

Durham College's new
Student Services Building



Oshawa[®]
Prepare To Be Amazed

Economic Development Services
City of Oshawa

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Canada Trust

For the second year in a row, TD has
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Sustainable Corporations in the World.

In 2009 Maclean's named TD to its
inaugural "50 Most Socially Responsible
Corporations" list. Through the TD
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the company has given \$46.7 million
to more than 17,000 environmental
projects in Canada since 1990.



Oshawa[®]
Prepare To Be Amazed

DEVELOPMENT INSIDER



**Academia:
Oshawa's #1
Growth Industry**

Investment in Oshawa
exceeds \$1.7 Billion

A New Light on Innovation

Another Evolution for Downtown

Every City has its story and in Oshawa, we have a story to tell. Our story could be about our excellent transportation networks including an airport, rail access and a deep water port. We could say that we have great commuter links in and out of Toronto and Montreal and that we are only 70 kilometres from Toronto’s International Airport. We could also tell you that our skilled labour force is second to none, known for its quality and productivity. And, we could tell you about our first-class quality of life. But you’ve likely heard that story before. In fact, there’s not a city out there that doesn’t tell that story.

We want to tell you a different story. What you’ll find in the following pages is a story that will make you want to take a closer look at this great City. One that showcases Oshawa’s technological renaissance, one that challenges the misconceptions about Oshawa and one that will have you looking at this City in a new way. THIS is Oshawa... Prepare to be Amazed.



Durham College students in Memorial Park



FEATURES

from the cover

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Investment in Oshawa exceeds \$1.7 billion
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Oshawa now enjoys over 14,000 full-time students
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How Downtown Oshawa experienced an upturn during the downturn

INVESTING



IN OSHAWA

EDUCATION **\$314 Million**
 UOIT / Durham College \$224 M
 Trent University \$12 M
 Student Housing \$47 M
 Commercial / Office \$7 M
 Durham District School Board \$24 M

HEALTH CARE **\$276 Million**
 Lakeridge Health \$268 M
 Conant Wellness Centre \$8 M

INSTITUTIONAL **\$370 Million**
 Durham Region Courthouse \$335 M
 City Hall Revitalization \$15.4 M
 South Oshawa Community Centre \$17.8 M
 Federal Building \$2.5 M

COMMERCIAL / INDUSTRIAL **\$240 Million**
 Power Centres \$51 M
 Indoor Malls \$11.5 M
 Other Commercial \$69.5 M
 General Motors Canada \$82.5 M
 Thornton Rd Business Park \$7.2 M
 Other Industrial \$18.7 M

RESIDENTIAL **\$488 Million**
 Single and Multi-residential \$488 M

Note: the above values are based on project announcements, news articles and building permit data from 2007 to present. Some values have been rounded.

Investment
 in Oshawa
 exceeds
\$1.7 BILLION



Lakeridge Health Oshawa continues to invest in health care excellence and has recently constructed the Durham Regional Cancer Centre, new dialysis unit and LHEARN centre.

Academia:
Oshawa's
#1 Growth
Industry

Full-time College &
University Students

14,276

"Having two universities and a large college
is unheard of in a city of 150,000 people..."

UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY (UOIT)

Now offering **20 GRADUATE** programs and 41 undergraduate programs, UOIT has earned its way onto the national academic stage. In 2009, UOIT debuted in MACLEAN'S ranking 12th in the primarily undergraduate category, 1st for having 99.1 per cent of faculty with a terminal degree, the highest degree they can obtain in their field and 4th in the medical/science grants category.

Of special note: the Ontario Power Generation Engineering Building contains an emerging energy systems lab with **SOLAR, WIND, HYDROGEN AND FUEL-CELL TECHNOLOGY**, while the **NUCLEAR SIMULATION LAB** houses a state-of-the-art computer and display system for the operation and simulation of nuclear power plants.

The **CRIME SCENE HOUSE** is where the UOIT Faculty of Science stages mock crime scenes as laboratory components within the forensic science program. The **MBA PROGRAM** has specializations in finance; international business; logistics and supply chain management and marketing.

