



## The Regional Municipality of Durham

### Planning & Economic Development Committee Agenda

Council Chambers  
Regional Headquarters Building  
605 Rossland Road East, Whitby

**Tuesday, October 5, 2021**

**9:30 AM**

Please note: In an effort to help mitigate the spread of COVID-19, and to generally comply with the directions from the Government of Ontario, it is requested in the strongest terms that Members participate in the meeting electronically. Regional Headquarters is closed to the public, all members of the public may [view the Committee meeting](#) via live streaming, instead of attending the meeting in person. If you wish to register as a delegate regarding an agenda item, you may register in advance of the meeting by noon on the day prior to the meeting by emailing [delegations@durham.ca](mailto:delegations@durham.ca) and will be provided with the details to delegate electronically.

**1. Roll Call**

**2. Declarations of Interest**

**3. Adoption of Minutes**

- A) Planning & Economic Development Committee meeting  
– September 7, 2021

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**4. Statutory Public Meetings**

There are no statutory public meetings

**5. Delegations**

- 5.1 Teresa Shaver, Executive Director, Business Advisory Centre  
Durham, re: activities completed with small businesses of Durham  
Region (2021-EDT-5) [Item 8.2A]

- 5.2 Tim Pauley, Director, Research & Academics, Ontario Shores Centre for Mental Health Sciences, re: Update on progress toward establishing the Ontario Shores Living Lab: Canada's First Mental Health Incubator

## 6. Presentations

There are no presentations

## 7. Planning

### 7.1 Correspondence

- A) Information Report #2021-INFO-97: Envision Durham – Growth Management Study – Release of Employment Strategy Technical Report

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**Pulled from the September 24, 2021 Council Information Package by Councillor Collier**

Recommendation: Receive for Information

### 7.2 Reports

- A) Application to Amend the Durham Regional Official Plan, submitted by 1725596 Ontario Limited to permit the severance of a dwelling rendered surplus to a farming operation as a result of the consolidation of non-abutting farm parcels, in the Municipality of Clarington, File: OPA 2021-001 (2021-P-23)

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## 8. Economic Development

### 8.1 Correspondence

### 8.2 Reports

- A) Business Advisory Centre Durham Annual Update (2021-EDT-5)
- B) Local Food Business Retention and Expansion Project: Annual Implementation Update (2021-EDT-6)
- C) Durham Region – Music Sector Strategy Project (2021-EDT-7)

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## 9. Advisory Committee Resolutions

There are no advisory committee resolutions to be considered

**10. Confidential Matters**

There are no confidential matters to be considered

**11. Other Business**

**12. Date of Next Meeting**

Tuesday, November 2, 2021 at 9:30 AM

**13. Adjournment**

Notice regarding collection, use and disclosure of personal information:

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, September 7, 2021**

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, September 7, 2021 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 Ryan, Chair  
Councillor Joe Neal, Vice-Chair  
Councillor Grant  
Councillor Highet  
Councillor Kerr  
Councillor Lee  
Councillor Yamada  
Regional Chair Henry  
**\*all members of Committee participated electronically**

Also  
Present: Councillor Dies  
Councillor Foster  
Councillor Wotten attended for part of the meeting

Staff  
Present: E. Baxter-Trahair, Chief Administrative Officer  
B. Bridgeman, Commissioner of Planning and Economic Development  
B. Anderson, Principal Planner  
P. Frizado, Director, Broadband Services  
S. Gill, Director, Economic Development and Tourism  
C. Goodchild, Manager, Policy Planning & Special Studies  
W. Holmes, General Manager, Durham Region Transit  
L. Huinink, Director, Rapid Transit and Transit Oriented Development  
R. Inacio, Systems Support Specialist, Corporate Services – IT  
S. Jibb, Manager, Economic Development, Agriculture and Rural Affairs  
G. Muller, Director of Planning  
G. Pereira, Manager, Transportation Planning  
N. Prasad, Assistant Secretary to Council, Corporate Services – Legislative Services  
J. Presta, Director, Environmental Services, Works Department  
L. Riviere-Doersam, Principal Planner  
K. Ryan, Senior Solicitor, Corporate Services – Legal Services



S. Salomone, Manager, Economic Development, Business Development and Investment  
J. Severs, Manager, Economic Development, Marketing and Cluster Development  
L. Trombino, Manager, Plan Implementation  
A. Yearwood, Project Planner  
T. Fraser, Committee Clerk, Corporate Services – Legislative Services

**2. Declarations of Interest**

There were no declarations of interest.

**3. Adoption of Minutes**

Moved by Councillor Kerr, Seconded by Regional Chair Henry,  
(70) That the minutes of the regular Planning & Economic Development Committee meeting held on Tuesday, June 1, 2021, be adopted.  
CARRIED

**4. Statutory Public Meetings**

- 4.1 Application to Amend the Durham Regional Official Plan, submitted by Vissers Sod Farm to permit the severance of a dwelling rendered surplus to a farming operation as a result of the consolidation of non-abutting farm parcels in the Municipality of Clarington, File: OPA 2021-007 (2021-P-18)
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The Chair advised that this portion of the Planning & Economic Development Committee meeting constitutes the Statutory Public Information meeting under the Planning Act for a proposed amendment to the Durham Regional Official Plan. He also advised that notice of the public meeting was advertised in the applicable newspaper and mailed to landowners and residents within 120 metres of the subject property. He noted that it is important that anyone who may have an interest in this matter make a submission prior to Regional Council making a decision.

**A) Presentation**

Ashley Yearwood, Project Planner, Planning Division, provided a presentation outlining the details of Report #2021-P-18 of the Commissioner of Planning and Economic Development. He advised that an application has been submitted by Clark Consulting Services, on behalf of Antonius and Theodora Vissers, to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels. He also advised that the applicants are seeking relief from the Regional Official Plan requirement for access and frontage on a public road. The subject site is municipally known as 4382 Green Road in the Municipality of Clarington and is located south of Taunton Road between Green Road and Maple Grove Road. He provided an overview of the application and

land use policy considerations. He also advised that the application has been circulated to relevant agencies and to date no inquiries have been received from members of the public.

A. Yearwood responded to questions regarding the proposed access and frontage on a public road; and if this is consistent with Regional policy.

The Chair asked if there were any persons in attendance who wished to make a submission or ask any questions.

B) Delegations

The Chair advised that there were no delegations registered and no individuals in attendance at Regional Headquarters for this matter. He asked if any members were aware of an individual who wishes to speak to this matter.

There were no persons who requested to make a submission.

C) Report

Moved by Councillor Highet, Seconded by Councillor Lee,

(71) A) That Report #2021-P-18 of the Commissioner of Planning and Economic Development be received for information; and

B) That all submissions received be referred to the Planning Division for consideration.

CARRIED

4.2 Application to Amend the Durham Regional Official Plan, submitted by Wichcoron Holding Limited, to permit the establishment of a golf course in the Town of Whitby, File: OPA 2021-006 (2021-P-19)

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The Chair advised that this portion of the Planning & Economic Development Committee meeting constitutes the Statutory Public Information meeting under the Planning Act for a proposed amendment to the Durham Regional Official Plan. He also advised that notice of the public meeting was advertised in the applicable newspaper and mailed to landowners and residents within 120 metres of the subject property. He noted that it is important that anyone who may have an interest in this matter make a submission prior to Regional Council making a decision.

A) Presentation

Lori Riviere-Doersam, Principal Planner, Planning Division, provided a presentation outlining the details of Report #2021-P-19 of the Commissioner of Planning and Economic Development. She advised that an application has been submitted by The Biglieri Group, on behalf of Winchcoron Holdings Ltd., to permit

the development of a golf course in the Town of Whitby. She also advised that the proposed amendment represents Phase Two of the Devil's Den Golf Course development and Phase One was approved by Regional Council in 2016. She noted that the proposed amendment, if approved, would permit Phase One and Phase Two areas of the golf course to function together as a 27-hole golf course, with a shared clubhouse, pro-shop, parking and maintenance facilities.

The subject site is municipally known as 605 Winchester Road West in the Town of Whitby and is located on the south side of Winchester Road, east of Coronation Road. She provided an overview of the application and land use policy considerations. She also advised that the application has been circulated to relevant agencies and to date comments have been received from the utility companies advising they have no concerns. No inquiries have been received from members of the public.

The Chair asked if there were any persons in attendance who wished to make a submission or ask any questions.

B) Delegations

1. Manny Zanders, Mike Pettigrew and Anthony Biglieri, on behalf of Winchcoron Holdings Ltd.

M. Pettigrew, participating electronically, appeared with respect to the application to amend the Durham Regional Official Plan submitted by Winchcoron Holdings Ltd. He provided a presentation on the proposed development, including location, subject lands, Phase Two proposal, combined plan, and Phase One clubhouse. He advised that this application is for Phase Two and would be a 9-hole extension to the Phase One 18-hole golf course. He explained that there is currently a single-detached dwelling and accessory buildings on the property which will be removed as part of the redevelopment. He provided an overview of the proposed development and the proposed clubhouse from Phase One.

C) Report

Moved by Regional Chair Henry, Seconded by Councillor Yamada,

(72) A) That Report #2021-P-19 of the Commissioner of Planning and Economic Development be received for information; and

- B) That all submissions received be referred to the Planning Division for consideration.

CARRIED

- 4.3 Application to Amend the Durham Regional Official Plan, submitted by Bridgebrook Corp. to redesignate lands from Special Study Area #6 to Living Areas to facilitate the development of a 588-unit plan of subdivision, in the Township of Uxbridge, File: OPA 2021-005 (2021-P-20)
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The Chair advised that this portion of the Planning & Economic Development Committee meeting constitutes the Statutory Public Information meeting under the Planning Act for a proposed amendment to the Durham Regional Official Plan. He also advised that notice of the public meeting was advertised in the applicable newspaper and mailed to landowners and residents within 120 metres of the subject property. He noted that it is important that anyone who may have an interest in this matter make a submission prior to Regional Council making a decision.

A) Presentation

Lori Riviere-Doersam, Principal Planner, Planning Division, provided a presentation outlining the details of Report #2021-P-20 of the Commissioner of Planning and Economic Development. She advised that an application has been submitted by Malone Given Parsons, on behalf of Bridgebrook Corp., to amend the Regional Official Plan to redesignate lands from Special Study Area #6 to Living Areas in the Township of Uxbridge. The subject site is municipally known as 7370 Centre Road in the Township of Uxbridge and is located on the west side of Centre Road, east of 6<sup>th</sup> Concession Road and south of Ball Road. She provided an overview of the application and land use policy considerations. She also advised that the application has been circulated to relevant agencies and comments have been received from Bell Canada and Canada Post advising they have no concerns. Comments have also been received from the Works Department indicating that the proposed development would result in the population of Uxbridge exceeding the service population of 15,000 people for the Uxbridge Water Pollution Control Plant and that improvements to the water supply system would also be required, and from the Lake Simcoe Region Conservation Authority identifying questions regarding the meander belt mapping, stormwater management and the water balance analysis and recommending that a decision on the applications be deferred until their comments can be addressed by the applicant. She further advised that to date she has been contacted by approximately 30 residents and concerns have been raised regarding the proposed density of the subdivision application, environmental impacts and transportation impacts.

L. Riviere-Doersam responded to questions regarding the housing type shown on the west side of the draft plan of subdivision; comments from the Regional Works Department; the status of the application; and the servicing report and options submitted by the applicant.

The Chair asked if there were any persons in attendance who wished to make a submission or ask any questions.

B) Delegations

1. Matthew Cory, Mark Flowers, John Spina, Brian Henshaw, Steve Schaefer and Christine Hill, on behalf of Bridgebrook Corp.

M. Cory and M. Flowers, participating electronically, appeared with respect to the application to amend the Durham Regional Official Plan submitted by Bridgebrook Corp.

M. Cory provided a presentation on the proposed development, including Durham Regional Official Plan, draft plan of subdivision, and proposed zoning standards (R2-X) and (RM-X). He advised that the subject site is designated Special Study Area #6 in the Regional Official Plan and he outlined the requirements of Policy 12.1.3 in the Regional Official Plan. He explained that they are aware of the servicing limitations, and the nature of the servicing report and application is to bring forward what they believe is good planning and seek an appropriate servicing solution in collaboration with the Region. He stated that there are a few options and the one they are eager to look at is the potential for optimization of the servicing plant. He also advised that the draft plan of subdivision is for 588 dwelling units, including 461 single detached dwellings, 60 linked dwellings and 67 townhouse dwellings. He stated their calculations indicate this would be 53 people and jobs per hectare and an absolute density of approximately 17.3 units per net hectare. He also provided an overview of their proposed zoning standards under R2-X and RM-X. He concluded by advising that they have reviewed many of the submissions made by members of the public and his team is taking these back and intends to provide a response.

