



# **Agenda for Prosperity: Implementation Update**

**Michael Williams, General Manager EDCT  
Presentation to  
Economic Development Committee  
January 15, 2010**

# Four Pillars



## Proactive Toronto

### Business Climate

Improve the business climate to enable, accelerate and attract economic growth

## Global Toronto

### Internationalization

Diversify our international portfolio by increasing our economic activity beyond North America

## Creative Toronto

### Productivity and Growth

Anchor and expand strategic industry sectors through increased competition and collaboration

## One Toronto

### Economic Opportunity and Inclusion

Enhance and expand Toronto's labour force and ensure all residents have access to benefits of Toronto's economic growth

# Update on 2009 Focus Areas



## 1. Can-Do Attitude and Approach (Proactive)

- Gold Star/Concierge (39 projects \$1.5 bil 21,000 jobs)
- TIEGs (7 projects, over \$ bil)

## 2. Globalization (Global)

- Invest Toronto start-up (in meantime, helped attract 6 new firms)
- 2015 Pan Am Games, other events such as 2014 World Pride

# Update on 2009 Focus Areas



## 3. Sector Development (Creative)

- Creative and Services Summit (with partners)
- TFSA Plan
- Pinewood Studios

## 4. Local Outreach (One)

- Youth Employment Partnership
- Partners in Project Green
- Internationally Educated Professionals Conference

