

# + 2020-2025 City of Mississauga Economic Development Strategy



## Workshop 1: Business

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# 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



# +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

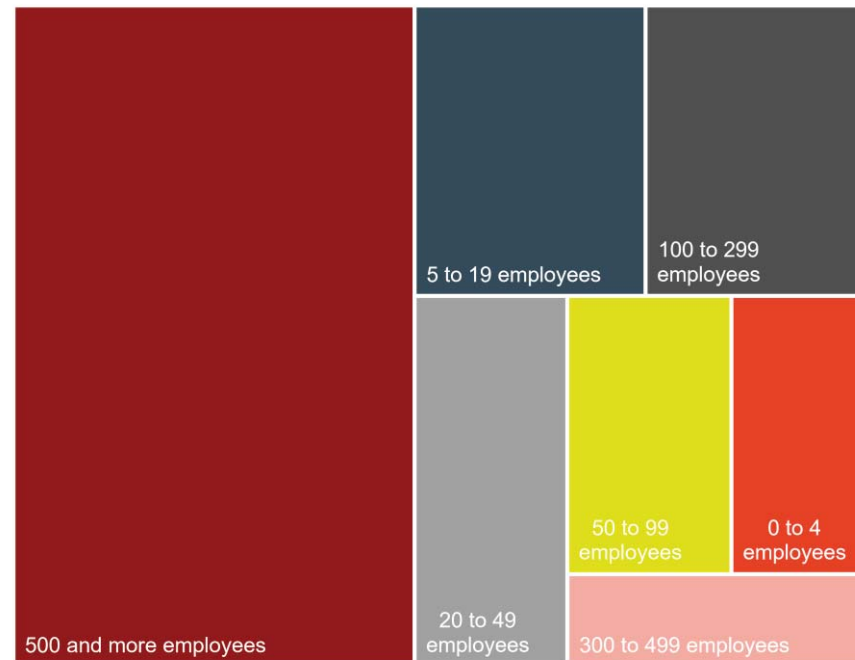
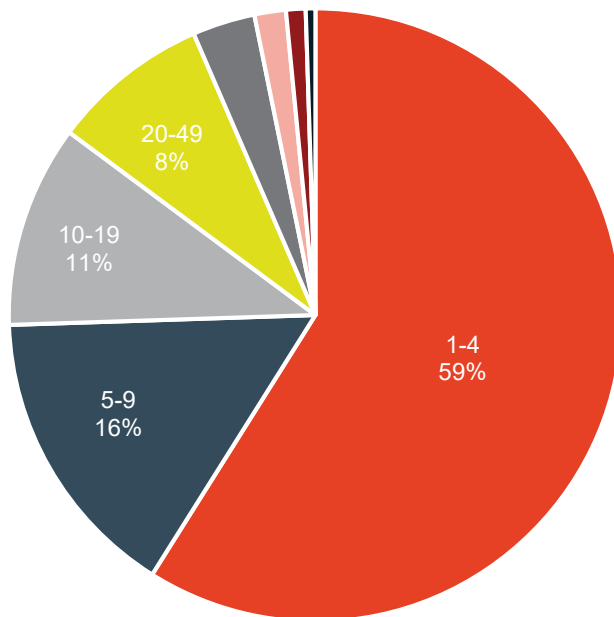
- + In 2015, Mississauga generated \$55bn<sup>1</sup> of economic output
  - + around 8% of Ontario's total from 5% of the provincial population.
  - + local productivity is \$77k per person, compared to \$53k for the province.

<sup>1</sup>Statistics Canada, CANSIM Table 379-0030. City of Mississauga , Economic Development Office analysis

