



The Regional Municipality of Durham

Planning and Economic Development Committee Revised Agenda

Tuesday, January 9, 2024, 9:30 a.m.

Regional Council Chambers

Regional Headquarters Building

605 Rossland Road East, Whitby

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2097.

Note: This meeting will be held in a hybrid meeting format with electronic and in-person participation. Committee meetings may be [viewed via live streaming](#).

	Pages
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3. Adoption of Minutes	
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4. Statutory Public Meetings	
There are no statutory public meetings	
5. Presentations	
5.1 Danielle Culp, Project Planner, Planning and Economic Development Re: Durham Region's Active Transportation Progress Report 2022-2023 (2024-P-5) [Item 7.2 e.]	12
6. Delegations	
6.1 Zac Cohoon, Chair, Durham Agricultural Advisory Committee re: Durham Agricultural Advisory Committee (DAAC) 2023 Annual Report and 2024 Workplan (2024-P-1) [Item 7.2 a.]	
6.2 Jay Cuthbertson, Vice-Chair, Durham Environment and Climate Advisory Committee (Virtual Attendance) re: Durham Environment and Climate Advisory Committee (DECAC) 2023 Annual Report and 2024 Workplan (2024-P-2) [Item 7.2 b.]	
6.3 Ron Lalonde, Chair, Durham Active Transportation Committee (In-	

Person Attendance)

re: Durham Active Transportation Committee (DATC) 2023 Annual Report and 2024 Workplan (2024-P-3) [Item 7.2 c.]

- *6.4 Sherry Colbourne, President and CEO, Spark Centre (Virtual Attendance) 25
re: Spark Centre Annual Update and Metrics Report for 2022 and 2023 (2024-EDT-1) [Item 8.2 a.]

7. Planning

7.1 Correspondence

7.2 Reports

- a. Report #2024-P-1 48
Durham Agricultural Advisory Committee 2023 Annual Report and 2024 Workplan
- b. Report #2024-P-2 57
Durham Environment and Climate Advisory Committee 2023 Annual Report and 2024 Workplan
- c. Report #2024-P-3 66
Durham Active Transportation Committee 2023 Annual Report and 2024 Workplan
- d. Report #2024-P-4 73
Smart Mobility Durham 2023 Annual Report and 2024 Workplan
- e. Report #2024-P-5 85
Durham Region's Active Transportation Progress Report 2022-2023

8. Economic Development

8.1 Correspondence

8.2 Reports

- a. Report #2024-EDT-1 114
Spark Centre Annual Update and Metrics Report for 2022 and 2023
- b. Report #2024-EDT-2 204
Tourism Delivery in Durham Region and Comments on Central Counties Tourism Draft 2024-2025 Business Plan

9. Advisory Committee Resolutions

9.1 Durham Agricultural Advisory Committee 215

- a. Bill C-234: An Act to Amend the Greenhouse Gas Pollution

Pricing Act

- b. Independent Electricity Systems Operator (IESO) Battery Storage Sites

10. Confidential Matters

There are no confidential matters to be considered

11. Other Business

12. Date of Next Meeting

Tuesday, February 6, 2024 at 9:30 AM

13. Adjournment

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Written information (either paper or electronic) that you send to Durham Regional Council or Committees, including home address, phone numbers and email addresses, will become part of the public record. This also includes oral submissions at meetings. If you have any questions about the collection of information, please contact the Regional Clerk/Director of Legislative Services.

The Regional Municipality of Durham

MINUTES

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, November 7, 2023

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, November 7, 2023 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 9:30 AM. Electronic participation was offered for this meeting.

1. Roll Call

Present: Councillor Chapman, Chair
Councillor Collier*
Councillor Kerr attended the meeting at 9:32 AM
Councillor Neal* left the meeting at 9:46 AM
Councillor Shahid
Councillor Wotten
Regional Chair Henry attended the meeting at 9:31 AM
*** denotes Councillors participating electronically**

Absent: Councillor Pickles, Vice-Chair

Staff

Present: E. Baxter-Trahair*, Chief Administrative Officer
C. Boyd*, Solicitor, Chief Administrative Office – Legal Services
B. Bridgeman, Commissioner of Planning and Economic Development
A. Chung, Systems Support Specialist, Corporate Services – IT
S. Dessureault, Committee Clerk, Corporate Services – Legislative Services
S. Gill, Director, Economic Development and Tourism
C. Goodchild, Manager, Policy Planning & Special Studies
H. Finlay, Manager, Transit Oriented Development
S. Jibb, Manager, Economic Development, Agriculture and Rural Affairs
G. Pereira, Manager, Transportation Planning
D. Perkins, Planner, Planning Implementation
K. Ryan*, Senior Solicitor, Chief Administrative Office – Legal Services
J. Severs, Manager, Economic Development, Marketing and Cluster Development
K. Smith, Committee Clerk, Corporate Services – Legislative Services
N. Taylor*, Commissioner of Finance
L. Trombino, Manager, Planning Implementation
V. Walker, Committee Clerk, Corporate Services – Legislative Services
*** denotes staff participating electronically**

2. **Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest made.

B. Bridgeman made an announcement that Gary Muller has transitioned out of his position as Director of Planning and is now the Director of Affordable Housing Development and Renewal in the Social Services Department.

3. **Adoption of Minutes**

Moved by Councillor Shahid, Seconded by Councillor Kerr,
(77) That the minutes of the regular Planning & Economic Development Committee meeting held on Tuesday, October 3, 2023, be adopted.
CARRIED

4. **Statutory Public Meetings**

There were no statutory public meetings.

5. **Presentations**

There were no presentations.

6. **Delegations**

6.1 Johan van't Hof, Board Member, GTAA, Karen Mazurkewich, Vice-President, Stakeholder Relations and Communications, GTAA, and Doug Allingham, Board Chair (GTAA), re: Greater Toronto Airports Authority (GTAA) Annual Update

Moved by Councillor Shahid, Seconded by Councillor Wotten,
(78) That the rules of procedure be suspended to allow for an additional five minutes of time for the delegation.
CARRIED (A 2/3rds Vote Was Attained)

Johan van't Hof, Board Member, GTAA, Karen Mazurkewich, Vice-President, Stakeholder Relations and Communications, GTAA, participating, and Doug Allingham, Board Chair (GTAA), all participating in-person, and with the use of a PowerPoint presentation, appeared before the Committee with regards to the Greater Toronto Airports Authority (GTAA) Annual Update.

Highlights of the presentation included:

- Toronto Pearson and Durham Region, Partners in Economic Growth
- 2023 has been a year of comeback, growth and improvement
 - GTAA worked with aviation ecosystem during hockey-stick growth in 2023
- Summer 2023 Operations Were Improved over 2022

- Winter is Coming
- 2023 has seen Stronger Financial Performance
- Transforming the airport and putting the joy back in travel
 - A transformative, 10-year capital program
- Our path forward is together
 - Building the future airport and passenger experience with our partners

K. Mazurkewich stated that 2023 has been a year of comeback, growth, and improvement for Pearson Airport with a focus on accountability and financial incentives. K. Mazurkewich further stated that Pearson has experienced an overall improvement from summer 2022 to now, moving from low ranking to higher ranking among airports across North America. She indicated that airlines are still challenged with on-time performance and Pearson has made great strides to successfully meet and surpass wait time targets and improve baggage issues.

K. Mazurkewich stated that Pearson also experienced a stronger financial performance in 2023, which will contribute to the investment of improving aging infrastructure and operational efficiencies.

K. Mazurkewich advised that Pearson has begun a 10-year strategic transformative capital program which includes restoring aging infrastructure, implementing digital infrastructure, enhancing customer service, and advocating for transit connections for passengers and employees with a focus on affordability.

D. Allingham expressed the GTAA's intention to engage with the community of Durham on the transformation of Toronto Pearson to provide the best passenger experience for customers as they continue to recover and grow.

J. van't Hoff stated that the audit committee for the GTAA has been working with management and its board in order to develop new strategies to resolve ongoing issues, such as charging airlines penalties for late flights, offering incentives for airlines to receive refunds if flights and baggage are on time, and developing a new Pearson standard.

K. Mazurkewich, J. van't Hoff, and D. Allingham responded to questions from the Committee.

7. Planning

7.1 Correspondence

- A) Correspondence received from the City of Oshawa, dated October 6, 2023, re: Recommended Part II Plan for the Columbus Planning Area, and Related Amendments to the Oshawa Official Plan
-

Moved by Regional Chair Henry, Seconded by Councillor Kerr,
(79) That the correspondence received from the City of Oshawa, dated October 6, 2023, regarding the Recommended Part II Plan for the Columbus Planning Area, and Related Amendments to the Oshawa Official Plan, be referred to staff for appropriate action.

CARRIED

- B) Correspondence received from Kaik Barucha (Resident), dated November 6, 2023, re: Application to Amend the Durham Regional Official Plan, Amendment #195, OPA 2022-003
-

Moved by Regional Chair Henry, Seconded by Councillor Kerr,
(80) That the correspondence received from Kaik Barucha (Resident), dated November 6, 2023, regarding the Application to Amend the Durham Regional Official Plan, Amendment #195, OPA 2022-003, be referred to consideration of Report #2023-P-26.

CARRIED

- C) Correspondence received from Janice Mears (Resident), dated November 6, 2023, re: Application to Amend the Durham Regional Official Plan, Amendment #195, OPA 2022-003
-

Moved by Regional Chair Henry, Seconded by Councillor Kerr,
(81) That the correspondence received from Janice Mears (Resident), dated November 6, 2023, regarding the Application to Amend the Durham Regional Official Plan, Amendment #195, OPA 2022-003, be referred to consideration of Report #2023-P-26.

CARRIED

- D) Correspondence received from Peter Renz (Resident), dated October 31, 2023, re: Application to Amend the Durham Regional Official Plan, Amendment #195, OPA 2022-003
-

Moved by Regional Chair Henry, Seconded by Councillor Kerr,
(82) That the correspondence received from Peter Renz (Resident), dated October 31, 2023, regarding the Application to Amend the Durham Regional Official Plan, Amendment #195, OPA 2022-003, be referred to consideration of Report #2023-P-26.

CARRIED

7.2 Reports

- A) Application to Amend the Durham Regional Official Plan, submitted by CBM Aggregates, to permit the expansion of Aggregate Resource Extraction Area No. 2 in the Township of Brock, File: OPA 2022-003 (2023-P-26)
-

Report #2023-P-26 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Regional Chair Henry, Seconded by Councillor Shahid,
(83) That we recommend to Council:

- A) That Amendment #195 to the Durham Regional Official Plan to permit the expansion of an existing Aggregate Resources Extraction Area, as detailed in Attachment #3 to Report #2023-P-26 of the Commissioner of Planning and Economic Development, be approved; and
- B) That a "Notice of Adoption" be sent to the applicant, the Township of Brock, the Lake Simcoe Region Conservation Authority, the Ministry of Municipal Affairs and Housing, the Ministry of Natural Resources and Forestry, and to all persons or public bodies who made a submission or requested notification of the decision.

CARRIED

- B) Application to Amend the Durham Regional Official Plan, submitted by Wooden Sticks Golf Inc., to permit a hotel and expanded parking area ancillary to the existing golf course in the Township of Uxbridge, File: OPA 2022-006 (2023-P-27)

Report #2023-P-27 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Regional Chair Henry, Seconded by Councillor Shahid,
(84) That we recommend to Council:

- A) That Amendment #194 to the Durham Regional Official Plan, to permit a hotel and expanded parking area ancillary to the existing golf course, be adopted as contained in Attachment 2 to Report #2023-P-27 of the Commissioner of Planning and Economic Development;
- B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Township of Uxbridge, the Ministry of Municipal Affairs and Housing, and all other persons or public bodies who requested notification of the decision; and
- C) That the Minister of Municipal Affairs and Housing be requested to modify the newly adopted Durham Regional Official Plan as shown on Attachment 3 to Report #2023-P-27 so that the approvals granted by Regional Council through Amendment #194 are carried forward and properly reflected in the Region's new Official Plan which is currently pending approval by the Minister.

CARRIED

- C) Durham Region's response to Environmental Registry of Ontario Postings #019-7735 and #019-7739 related to a Proposed Act regarding the Duffins Rouge Agricultural Preserve and Proposed Act to return lands to the Greenbelt – Greenbelt Statute Law Amendment Act, 2023 (2023-P-28)
-

Report #2023-P-28 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Regional Chair Henry, Seconded by Councillor Shahid,
(85) That we recommend to Council:

- A) That Report #2023-P-28 of the Commissioner of Planning and Economic Development be endorsed as the Region's formal comments supporting Environmental Registry of Ontario Postings #019-7735 and #019-7739 related to a Proposed Act regarding the Duffins Rouge Agricultural Preserve and Proposed Act to return lands to the Greenbelt – Greenbelt Statute Law Amendment Act, 2023, as consistent with Regional Council's December 21, 2022, position that the province return environmental and Greenbelt protections to all of the areas being removed;
- B) That the proposed policy and mapping modifications to the adopted Regional Official Plan, as amended, as contained in Attachments #2 and #3 to Report #2023-P-28 be endorsed to support the return of lands to the Greenbelt;
- C) That Regional staff be directed to work with Provincial staff in their consideration of the proposed modifications in an effort to obtain approval of the new Regional Official Plan; and
- D) That a copy of Report #2023-P-28 be sent to the Minister of Natural Resources and Forestry, the Minister of Municipal Affairs and Housing, the MPPs in Durham and the area municipalities.

CARRIED

8. Economic Development

8.1 Correspondence

There were no communication items to be considered.

8.2 Reports

There were no Economic Development Reports to be considered.

9. Advisory Committee Resolutions

9.1 Durham Environment and Climate Advisory Committee

A) Resolution regarding Letter of Support for the Second Marsh in the City of Oshawa

Moved by Councillor Shahid, Seconded by Councillor Kerr,
(86) That we recommend to Council:

That whereas the Oshawa Second Marsh is an important part of Durham's natural environment, that the Durham Environment and Climate Advisory Committee (DECAC) send a letter supporting the protection and preservation of the Marsh through the Love the Marsh! campaign initiated by the Friends of Second Marsh.

CARRIED AS AMENDED

(See Following Motion)

Moved by Councillor Shahid, Seconded by Regional Chair Henry,
(87) That the main motion (86) of Councillors Shahid and Kerr be amended by adding to the end the words, "and that the DECAC Chair be authorized to sign the letter of support".

CARRIED

The main motion (86) of Councillors Shahid and Kerr was then put to a vote and CARRIED AS AMENDED.

10. Confidential Matters

There were no confidential matters to be considered.

11. Other Business

There was no other business to be considered.

12. Date of Next Meeting

The next regularly scheduled Planning & Economic Development Committee meeting will be held on Tuesday, December 5, 2023 at 9:30 AM in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

13. Adjournment

Moved by Councillor Kerr, Seconded by Councillor Shahid,
(88) That the meeting be adjourned.

CARRIED

The meeting adjourned at 10:06 AM

Respectfully submitted,

B. Chapman, Chair

V. Walker, Committee Clerk

The Regional Municipality of Durham

Active Transportation

Progress Report 2022-2023

Presentation to:

Planning and Economic Development Committee

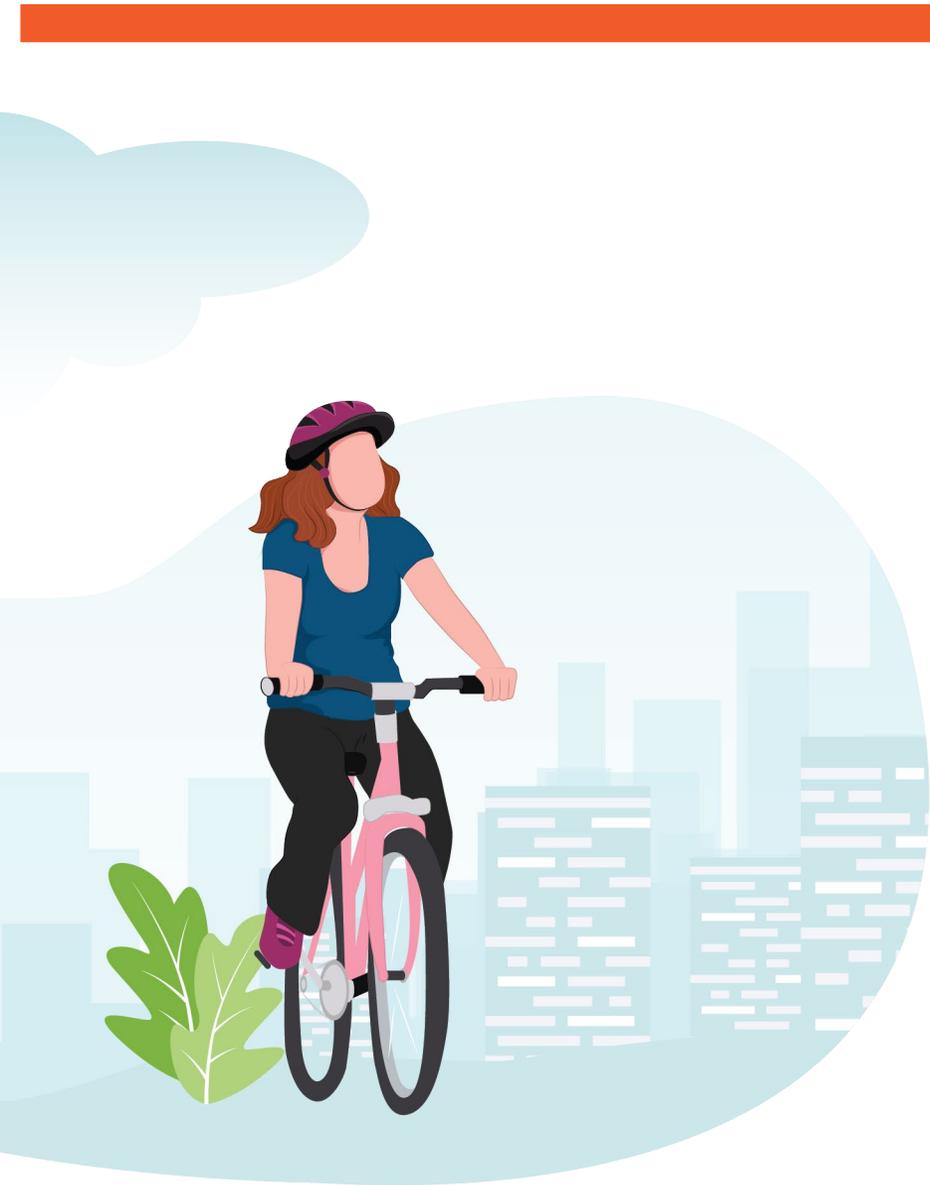
Date: January 9, 2023

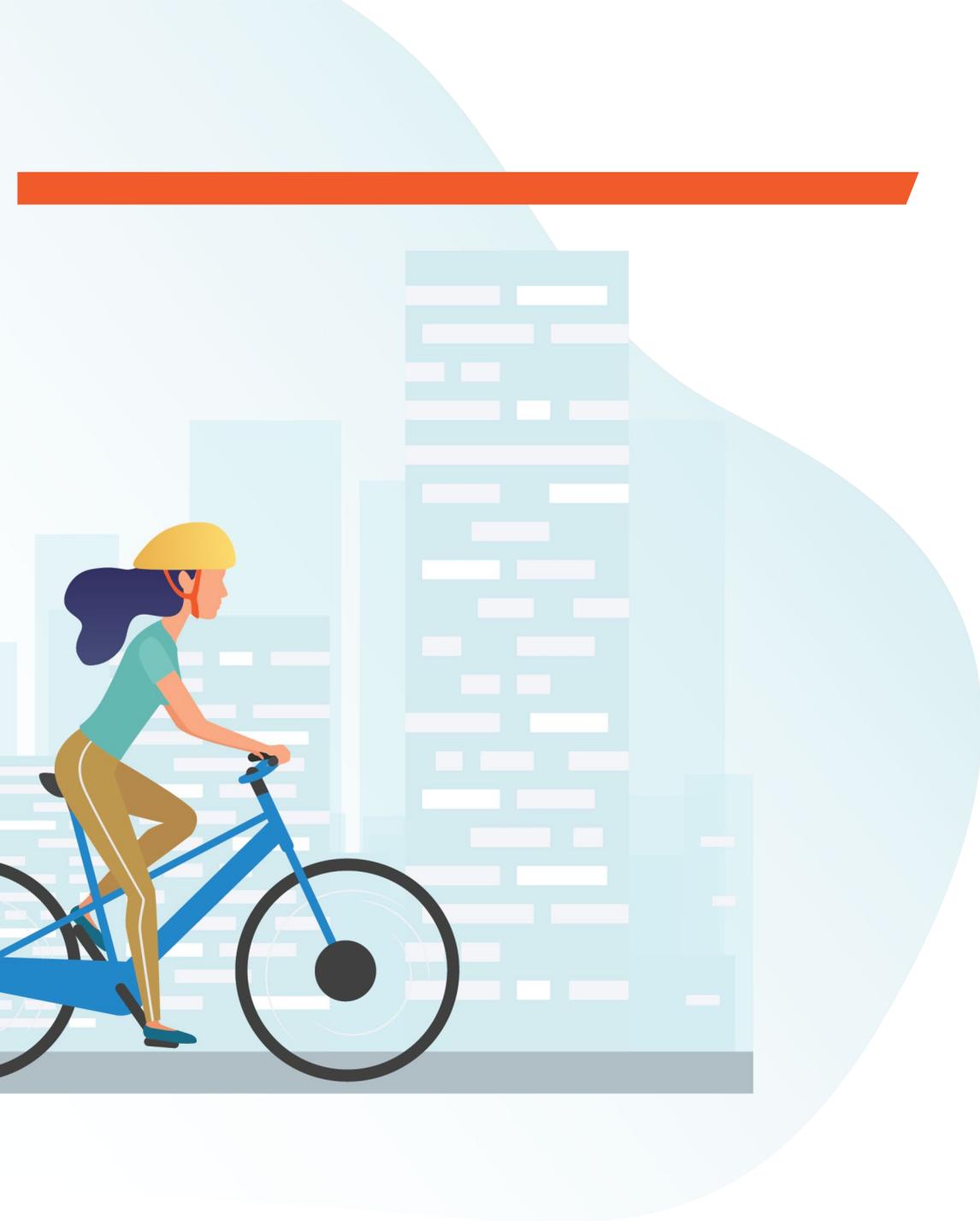


Active Transportation Vision

The Region of Durham, in partnership with its area municipalities, supports the planning, design, implementation and promotion of a **connected, safe, and accessible region-wide primary cycling network**.

The network accommodates **people of all ages and abilities** while considering the unique trip types and preferences of those who live, work and play within the Region.





Active Transportation Snapshot

Active Transportation – Snapshot



8%

Percentage of AM peak trips made in Durham using active modes of transportation



\$100,000

Federal grant funding awarded to support cycling strategy implementation



22

of Leading Pedestrian Interval Signals installed between 2022 and 2023

Active Transportation – Snapshot



21

of km of new cycling routes added to the Region's Primary Cycling Network (PCN) in 2022



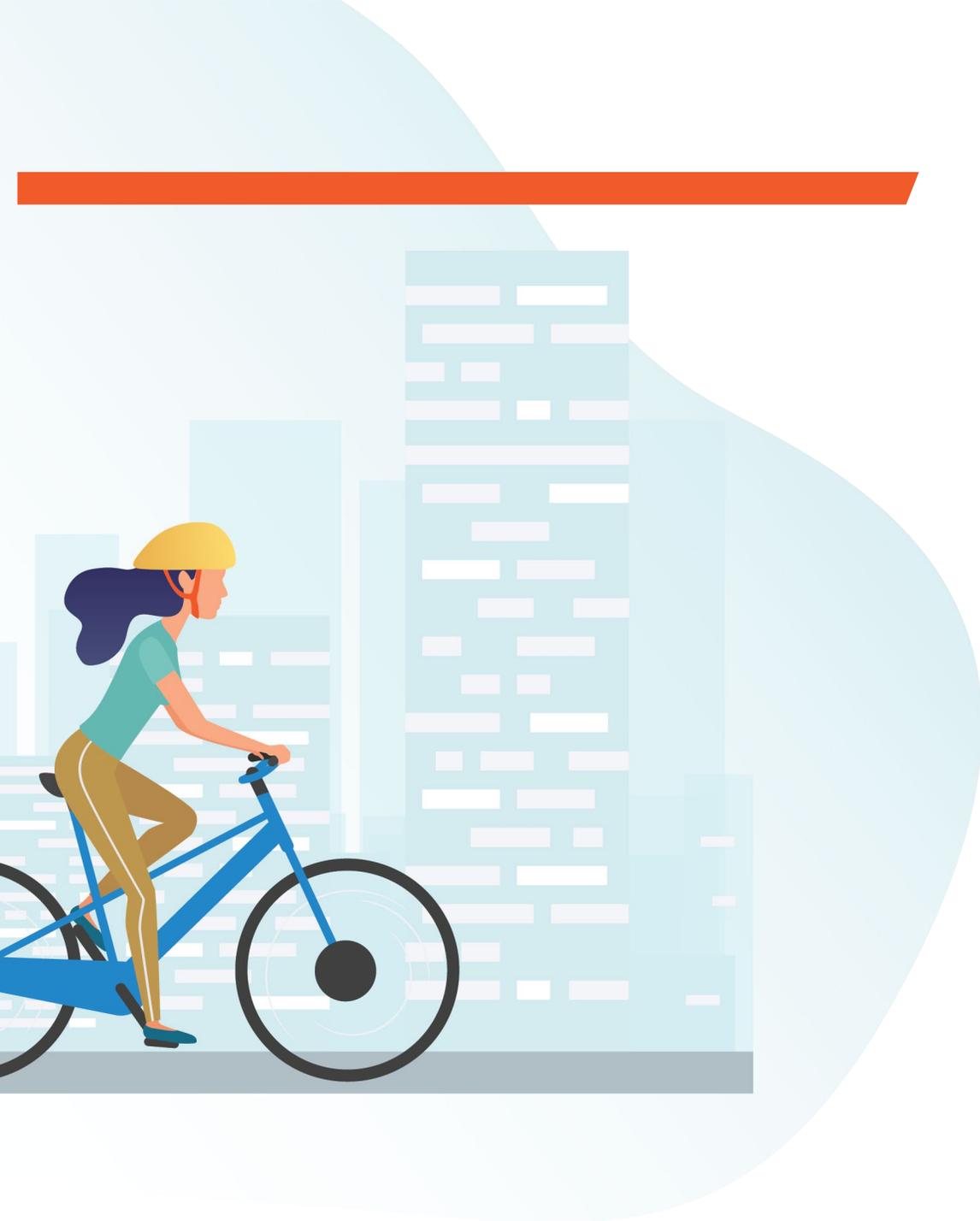
\$ 540,000

of dollars allocated by the Region in 2023 to advance shovel-readiness of cycling network infill projects to help fill in gaps in the network



367,314

of impressions made through Regional social media posts about cycling and active transportation programs and infrastructure between 2022-2023



Growing the Network

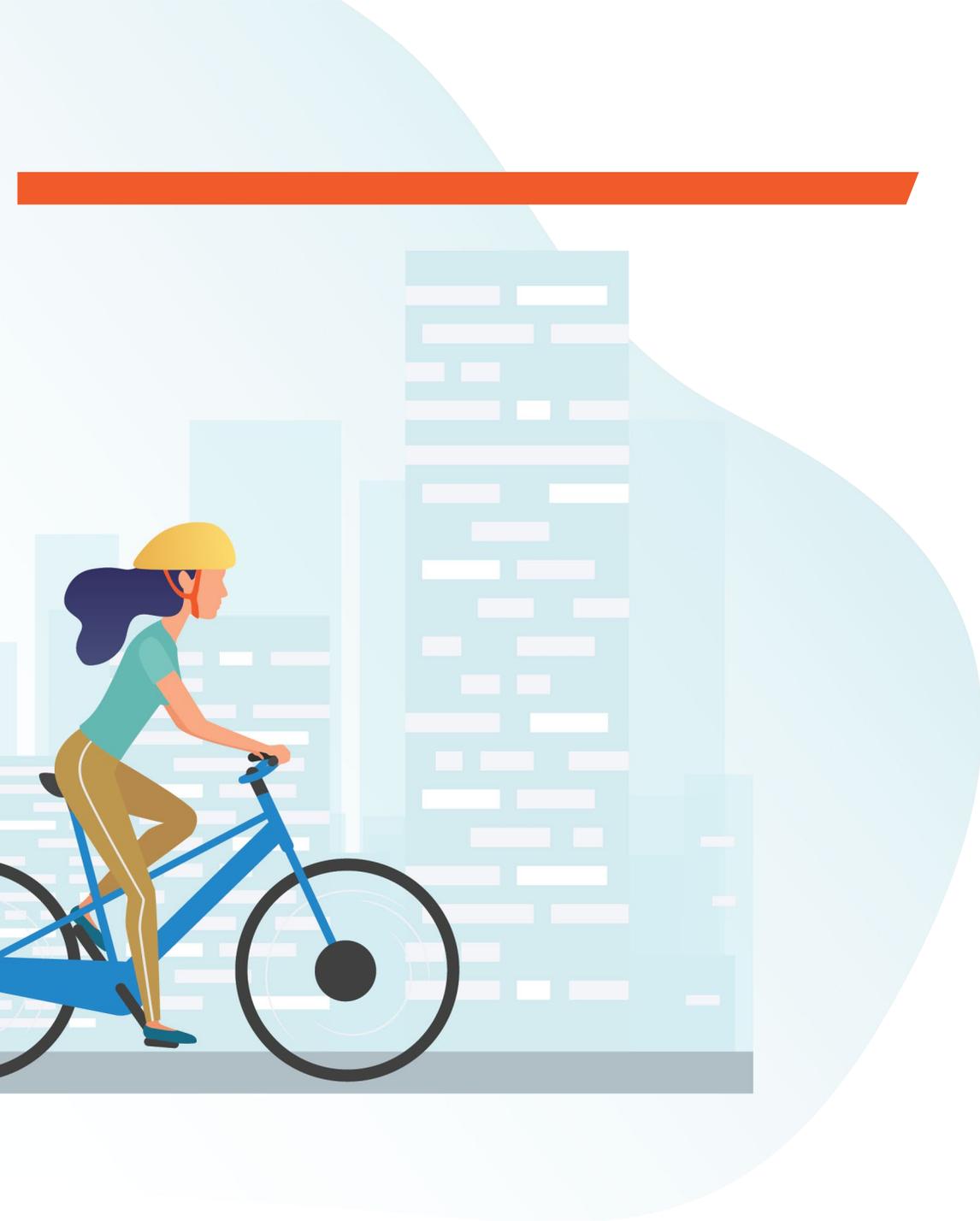
Growing the Network

The RCP has proposed 162 km of cycling facilities within the next 10 years. This includes MUPs and other cycling facilities that fall within the paved portion of the Regional road right of way across all eight municipalities. **Figure 1** showcases the distribution of cycling infrastructure on Regional roads by area municipality that has been built in 2022 and is planned within the next 10 years.

There is still a significant amount of the network to be actualized, demonstrating the importance of regularly reviewing the network and looking for additional opportunities and resources to help accelerate the advance the implementation of cycling routes.



Figure 1: Kilometres (km) of short-term cycling facilities planned and built by municipality



Increasing Cycling Mode Share

Increasing Cycling Mode Share

The Region conducts cycling counts over a one-week period at 296 stations across the Region. Conducting these counts along key cycling routes and intersections helps us better understand the volume of network users and help determine locations for connectivity improvements.

As set out in the Durham Transportation Master Plan, the Region has a target of 10% of Durham residents walking and cycling and 20% using public transit by 2031. Based on the recent Transportation Tomorrow Survey (TTS) data, the Region is on track for achieving its active mode share target.

