

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

York Region Innovation Investment Fund Principles

Purpose:

To drive innovation in the community and to attract investment in major transformational projects of regional, provincial or national significance.

Eligible Projects:

- new post-secondary training and research facilities
- new research institutes
- new centres of excellence
- infrastructure projects directly related to development and utilization of new technologies
- other projects as deemed appropriate by Council

Eligible Proponents/Partnerships:

Eligible Proponents/partners include:

- local municipalities in York Region
- universities, colleges, school boards, and hospitals
- research institutes and centres of excellence
- private and non-profit corporations in partnership with any of the above eligible proponents

The Regional Municipality of York may be a lead proponent and seek partners from the above list of eligible partners to advance projects.

Proposals must include at least one partner that is not a private corporation. Proposals with multiple eligible partners are encouraged.

Evaluation Criteria:

Projects will be evaluated using the following criteria:

- Regional impacts, including:
 - economic (e.g. amount invested, businesses supported, jobs created)
 - community/social (e.g. supporting local learning and employment, improving quality-of-life in the community and environment)
 - geographic distribution of these impacts
- Support for and involvement of the following key economic clusters in the Region:
 - information and communications technology
 - healthcare and life sciences
 - finance and business services
 - environmental technology
 - agriculture and agri-food
- Partnership development within the Region (e.g. engaging existing Regional partners and attracting new public and/or private investors)
- Significant leveraging of proponent/partner/investment at least matching or commensurate with the Regional investment.
- Preference will be given to larger investments and those that leverage a larger share of investment from parties other than the Region.

Application Process:

All funding applications will be subject to the following four-step application process:

1. Pre-consultation with York Region staff
2. Letter of Intent detailing project, partners and intended outcomes
3. Funding Application – to be reviewed by a panel of York Region staff and external experts
4. Regional Council review of funding applications recommended by the Application Review Panel. Council at its discretion can allocate all, some or none of the requested funding

NOTE: The Manager of Strategic Economic Initiatives is the primary contact for all applications