

Our Future Mississauga 2015 Action Charts

PROSPER: Visionary Action

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
We will create a model sustainable creative community on the waterfront	✓	Funding received from province to do a feasibility study for public access to the Western Pier, as one of the priorities for Inspiration Lakeview.	Feasibility study to commence in 2016.

PROSPER: Develop Talent

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
1. Harness the talent of foreign trained professionals	✓	Continued to support foreign trained professionals through the CareerEdge program. Co-hosted the International Foreign Trained Professionals Networking event with BIOTalent.	Provide local market data to Local Employment Planning Boards. Develop framework for Workforce Development Study. Continue to solicit stakeholder input and discuss next steps regarding Peel/Halton Labour Market Information. Double the number of intern opportunities. Ongoing participation and support through partnerships.
2. Build linkages to identify talent and skill needs	✓	Participated in inaugural meeting of the Peel/Halton Labour Market Information-Regional Industry Committee – to discuss results of Peel/Halton Survey.	Assess local talent gaps – Consultant. Leverage Life Sciences Ontario network to support industry.

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		<p>Participated in Peel Halton Workforce Development Group and Peel Industry and Education Committee & RIC Centre initiatives.</p> <p>Met with Ontario College of Trades.</p> <p>Represented EDO as part of the Peel/Halton Labour Market Regional Industry Committee.</p>	<p>Provide local market data to Local Employment Planning Boards.</p> <p>Develop framework for Workforce Development Study.</p> <p>Continue to solicit stakeholder input and discuss next steps regarding Peel/Halton Labour Market Information.</p>

PROPSER: Attract Innovative Businesses

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
3. Facilitate dialogue on emerging industries	✓	Facilitated and was represented with a booth at the RIC Centre, Angel One Network innovation event. This event brought together innovators and investors.	Continue to seek ongoing opportunities.
4. Develop knowledge-based industries	✓	<p>Consultants completed an analysis of Mississauga's food and beverage sector and produced a report; report was presented to Economic Development Advisory Board.</p> <p>Participated in EMC's Food & Bio Sector Special Event.</p>	<p>Hiring of Advanced Manufacturing/ICT Consultant 2016.</p> <p>Best practice review to determine sub-sectors and rankings.</p> <p>As part of the Lead Generation Program will develop a project charter to hire a</p>

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		<p>Research and content developed for Aerospace profile completed.</p> <p>Automotive sector coding and profile completed.</p> <p>Completed Aerospace sector maps.</p> <p>ICT coding completed.</p> <p>Completed a sector analysis report detailing the growth trends of the ICT sector for internal planning purposes.</p> <p>Created a mini ICT sector brochure as an interim marketing piece.</p>	<p>consultant to undertake an ICT Sector Assessment for 2016.</p> <p>Continue to seek opportunities to promote Mississauga's business location advantages.</p>
Action added in 2012: We will implement an international marketing campaign showcasing our cultural diversity and economic sustainability	C	<p>Launch of EDO video and its translation into Japanese.</p> <p>Refreshed marketing tools:</p> <ul style="list-style-type: none"> • E-Brochure, • Core Slide, and • Statistic and infographic <p>New Life Science profile and sector mapping.</p> <p>New Twitter Followers: 4,122</p> <p>Website Visits: 7,115</p>	Continue to Implement the International Marketing Plan.

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		<p>Print and Digital Advertising Outreach over 1.5M circulation list equalling 5.4M impressions.</p> <p>Hosted marketing focus group with partners, UTM, Tourism and MBOT to evaluate our marketing products and messaging.</p> <p>Started LinkedIn Campaign targeting Japan.</p> <p>Acquired new photography for marketing and promotional purposes.</p> <p>Translation of microsite in Portuguese, French, Japanese and Chinese.</p>	

PROSPER: Meet Employment Needs

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
5. Showcase emerging technologies	✓	<p>Facilitated and was represented with a booth at the RIC Centre, Angel One Network innovation event. This event brought together innovators and investors.</p> <p>This event brought together innovators</p>	Continue to seek ongoing opportunities.

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		and investors.	
6. Cultivate and nurture the business environment	✓	<p>Ongoing provision of service by the MBEC Office of EDO.</p> <p>Research and developed survey questions for BR+E program.</p> <p>Developed structure of a BR+E program/pilot program/questionnaire/and conduct & document a minimum of 20 surveys as part of Sales Call program as part of BICS Team.</p> <p>20 BR+E survey's completed.</p> <p>Facilitated McKesson Canada's retention and expansion of their operations in Mississauga following a sales call to the business.</p> <p>Conducted a net-promoter survey for EDO; 49 responses and with 98% satisfaction rate.</p> <p>Responded to over 1900 business inquiries by walk-ins, email and phone.</p> <p>Conducted 42 business consultations and business plan reviews to date.</p> <p>Continued support of start-up and existing</p>	<p>Continue to provide local entrepreneurs and businesses with business information and services to support business growth and job creation through the MBEC Office of EDO.</p> <p>Conducting a 2015 BR+E pilot to determine the viability BR+E survey to identify companies that need support in innovation and expansion.</p> <p>Collaborate with RIC on opportunities to support technology based businesses.</p>

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		<p>businesses by hosting 19 business seminars, attracting 349 attendees.</p> <p>Conducted outreach in the community through sponsorship, trade fairs and presentations resulting in generating 122 connections to date.</p> <p>Partnered, sponsored or participated in 17 outreach events to 1184 attendees, government, community organizations.</p> <p>Collaborated with ONE Network Partners in Peel in development of ONE marketing collateral and video.</p>	

PROSPER: Strengthen Arts and Culture

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
9. Showcase innovative development partnerships	✓	<p>Worked with Ontario on their Industrial Automation and Robotics (IAR) research to identify innovative companies using IAR to improve productivity and efficiency.</p> <p>Conducted a 2015 BR+E pilot to determine the viability BR+E survey to identify companies that need support in innovation and expansion.</p>	Collaborate with RIC on opportunities to support technology based businesses.

