Business is a Human Race

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MISSISSAUGA

*Thank you to Bonnie Brown, Manager, Sector Development & Economic Partnerships, for your assistance

MISSISSAUGA

MISSISSAUGA
ONTARIO, CANADA

766,000+
TOTAL POPULATION

88,600+
BUSINESSES

428,000+
JOBS

1,400+
MULTI-NATIONAL FIRMS

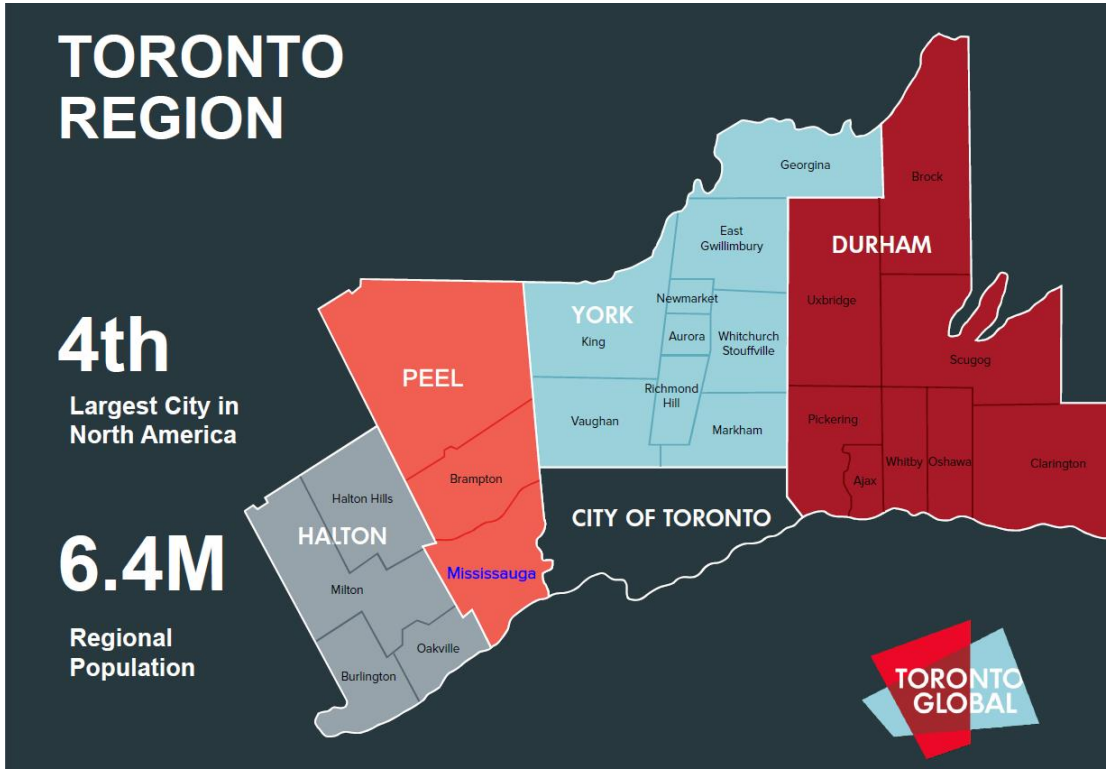


MISSISSAUGA

ONTARIO, CANADA



MISSISSAUGA



MISSISSAUGA



MAYOR CROMBIE'S

STATE OF THE CITY ADDRESS

DELIVERED TO THE MISSISSAUGA BOARD OF TRADE
SEPTEMBER 19, 2017

MISSISSAUGA

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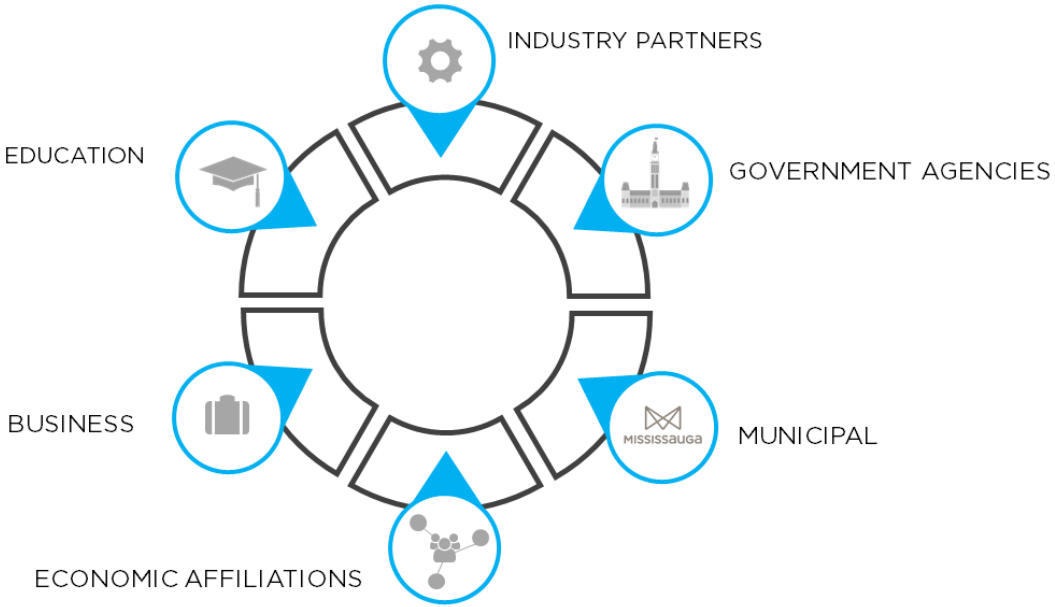


MUNICIPAL TOOLS FOR ECONOMIC DEVELOPMENT

- Community Improvement Plans and incentives
- land use controls: height, density, zoning
- employment lands protection: cannot appeal a Council decision to refuse to rezone employment lands to OMB
- brownfields tax incentives

Mississauga Approach

SUPPORTIVE ECOSYSTEM



MUNICIPAL CHALLENGES FOR ECONOMIC DEVELOPMENT

- *Municipal Act, 2001* prohibition against providing bonus incentives to business
- coordination of efforts between other levels of government, agencies and municipality takes time vs. need to respond quickly
- impact of trade agreements

GOVERNMENT
PARTNERS



MISSISSAUGA

TORONTO GLOBAL
YOUR REGION FOR BUSINESS

GOVERNMENT PARTNERS

FEDERAL

Innovation, Science and Economic Development Canada

Employment and Social Development Canada

The Canadian Trade Commissioner Service

Export Development Canada

Business Development Bank of Canada

PROVINCIAL

Ministry of Economic Development and Growth

Ministry of Research, Innovation and Science

Ministry of Advanced Education and Skills Development

REGIONAL

Region of Peel

Toronto Global

Peel-Halton Workforce Development Group

MISSISSAUGA

ECONOMIC DEVELOPMENT
SERVICES

- Small Business and Entrepreneurship
- Business Attraction/Retention/Expansion
- Global Business Investment Program
- Research, Information & Statistics
- Marketing Support
- Partnerships (Industry, NFP & Government)
- Business Problem Solving

INTERACTION & COLLABORATION WITH THE EDO

Toronto Global is focused on identifying new FDI opportunities, providing exemplary client service, and securing wins for the Toronto Region that will create jobs for residents and contribute to the regional GDP.

EXTENDING THE REACH

Toronto Global extends the reach of the Toronto Region internationally with a focused FDI sales-oriented team. Expertise includes:

