

Durham Region Economic Analysis

Exclusive to Members of REIN Feb 2010



Expand
Your
Vision



Marketing the Durham Opportunity

Presentation to:
Real Estate Investment Network

February, 2010





Expand
Your
Vision



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**






Expand
Your
Vision



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






Expand
Your
Vision



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





Expand
Your
Vision



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**





Expand
Your
Vision



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



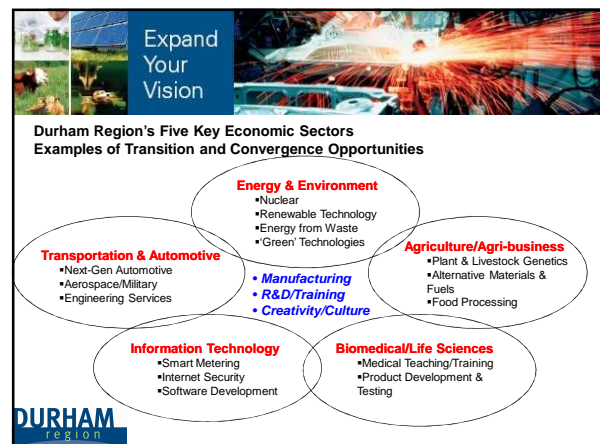
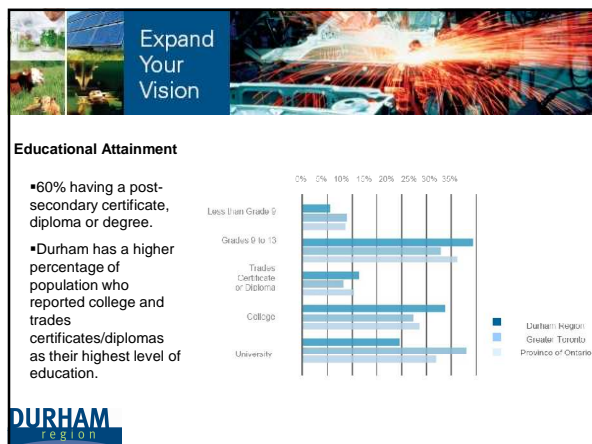
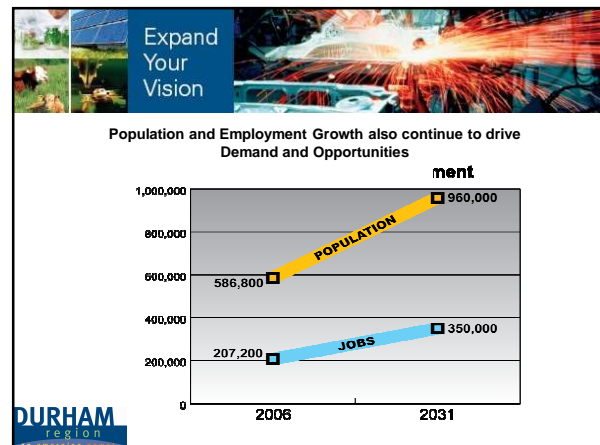


Expand Your Vision

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

Expand Your Vision


Durham is well positioned with growth-supporting policy and infrastructure

The map illustrates the Durham Region as an energy capital, highlighting its strategic location and infrastructure. Key features include:

- Geography:** The map shows the Durham Region (shaded in light green) bordered by Pickering, Whitby, Oshawa, and Toronto. Major roads like Highway 401 and Highway 404 are marked.
- Infrastructure:** The map highlights major transit nodes (blue circles), major transmission lines (orange lines), and major gas lines (yellow lines). Key locations include Pickering Airport (Markham), Station Community, Pickering, Durham College, Oshawa College, Oshawa, Durham College, GM, Oshawa Port, GPG Pickering, GPG Darlington, and St Mary's Port.
- Legend:** The legend identifies symbols for Human/Intellectual Capital (blue circle), Provincial Priority Growth Centre (orange circle), Transportation Infrastructure (orange line), Major Transit Node (blue circle), Major Transmission Line (orange line), and Major Gas Line (yellow line).
- Text:** The text "DURHAM REGION - ONTARIO'S ENERGY CAPITAL" and "The Durham Energy Cluster" is prominently displayed. The map also includes a small inset map of Ontario showing the location of Durham Region.

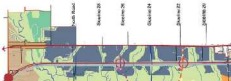


Expand Your Vision



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.





Expand
Your
Vision

Durham's Key Sectors

DURHAM
region

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 UOIT 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

A collage of four images: a green field with sheep, a solar panel array, a close-up of a hand holding a small object, and a large industrial machine with a bright light source.

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

