



Investment Attraction Metrics

2023 Annual Activity Report

Planning and Economic Development Committee

Simon Gill | April 2, 2024



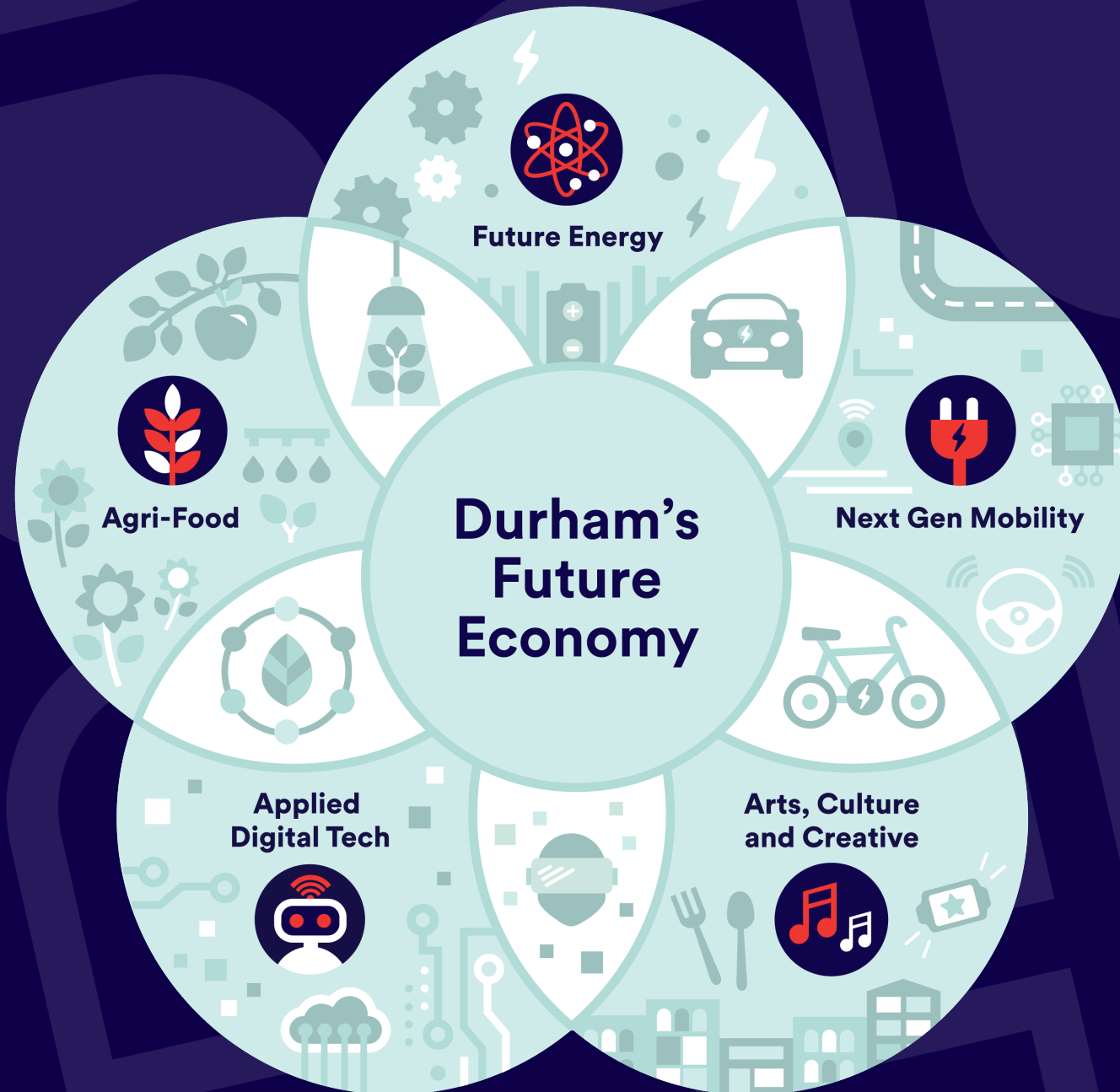
What We Do





Collaboration with DEDP

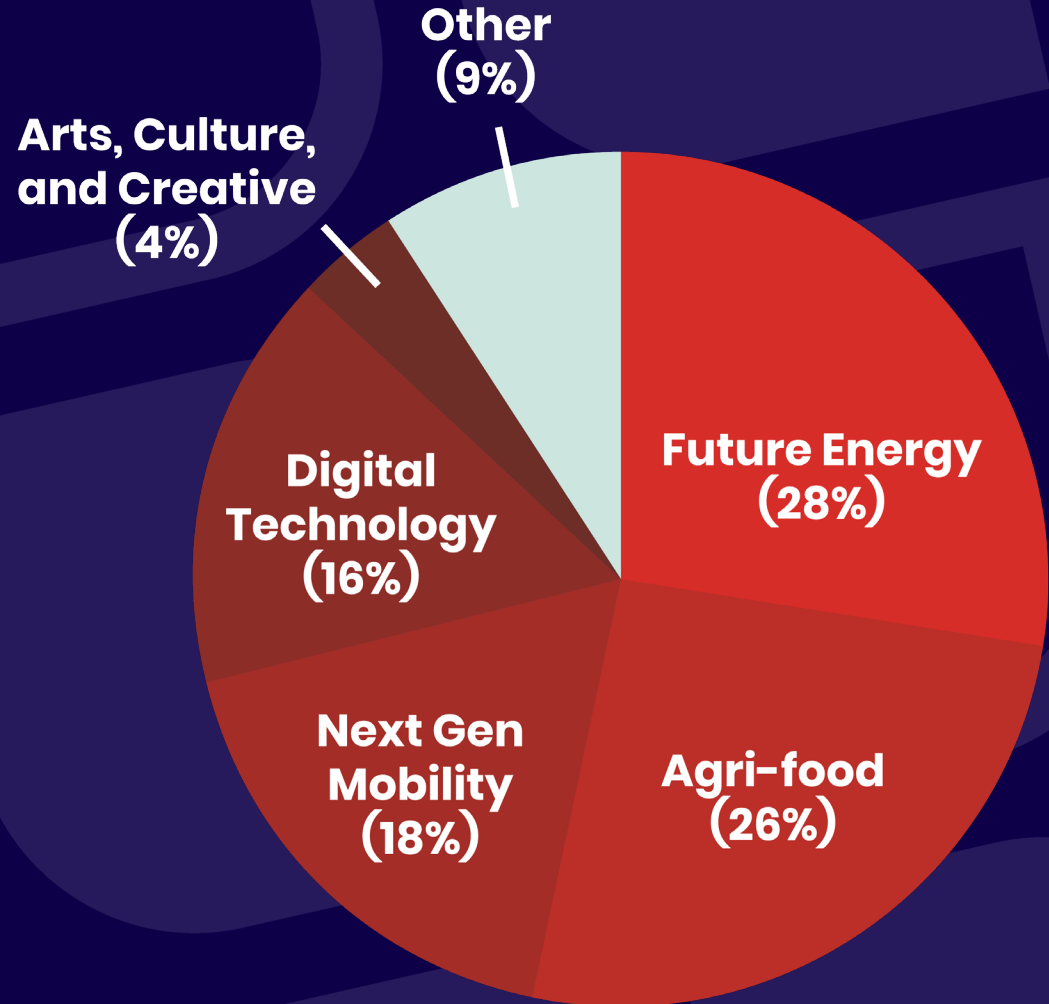
Our Focus



Investment Leads

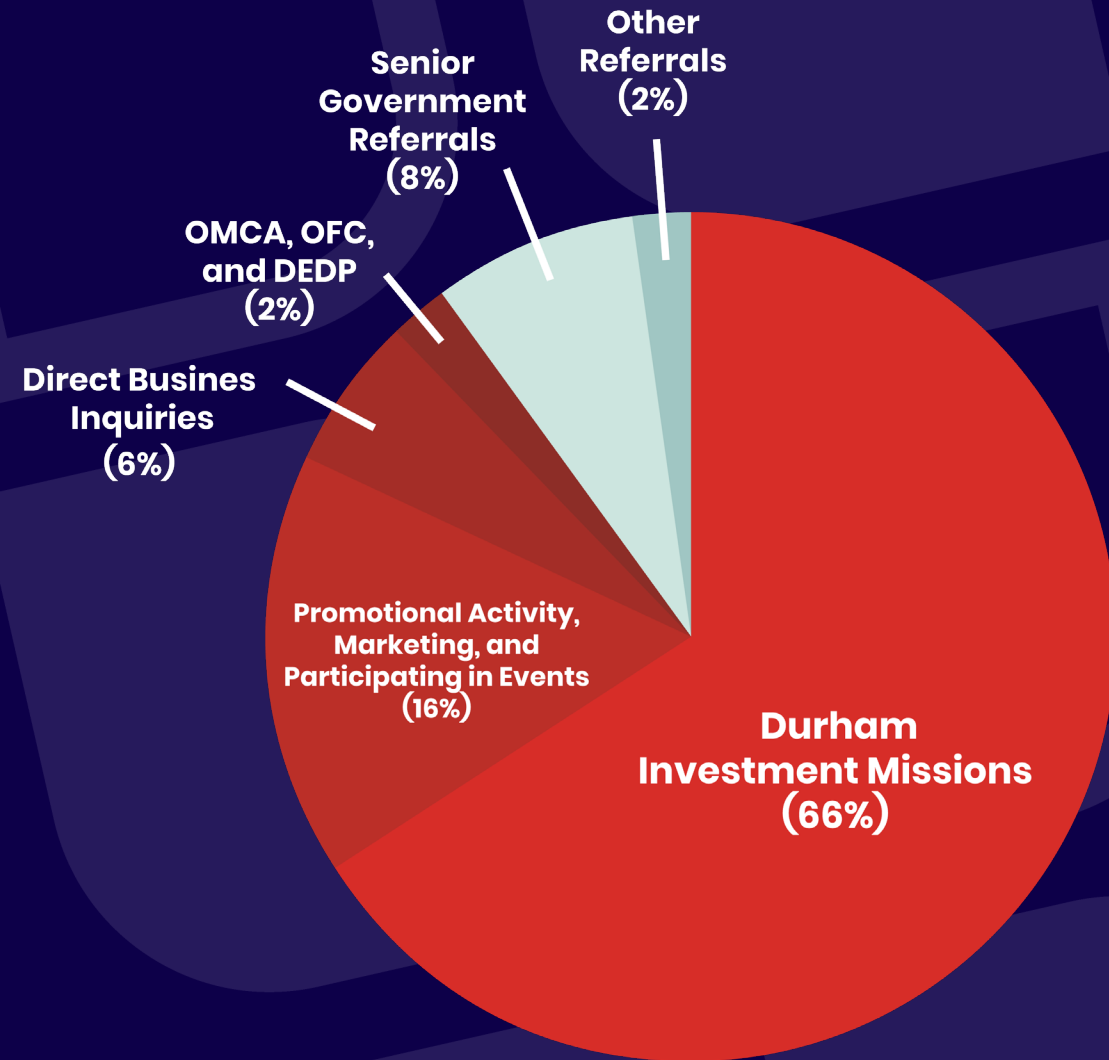
229

91 percent of new leads are in the five priority clusters outlined in "Ready, Set, Future".



Lead Sources

Invest Durham's marketing activities, initiatives, and lead generation represent 90 percent of the total leads.



Investment Attraction Missions

14





Spotlight: Auto Tech Detroit Mission

- Exhibited in Ontario booth
- 10 new leads
- Relationship with MEDJCT
- Relationship with FTCS
- Brand awareness



Supporting Events

22





15

Inbound Delegations

Hosted delegations, and Regional and site tours with prospective investors.

Spotlight: Ontario TIO Delegation

