









Mayor's Message

The City of Oshawa is charting a path of ambitious growth, anchored by thousands of new employment opportunities while welcoming many new companies to our community. The Conference Board of Canada projects Oshawa GDP will grow by 4.4% in 2022, with 2023 GDP growth forecasted at 2.2%.

With resilience amidst a global pandemic, the City of Oshawa is reporting 2022 year-to-date building permit activity exceeding any year in Oshawa's recorded history. Our previous annual building permit record was set in 2017 at \$614 million. The City has shattered this record with \$845 million in building permit values in 2022, which is double the pace of 2021. With Census Metropolitan Area population growth of 2.1% in 2020 and 2.3% in 2021, Oshawa is one of the fastest growing communities in the country.

At the Truck Assembly Plant, GM Canada has added light-duty pickup production and a third shift, creating more than 2,600 jobs, highlighting GM's more than \$2 billion in investments to transform its manufacturing operations in Ontario. Industrial tenants continue to fill Panattoni Development Company's state-of-the-art facilities where major employers such as Aosom Canada Inc. and GEODIS are hiring. We invite you to join us, as new companies continue to follow the momentum of our amazing community.

Dan Carter Mayor, City of Oshawa

CAO's Message

Companies across the G.T.A. are discovering the unique opportunities that Oshawa provides—the proximity to major North American markets, worldclass research facilities and a pipeline of talent approaching 30,000 post-secondary students. A community exceptionally positioned to live, work, learn and invest in.

Looking towards our economic future, the Northwood Business Park presents the City's next prime employment development opportunity. Approximately 202 hectares (500 acres) of developable land designated for employment and commercial uses will attract further investment in proximity to our post-secondary institutions and the Oshawa Executive Airport.

The Community Profile provides a snapshot of our progress as well as a vision of our dynamic future. We look forward to shaping that future with you.

Tracy Adams

Chief Administrative Officer, City of Oshawa



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The Oshawa Advantage

There are many advantages to doing business in Oshawa, which include an educated talent pool, innovative assets and value. With one of the highest rates of population growth in Canada, residents and companies across the Greater Toronto Area (G.T.A.) are taking notice.

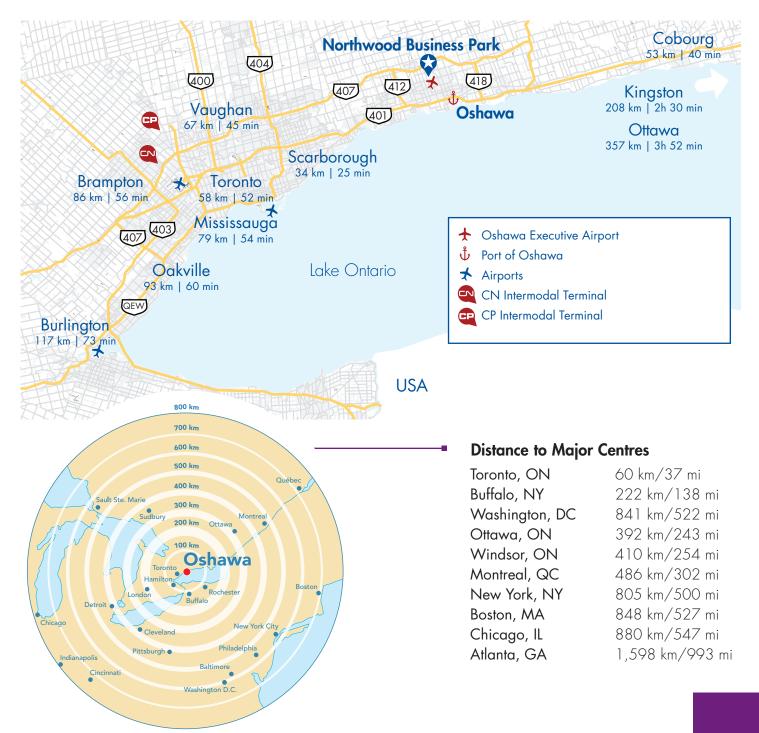
Talent The City of Oshawa is a gateway to the most populous region of Canada and one of the largest concentrations of economic activity in North America. Oshawa offers a labour force of over 1.2 million workers within a 45 minute commute. The city is home to a rapidly growing student population approaching 30,000 across three top ranking post-secondary institutions: Durham College, Ontario Tech University and Trent University Durham GTA. Oshawa post-secondary institutions have graduated over 120,000 alumni around the world. Market-driven education combined with globally-renowned research facilities have created a unique concentration of Oshawa talent that is sought after by top companies.

Innovation Digital transformation continues to reward businesses that adapt to change. The challenges brought on by the global pandemic have brought a renewed interest in Oshawa, as new technology adoption empowers companies and employees to redefine the workplace. As evidenced in a report released by CBRE, Oshawa has been ranked as one of the top five markets for tech talent growth across Canada.

Value Oshawa companies enjoy the benefits associated with doing business in Ontario, Canada. According to the Conference Board of Canada, remote work continues to provide Torontonians with an opportunity to move to cities with a lower cost of living such as Oshawa.

Canada has one of the lowest costs of doing business in the world, including generous R&D tax incentives and the second lowest business costs among the G7 countries according to KPMG. According to The World Bank, Canada is the easiest place to start a business in the G20. Locally, Oshawa industrial and downtown development has an exemption from development charges. Our city continues to embrace a large influx of millennials and young families who are seeking value and proximity to the G.T.A. You will continue to find both in the City of Oshawa.





Access and Connectivity

Located along the north shore of Lake Ontario, the City of Oshawa is the largest urban municipality in Durham Region and is the eastern gateway to the G.T.A. Companies in Oshawa have quick and convenient access to Canada's largest consumer market of more than 5 million people and are located within a day's drive of more than 120 million Canadian and American consumers. With easy connections to multiple U.S.A. border crossings into New York, Michigan and Minnesota, Oshawa offers superior access to American markets.

Oshawa Executive Airport The Oshawa Executive Airport features a modern terminal, capable of facilitating corporate business travel and general aviation. The airport offers dual runways able to service a broad range of aircraft, modern navigational aids, hangar space and a variety of aviation services to meet business needs.



Roads Infrastructure Highway 407 East provides Oshawa with another point of access across the G.T.A. With tolls now removed from Highways 412 and 418, highway travel around the region offers more convenience than ever.

GO Train East Extension Recently approved in the Provincial budget, the Lakeshore East GO Train extension has an estimated economic value of \$1.1 billion in transit-oriented, walkable urban development. The expansion is estimated to generate 21,000 permanent new jobs. There is an estimated \$70 million in annual savings to residents via reduced commuting time and improved road safety. Furthermore, a 50 million kilometre per year reduction in private vehicle use is expected, significantly reducing the amount of CO₂ emissions.



Oshawa Port The Port of Oshawa welcomed 78 vessels in 2021. Looking at 2022, Oshawa's port is poised for growth. After posting an all-time record total shipping volumes in 2020, the port saw increases in fertilizer and finished steel in 2021, with total shipping volumes 3% above the five-year average. Hamilton Oshawa Port Authority (H.O.P.A.) plans to build on Oshawa's current cargo levels by upgrading its port facilities and infrastructure in the coming years, namely, increasing capacity for agricultural cargoes and the port's allowable draft.