M. Flowers referenced section 7.3 in Report #2021-P-20. He advised comments recently received from Regional staff and consistent with a 2019 report of the Township of Uxbridge planning consultant, indicate there are planned upgrades to the plant that could increase the servicing capacity to accommodate a population of approximately 16,500. He acknowledged that this would still be less than the population forecasts resulting from the proposed development and other developments within the Phase 2 lands. He also stated that they believe there may be an opportunity to increase the capacity further without the need for a plant expansion through additional improvements and efficiencies, and their client is proposing that the Region undertake an optimization study of the plant to assess this potential. He further stated that their client is prepared to negotiate a front-end financing arrangement for the cost of the study with the opportunity for appropriate cost recovery in the future. He added that they anticipate making a formal request to the Region to consider this proposal.

C) Correspondence

1. Kathy Givelas
2. Cathy McArthur
3. Cade Holter
4. George Kydd
5. Andrew Creary
6. Melinda Winter
7. Javier Moreno
8. Ashley Fedrigo
9. Jack Ballinger
10. Lee Cooper

D) Report

Moved by Councillor Highet, Seconded by Councillor Grant,

(73) A) That Report #2021-P-20 of the Commissioner of Planning and Economic Development be received for information; and

B) That all submissions received be referred to the Planning Division for consideration.

CARRIED

4.4 Envision Durham: Proposed Regional Official Plan Amendment – Policies and Delineations for Protected Major Transit Station Areas, File: OPA 2021-003 (2021-P-21)

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The Chair advised that this portion of the Planning & Economic Development Committee meeting constitutes the Statutory Public Information meeting under the Planning Act for a proposed amendment to the Durham Regional Official Plan. He also advised that notice of the public meeting was advertised in applicable newspapers, on the Regional website, and emailed to the Envision Durham interested parties list. He noted that it is important that anyone who may have an interest in this matter make a submission prior to Regional Council making a decision. He further advised that once adopted by Regional Council, the amendment will be submitted to the Minister of Municipal Affairs and Housing for approval.

A) Presentation

Colleen Goodchild, Manager, Policy Planning and Special Studies, provided a presentation outlining the details of Report #2021-P-21 of the Commissioner of Planning and Economic Development. She advised that the purpose is to introduce the proposed amendment to the Durham Regional Official Plan to incorporate policies and delineations for protected Major Transit Station Areas. Highlights of her presentation included:

- What is an MTSA
- Background
- Notice
- Purpose and Effect of the Amendment
- Proposed Changes – Policy
- Next Steps and Conclusions

Staff responded to questions regarding proposed new policy 8.1.15 and how this would apply to Courtice Road and the future Courtice GO Station; proposed new policy 8A.2.17 i) iv.; proposed new policy 8A.2.10 and permitted land uses; the Thornton's Corners Major Transit Station Area; the Central Oshawa Major Transit Station Area; and whether policies align with provincial plans for third party funded GO stations.

The Chair asked if there were any persons in attendance who wished to make a submission or ask any questions.

B) Delegations

1. Adrian Litavski, Johnston Litavski Ltd., on behalf of Alpa Pre-Engineered Panel Systems Inc.

A. Litavski, participating electronically, appeared on behalf of Alpa Pre-Engineered Panel Systems Inc. He advised that they have an operation located at 17 Cigas Road, Clarington, which is immediately south of the future Courtice GO Station. He also advised that they are an existing manufacturing use, and they purchased the property in February 2011. He further advised that they specialize in the manufacturing of pre-assembled construction elements.

A. Litavski advised that he submitted a letter on behalf of Alpa Pre-Engineered Panel Systems Inc. in February 2021 and many of the concerns mentioned at that time remain. He explained that their concerns focus on the issue of transition and he stated that they understand with the proposed new GO Station this area will in the fullness of time redevelop into a new urban node. He also stated that this is a well established and important industrial area within the Municipality of Clarington and he expressed concern about

the lack of specific policies recognizing existing uses and their right to continue their operations without the threat of encroachment of sensitive land uses. He further stated that the proposed amendment includes policies that set out a list of permitted uses and prohibited uses, including warehouses and open storage. He stated that open storage is an important part of his clients existing operations and therefore they have a potential conflict.

A. Litavski concluded by proposing that policies be incorporated into the Regional Official Plan to acknowledge existing industrial uses and to allow them to continue until they choose to move on, and redevelopment occurs. He stated that once a policy is established at the Regional level it can be more easily and appropriately implemented at the local level. He added that he intends to submit another letter and propose some draft language for the Region's consideration.

A. Litavski responded to questions with respect to whether he has shared his views with Clarington staff; and the proposal for residential uses south of the new GO Station.

2. Jae Truesdell, Director, Corporate Affairs, SmartCentres REIT

J. Truesdell, participating electronically, appeared on behalf of Smart Centres REIT. He advised that they own and operate eight properties in Durham, with three within the proposed Major Transit Station Area boundaries. He also advised that they are encouraged that the proposed Major Transit Station Areas include their lands and he explained that Smart Centres was founded on providing value-oriented retail to communities across Canada. He stated that for the past five years they have been intensifying their centres by adding residential, condo and purpose built rental, seniors housing, and self storage, to build mixed-use communities. He further advised that Smart Centres currently has applications or approvals for over 7,000 residential units in the Greater Toronto Area, and additional residential applications and approvals in other communities.

J. Truesdell concluded by advising that they are pleased to see that strategies presented in Report #2021-P-21 recommend a reasonable and balanced approach toward the overall growth of the Region.

3. Billy Tung, KLM Planning Partners Inc., on behalf of 1044971 Ontario Limited

B. Tung, participating electronically, appeared on behalf of the owners of 1218 Trulls Road, Clarington. He advised that their property is located outside of the proposed Courtice Major Transit Station Area and that he has made a written submission with respect to their interest, concerns, and the ongoing Regional Official Plan Review and Land Needs Assessment. He



also advised that their land is currently farmed and is designated employment. He stated that their property is part of a broader area of employment land conversions that is occurring in and around the Major Transit Station Area.

B. Tung advised that their concern is with respect to the consideration and interconnectedness of the creation of the Major Transit Station Area and introduction of sensitive land uses. He further stated that they believe it is more appropriate to view the Major Transit Station Areas in conjunction with the employment land conversion requests, so that their land can be more appropriately designated for something other than employment in order to avoid future land use incompatibility issues.

B. Tung responded to questions with respect to the amount of land owned by his client; the employment conversion request; and his request related to the proposed amendment.

4. Emma West, Bousfields Inc.

E. West, participating electronically, appeared on behalf of Brookfield Properties, with respect to their lands in the Municipality of Clarington. She advised that their lands are in the area proposed as a protected Major Transit Station Area and are north of the future Courtice GO Station. She also advised that they have been participating in the Envision Durham process and made a written submission earlier this year.

E. West stated that for the most part Brookfield is encouraged to see the direction that this work is taking and will follow-up with a written submission. She raised the following two items with respect to the proposed amendment:

- the need for flexible policies in the Regional Official Plan with respect to built form types or specific land uses related to the built form types. She advised that Brookfield is supportive of the concept of transit supportive development in and around the future Courtice Major Transit Station Area but requests that the draft policies be revised to make it clear that the detail of how the minimum density target of 150 residents and jobs per hectare will be achieved, will be the responsibility of the local municipalities. She stated that this flexibility is noted in a few of the draft policies but policy 8A.2.10 provides a list of permitted uses. She also stated that the list of uses is better addressed by and included in the local municipal official plan.
- the proposed timing for adoption of the Major Transit Station Areas amendment to the Regional Official Plan relative to the subsequent official plan amendment to address employment land

conversion requests. She advised that they have concerns that the draft Regional Official Plan Amendment for protected Major Transit Station Areas will be considered by Regional Council before a decision is made on the conversion requests. She stated that this is particularly important in Courtice where lands for the protected Major Transit Station Area are designated employment. She also stated if the conversion of employment lands is not supported by Regional Council and Council has already adopted this Official Plan Amendment, development would still need to achieve the minimum density target of 150 residents and jobs per hectare without residential uses. She further stated that as the vision for the protected Major Transit Station Area in Courtice is for a mixed-use community, the proposed Official Plan Amendment should include policies to allow for the conversion of the lands in the Courtice Major Transit Station Area.

E. West concluded by requesting that the proposed Regional Official Plan Amendment be modified before adoption by Regional Council and submission to the Province for approval.

C) Correspondence

1. Maurizio Rogato, Blackthorn Development Corp., on behalf of 2400245 Ontario Inc.
2. Jonathan Rodger, Zelinka Priamo Ltd., on behalf of CP REIT Ontario Properties Limited
3. Billy Tung, KLM Planning Partners Inc., on behalf of 1044971 Ontario Limited
4. Amy Shepherd, IBI Group, on behalf of 2610144 Ontario Limited and the Lovisek Family

D) Report

A question was raised with respect to the possibility of deleting item 27, new policy 8A.2.10 from Attachment #2 to Report #2021-P-21. B. Bridgeman agreed to discuss with Councillor Joe Neal following the meeting.

Moved by Councillor Lee, Seconded by Councillor Highet,

(74) A) That Report #2021-P-21 of the Commissioner of Planning and Economic Development be received for information; and

B) That all submissions received be referred to the Planning Division for consideration.

CARRIED

## **5. Delegations**

There were no delegations.

## **6. Presentations**

### **6.1 Gary Muller, Director of Planning; Melanie Hare, Urban Strategies; and Jamie Cook, Watson and Associates, re: Envision Durham, Growth Management Study and Land Needs Assessment Update**

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G. Muller, M. Hare and J. Cook provided a PowerPoint presentation regarding Envision Durham, Growth Management Study and Land Needs Assessment Update. Highlights of their presentation included:

- Envision Durham Context
- Growth Management Study
  - Timeline Recap
- Land Needs Assessment Organization and Presentation
  - 1. Region-Wide Growth Analysis
  - 2. Housing Intensification Study
  - 3. Employment Strategy
  - 4. Community Area Land Needs
  - Land Needs Assessment – Summary of findings
  - Growth Management Study Team
  - Growth Management Study Process
  - Policy Context: Our Departure Point
  - Policy Context
  - Regional Structure including Centres, Corridors and MTSAs
  - What Recent Growth looks like in Durham
  - Land Needs Methodology
  - Land Needs Assessment Methodology - Components of Community Area Land Needs Assessment
  - Land Needs Assessment Methodology - Components of Employment Area Land Needs Assessment
  - Greater Golden Horseshoe Growth Forecast
  - Oshawa CMA Labour Force Growth Trends
  - Durham Region Growth Forecast
  - Durham Region Population Forecast by Age Group
  - Drivers of Future Housing Growth in Durham Region – Demographics, Socio-economics and Infrastructure Investment
  - Drivers of Future Housing Growth in Durham Region – Housing Preferences in Durham Region are Changing
  - Housing Forecast by Structure Type, 2016 to 2051
  - BUA Housing Forecast by Structure Type, 2016 to 2051
  - Conclusions
- Where are we today and Next Steps

G. Muller, M. Hare and J. Cook responded to questions with respect to the meaning of intensification and designated greenfield area; what area is included in the land needs assessment; next steps; growth forecasts; and housing affordability.

A question was raised regarding the new 2051 population and employment forecasts in relation to the Region's infrastructure investment. B. Bridgeman advised that staff have reported on this topic previously and agreed to forward Councillor Foster a copy of Report #2021-INFO-47: Growth Forecasts and Implications for Infrastructure Planning and Capital Investment.

## **7. Planning**

### **7.1 Correspondence**

There were no communications to consider.

### **7.2 Reports**

#### **A) Durham Environmental Advisory Committee (DEAC) Post-Secondary Student Membership Appointment (2021-P-22)**

Report #2021-P-22 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

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

That Anish Panday be appointed as a Post-Secondary Student member to the Durham Environmental Advisory Committee.

CARRIED

## **8. Economic Development**

### **8.1 Correspondence**

There were no communications to consider.