# Update on 2009 Focus Areas

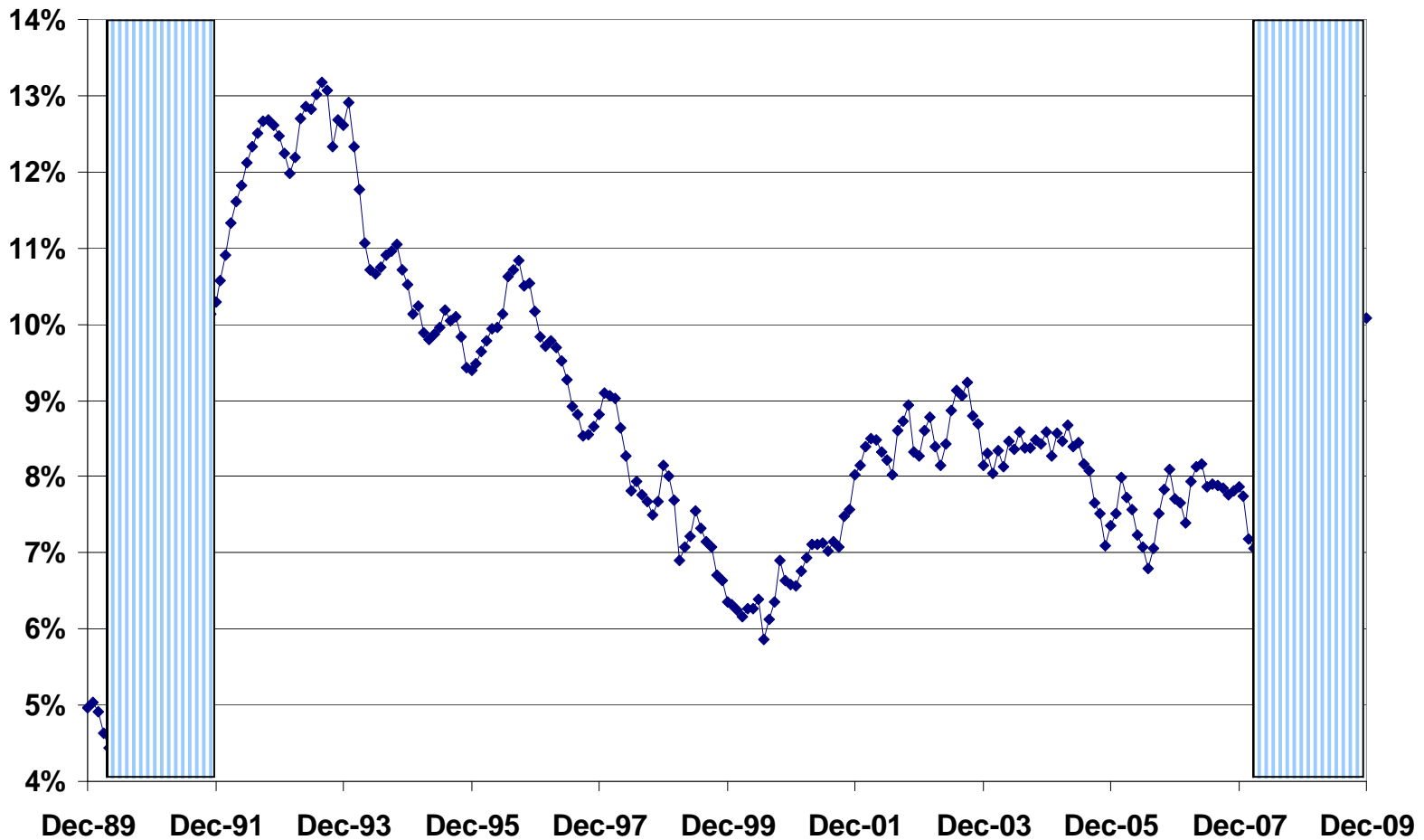


- Have established the organizational infrastructure and policy/program structure for success
- Committees and forums with external partners that help advance the Agenda, eg. Service Sector Summit

# Economic Backdrop



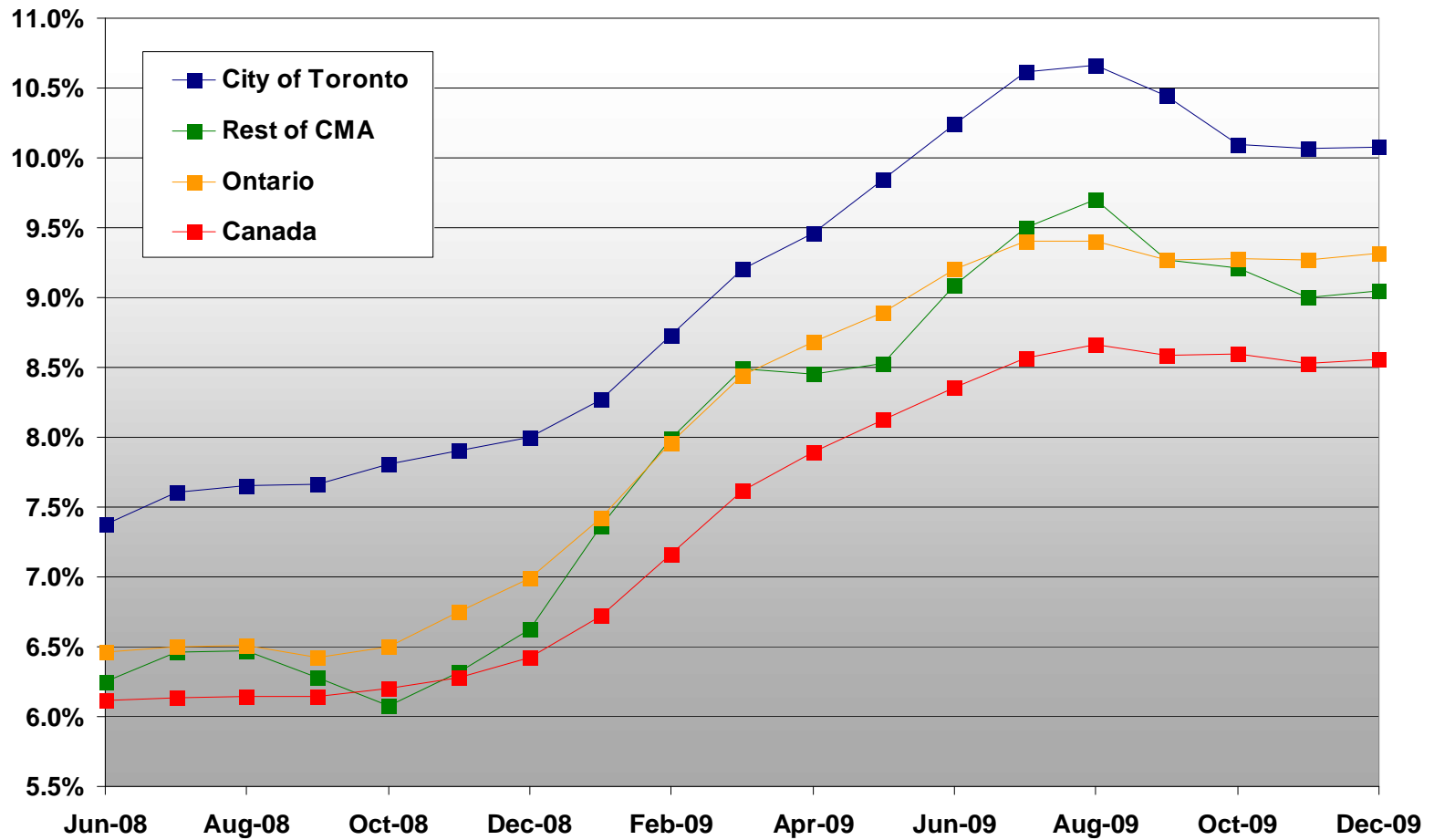
## Unemployment Rate - City of Toronto Residents