- Ontario Tech University's ACE core research facility and Brilliant Catalyst innovation hub
- Durham College's Whitby Campus and Centre for Food
- OPG Darlington Energy Complex.



Metrics Summary

Annual Metric	Target	Actual
Prospective Investment Leads	125	229
Personalized Pitch Proposals Sent	35	21
Site Selection Services Delivered	N/A (new metric)	35
In-Person Inbound Delegations / Tours	10	15
Number of Investment Missions	8	14
Support or Participate in Other Events	N/A (new metric)	22
Touchpoints with Prospective Investors	1,000	1,886



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Investment Successes

Booming Growth

\$765M

2023 Non-residential
development (estimate)

4M+

Sq Ft of non-residential new
construction (estimate)



Investment Successes

Ajax

- H&M Warehouse / Distribution Centre
- Lakeridge Logistics Centre
- Ajax Industrial on the Park
- 575 Harwood Avenue North
- Bestco Fresh Foods

Brock

- The Social Grounds
- Beaverton Classic Barbershop
- Mike Gibbs Floral Design
- Beaverton Fine Foods
- Canter Coffee

Clarington

- Plastics Manufacturing
- Ontario Power Generation
- Fabrication Shop
- Manufacturing
- Lakeside Storage

Oshawa

- Martin Brower
- Lactalis Canada
- Ontario Power Generation
- General Motors Canada
- New office building
- New Hotel

Pickering

- FGF Brands
- Pickering Casino Resort
- SmartCentres Industrial
- City Centre / CentreCourt

Uxbridge

- Modern office and professional space
- Oak Valley Health Uxbridge Campus (Hospital)
- Chislett Roofing
- Zancon Environmental Inc.
- Rob-Don Distribution Centre

Scugog

- Tessera Group Corporate Headquarters
- Adamson Systems Engineering – Building Addition

Whitby

- CRSC – Whitby Financial Services Centre
- Oshawa Clinic Group – Whitby Health Centre
- Panattoni – 4680 Garrard Rd. Industrial Development
- Hopkins Logistics Hub
- Brookfield Station No. 3



Questions