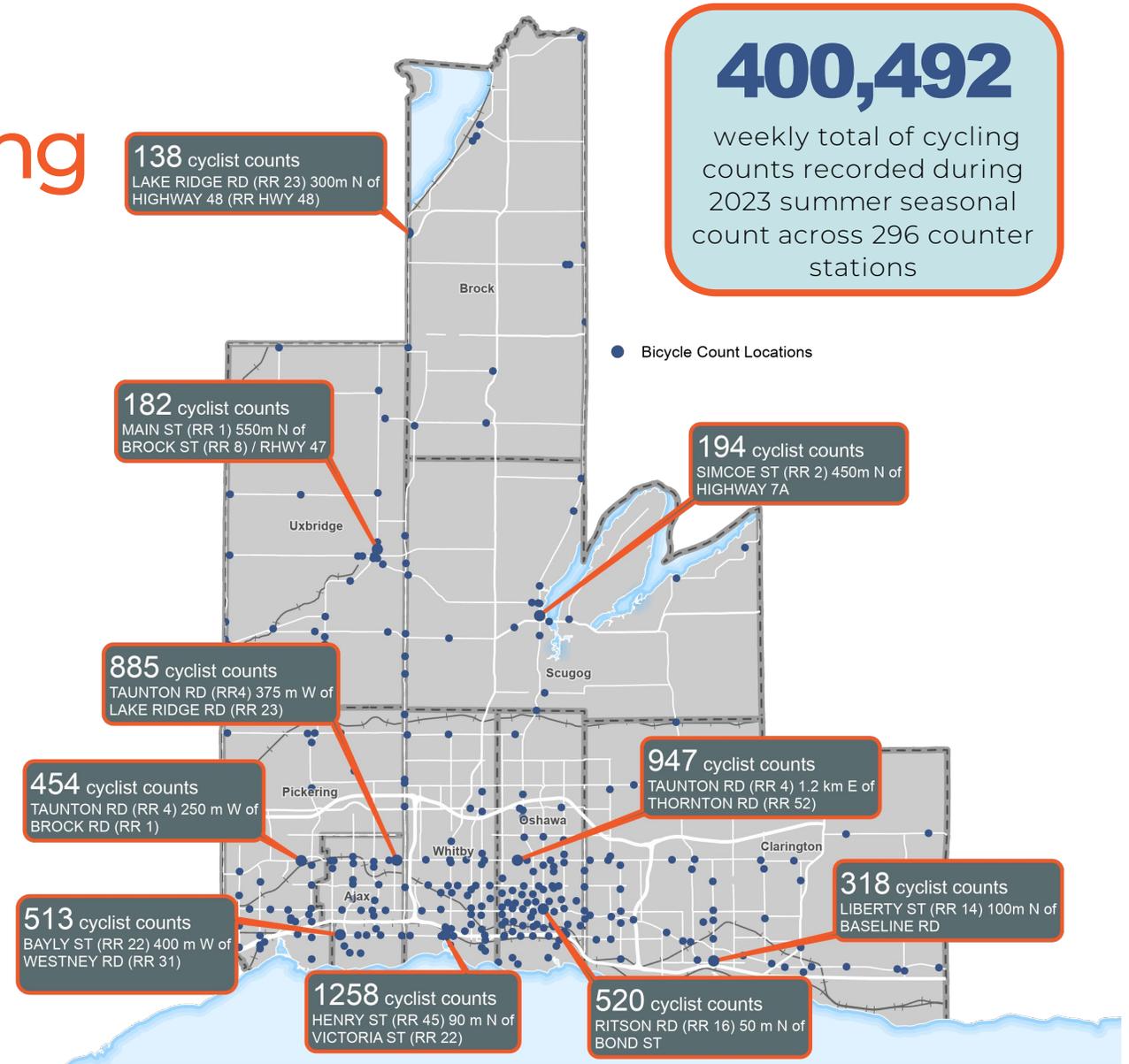
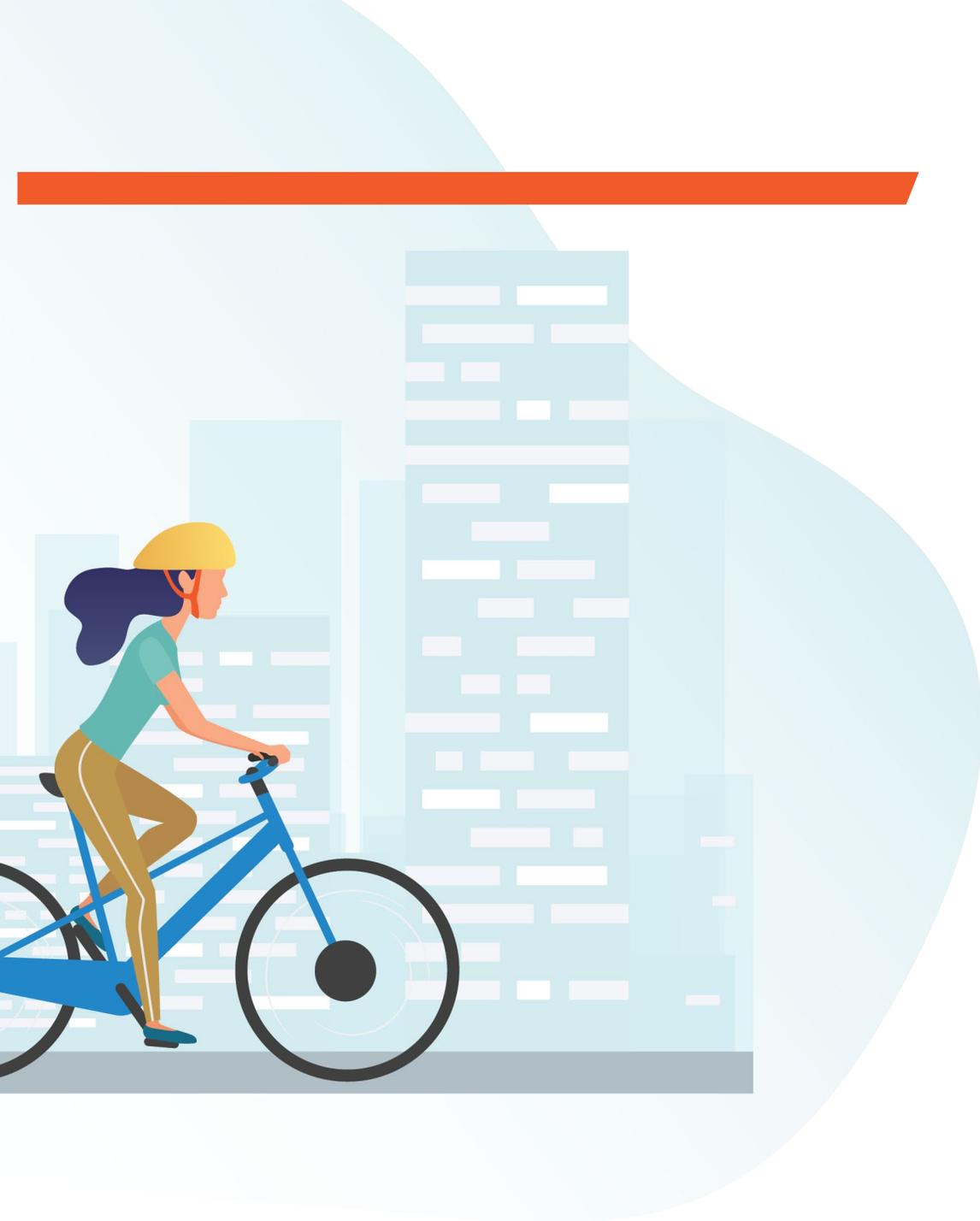


Figure 2: Summary of average daily cyclist counts collected through Regional bike count locations during a one-week period during summer 2023.



Enhancing Education and Awareness

Enhancing Education and Awareness

The Region developed a clear set of messages to effectively promote and educate cyclists about cycling in Durham Region to use throughout various cycling-supportive campaigns and programs. Reach and engagement with programs and cycling educational materials has increased annually since the RCP was implemented.



Pedal for Patients
Charity Bike Ride Event
May 28, 2023



E-Mobility Demo
Regional Headquarters
June 15, 2022



Bike Month
Educational Campaign
June 2023

Key Features:

- 97 km
- 96 riders
- \$97,317 raised

- Partnered with Lakeridge Health Foundation to host a charity bike ride to raise funds for cancer care
- Promoted physical activity and showcased cycling infrastructure and routes

Key Features:

- 50+ attendees
- 3 vendors
- 1 day event

- Opportunity to learn about e-scooter and e-bike devices, rules, regulations and safety tips outlined in the new [Regional Electric Kick Scooter By-law](#)
- Attendees could experience e-mobility devices firsthand

Key Features:

- 1 month
- 221 attendees
- 739 km cycled

- Increased awareness of and education safe cycling practices
- Provided a series of interactive events to encourage people to bike more during June

Next Steps



Regional staff will continue to...



Advance Short Term Cycling Routes

Focus on implementing routes identified through the RCP and the Region's nine-year capital budget and forecast in 2024.



Improve Monitoring & Tracking

Coordinate with area municipal staff and other partners to improve the monitoring and tracking of active transportation assets and establish a set of indicators to improve evaluation and tracking of active transportation infrastructure, amenities, and programs.



Develop Bicycle Parking Guidelines

Work with a consultant to initiate the development of bicycle parking guidelines beginning in Q3 of 2024.



Report Back

Provide annual updates to Council on the progress made annually to advance active transportation and recommendations of the RCP.

Thank You!



Get in Touch:

Danielle Culp

Project Planner, Transportation Planning,
Planning and Economic Development Department

Telephone: 905-668-7711 ext. 2526

Email: Danielle.Culp@durham.ca



Fuelling Global Innovation

Spark Centre is a business incubator providing advisory services, office space and day-to-day operational support to early stage and rapidly growing innovation and technology companies.

As one of Ontario's seventeen Regional Innovation Centre's (RIC), Spark Centre's mandate is to contribute to building a strong economy, that can provide jobs and prosperity for all Ontarians, supporting the advancement of innovation and technology within the region and that of small businesses.



Sherry Colbourne
PRESIDENT & CEO
Spark Centre

THE SPARK GROUP

One unified group of services focused on our innovation mission.

Mission.

To support innovation in Durham and Eastern Ontario, by driving economic development in our region and fostering an engaging ecosystem that supports businesses to collaborate and thrive.

How does **The Spark Group** achieve its mission?

1

Transforming ideas into thriving businesses through a strong **Innovation Centre**.



2

Attracting and educating international **ventures and talent** to Durham and Eastern Ontario.



3

Making our region a **leading ecosystem** for innovation and growth.

Economic Resilience



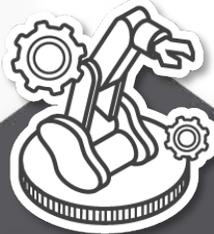
4

Creative and compelling **storytelling** for the Spark Group community.





**EN3: ENERGY,
ENVIRONMENT &
ENGINEERING**



**ADVANCED
MANUFACTURING
& MATERIALS**



**AGRICULTURE
& FOOD
DEVELOPMENT**



**INFORMATION
TECHNOLOGY &
DIGITAL MEDIA**



**MEDTECH
HEALTH & LIFE
SCIENCES**

Sectors We Serve

How We Help our **Clients**



A Year in Review

2023 ENTREPRENEURIAL JOURNEY

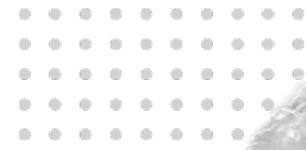
Growth

- Increased high-impact client roster from 142 to 153
- Increased resident clients from 14 to 22, currently have 25 resident clients and have maxed out our space
- Secured 3-years of funding for ElevateIP of \$267K – 7 clients have secured access to this funding already!
- Re-opened room bookings and office utilization in second half of FY23 – 32 client users served, FY24 is on track to surpass FY23 by double!

Amy Davies
First30



Rick McCutcheon
Sales Advisor



A Year in Review

2023 ENTREPRENEURIAL JOURNEY



Lucie Li
E-cast
Technology

Building Durham's Innovation Engine

- Supported Spark clients post-COVID with detailed market research valued at \$700K
- Spark clients increased their monthly recurring sales to drive \$5.7 Million in annual revenue (up from \$3.7 in FY22)
- We now support more female founders than ever before and laid the groundwork for supporting under-represented entrepreneurs [newcomers | black | female]

ADVISORS & EDUCATORS



Robert Weese
Sales



Bob Spiers
Sales



Chris Giantsopoulos
Marketing



Garry Innanen
AI/Technology/Sales



Kevin Smith
Marketing



Peter Mandl
Finance



Rick McCutcheon
Digital Sales



Judith Pineault
Executive Coaching



Ivano Labricciosa
Hardware



Len Kleine
Health Sector



Sayani Saiphoo
Finance



Jason Gamblen
Sales/Investment



Pete Crouse
Franchising



Dave Miller
Software Technology

Mentors

SECTOR REPRESENTATIVES



INFORMATION TECHNOLOGY & DIGITAL MEDIA

Barbara Leiann Peart
Blair Patton
Brad Roach
Greg Birley
Jeff Klink
Joe Miller
Kaitlyn McCullough
Noam Hazan
Paul Aussem
Roslyn Mugford
Michael Carter

TOTAL MENTORS: 11



EN3: ENERGY, ENVIRONMENT & ENGINEERING

Rick Rooney
Peter Williams
Ivano Labricciosa

TOTAL MENTORS: 3



ADVANCED MANUFACTURING & MATERIALS

Terri Lynn Simpson
Tom Gunsinger
Tyler Ashby

TOTAL MENTORS: 3



AGRICULTURE & FOOD DEVELOPMENT

Ryan Cullen
Lesley Thomson
Nanci Corrigan

TOTAL MENTORS: 3



MEDTECH HEALTH & LIFE SCIENCES

Giancarlo Sansalone
Judith Pineault
Len Kleine
Paul Cudmore

TOTAL MENTORS: 4

Spark Centre Local Clients

KEY PERFORMANCE INDICATORS



2355 TOTAL ADVISORY
HOURS

36
PAID
JOBS CREATED



MRR
REVENUE
\$5.7M

★ **54%** ★
INCREASE



\$2.4M
CLIENT FUNDING RAISED
60% DECREASE

84
UNIQUE CLIENTS

14  FEMALE
FOUNDERS

24
NEW
JOBS CREATED



15 CLIENTS
FUNDED

 **12**
FOREIGN
FOUNDERS

WHAT IS THE EOIC?

It's the **Eastern Ontario Innovation Corridor!**
A network that is:

- ✓ Driven by the commitment and effort of Spark Centre and Launch Lab, Ontario's two most eastern RICs.
- ✓ Attracting international businesses and talent to the region, an area nestled within close-proximity to 3 of Canada's largest urban centres, and the Northeast Seaboard of the USA
- ✓ Increasing the number of innovative and technology transformative driven companies within the region.
- ✓ Building regional collaboration strength
- ✓ Promoting program and resource access of established and funded opportunities across the Eastern Ontario
- ✓ Providing creative solutions to address challenges within the region

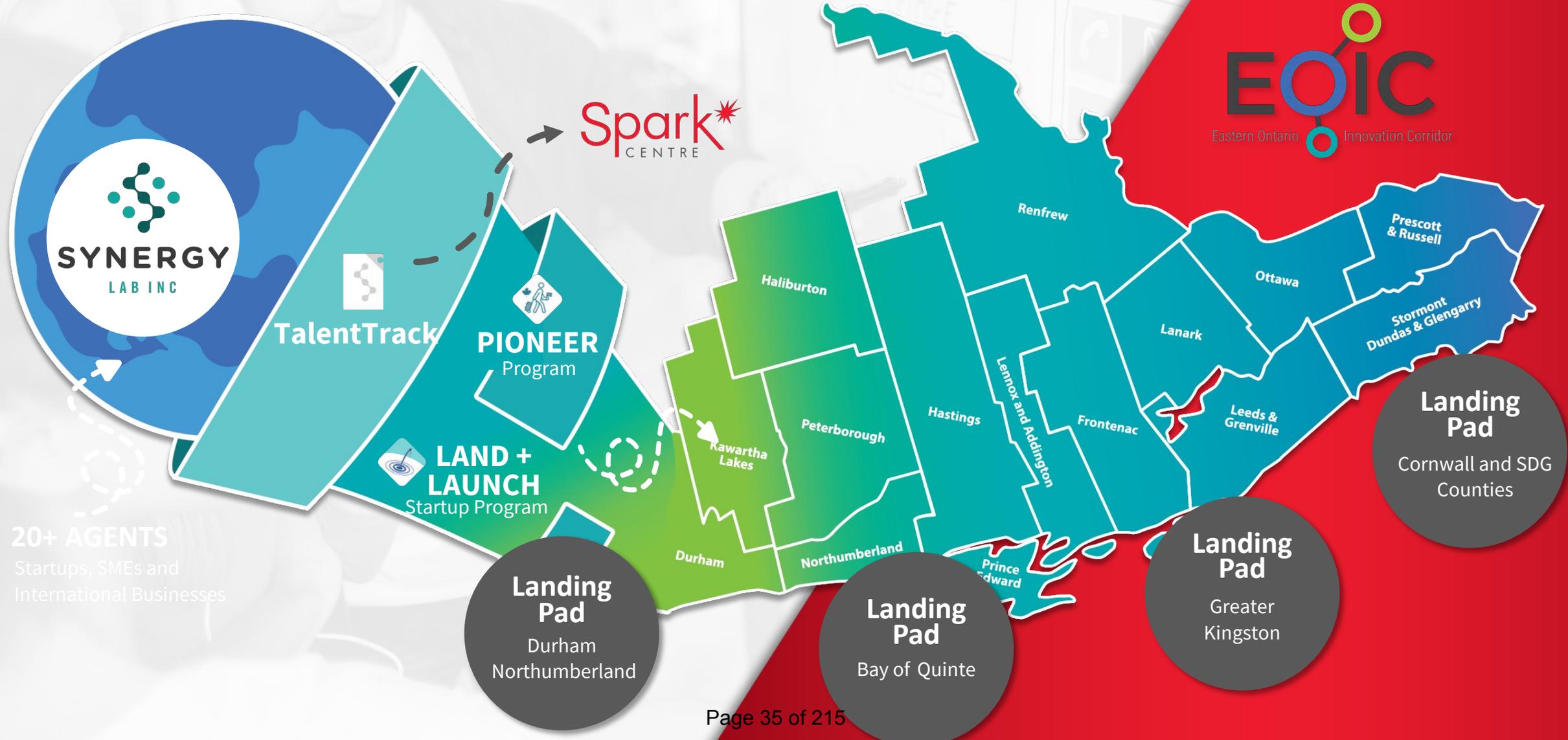


GROW WITH US <<<

- 📍 Communitech
- 📍 MaRS
- 📍 Invest Ottawa

HOW DOES IT WORK?

Our vision is for the **Eastern Ontario Innovation Corridor** to be known as a leading **Innovation District** within Canada.



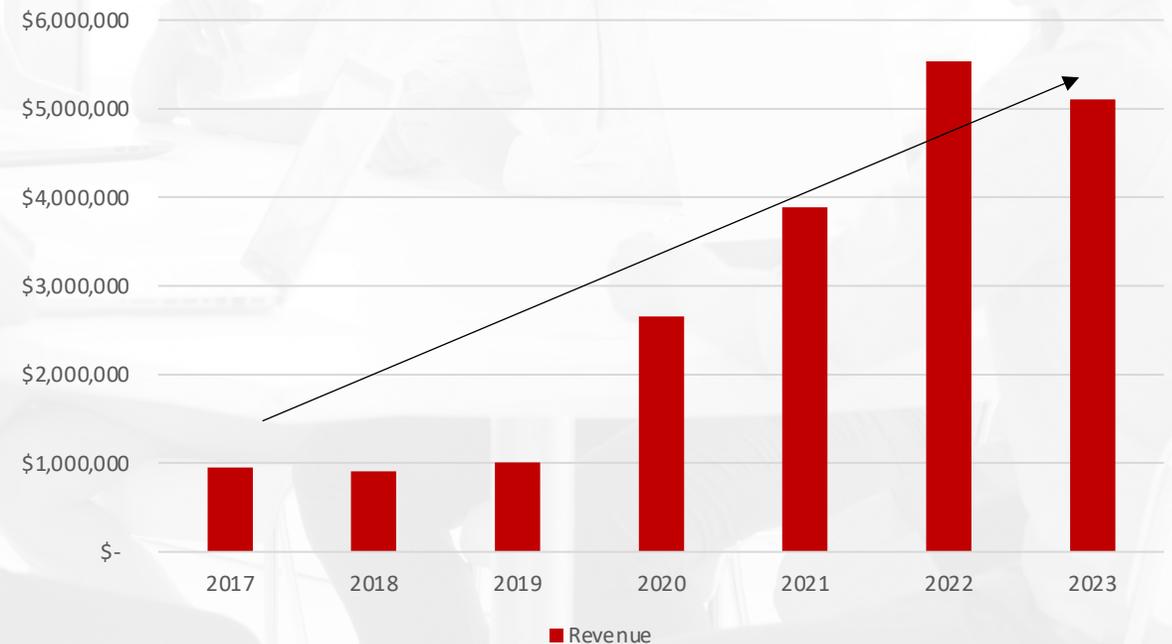
20+ AGENTS
Startups, SMEs and
International Businesses

SPARK GROUP CONTRIBUTION TO THE REGION

It's still
a success
story of growth...

7-year Cumulative Annual Growth
of **27%** in Revenues.

Revenues Spark Group of Entities

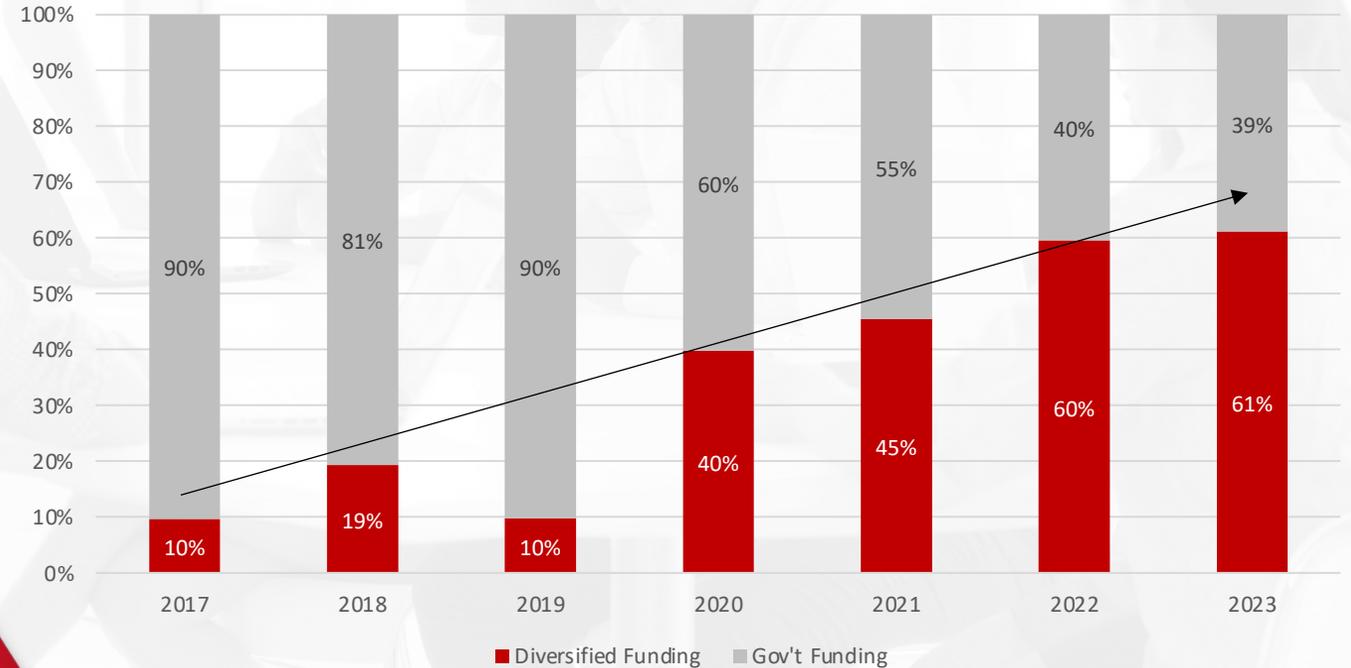


SPARK GROUP FUNDING



7-year Cumulative Annual Growth
of **30%** in Diversified Funding.

Spark Funding Government vs. Diversified Funding (%)



Client Success

NEWS & ACCOMPLISHMENTS

This Year we are Celebrating

- New funding for the commercialization of Intellectual Property
- Steady arrival of newcomer entrepreneurs who are now part of the Spark Centre community
- Launch of our new acceleration program – Amplify
- Expanded network of advisors/mentors and community partners to aid in the acceleration of our clients
- New government partner onboarded – Procurement Assistance Canada (PAC)
- Developed closer connections with Invest Ottawa and IRAP
- Launched Phase 2 of our CRM development

Marketing & Events

The marketing team enables Spark clients to punch above their weight while at the same time helps build the Spark Centre brand as the catalyst of Durham Region's innovation culture. Our goal is to attract new technology and innovation startups, community leaders, investors and partners through outreach and events to create a robust entrepreneurial ecosystem!



Zack Magerman
FitSensive

Marketing

NEWS & ACCOMPLISHMENTS

- Expanded our online presence to speak to our numerous online audiences and executed a brand refresh
- Added a private podcast facility – expert videographer onsite
- Published the 20th issue of *The Spark* magazine
- Introduced SparkCAST and Synergy On Record podcasts to highlight innovation, insight and inspiration throughout the region
- Introduced Monday Mornings with Creative Spark to provide clients with marketing advice and creative support
- Wrote and published 15 Growth Stories, celebrating clients' success in the region

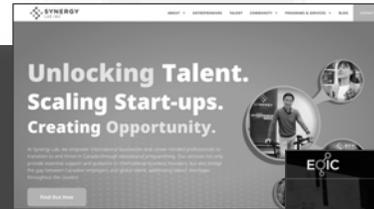


Connecting Community

DRIVING ONLINE TRAFFIC TO DURHAM REGION



Synergy Lab
synergylab.ca



Creative Spark
creative-spark.ca



Durham RTDS
durhamrtds.ca



EOIC
eastinnovation.ca



The Spark:
thesparkmagazine.ca

A Diversified Online Portfolio

Having multiple websites across the organization not only offers us the benefit of an expanded digital footprint, but also speaks to the various ways the Spark Group of Companies serves our community to help build economic impact. Each website targets a different audience, allowing us to connect with our many clients and stakeholders.

ELITE PARTNERS

A Big Thank You to our **Elite Partners**



Educating clients through **Masterclasses** and **1:1 Advisory** support.

Bereskin & Parr

1 Specializing in:

- Intellectual Property
- Trademarks
- Patents
- Copyrights



2 Specializing in:

- Relocation Consultancy
- Property Procurement
- Area Education



3 Specializing in:

- Human Resources
- Growth Strategies
- Compliance
- Virtual CFO



4 Specializing in:

- Innovation Funding
- Sales Tax Recovery
- Government Grants



5 Specializing in:

- SR&ED Tax Credits
- Government Grants
- Funding Consultancy



6 Specializing in:

- Corporate Technology Law
- Real Estate Law Services
- SME Consultant



7 Specializing in:

- Relocation Consultancy
- Property Procurement
- Area Education

KEY FUNDING PARTNERS

Our valued **partners** help build a thriving innovation economy and robust support system for the **entrepreneurs** who are contributing to wealth and **job creation** in our region and beyond.



MINISTRY OF ECONOMIC DEVELOPMENT, JOB CREATION & TRADE

The Ministry of Economic Development, Job Creation and Trade supports world-class research, commercialization and innovation taking place across Ontario through a range of programs and services like the Ontario Research Fund, Innovation Demonstration Fund, Ontario Venture Capital Fund and the Ontario Network of Entrepreneurs. The Ministry is the primary funder of Spark Centre.



ONTARIO CENTRE FOR INNOVATION (OCI)

The Ontario Centre of Innovation (OCI) maximizes the commercial impact of research developed in Ontario's colleges, universities, and research hospitals, and accelerates the commercialization of Made-in-Ontario intellectual property and technologies. They focus on helping Ontario innovators get connected with the researchers, industry partners and funding needed to commercialize and scale.



CITY OF OSHAWA

The City of Oshawa is the largest municipality in Durham, both in terms of population and concentration of business activity. The City benefits from its diverse economy balanced between services such as health care, information technology and education along with a stable base of advanced manufacturing. The city has also seen historic levels of physical growth setting development records in each of the last five years. The City of Oshawa is a crucial partner, funder and supporter of Spark Centre.



INVEST DURHAM – DURHAM REGION ECONOMIC DEVELOPMENT & TOURISM

Invest Durham leads, facilitates and supports various investment attraction and expansion initiatives. Our goal is to create and retain jobs, increase non-residential assessment and promote the region as the best place to live, work and invest. Invest Durham is a division of the Regional Municipality of Durham and is a significant supporter and funder of Spark Centre.

BOARD OF DIRECTORS



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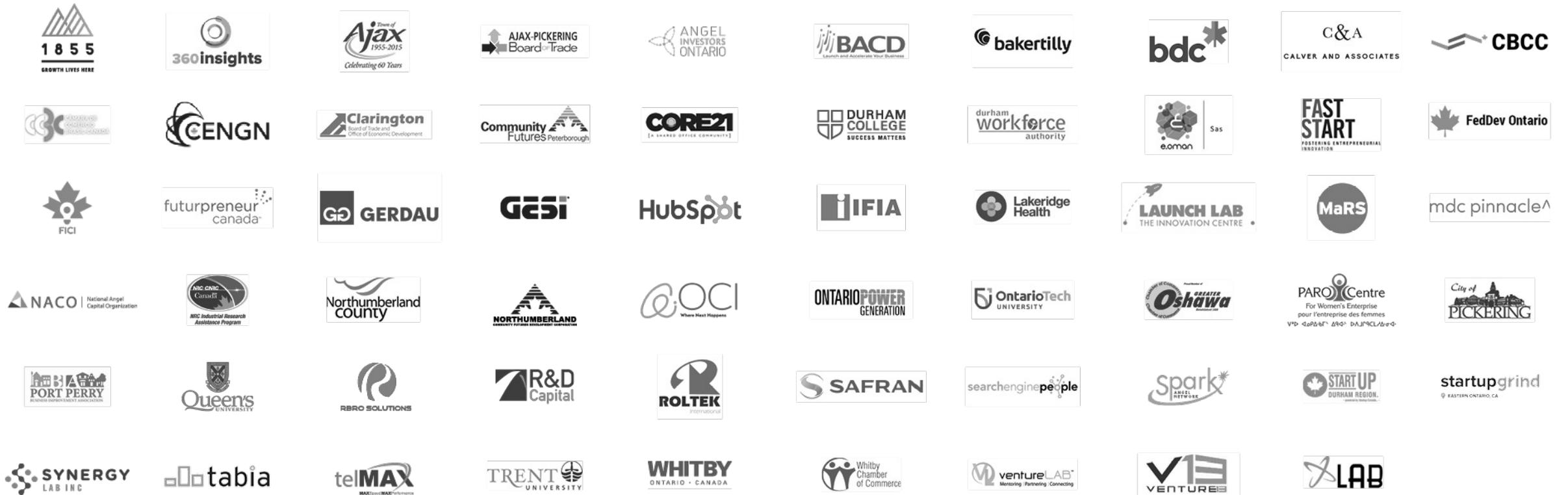
Simon Gill
Observer



Hailey Wright
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OUR ECOSYSTEM

Thank You to our Partners & Affiliates





Discussion



sparkcentre.org

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The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2024-P-1
Date: January 9, 2024

Subject:

Durham Agricultural Advisory Committee 2023 Annual Report and 2024 Workplan,
File:C07-02

Recommendations:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2024-P-1 be received as the Durham Agricultural Advisory Committee's 2023 Annual Report;
 - B) That the Durham Agricultural Advisory Committee's 2024 Workplan be approved, as outlined in Attachment 1 to Commissioner's Report #2024-P-1;
 - C) That a copy of Commissioner's Report #2024-P-1 be forwarded to the Durham Agricultural Advisory Committee, the Durham Federation of Agriculture, the Durham Farm Fresh Marketing Association, the Golden Horseshoe Food and Farming Alliance and Durham's Area Municipalities.
-

Report:

1. Purpose

- 1.1 The Durham Agricultural Advisory Committee (DAAC) Terms of Reference (ToR) requires the submission of an annual report to the Planning and Economic Development Committee summarizing the activities of the previous year. DAAC is also required to prepare a proposed Workplan for the coming year and when necessary, recommend revisions to the ToR, for consideration and approval of the Planning and Economic Development Committee and Council.

1.2 The purpose of this report is to:

- a. Summarize the activities of DAAC from 2023; and
- b. Present the proposed DAAC 2024 Workplan – see Attachment 1.

2. Previous Reports and Decisions

- 2.1 In January 2023, Council considered the 2022 Annual Reports of the Durham Active Transportation Committee, Durham Agricultural Advisory Committee and Durham Environmental Advisory Committees through Commissioner's Report [#2023-P-3](#).
- 2.2 In April 2023, Council considered DAAC Membership Appointments through Commissioner's Report [#2023-P-11](#).
- 2.3 In June 2023, Council considered DAAC's 2023 Workplan and Terms of Reference through Commissioner's Report [#2023-P-16](#).
- 2.4 In October 2023, Council considered the summary of the 2023 Farm Tour through Information Report [#2023-INFO-87](#).

3. 2023 Annual Report

- 3.1 DAAC is composed of seventeen members, including one member of the Planning and Economic Development Committee.
- 3.2 At the May 9, 2023, meeting, Zac Cohoon was elected Chair, Dave Risebrough was elected 1st Vice-Chair and Bryan Smith was elected 2nd Vice-Chair. The Meeting on May 9 was the first DAAC meeting following the approval of the membership appointments for this Council term.
- 3.3 Membership at the end of 2023 was:
 - Zac Cohoon (Chair) (Member at Large – Farmer)
 - Dave Risebrough (1st Vice-Chair) (Member At Large – Non-farmer);
 - Bryan Smith (2nd Vice Chair) (Member at Large – Farmer);
 - Neil Guthrie (Ajax);
 - Tom Watpool (Brock);
 - Tom Barrie (Clarington);
 - Derrik Stevenson (Oshawa);
 - Fuzz (Gord) Taylor (Pickering);
 - Nicole Swain (Scugog);
 - Bryant Hulshof (Uxbridge);

- Ronald Death (Whitby);
- Hubert Schillings (Member At Large – Farmer);
- Gerri Lynn O’Connor (Member At Large – Non-farmer);
- Matthew Sommerville (Member At Large – Non-farmer);
- Mark Shiers (Durham Region Federation of Agriculture);
- Jordan McKay (Durham Farm Fresh)
- Mayor Wilma Wotten (Planning and Economic Development Committee);
and
- Councillor John Neal (Planning and Economic Development Committee -
Alternate).