# A Growing Business Base

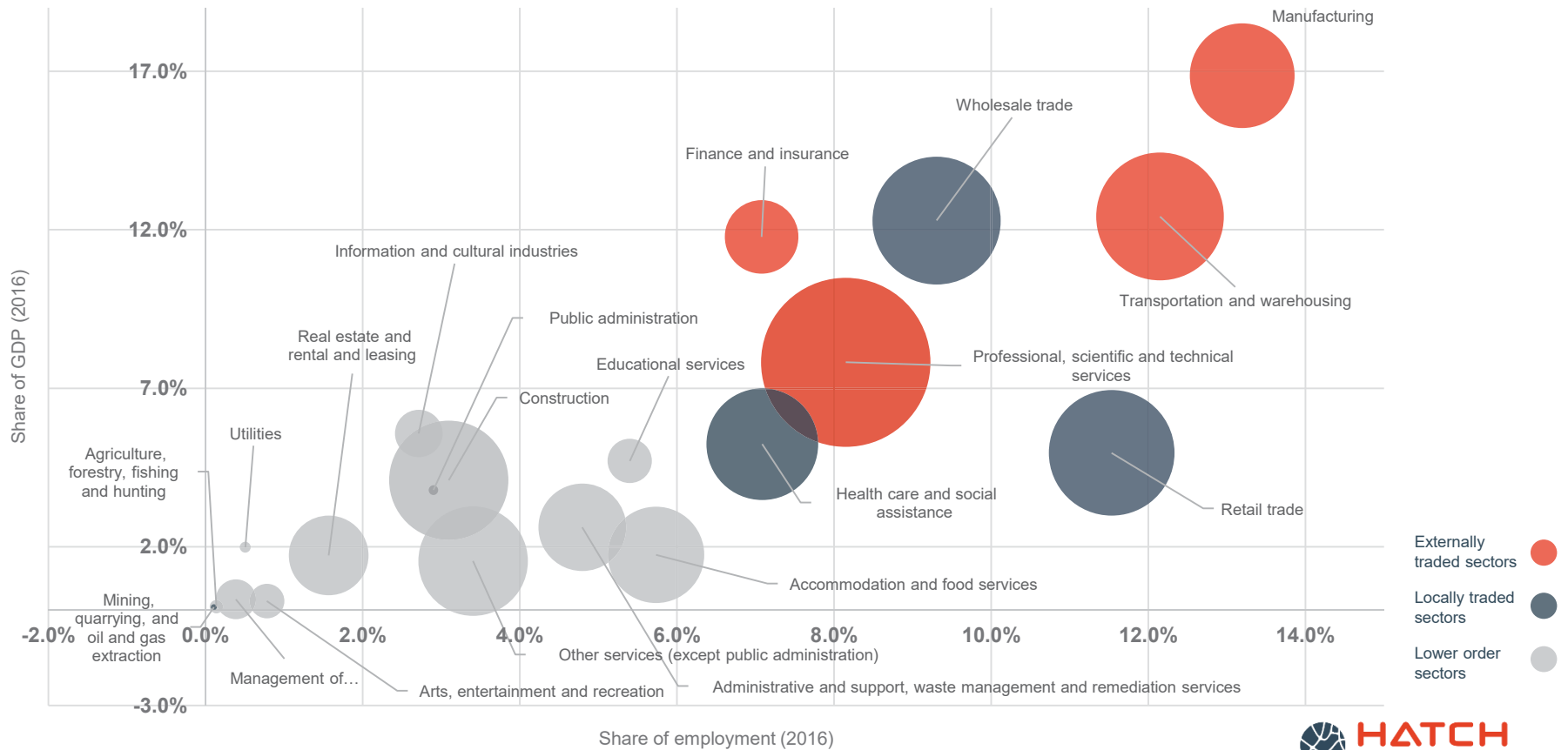
- + Mississauga has a high concentration of medium to large businesses
- + And an expanding SME base
  - + Firms with 1-4 employees has shown growth relative to Ontario and increased its share of total businesses from 52% to 57%
- + Business number have grown relative to Ontario
  - + 40% higher growth 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