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
10. Strengthen arts, culture and heritage organizations	✓	Awarded \$1,604,608 to 23 organizations through the Arts and Culture Grant Program, which helps organizations develop exemplary programs and services for arts, culture and heritage and to advance knowledge, understanding and the appreciation of arts, culture and heritage for the citizens of Mississauga.	Ongoing distribution of grants.
11. Encourage community celebrations and festivals	✓	Awarded \$615,322 to 13 organizations through the Community Cultural Festivals and Celebrations Grant Program.	Ongoing distribution of grants. Complete Celebrations and Festival Strategy for Mississauga.
12. Strengthen cultural infrastructure	✓	Included funding for repairs and adaptive reuse of existing and new cultural facilities in the capital budget. Ongoing collaboration between Culture and Facilities and Property Management to meet the specific needs for the repair and rehabilitation of historical designated buildings. Initiated a Strategic Plan for Mississauga Museums and Heritage.	Ongoing implementation of repairs through the budget process. Initiate Cultural Spaces Strategy to address long-range cultural space and infrastructure planning. Complete the Strategic Plan for Mississauga Museums and Heritage. Complete the Space Revitalization Feasibility studies for the Art Gallery of Mississauga and the Meadowvale Theatre.
13. Build partnerships and increase collaboration	✓	Developed and approved the City's first ever Cultural Policy. Participated with Mississauga Partners in	Review as part of the 2016 Culture Master Plan "Refresh".

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		Music.	
14. Strengthen the flow of information	✓	Released the annual Cultural Report Card. Initiated implementation of the Digital Engagement Strategy.	Release the annual Cultural Report. Complete implementation of the Digital Engagement Strategy.
15. Identify cultural nodes and create an artful public realm	✓	Continued Port Credit Culture Node and Public Art program. Participated on the Malton Community Improvement Plan Team. Implemented the City's first ever Cultural Policy.	Continued participation of Culture on the Malton Community Improvement Plan Team. Participation of Culture on the Inspiration Cooksville Community Improvement Plan Team. Complete the Culture Master Plan refresh in 2016.
16. Attract and support creative individuals	✓	Completed Clarke Hall Cultural Incubator Pilot Project in 2015. Undertook the development of a Creative Industries Strategy for Mississauga.	Complete Cultural Spaces Strategy. Provide exhibition and performance opportunities for individual artists through initiatives such as Culture Days. Complete the Creative Industries Strategy.

Our Future Mississauga 2015 Action Charts

PROSPER: Create Partnerships for Innovation

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
17. Promote Mississauga as an international centre of health care excellence	✓	<p>Life Science business consultant hired.</p> <p>BIO 2015 program delivered and represented Mississauga in the Canada ON pavilion, Mayor's roundtable held with 20 participants from business, education, LS organization, 5 meetings held with international prospects and partners, new research, assessment and creation of marketing profile and sector map.</p> <p>Co-hosted Biotalent AGM and dinner.</p> <p>Panel Sponsor and Participant at Life Sciences Ontario Policy forum.</p> <p>Completed research, assessment and creation of marketing profile and sector map for life sciences.</p>	<p>Develop Research Report – June 2016</p> <p>Develop Life Science Cluster Strategy – September 2016.</p>
18. Share information about emerging innovative and creative industries	✓	<p>Province has provided transition funding for work to be done in 2015 towards new organization; NewCo.</p> <p>GTA Transition EDO Working Committee has been formed to develop an operations plan for NewCo.</p> <p>A NewCo Transition Board has been</p>	<p>NewCo is expected to be operational in nearly 2016.</p> <p>NewCo operational plan and branding to be finalized.</p> <p>Development of NewCo services agreement will be the next priority.</p>

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		<p>formed and Mayor Crombie has agreed to sit on this.</p> <p>On November 25th Council approved increased funding in the Economic Development 2016 budget for NewCo once we have a signed "Services Agreement" that details operations, governance, branding and funding model.</p>	<p>Search for funding from municipal partners to match provincial and federal funding levels. In this regard, NewCo Transition Board has been formed. Incorporation process is underway and the New Company is expected to start operations in January 2016.</p>
19. Establish a "Centre for Innovation"	C	<p>EDO and Planning provided support Xerox in advance of their partnership with NRC being announced for the future Canadian Campus for Advanced Materials and Manufacturing. This will be an innovation centre and business incubator for medical device innovations.</p> <p>RIC Centre Incubator has been successfully operating in the Xerox facility.</p> <p>UTM Accelerator "I-Cube" was launched.</p> <p>Worked on initial concept and plan with other departments in 2015 on initiative to develop a digital hub/lab in the Central Library. To be led by the library for implementation of the Central Library Facility Plan.</p> <p>Announcement of Mayor's Entrepreneur & Innovation Task Force.</p>	<p>Will participate in the implementation of the library's innovation hub.</p> <p>First meeting of the Mayor's Entrepreneur & Innovation Task Force to be held in December 2015.</p>

Our Future Mississauga 2015 Action Charts

Action	Underway	Progress from January 1 to December 31, 2015	Next Steps to be Taken
		<p>Met with potential incubator/accelerator site and Institute Innovative Entrepreneurs.</p> <p>Completed draft Innovation/Entrepreneur Asset map.</p>	