Major Activities

- 3.4 At the first DAAC meeting of this term, members were given an orientation presentation to familiarize themselves with the role and duties of the committee.
- 3.5 The role of DAAC is to provide advice to the Region on agricultural and rural related planning matters. The Committee also has a role in implementing programs which enhance public awareness and knowledge of agriculture and rural related issues in the Region.
- 3.6 During 2023, DAAC fulfilled this role by:
- a. Expanding its knowledge of agricultural related issues by receiving presentations and engaging in discussions on the following:
 - Envision Durham:
 - (a) Regional Official Plan Growth Allocations and Settlement Area Boundary Expansions
 - (b) Draft Regional Official Plan Policies
 - The Barrett Centre of Innovation in Sustainable Urban Agriculture;
 - Proposed updates to the Rules of Practice and Procedure of the Normal Farm Practices Protection Board;
 - Updates to Regional Roads and Infrastructure Projects;
 - Avian Influenza;
 - Backyard Chickens;
 - Bill 97 - Helping Homebuyers, Protecting Tenants Act, 2023 - Provincial Policy Statement and A Place to Grow Review;
 - Regional Development Charge By-Law as it pertains to;
 - (a) On Farm Diversified Uses

- (b) Agricultural Uses
 - Provincial Tax Classes as it pertains to Value Added Agriculture;
 - Region of Durham Annual Business Count;
 - Consultation on Proposed Changes to Part XV of the Health of Animals Regulations (Identification and Traceability);
 - City of Pickering – Pickering Corporate Strategic Plan;
 - Growing Agri-Food Durham Annual Report;
 - Greenbelt Plan;
 - On Farm Diversified Uses as the matter pertains to:
 - (a) Local by-laws and planning policy
 - (b) Approval challenges
 - Bill 23, More Homes Built Faster Act, 2022;
 - Bill 39, Better Municipal Governance Act;
 - Excess Soil and in particular discussions around challenges accepting soils on agricultural sites.
- b. Providing advice on various Regional issues, including:
 - Food prices and financial viability for the agri-food sector ;
 - Bill C-234: An Act to Amend the Greenhouse Gas Pollution Pricing Act;
 - Proposed Provincial Planning Statement Update
 - Official Plan Amendment applications to permit surplus farm dwelling severances (ROPA 2023-001, ROPA 2023-002, ROPA 2023-03);
- c. Organizing and/or participating in the following educational/outreach initiatives:
 - Hosting the 2023 DAAC Farm Tour held on September 21 (see Commissioner’s Report [#2023-INFO-87](#)). The farm tour was attended by over 100 participants and provided a unique opportunity to visit two farm operations in Blackstock (Scugog).
 - On March 1, 2023, DAAC Chair Zac Cohoon presented Agriculture 101 training to Regional Council. The training covered a number of topics related to the agricultural industry and was well received by Regional Council.

4. 2024 Workplan

4.1 The proposed 2024 DAAC Workplan (Attachment 1), represents activities which are a priority, and achievable within the calendar year. The activities are divided into four categories:

- a. **Policy Development and Implementation** – Activities involve providing advice on the formulation and implementation of land use planning policies to the Planning and Economic Development Department and Planning and Economic Development Committee;
- b. **Communication/Outreach/Educate** – Activities that support community knowledge and awareness such as farm tours or workshops (including the 2024 Farm Tour and Agriculture 101 training);
- c. **Economic Development and Tourism** – Activities to encourage economic development research and implementation strategies to assist Durham’s agricultural sector; and
- d. **Issues of Interest** – Activities related to the monitoring of issues that DAAC deems significant and may require further consideration.

5. Terms of Reference

5.1 DAAC is guided by Council approved [Terms of Reference \(ToR\)](#). The ToR outlines the goal, mandate and scope of activities for the Committee. No changes are proposed for the coming year.

6. Relationship to the Strategic Plan

6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Under Goal 3: Economic Prosperity, Objective 3.5, Provide a supportive environment for agriculture and agri-food industries.

7. Conclusion

7.1 DAAC had many notable accomplishments in 2023, including hosting the Annual DAAC Farm Tour and initiating Agriculture 101 training. Members should be commended for the time and commitment they have invested in the activities of the Committee. Michael Scott acted as the Planning and Economic Development Department staff liaison over the course of 2023.

7.2 It is recommended that:

- a. This report be received as DAAC's annual report on its 2023 activities;
- b. The proposed 2024 DAAC Workplan be approved (Attachment 1);
- c. A copy of this report be forwarded to the Durham Agricultural Advisory Committee, the Durham Federation of Agriculture, Durham Farm Fresh Marketing Association, the Golden Horseshoe Food and Farming Alliance and Durham's Area Municipalities.

8. Attachments

Attachment #1: 2024 DAAC Workplan

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



Durham Agricultural Advisory Committee (DAAC) Proposed 2024 Workplan

1. Advice on Policy Development and Implementation

a. Provide advice on:

- Proposed amendments to the Durham Region Official Plan.
- Agricultural and rural related planning matters, with a view to:
 - sustaining the viability of farming;
 - protecting and preserving agricultural land as a first priority; and
 - ensuring adequate separation between agricultural land uses and activities and urban residential areas.
- Durham Regional Official Plan Implementation.
- Provincial land-use planning policies, plans and regulations.
- Implementation of the Regional Broadband Strategy.
- Ongoing implementation of the Agricultural Sector Climate Adaptation Strategy.
- Regional Cycling Plan Update.
- Growing Agri-Food Durham implementation.
- Growing North Durham Plan implementation.

2. Communicate/Outreach/Educate

a. Host the 2024 Farm Tour that will:

- assist Local and Regional Councillors, Provincial and Federal government officials as well as Conservation Authorities (including staff), to understand the concerns, opportunities and challenges of the agricultural community;
- reach key industry partners whose mandate may impact the agricultural community; including the educational sector to understand opportunities and challenges of the agri-food industry;
- highlight the diversity of agriculture in Durham Region and the economic benefits across the agri-food value chain to support the broader Regional economy.

- b. Deliver Agriculture 101 Training to Local Municipal Councils.
- c. Continue to work with Regional Departments including Planning and Economic Development, Works, Finance and Police Services where necessary to ensure agricultural interests are considered.
- d. Encourage participation of the Durham agricultural youth organizations.
- e. Investigate other outreach opportunities as they arise.
- f. Municipal representatives on the Committee will continue to dialogue with their respective municipalities including presentations to area municipal Councils on matters of interest where appropriate.
- g. Continue to establish a working relationship with the Durham Environment and Climate Change Advisory Committee and other Regional Committees.
- h. Participate in committees and working groups with local area municipalities and non-governmental organizations.

3. Economic Development and Tourism

- a. Provide advice and feedback to staff on economic development and tourism activities pertaining to support and growth of the agri-food industry.
 - On an annual basis, assist with identifying priority projects that align with activities identified in the Growing Agri-Food Durham Plan (e.g. supporting the development of on-farm diversification, implementing a Food Processing Business Retention and Expansion Project).
 - Identify emerging trends and opportunities to grow the agri-food industry in Durham.
- b. Support the implementation of the Growing Agri-Food Durham Action Plan, the Local Food BRE Action Plan and Growing North Durham Plan.

4. Issues of Interest

- Federal Pickering airport lands.
- Federal Oshawa Port.
- Federal policies effecting agriculture (tariffs, carbon tax, etc.)
- Alternative energy (e.g. solar farms, biomass, wind).
- Farm safety.
- Municipal, Provincial and federal legislation and policy affecting agriculture (e.g. species at risk, provincial land use plans).
- Commercial fill, excess topsoil and excess soil
- Aggregate matters, including aggregate pit rehabilitation.

- Implementation of source water protections plans.
- Farmland assessment and taxation.
- Farm animal health and wellness (e.g. DRPS, Avian Influenza).
- Natural Heritage System protection and construction of new farm infrastructure.
- Minimum Distance Separation formulae.
- Water and wastewater master planning.
- Biosecurity, trespassing and vandalism.
- Municipal Class EA's.
- Regional road projects.
- Conservation Authority matters.
- Energy-from-Waste implementation and monitoring.
- Region's waste diversion programs.
- Local food strategy.
- Agricultural training and employment, through continued work with the Durham Workforce Authority, Durham College, and Ontario Tech University.
- Activities of the Golden Horseshoe Food and Farming Alliance.
- Land use planning matters.
- Other matters affecting the agricultural industry (e.g. Municipal Fire Regulations, By-laws and Permits).
- Rouge National Urban Park.
- Clean Fuel Standards.
- Supportive agri-business in Durham, addressing local agri-food supply chain gaps.

5. Meeting Schedule

- a. DAAC has scheduled 10 regular meetings in 2024. An additional meeting may be held in August, at the call of the Chair. Resources (Planning and Clerks) will be provided to accommodate this schedule and workload.

- January 9, 2024
- February 13, 2024
- March 12, 2024
- April 9, 2024
- May 14, 2024
- June 11, 2024
- September 10, 2024
- October 8, 2024
- November 12, 2024
- December 10, 2024



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2024-P-2
Date: January 9, 2024

Subject:

Durham Environment and Climate Advisory Committee 2023 Annual Report and 2024 Workplan, File: A01-37

Recommendations:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2024-P-2 be received as the Durham Environment and Climate Advisory Committee's 2023 Annual Report;
 - B) That the Durham Environment and Climate Advisory Committee's 2024 Workplan be approved, as outlined in Attachment 1 to Commissioner's Report #2024-P-2;
 - C) That a copy of Commissioner's Report #2024-P-2 be forwarded to the Durham Environment and Climate Advisory Committee and Durham's Area Municipalities.
-

Report:

1. Purpose

- 1.1 The Durham Environment and Climate Advisory Committee (DECAC) Terms of Reference (ToR) requires the submission of an annual report to the Planning and Economic Development Committee summarizing the activities of the previous year. DECAC is also required to prepare a proposed Workplan for the coming year and when necessary, recommend revisions to the ToR, for consideration and approval of the Planning and Economic Development Committee and Council.

1.2 The purpose of this report is to:

- a. Summarize the activities of DECAC from 2024; and
- b. Present the proposed DECAC 2024 Workplan – see Attachment 1.

2. Previous Reports and Decisions

2.1 In January 2023, Council considered the 2022 Annual Reports of the Durham Active Transportation Committee, Durham Agricultural Advisory Committee and Durham Environment and Climate Advisory Committee through Commissioner's Report [#2023-P-3](#).

2.2 In April 2023, Council considered DECAC Membership Appointments through Commissioner's Report [#2023-P-12](#).

2.3 In June 2023, Council considered DECAC's 2023 Workplan and Terms of Reference through Commissioner's Report [#2023-P-17](#).

2.4 In September 2023, Council considered the summary of the 2023 Pollinator Distribution Project through Information Report [#2023-INFO-75](#).

3. 2023 Annual Report

3.1 DECAC is composed of thirteen members, including one member of the Planning and Economic Development Committee.

3.2 At the May 18, 2023, meeting, Geoff Carpentier was re-elected as Chair, Jay Cuthbertson was elected first Vice-Chair and Kimberly Murray was elected second Vice-Chair. The meeting on May 18 was the first DECAC meeting following the approval of the membership appointments for this Council term.

3.3 Membership at the end of 2023 was:

- Geoff Carpentier (Scugog) (Chair);
- Jay Cuthbertson (Member at Large) (1nd Vice-Chair);
- Kimberly Murray (Clarington) (2nd Vice-Chair);
- Muaz Nasir (Ajax);
- William Basztyk (Brock);
- Dimitri Stathopoulos (Oshawa);
- Ozair Chaudhry (Pickering);
- Bruce Foxton (Uxbridge);
- Bryan Widner (Whitby);

- Keiko Lui (Member At Large);
- Peter Cohen (Post-Secondary Member);
- Luke Nguyen (Youth Member);
- Councillor Maleeha Shahid (Planning and Economic Development Committee); and
- Councillor Wilma Wotten (Planning and Economic Development Committee – Alternate).

Major Activities

3.4 At the first DECAC meeting of this term, members were given an orientation presentation to familiarize themselves with the role and duties of the committee.

3.5 The role of DECAC is to provide advice to the Region on environmental and climate change-related matters. The Committee also has a role in implementing and participating in community outreach programs that support environmental awareness and appreciation in the Region.

3.6 During 2023, DECAC fulfilled this role by:

a. Expanding its knowledge of environmental and climate change related issues by receiving presentations and engaging in discussions on the following:

- The SaveSoil initiative;
- Building Energy Benchmarking and Disclosure Program;
- Envision Durham Draft Regional Official Plan Policies;
- Durham Region Organics Management Plan;
- Wetland Key Performance Indicators;
- Rethinking how we maintain roadsides and public spaces (No Mow May);
- Friends of Second Marsh Love the Marsh! Campaign;
- Annual GHG Inventory (A recap of the Durham Climate Roundtable Greenhouse Emissions and Climate Action Report); and
- Restoring and Protecting Pollinator Habitat in Rights-of-Way.

b. Providing advice on various Regional issues, including:

- The Municipal Comprehensive Review (MCR) process by providing input and comments on Envision Durham Draft Regional Official Plan.

- c. Organizing and/or participating in the following educational/outreach initiatives:
- Preparing for, and implementing a spring bee pollinator seed distribution project at Regional Compost Day events across all eight area municipalities, where members distributed pollinator seeds and connected with over 2,400 residents (Report [#2023-INFO-75](#)).
 - Planning and hosting the 2023 Durham Environmental Achievement Awards at the Durham Environment and Climate Forum. The hybrid forum was attended by over 120 participants either online or in-person, and provided a unique opportunity for environmental and climate appreciation in the region.

4. 2024 Workplan

- 4.1 The proposed 2024 DECAC Workplan (Attachment 1), represents activities which are a priority, and achievable within the calendar year. The activities are divided into four categories:
- a. **Policy Development and Implementation** – Activities involve providing advice on the formulation and implementation of land use planning policies to the Planning and Economic Development Department and Planning and Economic Development Committee;
 - b. **Community Outreach and Stewardship** – Activities that support community knowledge and awareness such as the pollinator distribution project, volunteer program, and the Environmental Achievement Awards program;
 - c. **Committee Education and Development** – Activities, such as presentations and tours, that enhance members’ knowledge of environmental issues; and
 - d. **Issues of Interest** – Activities related to the monitoring of issues that DECAC deems significant and may require further consideration.

5. Terms of Reference

- 5.1 DECAC is guided by Council approved [Terms of Reference \(ToR\)](#). The ToR outlines the goal, mandate, and scope of activities for the Committee. No changes are proposed for the coming year.

6. Relationship to the Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Under Goal 1: Environmental Sustainability's objective: To protect the environment for the future by demonstrating leadership in sustainability and addressing climate change.

7. Conclusion

7.1 DECAC had many notable accomplishments in 2023, including the Spring Bee Pollinator Project and Durham Environmental Achievement Awards. Members should be commended for the time and commitment they have invested in the activities of the Committee. Aneesah Luqman acted as the Planning and Economic Development Department staff liaison over the course of 2023.

7.2 It is recommended that:

- a. This report be received as DECAC's annual report on its 2023 activities;
- b. The proposed 2024 DECAC Workplan be approved (Attachment 1);
- c. A copy of this report be forwarded to the Durham Environment and Climate Advisory Committee and Durham's Area Municipalities.

8. Attachments

Attachment #1: 2024 DECAC Workplan

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



**Durham Environment and
Climate Advisory Committee (DECAC)
Proposed 2024 Workplan**



Item	Progress
1.0 Policy Development and Implementation	
Provide advice on	
<ul style="list-style-type: none"> • Regional Official Plan – input and advice on proposed amendments. 	
<ul style="list-style-type: none"> • Projects subject to a Minister’s Zoning Order (MZO). 	
<ul style="list-style-type: none"> • Durham Community Energy Plan implementation and low-carbon pathway implementation. 	
<ul style="list-style-type: none"> • Climate action monitoring, reporting, and reduction. 	
<ul style="list-style-type: none"> • Provincial and Regional Climate Change guidance materials. 	
<ul style="list-style-type: none"> • Environmental Assessment (EA) Studies. 	
<ul style="list-style-type: none"> • Public and/or Stakeholder Advisory Committees. 	
<ul style="list-style-type: none"> • Environmental Bill of Rights postings. 	
<ul style="list-style-type: none"> • Climate adaptation, mitigation, and resiliency initiatives. 	
2.0 Community Outreach and Stewardship	
High Priority	
<ul style="list-style-type: none"> • Participate in Durham Climate Forum in partnership with the Sustainability Team 	Fall 2024
<ul style="list-style-type: none"> • Invasive and native species management and education. 	
<ul style="list-style-type: none"> • Explore opportunities for a volunteer program. 	
<ul style="list-style-type: none"> • Participate in, and organize community environmental and stewardship events, including but not limited to: <ul style="list-style-type: none"> ○ Tree planting targets and initiatives, and canopy protection and stewardship. ○ Opportunities for community clean-up/waste reduction. ○ Identify timelines for Spring of 2024 	
Medium Priority	
<ul style="list-style-type: none"> • Promote and continue to implement the Environmental Achievement Awards. 	
<ul style="list-style-type: none"> • Continue to foster a working relationship with the Durham Agricultural Advisory Committee, Durham Active Transportation Committee, and the Energy from Waste-Waste Management Advisory Committee. 	
<ul style="list-style-type: none"> • Participate in Climate Change outreach activities/events hosted by DECAC. 	
<ul style="list-style-type: none"> • Update the Region of Durham Natural Features Map. 	
<ul style="list-style-type: none"> • Pollinator seedling distribution project. 	

Item	Progress
<ul style="list-style-type: none"> • Provide a forum for community climate groups. 	
3.0 Committee Education & Development	
The Committee will expand its knowledge in some of the following issues:	
<ul style="list-style-type: none"> • Energy (e.g. sources, alternatives, producers, efficiency, etc.). 	
<ul style="list-style-type: none"> • Recreational uses in the natural environment. 	
<ul style="list-style-type: none"> • Provincial Planning documents. 	
<ul style="list-style-type: none"> • Water quality (e.g. Duffin Creek water treatment plant). 	
<ul style="list-style-type: none"> • Human health and the environment. 	
<ul style="list-style-type: none"> • Green infrastructure and low impact development. 	
<ul style="list-style-type: none"> • Road salt. 	
<ul style="list-style-type: none"> • Species at risk. 	
<ul style="list-style-type: none"> • Waste reduction and management progress. 	
<ul style="list-style-type: none"> • Lifecycle assessment of products and packaging (e.g. plastics). 	
<ul style="list-style-type: none"> • Microplastics. 	
<ul style="list-style-type: none"> • Forest, grassland, and wetland health. 	
<ul style="list-style-type: none"> • Active transportation. 	
<ul style="list-style-type: none"> • Climate change. 	
<ul style="list-style-type: none"> • Pesticides and alternatives. 	
<ul style="list-style-type: none"> • Invasive species. 	
<ul style="list-style-type: none"> • Native species. 	
<ul style="list-style-type: none"> • Biodiversity. 	
<ul style="list-style-type: none"> • Urban sustainability. 	
<ul style="list-style-type: none"> • Air quality. 	
<ul style="list-style-type: none"> • Food security. 	
<ul style="list-style-type: none"> • Community gardens. 	
<ul style="list-style-type: none"> • Aggregate pit rehabilitation. 	
<ul style="list-style-type: none"> • Peat moss and top soil removal and restoration. 	
<ul style="list-style-type: none"> • Biological and physical decomposition (e.g. incineration, gasification, carbonization, anaerobic digestion, waste, etc.). 	
<ul style="list-style-type: none"> • Noise and light pollution. 	
<ul style="list-style-type: none"> • Citizen science. 	
<ul style="list-style-type: none"> • Ground and surface water preservation and protection. 	
<ul style="list-style-type: none"> • Education around Just Transition initiatives. 	
<ul style="list-style-type: none"> • Indigenous reconciliation and partnership. 	
<ul style="list-style-type: none"> • Climate justice and inequality. 	
4.0 Issues of Interest	
The committee will continue to monitor the following issues as prioritized by current events:	

Item	Progress
<ul style="list-style-type: none"> • Conservation Authority initiatives and activities, such as Carruthers Creek Watershed Plan Update and McLaughlin Bay Restoration Strategy. 	
<ul style="list-style-type: none"> • Provincial planning initiatives. 	
<ul style="list-style-type: none"> • Oak Ridges Moraine. 	
<ul style="list-style-type: none"> • Greenbelt. 	
<ul style="list-style-type: none"> • Regional Official Plan Amendment applications. 	
<ul style="list-style-type: none"> • Water – groundwater, surface water, watersheds. 	
<ul style="list-style-type: none"> • Climate change impacts, e.g. flooding. 	
<ul style="list-style-type: none"> • Transportation developments. 	
<ul style="list-style-type: none"> • Waterfront protection and development. 	
<ul style="list-style-type: none"> • Nuclear Energy Management 	
<ul style="list-style-type: none"> • Potential future airport lands. 	
<ul style="list-style-type: none"> • Rouge National Urban Park. 	
<ul style="list-style-type: none"> • Urban forest/naturalization strategies. 	
<ul style="list-style-type: none"> • Trails. 	
<ul style="list-style-type: none"> • Energy from Waste Facility. 	
<ul style="list-style-type: none"> • Minister's Zoning Orders (MZOs). 	
<ul style="list-style-type: none"> • Durham Community Energy Plan – Implementation Governance Task Force. 	
<ul style="list-style-type: none"> • Large-scale fill operations. 	
<ul style="list-style-type: none"> • Waste management and diversion. 	
<ul style="list-style-type: none"> • Environmental or climate incentives. 	
<ul style="list-style-type: none"> • Environmental impacts of agricultural and bioproducts producers. 	
<ul style="list-style-type: none"> • Air quality initiatives and metrics. 	

Meeting Schedule

Due to the Committee's workload, DEAC will schedule 9 meetings for 2023. In general, meetings will take place on the third Thursday of each month. Resources (Planning Division and Legislative Services) will be required to accommodate the schedule and workload.

The 2024 meeting schedule is as follows:

- January 18, 2024
- February 15, 2024
- March 21, 2024
- April 18, 2024
- May 16, 2024
- June 20, 2024
- September 19, 2024

- October 17, 2024
- November 21, 2024



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2024-P-3
Date: January 9, 2024

Subject:

Durham Active Transportation Committee 2023 Annual Report and 2024 Workplan

Recommendation:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2024-P-3 be received as the Durham Active Transportation Committee's 2023 Annual Report;
 - B) That the Durham Active Transportation Committee 2024 Workplan be approved, as outlined in Attachment #1 to Commissioner's Report #2024-P-3; and
 - C) That a copy of Commissioner's Report #2024-P-3 be forwarded to the Durham Active Transportation Committee, Conservation Authorities, and Durham's Area Municipalities.
-

Report:

1. Purpose

- 1.1 The Durham Active Transportation Committee (DATC) Terms of Reference (ToR) requires the submission of an annual report to the Planning and Economic Development Committee summarizing the activities of the previous year. DATC is also required to prepare a proposed Workplan for the coming year and when necessary, recommend revisions to the ToR, for consideration and approval of the Planning and Economic Development Committee and Council.

1.2 The purpose of this report is to:

- a. Summarize the activities of the DATC from 2023; and
- b. Present the 2024 Work Plan – see Attachment #1.

2. Previous Reports and Decisions

2.1 In January 2023, Council considered the 2022 Annual Reports of the Durham Active Transportation Committee, Durham Agricultural Advisory Committee and Durham Environmental Advisory Committees through Commissioner's Report [#2023-P-3](#).

2.2 In March 2023, Council considered DATC's membership appointments for the 2023-2026 term (Report [#2023-P-5](#)).

2.3 In June 2023, Council endorsed the DATC 2023 Workplan through Commissioner Report [#2023-P-18](#).

3. 2023 Annual Report

3.1 The DATC is composed of eight citizen members, one from each area municipality, and one member of the Planning and Economic Development Committee.

3.2 At the first DATC 2023-2023 term meeting on April 13, 2023, Ron Lalonde was re-elected as Chair, and Connor Houston was elected Vice-Chair.

3.3 Membership at the end of 2023 was:

- Ron Lalonde (Whitby) – Chair;
- Connor Houston (Clarington) – Vice-Chair;
- Tanja Van Helsdingen (Ajax);
- Kamal. Mirani (Brock);
- Bob Astley (Oshawa);
- Aisha Heywood (Pickering);
- Marc Gibbons (Scugog);
- Phil Smith (Uxbridge);
- Regional Councillor Rick Kerr (Planning and Economic Development Committee); and
- Regional Councillor Maleeha Shahid (Planning and Economic Development Committee – Alternate).

Major Activities in 2023

- 3.4 At the first DACT meeting of this term, members were given an orientation presentation to familiarize themselves with the role and duties of the committee.
- 3.5 The role of the DATC is to advise the Region of Durham on matters related to active transportation across Durham. The DATC also provides input on Regional initiatives, including Durham's Active Sustainable School Travel (ASST) Program and the Regional Cycling Plan (RCP).
- 3.6 During 2023, DACT fulfilled this role by:
- a. Receiving presentations and engaging in discussions on:
 - The Active Sustainable School Travel (ASST) planning for elementary schools in Durham Region;
 - Durham Region's Smart Commute Program and Bike Month planning and results;
 - Metrolinx's work to improve active transportation at GO Rail stations; and
 - Durham's Wayfinding and Signage Strategy project.
 - b. Providing advice and investigating various Regional issues, including:
 - Advocating for improved cycling safety on Regional cycling routes and infrastructure;
 - Commenting on existing trails, including the developing of the Durham Meadoway, the North Durham TransCanada Rail Trail and how to improve the overall trail system in Durham; and
 - Learning more about Share the Road Cycling Coalition's Bike Friendly Status and determining how it would apply to Durham Region.

4. 2024 Workplan

- 4.1 The proposed 2024 Workplan (Attachment #1) consists of activities, which are a priority and achievable within the calendar year. These activities are summarized into four categories:
- a. **Sustainability** - Recognizing and advancing Active Transportation (AT) activities related to reducing greenhouse gas emissions.
 - b. **Active Transportation Safety and Education** - Encouraging public awareness and education on AT matters by providing advice on the identification and implementation of programs such as Vision Zero and Active

- and Sustainable School Travel; including supporting work to help achieve bronze-level Bike-Friendly status for the Region of Durham and any area municipalities not yet designated in Durham, and advancing cycling wayfinding, signage and parking guidelines and other AT-related initiatives;
- c. **Infrastructure** - Supporting the implementation of multi-modal transportation options in the Region of Durham with a focus on advancing the Region's AT network as outlined in the Regional Cycling Plan 2021; and
 - d. **Communications and Advocacy** - Collaborating with partners on AT initiatives occurring at all government levels including lower tier municipalities within Durham, Waterfront Regeneration Trust, Conservation Authorities, Metrolinx and Public Health to raise Durham's AT profile, and promote a healthy lifestyle.

5. Terms of Reference

- 5.1 The DATC is guided by Council approved [Terms of Reference \(ToR\)](#). The ToR outlines the goals, mandate and scope of activities for the Committee. No changes are proposed for the coming year.

6. Relationship to Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
 - a. Under Goal 1: Environmental Sustainability's objectives:
 - #1.4 Demonstrating leadership in sustainability and addressing climate change.
 - #1.5 Expanding sustainable and active transportation.
 - b. Under Goal 2: Community Vitality's objective:
 - #2.1 revitalizing existing neighbourhoods and build complete communities that are walkable, well-connected and have a mix of attainable housing.

7. Conclusion

- 7.1 DATC was active in supporting Regional active transportation initiatives and providing advice to the Region of Durham throughout 2023. Members should be commended for the time and commitment they have invested in the activities of the Committee and in helping to improve active transportation across the Region. Anthony Caruso acted as the Planning and Economic Development Department

staff liaison over the course of 2023.

7.2 It is recommended that:

- a. This report be received as DATC's annual report on its 2023 activities;
- b. The proposed 2024 DATC Workplan be approved (Attachment #1); and
- c. A copy of this report be forwarded to the Durham Active Transportation Committee, Conservation Authorities and Durham's Area Municipalities.

8. Attachments

Attachment #1: 2024 DATC Workplan

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



Durham Active Transportation Committee (DATC) Proposed 2024 Workplan

Scope of Activities

The following areas of Active Transportation (AT) will act as a guideline for the DATC Committee's work throughout the year. Many of the initiatives are ongoing, but those that can be substantially achieved in 2024 have been identified:

a. Sustainability

1. Recognize and advance AT activities related to reducing greenhouse gas emissions in the Region of Durham. (ongoing)

b. Active Transportation Safety and Education

2. Provide advice on the identification and implementation of programs, which encourage public awareness and education on AT matters, including the achievement Share the Road Cycling Coalition's designation of "Bicycle Friendly Community Status" bronze-level for the Region of Durham and any area municipalities not yet designated in Durham, in collaboration with the Works Department and other stakeholders. (ongoing)
3. Provide input and support for Active & Sustainable School Travel (ASST), also known as Active & Routes to Schools, in some jurisdictions. (ongoing)
4. Promote the use of AT in the Region, especially the important role that it plays in connecting people to transit. (ongoing)
5. Recognize the differing AT needs of commuters and recreational users within the urban and rural areas. (ongoing)

c. Infrastructure

6. Continue to advance the Regional Trail Network (RTN) as a key transportation and tourism component of the AT network based on various requests and initiatives in partnership with Planning and Economic Development, Health and Works Department staff and area municipal partners. (ongoing)
7. Support the implementation of multi-modal transportation options in the Region of Durham with a focus on advancing the Region's AT network as outlined in the 2017 Durham Transportation Master Plan and the Regional Cycling Plan 2021. (ongoing)

8. Assist in providing support to the Regional and Area Municipal Active Transportation Plans and support the development of the Region's Durham Meadoway Plan. (ongoing)
9. Support the Region with future active transportation grant funding opportunities as they become available – both the federal and provincial (ongoing)

d. Communications and Advocacy

10. Coordinate efforts to advance the shared goals of the various area municipal AT committees. (ongoing)
11. Collaborate with partners on AT initiatives occurring at all government levels, including: Waterfront Regeneration Trust (Great Lakes Waterfront Trail), Smart Mobility Durham, the Active and Sustainable School Travel program, the Durham Meadoway, Durham Region Wayfinding and Signing Strategy, the Greenbelt Route, TransCanada Trail Route across Durham, June Bike Month, and Public Health. (ongoing)
12. Provide advice to Regional Council on legislative matters, programming, and policies from all levels of government related to AT. (ongoing)
13. Identify and advance initiatives to improve communication and collaboration between the Region and the eight area municipalities' Active Transportation Committees. (ongoing)
14. Provide advice on AT matters related to Vision Zero and Complete Streets initiatives, as well as mid-block crossings to improve safety on regional infrastructure. (ongoing)
15. Continued discussions with Metrolinx and Envision Durham (Major Transit Stations Policy Directive) with the goal of increasing AT as a viable option to arrive at GO Rail stations. (ongoing)

2024 Meeting Dates

- March 7, 2024
- June 13, 2024
- September 12, 2024
- December 12, 2024



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2024-P-4
Date: January 9, 2024

Subject:

Smart Mobility Durham 2023 Annual Report and 2024 Workplan

Recommendation:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Commissioner's Report #2024-P-4 be received as the Smart Mobility Durham's 2023 Annual Report and 2024 Workplan.
 - B) That Smart Mobility Durham's 2024 Workplan be approved, as outlined in Attachment 2 to this Report.
 - C) That a copy of this Report be forwarded to the Durham Active Transportation Committee, and the Area Municipalities.
-

Report:

1. Purpose

- 1.1 The purpose of this report is to provide an overview of the Smart Mobility Durham's activities for 2023 and present the 2024 workplan.

2. Previous Reports and Decisions

- 2.1 On January 10th, 2023 the Smart Mobility Durham 2022 Annual Report and 2023 Workplan were presented and approved by the Planning and Economic Development Committee ([Report #2023-P-2](#))

3. Background

- 3.1 Smart Mobility Durham is comprised of three Transportation Demand Management (TDM) programs coordinated by the Region's Planning Division (Transportation Planning Section):
- a. **Smart Commute Durham** conducts events and provides resources, online tools and action planning support to 32 of Durham's largest employers to help them encourage their employees to commute actively and sustainably.
 - b. **The Active and Sustainable School Travel Program** engages stakeholders across Durham to identify ways to improve pedestrian and cyclist safety in school zones and encourages more students to walk, cycle and take the bus.
 - c. **Cycle Durham** promotes broad public awareness of non-auto transportation options.
- 3.2 By making it easier and more attractive for travellers to use active and sustainable modes of transportation, these TDM programs support progress towards the Region's non-auto mode share target of 35 percent by 2031. Increasing non-auto mode share benefits the community by:
- a. Unlocking additional value from existing transportation by using it more efficiently.
 - b. Easing vehicle congestion.
 - c. Encouraging healthy lifestyles and reducing healthcare costs.
 - d. Improving air quality.
 - e. Reducing greenhouse gas emissions.