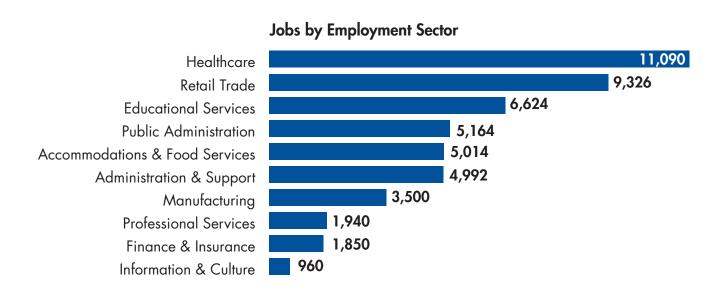
The Federal Government announced approximately \$14 million for an export expansion project at the Oshawa Port. As the recipient, the Hamilton-Oshawa Port Authority is contributing \$16 million, representing a total investment of nearlly \$30 million. With this investment, new infrastructure will be built to modernize operations in the port's main area and position it for growth.



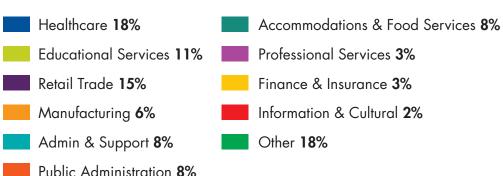
A Transforming Economy

Oshawa's economy continues to show resilience as of one of Canada's top 7 mid-sized cities for real G.D.P. growth from 2023 to 2026. Oshawa's favourable proximity to Toronto, Canada's most important economic hub, has led Oshawa to achieve some of the highest population growth in Canada, bringing with it an influx of new talent in the community. As more employers allow employees to work fully remotely, the Conference Board anticipates that some Torontonians will opt to move to cities such as Oshawa that benefit from a lower cost of living.

The Conference Board of Canada anticipates Oshawa's G.D.P. growth to be 4.4% in 2022 and a further 2.2% in 2023. The report also anticipates manufacturing output in the Oshawa area will grow by 8.5% in 2022, while construction output will grow by 4.3% in 2022. The projections point to a significantly improved job market, with employment predicted to expand by 5.9%. The opening of GM Canada's Truck Assembly Plant and strong non-residential construction activity are seen as key factors in the rebounding of Oshawa's manufacturing sector and the recovery of Oshawa's construction output.

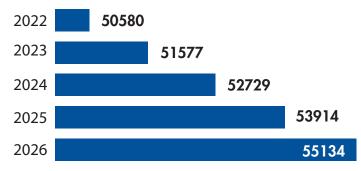


Oshawa's dynamic and diverse economy is composed of:

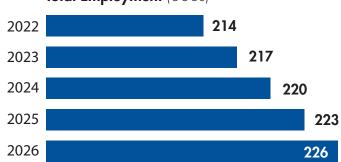




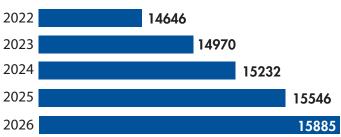
Household Income Per Capita (\$)



Total Employment (OOOs)



Real GDP at Basic Prices (\$ millions)



GDP Projections Canada

2022 **3.5**% 2023 **1.75**% 2024 **2.5**%



A Dynamic City

ACE Moving Ground Plane Ontario Tech University, home of the ACE Climatic Wind Tunnel unveiled a new milestone which places Canada on the technological forefront of climatic aerodynamic research and development.

The addition of a seven-metre (22.96 foot) single belt Moving Ground Plane, a giant belt that acts as a road moving under a vehicle, will reproduce aerodynamic forces against moving vehicles while measuring physical characteristics in real-world conditions.

The ACE Moving Ground Plane offers diverse industries with "Plug and Play" tools to conduct research in a high-tech environment: helping companies and researchers create new energy-efficient products such as active aero, energy efficiency maximization, and carbon emission reduction.



O.V.I.N. Ontario Vehicle Innovation Network

(O.V.I.N.) is a Provincial program created to encourage the collaboration of industry, academia and government for the development of connected and autonomous vehicles. As one of the six Regional Technology Development Sites (R.T.D.S.), Durham Region works alongside partners to create a space for small to medium-sized enterprises to test and validate emerging technologies and prototypes.

Environmental and Related Technologies Hub (EaRTH District)

As the global climate crisis accelerates, Ontario Tech University Durham GTA, Durham College and Trent University have joined together with Centennial College and University of Toronto Scarborough (UTSC) to advance clean, green, sustainable solutions, such as net-zero vertical farming and technology to reverse groundwater pollution. Today they officially launch the Environmental and Related Technologies Hub (EaRTH District) in the eastern G.T.A. region.

Dedicated to fueling sustainable, resilient communities locally and around the world, EaRTH District will develop the region's sustainable technology sector through research, academic programming and commercialization of advanced technology. An EaRTH-commissioned study

projects the district to generate \$8.4 billion in total direct cumulative output, \$1 billion in taxes and more than 4,000 jobs over the next two decades.



Panattoni Phase I and II

Panattoni Development Company is one of the largest privately held, full service developers in North America. In the past decade, the company expanded operations into the Canadian marketplace and into Europe. Panattoni has focused its resources on creating solutions for tenants in the industrial and suburban office markets. Panattioni has developed an 11 hectare (27 acre) site at the Southeast corner of Thornton Road South and Wentworth Street West with two industrial buildings totaling 58,646 sq. m. (631,000 sq. ft.).

Post Lofts 47 Simcoe Street South

Atria Development continues to play a key role in Oshawa's downtown revitalization, with the acquisition of 47 Simcoe Street South, a former Canada Post building. Atria's new development is anticipated to be an eight storey 143 unit mixed-use, mid-rise building

With the announcement of a third shift at the Truck Assembly Plant, **GM Canada continues** its hiring campaign of 2,600 employees in the fields of manufacturing, engineering and business. With a strong hiring focus on diversity and inclusion, 50% of the new Oshawa Truck plant workers are women.

that preserves the original building façade and unique architecture that have made 47 Simcoe Street South a significant landmark in Oshawa's downtown.

Richmond and Mary Development

This proposal for two 18-storey residential towers will bring 630 units of living space to Downtown Oshawa. The project will also include 557 sq. m. (6,000 sq. ft.) of commercial space on a two storey podium.



Northwood Business Park

Comprised of 202 hectares (500 acres) of developable employment land, this area has the advantage of being located in proximity to the Ontario Tech University/Durham College main campus, Highway 407 East and the Oshawa Executive Airport. A plan for regional servicing of Northwood has now been approved.

Property details

Gross Area +/- 292 hectares (722 acres) **Developable Area** Estimated +/-202 hectares (500 acres)

Oshawa Official Plan Land Use Designations

Industrial, Special Purpose Commercial and/or Local Central Area, Open Space and Recreation.

Frontage Thornton Road North, Stevenson Road North, Taunton Road West and Conlin Road West.

Zoning (Arterial Roads) Select Industrial, General Industrial, Special Purpose Commercial, Planned Commercial Centre, Automobile Service Station, Park Open Space, Environmentally Sensitive Open Space, Hazard Lands Open Space and/or Urban Reserve.

Servicing Approved and budgeted by Region of Durham.

