



2020 to 2023 Business Plan

Service: Economic Development

\$0.09

Cost per day for the
average rate payer
(2020 to 2023)

***1.07%**

Percentage of the
2020 to 2023 City of
London Net Property
Tax Supported
Budget

Who we are:

- These City services work in our community to improve the economic well-being of Londoners through the attraction of new companies, growth of existing business as well as entrepreneurship support activities.
- This is mainly provided through purchase service agreements which include: London Economic Development Corporation, London Small Business Centre, and TechAlliance. This grouping also captures contributions to the Economic Development Reserve Fund and the Municipal Accommodation Tax which supports various capital projects.

What we do:

- The service strives to accelerate and sustain the growth of a strong and vibrant economy and foster private sector investment in the City.
- Organizations provide support and expertise to facilitate the creation of new jobs and attraction of new investments in London that lead to economic growth and overall wealth creation in the London region.

* The average contribution for 2020-2023 Business Plan includes a Council approved contribution of \$5,923,000 to the Economic Development Reserve Fund. This accounts for roughly 67% of the annual net budget.

Why we do it:

- **Traditional** - many cities of comparable size provide similar services. Service activities help create a diverse range of employment and entrepreneurial opportunities in a variety of industries including advanced manufacturing, digital creative, life sciences and more. These activities help create significant economic spinoffs which further contribute to vibrancy in the City and attract new residents to London.

The following table provides an overview of the budget for this service:

Budget Summary (\$000's)	2020	2021	2022	2023	2020 to 2023 TOTAL
Gross Operating Expenditures ¹	\$8,022	\$7,577	\$7,136	\$6,697	\$29,432
Other Revenues	\$0	\$0	\$0	\$0	\$0
Net Tax Levy Supported Operating Budget	\$8,022	\$7,577	\$7,136	\$6,697	\$29,432
Total Capital Expenditures	\$3,478	\$7,532	\$6,428	\$6,178	\$23,616

Reflects 2020 to 2023 Council Approved Budget – January 12, 2021.

¹ As part of the 2020-2023 Multi-Year Budget, contributions to the Economic Development Reserve Fund is planned to be reduced by \$2.4 million to \$3.5 million by 2023.

The following section provides an overview of the key activities the service plans to undertake from 2020 to 2023 to implement the Corporation's 2019 to 2023 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

Service Highlights 2020 to 2023

London Economic Development Corporation: Its strategic plan outlines specific activities and programs in 4 focus areas:

- Invest – attract new foreign direct investment and jobs;
- Accelerate – foster scale up activity, retention and long term growth of existing businesses;
- Talent – connect companies to skilled talent pools;
- Engage – inform internal and external stakeholders of important economic initiatives.

London Small Business Centre:

- Actively seek new sources of revenue and resources to replace lost provincial funding;
- Add sector specific “business growth” programming (e.g. Construction and Trades, Retail);

- Introduce workshops that address the growing participation in the GIG Economy;
- Continue to identify and resource new programs/projects for newcomers, unemployed, and other groups facing barriers to employment.

TechAlliance: Continue growing London’s economy through key initiatives including:

- Supporting – Advisors & Mentors, Entrepreneur 1.0, GROW Accelerator, The Experts;
- Connecting – Tech Talent Exchange @ Western & Fanshawe, Secondary School Awareness Campaigns, Munchies with Mentors;
- Collaborating – Global Entrepreneurship Week in London, Tech Connect, Proteus Innovation Competition.

Risks and Challenges Anticipated in 2020 to 2023

- External factors such as global economic conditions, exchange rates, government incentives and protectionism policies contribute to the competitive environment for business investments.
- Attracting and retaining skilled workforce and building capacity to match available talent to employer needs.
- Measures to prevent the spread of COVID-19 in our community will have a significant impact on the organization’s ability to achieve the Strategic Plan’s outcomes and expected results.

The service directly supports the following components of the Corporation’s 2019 to 2023 Strategic Plan:

Growing Our Economy

London will develop a top quality workforce.

Expected Result: Increase access employers have to the talent they require.

Strategy:

- Increase employers’ access to resources to help achieve best practices in talent recruitment and retention. (GOE-01)

Metric	2019	2020	2021	2022	2023
20 agencies and institutions committed to developing a top quality workforce.	20	20	20	20	20
20 activities to support employers.	4	4	4	4	4
2,350 employer meetings.	500	500	450	450	450

Expected Result: Increase opportunities between potential employers, post-secondary institutions and other employment and training agencies.

Strategy:

- Increase the number of connections between employers, post-secondary students, newcomers and other employment and training agencies. (GOE-04)

Metric	2019	2020	2021	2022	2023
5 activities to support connections of students to business.	1	1	1	1	1
10 activities to support connections of employers to employment and other training agencies.	2	2	2	2	2
5 activities to support connections of employers to newcomers.	1	1	1	1	1

London is a leader in Ontario for attracting new jobs and investments.

Expected Result: Increase partnerships that promote collaboration, innovation and investment.

Strategy:

- Collaborate with regional partners on international missions for new investment attraction. (GOE-10)

Metric	2019	2020	2021	2022	2023
40 regional investment promotion missions.	8	8	8	8	8

Expected Result: Maintain foreign investment attraction, local retention and growth and entrepreneurship support programs.

Strategy:

- Ensure job growth through attraction of new capital from a diverse range of markets and industries. (GOE-20)

Metric	2019	2020	2021	2022	2023
6,000 jobs created.	1,200	1,200	1,200	1,200	1,200
# of active retention and expansion files.	TBD	TBD	TBD	TBD	TBD
# of jobs retained.	TBD	TBD	TBD	TBD	TBD

London creates a supportive environment where entrepreneurs, businesses and talent can thrive.

Expected Result: Increase access to supports for entrepreneurs and small businesses and community economic development.

Strategy:

- Support entrepreneurs, start-up and scale-up companies. (GOE-22)

Metric	2019	2020	2021	2022	2023
2,000 supports provided for start-ups and scale-ups.	500	500	500	500	500
42 activities to support entrepreneurship growth.	14	12	10	10	10

Other reference information and links:

- Strategic Priorities and Policy Committee, September 30, 2019
 - [LEDC – Annual Update](#)
 - [London Small Business Centre – Annual Update](#)
 - [TechAlliance – Annual Update](#)
- [LEDC’s Strategic Plan and Annual Reports](#)
- [London Small Business Centre Website](#)
- [TechAlliance Website](#)

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