

Supporting Business

Action Item #	Description	Lead Responsibility /Partners	Performance Indicators and/or Expected Outcomes	Timing	Status
1.	Continue to deliver direct-to business consultation services to companies across the Region to support business growth and sector/cluster development in the following areas: <ul style="list-style-type: none"> High growth knowledge-based companies Small business start-up and growth services in the Northern Six communities of the Region through the Small Business Enterprise Centre 	Economic Strategy/local municipalities/Provincial government & other SBEC's in the Region	Minimum number of annual business engagements (800)	Ongoing	Implemented – over 1,500 in 2 years. There was a slight dip in core consultations due to the pandemic however there was increased support through the BRSP
2.	Undertake an enhanced York Link marketing campaign to promote high value business growth and place making, particularly in the Region's Centres and Corridors and priority employment lands	Economic Strategy	Minimum % increase in York Link social media followers across channels	Ongoing	Implemented <ul style="list-style-type: none"> 56% increase in website visits 10% increase in social media followers
3.	Undertake targeted marketing of office development opportunities in Centres and Corridors with a focus on financial incentives	Economic Strategy/Finance	Number of developers engaged; new/expanded office buildings as outcome	Through 2022	To be revisited - started in 2020 but suspended due to COVID-19. To be revisited in 2022-23
4.	Undertake a broader, marketing focused foreign direct investment program , enhancing collaborative efforts of Toronto Region municipalities with York Region digital marketing and targeted selective awareness building activities, domestic and internationally (eg. Web Summit/Collision)	Economic Strategy/local municipalities & Toronto Global	Increase in York Link social media followers; York Region presence at Collision; foreign investments as outcome	Ongoing; Collision through 2021	Implemented – there was a virtual presence at Collision 2021
5.	Examine opportunities for broadening York Region's economic base through new cluster analysis and development (e.g. environmental/green technology, health technology, automation, hardware and artificial intelligence)	Economic Strategy/Planning & Environmental Services	Completion of review; recommended approach as outcome	One cluster per year	Implemented - support for Hardware and auto sector underway
6.	Delivery of the actions in the Agriculture and Agri-Food Strategy and support the administration of the Agriculture and Agri-Food Advisory Committee (AAAC) of Council	Economic Strategy/AAAC	As outlined in the Agriculture and Agri-Food Strategy	Ongoing	Implemented - Agri-food Strategy over 90% completed. Reported annually.
7.	Work with other industry service providers and stakeholders to examine the role of the Region in the delivery of tourism services through a tourism marketing review	Economic Strategy/Tourism stakeholders	Completion of review; recommended approach as outcome	In 2022	Underway

Supporting Innovation

Action Item #	Description	Lead Responsibility/Partners	Performance Indicators and/or Expected Outcomes	Timing	Status
1.	Administer and promote the Innovation Investment Fund to attract and support major transformational investments and drive innovation in the community	Economic Strategy	Funds leveraged by the Entrepreneurship and Innovation fund	Ongoing	Implemented – <ul style="list-style-type: none"> \$500,000 to provide COVID-19 support to small businesses. Council approved \$1.5M for the HCI expansion at ventureLAB for hardware and semiconductor companies and FDI
2.	Administer, in conjunction with ventureLAB, the Entrepreneurship and Innovation Fund to develop the Regional innovation network by supporting companies, initiatives, incubators and accelerators	Economic Strategy/ventureLAB	Distribution of \$100,000 to targeted projects and businesses	Annual	Implemented – reported annually
3.	Establish a Regional Smart City Working Group to guide and evaluate Intelligent Community efforts, including engaging with local partners and private sector entities, and seek senior government funding program opportunities	Economic Strategy/Regional Departments	Number of partnership and funding opportunities identified	Ongoing	Implemented – however the mandate of this group is being revisited since the federal government has not launched another Smart Cities Challenge
4.	Support business development opportunities with YorkNet , the Region-owned dark fibre service provider, to build economic and innovation capacity in all parts of the Region	Economic Strategy/YorkNet	Number of opportunities identified	Ongoing	Implemented - underway. Successful ICON and UBF applications will see YorkNet receive \$63MM over the next three years
5.	Support businesses and innovation network partners with the delivery of an annual signature technology event/summit within the Greater Toronto Area	Economic Strategy/local municipalities & innovation stakeholders	Delivery/presence at major event; number of stakeholders and businesses engaged as outcome	Annual	Implemented – the event has been incorporated into ventureLAB's signature event
6.	Support the delivery of an innovation portal with network partners to tell the story of innovation in the Region and drive community engagement	ventureLAB/Economic Strategy & innovation stakeholders	Innovation portal is launched; number of stakeholders contributing as outcome	Launch 2020	Implemented - the portal has been integrated into yorklink.ca

Supporting Talent

Action Item #	Description	Lead Responsibility /Partners	Performance Indicators and/or Expected Outcomes	Timing	Status
1.	Undertake post-secondary/business connection activities to strengthen the connections between institutions and the business community to address talent development, acquisition and retention	York University & Seneca College /Economic Strategy	Support post-secondary partners with development of business community engagement strategies (and vise-versa)	Ongoing	Implemented – in-person activities with business and talent interactions were suspended due to COVID-19. However, multiple virtual Employer Roundtables were delivered by York University with the support of York Region and other stakeholders
2.	Explore new post-secondary investment opportunities to expand the Region's capacity to generate talent and skills that meet business growth needs	Economic Strategy	Number of new opportunities identified	Ongoing	Implemented – activities have been focused on supporting increased presence of existing institutions
3.	Undertake talent attraction placemaking marketing to facilitate growth in the local technology sector by showcasing the Region as a location that attracts and retains top professionals through social media campaigns leveraging York Link and local and global industry event activations	Economic Strategy	Increased engagement of talent on York Link digital and social media channels	Ongoing	Implemented- <ul style="list-style-type: none"> • Campaigns included in the presence at the Collision conference as well as targeted social media activities • Work In York job board and Talent Map Tool on yorklink.ca in collaboration with the WPB
4.	Support a tech-job board with industry partners on the innovation portal to help technology companies identify and secure talent	Economic Strategy/ ventureLAB/innovati on stakeholders	Number of jobs posted	Ongoing	Implemented- Work In York has been incorporated into Yorklink.ca in collaboration with the Workforce Planning Board of York Region
5.	Act as a Designated Referral Partner for the Federal Global Skills Program to assist companies with accessing highly skilled international talent in occupations for which there are demonstrable shortages	Economic Strategy/Federal government	Number of referrals made	Ongoing	Implemented- hundreds of jobs supported
6.	Examine live-work in the Region in the context of talent retention and business access to appropriate labour	Economic Strategy/Long Range Planning	Completion of review	By 2021	Implemented- NOTE: this was completed by the Workforce Planning Board of York Region and is being leveraged
7.	Undertake targeted marketing of financial incentives for purpose built rental affordable housing to support talent retention and attraction	Economic Strategy/Long Range Planning/Finance	Number of Developers engaged; new/expanded rental accommodation secured as outcome	Ongoing	To be revisited- started in 2020 but suspended due to COVID-19. To be revisited in 2022-23