Highlights

- Location bounded by Taunton Road West to the south, the Oshawa-Whitby boundary to the west, Highway 407 East to the north and the Oshawa Creek to the east.
- Northwood Business Park consists of multiple privatelyheld properties with a distribution of open space areas.
- Water and sewer infrastructure projects are being advanced by the Region of Durham.
- Pre-zoned employment lands.
- Minutes to Highways 401 (Stevenson Road South), 407 East (Simcoe Street North), 412 and 418.
 Adjacent to the Oshawa Executive Airport. Served by Regional Bus Transit.
- In proximity to leading post-secondary institutions and research facilities — Ontario Tech University, Durham College, and The Automotive Centre of Excellence (ACE).
- Environmental Assessment for Stevenson Road North is anticipated to be completed in 2023.



A Growing Community

The Oshawa Census Metropolitan Area (CMA) is leading the country in population growth. According to Statistics Canada, the Oshawa CMA achieved a population growth rate in 2020 of 2.1% and 2021 growth of 2.3%. This growth is projected to continue to lead all of Durham Region up to 2041. The City of Oshawa has made national headlines as a top destination for those migrating out of Toronto.

According to a 2021 HuffPost article, Oshawa is one of the best cities to move to within the G.T.A. Oshawa, which ranked fifth, was the only municipality in Durham Region to make the list. Oshawa's low unemployment was also a factor in Oshawa's ranking, with the article citing that the number of jobs in Oshawa is up by 3.2% compared to 2020. According to the Conference Board of Canada, Oshawa benefits from being close to Toronto, Canada's largest consumer market. Being only 60 kilometres (37 miles) east of downtown Toronto, Oshawa is becoming increasingly attractive to young families seeking more affordable homes than those in Canada's largest cities. The spillover housing demand from Toronto is lifting activity in several sectors, including construction, finance, insurance, and real estate.

Columbus Part II Plan is anticipated to progress to the public planning stage in 2023 and includes new growth areas to accommodate up to 28,000 new residents. The Proposed draft plan includes new growth areas of 376 hectares (929 acres) of developable land and a range of 7,450–11,350 units in a mix of low, medium and high density residential developments.

Kedron Part II Plan is expected to accommodate 22,000 new residents on 466 hectares (1,151 acres). Ten new schools and a number of new parks are expected. The plan permits for up to 22,483 sq. m. (242,000 s. ft.) of commercial space.



Canada has the #1 best quality of life in the world —US News & World Report Ranking Magazine

2031 Population Projection

1,000,000 Durham Region Residents

Oshawa Tourism

Oshawa Tourism is here to expose you to the incredibly active, unique, creative, and engaging collective of makers, creators, and businesses within our vibrant community. Register for



their newsletter to have first access to all the big things happening around the city: OshawaTourism.com

With a projected population approaching 197,000 in 2031, the number of Oshawa residents is expected to grow by 12.3% over the next nine years.

Durham Region Population 683,604 Millennial (25-34) 12% Foreign Born Rate 24%

Did you know the average commuter from Oshawa to Downtown Toronto will spend:



Commuting - that's 3 working months!

\$18,748



(Fuel, Maintenance etc.)

\$20,412



(Salary x Travel time)

You are losing 3 working months in time... and nearly \$40,000 in total costs.

Source: Durham Recruiting



Living in Oshawa

Oshawa continues to establish momentum as an economic hub and destination within the G.T.A.; one that new residents and companies are gravitating to more than ever. Our population growth has been amongst the highest in Canada, with 2022 being a landmark year of construction to meet the needs of our growing community and one of the best places to live, learn, work and invest.

The quality of life benefits of working within our community are significant. Durham Recruiting estimates that residents travelling from Oshawa to Toronto will spend an average of 690 hours commuting (the equivalent of three working months) and over \$18,000 on hard costs such as fuel and vehicle maintenance. With so many new employment opportunities on the horizon, combined with a shift towards remote work, Oshawa residents have greater choice in choosing to work where they live, to spend more time with loved ones and to enjoy a lifestyle that has made our city one of the fastest growing communities in Canada.

Parks and Trails Oshawa's parks and recreational trail system encompasses almost 410 hectares (1013 acres) of parkland and provides more than 27 kilometres (16.7 miles) of paved surface for you to explore. The parks and recreational trails are a great place to enjoy Oshawa's outdoors with friends and family.

Culture and Festivals Oshawa is an amazing place to host a special event or festival. The City of Oshawa has a wide variety of venues including parks, arenas and facilities. The City is committed to further enhancing and expanding events within our community. We host and facilitate many annual events and tournaments ranging from one-day celebrations to multi-day festivals.

These events attract up to more than 30,000 spectators and visitors from across the city and beyond.



Oshawa CMA

Total Employment 230,800 Unemployment 11,400

Unemployment Rate

July 2022

Oshawa CMA 4.70% Ontario 5.80% Canada 5.20% Northwest Oshawa to welcome future multi-use community centre Located at the northeast corner of Thornton Road North and the future Britannia Avenue West extension, the future facility will expand the City's recreational offerings and provide north Oshawa residents with closer access to community resources such as the Oshawa Public Libraries and OSCC55+.

Gold Point Wildlife

Reserve The City is undertaking the design of the Gold Point Wildlife Reserve, located at the southwest corner of Stevenson Road South and Phillip Murray Avenue. The site is home to a number of significant environmental features. The Wildlife Reserve is being designed as a passive recreational destination, which respects and protects the significant natural environmental features of the site.

Oshawa Lakefront Nestled along the shore of Lake Ontario, Lakeview Park with its mature landscape setting has views of the lake and is a beautiful, community park. Connected to the recreational trails, Joseph Kolodzie Oshawa Creek Bike Path and the Waterfront Trail, visitors can connect to Oshawa's vibrant downtown, Oshawa Second Marsh, McLaughlin Bay Wildlife Reserve, the historical Oshawa Community Museum among other attractions. Lakeview Park is also host to many family fun events. The Park is also home to the Jubilee Pavilion which provides a banquet hall and public meeting place. Come stretch your legs or sit and relax by the lake.



Population Change

2016 - 2021

Oshawa 9.3

Vancouver 7.3

Edmonton 7.3 Calgary 6.4

Toronto 6.2

Montreal 4.6



new residents

Median After Tax Household Income 2020

Oshawa CMA \$89,000

Ontario \$79,500 Canada \$73,000

Talent

City of Oshawa; the proud home of Durham College, Ontario Tech University, and Trent University Durham GTA. These globally-recognized institutions offer our region access to top talent, are home to world-renowned centres for research and development and generate innovative business solutions for our community. With approximately 30,000 full-time students enrolled annually and over 120,000 global alumni, our community is brimming with opportunity for those looking to tap into talent.

Durham College With campuses in Oshawa and Whitby, Durham College offers over 11,400 full-time students access to more than 140 post-secondary programs, including four honours bachelor degrees and nine apprenticeship programs. Applied research at Durham College – facilitated by the Office of Research Services, Innovation and Entrepreneurship (ORSIE) and its five research centres – solves business and social challenges through innovation and collaboration by engaging industry, faculty, students and the community-at-large in research projects to address the needs of a technology-driven knowledge economy.