# Economic Backdrop



## Unemployment Rates



# Economic Backdrop



- Recession of 2009 is over
- Most forecasts predict slow growth in 2010
- Future is always uncertain



# Areas of increased Focus for 2010



- 2010 will be about recovery and focus areas reflect this context
- Guided by Agenda pillars, *Creative City Planning Framework*, data and expert advice
- Must also reflect budget reality
- Must engage external partners

# Expand and Deepen Can-Do Attitude and Approach



# Support Small and Mid-Sized Enterprises



**TABLE 2**  
**SMALL BUSINESS GROWTH IN CMAs**  
2004–2009 (percent change in number)

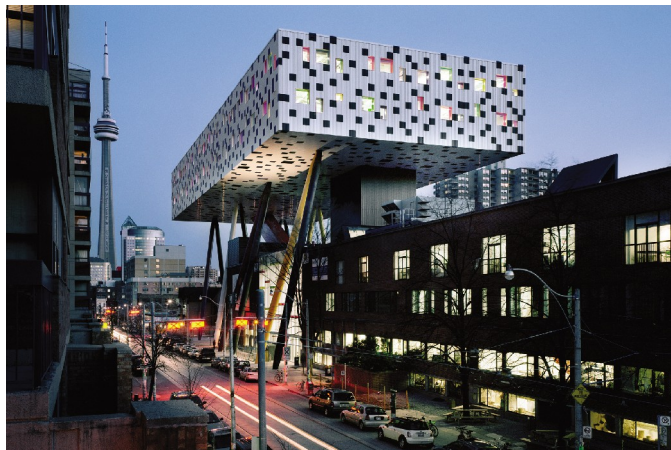
		Growth Rate
1	Toronto, ON	15.1
2	Guelph, ON	13.8
3	Abbotsford, BC	10.2
4	Vancouver, BC	9.3
5	Oshawa, ON	9.1
6	Kelowna, BC	8.4
7	Calgary, AB	7.4
8	Barrie, ON	6.6
9	Ottawa-Gatineau, ON/QC	6.3
10	Victoria, BC	6.1