4. 2023 Annual Report

- 4.1 Smart Mobility Durham's 2023 activities are summarized in the Smart Mobility Durham 2023 Snapshot (see Attachment 1).

5. 2024 Workplan

- 5.1 The following summarizes the key Smart Mobility Durham initiatives planned for 2024 (see Attachment 2).
- Encouraging participation in the Region's workplace commuting and school travel programs through tailored outreach in partnership with Corporate Communications and Diversity, Equity and Inclusion staff to engage different audiences.

- Updating, monitoring and evaluating methods to respond to the changing needs of members, including robust data collection and reporting of Greenhouse Gas Emissions (GHGs) for member organizations that are keen to measure their environmental footprint from employee commuting and school travel.
- Increasing safety awareness at elementary schools as part of the Durham Active and Sustainable School Travel Program, and exploring a region-wide e-bike share program tailored to Smart Commute businesses, and interested area municipalities to support and encourage active transportation.
- Supporting the advancement of a Cycling, Wayfinding and Signage strategy to make it easier and more convenient to use active modes of transportation.
- Supporting the advancement of an E-Bike Incentive Program for Durham residents with a focus on creating more sustainable travel options for equity deserving communities.

6. Relationship to Strategic Plan

- 6.1 This report aligns with the following strategic goals and priorities in the Durham Region Strategic Plan:

Environmental Sustainability: Reducing single-occupant vehicle use helps protect the environment for the future and demonstrates leadership in sustainability and addressing climate change.

7. Conclusion

- 7.1 Smart Mobility Durham's programs are an important component of the Region's efforts to achieve the goals and objectives of the Durham Transportation Master Plan. Together, these TDM programs represent leadership and commitment to promoting the use of sustainable transportation options that enhance quality of life and support transition to a low-carbon, climate-resilient region.

8. Attachments

Attachment 1: Smart Mobility Durham 2023 Snapshot

Attachment 2: Smart Mobility 2024 Workplan

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

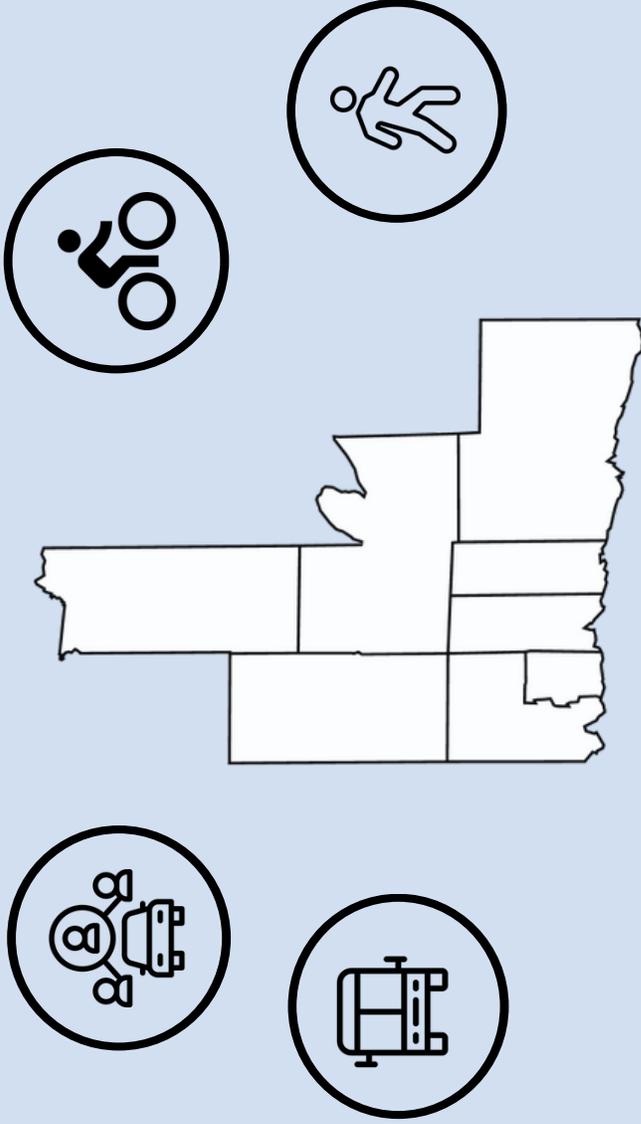
Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



Smart Mobility Durham 2023 Snapshot Transportation Planning Section

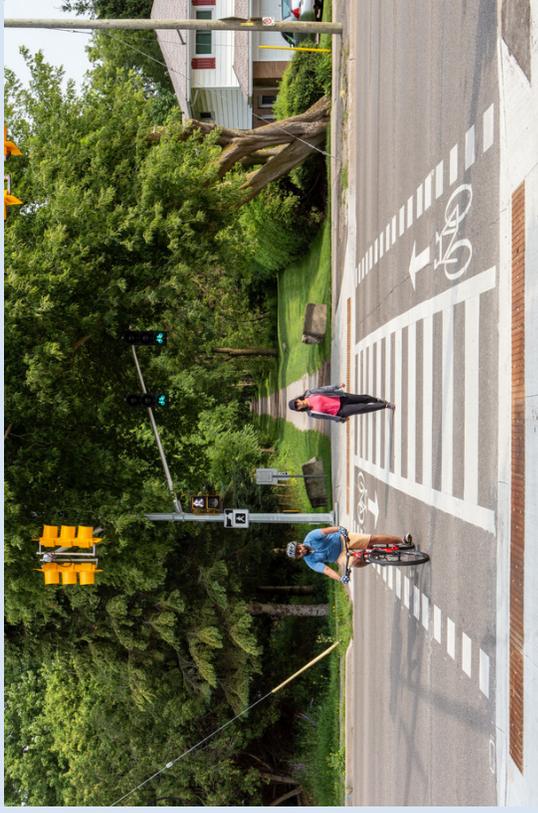


Smart Mobility Durham Overview

Smart Mobility Durham is the Region's umbrella Transportation Demand Management (TDM) program and includes Cycle Durham, Smart Commute Durham and the Active and Sustainable School Travel program (ASST) under its portfolio.

Together these programs employ a range of strategies and tactics, designed to encourage travellers to explore and use active and sustainable modes of transportation when moving around Durham Region and throughout the Greater Golden Horseshoe.

Smart Mobility Durham operates at the intersection of transportation planning and community engagement. Throughout the year staff consult with stakeholders from a wide array of disciplines and sectors to develop and coordinate public relations campaigns and community engagement initiatives to bring awareness to smart mobility and active transportation projects and programming.



Activity: Pedal for Patients

In May 2023, Durham Region partnered with Lakeridge Health Foundation to plan and host the inaugural Pedal for Patients Charity Ride.

This raised awareness about the need for more local cancer care services across Durham Region and highlighted the consistent progress made to support and expand active transportation initiatives by Durham Region and its eight area municipalities.

The success of the first Pedal for Patients ride set a strong foundation to make this event annual. Working with representatives from all eight area municipalities, Pedal for Patients highlighted Durham as a premier cycling destination and allowed attendees to learn about active transportation projects being conducted throughout Durham Region.

Achievements:



\$97,000 funds raised
for local cancer care



96 registered riders



11 community partners



Activity: School Safety Travel Plans

Durham's Active and Sustainable School travel program works with both the Durham Catholic District and Durham Public District school boards to understand how students travel to and from school and how they can be encouraged to adopt more active and sustainable modes like walking, cycling and taking the bus.

ASST works alongside school staff, public health, police and other stakeholders to create safety plans in and around school zones with the goal of increasing pedestrian and cyclist safety.

These plans can include adding elements like bike and scooter parking, stop signs, crosswalks and traffic calming technology to make the environment safer for everyone.

Achievements:



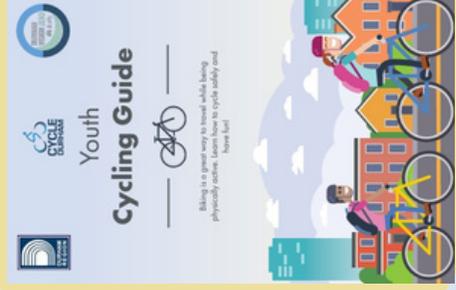
223 Walk and Roll to school participants



8 School Safety Travel Plans completed



Walk and roll to School is ASST's Bike Month Campaign, students who usually get dropped off in a car are encouraged to explore walking or rolling to school through a pledge



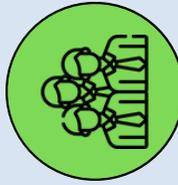
The youth cycling guide is distributed to participating schools across Durham Region annually. Students are taught cycling and road safety in the lead up to Bike Month in June

Activity: Smart Commute

Smart Commute is Durham Region's workplace based commuter program and operates across the Greater Toronto and Hamilton Area (GTHA), as well as in Sudbury.

Smart Commute Durham conducts surveys, site analysis and action planning support to 32 employers across the Region. The ultimate goal of the program is to gather information about how commuters travel to and from work, reduce the barriers they may face throughout their journey, and encouraged people to explore and use more active and sustainable modes of transportation.

Achievements:



45, 200 employees reached
through annual engagement
events and initiatives

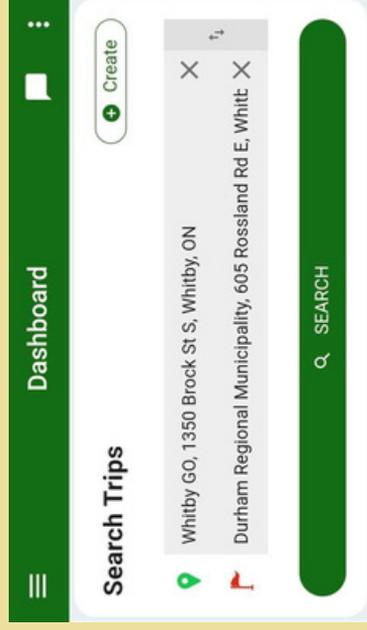


300 annual survey
respondents from across
Durham Region



136 Smart Commute User
Profiles created

Smart Commute uses a ride-matching application where users can create a trip profile with their starting and ending destinations. Once entered, the app searches for other users travelling in the same direction in an effort to match riders with drivers for a smarter commute.



The 'Step It Up' Walktober Challenge happens every October, Durham Region and Hamilton employees compete on the Smart Commute app to see who can walk more kilometres in two weeks as a way to get people out of their cars and onto more trails!

Activity: Bike Month

Bike Month is one of Durham Region's most active and attended annual community engagement campaigns.

Each June hundreds of Durham residents and visitors get out to explore their neighbourhoods through local learn to ride events and community workshops on bike maintenance and road safety, planned and coordinated by Durham Region and its eight area municipalities.

Bike Month also allows transportation planning staff the opportunity to showcase ongoing projects and programming.

Those wanting to participate in Bike Month can do so through a variety of events and initiatives including Smart Commute's bike to work day, Cycle Durham's Pedal for Patients Ride, and ASST's walk and roll to school campaign.

Achievements:





Smart Mobility Durham 2024 Workplan

Scope of Activities

The following list of activities and initiatives will act as a guideline for Smart Mobility Durham programs throughout 2024. These activities and initiatives support Direction #5 in the TMP to promote sustainable travel choices and actions. They also assist the goals identified in sections 7.4 of the TMP and Actions 70, 71, 74 and 75.

Smart Commute Initiatives

1. Winter Commute Month – Carpool Commuting Campaign (February)
2. Bike Month – Safety Awareness Campaign (May)
3. Bike Month – Bike to Work Day (June)
4. Smart Commute Month – Annual Survey (September)
5. Walktober Campaign (October)
6. SmartCommute.ca Trip logging and Tool Promotional Campaign (ongoing)
7. Public engagement and promotion of Smart Commute Durham (ongoing)
8. Smart Commute Workplace Bike Lending Program (ongoing)
9. Smart Commute Annual Member Meetings and Scorecard designation (January 2025)

Active and Sustainable School Travel (ASST) Initiatives

10. School Travel Planning – Implementing eight existing school safety plans (January – December)
11. School Travel Planning – Developing new plans eight new school safety plans (January – December)
12. Winter Walk Day social media campaign (February)
13. Durham Youth Cycling Guide safety awareness Campaign (April)
14. Walk and Roll to School Week event (June)
15. Back to School awareness campaign (August to September)
16. IWALK International Walk to School Month (October)

Cycle Durham Initiatives

17. Bike Month (June)
18. Charity Ride in partnership with Lakeridge Health Foundation (June)
19. E-Bike Rebate Incentive Program (ongoing)
20. Regional E-Bikeshare Pilot Program (ongoing)
21. Public Engagement safety campaigns (ongoing)
22. Communications Campaigns (ongoing)
23. Interactive Active Transportation map (ongoing)
24. Cycling Signage and Wayfinding Strategy (ongoing)
25. Bicycle Parking Guidelines Request for Proposal (November)



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2024-P-5
Date: January 9, 2024

Subject:

Durham Region's Active Transportation Progress Report 2022-2023

Recommendation:

That the Planning and Economic Development Committee recommends:

That this report be received by Council for information.

Report:

1. Purpose

1.1 The purpose of this report is to outline the progress made in implementing the Region's active transportation infrastructure initiatives. It also highlights the ways in which the Regional Cycling Plan is currently being implemented. Attachment #1 to this report is the "Active Transportation Progress Report 2022-2023" which provides a more comprehensive overview of the various activities and accomplishment in an easy-to-read, graphic-rich format.

2. Background

2.1 The Regional Cycling Plan (RCP) was updated in 2021. It focusses on actions and initiatives to support the expansion and enhancement of a Region-wide cycling network that is connected, accessible and comfortable for people of All Ages and Abilities (AAA). It considers the unique trip types and preferences of those that live, work, and play within Durham Region. The RCP identifies a Primary Cycling Network (PCN) and the phased implementation of 162 km of cycling facilities to be installed along the PCN by 2031, specifically along roads that are under the Region's jurisdiction.

3. Summary of Progress on Implementing Primary Cycling Network Facilities and Supportive Infrastructure in 2022-2023

3.1 Throughout 2022 and 2023, the Region has upgraded a series of existing routes and added several new cycling facilities to provide increased separation between cyclists and other road users to support different cycling trip types and comfort levels. Implementing a range of cycling facilities helps improve connectivity and comfort for a range of ages and abilities and further supports the Region’s [Vision Zero goals](#).

3.2 At the end of 2022, 21 km of the new short-term PCN routes had been completed/constructed (see Figure 1). This amount exceeds the 8.5 km per year originally projected to be completed when the updated RCP was adopted by Council in 2021.



Figure 1 – Kilometres of short term PCN routes by facility type implemented on Regional Roads in 2022

3.3 In addition to the 21 km of completed/constructed cycling facilities, the Region has the following projects in the cycling ‘pipeline’:

- a. 19.5 km of cycling facilities with construction funding approved in the 2023 transportation capital plan are to be implemented as part of Regional roads construction projects; and

- b. 3.5 km of standalone infill cycling facilities have been initiated for detailed design in 2023.
- 3.4 The Region consistently reviews and updates proposed routes on an ongoing, annual basis to help with accelerating the implementation of the network. Through this approach, some segments identified in the RCP have been advanced ahead of their proposed long-term phasing through other initiatives and additional funding received through the Ontario Municipal Commuter Cycling (OMCC) Program.
 - a. For example, a 0.84 km portion of the proposed protected corridor segment from Ritson Road and Wilson Road in Oshawa is now anticipated to be completed between 2028-2032, significantly earlier than its originally anticipated timeline.

4. Summary of Progress on Implementing Supportive Cycling Infrastructure in 2022-2023

- 4.1 The Region has installed cycling counters across the Region and conducts counts annually during the summer for a one-week interval during peak cycling season, which helps staff better understand the volume of network users and helps determine locations for connectivity improvements.
 - A weekly total of 400,492 cyclist counts was recorded during a one-week interval in the summer of 2023 based on counter data collected at 296 locations across Durham.
- 4.2 The Region has installed 39 bicycle traffic signals and crossrides as well as 26 leading pedestrian interval signals at select signalized intersections within Durham, to help make it safer and easier for people to walk and bike.

5. Other Active Transportation Achievements

- 5.1 In addition to expanding the cycling network, progress has been made on 20 of the 35 actions identified in the RCP (see Attachment #1). The following are some key achievements:
 - a. Creating an e-scooter by-law and hosting an e-mobility demo at Regional Headquarters where members of the public, regional staff, and other key stakeholders could try e-scooters and e-bikes firsthand.

- b. Securing \$100,000 in grant funding from the Federal Active Transportation Fund (ATF) to initiate a Durham Cycling Wayfinding Signage Strategy and Bicycle Parking Guideline.
- c. Delivery of education campaigns for safe cycling and promotion of active transportation through the Smart Mobility Durham program and Active and Sustainable School Travel (ASST) programs.
- d. Developing an internal interactive Active Transportation map viewer to help track and monitor progress.
- e. Incorporating costs for stand-alone (infill) cycling infrastructure into the Region's Works annual capital budget.
- f. 367,314 social media impressions were made through Regional social media posts about cycling and active transportation programs, initiatives and infrastructure between 2022-2023, demonstrating how the Region continues to expand awareness of sustainable transportation options and the benefits of active transportation.
- g. Procuring 7 iconic bike racks to install across the Region between 2021-2023, demonstrating the Region's commitment to cycling through the provision of high-quality, secure end of trip facilities (pictures of these bike racks are contained in Attachment #1).

6. Next Steps

- 6.1 Regional staff will continue to advance the implementation of short-term cycling routes identified through the RCP and the Region's nine-year capital budget and forecast in 2024.
- 6.2 Regional staff will continue to coordinate with area municipal staff and other partners to improve the monitoring and tracking of active transportation assets and establish a set of indicators to improve evaluation and tracking of active transportation infrastructure, amenities, and programs.
- 6.3 Planning staff will be working with a consultant to initiate the development of bicycle parking guidelines beginning in Q3 of 2024.
- 6.4 Regional staff will report back to Council on the progress made annually to advance active transportation and recommendations of the RCP.

7. Previous Reports and Decisions

- 7.1 The RCP received approval in October 2021 through Report [#2021-COW-26](#) and a staff presentation was provided which summarized the draft 2021 RCP.

8. Relationship to Strategic Plan

- 8.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Environmental Sustainability 1.5 – Expands sustainable and active transportation by increasing accessibility and availability of cycling facilities and promoting cycling as a healthy mode of transportation that can help reduce CO2 emissions and carbon footprint through education and encouragement initiatives.
 - b. Economic Prosperity 3.3 – Enhances communication and transportation networks to better connect people and move goods more efficiently by promoting the use of active transportation options for commuting, errands and tourism purposes as well as the benefits that cycling has on the local economy. It also assists in placemaking and the creation of healthy, complete, sustainable communities.
 - c. Service Excellence 5.1 – Optimizes resources and partnerships to deliver exceptional quality services and value by working more closely with all key stakeholders to deliver cycling infrastructure and programs that benefit all residents.

9. Conclusion

- 9.1 This report helps demonstrate the progress that the Region is making to support active transportation, while further strengthening partnerships between the Region, area municipalities, local cycling and active transportation groups and the public.
- 9.2 Continuing to invest in active transportation is imperative in establishing the Region as a premier cycling destination, and a leader in coordinating and delivering community-based cycling initiatives and programs and achieving its sustainable mobility targets.

10. Attachments

Attachment #1: Active Transportation Progress Report 2022-2023

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



The Regional Municipality of Durham

Active Transportation Progress Report 2022-2023

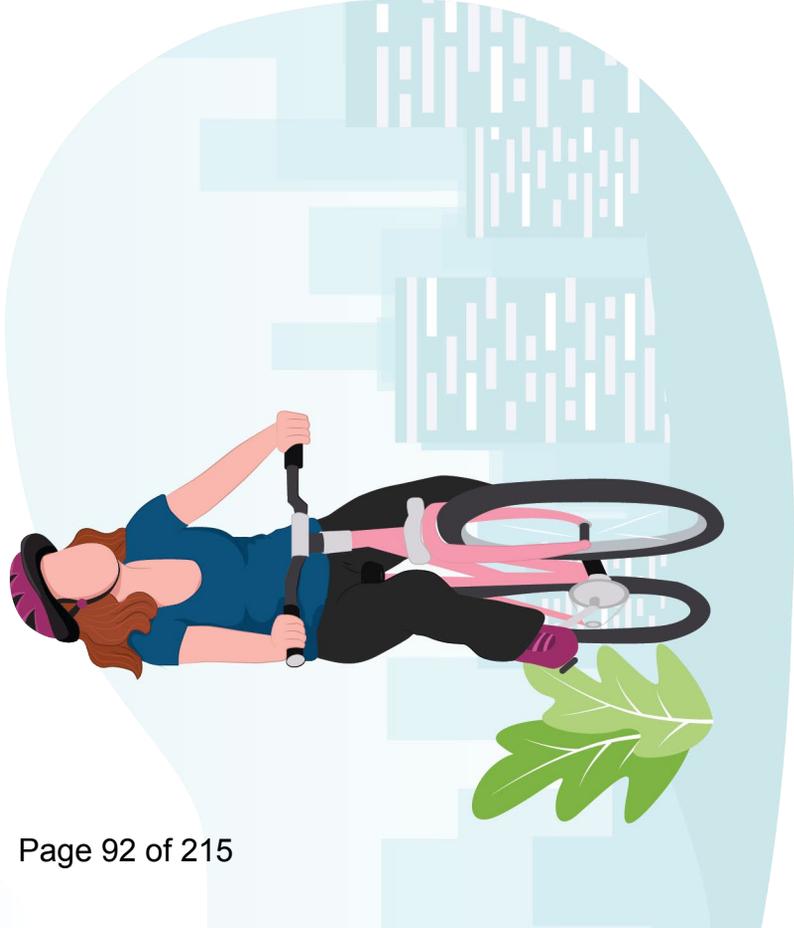


Active Transportation Progress Report

Purpose

The Active Transportation Progress Report summarizes the progress made with implementing new pedestrian and cycling infrastructure and programs within the Region.

The purpose of the Active Transportation Progress Report is to inform the public and decision makers of the status of key criteria and measures identified through the Regional Cycling Plan (RCP) to help the Region achieve the goals of the RCP and other sustainable transportation directions identified by the Region.



Active Transportation

Snapshot

Over the last year the Region has made significant strides when it comes to advancing and promoting active transportation initiatives in the Region. This section provides a summary of the demonstrated commitments the Region is making to improve active transportation connectivity, awareness and education.

Active Transportation – Snapshot



8%

Percentage of AM peak trips made in Durham using active modes of transportation



\$100,000

Federal grant funding awarded to support cycling strategy implementation



22

of Leading Pedestrian Interval Signals installed between 2022 and 2023

Active Transportation – Snapshot



21

of km of new cycling routes added to the Region's Primary Cycling Network (PCN) in 2022



\$ 540,000

of dollars allocated by the Region in 2023 to advance shovel-readiness of cycling network infill projects to help fill in gaps in the network



367,314

of impressions made through Regional social media posts about cycling and active transportation programs and infrastructure between 2022-2023

Increasing Cycling Mode Share

This section provides a snapshot of sustainable travel behaviour and provides a pulse on the volume of active transportation trips along key active transportation corridors. It identifies additional active transportation infrastructure and supportive amenities that the Region has implemented to help improve comfort and safety along key active transportation routes.

Increasing Cycling Mode Share

The Region conducts cycling counts over a one-week period at 296 stations across the Region. Conducting these counts along key cycling routes and intersections helps us better understand the volume of network users and help determine locations for connectivity improvements.

Figure 1 provides a snapshot of average daily cycling counts captured through the 2023 summer count conducted over a one-week period at 10 counter locations.

As set out in the Durham Transportation Master Plan, the Region has a target of 10% of Durham residents walking and cycling and 20% using public transit by 2031. Based on the recent Transportation Tomorrow Survey (TTS) data, the Region is on track for achieving its active mode share target.

400,492
weekly total of cycling counts recorded during 2023 summer seasonal count across 296 counter stations

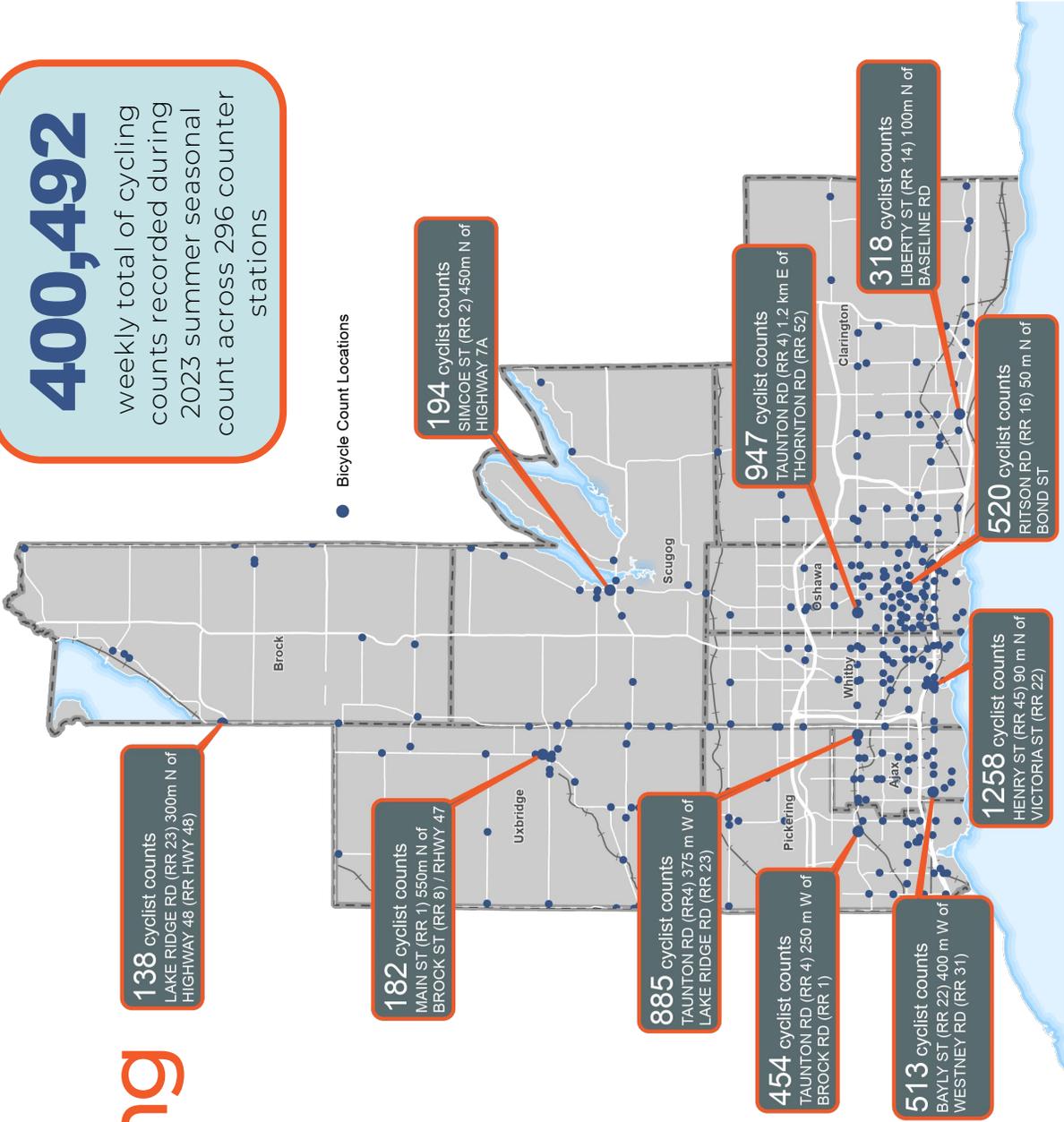
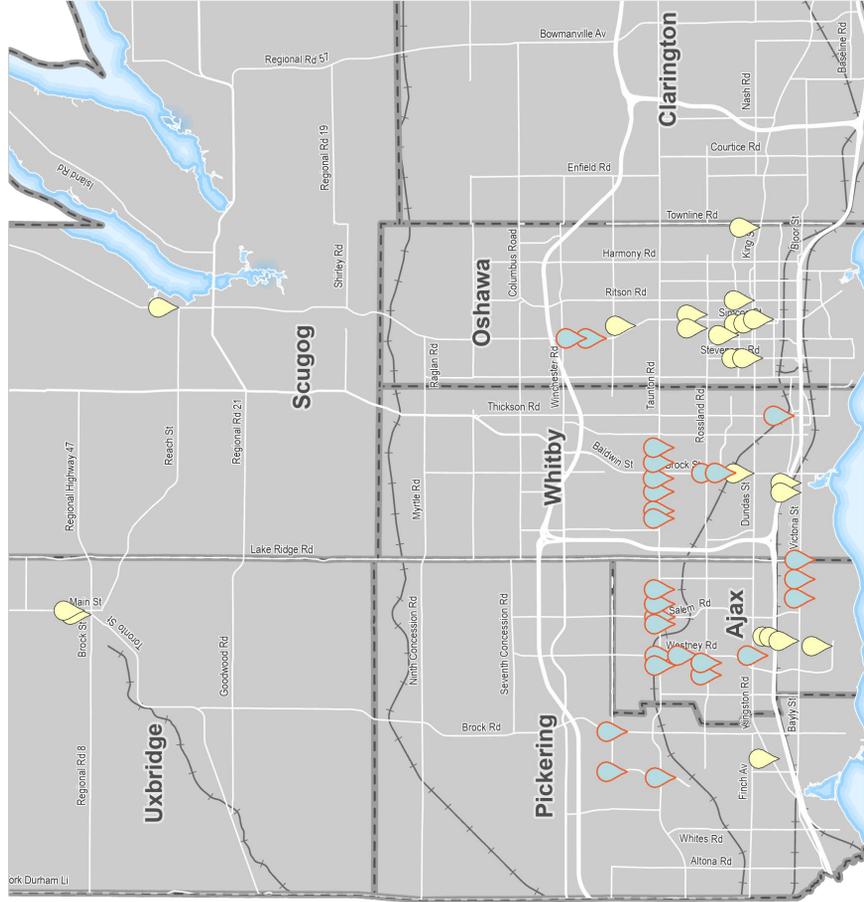


Figure 1: Summary of average daily cyclist counts collected through Regional bike count locations during a one-week period during summer 2023.

Increasing Cycling Safety and Connectivity

The Region has installed 38 bicycle traffic signals and 26 leading pedestrian interval signals at key signalized intersections within the Region to help make it safer and easier for people to walk and bike throughout the region. **Figure 2** provides a snapshot of key locations where additional signals have been added to the network between 2022-2023.



Leading Pedestrian Interval Signals

The Region has installed 22 leading pedestrian interval signals on Regional roads to improve safety for pedestrians between 2022 and 2023.

Crossriders

The Region has installed 27 bicycle traffic signals and crossriders across key signalized intersections between 2022 and 2023 in Durham to improve connectivity and safety for cyclists.

Bicycle Traffic Signals

Figure 2: Summary of leading pedestrian interval signals, bicycle traffic signals and crossriders added to the network between 2022-2023.

Measuring Progress

It is important to ensure the Region is consistently monitoring and tracking the status of implementation of the Primary Cycling Network (PCN) routes to ensure we keep pace with implementation targets and phasing timelines identified within the Regional Cycling Plan (RCP) and Regional Transportation Master Plan (TMP).

This section provides a summary of how we are progressing on various actions and recommendations identified in the RCP.

Measuring Progress

Measure

Impact

Status

1. 21 km of new cycling routes on Regional roads constructed and added to the PCN

Enhances connectivity and achieves the annual build out rate of 8.5 km* per year

Achieved

-
2. 19.5 km of cycling facilities with construction funding approved in the 2023 transportation capital plan to be implemented as part of Regional roads construction projects

Supports the implementation of cycling infrastructure on Regional Roads

In Progress

-
3. 3.5 km of standalone infill cycling facilities has been initiated for detailed design in 2023

Supports the implementation of cycling infrastructure on Regional Roads

In Progress

Note: 8.5 km was identified in the minutes from the October 13, 2021, Committee of the Whole meeting in reference to the [Regional Cycling Plan agenda item 7A](#), when the plan was approved.