### **8.2 Reports**

There were no Economic Development reports to consider.

## **9. Advisory Committee Resolutions**

### **9.1 Durham Environmental Advisory Committee**

A) Appointment of DEAC Representative on the Friends of Second Marsh Board of Directors

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Moved by Councillor Lee, Seconded by Councillor Kerr,  
(76) That we recommend to Council:

That Susan Clearwater be appointed as the Durham Environmental Advisory Committee representative on the Friends of Second Marsh Board of Directors.

CARRIED

**10. Confidential Matters**

There were no confidential matters to be considered.

**11. Other Business**

11.1 Introduction of Paul Frizado, Director, Broadband Services

B. Bridgeman introduced Paul Frizado as the new Director of Broadband Services. He advised that P. Frizado started with the Region on July 5, 2021 and that he has extensive senior level experience in the Canadian telecommunications sector.

Chair Ryan welcomed P. Frizado to the Region.

**12. Date of Next Meeting**

The next regularly scheduled Planning & Economic Development Committee meeting will be held on Tuesday, October 5, 2021 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 Lee,  
(77) That the meeting be adjourned.

CARRIED

The meeting adjourned at 12:26 PM

Respectfully submitted,

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D. Ryan, Chair

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T. Fraser, Committee Clerk



# The Regional Municipality of Durham Information Report

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From: Commissioner of Planning and Economic Development  
Report: #2021-INFO-97  
Date: September 24, 2021

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## Subject:

Envision Durham – Growth Management Study – Release of Employment Strategy  
Technical Report, File D12-01

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## Recommendation:

Receive for information

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## Report:

### 1. Purpose

- 1.1 The Region is undertaking a Growth Management Study (GMS) as part of Envision Durham, the Municipal Comprehensive Review (MCR) of the Regional Official Plan (ROP). The first phase of the GMS is the preparation of a Land Needs Assessment (LNA) to quantify the amount of Settlement Area Boundary Expansion that will be required to accommodate future population and employment growth to the year 2051.
- 1.2 The purpose of this report is to release for agency and public comment, the **Employment Strategy Technical Report**, which is the third of four technical reports prepared in support of the LNA. The first technical report was the Region-Wide Growth Analysis released July 2, 2021 and the second was the Housing Intensification Study released September 3, 2021.
- 1.3 In the fall of 2021, a Council Education Session will be held to provide members of Council with an opportunity to learn about the Growth Management Study and the LNA process, to ask questions and provide feedback. The completed LNA with all

supporting technical reports and staff recommendations will be brought forward to Planning and Economic Development Committee in December of this year, following the Council Education Session.

- 1.4 On September 24, 2021, the Employment Strategy Technical Report will be posted on the Envision Durham project webpage at [durham.ca/EnvisionDurham](https://durham.ca/EnvisionDurham) for public review, and is provided as Attachment #1 to this report. Those wishing to provide any input may do so by submitting comments electronically to [EnvisionDurham@durham.ca](mailto:EnvisionDurham@durham.ca) or by mail. Any comments on the release of the Employment Strategy Technical Report are requested by October 25, 2021.

## 2. Background

- 2.1 Envision Durham is currently in Stage 3 (“Direct”). This stage of the project is intended to identify key proposed policy directions for moving forward with the preparation of a new Regional Official Plan.
- 2.2 The Growth Management Study (GMS) is being completed over two phases. To aid in the completion of the GMS, the Region retained the consultant services of Urban Strategies Inc. and Watson & Associates Economists Ltd. The LNA is a detailed review of the Region’s land base to determine how much of the Growth Plan population and employment forecasts for Durham Region can be accommodated within existing urban areas. Any growth that cannot be accommodated within existing urban areas would trigger a requirement for additional urban land by means of a Settlement Area Boundary Expansion. Determining the quantum of additional urban area land is a key outcome of the LNA. The second phase of the GMS will focus on determining the most appropriate locations for any required Settlement Area Boundary Expansion(s).
- 2.3 The LNA is a technical exercise which relies on the assessment of past and current trends as well as forward looking projections. The LNA is being presented through four separate but interrelated reports which are being released sequentially and are organized as follows:
  1. The **Region-Wide Growth Analysis** (released on July 2, 2021) presents region-wide population and employment forecasts, various trends in demographics, unit mix, housing prices, and built form. This report analyzes Durham’s growth potential and informs key inputs and assumptions for the overall LNA.



2. The **Housing Intensification Study** (released September 3, 2021) evaluates the supply and demand for housing within the Built-up Area. This evaluation includes a detailed assessment of likely opportunities and supply potential for intensification and associated population and employment accommodation. A key outcome of this report is a recommendation for a 50 per cent intensification target for the Region.
  3. The **Employment Strategy** (subject of this report) provides an assessment of trends in employment and analyzes the current state of the region's Employment Areas. Key outcomes included in this report are recommendations on Employment Area conversion requests, a recommended density target for Employment Areas, and recommendations on the supply of designated Employment Areas to accommodate employment land related jobs to 2051.
  4. The **Community Area Urban Land Needs Technical Report** (to be released on October 1, 2021) will evaluate the existing state, current trends, and long-term development potential of Designated Greenfield Areas (i.e. lands within the urban area boundary that are outside of the built-up area). A key outcome of this report will include a recommended density target for Designated Greenfield Areas and recommendations on urban area land required to accommodate residential units and population related jobs to 2051.
- 2.4 A **Land Needs Assessment Recommendations Report** will compile the key outcomes, technical analysis and related recommendations in the above reports, which will be presented to Planning and Economic Development Committee later this year.
- 3. Employment Strategy Technical Report Overview**
- 3.1 The purpose of the Employment Strategy is to provide a comprehensive assessment of current industrial and office market conditions and trends, anticipated growth patterns, market opportunities and disrupters that are anticipated to influence employment growth across Durham Region through 2051.
- 3.2 The Employment Strategy Technical Report presents several key findings:
- Durham Region's employment forecast is 460,000 jobs by 2051. To achieve this forecast, a total of 236,400 new jobs are required over the 2016 to 2051 period, representing an average annual growth rate of 2.1%.

- Based on a review of existing Employment Area densities and trends in employment uses, an overall region wide minimum Urban Employment Area density target of 26 jobs per gross hectare has been recommended.
- The Region received 47 Employment Area conversion requests. Two conversion requests were subsequently withdrawn by the proponent. Each of the remaining 45 conversion request has been reviewed in detail against the evaluation criteria endorsed by Regional Council in the spring of 2020. In addition, several areas were identified in consultation with Regional Planning staff that, although not subject to a privately initiated request, warranted consideration for conversion. The report identifies 408 gross hectares (1,008 gross acres) of Employment Area lands as appropriate for recommendation for conversion to non-employment uses.
- The report also identifies an Employment Area shortfall. It is estimated that a Settlement Area Boundary Expansion will be required to designate approximately 1,150 gross hectares (2,800 acres) of Urban Employment Area lands in the new Regional Official Plan.

3.3 Further details can be found in the Employment Strategy Technical Report (Attachment #1).

#### **4. Previous Reports and Decisions**

4.1 See Appendix 1.

#### **5. Relationship to Strategic Plan**

5.1 By planning for growth in a sustainable, progressive, and responsible manner, the Land Needs Assessment and supporting technical reports address the following strategic goals and priorities in the Durham Region Strategic Plan:

- a) Under Goal Area 2, Community Vitality:
  - 2.1 Revitalize existing neighbourhoods and build complete communities that are walkable, well connected, and have a mix of attainable housing;
  - 2.5 Build a healthy, inclusive, age-friendly community where everyone feels a sense of belonging;
- b) Under Goal Area 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;
- c) Under Goal Area 4, Social Investment:
  - 4.1 Revitalize community housing and improve housing choice, affordability and sustainability;

## 6. Next Steps and Conclusion

- 6.1 The Employment Strategy Technical Report is now available for public review. The report will be posted on the Envision Durham project web page at [durham.ca/EnvisionDurham](http://durham.ca/EnvisionDurham). Interested parties are encouraged to subscribe for further project updates and email notifications through this web page.
- 6.2 The release of this report will also be announced by way of:
- Public service announcements;
  - Social media platforms, including Facebook, Twitter, and LinkedIn; and
  - Email notifications and report circulation.
- 6.3 A copy of this report will be forwarded to all Envision Durham Interested Parties, Durham's area municipalities, Indigenous communities, conservation authorities, the Building Industry and Land Development (BILD) – Durham Chapter, and the Ministry of Municipal Affairs and Housing. Circulation will also be provided to agencies and service providers that may have an interest in where and how long-term growth in the region is being planned for (school boards, hospitals, utility providers, etc.).
- 6.4 Those wishing to provide input on the report may do so via email to [EnvisionDurham@durham.ca](mailto:EnvisionDurham@durham.ca) or by mail. Any comments on the release of the Employment Strategy Technical Report are requested by October 25, 2021.
- 6.5 The next and final technical report to be released as part of the Land Needs Assessment will be the Community Areas Urban Land Needs Technical Report.

## 7. Attachments

Attachment #1: [Employment Strategy Technical Report](#)

Respectfully submitted,

Original signed by

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

#### **4. Previous Reports and Decisions**

##### **4.1 Several Reports have been prepared related to Envision Durham and Growth Management related topics:**

- On May 2, 2018 Commissioner's Report [#2018-COW-93](#) requested authorization to proceed with the municipal comprehensive review of the Durham Regional Official Plan;
- Over the course of 2019, six theme-based Discussion Papers were released seeking public input on a range of topics. The Discussion Papers can be found on the project webpage at [durham.ca/EnvisionDurham](http://durham.ca/EnvisionDurham)
- On June 2, 2020 Commissioner's Report [#2020-P-11](#) recommended evaluation criteria and a submission review process for the consideration of Employment Area conversion requests.
- On July 29, 2020 Commissioner's Report [#2020-P-14](#) outlined Amendment #1 to A Place to Grow: Growth Plan for the Greater Golden Horseshoe, including recommended comments to the Province on the updated 2051 growth forecasts for the Region of Durham and the updated Land Needs Assessment Methodology.
- On December 1, 2020 Commissioner's Report [#2020-P-27](#) provided proposed policy directions and boundary delineations for existing and future Major Transit Station Areas.
- On March 2, 2021 Commissioners Report [#2021-P-7](#) provided proposed policy directions related to all key components of Envision Durham, including initial directions for the Urban System and growth related topics. Also included was a Growth Opportunities and Challenges Report prepared by the Region's consultants, which serves as a starting point for the LNA and related technical studies.
- On July 2, 2021 Commissioners Report [#2021-INFO-71](#) presented the Region-Wide Growth Analysis. The purpose of the report is to analyze the region's long-term population, housing, and employment growth forecast within the context of provincial and regional policy, historical trends, and predicted future influences.
- On September 3, 2021 Commissioners Report [#2021-INFO-94](#) presented the Housing Intensification Study Technical Report. The purpose of this report is to document the capacity for accommodating residential and mixed-use growth within the region's built-up area (BUA).



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2021-P-23  
Date: October 5, 2021

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**Subject:**

Decision Meeting Report

Application to Amend the Durham Regional Official Plan, submitted by 1725596 Ontario Limited to permit the severance of a dwelling rendered surplus to a farming operation as a result of the consolidation of non-abutting farm parcels, in the Municipality of Clarington, File: OPA 2021-001

---

**Recommendation:**

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

- A) That Amendment #184 to the Durham Regional Official Plan, to permit the severance of a dwelling rendered surplus to a farming operation as a result of the consolidation of non-abutting farm parcels, be adopted as contained in Attachment #3 to Commissioner's Report #2021-P-23; and
  - B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Municipality of Clarington, the Ministry of Municipal Affairs and Housing, and all other persons or public bodies who requested notification of this decision.
-

**Report:****1. Purpose**

- 1.1 On February 16, 2021, Clark Consulting Services Ltd., on behalf of 1725596 Ontario Limited, submitted an application to amend the Regional Official Plan (ROP) to permit the severance of 0.62 hectare (1.54 acre) parcel of land containing a dwelling rendered surplus, from a 35.8 hectare (88.47 acre) agricultural parcel as a result of the consolidation of non-abutting farm parcels in the Municipality of Clarington.