Trent University Durham GTA The Oshawa campus of Trent University opened in 2010, building upon 40 years of presence in Durham Region. With 2000 students enrolled annually, the campus offers Bachelor of Arts and Science degrees, post-graduate certificates and master's programs. The campus focuses on the needs of business management and community health and wellness, offering community-based research to their partners. Trent University Durham GTA is

renowned for the innovative and ground-breaking research conducted by faculty and students, on campus and around the world.

Ontario Tech University With two campuses in Oshawa, Ontario Tech is a modern, forwarding-thinking university that advances the discovery and application of knowledge to accelerate economic growth, regional development and social innovation. Researchers, students and graduates are inspired and equipped to make a positive impact in a tech-focused world through understanding and integrating the social and ethical implications of technology. With seven faculties, more than 10,000 students in over 115 programs, the STEM-focused University houses more than 80 specialized research laboratories and facilities. Ontario Tech is home to 11 Canada Research Chairs, attracting world-class talent in fields such as health care simulation, the Internet of Things, linguistics information visualization, artificial intelligence, adaptive aerodynamics, nuclear fuel and materials and electric energy storage systems for transportation electrification.

Canada is the most educated workforce in the world with nearly 59.4% of Canadians aged 25–64 having graduated from tertiary education institutions.

Tech Talent Growth North America

Toronto 2%
Seattle 1.7%
Oshawa 1.5%
San Francisco Bay Area 1.5%
New York City –1.5%
Boston 1.2%
Chicago 1.2%

Source: LinkedIn Talent Insights, 2022



Ontario Tech TALENT

TALENT'S vision is to transform Ontario's workforce by creating talent pipelines in key sectors impacted by digital transformation. Affiliated with Ontario Tech University, TALENT develops industry-approved microcredentials to prepare customers for high-growth careers of the future.



Did you know?



Oshawa's tech talent growth is one of the strongest in North America?.

Cost Competitiveness

World-leading companies are setting up shop in Canada for exceptional global market access, unparalleled talent, low costs of doing business and reduced risk. Some of the largest Fortune 500 companies are expanding existing operations or establishing new R&D hubs in Canada. Ranked 38th in population, Canada punches well above its weight. As of the end of 2020, Canada had the world's 13th largest economy (in terms of FDI inflows). Canada gives investors preferential market access through 15 trade agreements to 51 countries with nearly 1.5 billion consumers and a combined GDP of US\$52 trillion.

International Trade Agreements

CUSMA The Canada-United States-Mexico Agreement (CUSMA), which took effect in 2020, replaced the North American Free Trade Agreement (NAFTA) and modernizes continental trade.

CETA The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) ensures 98% of EU tariffs are duty-free for Canadian goods and guarantees market access to both the EU and North America. Over the course of the next seven years, a further 1% of tariff lines will be phased out, making 99% of all Canadian goods entering the EU market duty-free.

CPTPP The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) gives companies operating in Canada preferential access to one of the largest trading blocs in the world, including key markets in Asia and Latin America.

Industrial Lease Rates Industrial Lease Rates deliver exceptional value, making Oshawa one of the most cost-effective cities in the G.T.A. Excellent future development opportunities are supported by infrastructure and local incentives. Oshawa has an exemption from development charges for industrial development. This would represent a savings of nearly \$900,000 per 10,000 sq. m. (107,000 sq. ft.) of development. Oshawa is truly open for business.

Local Incentives The City of Oshawa offers a variety of incentive programs to support investment and development. Municipal initiatives in addition to the development charge exemption already referenced include:

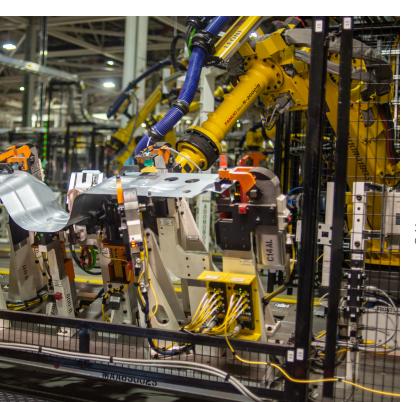
- Brownfield Community Improvement Plan offers a property tax cancellation program and a redevelopment grant
- Oshawa Public Utilities Corporation—Energy Conservation and Retrofit Grants
- Employment Service Agencies—Targeted Wage Subsidies

G.T.A. Industrial Space Lease Rate

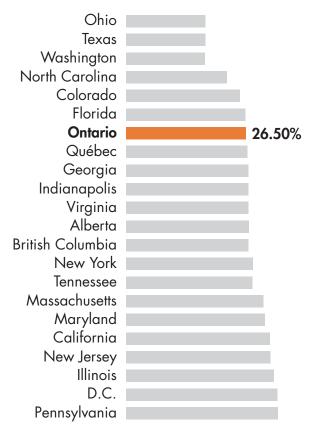
(average net asking lease rate/sq. ft.)



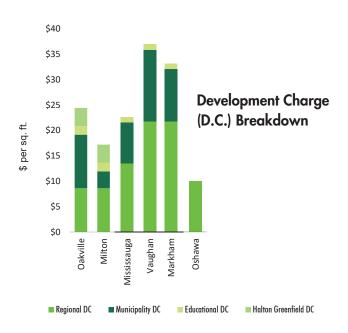
Source: CBRE Marketview Toronto Industrial Q1 2021



Ontario's Combined Federal and Provincial Corporate Tax Rate



Source: Tax Foundation Facts and Figures 2018 (U.S.); Canada Revenue Agency



G.T.A. Industrial Space Sale Price (average asking sale price/sq. ft.)



Source: CBRE Marketview Toronto Industrial Q1 2021





Durham Region Ontario, Canada



This year we represented Oshawa at Collision Conference with 13 regional partners. Collision is North America's fastest growing tech conference, with 35,000 attendees from 130 countries bringing together Fortune 500 companies and groundbreaking start-ups.

G.T.A. Industrial

Development Charges (\$/m²)

Oshawa \$119.54/m²

Milton \$199.78/m²

Hamilton \$210.33/m²

Mississauga \$358.33/m²

Vaughan \$426.47/m²

Source: Urbacon 2021



Non-Residential Development Commercial
City of Oshawa \$132.95/m

Region of Durham

\$132.95/m² \$221.76/m² Industrial

N/A (exempt) \$119.54/m2 **Institutional** (Unless exempt from the by-law)

\$132.95/m² \$115.45/m²

Educational Assets

Ontario Tech University reaffirms long-term commitment to Downtown Oshawa location

Ontario Tech will further enhance its long-term commitment to Downtown Oshawa with the recent purchase of a parcel of land at 154 Bruce Street, adjacent to its existing operations in the 61 Charles Street Building. The new purchase of land along the north side of Bruce Street (east of Charles Street) signals exciting new growth opportunities for Ontario Tech in Downtown Oshawa in the coming decades; creating a new academic hub as well as commercial spaces. Construction is anticipated to begin in 2027, with the building being operational by 2030.