*UOIT's climatic wind tunnel is one of
the largest and most sophisticated
wind tunnels on the planet.*



DURHAM COLLEGE

"HAVING OPTIONS" are the key operating terms when considering Durham College's more than 100 programs, including 11 graduate certificate programs. Statistics declare that 86.5 per cent of DC students found employment within six months of graduation in 2008, while 92.3 per cent of employers indicated they were satisfied or very satisfied with their decisions to hire DC graduates.

The College of Nurses of Ontario has awarded DC's collaborative Nursing program Category 1 approval, THE HIGHEST ATTAINABLE RATING given by the College of Nurses of Ontario. Nursing and Paramedic students, along with students in the Critical Care Nursing and Personal Support Worker program, further benefit from an 11-bed Simulation Lab.

A popular choice for emerging techies - the Game Development program at DC in the School of Media, Art & Design provides a focus on 3-D AND 2-D GAME PROTOTYPING.

TRENT UNIVERSITY AT OSHAWA

Building on Trent University's 35 year presence in Oshawa, in the fall of 2010 Trent will open its DEDICATED NEW CAMPUS on Thornton Road for the delivery of programs for over 1,300 full-time and part-time students in Oshawa and the Durham Region.

Providing more than \$5 million each year to its students, Trent INVESTS THE MOST IN SCHOLARSHIP FUNDING PER CAPITA of any university in its category nationwide. Also, Trent University in Oshawa students will benefit from a generous gift bequest from Fern Rahmel, a leader in education, the arts and culture. \$1 million will be endowed in perpetuity, and will generate approximately \$40,000 annually.

In addition to its various established degree programs, Trent has collaborated with both UOIT and Durham College to provide new, flexible pathways that are providing more students with access to a post-secondary education.

Headquartered at the Oshawa Municipal Airport, Enterprise Airlines (below) operates research planes that fly scientific expeditions to 15 different countries - the majority of their work is in the Arctic and Antarctica.

Photo by Andreas Minikin
München, Germany

Oshawa shines a new light on **INNOVATION**

OSHAWA has a variety of innovative companies and entrepreneurs. Some examples of leading-edge innovation include:

P.R. ENGINEERING specializes in the design, manufacture, component repair and parts supply for large equipment used in mining, aggregate and other heavy industries worldwide.

CLEEVE TECHNOLOGY INC. supplies industrial, marine, telecommunications, military and aerospace markets across the globe. Cleeve's world headquarters are in Oshawa with additional offices across Canada as well as in England, The Netherlands, Germany and Australia.

NORTHWIND SOLUTIONS is a leading service provider to North America's renewable energy industry.

BRIC ENGINEERED SYSTEMS is a leader in the design, engineering and assembly of large robotic systems. BRIC's head office is in Oshawa.

THREE WISE MEN in Oshawa provides custom software application development and technical consultancy for local, national and global organizations.

ADITYA BIRLA MINACS WORLDWIDE is a customer relationship management services company that was started in Oshawa and has successfully expanded to include offices throughout North America, Europe and Asia.

GENERAL MOTORS CANADA REGIONAL ENGINEERING CENTRE is located in Oshawa. The centre uses state-of-the-art technology for total vehicle design and development and focuses on chassis and body subsystems as well as alternative fuels, specialty vehicles, cold weather development and quality engineering.

MAPART PUBLISHING CORPORATION is Canada's premier map producer with its head office located in Oshawa.

EHC GLOBAL, at their head office in Oshawa, developed the world's first recyclable escalator handrail that features built-in anti-microbial properties and the ability to display custom graphics.

#2 Oshawa ranked 2nd amongst Ontario cities in the Entrepreneurial Index by Canadian Federation of Independent Business, October 2009



Fiesta Week



Oshawa Valley Botanical Gardens



Second Marsh



Oshawa Creek Trail



Parkwood Estate



Lakeview Park



Robert McLaughlin Gallery



Local Band - Cuff The Duke

2009 OLYMPIC TORCH RELAY · 2010 ACTIFEST ONTARIO SENIOR GAMES · 2011 CANADIAN OPEN CURLING · 2015 PAN-AMERICAN GAMES

DESTINATION Something for Everyone OSHAWA



Oshawa Sports Hall of Fame



Oshawa Zoo & Fun Farm



Canadian Automotive Museum



Linton's Vegetable Farm



Oshawa Generals Hockey Club



Oshawa is
MOVING FORWARD

VIA RAIL provides more to Oshawa than cross country travel, such as commuter service to Toronto (11 trips daily), and non-stop or express service to Montreal (5-6 trips daily). Recently, the Government of Canada and VIA Rail announced plans for the development of a new station in Oshawa, estimated at \$7 million.