**2. Site Location/Description**

- 2.1 The subject site is located on the north side of Station Street and east of Highway 35/115 (refer to Attachment #1). The parcel is known as 40 Station Street, Part of Lot 27, Concession 5 in the former Township of Clarke. It is located east of the Orono Urban Area.
- 2.2 The subject site is irregular in shape and contains an existing dwelling and five agricultural buildings. A wooded valleyland associated with the Orono Creek is located on the south-eastern portion of the site, and there is a pond with a watercourse located on the northern portion of the site.
- 2.3 The surrounding uses located adjacent to the subject site include:
- a. North – woodland, agricultural lands, Orono Urban Area (deferred);
  - b. East – agricultural lands;
  - c. South – Station Street, rural residential uses; and
  - d. West – Highway 35/115, Orono Urban Area.

**3. Previous Reports and Decisions**

- 3.1 On June 1, 2021 the Planning and Economic Development Committee received the related Public Meeting Report #2021-P-10.

**4. Reports Submitted in Support of the Application**

- 4.1 A Planning Justification Report prepared by Clark Consulting Services, dated February 2021, was submitted in support of the application. The report concludes that the proposed amendment is consistent with the Provincial Policy Statement (PPS), and conforms to the Greenbelt Plan and the ROP. The report also concludes the proposed severance will comply with Minimum Distance Separation (MDS)

requirements. The Site Screening Questionnaire completed by GHD indicated that there are no environmental concerns on the property.

## **5. Provincial Policies**

- 5.1 The subject site is located within the Protected Countryside designation of the Greenbelt Plan.
- 5.2 Both the Greenbelt Plan and the Provincial Policy Statement (PPS) permit the severance of a residence surplus to a farming operation as a result of a farm consolidation, provided that the planning authority ensures that a residential dwelling is not permitted on the proposed retained farm lot created by the severance.
- 5.3 The PPS and the Greenbelt Plan also require the creation of lots to comply with MDS requirements.

## **6. Durham Regional Official Plan**

- 6.1 The subject site is designated “Prime Agricultural Areas” and “Major Open Space Areas” in the ROP, with portions of the site containing Key Natural Heritage and Key Hydrologic Features (KNHMF). Severance applications for agricultural uses are considered in accordance with the relevant policies of Sub-Section 9A of the ROP.
- 6.2 Policy 9A.2.10 of the ROP permits the severance of a farm dwelling rendered surplus as a result of a farmer acquiring a non-abutting farm, provided that:
  - a. the dwelling is not needed for a farm employee;
  - b. the farm parcel is a size which is viable for farm operations;
  - c. for sites within the Protected Countryside of the Greenbelt Plan Area, the dwelling was in existence as of December 16, 2004; and
  - d. the farm parcel is zoned to prohibit any further severances or the establishment of any residential dwelling.

No further severances shall be permitted from the acquired farm parcel.

## **7. Planning Analysis**

- 7.1 The applicant is a private farm corporation which owns a total of 16 farms in the Municipality of Clarington under the name 1725596 Ontario Limited. The farming



corporation encompasses approximately 451.46 hectares (1,115.58 acres) and is primarily devoted to apple cultivation (refer to Attachment #2).

- 7.2 The subject farm parcel was acquired by 1725596 Ontario Limited in 2016 and contains an existing dwelling not utilized by a farm employee. The existing dwelling has been rendered surplus to the needs of the farm operation. The proposed retained parcel is of a size that will remain viable for farming.
- 7.3 The surplus farm dwelling located on the subject site was built prior to 2004. The proposed amendment complies with the provisions of the PPS, the Greenbelt Plan, and the ROP. The proposed severed parcel will be limited in size to accommodate the surplus farm dwelling and the existing private well and septic systems.
- 7.4 The proposed severed parcel complies with MDS requirements. The subject site will be appropriately rezoned to prohibit the development of a new residential dwelling on the proposed retained agricultural parcel. Any further severance and/or new residential dwelling on the retained farm parcel will be prohibited in accordance with Provincial and Regional policies.

## **8. Public Meeting and Submissions**

- 8.1 In accordance with the Planning Act, a notice of public meeting regarding the application was published in the appropriate newspapers, mailed to those who own land within 120 metres (400 feet) of the subject site, and a sign was posted on the property. A public meeting was held on June 1, 2021. Commissioner's Report #2021-P-10 provides information on the application.
- 8.2 The Region did not receive any written submissions from the public concerning the application.

## **9. Consultation**

- 9.1 On July 5, 2021, the Council of the Municipality of Clarington adopted a resolution supporting the approval of the application to amend the ROP. The Municipality of Clarington also adopted a Zoning By-law at that meeting that prohibits the development of a residential dwelling on the retained agricultural parcel and will prohibit the housing of livestock in the existing farm buildings as required by the Minimum Distance Separation (MDS) formulae.

- 9.2 The Ministry of Municipal Affairs and Housing, the Ganaraska Region Conservation Authority, the Regional Health Department, Regional Works Department have no concerns with the approval of the amendment.
- 9.3 The Durham Agricultural Advisory Committee (DAAC) advised that they have no concerns with the approval of the amendment but did voice a concern regarding the shape of the proposed lot. DAAC was advised that the lot's shape is intended to accommodate an existing well, while minimizing the amount of agricultural land being accommodated within the severed parcel.

## **10. Notice of Meeting**

- 10.1 Written notification of the meeting time and location of the Planning and Economic Development Committee meeting was sent to all that requested notification, in accordance with Regional Council procedure.
- 10.2 The recommendation of the Planning and Economic Development Committee is scheduled to be considered by Regional Council on October 27, 2021. If Council adopts the proposed Amendment, notice will be given by the Regional Clerk and Council's decision will be final unless appealed to the Ontario Land Tribunal.

## **11. Relationship to Strategic Plan**

- 11.1 In the processing of ROP Amendment applications, the objective is to ensure responsive, effective and fiscally sustainable service delivery in accordance with Goal 5 of the Durham Region Strategic Plan, "Service Excellence".

## **12. Conclusion**

- 12.1 The proposed amendment is consistent with the PPS and conforms with the policies of the Greenbelt Plan and the ROP. It has been demonstrated that the dwelling is surplus to the needs of the farming operation. The Zoning By-law Amendment sets restrictions to prohibit a new dwelling to be constructed. The proposal maintains the intent of the ROP in protecting agricultural lands for agricultural purposes. Furthermore, the proposed severance of the farm dwelling will be limited to the minimum size needed to accommodate the retained residential dwelling, and will continue to provide a housing option in the rural area. Accordingly, it is recommended that Amendment # 184 to the ROP, as shown in Attachment #3, be adopted.

### **13. Attachments**

Attachment #1: Location Sketch

Attachment #2: Agricultural Land Holdings

Attachment #3: Amendment #184 to the Regional Official Plan

Respectfully submitted,

Original signed by

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

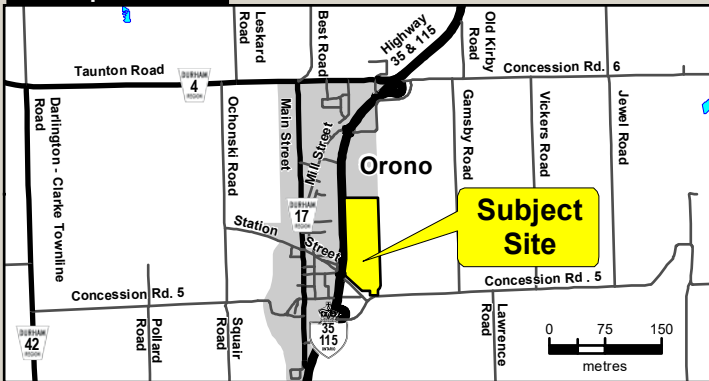
Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

## Municipal Context



Attachment:1  
Commissioner's Report: 2021-P-23  
File: OPA 2021-001  
Municipality: Clarington

## Legend



Data Sources:  
PARCEL DATA: Ownership © Teranel Inc. and its suppliers. Assessment © 2020 MPAC and its suppliers.  
ORTHO PHOTO: © 2020 First Base Solutions. All rights reserved. May not be reproduced without permission. This is not a plan of survey.

This map has been produced from a variety of sources.  
The Region of Durham does not make any representations concerning the accuracy, likely results, or reliability of the use of the materials.  
The Region hereby disclaims all representations and warranties.

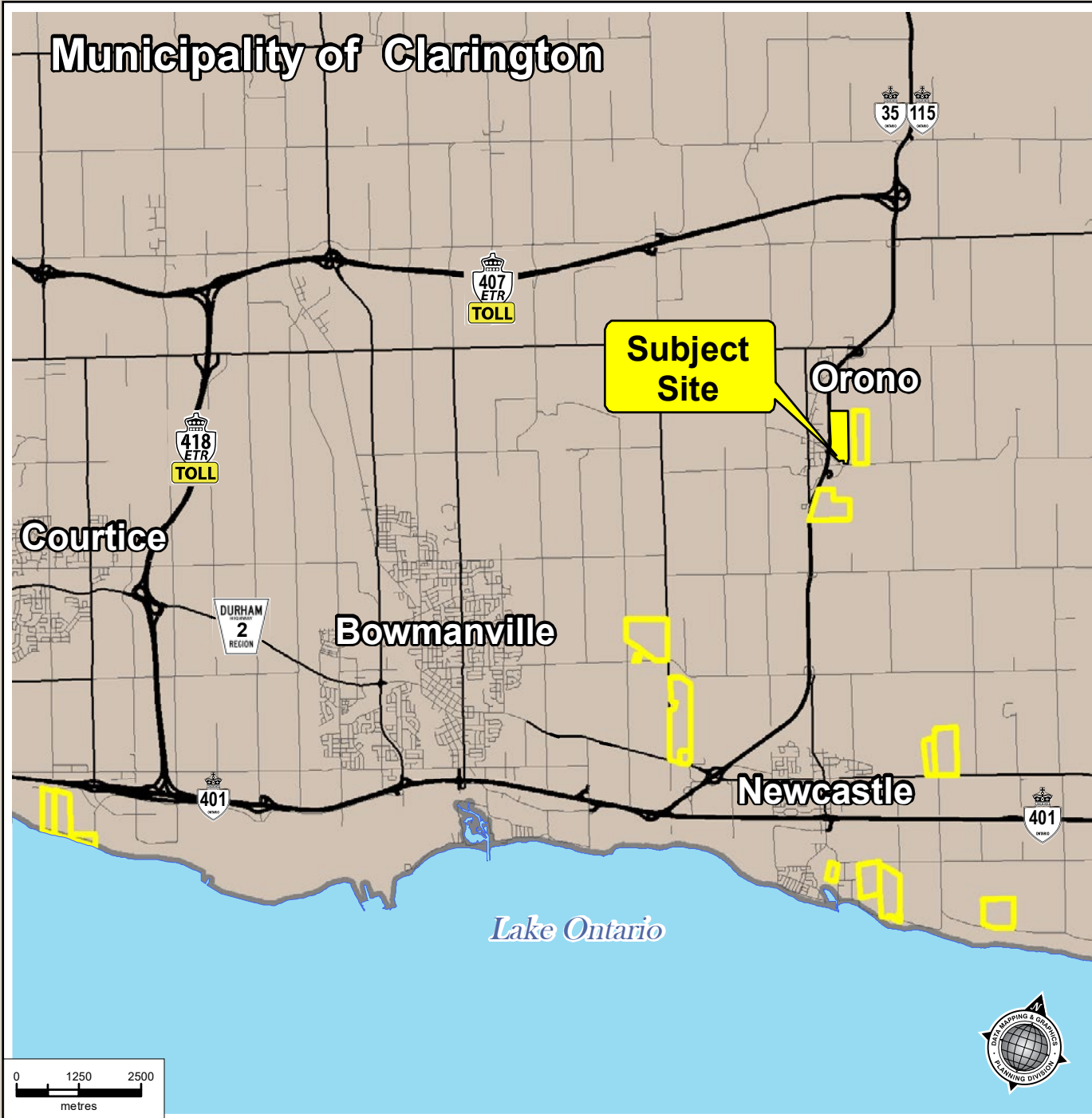
## Municipal Context



Attachment:2  
 Commissioner's Report: 2021-P-23  
 File: OPA 2021-001  
 Municipality: Clarington

## Legend

- Subject Site
- Other Lands Owned by 1725596 Ontario Limited





**Attachment #3**  
**Amendment #184 to the Regional Official Plan**

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- Purpose and Effect: The purpose and effect of this Amendment is to permit the severance of a dwelling rendered surplus to a farming operation as a result of the consolidation of non-abutting farm parcels on lands designated “Prime Agricultural Areas,” and “Major Open Space Areas” in the Municipality of Clarington.
- Location: The subject site is located at 40 Station Street, in the Municipality of Clarington. The property is legally described as Part Lot 27, Concession 5 (former Township of Clarke) in the Municipality of Clarington.
- Basis: The subject site has been consolidated with other non-abutting farm parcels owned by the applicant. The residential dwelling on the subject site is not required by, and is surplus to, the farm operation. This amendment conforms to the Durham Regional Official Plan, the Greenbelt Plan, and the Growth Plan for the Greater Golden Horseshoe and is consistent with the Provincial Policy Statement.
- Amendment: The Durham Regional Official Plan is hereby amended by adding the following policy exception to Section 9A.3.2:  
*“9A.3.2 aaa) A surplus dwelling is severed from the parcel identified as Assessment No. 18-17-030-050-12401 located in Part of Lot 27 Concession 5 (Former Township of Clarke), in the Municipality of Clarington subject to the inclusion of provisions in the zoning by-law to prohibit further severances and the construction of any dwelling on the retained parcel.”*
- Implementation: The provisions set forth in the Durham Regional Official Plan regarding the implementation of the Plan shall apply in regards to the Amendment.
- Interpretation: The provisions set forth in the Durham Regional Official Plan regarding the interpretation of the Plan shall apply in regards to this Amendment.



