

Supporting Business

| Action Item # | Description | Lead Responsibility/Partners | Performance Indicators and/or Expected Outcomes | Timing |
|---------------|--|---|---|----------------------------------|
| 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) | On-going |
| 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 | On-going |
| 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 |
| 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 | On-going; Collision through 2021 |
| 5. | Examine opportunities for broadening York Region's economic base through new cluster analysis and development (eg. 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 |
| 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 | On-going |
| 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 | By 2022 |

Supporting Innovation

| Action Item # | Description | Lead Responsibility/Partners | Performance Indicators and/or Expected Outcomes | Timing |
|---------------|--|--|--|-------------|
| 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 | On-going |
| 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 |
| 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 | On-going |
| 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 | On-going |
| 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 |
| 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 |

Supporting Talent

| Action Item # | Description | Lead Responsibility/Partners | Performance Indicators and/or Expected Outcomes | Timing |
|---------------|---|--|---|----------|
| 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) | On-going |
| 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 | On-going |
| 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 | On-going |
| 4. | Support a tech-job board with industry partners on the innovation portal to help technology companies identify and secure talent | Economic Strategy & ventureLAB/innovation stakeholders | Number of jobs posted | On-going |
| 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 | On-going |
| 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 |
| 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 | On-going |