Shawenjigewining Hall, Ontario Tech University

Ontario Tech University's newest building is designed to fully optimize collaborative learning, interaction with business and industry partners and future growth. This \$33 million centre will centralize the Faculty of Health Sciences creating valuable and dynamic opportunities for undergraduate and graduate students to participate in enriched learning and mentorship. It will offer students a unique perspective across all health disciplines and support the expansion of simulated and experiential learning.



eSports Gaming Arena

With the opening of its eSports Gaming Arena in Oshawa, Durham College is taking a leading role in one of the fastest-growing industries in the gaming market. The 278 sq. m. (3,000 sq. ft.) venue is unique from any other collegiate gaming space in Canada thanks to its extensive broadcast capabilities and lounge area that can hold up to 120 spectators for eSports tournaments. Its industry-grade design will provide students with vital hands-on experience to prepare them for career success in the global eSports market, which is on track to exceed \$1.6 billion this year.

MRC Studio

The Durham College Mixed Reality Capture Studio (the MRC Studio) offers organizations access to technical expertise, a state-of-the-art motion capture stage with virtual reality tracking equipment and green screen space, so that businesses can develop experiential applications, which integrate motion capture, virtual reality, augmented reality, and virtual production. Working together in the MRC Studio, solutions can be created that increase organizational productivity and growth.

Centre for Cybersecurity Innovation

The Durham College Centre for Cybersecurity Innovation offers current and aspiring cybersecurity professionals, as well as public and private-sector organizations, access to applied research services and leading-edge education in cybersecurity to prepare for the everchanging and complex threat landscape.





AI/Hub

The Durham College Hub for Applied Research in Artificial Intelligence for Business Solutions (AI/Hub) offers industry partners access to technical expertise, state-of-the-art facilities and platforms, and student talent, so that businesses can uncover insights while providing intelligent and autonomous solutions that increase productivity and growth. The AI/Hub engages with existing businesses and start-up ventures utilizing advanced A.I. techniques and solutions to address practical business problems.

Trent University Durham GTA Expansion

A record number of new students accepted offers to attend Trent University Durham GTA; over 50% more than last year. Student interest is spread through a range of programs, including undergraduate business programs and Masters of Management, a new Logistics and Supply Chain Management program, Criminology, Child and Youth Studies and many others.



LHEARN Centre

The Lakeridge Health Education and Research Network (LHEARN) is on the cutting edge of teaching healthcare practitioners the skills and knowledge they will need in order to succeed in the ever-evolving field of medicine. As Oshawa's largest employer, Lakeridge Health utilizes world-class training technologies to attract and retain medical talent in our city. High fidelity patient simulators mimic hundreds of real world pathologies. This innovative approach allows medical residents to practise unlimited clinical scenarios in a risk-free environment, which translates into better care for our city. Every year, Lakeridge Health welcomes nearly 2,000 students across a broad range of health disciplines as they pursue their studies in state-of the-art facilities under the guidance of expert instructors. To date, Lakeridge has also been host to over 600 research studies and clinical trials across many clinical programs.





TeachingCity Oshawa

TeachingCity Oshawa brings together the City of Oshawa and its education and research partners – Durham College, Ontario Tech University, Trent University Durham GTA and the University of Toronto's Department of Civil and Mineral Engineering. The City and its partners focus on studying and addressing urban issues in Oshawa through innovation, collaboration, applied research and shared experiential learning opportunities with the aim to position Oshawa as a local, national and global community of urban research and learning.

TeachingCity Oshawa Celebrates 5 Years

This year TeachingCity Oshawa celebrated the five-year anniversary of the partnership and the partners have officially extended the collaboration for an additional five years.

Since the partnership began 1,711 students and 135 post-secondary faculty have worked with City staff on unique TeachingCity projects that cover topics including: diversity, equity and inclusion; stormwater management ponds; virtual reality training and advanced navigation technology for firefighters; active transportation for an age-friendly community; engaging youth; supporting local culture and business; digital wayfinding; optimizing City operations routes; and corporate energy management planning.

The partnership has included 55 applied research projects and 52 courses, as well as 192 experiential learning opportunities where students have become part of team Oshawa through placements or practicums.

Learn more about TeachingCity
Visit teachingcityoshawa.ca and follow
#OshTeachingCity on Twitter and
Instagram.





Downtown

As the only downtown of its kind in the eastern G.T.A., our city's core is the heart and soul of our community. Our downtown is a unique urban environment in our region with incredible potential. The downtown is a cultural and entertainment hub, major employment district and a significant asset within the eastern G.T.A. The City's downtown revitalization strategy aims to leverage those features in order to create a unique downtown experience that is centered around people, with an emphasis on social gathering spaces. We continue to strive towards creating a vibrant, attractive and animated downtown where people come together to live, work, shop, learn, meet and engage.

Plan20Thirty Action Plan for Downtown Oshawa

Oshawa City Council has approved Plan20Thirty, a new downtown revitalization action plan. Plan20Thirty builds upon Oshawa's previous downtown plan, Plan 20Twenty and its successes to date, while addressing new challenges and opportunities. Plan20Thirty's Vision Statement is: A lively and modern urban centre where all thrive.

Plan 20Thirty introduces new actions to meet the needs of an evolving and changing downtown and maintains the same overarching goals to improve and promote Downtown Oshawa as a unique destination for working, living, attending post-secondary school, shopping, dining and enjoying entertainment. In total, 60 action items were identified across seven core pillars:

- Business Growth, Expansion & Retention
- Residential Growth

- The Physical Environment
- Social Experience
- Communications
- Modernization & Innovation
- Customer Service & Red Tape Reduction

We're looking forward to advancing these action items over the coming years to create an exceptional and unique downtown experience.



New Downtown Visual Brand Identity DTO

To better communicate the qualities that attract residents, businesses, students, and visitors to our urban core, the City of Oshawa has developed a new visual brand identity for Downtown Oshawa.

The new Downtown Oshawa brand identity is designed to represent the strength of the people who have built and continue to evolve the area. The DTO forms, inspired by the area's bold and iconic architecture, provide a flexible and adaptable canvas to showcase the creativity, innovation, and humanity of Downtown Oshawa. Accompanying the logo, the new brand emphasizes real photography of real Downtown Oshawa people – entrepreneurs, residents, students, artists, and community-builders.

The work evolved through a rigorous discovery phase and involved the voices and perspectives of those within and around Downtown Oshawa. Like Downtown Oshawa, this brand is designed to be alive – always evolving and growing.







Incentive Programs

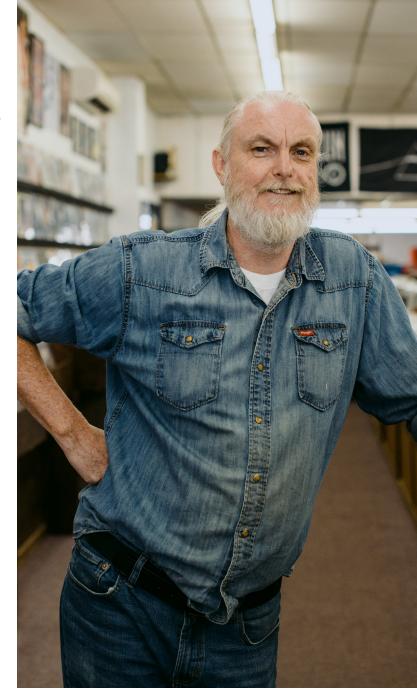
The City of Oshawa offers a variety of popular incentive programs to support private investment and development. Oshawa's Community Improvement Plans (C.I.P.) have encouraged significant investment in the community. In the past year, \$190,000 worth of C.I.P. grants were awarded.