Measuring Progress

Other Activities Achieved

Impact

Status

1. Secured \$100,000 from Federal grant to initiate Wayfinding and Bicycle Parking Strategies

Accelerates implementation of cycling supportive strategies

Achieved

2. Installed 26 leading pedestrian interval signals between 2020-2023

Enhances safety and comfort for cyclists of all ages and abilities

In Progress

3. 5,526 engaged through active transportation educational messaging between 2022-2023

Improves education and awareness of cycling safety, infrastructure and services

Achieved

4. Developing an internal interactive AT map to help track and monitor progress

Ensures transparency and improves consistency in monitoring and evaluation of RCP implementation

In Progress

Measuring Progress

Other Activities Achieved

Impact

Status

5. Added cycling infill projects as a separate line item in annual capital budget

Ensures transparency and improves consistency in monitoring and evaluation of RCP implementation

Achieved

6. Created 2 Active Transportation staff positions in works and planning

Supports monitoring, evaluating and implementation of RCP

Achieved

7. Procured 7 iconic bike racks to install across the Region

Demonstrates commitment to cycling through the provision of secure end of trip facilities

Achieved

Growing the Network

This section provides an overview of how the Region is expanding the Primary Cycling Network (PCN) to support and encourage safe cycling trips throughout the Region. It documents the number of new kilometres of cycling facilities added to the network as well as active transportation enhancements that have been implemented to compliment the network.

Growing the Network

Currently the Region has built 21 km of cycling facilities across Durham in 2022 and is making progress on implementing a variety of cycling projects in 2023. The Region has implemented cycling facilities with a range of separation to help support safe and comfortable use of the cycling network for a variety of ages and abilities, as shown in **Figure 3**.

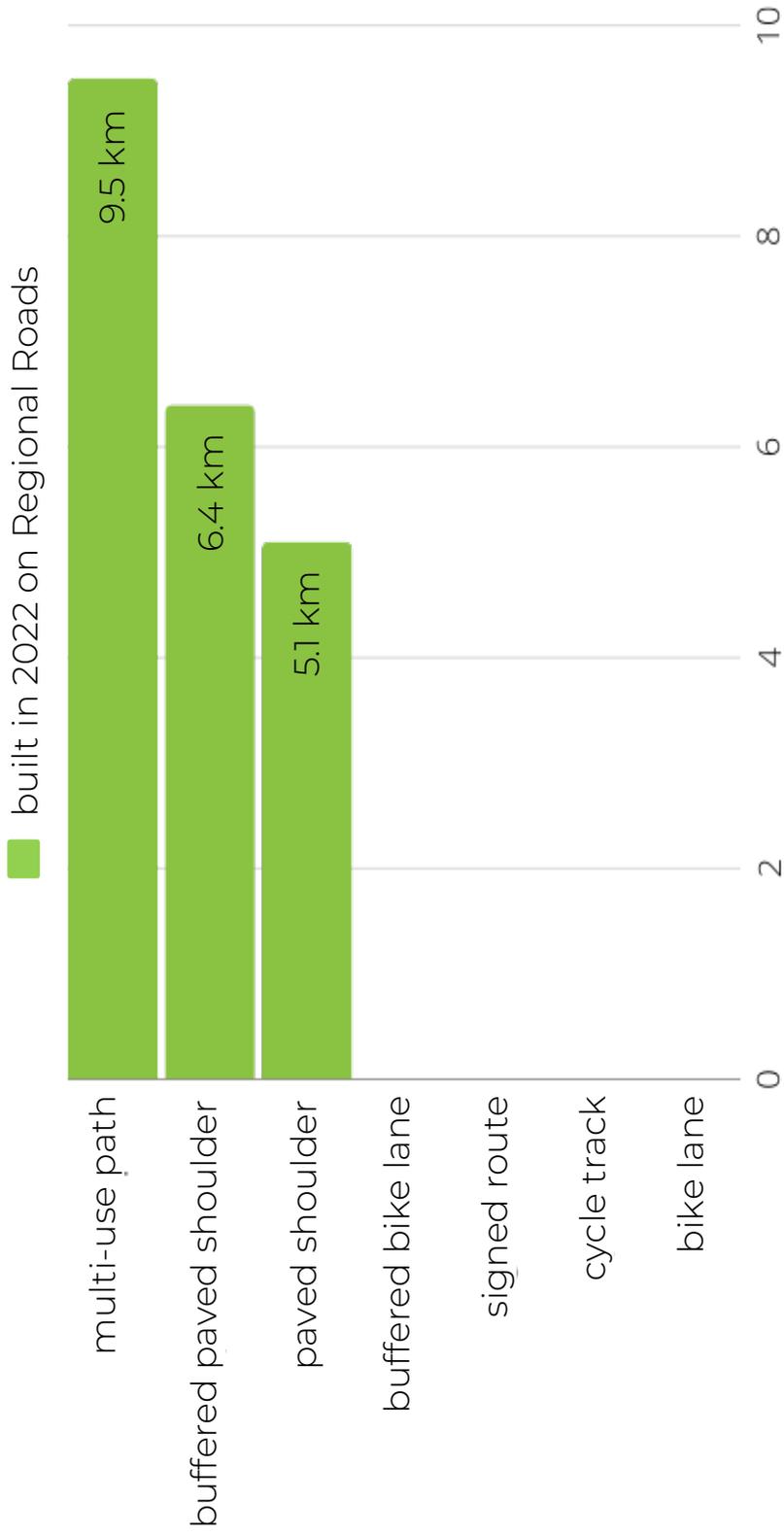


Figure 3: Kilometres (km) of short term PCN routes by facility type implemented on Regional Roads 2022

Growing the Network

The RCP has proposed 162 km of cycling facilities within the next 10 years. This includes MUPs and other cycling facilities that fall within the paved portion of the Regional road right of way across all eight municipalities. **Figure 4** showcases the distribution of cycling infrastructure on Regional roads by area municipality that has been built in 2022 and is planned within the next 10 years.

There is still a significant amount of the network to be actualized, demonstrating the importance of regularly reviewing the network and looking for additional opportunities and resources to help accelerate the advance the implementation of cycling routes.

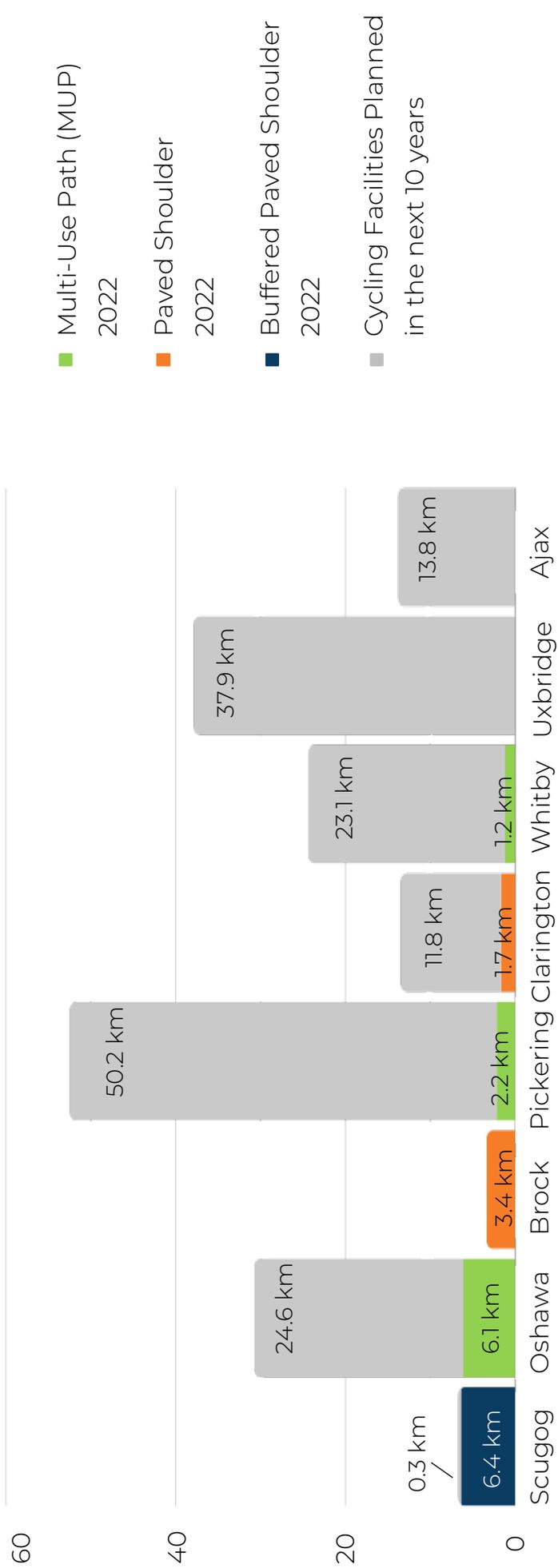


Figure 4: Kilometres (km) of short-term cycling facilities planned and built by municipality

Growing the Network

The Region has upgraded a series of existing routes and added a number of new cycling facilities and amenities throughout 2022. Below is a snapshot of three locations where additional facilities or upgrades have been added to help improve connectivity and comfort for a range of ages and abilities. Increasing dedicated cycling facilities can help further support the Region’s Vision Zero goals.



Simcoe Street
Multi-Use Pathway (MUP)
Conlin Rd to Winchester Rd

Key Details:

- 1.6 km
- 2022 completed

- Physical separation between cyclists/ pedestrians and motorists to support comfort and safety for all ages and abilities
- Bi-directional lanes for easy passing and connectivity



Taunton Rd
Permanent Eco-Counter
Taunton Rd at Salem Rd

Key Details:

- Permanent counter
- 2023 completed

- Designed to distinguish between pedestrians and cyclists using infrared sensors and inductive loop technology
- Can count large groups on high-traffic MUPs
- 2 installed in the region



Lake Ridge Road
Paved Shoulder
Ravenshoe Rd to Concession Rd 10

Key Details:

- 3.4 km
- Line markings

- Dedicated facility for cyclists that provides some separation between vehicles and cyclists to help reduce conflicts
- Provides smoother surface for increased comfort for cyclists

Enhancing Education and Awareness

This section provides an overview of key initiatives, campaigns and tools the Region implemented between 2022 and 2023 to promote and encourage active transportation and improve transparency in how the Region is progressing with implementing the PCN and cycling-supportive amenities and features.

Enhancing Education and Awareness

The Region developed a clear set of messages to effectively promote and educate cyclists about cycling in Durham Region to use throughout various cycling-supportive campaigns and programs. Reach and engagement with programs and cycling educational materials has increased annually since the RCP was implemented.



**Pedal for Patients
Charity Bike Ride Event
May 28, 2023**



**E-Mobility Demo
Regional Headquarters
June 15, 2022**



**Bike Month
Educational Campaign
June 2023**

Key Features:

- Partnered with Lakeridge Health Foundation to host a charity bike ride to raise funds for cancer care
- Promoted physical activity and showcase cycling infrastructure and routes

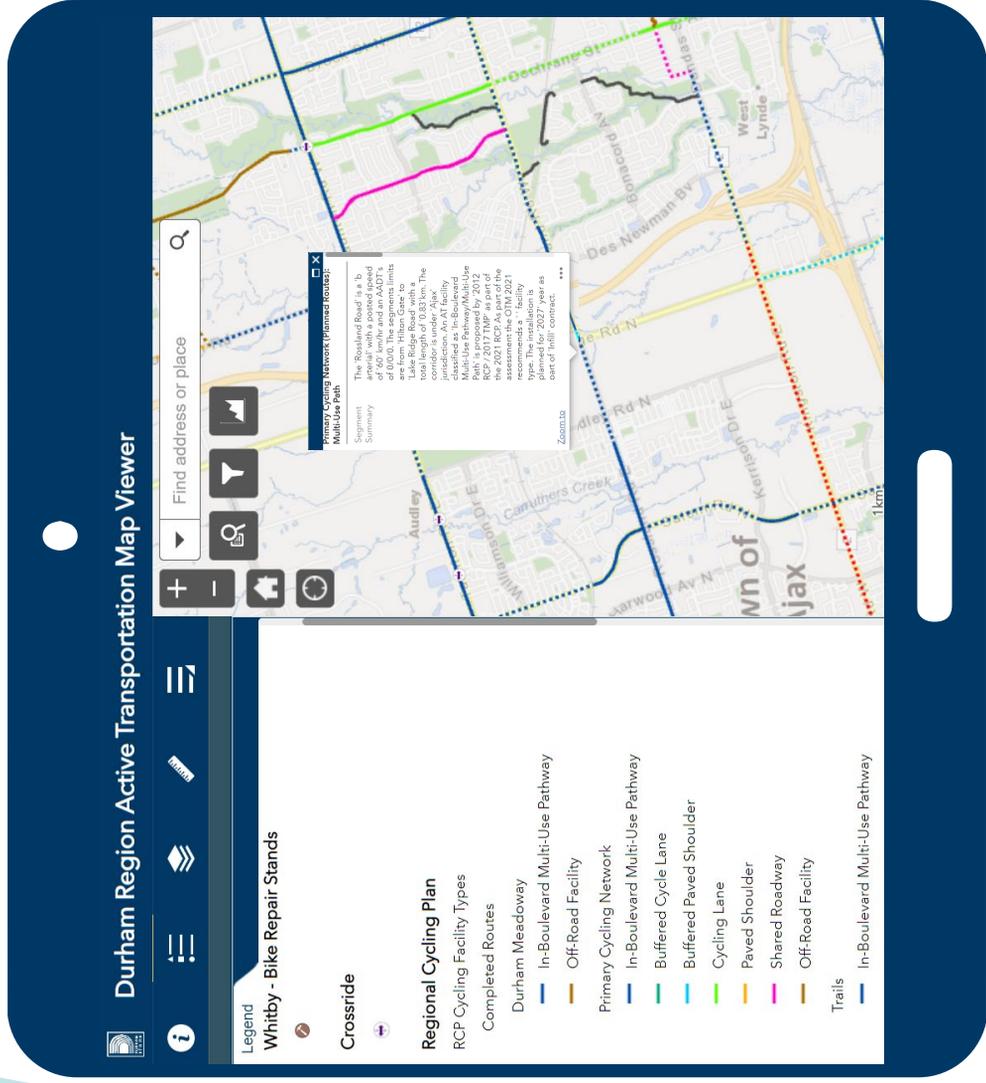
Key Features:

- Opportunity to learn about e-scooter and e-bike devices, rules, regulations and safety tips outlined in the new [Regional Electric Kick Scooter By-law](#)
- Attendees could experience e-mobility devices firsthand

Key Features:

- Increased awareness of and education safe cycling practices
- Provided a series of interactive events to encourage people to bike more during June

Active Transportation – Internal Map Viewer



In 2023, an internal interactive map viewer was developed to provide information about the Region’s active transportation network to assist staff with monitoring progress and advancing the build-out of the Primary Cycling Network (PCN).

It provides both existing and proposed cycling facilities and phasing information by jurisdiction and also identifies cycling supportive features such as where bike counters and signals are located, cyclist counts on key routes, locations of repair stands, crossrides as well as cycling signals. The map viewer is expected to be available internally to Regional staff in 2024.

Active Transportation – Map Viewer

Helps staff to...



Track

the number of kms of planned and existing cycling routes



Review

gaps and phasing to refine implementation schedules



Confirm

facility types and help identify annual priorities for implementation



Monitor

and update cycling project progress

Showcases...



Routes and Facilities



Crossrides and Signals



Bicycle Counters



Repair Stands

Expanding Policy Guidance

A variety of active transportation related policies, plans and strategies are being developed to respond to Durham-specific challenges and further enhance the overall experience of the cycling and active transportation Region-wide. This section highlights new active transportation policies initiated since the adoption of the RCP.

Expanding Policy Guidance

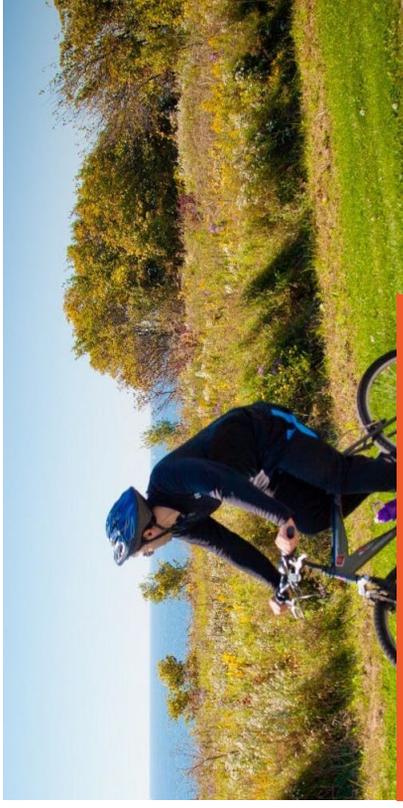
The Region is also developing new studies and strategies to help advance active transportation goals. Below is a summary of three projects the Region is undertaking to help improve the experience of active transportation within Durham.



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Durham Meadowway Visioning Study

- Provides vision for future planning and implementation of the corridor
- Identifies a high-level route for the multi-use trail
- Identifies different experiences and along the corridor



Cycling Wayfinding Signage Strategy

- Enhance Wayfinding
- Coordinated approach
- Distinct look and feel
- Identifies new signage system along PCN
- Provides well-designed, intuitive, and cohesive wayfinding
- Helps make it easier for residents and visitors to navigate Durham by bike



Bicycle Parking Guidelines

- Enhance quality of amenities
- Supports a range of trip types
- Identifies best practices in providing bicycle parking facilities
- Improves quality of bicycle parking facilities
- Supports with developing guidance for implementing secure bicycle parking

Note: Funding has been received through the Federal Active Transportation Fund and an agreement is in place to support the initiation of the Bicycle Parking Guidelines. Development of these guidelines will be initiated in 2024.

Get in Touch

To learn more visit <https://www.durham.ca/en/living-here/transportation.aspx> or contact Transportation Planning staff.

If this information is required in an accessible format, please contact us.
Within Durham: 311 or Toll-Free: 1-800-372-1102



Get in Touch:

Danielle Culp

Project Planner, Transportation Planning,
Planning and Economic Development Department

Telephone: 905-668-7711 ext. 2526

Email: Danielle.Culp@durham.ca





The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2023-EDT-1
Date: January 9, 2024

Subject:

Spark Centre Annual Update and Metrics Report for 2022 and 2023

Recommendation:

That the Planning and Economic Development Committee recommends:

That this report be received for information.

Report:

1. Purpose

- 1.1 The purpose of this report is to provide Committee with an update on the activities of Spark Centre and supply the performance metrics received from Spark Centre in their 2022 and 2023 Annual General Meetings.
- 1.2 This report will be accompanied by a delegation from Sherry Colbourne, CEO of Spark Centre, with an update to Committee.

2. Background

- 2.1 Spark Centre was founded in 2014. Located in Downtown Oshawa, Spark Centre is Durham Region's local Regional Innovation Centre (RIC). The mandate of RICs is to help Ontario's entrepreneurs and innovators succeed in international markets by helping them work through the challenges of developing their ideas to make them marketable and attract talent, capital and customers. Spark Centre is mandated to

provide these services to technology entrepreneurs in both Durham Region and Northumberland County.

- 2.2 Spark Centre is funded primarily by the Province of Ontario through the Ministry of Economic Development, Job Creation, and Trade (MEDJCT) and is additionally supported through annual core funding by the City of Oshawa and Durham Region Economic Development and Tourism.
- 2.3 In 2019, Spark Centre established itself as a designate of Canada's Startup Visa Program (SUV) through Immigration, Refugees and Citizenship Canada (IRCC). This allows Spark Centre to support the immigration of business founders to establish their companies in Durham Region, which attracts capital, creates jobs and generates additional gross domestic product (GDP) through the immigration of founders and their families. To date, Spark Centre has landed 68 newcomer businesses and attracted more than \$37 million in capital funds to the region.
- 2.4 In 2022, Spark Centre was awarded \$2.5 million dollars over three years to lead the Durham Regional Technology Development Site (Durham RTDS). This initiative is done in partnership with the Region of Durham, Durham College, and Ontario Tech University. The Durham RTDS advances Durham Region as a centre of excellence for electrification and smart city innovation. This program, which has sites across Ontario is called the Ontario Vehicle Innovation Network (OVIN) and is funded by the Ontario Centre of Innovation (OCI).
- 2.5 In early 2023, Spark Centre became one of only four delivery partners of the ElevateIP Program, a federally funded program to advance the commercialization of intellectual property (IP). This program will support Spark clients as they build their IP portfolios and will provide \$266,632 in funding over a period of three years.
- 2.6 Durham Region Economic Development and Tourism has been providing core funding to Spark Centre annually since 2014 through the Region's Annual Business Plan and Budget. Durham Region Economic Development and Tourism provided \$50,000 in funding to Spark Centre in 2023, and \$50,000 has been included in the 2024 Annual Business Plan and Budget.
- 2.7 The Region of Durham and Spark Centre are parties to a funding agreement, and regular reporting on the activities of Spark Centre to Committee and Council is a requirement of that funding agreement. Spark will appear before Committee to report on inquiries and referrals, affected sectors, investment, employment impact, patents pending and issued, and more generally on Spark's business plans, work plans, and achievements.

3. Previous Reports and Decisions

3.1 A Spark Centre update is typically provided annually. The last update was provided in March of 2022 on Fiscal Year 2021 (FY21) under report [#2022-EDT-5](#).

4. FY22 and FY23 Annual Metrics

4.1 Spark Centre now reports on their annual activities through an Annual General Meeting (AGM). The 2022 and 2023 AGM presentations can be reviewed in Attachment #1 and Attachment #2.

4.2 Durham Region Economic Development and Tourism collects, tracks, and reports the metrics provided by Spark Centre on an annual basis. These annual metrics are below:

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Jobs Created	29	38	51	24	67	57	34	33	36	24
Student Placements	37	30	34	0	86	19	15	0	33	17
Client Equity Investments	0	27	34	0	23	88	17	23	31	23
Active High Potential Clients	20	20	20	66	63	99	32	29	30	33
Clients Served (local)	161	184	187	139	124	99	110	86	85	84
New Clients	128	164	142	85	205	50	43	21	38	40
Clients Helped Since Inception	524	546	785	1001	1027	1077	1120	1141	1179	1219

	2014	2015	2016	2017	2018	2019*	2020	2021	2022	2023
In-transit Clients (not landed-LOSs issued)	n/a	n/a	n/a	n/a	n/a	7	19	68	107	85
Actual Landed Permanent Residency	n/a	n/a	n/a	n/a	n/a	4	2	2	3	7
Actual Landed Work Permit	n/a	n/a	n/a	n/a	n/a	0	0	14	14	22

* SUV Inception July 2018

- 4.3 Spark and Synergy Lab has a staff complement of 20 Full Time Employees (FTEs), as well as engagements with external advisors specializing in marketing, finance, commercialization, sales and investment. Spark Centre functions include: Marketing (4 FTEs) – showcasing client products and accomplishments and Eastern Ontario as an innovation destination; delivering the Start-Up Visa Program (2 FTEs) – a program that expedites visas for foreign technology entrepreneurs seeking to relocate to Canada; an Eastern Ontario Innovation Corridor Project (3 FTEs) – an initiative to coordinate programming delivery across eastern Ontario including Kingston and Ottawa; and, delivering client services for Durham-based technology entrepreneurs (6 FTE + external advisors/mentors) – to provide clients with the tools, skills and knowledge necessary to secure venture capital and reach commercialization.
- 4.4 Spark and Synergy Lab are tenants of 2 Simcoe Street in downtown Oshawa. Spark Centre has maximized its space on the third floor of the building and may expand to the fourth floor on an as-needed basis. Three new businesses are in queue to become tenants of a potential expanded footprint.
- 4.5 In FY24, Spark Centre is adding funding programs for commercialization of intellectual property to their services, with funding support from the Federal government.
- 4.6 Spark and Synergy Lab Inc., has Spark Centre CEO Sherry Colbourne as President, in addition to her role leading Spark Centre in FY22 and FY23. Considerable time and effort has been dedicated to growing this business, with a mandate to provide market-entry services for a fee to international technology entrepreneurs looking to establish themselves in Canada, in advancement of innovation in Durham and across Eastern Ontario.
- 4.7 The Region will ensure that the 2024 Spark Centre funding agreement will contain sufficient protections to ensure the Region’s core funding will only be used to support the core activities of the Spark Centre, and not those of Synergy Lab Inc, and that the terms shall be to the satisfaction of the Regional Solicitor.

5. Relationship to Strategic Plan

- 5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Goal 3: Economic Prosperity

- 3.1 Position Durham Region as the location of choice for business.
- 3.2 Leverage Durham's prime geography, social infrastructure, and strong partnerships to foster economic growth.
- 3.4 Capitalize on Durham's strengths in key economic sectors to attract high-quality jobs.

6. Conclusion

- 6.1 The Economic Development and Tourism Division partners with organizations in Durham Region that support, engage, and mentor start-up and innovative businesses in order to support and facilitate the growth of our innovation community.
- 6.2 Spark Centre, as Durham Region's Regional Innovation Centre, has a mandate to support local technology entrepreneurs in reaching commercialization, and to play a central role in Durham's innovation ecosystem.

7. Attachments

Attachment #1: Spark Centre 2022 Annual General Meeting Presentation

Attachment #2: Spark Centre 2023 Annual General Meeting Presentation

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer

welcome to our

AGM

ANNUAL GENERAL MEETING

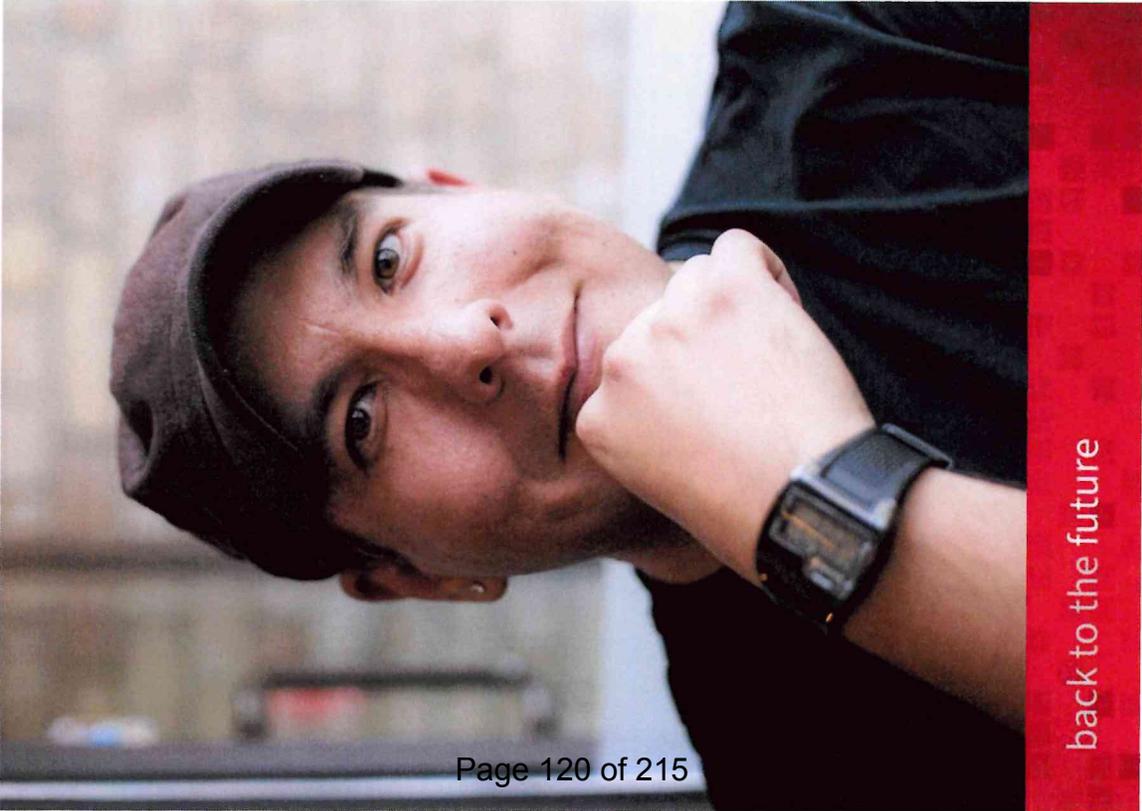
2022



back to the future

TRANSITIONING FROM PIXELS TO PEOPLE





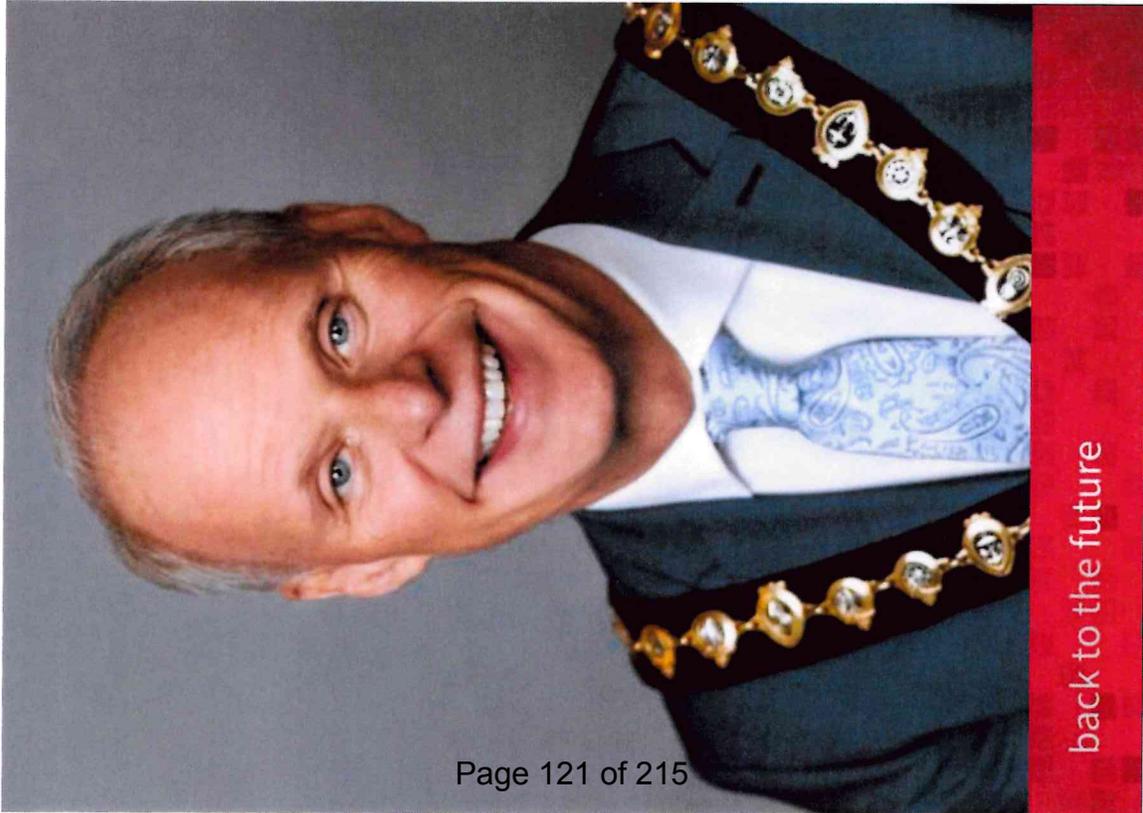
back to the future

A MESSAGE FROM

Rye Barberstock

Vice President & COO

Okwaho Equal Source



A MESSAGE FROM

Dan Carter
Mayor

City of Oshawa



A PARTNER MESSAGE FROM

Laura O'Blenis

President & CEO

Stiletto



A MESSAGE FROM

Gary Jarosz Chairman of the Board

Global Emissions Systems Inc.
& Semi-retired



back to the future

A MESSAGE FROM

Sherry Colbourne

President & CEO

Spark Centre



back to the future

TRANSITIONING FROM PIXELS TO PEOPLE

with Sherry Colbourne



From the CEO

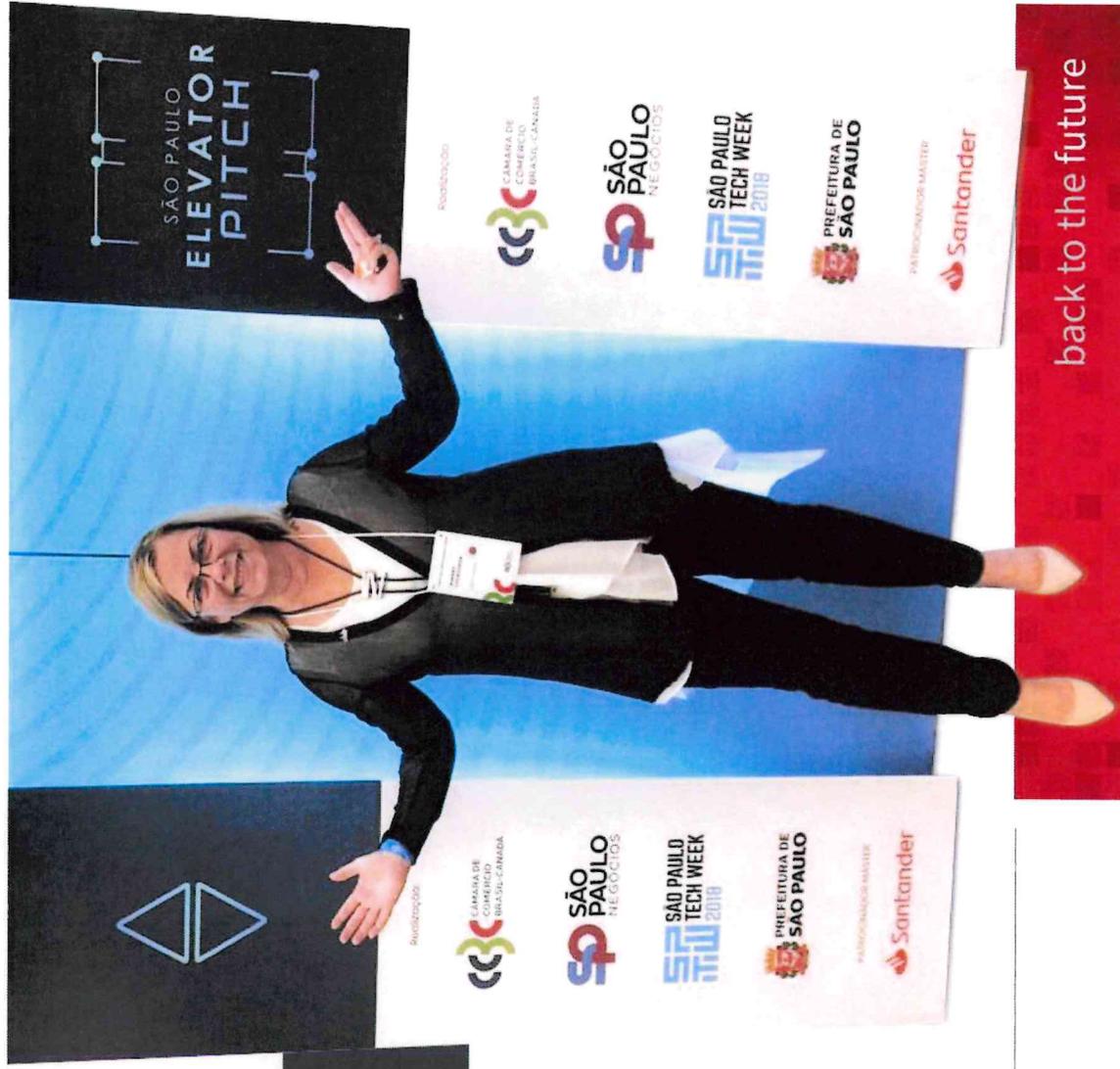
A LETTER FROM SHERRY

The slow return to in-person work continued to challenge the world during FY22.

