

Durham Region Economic Analysis

Exclusive to Members of REIN Feb 2010



Marketing the Durham Opportunity

Presentation to:
Real Estate Investment Network

February, 2010





Presentation Overview

- * **Durham Opportunities** – Durham's key messages that position for growth
- * **Growth Drivers** – What is driving growth and how are we responding
- * **Marketing the Region's Opportunities**







Location

- Within one day's drive of 120 million American and Canadian consumers
- Close to the eastern seaboard of the United States with access to international markets





Location

- Eastern Gateway to the Greater Toronto Region, a market of 6 million people.
- The GTA Region is the economic engine of Canada, accounting for close to 20% of the country's gross domestic product





The Durham Opportunity – 3 Key Messages

- * **Significant investment is happening today in Durham Region**
- * **Infrastructure Investment, Population Growth and Economic transition are creating tremendous opportunities**
- * **Durham is an affordable business location**





What is driving growth, investment and activity in Durham Region?

- * **Major investments in infrastructure**
- * **Population Growth**
- * **Economic Transition**



Durham Region Economic Analysis

Exclusive to Members of REIN Feb 2010

Expand Your Vision

Major Infrastructure Investments

- Nuclear new build and refurbishment/supply chain
- University of Ontario Institute of Technology – research and development eg. ACE Global
- Durham College – training and applied research
- Significant Transportation improvements
- Broadband Service expansions
- Research Innovation Centre initiative

Significant direct and indirect employment generation




Expand Your Vision

Durham College

- Students: 5,800 (full-time)
23,000 (part-time)
2,000 (apprentices)
- Nearly 100 programs in the post-secondary, skilled trades and apprenticeship
- Integrated Manufacturing Centre – supports DC and UOIT programs with state-of-the-art equipment
- Customized training programs available for employers



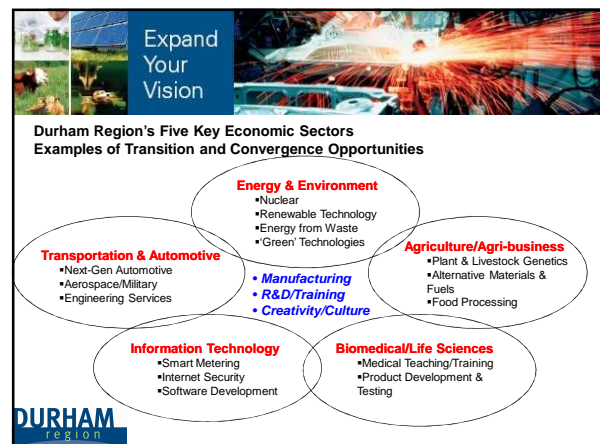
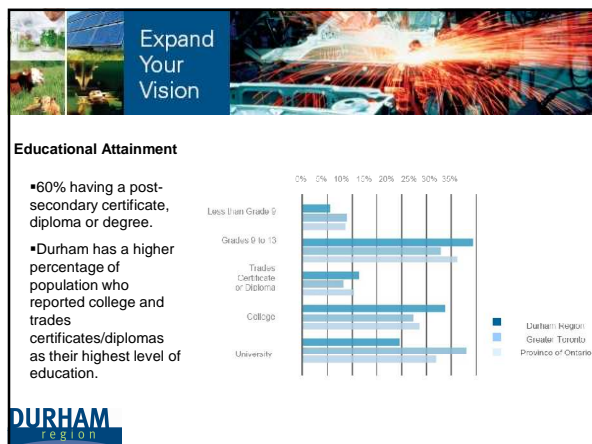
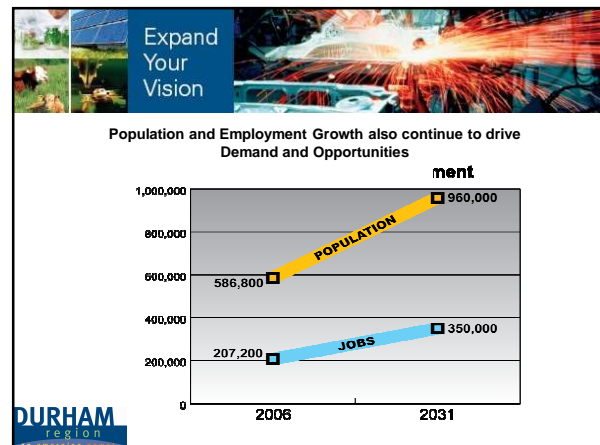