The Urban Growth Centre Community Improvement Plan consists of five grant programs:

- Increased Assessment Grant Program
- Façade and Accessibility Improvement Grant Program
- Conversion to Residential Grant Program
- Upgrade to Building, Fire and Electrical Safety Codes Grant Program
- Economic Stimulus Grant Program

King Street Streetscape Improvements

We have rebuilt our downtown streetscape to welcome both visitors and new residents. Phases 1, 2 and 3 of this project are now complete, which included the widening of the sidewalk on the north side of King Street East between Simcoe Street North and Mary Street North, allowing for additional space for pedestrians, outdoor patios/cafes, amenities and businesses. Phase 3 is from Prince Street to Simcoe Street. Phase 4 which includes widening the sidewalk from Centre Street to McMillan Drive will be funded in 2023



Downtown Sidewalk Snow Clearing Program

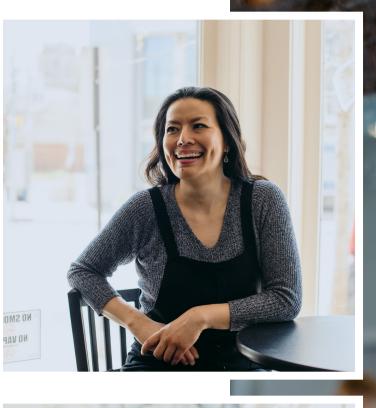
Supported by the Accessibility Advisory Committee and approved by City Council, the downtown sidewalk snow clearing service is now permanent after a two-year pilot. The program adds over 12 kilometers of sidewalks to our existing operations. Busy pedestrian areas of our downtown will now become more accessible to residents and visitors of local businesses.

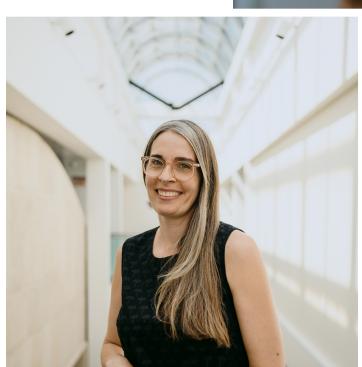
Convocation Ceremonies

This convocation season, the City shared in celebrations with graduates from Durham College and Trent University Durham GTA. As we welcomed the classes of 2020, 2021 and 2022, and honoured their academic achievements through 12 downtown ceremonies, unique additions to Oshawa's downtown helped to celebrate this momentous occasion, including:

- Selfie stations & temporary decorative fixtures
- Social media campaign and email blasts to graduates supporting their local adventures on their convocation day
- Ambassador street teams welcomed guests to Downtown Oshawa and supported their local experience
- Postcard handouts were provided to guests entering and exiting the ceremony, showcasing local business









Downtown Small Business Growth

Snackrite Xotiks Snackrite Xotiks celebrated their Grand Opening in Downtown Oshawa! Offering exclusive and rare snacks from countries around the world, now located in one store! Visit them at 27 Simcoe Street South.

2 Sisters Caribbean 2 Sisters Caribbean is a local Caribbean grocery store owned by Ms. Lesha Lawson. You can visit them at 33 King Street East.

Street MoMo Congratulations to Street Momo on their Grand Opening in Downtown Oshawa and for sharing the food of Nepal with our community! Visit Street Momo at 19 Simcoe Street South.

Baby's Basement Congratulations to Baby's Basement on their recent move to a larger downtown space at 29 King Street East. The vintage clothing and accessories store has built a loyal following since originally opening in 2020. Inside you will find colourful murals and tables filled with everything from graphic tees and sunglasses, to cardigans and boots.

Be Glammed with La Elle Coco Now open at 32 King Street East, Be Glammed with La Elle Coco is committed to providing fashionable and functional styles that will keep up with you while you go about your day. Your source for the newest trends; their designs put the fun in functional fashion.

Belle Vie Café & Bakery Belle Vie is a café, bakery and brunch spot that offers French artisanal delicacies, baked fresh every day from their new location at 25 Simcoe Street South.

Lucky Supermarket Lucky Supermarket is now open in Downtown Oshawa! This Canadian grocery store specializes in products from all over Asia. Visit them at 45 Richmond Street West.





Entrepreneurship

Spark Pioneer Program

The Spark Centre, Oshawa's entrepreneurial incubator and technology accelerator introduced the Pioneer Program. This two-week cohort-based program was designed to introduce the principals of immigrating start-ups to the Canadian way of doing business. Hundreds of international participants are gaining access to workshops, mentorship opportunities, advisors and events. The program is ideal for start-ups that have technology and innovation embedded in products and are considering applying for a work permit or permanent residence visa, through Canada's Start-up Visa Program.

Brilliant Catalyst Ontario Tech University
Brilliant Catalyst is building a community of experts, influencers, entrepreneurs and advisors to fuel innovative change and put more Canadian ventures on the map. From aggressive deadlines to the need to pivot and be agile, they understand the challenges organizations face and can help to overcome them. As an innovation and experiential learning hub, their space was specifically designed to facilitiate idea generation, collaboration and new partnerships.



Durham College FastStartDC

FastStartDC is a free, extra-curricular program offered to students of Durham College. The FastStartDC program is designed to help entrepreneurial students develop and launch their own businesses while they are studying at Durham College. FastStartDC provides a rich, accelerated experience aimed at success by assisting students in developing valid business ideas and solid business plans. FastStartDC helps curate and build the marketing assets and e-commerce platforms required to take products and services to market.

Business Advisory Centre Durham (B.A.C.D.)

B.A.C.D. is a not-for-profit organization located in Durham Region offering many resources for local businesses. They assist start-ups and growing businesses with a wide range of services to meet their needs. Services range from business advisory, business development training, entrepreneurial funding and networking opportunities. Confidential one-on-one advisory meetings are offered for a complete perspective of your business as well as over 200 workshops per year to learn, grow and connect.



Filming

Lights, camera, action! Filming in Oshawa continues to grow as another great addition to our local economy. Film companies benefit from diverse filming locations, a welcoming community and no film permit fees. Oshawa issued film permits in 2021 for studios such as Netflix, Amazon, Disney and CNN with 2022 studios featuring Universal Pictures, HBO Max and Hulu.

TV Shows and Films 2022

- Flint Strong
- In the Dark
- Gotham Knights
- Gray
- Titans
- The Handmaids Tale
- The Boys

TV Shows and Commercials 2021

- CAA commercial
- Dan Brown's The Lost Symbol
- Jack Reacher (TV series)
- Made Good commercial

Projects in 2021

- Station Eleven
- Turtles in Ontario (documentary)
- Un-Perfect Christmas Wish
- Projects 2020
- Nightmare Alley (feature film)
- The Expanse

- CBC's Dragon's Den
- Langdon
- The Odd Squad
- My Boss's Wedding
- Stella Artois

Theatre Releases 2019

- IT Chapter 2
- Ready or Not
- TV Shows and Commercials 2019
- The Handmaid's Tale
- Designated Survivor
- Secret Society of Second Born Royals
- Schitt\$ Creek
- Private Eyes
- Jupiter's Legacy
- Mrs. America
- Self Made



Oshawa's competitive advantage comes from globally cost-competitive labour and an emerging pool of talent from key institutions such as Ontario Tech University, Durham College and Trent University Durham GTA.