SPARK CENTRE DOUBLED DOWN ON:

- Collaboration
- Growth
- Building Eastern Ontario's innovation engine!

All the while keeping a close eye on our employee's well-being and engagement!



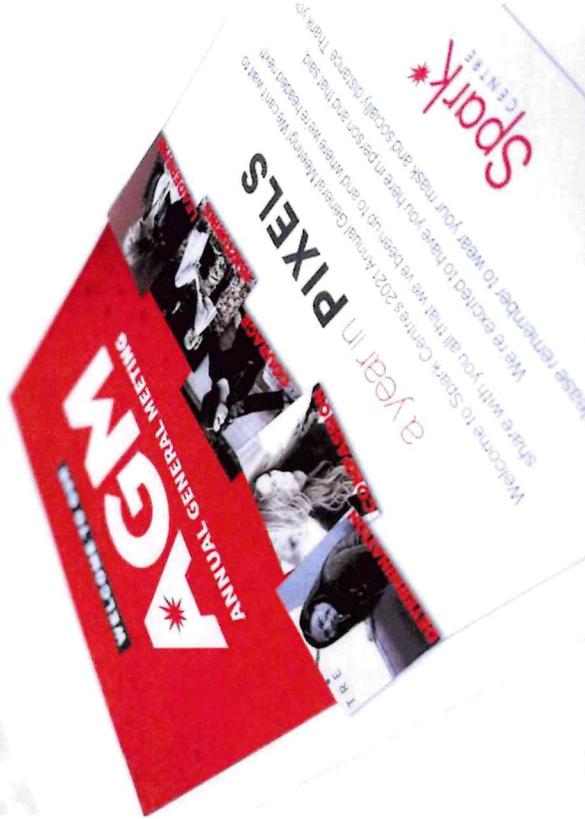
back to the future

A Year in Review

AN UPWARD TRAJECTORY OF GROWTH

COLLABORATION

- Expanded ecosystem partners to include:
 - PARO, eQuo, Canadian Black Chamber of Commerce, Okwaho Equal Source
- Collaborated with the IEC on a report investigating international migration – hosted a live panel and were featured in the National Post
- Developed closer ties with Invest Ottawa who supported a revised FedDev proposal for the development of the EOIC
- Joined the Global Accelerator Network
- Expanded our Elite Network



back to the future

A Year in Review

AN UPWARD TRAJECTORY OF GROWTH

AGM
ANNUAL GENERAL MEETING

G R O W T H

- Increased leverage of government funding from 3x to >4x
- Successfully wrapped up the AVIN project and closed contract renewal for OVIN for 3 additional years
- Grew Spark Group of Companies headcount from 22 to 27 — currently have 5 open hires!
- Processed a record number of SUV Letters of Support
- Grew our agent network from 25 to >70
- Strengthened Spark's Board with the addition of 3 new Directors
- Undertook a review of Spark's organizational structure and employee compensation package
- Established an HRC Committee

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Spark
CENTRE

back to the future

A Year in Review

AN UPWARD TRAJECTORY OF GROWTH



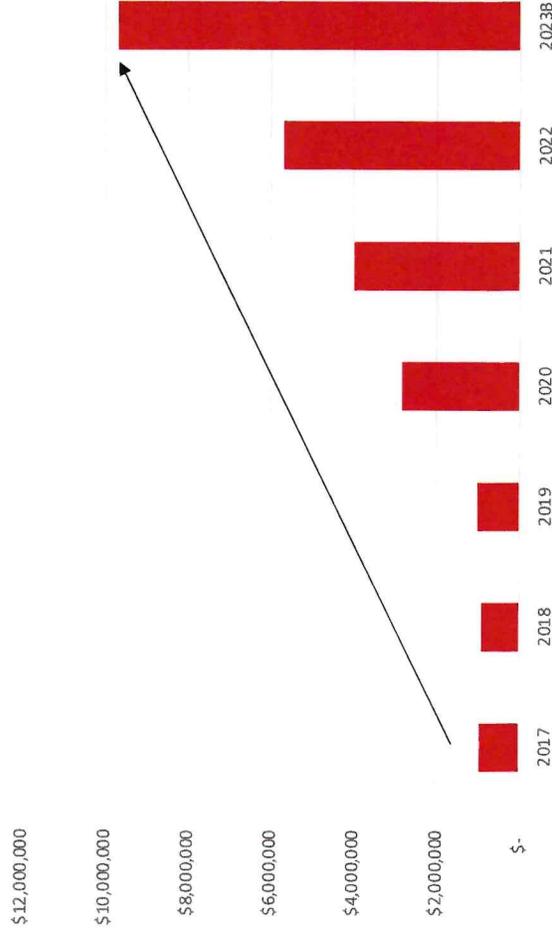
BUILDING THE EOIC INNOVATION ENGINE

- Engaged with Environics to build a comprehensive dashboard of Durham Region and Eastern Ontario businesses for the benefit of Spark's local and international clients
- Assisted our clients in increasing their monthly recurring revenue
- We attracted more female founders and laid the groundwork for supporting underrepresented entrepreneurs
- Established four (4) landing pads that enable all of the assets of a region to be more readily accessible to client founders (Durham, Belleville, Kingston, Cornwall)
- Developed program tools – Virtual map of Eastern Ontario Innovation Corridor, contact and program management
- Submitted a revised proposal to FedDev – 3 RICs, 3 HUB partners

By the Numbers

SPARK GROUP OF ENTITIES CONTRIBUTION TO THE REGION

Revenues Spark Group of Entities



It's a success story of growth...

6-year Cumulative Annual Growth of **35%** in Revenues.

Projected Cumulative Annual Growth of approximately **39%** by the end of fiscal 2023.

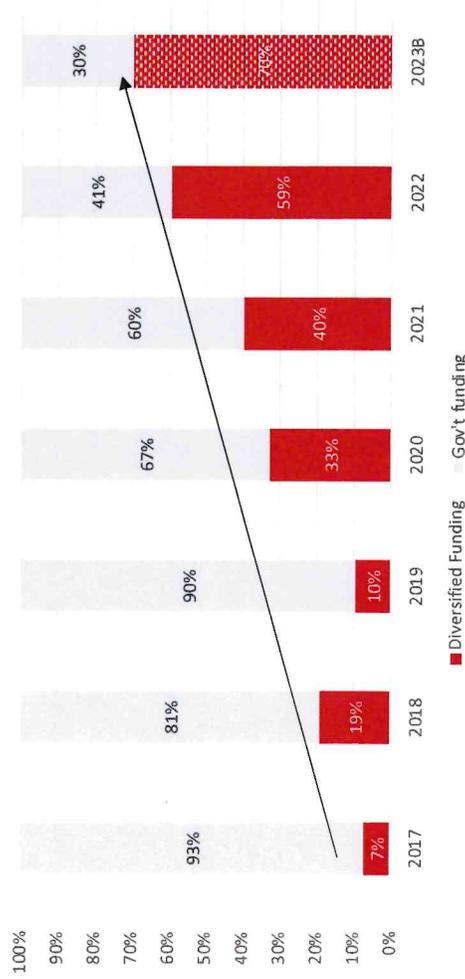


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By the Numbers

SPARK FUNDING

Spark Funding Government vs. Diversified Funding (%)



6-year Cumulative Annual Growth of **66%** in Diversified Funding.
 Cumulative Annual Growth of approximately **60%** in Diversified Funding by the end of fiscal 2023.

New Initiatives

THE FUTURE OF INNOVATION AT SPARK CENTRE

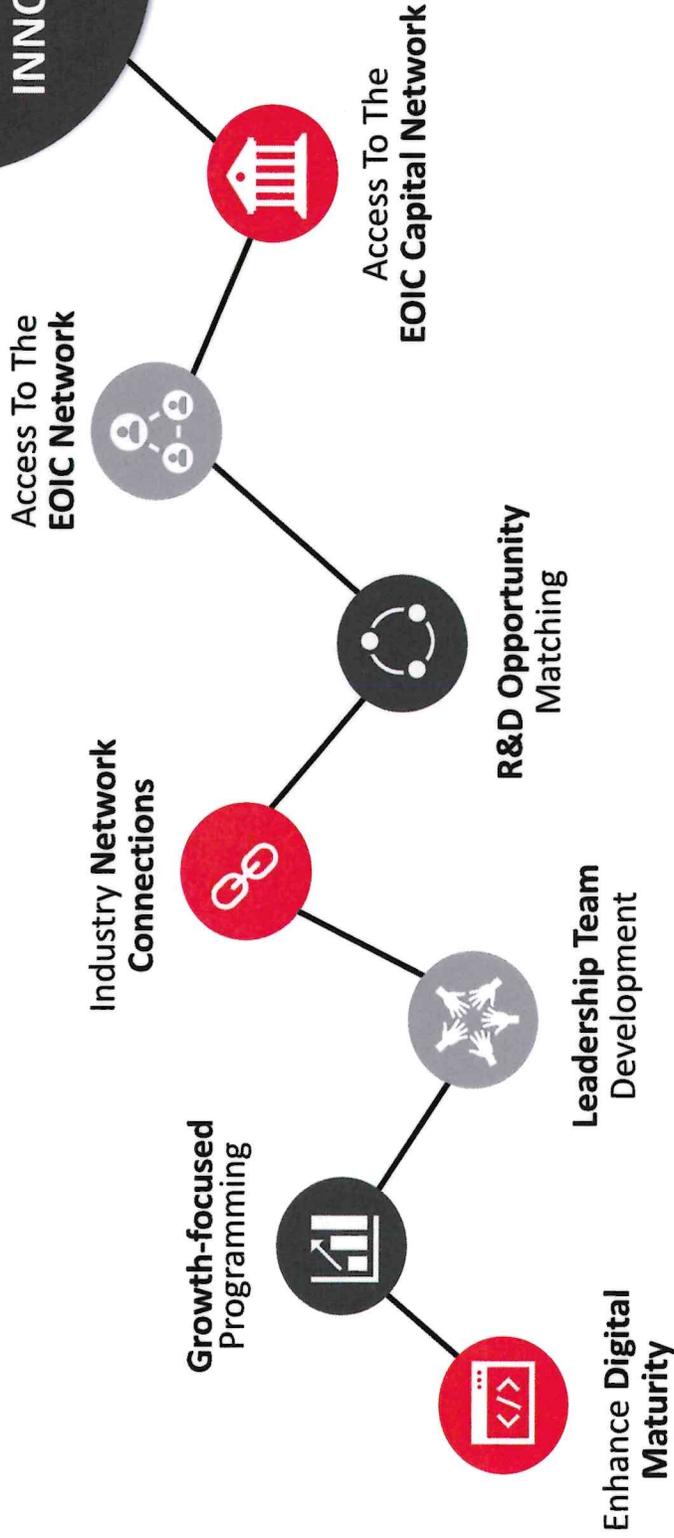
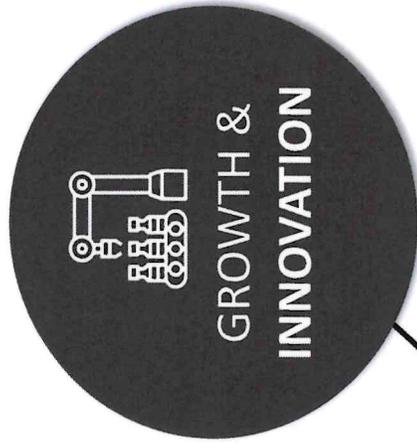
- Expansion...
- New hires
- New systems and technology
- New funding — OVIN program valued at \$2.5 M for the Durham RTDS
- New programming focused on building client growth (AMPLIFY)
- More space



back to the future

Overcoming Barriers

TO GROWTH & INNOVATION



back to the future

New Systems

Total Number of Business: 67320



MANUFACTURING & MATERIALS
2494



AGRICULTURE
1271



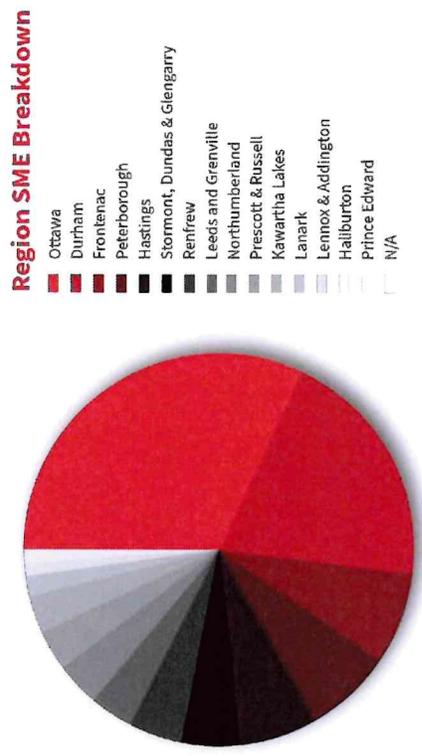
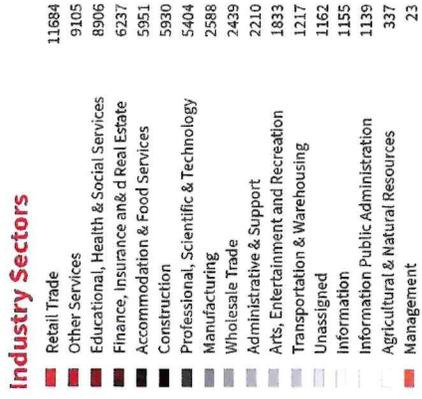
DIGITAL MEDIA & IT
1259



EN3
6482



HEALTH & LIFE SCIENCES
6371



back to the future

Client Services & Startup Visa News



with Michelle Shurland-Jadoo

Director, Client Services & Operations

Client Services brings notable success by developing and growing local and international companies through programming and meaningful services. Clients are enriched through business awareness sessions, advisory and engagement with community. An expanded encirclement of care is provided by services of partners in the Eastern Ontario Innovation Corridor (EOIC) to propel success.

Client Services

FY 2022 NEWS & ACCOMPLISHMENTS

- Onboarded a new Sales Advisor – Total 11
- Onboarded five new Elite Partners – Total 8
- Introduced three new Education Classes: Business Communication, Customer Discovery, Social Selling for Startups – The LinkedIn Way
- Formalized R&D and IP Engagements
- Increased the Client Services Team by 4 – Total 9
- Developed efficiencies for SUV assessment, committee format and scoring.
- Achieved SUV processing rate of 4-6 weeks for 80%+ applications.

AGM
ANNUAL GENERAL MEETING



Spark
CENTRE

back to the future

Spark Centre Stats

KEY PERFORMANCE INDICATORS



back to the future

Start-Up Visa PROGRAM

AGM
ANNUAL GENERAL MEETING



101

LETTERS OF SUPPORT
TO COMPANIES
38% INCREASE



41

NUMBER OF ANTICIPATED SUV LANDED COMPANIES



66

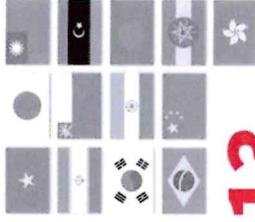
NUMBER OF ANTICIPATED COMPANY ARRIVALS FY2023



\$102.2M CAPITAL
Companies who received a LOS in FY2022
1281% INCREASE



\$76.83M CONTRIBUTION TO THE GDP FY2021/2022



13 PARTICIPATING COUNTRIES

Spark
CENTRE

back to the future

Marketing Department News



with Melanie Marler

Design Lead

The marketing team helps to build the Spark Centre brand as the catalyst of Durham Region's innovation culture. Our goal is to attract new technology and innovation startups, community leaders, investors and partners to create a robust ecosystem!

Marketing

FY2022 NEWS & ACCOMPLISHMENTS

Creative Spark

- 1:1 meetings have helped reach a 167% revenue increase.
- Launched a portfolio showcase campaign for social media.
- Successfully launched the “Back to Business” campaign.
- Extensive national and regional media coverage for clients including FireRein, Swob, AcreageWay, OptLocal and more.

The Spark

- Magazine readership and reach has increased, including 2000 copies delivered to Wall Street Journal recipients.
- Nominated for a National Magazine Award again. That’s two!

Events

- Expanded our Startup Grind Chapter from Durham Region to Eastern Ontario.



back to the future

THE SPARK

BUSINESS & INNOVATION MAGAZINE

THE SPARK MAGAZINE WAS NOMINATED AGAIN!

Nominated for Best Issue, two years in a row in the **National Magazine Awards:B2B**, *The Spark* is reaching business decision-makers, entrepreneurs, innovators and tech newsmakers in Durham Region, Eastern Ontario and Toronto's downtown core.

thesparkmagazine.ca



back to the future



startupgrind

📍 EASTERN ONTARIO, CA

ENTREPRENEURIAL EVENT SUCCESS

Startup Grind is the largest independent startup community, actively educating, inspiring and connecting entrepreneurs around the world.

This year Spark Centre grew from being the Durham Region chapter, to the Eastern Ontario chapter. We hosted 10 Startup Grind events with partners such as Queen's University, PARO Centre for Women's Enterprise and Launch Lab. We covered important topics such as Female Entrepreneurship and Canadian Innovation and inspired our Startup Grind community with the incredible stories of speakers such as Sebastian Alamillo, the Leader of KPM-Accelerate and Katherine Homuth, the Founder and Inventor of Sheertex.

startupgrind.com/eastern-ontario

back to the future

Marketing & Event Stats

KEY PERFORMANCE INDICATORS



Globalization & Synergy Lab News



with Nova Oliphant

Director of Business Development – International Markets, Synergy Lab

Synergy Lab supports the advancement of technology and innovation within the Durham Region, across Ontario and throughout Canada. At Synergy Lab, we provide international entrepreneurs with specialized programming and services to support their transition to a Canadian business and help them grow and scale.

Globalization

FY 2022 NEWS & ACCOMPLISHMENTS

- Onboarded a Program Coordinator
- Onboarded a Globalization Lead
- Onboarded an Office Administrator
- Onboarded a fractional Chief Growth Officer
- Automated documents through CRM to increase workflow efficiencies
- Revamped & formalized existing website



Globalization Stats

KEY PERFORMANCE INDICATORS



The Spark Centre Team

EXECUTIVE TEAM



Sherry Colbourne
President
& CEO



Michelle Shurland-Iadoo
Director, Client Services
& Operations



Kristina Svana
Director,
Marketing



Betty Soares
CFO



Cara Witvoet
Client Services
Coordinator



Karyn Bawden
Client Services
Associate



Allysa Ramkishun
Client Services
Associate



Vacant Position
Client Services
Associate



Vacant Position
Client Services
Associate



Cathy Ireland
EOIC Business
Development Manager



Samantha Yorke
Globalization
Coordinator



Nella Mauro
Globalization
Coordinator



Natalie Dixon
Globalization
Coordinator



Vacant Position
Globalization
Coordinator



Melanie Marler
Design Lead



Jasper Davis
Design Specialist



Melissa Nowakowski
Communications
Specialist



Kailee Somers
Event Specialist

The Synergy Lab Team



Sherry Colbourne
President & CEO



Nova Oliphant
Director,
Business Development-
International Markets



Vacant Position
Director, Programming
Operations



Neil Weitzman
Chief Growth
Officer



Aimee Slater
Senior Manager,
Innovation & Product
Development



Tawnya Pappin
Marketing Manager



Janet Arsenault
Program Coordinator



Sara Kazemiha
Administrative
Coordinator



Kristy Sansom
Globalization Lead



Shilpi Srivastava
Globalization
Coordinator



Alyse Papalazarou
Globalization
Coordinator



Zachary Deleon
Globalization
Coordinator



Vacant Position
Production Specialist



Nick Lindop
Design Specialist



Lindsey MacRae
Event Specialist



Chantal Queen
Event Specialist

Board of Directors

OUR AMAZING TEAM BEHIND THE SCENES



Gary Jarosz
Chair



John Russell
Treasurer/Vice Chair



Dror Nir
Director



Christopher Aleong
Director



Hari Sambasivam
Director



John Dynes
Director



Nikki Stone
Director



Lori Sterling
Director



Randolph Mank
Director



Marina Avisar
Director



Saleema Khimji
Director



Roger Pan
Observer



Simon Gill
Observer



Hailey Wright
Observer

Advisors

MEET OUR TALENTED LIST OF EXPERTS



Robert Weese
Sales



Garry Innanen
AI/Technology/Sales



Bob Spiers
Sales



Rick McCutcheon
Digital Sales



Jason Gambien
Sales/Investment



Kevin Smith
Marketing



Chris Giantsopoulos
Marketing



Peter Mandl
Finance



Sayani Saiphoo
Finance



Dr. Lubna Tirmizi
Healthcare



Len Kleine
Health Sector



Nancy Post
Food Industry

Key Funding Partners

THANK YOU TO THE PEOPLE WHO KEEP US AFLOAT



MINISTRY OF ECONOMIC DEVELOPMENT, JOB CREATION & TRADE

The Ministry of Economic Development, Job Creation and Trade supports world-class research, commercialization and innovation taking place across Ontario through a range of programs and services like the Ontario Research Fund, Innovation Demonstration Fund, Ontario Venture Capital Fund and the Ontario Network of Entrepreneurs. The Ministry is the primary funder of Spark Centre.



CITY OF OSHAWA

The City of Oshawa is the largest municipality in Durham Region both in terms of population and concentration of business activity. The City benefits from its diverse economy balanced between value added services such as health care, information technology and education along with a stable base of advanced manufacturing activity. The city has also seen historic levels of physical growth setting development records in each of the last five years. The City of Oshawa is a crucial partner, funder and supporter of Spark Centre.



INVEST DURHAM — DURHAM REGION ECONOMIC DEVELOPMENT & TOURISM

Invest Durham leads, facilitates and supports various investment attraction and expansion initiatives. Their goal is to create and retain jobs, increase non-residential assessment and promote the region as the best place to live, work and invest. Invest Durham is a division of the Regional Municipality of Durham and is a significant supporter and funder of Spark Centre.



back to the future

Elite Partners

GET TO KNOW OUR AMAZING TEAM OF EXPERTS

Bereskin & Parr

Bereskin & Parr
Intellectual Property

Bereskin & Parr is a highly regarded IP boutique firm and is widely recognized as a well-rounded team with coveted expertise in trademark, portfolio management, patent prosecution and IP litigation. At Bereskin & Parr, you are our partner, not a transaction. Your goals are our goals. The breadth and depth of our expertise in IP, coupled with our values and inclusive culture, set us apart from other IP service providers. These are the qualities that define and differentiate us and make us the best choice to safeguard your assets.



Finance Without Borders
Finance

Finance Without Borders offers SMBs enterprise quality strategic advice, technology, and back-office services by simulating the structure of large enterprises' internal finance teams. FWB provides a-la-carte bookkeeping and accounting services that every growing business requires without all the overhead. No Borders. No Limits. We work with you, not for you and we GROW together! As a firm, we can handle anything you throw at us so that you can focus on generating sales and growing your business.



Leyton
Finance

Leyton is an international consulting firm that helps businesses leverage financial incentives to accelerate their growth and achieve long-lasting performance. Based in Montreal, Toronto, Calgary, and Vancouver, Leyton Canada's expertise lies in: the SR&ED Tax Credit, Sales Tax Recovery, Grants, and Property Tax & Valuation. Our agile team of scientists and tax consultants work in partnership with our clients to design leading-edge, cross-domain strategies, and efficiently identify all opportunities for financial leverage and business growth. For more information contact us at Leyton.com.



RDP Associates
Finance

Since 1987, RDP Associates has been helping companies in Canada, the UK, and the EU from a whole range of industries to obtain R&D tax credits and government grants. The company is considered a leading one-stop-shop provider of the lucrative Scientific Research and Experimental Development (SR&ED) tax credit. Since its inception, RDP has secured over half a billion dollars in innovation funding. Our proprietary process reduces client time by 90% increases the claim size, and uncovers additional funding programs outside of SR&ED.



SURESH
LAW

Suresh Law
Corporate Law

Suresh Law provides practical and cost-effective legal services for small businesses and technology startups, corporate commercial law, technology and real estate law. Suresh has a background in engineering and entrepreneurship. He completed his articles at firms in the areas of corporate, technology and administrative law. Over the course of his professional career, Suresh has held executive roles with various organizations, launched three ventures and mentored dozens of startups. He is an active mentor at various incubators and universities including The Hatchery at the University of Toronto and The Forge by McMaster University.



back to the future

FY2022 Elite Partners

GET TO KNOW OUR AMAZING TEAM OF EXPERTS



MNP
Accounting & Finance

National in scope and local in focus, MNP is one of Canada's leading professional services firms – proudly serving individuals, businesses, and organizations since 1958. Through the development of strong relationships, we provide client-focused accounting, consulting, tax, and digital services. Our clients benefit from personalized strategies with a local perspective to fuel success at every stage.



Spark Innovations
Product Development

Spark Innovations is an award-winning industrial design company specializing in the development of innovative products and inventions. Since our founding in 1989, Spark Innovations' professional team of industrial designers and mechanical designers has taken thousands of products from the early stages of an idea to the mass market. We help companies and individual inventors identify, visualize, and communicate product design opportunities to create revenue.



Alterna Savings
Finance

Alterna Savings and Credit Union Limited, commonly called Alterna Savings, is a credit union based in Ottawa, Ontario, Canada. In addition to its credit union branches in Ontario, it also operates across Canada through its direct banking subsidiary Alterna Bank. We're a credit union committed to our members and local communities. Alterna is committed to delivering good, caring and transparent financial services as a supportive partner and advisor. Together, we help our members set and reach their goals, while putting our profits towards member services and helping our local communities.



Roughley Insurance Brokers Ltd.
Insurance

Roughley Insurance Brokers is committed to providing you with the best service possible. We are in compliance with Registered Insurance Brokers of Ontario (RIBO). We are committed to providing you with professional advice, fairness and integrity. At Roughley Insurance we pride ourselves on our community involvement. Giving back to our community that has given us so much is at the forefront of our organization's values.



R&D Capital
Funding & Tax Credits

R&D Capital is a Canadian financial institution that specializes in financing federal and provincial refundable tax credits. R&D Capital provides financing products adapted to your field of activity, whatever your stage of development. We can help you access funding for refundable tax credits in scientific research and experimental development (SR&ED), multimedia, e-business development (TCEB), film production or mining exploration. Through the sound management of tax credits, R&D Capital aims to enable every single client to obtain financing even before their formal application for reimbursement.



back to the future

Client Showcase

Please join us in welcoming this year's featured clients. Learn more about their amazing journey, their recent accomplishments and find out what's in store for their businesses now that we're...***back to the future.***



CLIENT FEATURE

AGM
ANNUAL GENERAL MEETING



Mark Rizk

Founder

Oombo

Spark
CENTRE

back to the future



Who is Oombo?

Oombo is a safety equipment company whose innovation in safety management devices and systems is advancing traffic-focused operations. Its Castor Beacon is the world's first all-in-one emergency signaling device with a suite of modular solutions that supports emergency responders, trucking and transportation groups and construction firms who have been using outdated and redundant equipment.

What inspired Oombo/What challenges does it solve?

Oombo was inspired by the lack of trust that frontline workers have in their equipment. Current traffic safety equipment is redundant, outdated and can be harmful to the environment. Flammable flares produce harmful carcinogenic fumes and have a limited burn time of 30 minutes while traffic cones and warning triangles depend on external light to be seen. To address these challenges Oombo developed reliable and adaptable technology that's as tall as a standard pylon, as reflective as a warning triangle and as bright as a flammable flare but without the risk of combustion and far more efficient when time is of the essence.

Milestones

- Oombo was granted \$30,000 from i.d.e.a Fund to launch Oombo's Castor Pilot Program — Traffic Safety Series.
- The first set of pilot units have been ordered for Oombo's Castor Pilot Program.
- Graduated from the Treefrog Accelerator, and through Treefrog was accepted into the Schulich Mini-MBA program (starting in October).
- Filed a utility patent for the IoT-Enabled version of Castor Beacon in Canada and the U.S.
- Offered a spot in the highly competitive Antler Founder Residency program.



MARK RIZK | FOUNDER

Mark Rizk is the Founder of Oombo Technologies Inc., a recent graduate with Honors of Mechatronics Engineering from Ontario Tech University and an active participant in multiple incubator and accelerator programs through which he developed critical entrepreneurial skills.

CLIENT FEATURE



Quincy Emmons
President & Co-founder

FireRein



back to the future



Who is FireRein?

Founded by firefighters, FireRein is a cleantech company that specializes in the protection of firefighters and their communities from PFAS “forever” chemicals found in traditional firefighting products. They are the innovators behind Eco-Gel™, the only firefighting product that is certified 100% bio-based by UL Environment and USDA for Class A and Class B fire suppression. Compatible with standard firefighting apparatus and using 60% less water, Eco-Gel works for house fires, structural exposure, brush fires, car fires or fuel spills.

What inspired FireRein/What challenges does it solve?

Ten years ago, the firefighters-turned-entrepreneurs behind FireRein discovered that traditional firefighting products that had been used for decades contained PFAs and other “forever” chemicals that posed significant health dangers to firefighters including cancer. This drove their mandate to provide safer, more sustainable firefighting products that protect firefighters and their communities from cancer-causing chemicals and water contamination.

What is Eco-Gel™?

Eco-Gel™ has received UL Environment and USDA Bio-Preferred Program certification for containing 100% bio-based content. This recognition and verification is a key milestone as Fire Departments and Industrial customers require this third-party confirmation for firefighting efficacy.



Milestones

- District Fire Chiefs as well as local and rural fire departments in Ontario have shown a growing interest in Eco-Gel™.
- Eco-Gel™ has made a “splash” on the global scale by attracting interest and potential sales in foreign markets like Europe, South America, Asia and Africa.
- Successful in raising funds and investment from private venture groups and government programs/agencies such as BioIndustrial Innovation Canada.
- FireRein is becoming a leading expert in the field of Hydrogels with regular speaking engagements for Clean-Tech science and Eco-Gel™ has been receiving supportive toxicology reports from Universities and product reviews in industry magazine articles.



