



DEVELOPMENT SERVICES REPORT P2012-80

To: Committee of the Whole Council

Date: November 19, 2012

Subject: East Gwillimbury's University (EGU) Project - Expenses to Date

Origin: Development Services, Economic Development & Sustainability Branch

RECOMMENDATIONS

1. **THAT** Development Services Department, Economic Development & Sustainability Branch Report P2012-80, dated November 19, 2012 regarding the EGU project, be received.

PURPOSE

At its meeting of October 15, Council received a report from staff regarding a Public Outreach Program for the EGU Attraction Program. The purpose of this report is to respond to Council's direction to provide details of the \$20,000 project expenses incurred to date.

BACKGROUND

At its October 15th meeting, Committee endorsed an interim Community Engagement campaign, as outlined in Report P2012-76 and amended to include at least 2 public Town Hall meetings with outreach to as wide an audience as possible. At that time, Committee also provided direction to:

- prepare a report providing the exact details of the approximately \$20,000 spent to date;
- obtain input from university students, York Region Advisory Committee, teachers and school administrators as well as large employers in terms of additional training that would assist them in obtaining the required skill sets for their organization; and
- not to proceed with the broad public survey at that time.

As part of the November 5th, 2012 Council meeting, further discussion took place related to implications on the EGU project based on changes at the Province. As a result of those discussions, Council passed the following resolution:

THAT in light of recent developments at the Provincial level, the Community Engagement Campaign be deferred until there is certainty that the provincial selection criteria are forthcoming; and

THAT work such as monitoring developments and building relationships should continue on the Post Secondary attraction project.

This report focuses on the detailed information pertaining to the project expenses incurred to date.

The EGU Initiative is a Strategic and Economically Beneficial Project

In 2006, Council adopted an Employment Corridors & Economic Impacts Report prepared by Watson Associates in association with WCM Consulting Ltd. The Watson Report provided a detailed analysis of the impact of the university development including revenues of approximately \$2.4 million in annual taxes as well as the creation of approximately 2000 direct jobs and a significant amount of indirect jobs.

The Town’s recently adopted Official Plan (June 2010) identifies a series of policies associated with Economic Development activities and the Town’s projected employment population of 35000 jobs by 2031. The Official Plan identifies five key areas of economic growth and development including the post-secondary institution.

East Gwillimbury has a new Strategic Plan for 2011-2014 and one of the pillars of the Strategy is “Manage growth for a community that is environmentally responsible and provides healthy places to live, work, play and learn.” In keeping with the Strategic Plan, it is noted that the Town will support employment opportunities and a vibrant business community. The recruitment of a post-secondary institution will provide business and economic benefits to the Town and to the Region.

The Town’s first-ever Economic Development Strategy (EDS) was adopted by Council earlier this year. A key priority in the EDS is the attraction and development of a post-secondary institution in East Gwillimbury.

ANALYSIS/DISCUSSION

As noted previously, the purpose of this report is to provide details concerning the expenses to date for the EGU project. The following is a summary of the projects activity and related expenses:

AMOUNT	PROJECT	FUNDING SOURCE
\$5,085.00	Prospectus Phase 1 Documents (MDB & YFactor) <ul style="list-style-type: none"> ▪ production of high quality presentation materials used by the project team to undertake a series of outreach meetings and engage key organizations (i.e. York Region, several post-secondary institutions, potential partners such as South Lake Regional Health Care Centre and Provincial Ministries) 	\$13,000 was originally anticipated to be funded in part from the Town’s budget and in part through CFDC funding. \$8,500 - sourced through South Lake

	<ul style="list-style-type: none"> ▪ critical information gathering for and by the project team to inform next steps in the recruitment strategy ▪ facilitating valuable information sharing and knowledge transfer amongst certain post-secondary institutions (Guelph, Ryerson, York U) ▪ promotion of Town's objectives and aspirations to secure potential partners (i.e. South Lake, York Region and the Ministry of Colleges and Universities). ▪ Information and presentation materials for outreach meetings undertaken with: <ul style="list-style-type: none"> - Dr. Helena Jaczek, MPP - Julia Munro, MPP - Peter Van Loan, MP - Hon. Glen Murray, Minister of Training, Colleges and Universities - Glenn Craney, Sr. VP, York University - Sheldon Levy, President of Ryerson University - Alistair Summerlee, President of Guelph University - Bill Fisch, Chair of Region of York - Dave Williams, President of Southlake Regional Health Centre 	CFDC Community Innovation Fund Application No. 1
\$1800.00	Prospectus Phase 2 Documents (MBD & YFactor) <ul style="list-style-type: none"> ▪ high quality submission materials in "flat-plan" format to secure institutional partners for ultimate bidding process and formal submission to Provincial process ▪ project suspended in April 2012 ▪ draft "flat-plan" document submitted to be built upon and completed once project commences 	See CFDC above