Other areas of competitive advantage include:

- Some of the lowest industrial and office commercial lease rates in the G.T.A.
- Highly competitive property taxes for industrial, commercial office development
- Development charges exemption on industrial development
- Affordable wages for start-up businesses
- Access to high quality infrastructure, such as Oshawa's dark fibre optics network

- Excellent technical and college level programming, aligned with local labour market
- Strong research and innovation assets
- High quality of place

FDI in Canada reached a **15-year high** in 2021 at \$75.5B.

Canada is ranked:

2nd
best place
in the world to
start a business.

Source: The World Bank 2017

3rd
in the 2018
Global
Entrepreneurship Index

Source: Global Entrepreneurship and Development Institute #2
best place to locate
Global HQ

Source: U.S. News and World Report, 2018

Free trade deals with 46 countries

16

Customers

Source: Ontario Ministry of Economic Development, Job Creation and Trade

Key Sectors

Oshawa's Sector Strategy was developed to reflect the city's evolving economic landscape and to set directions for economic development initiatives. Throughout a number of community and business consultations, the study revealed five key sectors in Oshawa that are positioned with high potential for growth.

- Advanced Manufacturing
- Energy
- Health and Biosciences
- Information Technologies
- Logistics

For Site Selectors

Oshawa's Economic Development Services offers a comprehensive online database providing the latest demographics, labour market information, utility and tax rates, lists of top employers, research centres and more. The database enables users to select information/statistics needed and can generate customized PDF reports. An inventory of available properties in Oshawa is also available. Begin your search at oshawa.ca/business or oshawa.ca/siteselection

Employment Per Sector				
	Advanced Manufacturing	NAICS Codes*	Oshawa Jobs 3,484	Durham Region Jobs 18,893
	Logistics	48–49	3,928	12,675
	I.T.	51	981	3,545
	Energy	21–22	545	10,739
	Health Technologies	62	11,303	28,802

^{*}North American Industry Classification System

Sector Profile Health and Biosciences

Oshawa has witnessed the transformation of its local economy over the last decade and is at the point where healthcare represents the largest economic sector. The healthcare sector accounts for over 11,000 jobs in Oshawa and represents 18% of the City's employment base. This sector has grown by approximately 45% over the past decade. The city is a centre of excellence in healthcare and a regional hub for education, training and clinical research activity. The health and biosciences sector encompasses a variety of businesses including medical research, the development of pharmaceuticals, digital health, precision medicine, development and manufacturing of medical health devices with technological elements such as artificial intelligence, and the healthcare system itself. The health and biosciences industry generates significant economic growth annually, representing 11% of Canada's annual G.D.P.

Queen's Family Medicine Program The Queen's University Family Medicine program at Lakeridge Health was established in 2012 and is the newest of

four teaching sites for Queen's University family medicine residents. Clinical Faculty describe Oshawa as a "sweet spot" in southeast Ontario due to its proximity to both Toronto and the Kawartha Lakes.

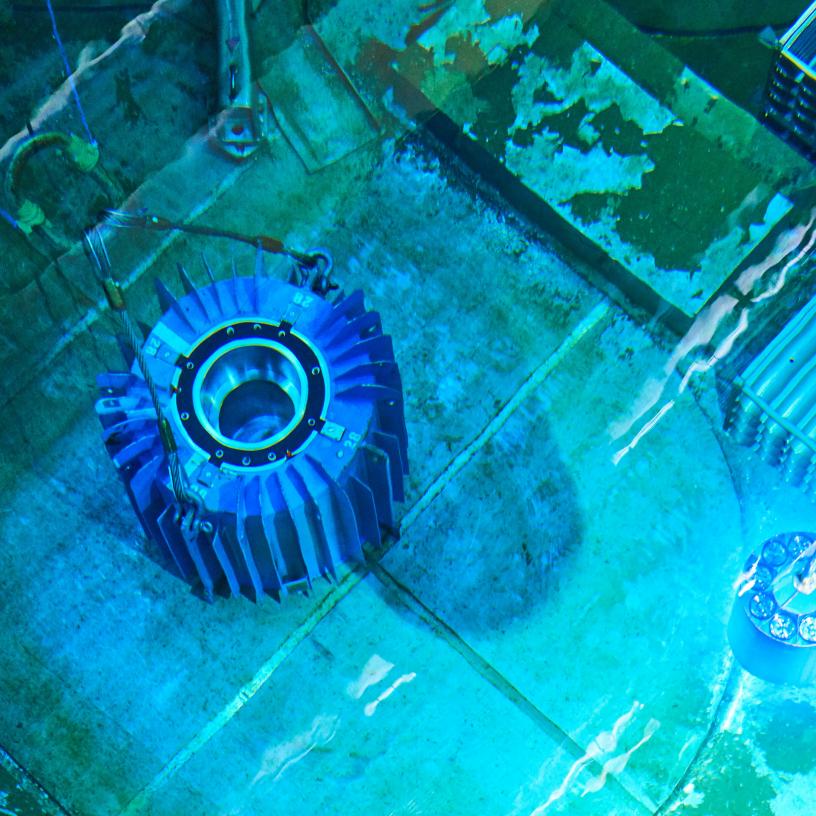
Healthcare Assets

- Grandview Children's Centre
- The Oshawa Clinic Group represents the largest multi-speciality medical group practice in Canada
- Lakeridge Health
- Lakeridge Health Education and Research Network (LHEARN)
- Post-secondary programs supporting the Health Sector at Durham College and Ontario Tech University

Key Companies

- Orthodent
- Paradigm Clinical Trials
- Praxair
- Prosthetic Technologies

Did You Know? About 40% of the world's single-use medical devices, such as syringes, gloves, implants and surgical instruments, are irradiated and sterilized with Cobalt-60. Currently, Cobalt-60 is extracted from Durham Region nuclear reactors every 24 to 30 months.



Sector Profile Advanced Manufacturing

Advanced manufacturing has ushered in new methods in the production of goods and services using computer-controlled and micro-electronics-based equipment, including CAD design, robots and automated storage systems. Increased innovation and technological adoption now involves new manufacturing processes that encompass innovative technologies such as 3D printing, machine learning and cybersecurity.

Assets

- A.C.E. at Ontario Tech University (one of the world's most sophisticated climatic wind tunnels that can test product life cycling and performance under the most intense and extreme weather conditions)
- Durham College School of Skilled Trades, Apprenticeship and Renewable Technology
- General Motors Canadian Technical Centre
- Integrated Manufacturing Centre at Durham College
- OPG Engineering Building at Ontario Tech University

Key Companies

- EHC Global
- Canfab Packaging
- Fresh Del Monte Produce
- AGS Automotive Oshawa
- Cleeve Technology
- General Motors of Canada

Manufacturing Sector Degree/Diploma Programs Offered in Oshawa:

- Applied and Industrial Mathematics (B.Sc.)
- Automotive Engineering (B.Eng., M.ASc., M.Eng., PhD)
- Electrical Engineering (B.Eng.)
- Electrical and Computer Engineering (M.ASc., M.Eng., PhD)
- Engineering Management (M.Eng.M, Graduate Diploma)
- Manufacturing Engineering (B.Eng.)
- Mechanical Engineering (B.Eng., M.ASc., M.Eng., PhD)
- Software Engineering (B.Eng.)
- Mechanical Engineering Technician, two-year Ontario college diploma
- Mechanical Engineering Technology, three-year Ontario college advanced diploma
- Mechanical Technician Millwright, two-year Ontario college diploma



The Conference Board of Canada projects manufacturing output will rebound by **8.2% this year** and **8.5% in 2022**.