QUINCY EMMONS | PRESIDENT & CO-FOUNDER

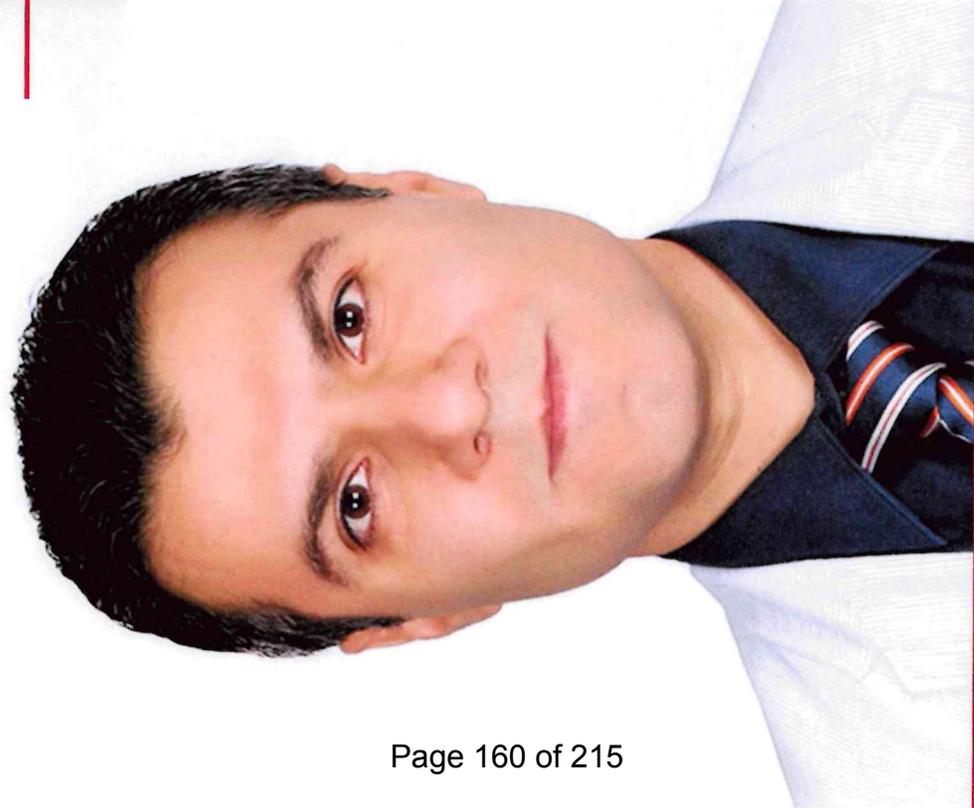
With 23 years of firefighting experience, Quincy Emmons is the President and co-founder of FireRein and Captain and Certified Trainer/Facilitator with Stone Mills Fire Department. Quincy also has business experience having operated a successful fundraising organization for twelve years and developing fundraising programs for various charities.



ZACKERY HODGEN | VP, BUSINESS DEVELOPMENT & CO-FOUNDER

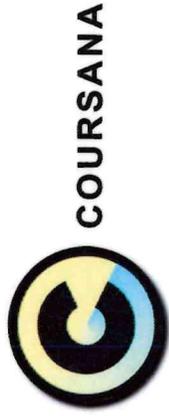
In addition to his role as VP, Business Development and co-founder of FireRein, Zackery Hodgen is a firefighter and HSE professional. His vast experience also includes onsite Emergency Medical Technician and Initial Attach Forest Fire Fighter (Wildland Firefighting) with Manitoba Conservation.

back to the future



CLIENT FEATURE

AGM
ANNUAL GENERAL MEETING



Peyman Fattahieh
CFO

Coursana

back to the future

Spark
CENTRE



Who is Coursana Canada?

Coursana Canada is an advanced career development platform that utilizes blockchain technology to digitally deliver courses and educational certificates. Coursana Canada offers a full suite of career development services that enhance professional training in a variety of disciplines including Smart LMS with a built-in spaced repetition system, ATS-ready Resume and Work Portfolio. Their ATS-ready Resume and Work Portfolio also automate the online job-hunting process by matching keywords on a user's online certificate.

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What inspired Coursana Canada/What challenges does it solve?

While in Iran, Coursana recognized that proper qualifications were critical for attracting employers and that online courses would make it possible for migrants to garner the right qualifications from wherever they might reside. Starting as an online academic institution for migrants from varying countries, Coursana soon changed direction from an online academic institution to an online platform offering a variety of certified courses. They then turned their sights to Canada, knowing it had a significant number of immigrants that would benefit from learning and acquiring certifications remotely.

Milestones

- Implemented blockchain technology for their certificates
- Launched a new Learning Management System (LMS)
- Reached 5000 courses offered on the platform
- New collaborations with numerous colleges and course providers including Evergreen College, ITD Canada and Lead Academy
- New version of website with additional features such as a dedicated dashboard, blog and LMS with a mobile app currently in development



PEYMAN FATTAAHIEH | CFO

As the CFO, Peyman provides the company with expertise and leadership in finance, operations and business development.



MARIA HASHEMI AMIRI | COO

As COO, Maria manages operations and oversees the development of courses in the area of Environmental Design Engineering.



MOHAMED ROHANI | CSEVP of SALES & MARKETING

Mohamed Rohani is the SEVP of Sales and Marketing at Coursana where he identifies and capitalizes on emerging market trends and revenue opportunities.

MINI CLIENT FEATURES

inkster.

What is Inkster?

Powered by an online community of artists, Inkster is a live streaming social platform that helps musicians and artists market themselves and generate a sustainable income. Artists receive payment directly from fans for content and are paid for live streams and a backstage pass to their performances. Inkster brings together artists and fans like never before.

Top three accomplishments:

- Received funding from Durham College for User Acceptance Testing and Load Testing
- Hired an acting CTO to help finalize development
- Connected with Canadahelps.org to create a charitable donation portal on Inkster



What is Pasta Tavola?

Pasta Tavola, owned by sister team Victoria and Paula Watts, is a line of Natural and Certified Plant-based and Non-GMO frozen ravioli and a line of premium sauces. Inspired by their Italian heritage and time spent with Nonna making meals around her pasta table, Pasta Tavola creates premium foods with quality ingredients that taste homemade and are convenient.

Top three accomplishments:

- Pasta Tavola's ravioli was nationally listed in 3 additional major tier 1 retailers
- Developed a financial model to assess the profitability and sustainability of the company and to forecast financial and business decisions moving forward
- Signed with a larger, new national brokerage firm which will provide the Pasta Tavola brand with greater on-the-ground support and leverage and greater exposure to Canadian buyers and retailers



PODIUM TEAM

What is Podium Team?

In collaboration with current NCAA, MLB, NHL, CFL and Olympic athletes, Podium Team is a vertically integrated platform that connects, engages and supports the athlete-fan community by empowering teams, organizations and athletes to own, control and monetize their content to increase engagement and drive revenue.

Top three accomplishments:

- Partnered with a number of Olympian, Professional and NCAA athletes
- Was a featured startup at Collision Conference
- Selected as Top 100 Startups to participate in the Startup Global pitch competition this Fall



back to the future

MINI CLIENT FEATURES



What is Preemptor AI?

Preemptor AI uses artificial intelligence to help students prove their originality with an originality score. This score can be seen by schools that use Preemptor AI during the consideration process for admission, scholarships and bursaries. Preemptor AI inspires students to have integrity and originality and that's the type of future professional we want for the Canadian market.

Top three accomplishments:

- Signed contract with Centennial College in 2021
- Midjerson Maia, founder of Preemptor AI received his PR through Startup Visa Program in 2022
- Pilots with Centennial College successfully completed in 2021 and 2020



What is Usensi?

Usensi acts a virtual manager to increase restaurants' profitability by reducing staffing costs and food waste and improving customers' loyalty with the help of customized operations, prediction ordering patterns, customer behaviour analysis and modern tools like touch tables, touch kiosks and tablets.

Top three accomplishments:

- Accepted for Capstone project with Ontario Tech University
- Received US provisional patent for process
- Performed comprehensive Canadian Restaurant Market research



What is Longan Vision?

Longan Vision created the Fusion Vision System (FVS), an augmented reality smart visor that attaches to a firefighter's helmet to provide hands-free visibility. The FVS combines heads-up display technology with thermal imaging, multiple sensors, signal transmission tools and AR technology to see through dense smoke and share-real time information.

Top three accomplishments:

- Product design has reached the final stage and Longan Vision is now preparing for production
- Successfully fulfilling contract tasks with the Department of National Defence
- Garnering significant global traction, establishing global partnerships with many letters of support from North America and Asia.



back to the future

Thank You

Please visit sparkcentre.org for more information!



WELCOME TO OUR 2023

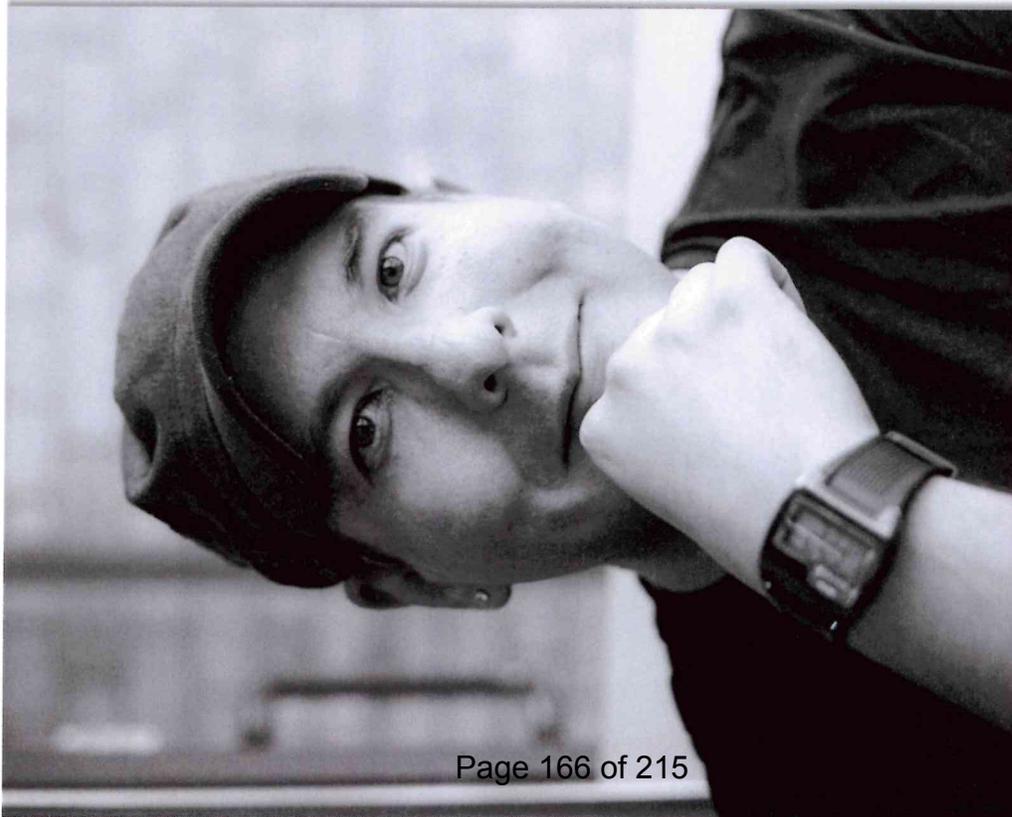
AGM

ANNUAL GENERAL MEETING



sparkcentre.org

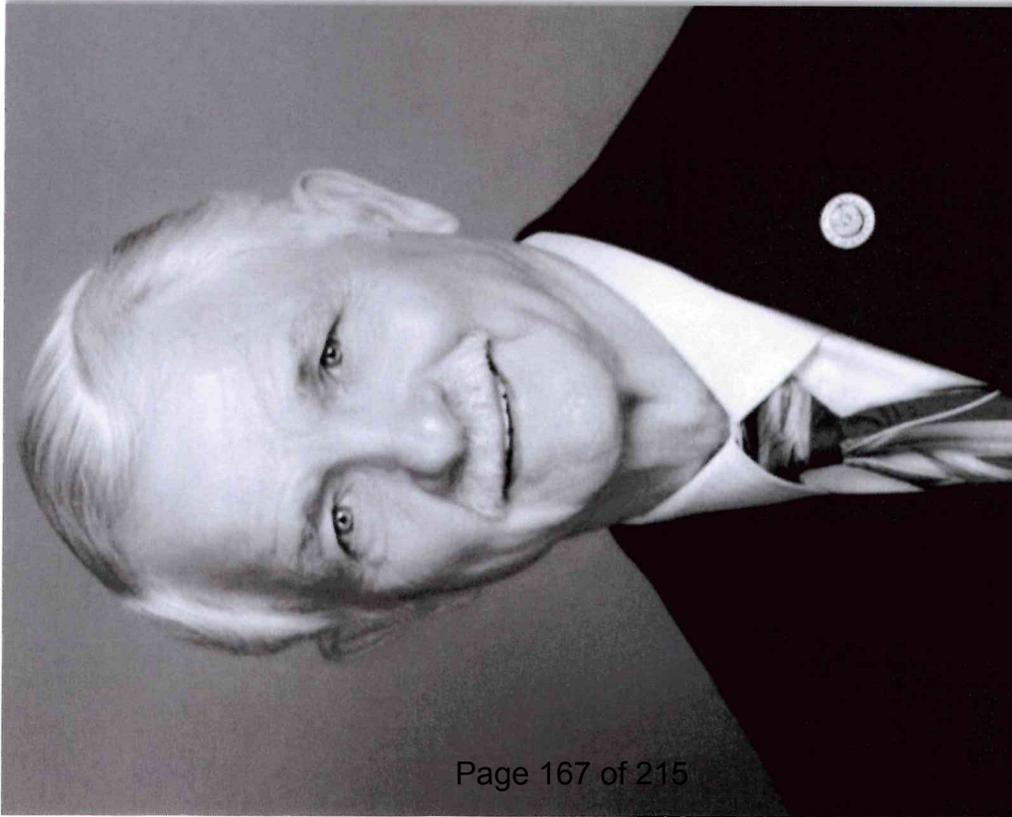




A MESSAGE FROM

Rye Barberstock
Vice President & COO

Okwaho Equal Source



A MESSAGE FROM

Jim Lee
City Councillor

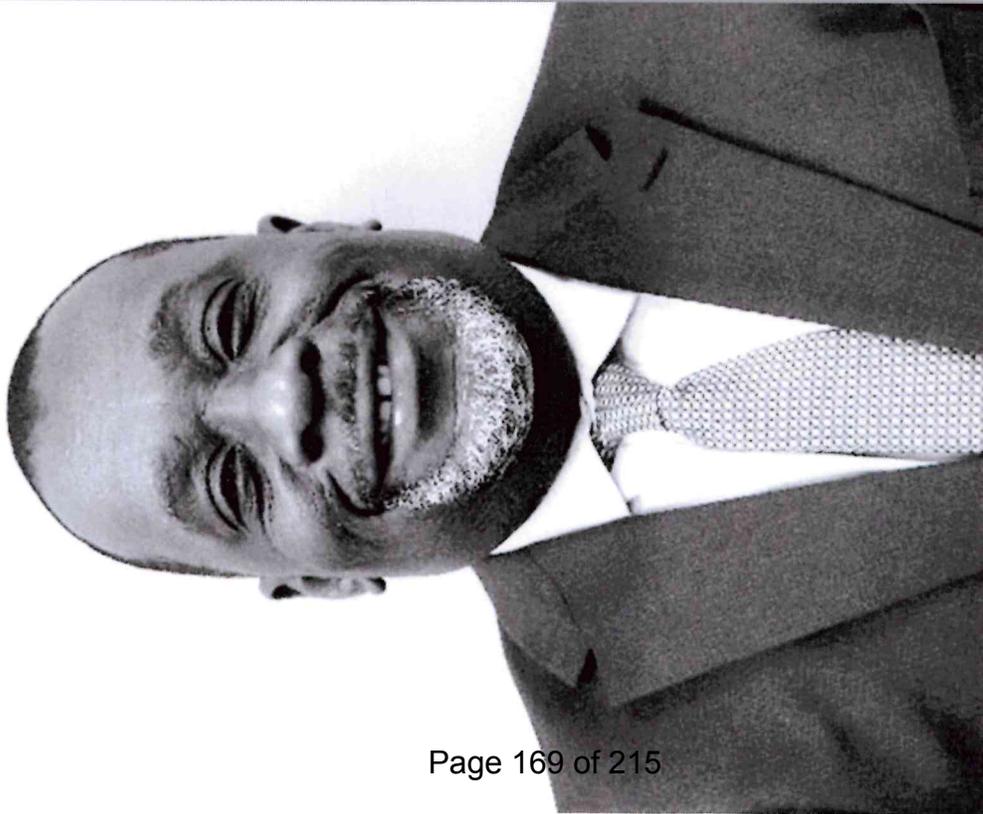
City of Oshawa



A MESSAGE FROM

Jennifer French
MPP

Oshawa



PARTNER MESSAGE

Doug Minter
Partnerships-Sponsorships

Canadian Black Chamber
of Commerce



A MESSAGE FROM

Gary Jarosz
Chair of the Board

Semi-retired



A MESSAGE FROM

Sherry Colbourne
President & CEO

Spark Centre

CEO Update

FROM SHERRY COLBOURNE

"If something is important enough, or you believe something is important enough, even if you're scared, you'll keep going."

—Elon Musk, CEO of Tesla Motors and SpaceX

Spark Centre Doubled Down On:



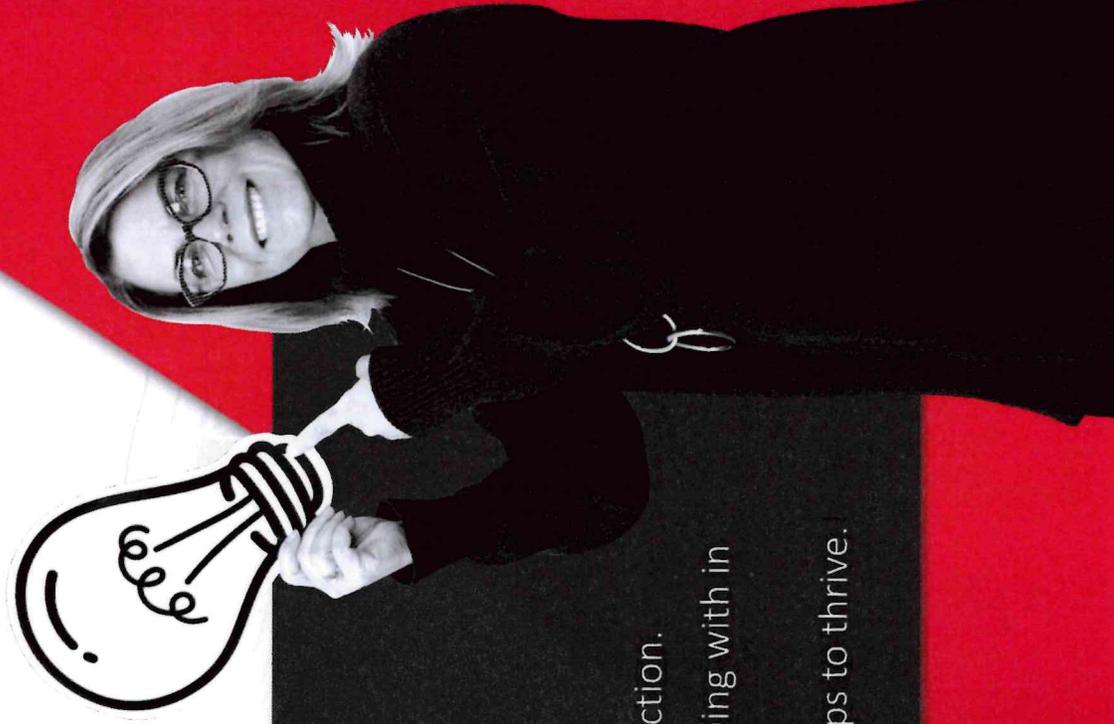
A return to the "office" and all the benefits of in-person connection.



Deep-dive understanding of the challenges our clients are dealing with in the face of an uncertain economy.



Building the safety nets and relationships that allow our startups to thrive.



A Year in Review

2023 ENTREPRENEURIAL JOURNEY

Connection (Re)

- Built a robust network of mentors (24) across our five sectors of focus to better support our founders.
- Expanded our service model beyond residency to include:
 - Mail service
 - Market research
 - Acceleration
 - First customers (revenue)
- Developed a "High Impact Steering Committee" to support the acceleration of high-performing clients

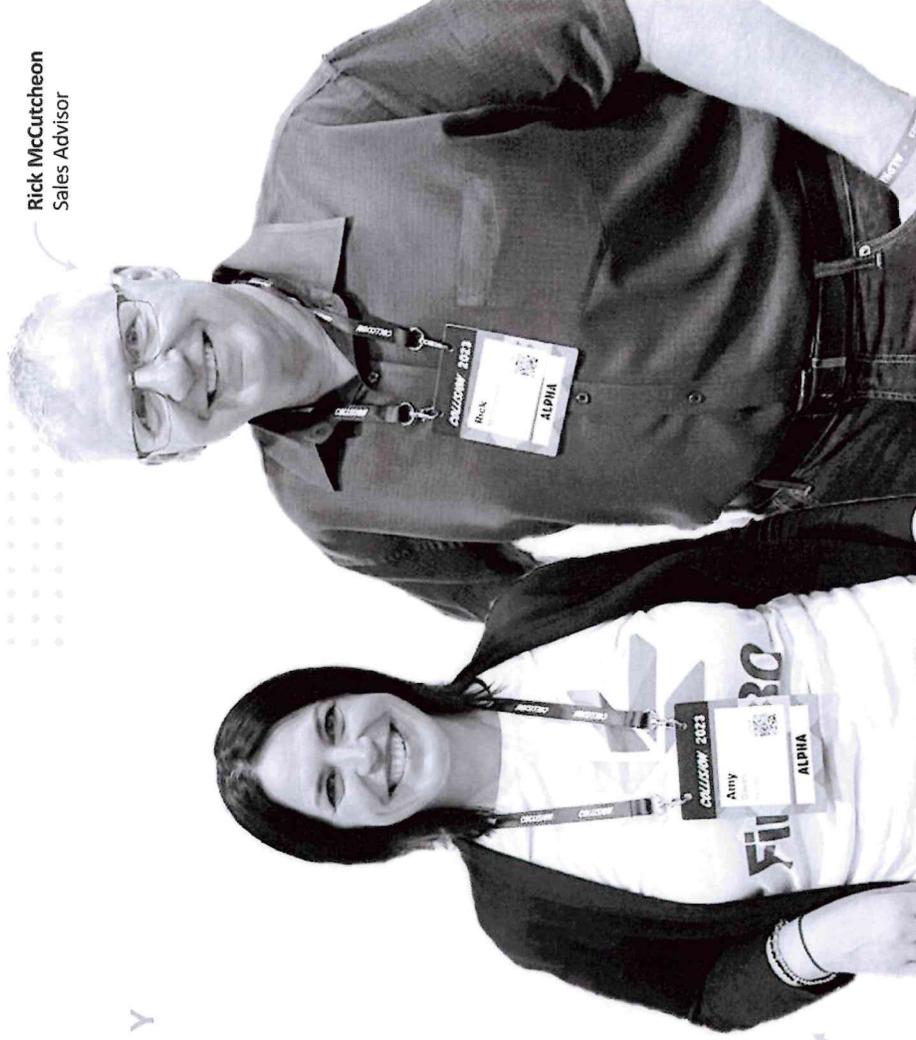


A Year in Review

2023 ENTREPRENEURIAL JOURNEY

Growth

- Increased high-impact client roster from 142 to 153
- Increased resident clients from 14 to 22, currently have 25 resident clients and have maxed out our space
- Secured 3-years of funding for ElevateIP of \$267K – 7 clients have secured access to this funding already!
- Re-opened room bookings and office utilization in second half of FY23 – 32 client users served, FY24 is on track to surpass FY23 by double!

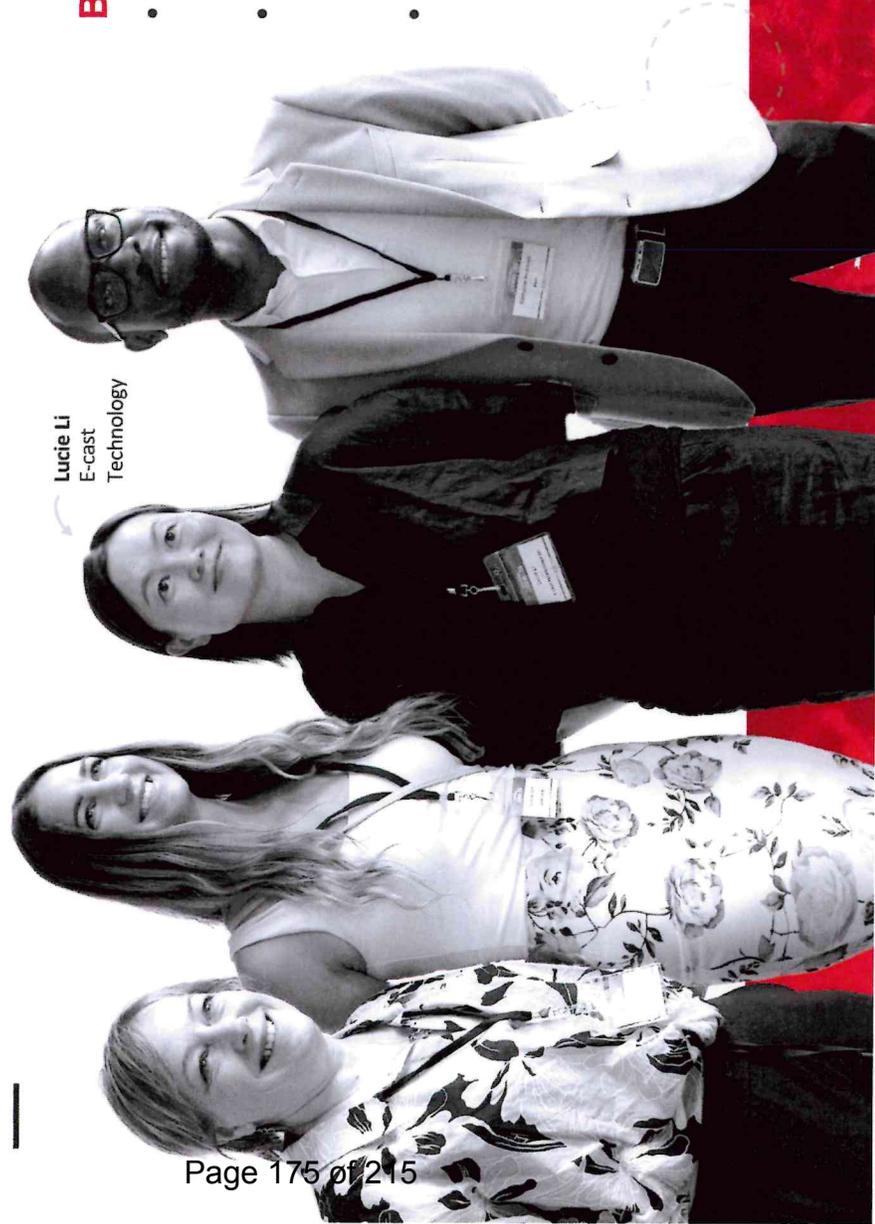


Rick McCutcheon
Sales Advisor

Amy Davies
First30

A Year in Review

2023 ENTREPRENEURIAL JOURNEY



Lucie Li
E-cast
Technology

Building Durham's Innovation Engine

- Supported Spark clients post-COVID with detailed market research valued at \$700K
- Spark clients increased their monthly recurring sales to drive \$5.7 Million in annual revenue (up from \$3.7 in FY22)
- We now support more female founders than ever before and laid the groundwork for supporting under-represented entrepreneurs (newcomers | black | female)



ADVISORS & EDUCATORS



Robert Weese
Sales



Bob Spiers
Sales



Chris Giantsopoulos
Marketing



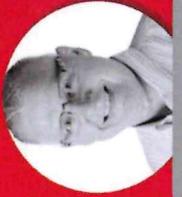
Garry Innanen
AI/Technology/Sales



Kevin Smith
Marketing



Peter Mandl
Finance



Rick McCutcheon
Digital Sales



Judith Pineault
Executive Coaching



Ivano Labricciosa
Hardware



Len Kleine
Health Sector



Sayani Saiphoo
Finance



Jason Gamblen
Sales/Investment



Pete Crouse
Franchising



Dave Miller
Software Technology

Mentors

SECTOR REPRESENTATIVES



INFORMATION TECHNOLOGY & DIGITAL MEDIA

Barbara Leiann Peart
Blair Patton
Brad Roach
Greg Birley
Jeff Klink
Joe Miller
Kaitlyn McCullough
Noam Hazan
Paul Aussem
Roslyn Mugford
Michael Carter

TOTAL MENTORS: 11



EN3: ENERGY, ENVIRONMENT & ENGINEERING

Rick Rooney
Peter Williams
Ivano Labricciosa

TOTAL MENTORS: 3



ADVANCED MANUFACTURING & MATERIALS

Terri Lynn Simpson
Tom Gunsinger
Tyler Ashby

TOTAL MENTORS: 3



AGRICULTURE & FOOD DEVELOPMENT

Ryan Cullen
Lesley Thomson
Nanci Corrigan

TOTAL MENTORS: 3



MEDTECH HEALTH & LIFE SCIENCES

Giancarlo Sansalone
Judith Pineault
Len Kleine
Paul Cudmore

TOTAL MENTORS: 4

Stats by Sector

KEY PERFORMANCE INDICATORS



Spark Centre Local Clients

KEY PERFORMANCE INDICATORS



Newcomer Clients

KEY PERFORMANCE INDICATORS

69 TOTAL
COMPANIES

62 FEMALE
FOUNDERS



\$38M
TOTAL
CAPITAL



203
NUMBER OF
JOBS



408
ACCOMPANYING
FAMILY MEMBERS



\$45M

CONTRIBUTION TO THE
GDP

Spark
CENTRE

Start-Up Visa PROGRAM

185 TOTAL COMPANIES

241 FEMALE FOUNDERS



\$132M TOTAL CAPITAL



599 NUMBER OF JOBS



1470 ACCOMPANYING FAMILY MEMBERS



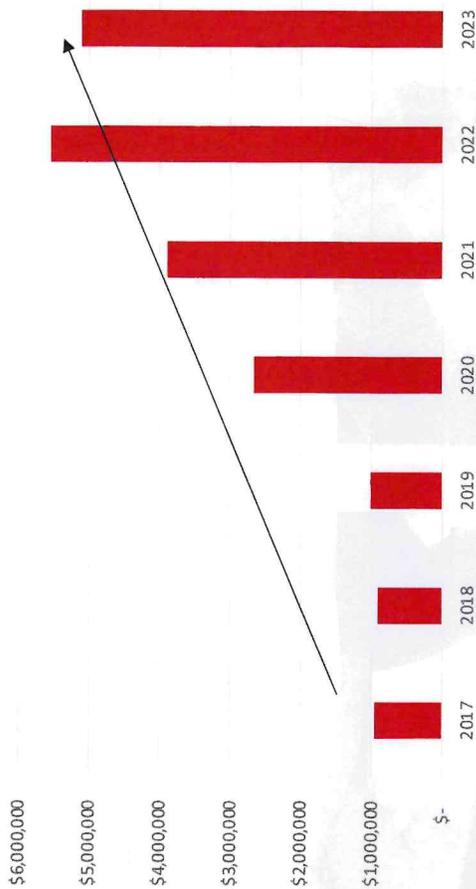
\$154M CONTRIBUTION TO THE GDP

SPARK GROUP CONTRIBUTION TO THE REGION

It's *still*
a success
story of growth...

7-year Cumulative Annual Growth
of **27%** in Revenues.

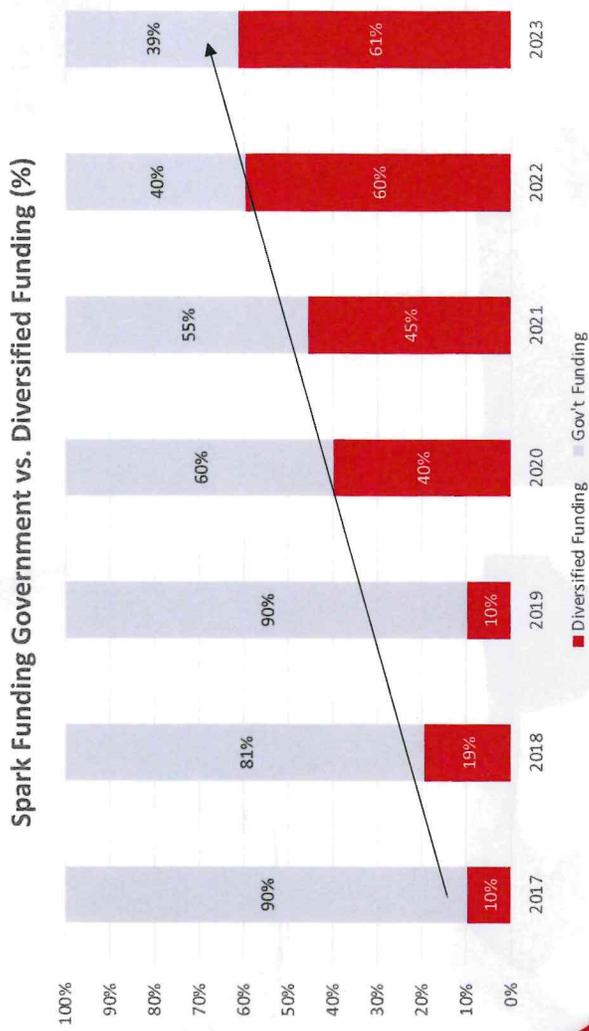
Revenues Spark Group of Entities



SPARK GROUP FUNDING



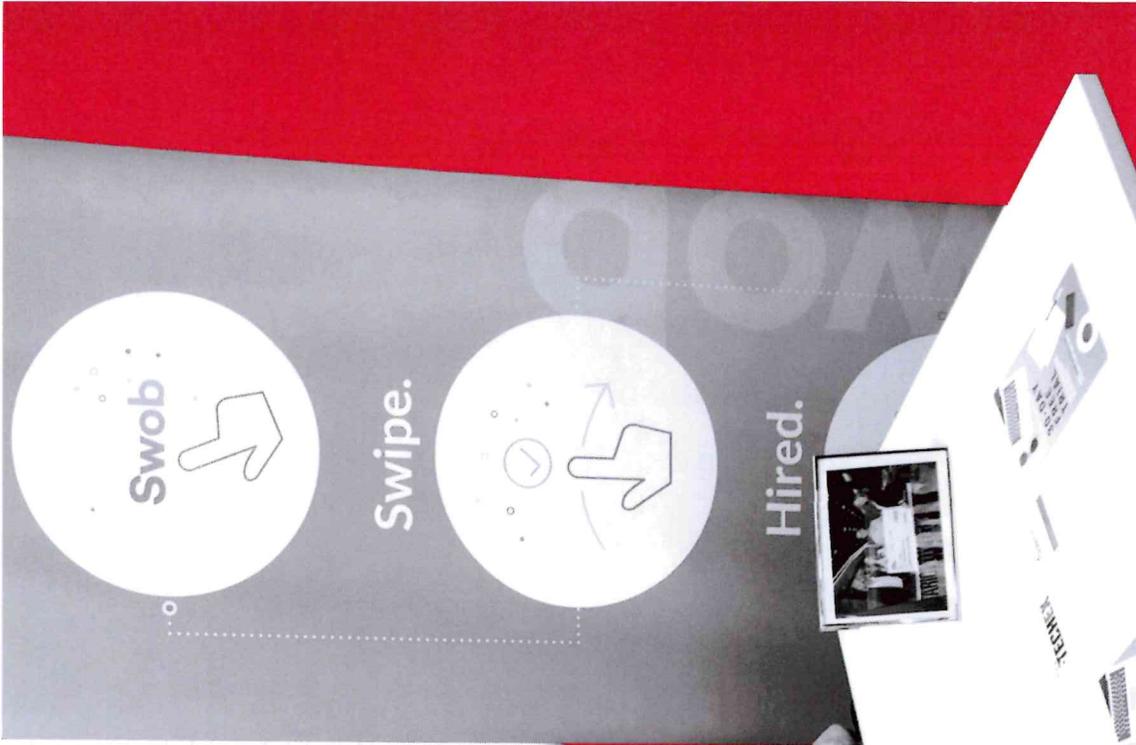
7-year Cumulative Annual Growth
of **30%** in Diversified Funding.