TWO-PHASE CHARRETTE PROCESS (VISION & DESIGN)		
AMOUNT	PROJECT	FUNDING SOURCE
\$6,000.00	Phase 1 Visioning Charette Preparation - Planning Alliance <ul style="list-style-type: none"> ▪ assistance with charette format and structure 	\$37,000 was originally anticipated for this part of the EGU Project and

	<ul style="list-style-type: none"> ▪ research, preparation of graphics and presentation materials for campus typologies used for the development for the staff presentation and handout materials for attendees 	was to be split 50/50 between the Town and South lake CFDC funding
\$5,688.42	Western Management Consulting <ul style="list-style-type: none"> ▪ facilitating charette discussions ▪ preparation of materials for breakout session facilitators ▪ consolidation of input received ▪ preparation of the Charette Outcome Report presented to Council on October 1 	\$6,000 - sourced through South Lake CFDC funding (one third of the \$18,500 awarded for the 2 phased charette process Application No. 2)
\$1,250.00	Silver Lakes Golf Course <ul style="list-style-type: none"> ▪ venue and refreshments (breakfast and lunch) 	\$6,738.42 – Town
\$19,823.42	Total Expenses to Date	

Prorogued Provincial Parliament

On October the 15th, the Premier of the Province prorogued Provincial parliament, suspending most legislative activities. Prior to this event, the Town's information suggested that the Provincial process and criteria for establishing new post secondary classroom space would be released in the Fall of 2012. It is unclear at this time, but it may be safe to assume that any definitive policy initiative of this type will be affected by current events and delayed.

Next Steps

A post-secondary institution would be a significant employment generator creating both direct and indirect jobs. In addition, the post-secondary institution could also attract related investment such as business park and/or office, research and industrial investments.

The EGU attraction program initiatives undertaken in 2012 have created significant interest in the project both locally and throughout the Region. The Town's aspirations have become well known in many areas of academia, government, and business. In addition, the work conducted to date will continue to be useful as the Program continues. The research materials and deliverables will be used to help the Phase 2 Charette process (Urban Design) and will ultimately be helpful in the preparation of a formal bid to the Province. The Economic Development and Sustainability Branch would recommend that the initiative be continued into 2013 and that this be considered as part of the 2013 Business Plan and Budget discussions.

FINANCIAL IMPLICATIONS

As part of the Council approved Business Plan and Budget for 2012, an EGU Attraction Program was identified as a capital project. The following is an overview of the revenue sources identified for the EGU project.

EAST GWILLIMBURY UNIVERSITY ATTRACTION PROGRAM CAPITAL PROJECT BUDGET AND FUNDING SOURCE FOR 2012	AMOUNT
South Lake Community Futures Development Corporation Grant Attraction Program Prospectus (November 2012)	\$8,500.00
South Lake Community Futures Development Corporation Grant Two Phased - Post Secondary Visioning & Campus Design Charette (May 2012)	\$18,500.00
2012 Budget – CAO Contingency Account (August 13, 2012 CWC)	\$21,500.00
TOTAL	\$48,500.00

EAST GWILLIMBURY UNIVERSITY ATTRACTION PROGRAM PROJECT EXPENSES FOR 2012 (CAPITAL ONLY)	AMOUNT
Prospectus Project (Phase 1 completed and Phase 2 suspended)	\$6,885.00
Charette Project (Phase 1 Visioning Completed) Phase 2 Urban Design Charette on hold	\$12,938.42
TOTAL	\$19,832.42

It is important to note that the total revenue noted in the table above include funding from the South Lake CFDC associated with the Phase 2 Charette which is currently on hold. Staff have received an extension to this funding contract to have the funds spent not later than March 31, 2013. In the event that the Phase 2 Charette does not take place by this time, the CFDC funding will be forfeited (approximately two thirds of the total \$18,500.00. funding).

The post-secondary institution remains an important element of the Town's economic growth and has been included as a primary objective in both the new Official Plan and the Town's Economic Development Strategy. The Region's recent economic development action plan also includes a post-secondary strategy which will be a 2013 project involving area municipalities. Based on research conducted by the staff team involved in the post-secondary recruitment program over the last year, it has become evident that the costs associated with an attraction and bidding process, involving the retention of partners, may be in the range of \$350,000. The post-secondary attraction program is proposed to be discussed as part of the 2013 Business Plan and Budget process.

ALIGNMENT WITH STRATEGIC PLAN

The Economic Development Strategy supports the pillar “Manage Growth for a community that is environmentally responsible, profitable and provides healthy places to live, work and play and learn” as it provides guidelines that ensure business development and job creation form an integral part of the Town’s projected growth.

This report has been reviewed by the Senior Management team.

Prepared by:

Reviewed & Approved by:

Original report signed by

Original report signed by

Dan Stone, MCIP, RPP, Manager
Economic Development & Sustainability

Acting General Manager
Development Services

Approved for Submission:

Original report signed by

Thomas R. Webster
Chief Administrative Officer