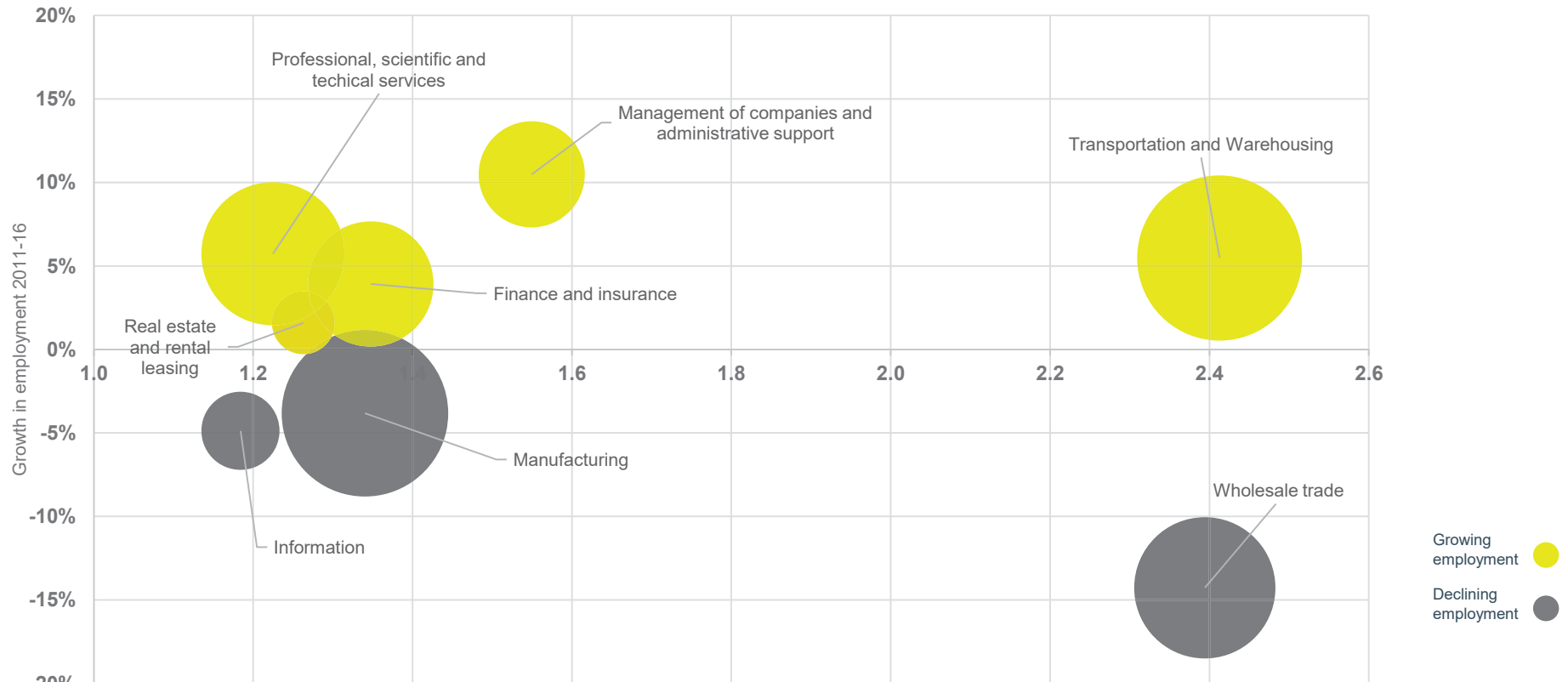


Source: Statistics Canada. Table 14-10-0215-01 Employment for all employees by enterprise size, annual

# Established Core Sectors



# Growth Sectors in the Established Core



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Employment location quotient Mississauga vs. Canada



# Specialisation in the Established Core

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

<b>Making</b> Employs 33,000	<b>Moving</b> Employs 123,500	<b>Developing</b> Employs 18,500
<b>Life Sciences</b> <ul style="list-style-type: none"> <li>Pharmaceutical and medicine manufacturing</li> <li>Navigational, measuring, medical and control instruments manufacturing</li> <li>Medical equipment and supplies manufacturing</li> </ul>	<b>Wholesale</b> <ul style="list-style-type: none"> <li>Home entertainment equipment</li> <li>Pharmaceuticals, toiletries, cosmetics</li> <li>Other machinery, equipment</li> <li>Computer and communications equipment</li> <li>Personal goods</li> <li>Business-to-business electronic markets, and agents and brokers</li> </ul>	<ul style="list-style-type: none"> <li>Computer systems design and related services**</li> <li>Scientific research and development services**</li> <li>Management, scientific and technical consulting services**</li> </ul>
<b>Engineering</b> <ul style="list-style-type: none"> <li>Aerospace product and parts manufacturing</li> <li>Plastic product manufacturing</li> <li>Motor vehicle parts manufacturing</li> <li>Other general-purpose machinery manufacturing</li> <li>Machine shops, turned product, and screw, nut and bolt manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Miscellaneous merchant wholesalers</li> <li>Construction, forestry, mining, and industrial machinery</li> <li>New motor vehicle parts and accessories</li> <li>Electrical, plumbing, heating and air-conditioning equipment</li> <li>Food merchant wholesalers</li> </ul>	<div style="text-align: center;"> <b>Facilitating Scale</b>                      Employs 25,000                 </div> <ul style="list-style-type: none"> <li>Activities related to credit intermediation</li> <li>Employment services</li> <li>Investigation and security services</li> <li>Other support services</li> <li>Management of companies and enterprises</li> <li>Data processing, hosting, and related services</li> <li>Advertising, public relations, and related services**</li> <li>Non-depository credit intermediation</li> <li>Offices of real estate agents and brokers</li> </ul>
<b>Food &amp; Drink</b> <ul style="list-style-type: none"> <li>Other food manufacturing</li> <li>Beverage manufacturing</li> <li>Meat product manufacturing</li> <li>Bakeries and tortilla manufacturing</li> </ul>	<b>Transport &amp; Warehousing</b> <ul style="list-style-type: none"> <li>Scheduled air transportation</li> <li>Freight transportation arrangement</li> <li>Support activities for air transportation</li> <li>Warehousing and storage</li> <li>Couriers</li> <li>General freight trucking</li> <li>Transportation and Warehousing</li> <li>Postal service</li> </ul>	
<b>General</b> <ul style="list-style-type: none"> <li>Converted paper product manufacturing</li> <li>Printing and related support activities</li> <li>Other miscellaneous manufacturing</li> <li>Architectural and structural metals manufacturing</li> </ul>		

\*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
  - + cover the bases: making things, moving things, developing solutions and facilitating scale
- + Established activity is strongest within
  1. Manufacturing
  2. Logistics
  3. Life Sciences
  4. Financial & Business Services.

## 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
  - + 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