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2021-EDT-5  
Date: October 5, 2021

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**Subject:**

Business Advisory Centre Durham Annual Update

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**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 an update to Committee on the activities of the Business Advisory Centre Durham (BACD). This report also advises that Teresa Shaver, CEO of BACD, will be appearing as a delegation at the October 5, 2021 meeting of the Planning and Economic Development Committee to present the 2020 Year in Review.

**2. Background**

- 2.1 The Business Advisory Centre Durham Inc., Durham Region's small business advisory centre, delivers programming and advisory services to entrepreneurs, "Main Street" small businesses, home-based businesses, and others across Durham Region. Their clientele does not include technology entrepreneurs / start-ups, as these are supported by the SPARK Centre, or by the 1855 Whitby Accelerator.

- 2.2 The Region along with the Province of Ontario provide BACD with core operational funding. The Region contributes \$160,000 annually to BACD's operating budget, and a further \$73,000 (approximately) for their office facilities located on the second floor of 3000 Garden Street in the Town of Whitby.
- 2.3 BACD is one of 54 small business advisory centres operating across Ontario.
- 2.4 In 2020, the impacts of COVID-19 on small businesses were in many cases severe, and the need to provide advice, support services, and programming significantly increased. Many small businesses such as tourism industry businesses, small retail, and restaurant businesses needed help in transitioning and adapting their business models to accommodate virtual offerings and eCommerce capabilities.
- 2.5 Alongside the Clarington Board of Trade and Office of Economic Development (CBOT) and the Downtown Whitby BIA, BACD delivered Digital Main Street Region-wide, which includes the 'shopHERE' program. Provincial funding enabled BACD to deliver services within downtown / BIA jurisdictions, and the Region's Economic Development and Tourism Division supplemented this funding by contributing an additional \$80,000 in 2020 to enable BACD to deliver the programming to any interested small business Region-wide, including small organizations ineligible for the Provincial program. These funds were allocated from the Economic Development and Tourism Division's 2020 Annual Budget.

### **3. Annual Update**

- 3.1 Attached as Attachment #1 is the 2020 Annual Update presentation from BACD.
- 3.2 Annually, BACD serves over 4,500 entrepreneurs in the Durham Region. This includes those considering a new business or working to start and grow their businesses and become part of the economy.
- 3.3 BACD holds over 240 workshops each year, and records 1,500 hours in advisory services for clients.
- 3.4 BACD also manages various grant programs that provide 41 entrepreneurs a year with grants for their business as well as training and mentoring.
- 3.5 Through the Digital Main Street program, BACD has to-date served over 600 businesses by either helping them create a shopHERE Website, delivering up to 10 free hours of Digital Transformation Services, or facilitating their application for the Provincial Digital Main Street Grant of \$2,500.



- 3.6 In 2020, the Business Advisory Centre Durham was also successful in securing a \$2 million Provincial grant to build capacity and provide more services virtually through all of Ontario's 54 small business centres. This program involved creating a Province-wide website and online learning capacity. It has increased the capacity of BACD to grow small businesses from Durham and has also benefitted other small businesses across Ontario.

#### **4. Previous Reports and Decisions**

- 4.1 BACD provides an update to Committee annually regarding its activities and the support it provides to the business community.

#### **5. Relationship to Strategic Plan**

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

- 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.

#### **6. Conclusion**

- 6.1 The Region's Economic Development and Tourism Division continues to support innovation and entrepreneurship as a top priority. Providing annual core funding for BACD's delivery of valuable programming for small businesses remains important to ensure the vibrancy and strength of the Regional economy.
- 6.2 The services of BACD have been even more important over the course of the prior year due to the impacts of COVID-19 on small businesses. Their services will remain in high demand going forward due to the ongoing need for businesses to rapidly adapt and modernize their business models, and in response to the increasing interest in entrepreneurship.

#### **7. Attachments**

Attachment #1 BACD 2020 Annual Update Presentation

Respectfully submitted,

Original signed by

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

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

# 2020 IN REVIEW

# BACD Team



**Teresa Shaver**



**Patrice Esper**



**Andrea Rowland**



**Marlon Shaw**



**Ashley McBride**



**Lindy Schultz**

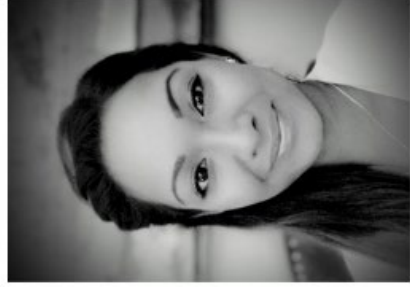
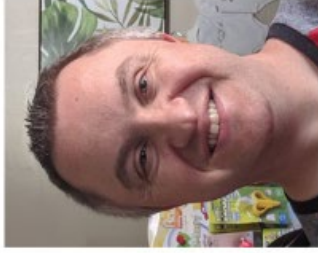


**Antionette Burrell**



**Liz Ogundare**

# Durham's Digital Main Street Squad





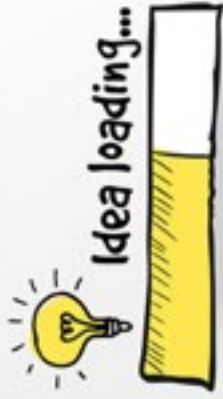
# BACD Services & Programs



## One-on-One Advisory Meetings

Meet with one of our experienced advisors to discuss strategies on building your business.

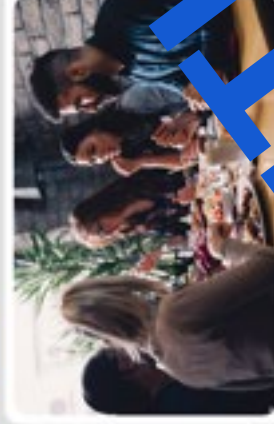
[BOOK A MEETING](#)



## Business Fundamentals Workshops

These free introductory workshops are to help you get started on creating a business roadmap.

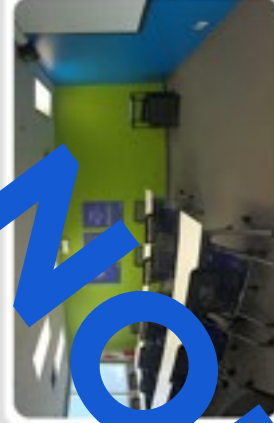
[FIND A WORKSHOP](#)



## Networking & Business Development Workshops

Stay informed, learn new skills and connect with other entrepreneurs in our community.

[SEE EVENT CALENDAR](#)



## Meeting Spaced & Digital Media Room Rental

Have a workshop, business event or client meeting in one of our meeting rooms.

[RENT MEETING SPACE](#)



Get help with your business online!

[APPLY NOW](#)



Training/funding program for registered businesses between 1 - 5 years

[APPLY NOW](#)



**Summer Company** Youth Entrepreneurship Program

NOW ACCEPTING APPLICATIONS

[APPLY NOW](#)



**WOMEN'S ENTREPRENEURSHIP PROGRAM**  
Connect | Empower | Succeed

Virtual & In-Person Business Support for Women

[APPLY NOW](#)

## Metrics

**1,385**   
CLIENT MEETINGS

**106**   
BUSINESSES STARTED

**239**   
JOBS CREATED

**60**   
BUSINESSES EXPANDED

**161** WORKSHOPS  
DELIVERED

**1,912**   
WORKSHOPS ATTENDEES

**1463**   
Client Meetings

**126**   
Businesses  
Started

**225**   
Jobs Created

**49**   
Businesses  
Expanded

**240**   
Workshops

**2308**   
Workshop Attendees

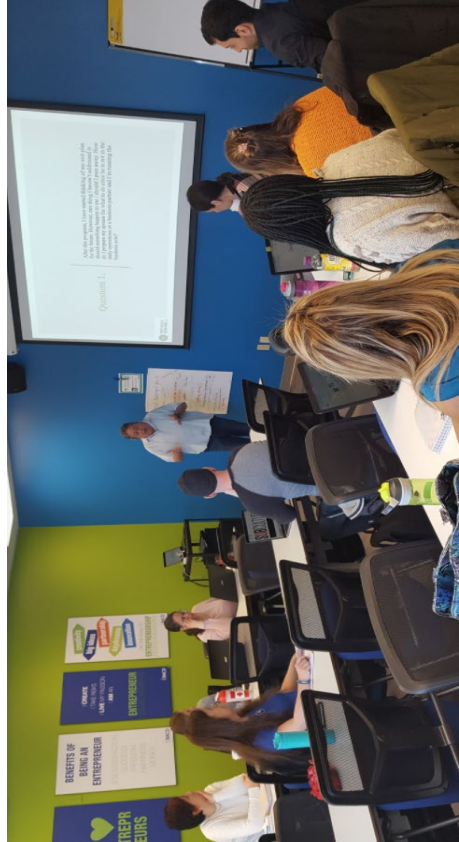
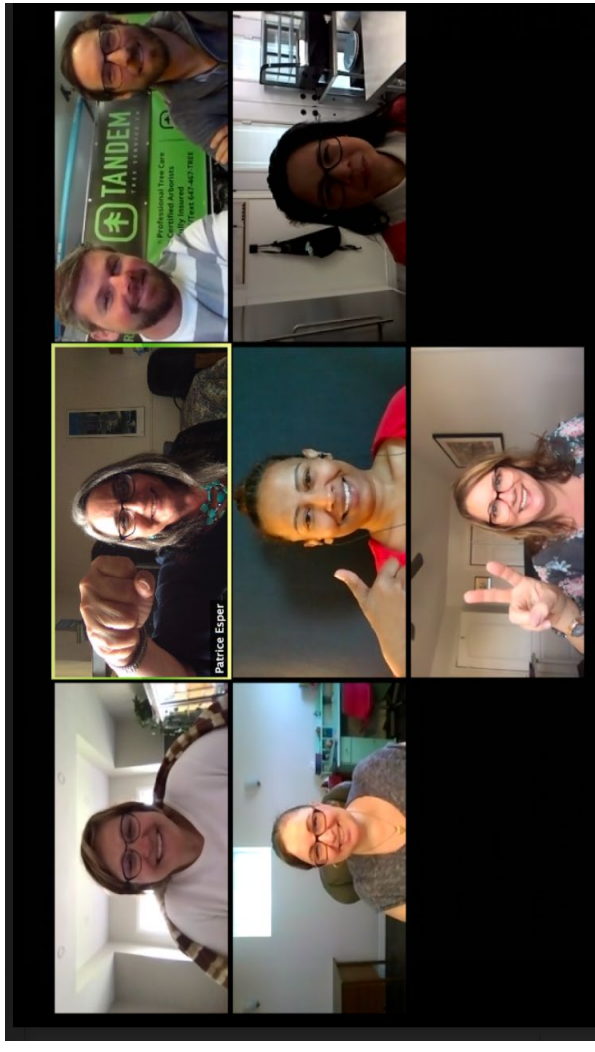