METROLINX, a regional transit authority, has prioritized the development of high-capacity, high-speed Express Rail Service across the Toronto area to enhance the connections to the Province's identified urban growth centres of Oshawa, Pickering, Toronto, Oakville, Burlington and Hamilton.

CONNECTED on the GO

Oshawa is well connected to neighbouring cities such as Toronto by way of GO Transit's train and bus services. GO Transit offers round trip service to the following destinations and more:

Toronto, Oakville, Hamilton, Markham, North York, Peterborough, Port Perry

York University, Trent University, UOIT, Durham College, Trent at Oshawa

Sheppard Subway, Union Station, Finch Bus Terminal, Yorkdale Subway

Average Round Trips Made To/From Oshawa

167 Daily GO Bus Trips

27 Daily GO Train Trips



BIGGER THAN BUTTONVILLE

Oshawa's Airport is an executive level regional airport with multiple runways, instrument approaches and on-site weather reporting to accommodate today's corporate traveller. It has the lowest landing, ramp and fuel costs in the GTA.

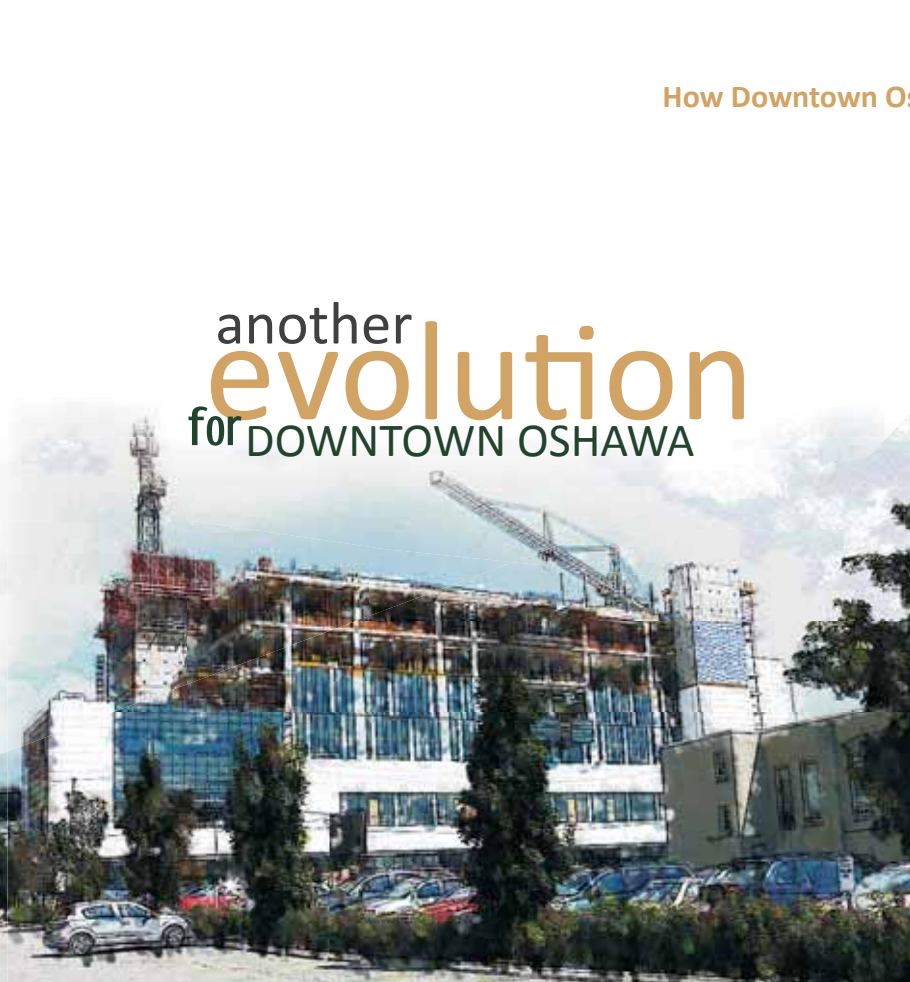
Oshawa's main runway at 4,000 feet in length is **longer than both Toronto Buttonville Airport and Toronto City Centre Airport**. Oshawa's airport can accommodate a variety of aircraft from small recreational planes to 20-seat passenger business jets and 70-seat passenger turbo-prop commuter aircrafts.

