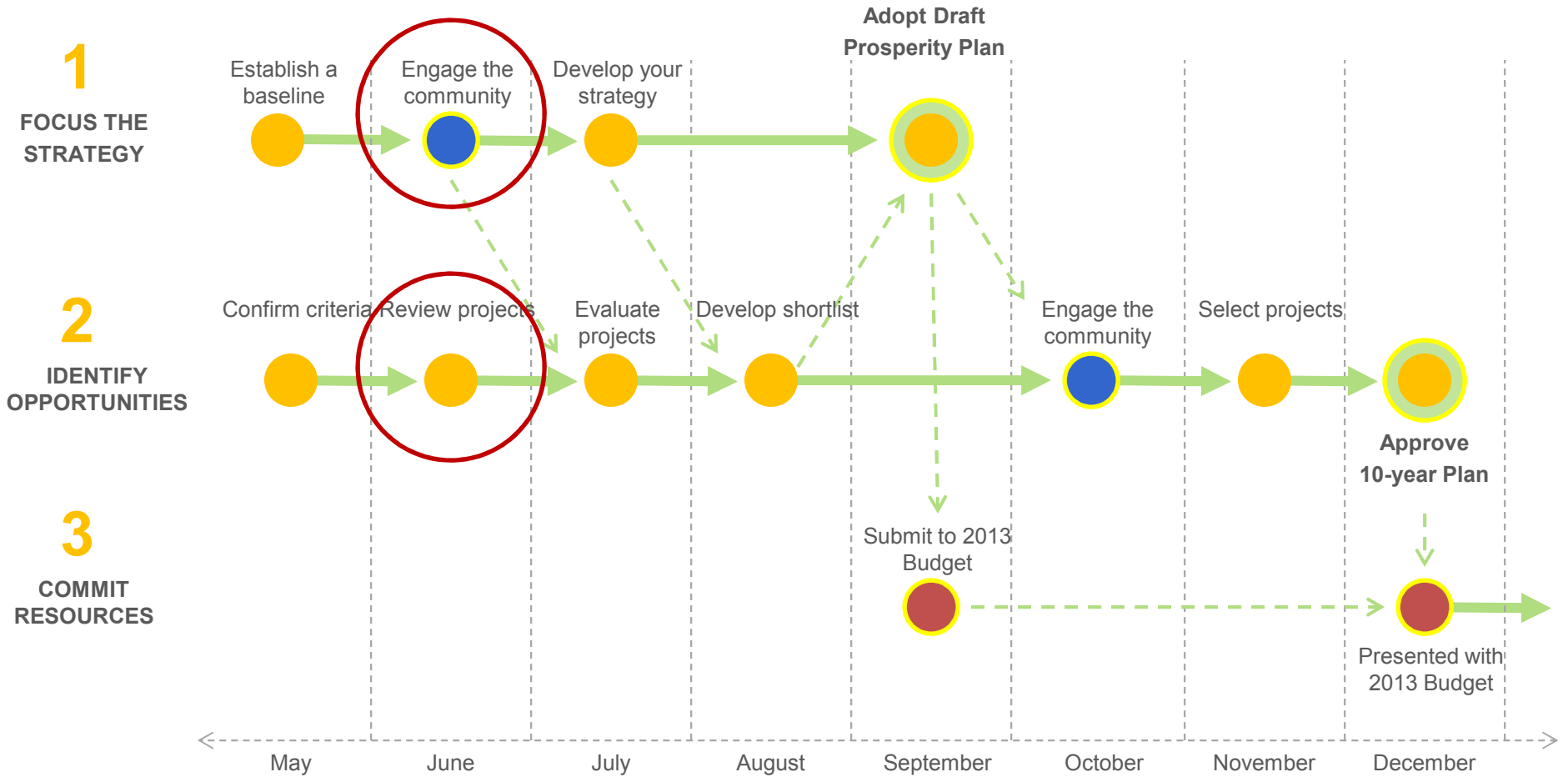
# What are we working towards?

The IEPC wants to build on what is already happening by working on three main tasks:

- 1. Focusing our economic strategy**
- 2. Identifying opportunities to build a strong economy**
- 3. Committing resources to make it happen**

Together, all these tasks will create our 10-Year Prosperity Plan, to be submitted to Council by the end of 2012.

# The Process





# Call for Ideas

Over the past two months, we asked Londoners to send us their ideas on how to create jobs and strengthen our economy.

The IEPC launched a website, **[prosperityforlondon.ca](http://prosperityforlondon.ca)**, to collect these ideas.

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The Goal

The Objectives

The Opportunities

The Plan

Join the conversation...



Email us at [prosperity@london.ca](mailto:prosperity@london.ca)

Submit your ideas to IEPC!

[Click here to fill out the IEPC Ideas Form ▶](#)

# What We Heard

We received many great ideas:

- **19 proposals** from citizens
- **26 proposals** from organizations

The IEPC is reviewing these ideas over a series of meetings, including today's discussion.



[prosperityforlondon.ca](http://prosperityforlondon.ca)