2020-2025 City of Mississauga Economic Development Strategy

Workshop 1: Business
Agenda

Three Topics Today

1. General Themes for Mississauga’s Economic Future (20 mins)
2. Specific Business Priorities for local employers & growth (1 hour)
3. Towards an overarching Vision (20 mins)
Setting The Scene
Your Important Role

+ Guidance, advice, leadership & insight
+ Independent voice of challenge & creativity
+ Refine priorities, goals, policies & metrics
+ Champion & advocate
Process & Goal

• A Vision: 10 Years
• Strategic Objectives: 5 Years
• Indicative Actions: 5 Years
• Delivery Plan: 1 Year
Strategic Choices

Incremental / Disruptive

Contained / Porous

Sectors / Conditions

Local Clusters / Regional Networks

Productivity / Jobs

Global Excellence / Inclusive Growth

Made Here / Based Here

Strategy
1: General Themes for Mississauga’s Economic Future
Growth Factors & Barriers: 3 Questions

+ How would you describe Mississauga as a place to do business?
+ What is holding back business growth?
+ What are the opportunities to seize for the future?
2: Specific Business Priorities ....

.... some evidence
An Economy Punching Above Its Weight

+ In 2015, Mississauga generated $55bn\(^1\) of economic output
  + around 8% of Ontario’s total from 5% of the provincial population.
  + local productivity is $77k per person, compared to $53k for the province.

\(^1\)Statistics Canada, CANSIM Table 379-0030. City of Mississauga, Economic Development Office analysis
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A Growing Business Base

+ Mississauga has a high concentration of medium to large businesses
+ And an expanding SME base
  + Firms with 1-4 employees has shown growth relative to Ontario and increased its share of total businesses from 52% to 57%
+ Business number have grown relative to Ontario
  + 40% higher growth rate compared to province over last 10 years
  + Highest growth found among businesses with
    + 1 to 4 employees (29%)
    + 100 + employees (19%)
Firms with 1-4 employees make up the highest proportion of the business base. But jobs are concentrated in firms with 50+ employees.

Source: Statistics Canada. Table 14-10-0215-01 Employment for all employees by enterprise size, annual.
Established Core Sectors

- Agriculture, forestry, fishing and hunting
- Mining, quarrying, and oil and gas extraction
- Utilities
- Construction
- Manufacturing
- Wholesale trade
- Transportation and warehousing
- Professional, scientific and technical services
- Retail trade
- Health care and social assistance
- Accommodation and food services
- Administrative and support, waste management and remediation services

Share of GDP (2016)

- Share of employment (2016)

Externally traded sectors
Locally traded sectors
Lower order sectors
Growth Sectors in the Established Core

Manufacturing

Wholesale trade

Transportation and Warehousing

Information

Finance and insurance

Real estate and rental leasing

Professional, scientific and technical services

Management of companies and administrative support

Manufacturing

Information

Wholesale trade

Growth in employment 2011-16

Growing employment

Declining employment

Employment location quotient Mississauga vs. Canada

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Specialisation in the Established Core

Within the growth industries, there are highly specialised and high employment sub-sectors

<table>
<thead>
<tr>
<th>Making</th>
<th>Moving</th>
<th>Developing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employs 33,000</td>
<td>Employs 123,500</td>
<td>Employs 18,500</td>
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**Life Sciences**
- Pharmaceutical and medicine manufacturing
- Navigational, measuring, medical and control instruments manufacturing
- Medical equipment and supplies manufacturing

**Engineering**
- Aerospace product and parts manufacturing
- Plastic product manufacturing
- Motor vehicle parts manufacturing
- Other general-purpose machinery manufacturing
- Machine shops, turned product, and screw, nut and bolt manufacturing

**Food & Drink**
- Other food manufacturing
- Beverage manufacturing
- Meat product manufacturing
- Bakeries and tortilla manufacturing

**General**
- Converted paper product manufacturing
- Printing and related support activities
- Other miscellaneous manufacturing
- Architectural and structural metals manufacturing

**Wholesale**
- Home entertainment equipment
- Pharmaceuticals, toiletries, cosmetics
- Other machinery, equipment
- Computer and communications equipment
- Personal goods
- Business-to-business electronic markets, and agents and brokers
- Miscellaneous merchant wholesalers
- Construction, forestry, mining, and industrial machinery
- New motor vehicle parts and accessories
- Electrical, plumbing, heating and air-conditioning equipment
- Food merchant wholesalers

**Transport & Warehousing**
- Scheduled air transportation
- Freight transportation arrangement
- Support activities for air transportation
- Warehousing and storage
- Couriers
- General freight trucking
- Transportation and Warehousing
- Postal service

**Facilitating Scale**
- Employs 25,000

- Computer systems design and related services**
- Scientific research and development services**
- Management, scientific and technical consulting services**
- Activities related to credit intermediation
- Employment services
- Investigation and security services
- Other support services
- Management of companies and enterprises
- Data processing, hosting, and related services
- Advertising, public relations, and related services**
- Non-depository credit intermediation
- Offices of real estate agents and brokers

*Employment <1000 people  ** LQ is above 1 but below 2
Potential Sector Focus

1: Established Core

+ Mississauga has Established industries that have a significant and growing economic footprint. They cover the bases: making things, moving things, developing solutions and facilitating scale.
+ Established activity is strongest within:
  1. Manufacturing
  2. Logistics
  3. Life Sciences

2: Next Generation

+ Clear opportunities exist for the Next Generation of business growth to emerge from our Established Core.
+ The drivers for our Next Generation are:
  + exploiting digital technology solutions
    + AI
    + autonomous systems
    + big data analytics
  + innovating for sustainable solutions
    + reduced waste
    + lower energy consumption
    + less reliance on scarce resources
    + better outcomes for society
    + longer life cycles
+ Mississauga’s support for Next Generation businesses should prioritise activities which are high value and complement the Established Core.
Key Questions: Focus

+Sectors:
  + Are these the right Established Core Sectors?
  + What should characterise Next Generation sectors?
    + Digital &/or Green?
    + Higher Value or Higher Employment?
    + Survivors or Scale Ups?

+Is a place-based focus required?
+Should the focus target:
  + In-Movers?
  + Indigenous Growth?
  + Start-Up?
Key Questions: Support

+ Which barriers to growth should be the City’s highest priority?
  + Access to Investment
  + Talent
  + Sites
  + Infrastructure
  + Innovation
Towards an overarching Vision…

… initial thoughts….
Our Tentative Vision

+ Mississauga will secure balanced growth by
  + supporting globally minded business
  + developing engaging places
  + and delivering durable infrastructure.

+ In its next phase of growth, the City will
  + strengthen its role in the Greater Toronto economy
  + and sustain its businesses and residents as they adapt to change.
Priorities for Business

+ Canada’s Place For Internationally Minded Businesses

Manufacturing

Life Sciences

We Make Things

We Develop Solutions

Logistics

Financial & Business Services

We Move Things

We Facilitate Scale

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