Source: Statistics Canada

# Engage Toronto's Diverse Business Communities



# Strengthen and Expand Strategic Industry Sectors





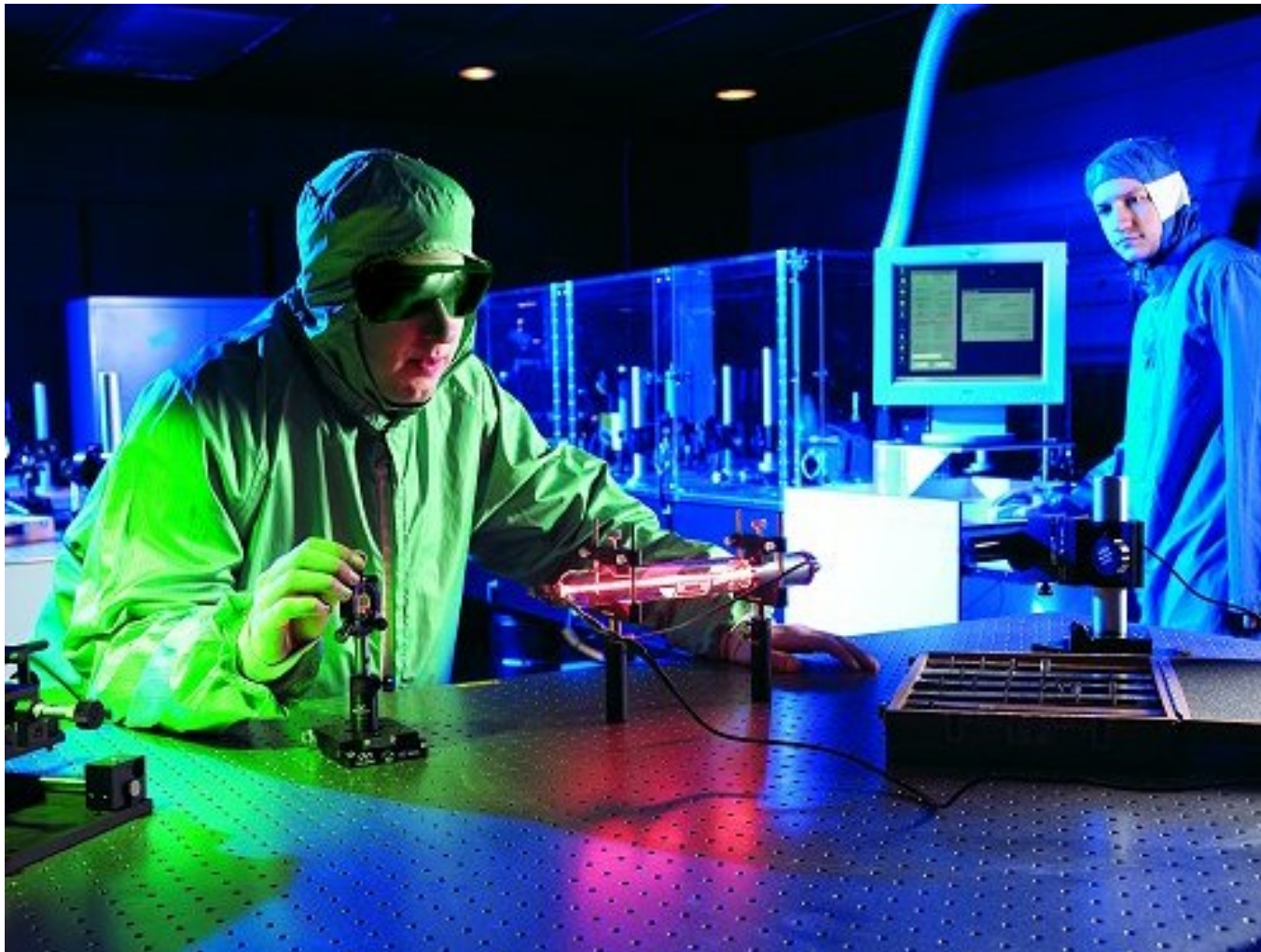
# Foster Green Industries



# Facilitate Labour Force Development



# Support Innovation and Commercialization





# Increase Divisional Effectiveness



- Invest in Productivity and Effectiveness Tools
- Develop New Sources of Revenue
- Increase Effective Collaboration
- Strengthen Metrics for Tracking Divisional Performance