# Starter Company Plus Program

## Starter Company

January – May 2020

- 146 Applications
- 5 Cohorts
- 29 Grants of \$116,500





# Starter Company Plus Program



45





# Summer Company Student Program

# Summer Company

68 Inquiries  
24 Applications  
14 Grants of \$42,000

46





# Summer Company Student Program



47



# Summer Company Student Testimonials



"Ashley was an amazing program coordinator as I started my own business in the Ontario Summer Company Program. She provided great mentorship and hands-on coaching which helped tremendously in reaching my business goals. I am very grateful for her support - she is a strong leader and asset for entrepreneurs!" - Danielle Murphy



"Ashley was able to help me achieve my goal in creating an online business. I started The Remarkable Project and the Summer Company Program was able to give me advice, the resources and the mentorship in order to achieve this new business venture I started. Ashley was able to help and was just an email away if I needed anything"  
- Joshua Gamilla



"The Business Advisory Centre for Durham was very helpful. It connected us with an audience (through the newsletter and the social media accounts) and with entrepreneurs who gave us valuable advice. Ashley was amazing. She was always quick to respond and worked with each of us so well. She really took the time to make sure everyone knew what to do."  
- Erika Schwab



# Women's Entrepreneurship Program



- 104 Applications
- 49 13 Businesses started
- 3 Businesses Expanded
- 26 Received training



[ *Laine Lichson* ]  
PHOTOGRAPHY

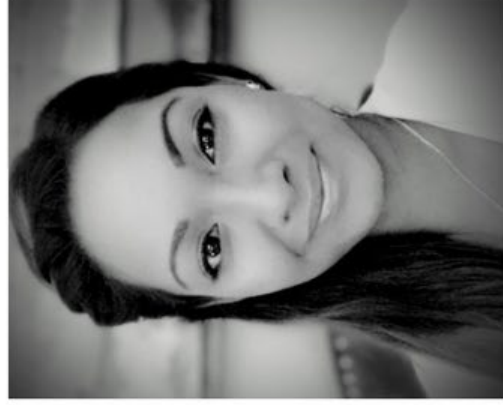
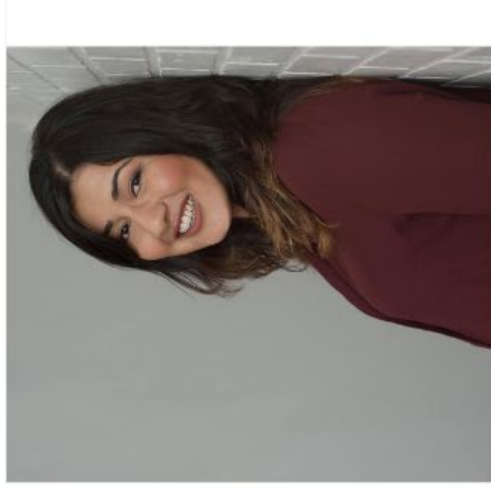


# Digital Main Street

Businesses served: 483

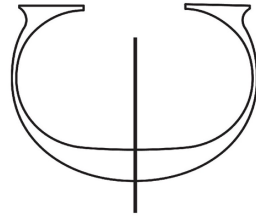
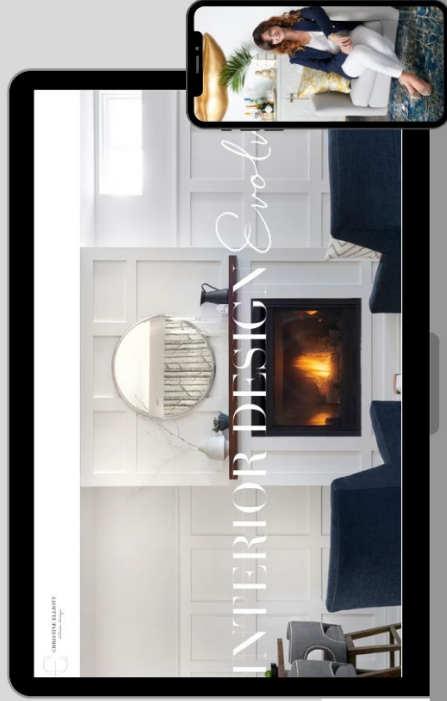


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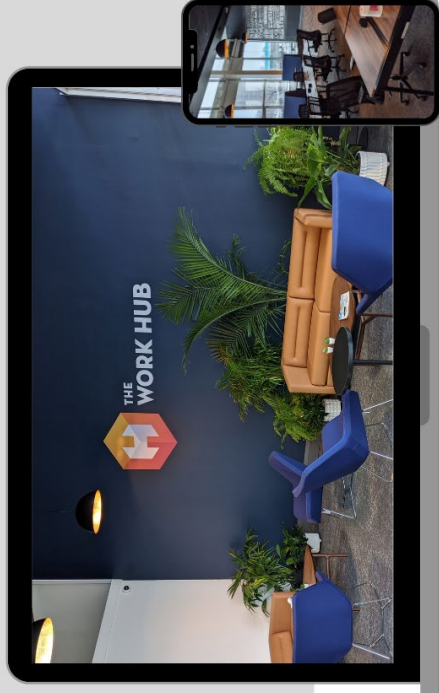
# Digital Main Street – Success Stories

CHRISTINEELLIOTTDIGNS.COM



CHRISTINE ELLIOTT  
*interior design*

THEWORKHUB.CA

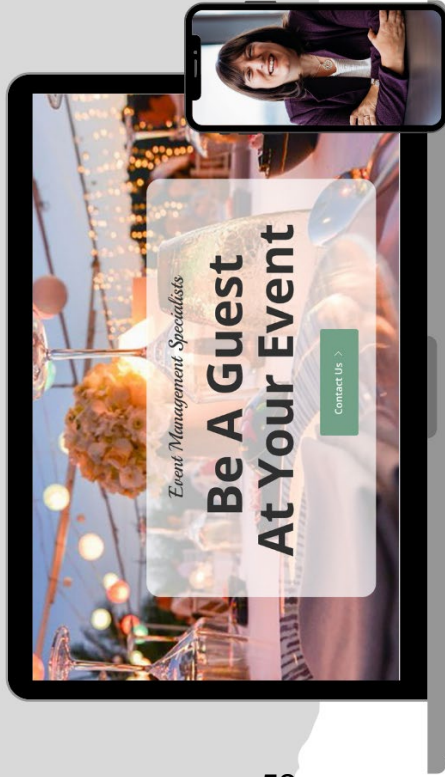


THE  
**WORK HUB**

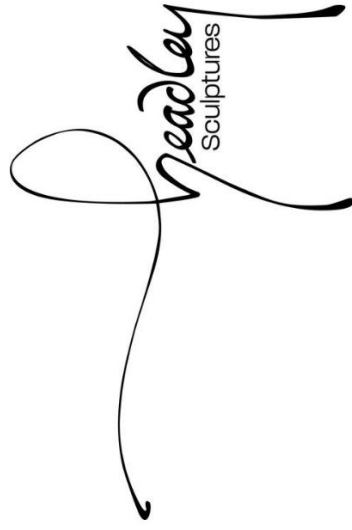
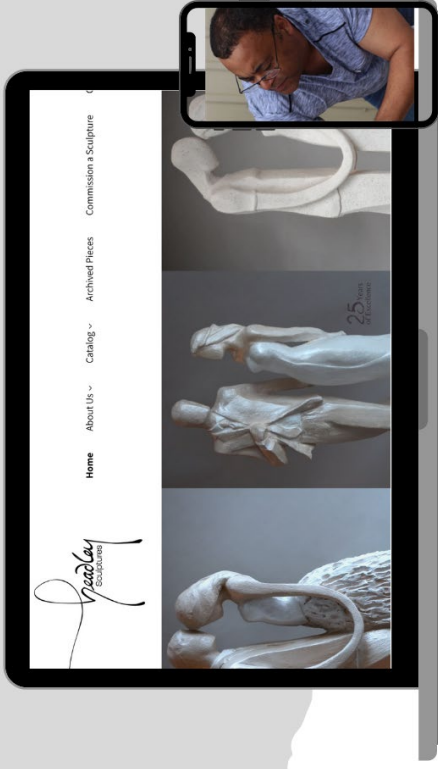


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# BACD's - She Means Business

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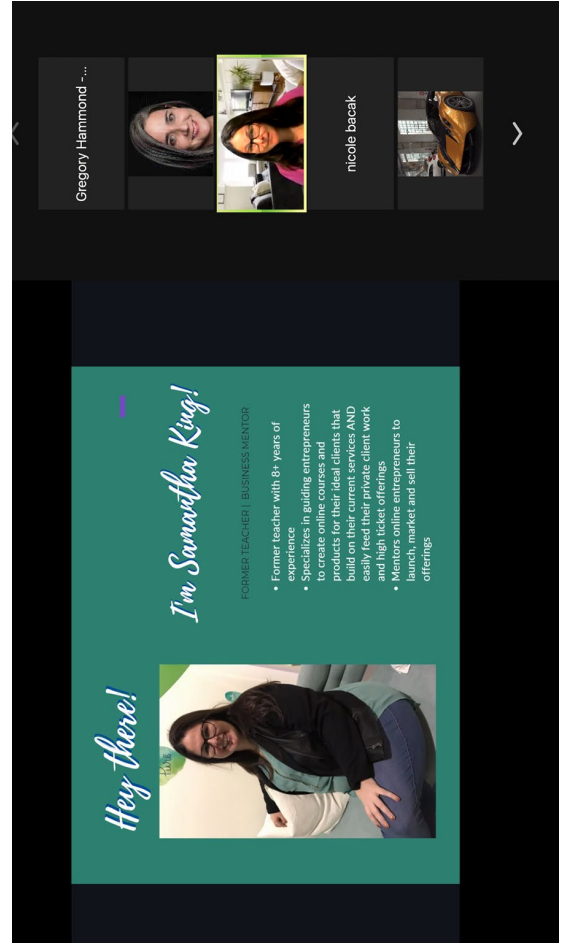
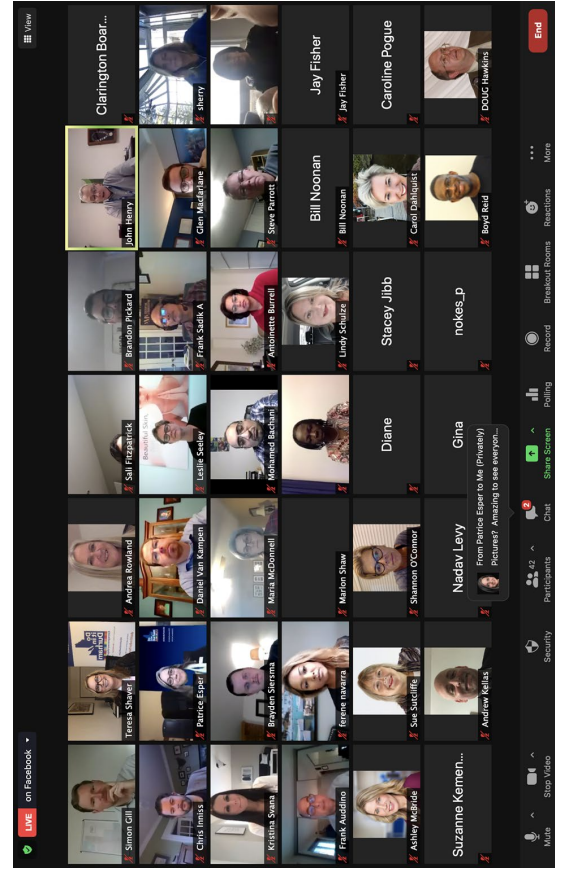
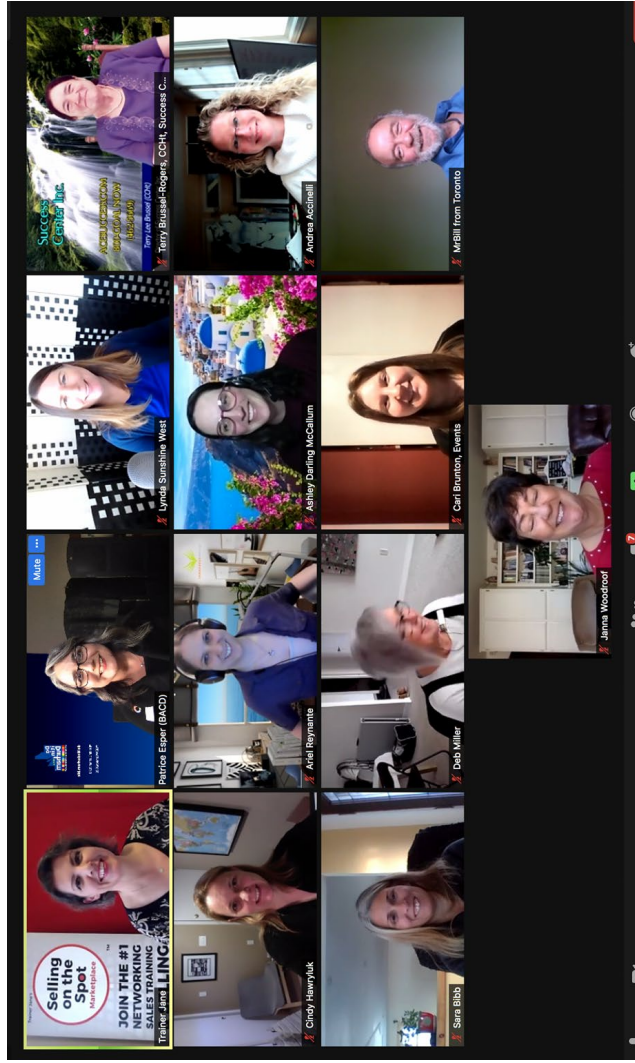
2020 PREMIER SPONSORS