Client Success

Client Services brings notable success by developing and growing local and international companies through programming and meaningful services. Clients are enriched through business awareness sessions, advisory and engagement with community.

Stephanie Florio
Swob



Client Success Helps you with...

SKILLS DEVELOPMENT

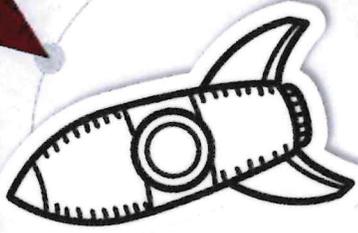
- Sales, Marketing, Finances
- Advisory

ACCESS TO FUNDING &
OPERATIONAL SUPPORTS

MARKET RESEARCH

RESIDENCY, FACILITY
& MAIL SERVICES

MENTORING &
CONNECTIONS



Client Success

NEWS & ACCOMPLISHMENTS

This Year we are Celebrating

- New funding for the commercialization of Intellectual Property
- Steady arrival of newcomer entrepreneurs who are now part of the Spark Centre community
- Launch of our new acceleration program – Amplify
- Expanded network of advisors/mentors and community partners to aid in the acceleration of our clients
- New government partner onboarded – Procurement Assistance Canada (PAC)
- Developed closer connections with Invest Ottawa and IRAP
- Launched Phase 2 of our CRM development

Residency at Spark

Residency at Spark Centre is an opportunity for clients to cohabitate alongside other startups, exchange ideas and encourage each other to boldness. Spark Centre experts and staff work side by side with founders to build momentum. Businesses benefit from the collaborative culture and support each other as the next generation of innovators!

Shanjay Kailayanathan
Accessiom Technologies



RESIDENCY AT SPARK CENTRE

Innovate with **Inspiration!**



Client Benefits

- Shared services help clients punch above their weight
- Access to advisors, business experts and sector mentors accelerate growth
- Collaborative Culture – Founders helping founders

Facilities Available

- Desks & private offices/Boardrooms & meeting space
- Event – Training room and private telephone booths
- Private podcast facility – expert videographer onsite
- In-house marketing agency supports clients with subsidized marketing, PR and comms
- Free Wi-Fi & accessible/Office & kitchen amenities
- Convenient parking, free after hours



Marketing & Events

The marketing team enables Spark clients to punch above their weight while at the same time helps build the Spark Centre brand as the catalyst of Durham Region's innovation culture. Our goal is to attract new technology and innovation startups, community leaders, investors and partners through outreach and events to create a robust entrepreneurial ecosystem!



Zack Magerman
FitSentive

Marketing

NEWS & ACCOMPLISHMENTS

- Expanded our online presence to speak to our numerous online audiences and executed a brand refresh
- Added a private podcast facility – expert videographer onsite
- Published the 20th issue of *The Spark* magazine
- Introduced SparkCAST and Synergy On Record podcasts to highlight innovation, insight and inspiration throughout the region
- Introduced Monday Mornings with Creative Spark to provide clients with marketing advice and creative support
- Wrote and published 15 Growth Stories, celebrating clients' success in the region



Connecting Community

DRIVING ONLINE TRAFFIC TO DURHAM REGION

Synergy Lab
synergylab.ca



Creative Spark
creative-spark.ca



Durham RTDS
durhamrtds.ca



EOIC
eastinnovation.ca



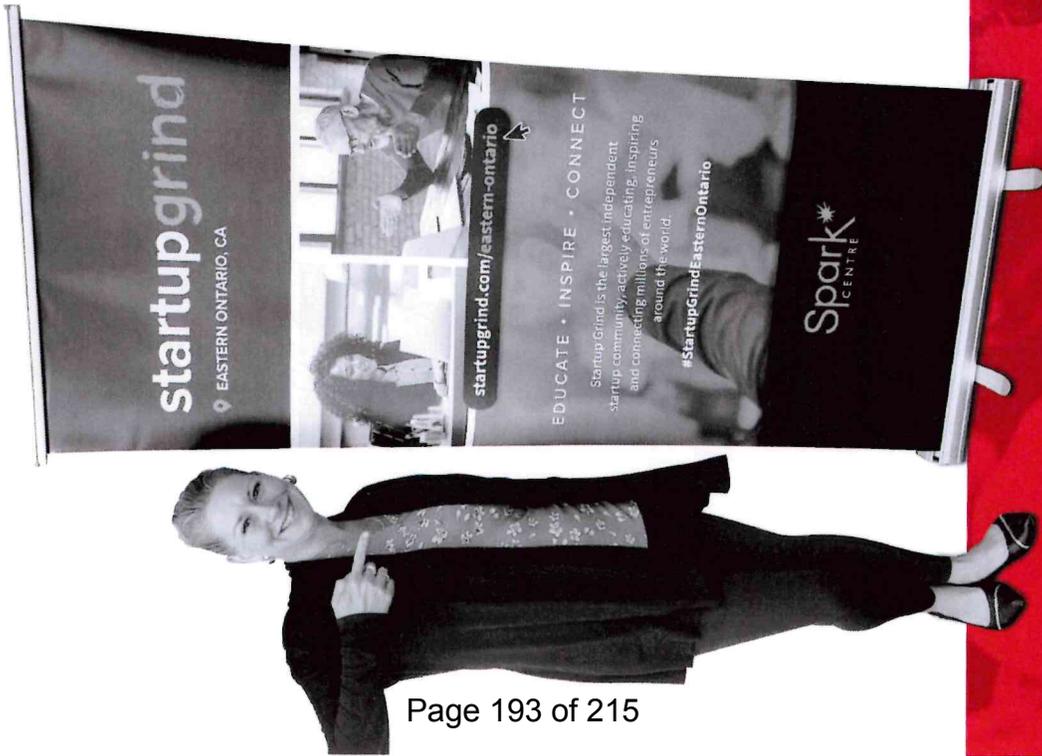
The Spark
thesparkmagazine.ca



A Diversified Online Portfolio

Having multiple websites across the organization not only offers us the benefit of an expanded digital footprint, but also speaks to the various ways the Spark Group of Companies serves our community to help build economic impact. Each website targets a different audience, allowing us to connect with our many clients and stakeholders.

Spark
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startupgrind

📍 EASTERN ONTARIO, CA

ENTREPRENEURIAL EVENT SUCCESS

Startup Grind is the largest independent startup community, actively educating, inspiring and connecting entrepreneurs around the world.

As the Eastern Ontario chapter, we hosted 10 Startup Grind events with partners such as Durham RTDS, Queen's University and PARO Centre for Women's Enterprise. We collaborated with a science and technology hub in Northern Ireland to host a pitch event, covered important topics such as Women Leaders - A Sustainable Future, and inspired our Startup Grind community with the incredible stories of speakers such as Andrea Dalzell, healthcare and accessibility advocate, and Dan Desjardins, CEO of Distributive.

startupgrind.com/eastern-ontario



Marketing & Event Stats

KEY PERFORMANCE INDICATORS



Includes: Meetups, Events, Workshops & Socials



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A Big Thank You to our Elite Partners



Educating clients through Masterclasses and 1:1 Advisory support.

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KEY FUNDING PARTNERS

Our valued **partners** help build a thriving innovation economy and robust support system for the **entrepreneurs** who are contributing to wealth and **job creation** in our region and beyond.



MINISTRY OF ECONOMIC DEVELOPMENT, JOB CREATION & TRADE

The Ministry of Economic Development, Job Creation and Trade supports world-class research, commercialization and innovation taking place across Ontario through a range of programs and services like the Ontario Research Fund, Innovation Demonstration Fund, Ontario Venture Capital Fund and the Ontario Network of Entrepreneurs. The Ministry is the primary funder of Spark Centre.



ONTARIO CENTRE FOR INNOVATION (OCI)

The Ontario Centre of Innovation (OCI) maximizes the commercial impact of research developed in Ontario's colleges, universities, and research hospitals, and accelerates the commercialization of Made-in-Ontario intellectual property and technologies. They focus on helping Ontario innovators get connected with the researchers, industry partners and funding needed to commercialize and scale.



CITY OF OSHAWA

The City of Oshawa is the largest municipality in Durham, both in terms of population and concentration of business activity. The City benefits from its diverse economy balanced between services such as health care, information technology and education along with a stable base of advanced manufacturing. The city has also seen historic levels of physical growth setting development records in each of the last five years. The City of Oshawa is a crucial partner, funder and supporter of Spark Centre.



INVEST DURHAM – DURHAM REGION ECONOMIC DEVELOPMENT & TOURISM

Invest Durham leads, facilitates and supports various investment attraction and expansion initiatives. Our goal is to create and retain jobs, increase non-residential assessment and promote the region as the best place to live, work and invest. Invest Durham is a division of the Regional Municipality of Durham and is a significant supporter and funder of Spark Centre.

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Client Showcase

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Learn more about their amazing journey, their recent accomplishments, milestones and find out what's in store for the future of their businesses.



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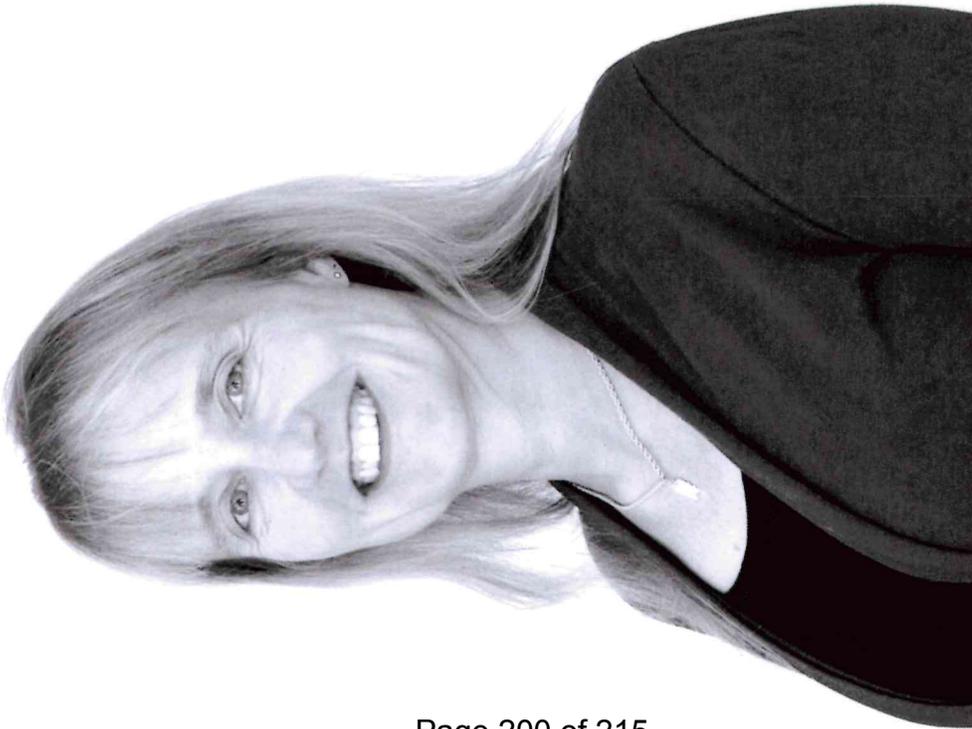
CLIENT FEATURE

Cinareo

Karen Elliott

Co-founder

Cinareo





CLIENT FEATURE



Robert Onley
CEO & General Counsel

NotaryPro



Chris Giantsopoulos
Business Advisor
& Venture Specialist

Question & Answer



Need clarification? Please feel free to ask any questions you may have at this time.

Thank You

Thank you for your interest in Spark Centre, Durham Region, Northumberland County and the Eastern Ontario Innovation Corridor (EOIC).

sparkcentre.org | info@sparkcentre.org



In Loving Memory of
Janet Arsenault

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: 2024-EDT-2
Date: January 9, 2024

Subject:

Tourism Delivery in Durham Region and Comments on Central Counties Tourism Draft 2024-2025 Business Plan

Recommendation:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That this report be submitted to Central Counties Tourism as Durham Region's comments on their draft 2024-2025 Business Plan, and that Central Counties Tourism be advised that Durham Tourism (Durham Region Economic Development and Tourism Division) remains the preferred Destination Management Organization for Durham Region;
 - B) That the Region continue to collaborate with Central Counties Tourism and area municipal tourism staff and organizations to promote, support, and develop the tourism industries in Durham Region;
 - C) That this report be sent to all other municipalities covered by the work of Central Counties Tourism, the Ministry of Tourism, Culture, and Sport, and Durham's area municipalities.
-

Report:

1. Purpose

1.1 The purpose of this report is to:

- a. Provide historical background of Durham Tourism's formation and ongoing role as the Destination Management/Marketing Organization (DMO) for Durham Region;
- b. Provide an overview of Central Counties Tourism and their role in tourism programming delivery in Durham Region;
- c. Provide comments on the Central Counties Tourism 2024-2025 Draft Business Plan;
- d. Advise members of the Planning and Economic Development Committee that a delegation from Central Counties Tourism plans to appear before area municipalities and Regional Council in 2024.

2. Previous Reports and Decisions

- 2.1 Region of Durham Report – Durham Regional Tourism Development Strategy ([87-73](#)) (April, 1987), establishes a new strategy for tourism programming delivery by the Region.
- 2.2 The Region of Durham Report – Economic Development Activity Report, January to April 1987 ([63-87](#)) (June, 1987).
- 2.3 The Region of Durham Report – Tourism Durham Marketing Strategy ([1998-A-51](#)) (June, 1998), detailing the completion of a new Tourism Marketing Strategy for Durham Region and the formation of a tourism advisory group, which still meets regularly.
- 2.4 The Region of Durham Report – Departmental and Commissioner Name Change ([1998-A-54](#)) (June, 1998) – detailing that a dedicated staff person was hired in 1995 to develop and enhance the Tourism Industry and that the Department name would be changed to include the Tourism mandate.
- 2.5 The Region of Durham Report – Durham Tourism Leadership Team Update ([2007-A-28](#)) (May, 2007). A new tourism strategy was created and launched by the Region, with implementation support from the Durham Tourism Leadership Team.
- 2.6 The Region of Durham Report – North Durham Tourism Pilot Project Outcome and New Tourism Program Coordinator ([#2019-EDT-13](#)) (September, 2019) – a new position was created to focus on tourism industry development in the Region's northern townships.

- 2.7 The Region of Durham Report – Ready Set Future: Five Year Economic Development and Tourism Strategy and Action Plan was endorsed in December, 2022 ([#2022-EDT-15](#)).

3. Background

- 3.1 Durham Region is a vibrant tourism destination, offering urban excitement and country charm. With three lakefronts, robust trail system, fantastic array of tourism operators, 14 downtown and main street areas, many live entertainment venues and much more, Durham Region offers a premier four-season tourism destination.

Durham Tourism

- 3.2 The tourism sector has been recognized by the Region of Durham as a sector that plays a key role in regional economic success and job creation since 1983. Since that time, it has been noted in staff reports and strategies that tourism plays a role in not only developing the sector, but achieves broader economic development objectives by improving “community recreational, cultural and shopping facilities which creates a more stimulating environment for local residents and which, in turn, attracts more economic development. (Durham Regional Tourism Development Strategy, April 1987)” Over the past 40 years, Regional resources have been dedicated to developing the sector, increasing visitor spending, and retaining and creating local tourism jobs.
- 3.3 The Region of Durham’s first tourism strategy was developed in 1987. This strategy was developed in collaboration with municipal partners and tourism industry professionals from across the region and province. This strategy included plans to establish a brand for Durham Tourism and undertake specific marketing activities.
- 3.4 A dedicated staff person was hired for tourism in 1995 and the team has grown since that time. In 1998, The Economic Development Department underwent a name change to Economic Development and Tourism to better reflect a dedicated focus on tourism. A Durham Tourism marketing strategy was also completed in 1998.
- 3.5 A Durham Tourism Leadership group, convened by the Region’s Economic Development and Tourism team and comprised of representatives from across the region, began meeting regularly in 2007.

- 3.6 The Durham Region Economic Development and Tourism Division represents all eight area municipalities, and the tourism team now operates under the consumer brand “Durham Tourism.” Durham Tourism is responsible for initiatives such as:
- a. Undertaking numerous promotional activities that promote Durham Region as a great place to visit year-round;
 - b. Collaborating or partnering in delivering events, festivals, and campaigns with a diverse group of partners including Durham Farm Fresh, Area Municipalities, Chambers of Commerce and Boards of Trade, Business Improvement Areas (BIAs), local event producers, and others.
 - c. Leveraging tourism efforts to achieve broader economic development goals such as attracting investment, promoting local shopping at locally-owned and operated retail stores, attracting overnight accommodations, and enabling growth in the creative industries, especially the Film and Television and Music industries;
 - d. Collaborating and partnering with others to develop new assets, tourism products, and initiatives such as a rural cycle tourism;
 - e. Developing and maintaining DurhamTourism.ca, as well as a number of social media channels with large followings;
 - f. Producing the semi-annual Durham Region Discovery Guide publication;
 - g. Partnering with Central Counties Tourism, Destination Ontario, area municipalities, and other groups to amplify Durham’s collective value proposition for tourism and tourism investment;
 - h. Attracting and managing, or partnering to manage, competitive sport events and multi-sport games;
 - i. Providing dedicated tourism staff to support and develop tourism industries in specifically the rural areas of Durham;
 - j. Leading collaborative efforts across Durham Region through the Municipal Tourism Leadership Group, which represents all eight area municipalities.
- 3.7 Ready Set Future, Durham Region’s Economic Development and Tourism Division’s Strategy and Action Plan, was developed in collaboration the Region’s many economic partners, including Durham’s area municipalities, post-secondary institutions, major employers, entrepreneurs, the Chambers of Commerce and Boards of Trade, Durham Workforce Authority, the Mississaugas of Scugog Island First Nation, Business Advisory Centre of Durham, the Arts, Culture and Creative Industries, Business Improvement Areas, the Innovation Community (including Spark Centre, 1855 Accelerator and OPEN.Innovate), Central Counties Tourism, and other internal Regional Departments.

- 3.8 Ready Set Future details numerous actions to be completed by Durham Tourism. In addition, the Tourism Action Plan is one of the associated plans being developed as an action item of Ready Set Future. These plans are:
- a. Growing Agri-Food Durham ([#2022-EDT-10](#))
 - b. Growing North Durham Plan ([#2023-EDT-2](#))
 - c. Invest Durham Marketing Action Plan ([#2023-EDT-5](#))
 - d. Durham Tourism Action Plan (In Development)
 - e. Investment Attraction Plan (In Development)
- 3.9 Durham Tourism’s Draft Action Plan is being circulated for comment with area municipal staff and is anticipated to be brought to Planning and Economic Development Committee for endorsement in early 2024.
- 3.10 Ready Set Future sets out that “Durham’s Tourism activities will achieve broader goals beyond attracting visitor spending; our activities will also strengthen the region’s overall Quality of Place, enhance the vibrancy of our urban and rural downtowns, and ensure that Durham is both magnetic and memorable.”
- 3.11 Ready Set Future identifies that tourism marketing is a key activity within broader tourism actions to create jobs, grow creative industries such as film and music, increase creative industry exports, and have a defined focus on place excellence to deliver broader economic development objectives.
- 3.12 Ready Set Future identifies that Quality of Place is consistently a crucial factor in investment attraction, talent attraction, and talent retention. It is a key component of quality of life for residents, contributing to social well-being. As strong creative industries contribute significantly to Quality of Place, a regional approach to growing creative industries will enable our existing cultural and creative industries such as film, music, culinary, festivals and events to expand, thrive, and create additional jobs.

Recent Durham Tourism Achievements

- 3.13 Durham Tourism has achieved enormous social media follower and engagement growth to over 40,000 across all tourism channels through its targeted focus on primary target audiences and content centred on urban excitement and country charm. [Durham Tourism’s Instagram](#) has grown to 12,900 (a 38 per cent annual growth) with an engagement rate of over four percent.

- 3.14 The [Shop Where You Live, Shop in Durham campaign](#)—a joint effort with Durham’s Chambers of Commerce and Boards of Trade—achieved a 61% year over year growth in 2022 in engagement and was delivered collaboratively with partners across the Region again in 2023.
- 3.15 The [Downtowns of Durham](#) project website grew to reach over 62,000 page views in 2022, an increase of 7% over 2021, and new content is continuously added about the 14 extraordinary downtown areas across the Region.
- 3.16 Durham Tourism created a Township of Brock tourism website, and partnered with North Durham events such as Winding Roads Festival, Mural Marathon, and the Uxbridge Holiday Trail.
- 3.17 Durham Tourism celebrated the arts, culture and creative industries through partnerships with events such as Small Town Big, The OMA’s, Springtide Music Festival, Convergence Music Festival, The Troubadour Series and Culture Days.
- 3.18 Staff recently supported the establishment of the inaugural Oshawa Orientation Experience event in partnership with the Greater Oshawa Chamber of Commerce, City of Oshawa, Durham College, Ontario Tech University, Trent University Durham GTA, Downtown Oshawa Business Alliance, Central Counties Tourism and the province of Ontario.
- 3.19 Durham Tourism launched the “[A is for Adventure](#)” apple adventure campaign, featuring many of the vibrant locally-owned and operated tourism operators in the rural areas of Durham that featured apple-based products. A two-page ad was placed in the inside-front-cover of the [2023 Spring Food & Drink Magazine](#).
- 3.20 Durham’s new immersive and experiential [Discovery Guide](#) features wonderful attractions across the Region that contribute to Durham’s Quality of Place.
- 3.21 Durham Tourism successfully won and hosted the award-winning 2019 and 2023 Ontario Parasport Games.

Central Counties Tourism

- 3.22 Central Counties Tourism (known to consumers as York Durham Headwaters) is a Regional Tourism Organization (RTO), also known as RTO6.
- 3.23 Central Counties Tourism represents an area comprised of Durham Region, York Region, Caledon, Dufferin, Erin, Orangeville, Mono and Shelburne. The Central

Counties stated mandate is “to identify sustainable best product and practices that will build a stronger and more competitive tourism industry within the region.”

3.24 Central Counties Tourism was established in 2010 under a framework developed by the Ontario Ministry of Tourism, Culture, and Sport. This framework prescribes that RTOs are to be independent not-for-profit organizations led by a board made up of representatives from the tourism sector. RTOs receive core funding from the Province.

3.25 Central Counties Tourism’s board is responsible for approving annual business plans and determining how to use funding. The Ministry of Tourism, Culture, and Sport reviews the business plans and funding is provided to the RTO in accordance with the transfer-payment agreement.

Area Municipalities

3.26 Some area municipalities have community tourism plans and undertake tourism programming in varying capacities, including in some cases having dedicated staff, or engaging a local organization such as a Chamber of Commerce, to deliver promotional or sector support programming on their behalf.

Tourism Programming Delivery Model in Durham Region

3.27 Destination Management/Marketing Organizations (DMOs) represent the voice of a destination to potential visitors. This can involve attracting visitors, partnering with operators to develop tourism products, providing amenities, working with partners to circulate information to tourists, and ensuring economic competitiveness of the sector.

3.28 Within Durham Region, Durham Tourism is the DMO, and has been since 1987. Durham Tourism works collaboratively with Destination Ontario, Central Counties Tourism, Area Municipal teams, and others, to deliver tourism related marketing, industry support and various other sector-specific activities for Durham.

3.29 Durham Tourism, Central Counties Tourism, and area municipal partners each have distinct roles in the delivery of programming and projects to foster a strong tourism sector.

3.30 Durham Tourism has the lead role in promoting Durham Region as a place to visit. Durham Tourism offers strong support to agri-tourism operators, applies for, and supports the funding of Rural Economic Development (RED) projects focused on downtown revitalization, executes business retention and expansion (BR+E)

projects, nurtures the film, television, and music industries, attracts and plans multi-sport games, and delivers a variety of other sector specific activities. Durham Tourism collaborates with local partners to build marketing projects and plans, while working with Central Counties Tourism to communicate Durham's value proposition for visitors.

- 3.31 Central Counties Tourism is a reliable partner for gaining strategic insights and research on the tourism industry. Durham Tourism benefits from access to Central Counties Tourism data on hotel occupancy, visitor flows, and other information used for potential investments and funding applications. Central Counties also supports ambassador programs, training, and grant writing skills to tourism operators which are key tools needed to achieve a tourism-ready community. Central Counties Tourism's partnership programs, which direct project funding to local tourism operators, is an essential piece of the tourism ecosystem and delivery in Durham.
- 3.32 At the Area Municipal level, tourism teams are responsible for event delivery, production of locally-specific materials and campaigns, and for fostering a strong local slate of arts and cultural programming including festivals and events.
- 3.33 Because economic development and tourism programming is delivered at both the Regional and Area Municipal levels, with various resources and work plans, a collaborative approach is taken to promote the region, support business, and attract investment. To avoid duplication of efforts, Regional and Area Municipal staff have formed the Durham Economic Development Partnership (DEDP), and the Durham Tourism Leadership Team, to coordinate strategies and activities.
- 3.34 Durham Tourism convenes the Durham Tourism Municipal Leadership team, which is comprised of staff from Durham Tourism, Central Counties Tourism, Oshawa Tourism, and from the area municipalities.

4. Analysis and Discussion

- 4.1 Central Counties Tourism presented their 2024-2025 Draft Business Plan at their recent board of directors meeting in November 2023.
- 4.2 There are many valuable action items and goals included in the draft plan, such as providing aggregated visitor data and accompanying analysis, growing engagement with their learning platforms, coaching operators on how to receive funding, and implementing partnership programs. Regional staff broadly support these and other similar action items in the draft plan.

- 4.3 This draft business plan also proposes to expand the scope of their service delivery in a manner that deviates from the current service delivery model in Durham. In an item defined as “*Grow Central Counties Tourism revenues to provide additional core functionality*”, there is an action to “*Create a business case and explore the possibility of becoming the Destination Development and Management Organization for municipalities/regions that do not have the capacity.*”
- 4.4 Central Counties Tourism has not approached staff in the Durham Region Economic Development and Tourism Division about their plans to propose becoming the DMO for Durham Region or its area municipalities. It is unclear if there will be a financial ask, who will be asked, and how much the financial request would be.
- 4.5 For the following reasons, staff recommend that Central Counties Tourism not be engaged by the Region to act as the DMO, and that the Area Municipalities be requested not to engage Central Counties to act as the DMO on their behalf:
- a. Durham Tourism is already the DMO for Durham Region, acting on behalf of the area municipalities, and the scope proposed by Central Counties would duplicate and conflict with Durham Tourism’s existing role.
 - b. Successfully delivering on the action items in Ready Set Future requires that Durham Tourism remain the DMO, Central Counties remains in a support role, and area municipal tourism teams continue to work in collaboration.
 - c. Central Counties Tourism represents a large and diverse pan-regional area defined to consumers as “York Durham Headwaters”. Effectively branding or identifying core target audiences for such a large geography would be far less effective than taking a Regional approach with specific focus on each unique area within Durham Region under a cohesive brand identity.
 - d. Destination marketing activities with an expansive pan-regional approach may create similar challenges to those experienced with attracting FDI through Toronto Global. In that case, there was a disparity between Durham’s financial contribution and results (10.4 per cent of the total municipal funding for only 0.8 per cent of the total jobs created). This disparity highlights the challenges of wide geographic collaboration for the delivery of certain economic development and tourism initiatives that are better suited for local government.
- 4.6 If a Durham Area Municipality is seeking assistance in the delivery of their respective community tourism plans or in promotion of their area municipality specifically, Durham Region’s award-winning tourism team, Durham Tourism, would be best suited to offer that service, due to its ongoing efforts to strengthen the Region’s tourism brand identity of urban excitement and country charm, build quality

of place, and collaborative approach to drive spending to the Region's incredible locally-owned and operated tourism businesses.

- 4.7 As noted in the December 2023 [Province of Ontario Auditor General's report "Value for Money Audit, Tourism Support Programs"](#), *"On December 1, 2017 the Province of Ontario introduced a regulation which gives municipalities the authority to impose a tax, usually called the Municipal Accommodation Tax (MAT). The regulation requires the revenue earned through a MAT to be shared between the municipality and one or more tourism entities. It is generally shared with a DMO or an economic development office of the municipality, so that the funds are reinvested in promoting tourism within the municipal boundaries and not in a broader region (such as with an RTO). If the municipality did not have a destination marketing fee program prior to the MAT, the municipality must share at least 50% of the MAT revenue annually with the DMO."*
- 4.8 There are various models employed by municipalities to distribute and use MAT revenues. In Durham Region, the City of Oshawa has implemented a MAT and formed Oshawa Tourism (a program within the Greater Oshawa Chamber of Commerce) to receive a portion of the MAT.
- 4.9 If additional Area Municipalities in Durham implement a MAT, one possible model could be to retain their portion of the MAT and share the required percentage with Durham Tourism to undertake programming and promotional activities specifically on their behalf. Staff at Durham Region Economic Development and Tourism would welcome the opportunity to discuss this option and enhance further collaboration. In line with best practices and the recent auditor general's report, it is not recommended that MAT revenues be shared with the RTO (Central Counties Tourism).

5. Relationship to Strategic Plan

- 5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. 2.5 Build a healthy, inclusive, age-friendly community where everyone feels a sense of belonging;
 - b. 3.1 Position Durham Region as the location of choice for business;
 - c. 3.2 Leverage Durham's prime geography, social infrastructure and strong partnerships to foster economic growth;
 - d. 3.4 Capitalize on Durham's strengths in key economic sectors to attract high quality jobs;

- e. 3.5 Provide a supportive environment for agriculture and agri-food industries;
and
- f. 5.2 Collaborate for a seamless service experience.

6. Conclusion

- 6.1 Central Counties Tourism have indicated in their 2024-2025 Draft Business Plan an intent to create a business case and explore becoming the DMO for Durham Area Municipalities and other municipalities.
- 6.2 Durham Tourism acts as the DMO for Durham Region and undertakes tourism marketing and sector development programming in collaboration with Area Municipalities to cultivate the brand of urban excitement and country charm, and relies on support from Central Counties Tourism.
- 6.3 Staff recommend the continuation of this current approach to Tourism programming delivery in Durham Region.
- 6.4 To deliver on the actions as set forth in Ready Set Future and its associated plans, Economic Development and Tourism Division staff do not recommend a change in collaborative models for tourism sector development delivery or tourism marketing in Durham Region.

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer

Resolutions from Advisory Committees

Durham Agricultural Advisory Committee

1. Bill C-234: An Act to Amend the Greenhouse Gas Pollution Pricing Act

That we recommend to the Planning and Economic Development Committee for approval and subsequent recommendation to Regional Council:

That Council be advised of Durham Agricultural Advisory Committee being in support of Bill C-234: An Act to Amend the Greenhouse Gas Pollution Pricing Act and be received for information.

2. Independent Electricity Systems Operator (IESO) Battery Storage Sites

That we recommend to the Planning and Economic Development Committee for approval and subsequent recommendation to Regional Council:

That Council be advised of the Durham Agricultural Advisory Committee not being in support of battery storage sites being located on, or adjacent to, agricultural land in Durham Region.