Expand Your Vision

University of Ontario Institute of Technology

- Over 1 million square feet of new classrooms, laboratory, research, dormitory and administrative space has been built.
- Focus on advanced manufacturing, energy, and internet security.
- Strong industry-driven research/commercialization mandate
- Research funding since inception in 2003 is in excess of \$16.3 million







Durham Region Economic Analysis


Exclusive to Members of REIN Feb 2010

Express Your Vision

Durham is well positioned with growth-supporting policy and infrastructure

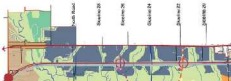



Expand Your Vision




Development Opportunities, Pickering Seaton Community

- Sustainable urban community on 3,000 hectares (7,400 acres)
- Initial build-out will be home to 70,000 people; 35,000 jobs
- 800 acres of employment land with direct Highway 407 exposure
- AND – more than half of the area will remain in its natural state.






DURHAM
region
A COMMUNITY OF OPPORTUNITIES





Expand Your Vision





Automotive Centre of Excellence (ACE)


- A key component of General Motors \$2.5 Billion Beacon Project is a new \$58M Automotive Centre of Excellence (ACE) created at UOIT¹ in Oshawa – focus on engineering/vehicle design
- Partnership between the federal and provincial governments, UOIT, and General Motors
- Includes a fully climatic, multi-fuel capable wind tunnel; most advanced in North America
- ACE is under construction












































Durham Region Economic Analysis

Exclusive to Members of REIN Feb 2010



The Durham Strategic Energy Alliance (DSEA)



- A unique non-profit organization of companies, academic institutions, organizations and governments **committed to the development of sustainable energy solutions**
- 60 members and growing
- Runs networking events & an annual conference, undertakes energy policy reviews, and promotes local and international business collaborations

•www.dsea.ca








Agriculture and Agri-business Sector


- Over 1,700 farms
- Over 330,000 farmland acres
- \$1.6 billion farm capital value
- \$234 million in annual gross farm receipts
- 63% of farms owned vs. rented (highest in GTA)
- Major commodities include dairy, flowers/nursery/sod, cattle & calves, horses, field crops, fruit, poultry and eggs
- Applied agricultural technology







Lifestyle





Great Place to Live and Play







Marketing the Region's Opportunities





Marketing Programs for the Investment Community

- **Intermediary/Sector outreach** – (events, hosting and communications strategy) eg. Corenet Global, Society of Industrial & Office Realtors, GTA and Durham brokerage community, GTMA, MEDT, DFAIT
- **Property listing promotion** - joint local-regional-private sector investment attraction programs; develop on-line tool
- **Targeted property initiatives** – eg. Energy Park, Science Park, UOIT Tech Park, Seaton
- **Business Support Programs** – business expansion support; service/funding identification and connection



Durham Region Economic Analysis

Exclusive to Members of REIN Feb 2010




Services for Location Searches and other Broker support

- 'Request for Information' response packages/support materials
- Land and Building searches (coordinated with local municipal partners)
- **Real Estate/Investment Tours** – client hosting
- Connection to other supporting agencies and groups
 - municipal planners & engineers; utilities
 - College/University
 - Local Training Board & employment network
 - Provincial and Federal agencies and programs
 - business/industry organizations
- Listing promotion through joint local-regional investment attraction programs



Expand Your Vision

For more information, contact:
Economic Development & Tourism Department
905-668-7711 or 1-800-706-9857
www.durhambusiness.ca
info@durhambusiness.ca



Questions?

Bring Them To Me At The Break