community



# Do It In Durham 2020





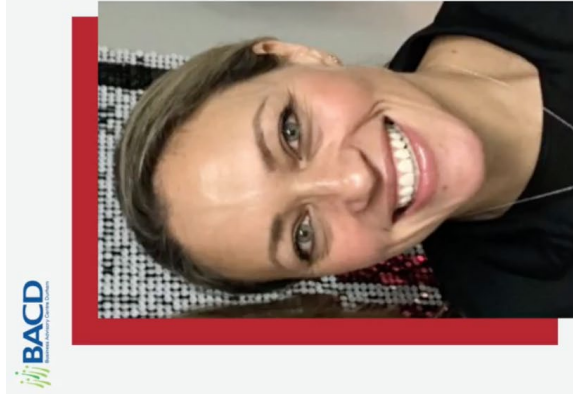
# Client Grand Openings 2020



**STEP into my CLOSET**  
Consignment Shop



# Pivot Profiles



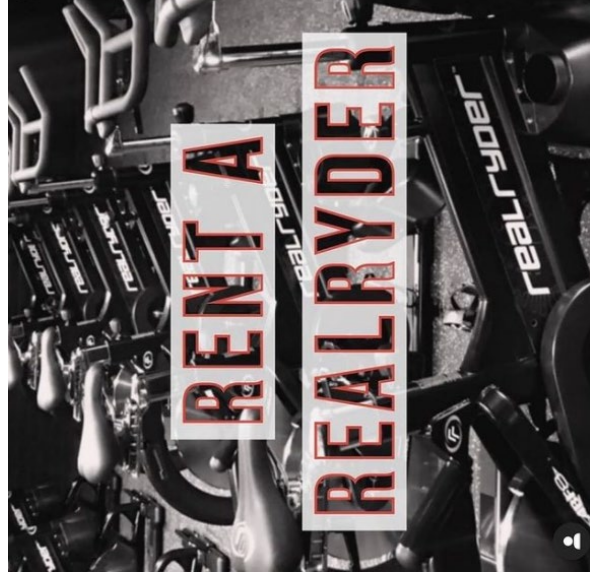
PIVOT PROFILE  
Frantastic  
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Interview With Fran Steyn



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Interview with Shannon Davidson & David Ross





# Pivot Profiles



59



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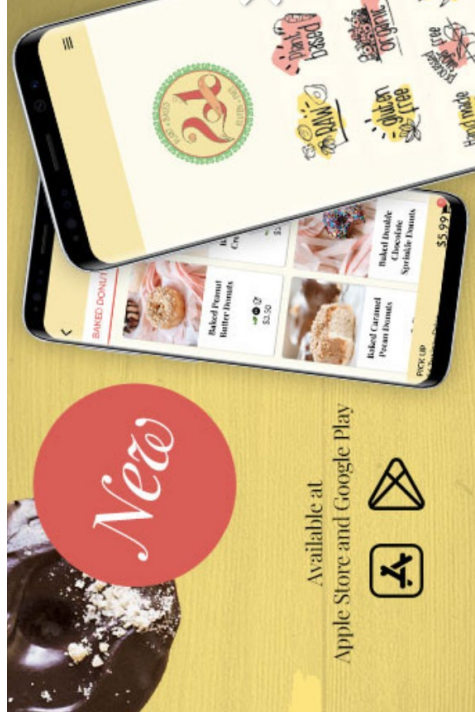
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# Client Reviews



**Toni Grates**

1 review



★★★★★ 6 months ago

I have been attending the BACD for a couple of years now and I have nothing but excellent things to say about this place. The workshops and live support I've received, especially while trying to pivot through the pandemic, have been top notch. Teresa has gone above and beyond to help and to facilitate programs that encourage and inspire local entrepreneurs. I highly recommend the BACD to anyone looking to start a business or looking to scale their business.



**Melanie Curley**

1 review



★★★★★ a month ago

I have been working with Andrea from the BACD for a few months now and she has been loads of help! I love our virtual meetings and all the advice she has to share. It's really great to have someone to bounce my ideas off of and help to get my business brain organized, lol! Thank you for all your help Andrea!



**Nisha Ghai**

1 review



★★★★★ 5 months ago

As an intern with the BACD, it was truly a great experience. The staff there are very knowledgeable and working with them allowed me to really understand more about business! Their workshops are very informative, so if you are looking to start a business, I highly recommend the BACD!

# Client Reviews



**Joan Stalker**

9 reviews



★★★★★ a week ago

BACD is an outstanding resource for business owners in Durham Region. I have attended some of their workshops and business lunches, both of which have been excellent learning and networking opportunities. I recently had a meeting with Business Advisor, Patrice Esper, and was presented with plenty of helpful advice and suggested action items that I quickly implemented. I highly recommend BACD's services to both start-up and established businesses. Thanks for your help, Patrice!

63



**Laura Watts**

8 reviews



★★★★★ a month ago

The BACD is a fabulous resource for business owners in Durham Region. I would not hesitate to recommend their services to businesses just starting out or who have been in business for awhile, but want to pivot or rebrand their business.



**Catherine Davis**

25 reviews · 6 photos



★★★★★ 6 months ago

BACD is an excellent resource for Durham business owners at any stage of their business. You can book an appointment to speak to an advisor about any struggles you are having with your business and get answers. The staff are knowledgeable and caring and take pride when Durham businesses succeed! Many services are offered free--a big help when you are starting a business.



# Client Reviews

----- Forwarded message -----

From: **Paul Heerebout** <[pheerebout@rogers.com](mailto:pheerebout@rogers.com)>

Date: Sun, May 24, 2020 at 11:09 PM

Subject: Thank you

To: [clientservices@bacd.ca](mailto:clientservices@bacd.ca) <[clientservices@bacd.ca](mailto:clientservices@bacd.ca)>

Five years ago when my retired wife and I decided to open a small business. We were advised to go your office to get advice on where to start. I believe we met with a consultant named Ryan. He suggested that we develop a business plan, told us where to find one and helped us with any questions we had. He also suggested we seek finances on our new business outside the usual big five banks as they probably would not help us. He was very correct.

Contrary to everything I wanted to do in business I followed his advice and wrote out a five year business plan. My wife and I also attended a couple of your seminars.

Long before covid-19 my wife and I were closely following a business plan as suggested by your people.

We chose a business that was mobile, inexpensive, popular, competitive and flexible. All this was done with assistance from your office

This summer our business will remain silent due to closure of events by the government however thanks to following your peoples advice we have a healthy business with no cash flow or credit problems. We would have easily doubled our business this year and hired staff as well as improved our structure. We are very fortunate in that we went slowly and now have no debt pressuring us.

Thank you for being there for us. Thank you for training us and for your good advice.

Sitting in this position, I feel there is going to be tremendous opportunities in the post covid-19 world for those who stay positive and remember Success is when opportunity meets a solid business plan. Thanks again. You perform a great service to Ontario and Canada. I think that there will be a great many more Canadians looking to start their own small businesses and I cannot think of a better group of people to teach them.

Yours Truly  
Paul Heerebout  
The Coffee Barn  
Stav safe



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2021-EDT-6  
Date: October 5, 2021

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**Subject:**

Local Food Business Retention and Expansion Project: Annual Implementation Update

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

- 1.1 The purpose of this report is to provide an annual update on the implementation of the Durham Region Local Food Business Retention and Expansion (BR+E) Project which was received by the Planning and Economic Development Committee in June 2019.

**2. Background**

- 2.1 The Local Food BR+E Action Plan contains 42 actions to address the challenges and opportunities raised by the 64 businesses interviewed as part of the project. A copy of the report is located at <https://www.durham.ca/en/economic-development/resources/Durham-Region-Local-Food-BRE-Final-report-EMAIL.pdf>
- 2.2 In addition to the 42 action items identified, 3 key recommendations emerged as goal areas on which to focus future efforts and resources:

- a. Regulations and approvals
  - Help businesses navigate regulations and layers of approvals.
  - Encourage and enable on-farm value-added activities.
- b. Engagement and education
  - Build connections between businesses.
  - Improve consumer and producer understanding of local food.
  - Enhance promotion and marketing efforts on local food in Durham Region.
  - Improve the distribution system.
  - Attract a skilled workforce.
- c. Infrastructure support
  - Strengthen infrastructure.
  - Improve processing capabilities.
  - Establish viability of a year-round farmers' market.

### **3. Previous Reports and Decisions**

- 3.1 The Local Food BR+E Report was received by Committee on June 4, 2019 ([#2019-EDT-11](#)).
- 3.2 An annual update on the implementation of the Local Food BR+E project was received by Committee on October 6, 2020 ([#2020-EDT-8](#)).

### **4. Implementation of Local Food BR+E Actions**

- 4.1 The COVID-19 pandemic continues to drive an increased demand for locally produced food, leading many agri-food operators to refine business practices and embrace digital technologies to keep up with consumer demand for online sales and contactless pick-up options.
- 4.2 At the out-set of the COVID-19 pandemic, Economic Development and Tourism staff undertook an exercise to identify and reprioritize the most urgent action items identified in the Local Food BR+E Final Report to effectively respond to the changing needs of the agri-food sector.

- 4.3 The exercise was repeated as part of workplan development for 2021-2022. New priority actions were identified, and several ongoing activities continue based on the previous prioritization exercise. These actions items are listed in Attachment 1.
- 4.4 Throughout late 2020 and early 2021, with the support of various partners and stakeholders, several projects and programs were delivered to advance the action items in the Local Food BR+E project.
- 4.5 Key highlights of actions completed or underway include:
- a. Delivery of a 4-part workshop series titled 'All About Speciality Crops' ([#2021-EDT-3](#)) highlighting opportunities to grow and market specialty crops in the region.
  - b. Ongoing updates to the local food directory on the Economic Development and Tourism website ([www.investdurham.ca/localfood](http://www.investdurham.ca/localfood)), which provides a searchable listing of local food businesses, craft beverage producers, farmer's markets, and more. The directory currently includes dozens of local businesses with unique offerings.
  - c. In partnership with the Durham Farm Fresh Marketing Association, several webinars/workshops were delivered:
    - Health and Safety for Farms During COVID-19 Webinar (June 25, 2020)
    - E-Commerce – Bringing Your Business Online Workshop (August 13, 2020)
    - Information Session for Employers of Temporary Foreign Workers (October 15, 2020 and February 18, 2021)
    - Presentation from 100km foods at the DFFMA AGM (November 17, 2020)
    - Mental Health Workshop with the Do More Agriculture Foundation (February 24, 2021)
    - CANATRACE webinar with Ground Level Insights (March 18, 2021)
    - Digital ticket sales webinar with Fareharbor (May 19, 2021)
  - d. An initiative is currently underway to examine the potential for a Local Food Logistics Hub and Innovation Centre in Durham Region. A steering committee composed of local agri-food producers and stakeholders has been established to provide guidance to staff on strategic next steps ([#2021-INFO-63](#)).