Oshawa is one of the **top 5** mid-sized advanced manufacturing clusters in North America, with an advanced manufacturing labour force of 7,900.



General Motors of Canada recently announced a landmark \$2 billion commitment that includes a retooling of the Oshawa Assembly plant, creating 2,600 jobs. A new third shift is attracting a diversified and progressive workforce, with over 50% of the assembly team made up of female workers. GM Canada has invested in a 55-acre autonomous vehicle test track, putting "code to the road", and positioning Oshawa as a major player in a new competitive automotive industry.

Sector Profile **Energy**

Ontario Power Generation carries the responsibility of delivering roughly 50% of Ontario's energy needs for 15 million people. Durham Region is the Clean Energy Capital of Canada and offers tremendous opportunities for businesses in energy and environment industries to grow, with a focus on transitioning to a clean and sustainable economy.

The Darlington nuclear refurbishment is one of the largest infrastructure projects across Canada, ensuring 30 more years of station operation, \$90 billion in economic benefits for Ontario and 14,200 jobs per year. With the local presence of innovative companies and relevant post-secondary programs, Energy Technology is a prominent economic sector for Oshawa. Ontario Tech University Energy Systems and Nuclear Science Research Centre (E.R.C.) is a 9,300 square metre (100,000 sq. ft.) facility that houses the university's unique-in-Canada education programs and research in geothermal, hydraulic, hydrogen, natural gas, nuclear, solar and wind energy technologies.

Assets

- Clean Energy Research Laboratory (CERL)
- Energy Systems and Nuclear Science Research Centre (ERC)
- Nuclear Simulation Lab
- Energy Systems Engineering Technology Program

Key Companies

- En-Pro International
- Ontario Power Generation
- Oshawa PUC Networks
- EV Fern
- Lakeridge Precision

Oshawa Power Charges up the Downtown Core Oshawa Power officially launched the new on-street electric vehicle (EV) charging stations in the downtown core. Access to charging has been a barrier to consumer adoption and now through a collaborative partnership with the City, the Region of Durham, and partially funded by Natural Resources Canada, driving range and charging access is less of a concern. This investment in level 2 chargers will make EV charging more accessible to all visiting the downtown core.

Clean Energy Research Laboratory

The Clean Energy Research Laboratory (CERL) at Ontario Tech is one of the leaders in research on hydrogen, deemed to be a clean energy carrier of the future and a potential solution to climate change challenges.

OPG and X-energy pursuing clean energy

opportunities Ontario Power Generation and X-energy have signed a framework agreement to pursue opportunities to deploy Xe-100 small modular reactors (SMRs) for industrial applications in Canada. Under the agreement, OPG and X-energy will pursue opportunities to deploy Xe-100 advanced reactors in Ontario at industrial sites and identify further potential end users and sites throughout Canada.

OPG Corporate HQ Ontario Power Generation (OPG) plans to build a new corporate headquarters located within Durham Region by 2024. The new campus will include the existing Darlington Energy Complex located just south of Highway 401 and a new building to be constructed on adjacent land. Once complete, the site will accommodate OPG staff from 15 existing locations across the Greater Toronto Area and Niagara Region, bringing over 2,000 jobs to our region.

World-class energy research facilities:

- Energy Systems and Nuclear Science Research Center (ERC)
- Microgrid Research and Innovation Facility
- Clean Energy Research Lab (CERL)
- ACE Climatic Wind Tunnel
- Electrochemical Energy Materials Lab
- Centre for Small Modular Reactors
- Biomolecular Characterization Facility
- Borehole Thermal Energy Storage System



Canada's energy sector is rapidly expanding, with 81% of the country's electricity supply produced from non-GHG source.

Ontario's electricity system is 94% free of CO2 emissions and one of the most environmentally sustainable markets for manufacturing.



APMA's zero-emissions alternative-fuel vehicle (Project Arrow) will be engineered at **Ontario Tech's ACE Climatic Wind Tunnel**.

Sector Profile Information Technology

Information Technology includes goods and services that process, transmit or receive information. These are technologies related to software, hardware, computer services, telecommunications, and microelectronics. I.T. is prevalent in e-commerce, e-learning, e-health, wireless multimedia and digital entertainment, in addition to emerging technologies such as artificial intelligence.

Assets

- Spark Centre Regional Innovation Centre
 Durham College AI/Hub
- Gaming and Virtual Reality Laboratory
- Health Informatics Laboratory
- Spark Angel Network

- Hacker Research Laboratory
- OPUC Dark Fibre Optics
- Marketing Laboratory
- Networking Laboratory
- Communication Network

Key Companies

- Concentrix
- Conpute

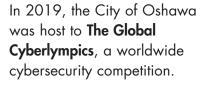
IFTech

- Mojility
- International (RSI) Resource Software
- Cross Platform Cloud Technologies

Tech Workers - Durham Region - Toronto Global, 2021

- Information Systems Analysts and Consultants 4,050
- Computer and Information Systems Managers 1,720
- Computer Programmers and Interactive Media Developers 1,320
- Computer Network Technicians 1,260
- User Support Technicians 1,040
- Electrical and Electronics Engineering Technicians and Technologists 975
- Software Engineers and Designers 650
- Database Analysts 460
- Computer Engineers (Except Software Engineers) 335
- Web Designers and Developers 325

Global Cyberlympics



Total Tech Labour Force (Durham Region) 22,185

Sector Profile Logistics

Oshawa is one of few cities that can boast an airport, rail lines, a regional deep-sea port and major highways all within proximity. Companies appreciate that the deep-sea port's loading dock is located just 2 kilometers (1.2 miles) from Highway 401. With the completion of a rail spur, the Hamilton-Oshawa Port Authority is truly intermodal, and able to respond to the growing demands of current and prospective port clients. New investments totaling \$30 million will bring new infrastructure to modernize operations in the port's main area including marine infrastructure, upgrading storage and container terminals, as well as extending and paving roads in the harbour. This project will also increase grain exports and improve the fluidity of deliveries.

Assets

- Air: The Oshawa Executive Airport can accommodate a range of aircraft—from small recreational planes and 20-passenger business jets to 70-passenger turbo prop commuters. Corporate travel and just-in-time freight services are expedited with the presence of Canada Customs and fixed-based aviation services (FBO).
 Toronto Pearson International Airport (Canada's largest airport) is located only 70 km/43 mi from Oshawa
- Rail: CN Rail and CP Rail
- Roads: Highway 401 and Highway 407 East
- Seaway: Hamilton-Oshawa Port Authority accommodates any size or type of vessel that transits the Street Lawrence Seaway System and is fully intermodal with CN rail spur

Key Companies

Oshawa Companies

- Canada Cartage
- GEODIS
- Aosom Canada Inc.
- Del Monte
- Pival International
- TMH Logistics
- Mackie Group

Durham Region Companies

- Amazon
- Loblaw Companies Limited
- Gordon Food Services
- Sobey's
- Flanagan Food Services
- Stryder Logistics
- Toyota Canada

Oshawa's Economic Development Services

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