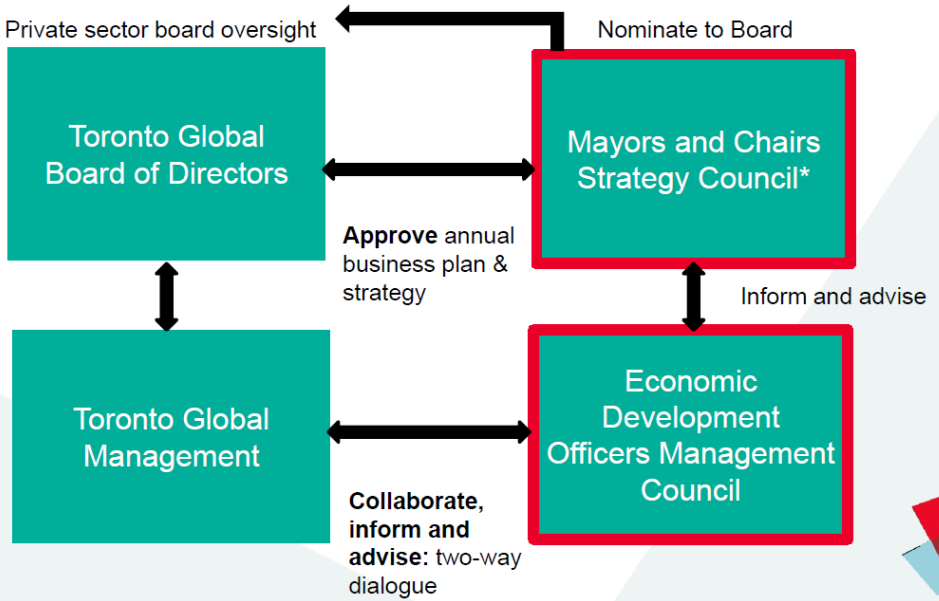
- **Lead Generation & Client Services**
- **Strategy & Operations (Sales Support)**
  - **Marketing & Communications**
  - **Research & Insights**

COLLABORATIVE RELATIONSHIP

Working with the Toronto Global team, partner municipalities expect:

- **Continual development and delivery of customized regional value-propositions and client-driven**
- **solutions**
- **Open communication and information sharing**
- **A sales & client-focused approach**
- **Strategic contributions**
- **End-to-end management of investment files**

COLLABORATIVE RELATIONSHIP



MISSISSAUGA

WHAT THE EDO CAN EXPECT FROM TORONTO GLOBAL

1. Communication & Information Sharing

+ Circulation of quarterly reports
+ Circulation of market strategies and calendar of upcoming missions for input
+ meetings with Toronto Global management

2. Activity Awareness & Involvement

+ Funding EDO will be informed if a Toronto Global team member is bringing a company to their jurisdiction
+ Recognizing the in-depth knowledge and expertise held at the EDO level, contact with respect to collecting research and intelligence to support a file will occur on a case by case basis

WHAT THE EDO CAN EXPECT FROM TORONTO GLOBAL

3. End-to-End Management of Investment Files

+ Toronto Global will service FDI files from beginning to end and will involve various parties (including EDO) as required on a case by case basis

+ Location recommendations will be made based on a combination of client needs, location factors, and evidence based research that supports a company's business plan and potential for success in the Toronto Region

+ An introduction/hand-off will be made to the appropriate EDO when an investment is confirmed

WHAT THE EDO CAN EXPECT FROM TORONTO GLOBAL

4. End-to-End Management of Site Selection Requests/RFIs

+ Toronto Global serve as a main point of contact for requests received from site selectors

5. Lead Sharing

+ If a lead is shared with Toronto Global; the municipality will be given preferential treatment if the case is viable for the client

KEY PERFORMANCE INDICATORS

2017 TEAM GOALS April 1, 2017 to March 31, 2018

METRIC	TARGET
Number of new investments	
Number of new jobs created (first 3 years)	
Dollar amount invested (capital expenditures + operating expenditures, first 3 years)	
Number of targets identified	
Number of companies transferred into the service funnel	

2017 MARKET GOALS

Europe A = UK & France
Europe B = Netherlands & Germany

METRIC	TARGET				
Number of new investments	USA East	USA West	Europe A	Europe B	Asia
Number of new jobs created (first 3 years)	USA East	USA West	Europe A	Europe B	Asia
Dollar amount invested (capital expenditures + operating expenditures, first 3 years)	USA East	USA West	Europe A	Europe B	Asia
Number of targets identified	USA East	USA West	Europe A	Europe B	Asia
Number of companies transferred into the service funnel	USA East	USA West	Europe A	Europe B	Asia