- e. Efforts to engage the agri-food sector on the need for enhanced broadband infrastructure is ongoing. The Region's Broadband Specialist provided presentations to the Durham Agricultural Advisory Committee and the Agricultural Advisory Committee of Clarington. Representatives from these Committees, along with the Durham Region Federation of Agriculture (DRFA) and the DFFMA, provided letters of support for recent funding applications to support broadband expansions to rural areas.
- f. Agriculture and Rural Economic Development Section staff have provided ongoing input to Envision Durham, the Region's municipal comprehensive review of the Durham Regional Official Plan. In particular, input was recently provided on the Proposed Policy Directions for the Rural System, particularly in support of on-farm diversified uses and agriculture-related uses.
- g. As part of Ontario Local Food Week (first week of June) and Ontario Agriculture Week (first week of October), robust campaigns were launched using Economic Development and Tourism digital channels to spotlight the agri-food sector and share resources on where to find local food across the Region.
- h. Staff have increased focus on and support of agricultural organizations in the region that identify local food as a mandate. This has included participation with the DFFMA Board of Directors meetings, as well as organizing, participating in, and supplying a virtual meeting platform for Durham Farm Connections meetings as they explore new ways of delivering their agriculture education programming during COVID-19.

## **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
  - Item 3.5: Provide a supportive environment for agriculture and agri-food industries.

## **6. Conclusion**

6.1 The Durham Region Local Food BR+E project identifies high-value opportunities for the Region to support the growth of the agri-food business sector. Given the



COVID-19 pandemic, action items were prioritized, and staff delivered projects and programming to respond to the evolving needs of businesses in light of pandemic-related impacts.

- 6.2 Staff will continue to advance the high priority action items and support the growth and vibrancy of the Region's local food sector.
- 6.3 The first week of October each year is recognized as Ontario Agriculture Week. Members are invited to support Durham's agri-food businesses by visiting [www.investdurham.ca/localfood](http://www.investdurham.ca/localfood) to find information on where to buy locally-produced food and beverages in Durham Region.
- 6.4 A copy of this report will be sent to the Durham Farm Fresh Marketing Association, the Durham Agricultural Advisory Committee, Area Municipalities, all relevant stakeholders and the Ministry of Agriculture Food & Rural Affairs for information.

## 7. Attachments

Attachment #1: Local Food Business Retention and Expansion Project –  
Prioritization Plan for 2021-2022

Respectfully submitted,

Original signed by

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

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

## Local Food Business Retention and Expansion Project – Prioritization Plan

The [Durham Region Local Food Business Retention and Expansion \(BR+E\) Project](#) was completed and received by Planning and Economic Development Committee in June 2019. The Final Report and Action Plan contained 42 actions to address the challenges and opportunities raised by the 64 businesses interviewed as part of the project. An annual exercise is undertaken to prioritize the most urgent action items with 15 priority action items.

	Action	Recommendation
1.	Engage with and provide support to the Durham Region Federation of Agriculture Event and Education Centre Committee.	Establish viability of a year-round farmer's market
2.	Build awareness of agri-food infrastructure needs such as broadband, roads to accommodate equipment, access to natural gas and three phase power.	Strengthen infrastructure
3.	Provide businesses with improved marketing skills and tools to promote their businesses through workshops and training sessions.	Enhance promotion and marketing efforts of Durham Region focused on local food
4.	Host education workshops on topics such as navigating regulations and gather input from businesses on reducing barriers to foster business growth in Durham Region.	Build connections between businesses
5.	Investigate deeper into the barriers for businesses to scale-up and provide tools, training or resources to address the barriers (such as food safety, minor processing, storage).	Improve distribution system

<b>6.</b>	Create a checklist that lays out processes and key departments that can be used as a 'one stop shop' resource for businesses.	Help businesses navigate regulations and layers of approvals
<b>7.</b>	Through Envision Durham, include policies in the new Regional Official Plan to support agriculture, agriculture related on-farm diversified uses that implement the changes to the Provincial Policy Statement.	Encourage and enable on-farm value added activities
<b>8.</b>	Add a banner to durham.ca during peak growing season to promote local food and direct residents to local farms and Durham Farm Fresh.	Enhance promotion and marketing efforts of Durham Region focused on local food
<b>9.</b>	Collaborate with area municipal economic development and planning staff to identify best practices related to regional and municipal approaches to policy, regulations and approvals for on-farm diversified uses and agriculture-related uses. Consider ways to incent and support agri-tourism through reduction in permitting fees, or development charge deferrals.	Help businesses navigate regulations and layers of approval
<b>10.</b>	Research different models (such as online) to create a youth and young-adult mentoring program to match young entrepreneurs with experienced businesses in the agri-food sector.	Attract a skilled workforce
<b>11.</b>	Provide educators with immersed experience to build awareness of local food system workforce needs and connect to co-op and internship programs.	Attract a skilled workforce

<b>12.</b>	Increase prominence of agri-tourism on Durham tourism website, including profiling local producers and destinations.	Enhance promotion and marketing efforts of Durham Region focused on local food
<b>13.</b>	Work with existing organizations, including the Durham Agricultural Advisory Committee, Durham Farm Fresh Marketing Organization and other interested organizations to establish priorities and agree on strategies and roles for improving the agri-food system on a yearly basis.	Build connections between businesses
<b>14.</b>	Create a “concierge” approach to facilitate navigation of regulations across all regional and municipal departments to enable food and farming businesses to succeed.	Help businesses navigate regulations and layers of approval
<b>15.</b>	Recommend area municipalities consider Community Improvement Plan (CIP) policies to support agriculture and rural business development growth, where appropriate.	Encourage and enable on-farm value added activities



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2021-EDT-7  
Date: October 5, 2021

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**Subject:**

Durham Region – Music Sector Strategy Project

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

- 1.1 The purpose of this report is to provide Council with background information on, and rationale for, the Economic Development & Tourism Division undertaking a music industry strategy and implementation plan for Durham Region.

**2. Background**

- 2.1 The vision for Durham Region is economic prosperity, competitiveness, job growth, and quality of place excellence.
- 2.2 To achieve this vision there are various areas of focus. Specific to fostering local innovation and taking bold action on quality of place as a means of attracting a talented workforce, a key element is a focus on Creative Industries.

- 2.3 Given the positive impact that music scenes have on the attraction and retention of talent and employers in the innovative technology sector, focusing on the quality and diversity of our Creative Industries is an important tool for the Economic Development and Tourism Division.

### **3. Previous Reports and Decisions**

- 3.1 There have been no previous reports or decisions on this topic.

### **4. Opportunity and Objective**

#### **Durham Region Music Strategy**

- 4.1 Creative Industries are typically defined as a range of economic activities which are concerned with the generation or exploitation of knowledge and information. Jobs in Creative Industries may include careers in design, fashion, film, performing arts, publishing, software, gaming and music.
- 4.2 In Durham Region there is momentum behind the Creative Industries in general. The Film and Television sector, which has been an area of particular focus for the Economic Development and Tourism Division, has seen a dramatic increase in activity following the completion of a Film, Television, and Digital Media Sector Analysis (Millier Dickinson Blais, 2015). From 2015 to 2019 film and television production activity value in Durham Region increased by 140 per cent with an estimated total of \$201 million in production activity generated.
- 4.3 Durham Region's music industry is vibrant and diverse. Durham is home to many music businesses and professionals which include musicians, producers, agents, recording studios, music stores, and performance venues of various sizes. In addition, Durham's music industry assets include Durham College's Music Business Management program, the Oshawa Music Awards – Celebrating Music in Durham Region (The OMAs), and the School Alliance of Student Songwriters (SASS) program operating in the Durham District School Board.
- 4.4 From an industry perspective, numerous significant music industry success stories have emerged from Durham Region recently, including acts such as Shawn Mendes, Daniel Caesar, Lennon Stella, and Junos-recognized Dizzy, Meghan Patrick, Crown Lands, and Protest the Hero.
- 4.5 Across the region there is increasing momentum behind a focus on arts and culture. The Cities of Pickering and Oshawa each launched Cultural Plans in 2014. In 2021, The Town of Whitby published its first Cultural Plan. Interest has continued build

across the region as new initiatives are launched that support local music such as busker programs.

- 4.6 The music industry as well as the events and tourism industries have been some of the hardest hit sectors during the COVID-19 pandemic. Meanwhile, the pandemic has created renewed interest in local arts and culture among residents.
- 4.7 In the Spring of 2021, Durham Region Economic Development and Tourism staff engaged in conversations with Creative Industries professionals from across Durham Region to discuss the recovery of the music sector. Staff recognized during those calls that while Durham Region has always had a robust music tourism offering, our music communities would greatly benefit from a region-wide, collaborative, and data-led approach to supporting and growing the sector.
- 4.8 The result of these conversations was the identification of a project to establish Durham as a “Music Region”, through the development of a music sector strategy.
- 4.9 A “Music City” or “Music Region” is an area that develops active, engaged policies to understand the role of music in their communities across economic development, tourism, inclusive growth, and strategy.
- 4.10 A vibrant music economy fuels job creation, economic growth, tourism product development, artistic growth, and strengthens a region’s brand identity.
- 4.11 The objective of this music sector strategy project is to grow Durham Region’s music ecosystem and supply chain, so it creates jobs, attracts talent, drives sustainable tourism—and does so inclusively—across all communities and demographics.

## **Project Progress**

- 4.12 Initial meetings have been underway with Sound Diplomacy, the most global and experienced consulting firm specializing in music policy and strategy. Sound Diplomacy is based in the United Kingdom. Meetings with Sound Diplomacy have led to an expression of interest from Sonic Unyon, an independent record label based in Hamilton, to join the project as a partner.
- 4.13 Founded in 1993, Sonic Unyon is one of Canada’s oldest and most revered independent record labels and events companies. Among their various business offerings, Sonic Unyon is responsible for the SuperCrawl annual music festival in

Hamilton. The festival attracts over 200,000 visitors annually to watch over 50 bands, making it one of the largest free music festivals in Ontario.

- 4.14 Sound Diplomacy and Sonic Unyon together are a unique consortium to join with in the delivery of this project. With both global and local experience, this group intends to apply for FACTOR funding for this project, with the support and partnership of Durham Region Economic Development and Tourism. FACTOR can grant up to \$60,000 for a project of this kind, and the funds would be used to hire the project team and execute deliverables with associated costs (if applicable).
- 4.15 FACTOR, (“Foundation to Assist Canadian Talent on Records”) is a private non-profit organization dedicated to providing assistance toward the growth and development of the Canadian independent recording industry.
- 4.16 Durham Region Economic Development and Tourism staff have presented a project overview to the Durham Economic Development Partnership (DEDP), comprising economic development teams representing all eight area municipalities. The DEDP supports a regional approach to music strategy.
- 4.17 The Durham Region Economic Development and Tourism Division has allocated \$25,000 from their approved 2021 Business Plan and Budget to contribute to the funding of this strategy development.
- 4.18 The \$25,000 funding from the Region of Durham, as well as in-kind support using Economic Development and Tourism staff time, combined with potential FACTOR funding, would allow the project team, which includes Sound Diplomacy and Sonic Unyon to deliver a comprehensive music strategy and implementation plan in Durham Region. The deliverables for the strategy and implementation plan include:
- a) Project Ideation
  - b) Stakeholder Engagement and Industry Mapping
  - c) Regulatory Assessment and Comparative Analysis
  - d) Economic Impact Assessment
  - e) Key Findings and Recommendations

If the funding application to FACTOR is not successful, an alternate project plan can be developed to achieve partial aspects of the overall strategy, in example executing components such as industry mapping and economic assessments as top priorities, followed by further work in future years.



## **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 2.5: Build a healthy, inclusive, age-friendly community where everyone feels a sense of belonging
- b. Goal 3.1: Position Durham Region as the location of choice for business
- c. Goal 3.2: Leverage Durham's prime geography, social infrastructure, and strong partnerships to foster economic growth
- d. Goal 3.4: Capitalize on Durham's strengths in key economic sectors to attract high-quality jobs

## **6. Conclusion**

6.1 The Durham Region Music Sector Strategy Project will support the growth of Durham's music ecosystem, driving sustainable tourism, job creation, and talent attraction in an inclusive way.

6.2 This report has been prepared in consultation with the Finance Department. A future report from Durham Region Economic Development and Tourism Division will detail the next steps, resulting strategy, and recommendations.

Respectfully submitted,

Original signed by

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

Recommended for Presentation to Committee

Original signed by

---

Elaine C. Baxter-Trahair  
Chief Administrative Officer