Ideally located on 450 acres, one of the Oshawa airport's key strategies has been to sell surplus land for aviation uses resulting in the development of a 150,000 square foot hangar project.

MORE...

The development of **Rapid Transit** in Oshawa is being considered by Durham Region Transit in Oshawa, including the development of light rail and bus rapid transit along key corridors.

Highway 407 East is due to be constructed and will serve northern Oshawa with three interchanges by 2013. The Highway 407 extension will complete the route from Hamilton to Highway 115 leading to Peterborough. The future Highway 407 will have connections to North America's busiest freeway – Highway 401 which also serves Oshawa with three interchanges.



another
evolution
for DOWNTOWN OSHAWA

How Downtown Oshawa experienced an UPTURN during the DOWNTURN



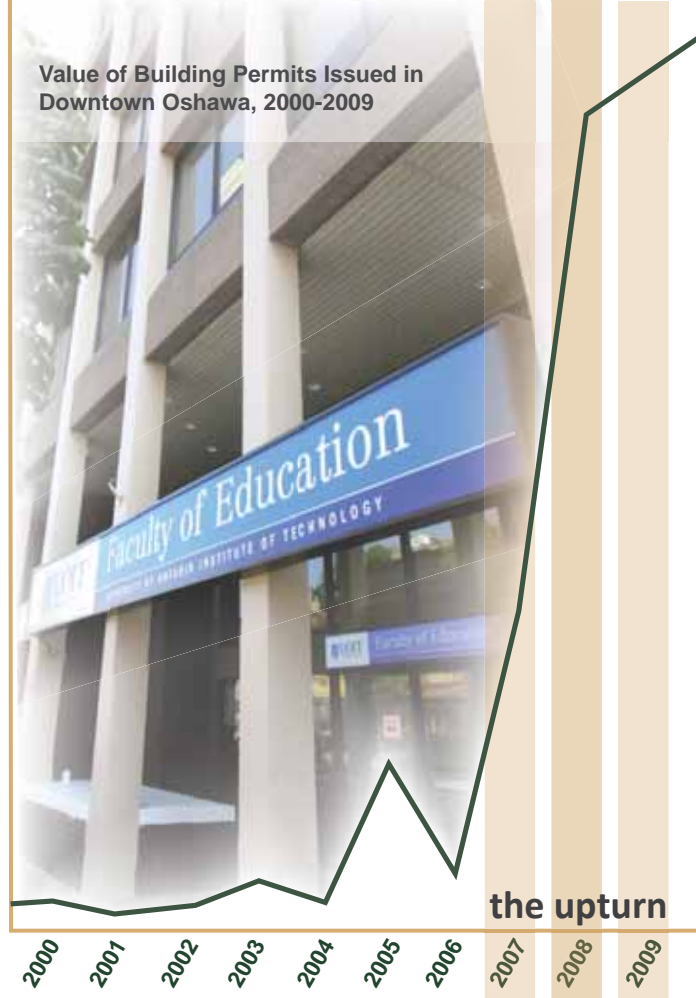
Oshawa has the largest downtown in north and east GTA, and is one of a handful of centres designated for urban growth by the Province.

Full of surprises: Downtown Oshawa includes an 18-hole golf course, two curling clubs, a regional cancer centre, the largest contemporary peony collection in Canada, four provincial ministries, an acclaimed art gallery and a fully accessible six kilometre trail that weaves down to the shoreline of Lake Ontario.

The downtown continues to grow: in September 2010, 1400+ university students, faculty and staff will arrive downtown full-time for classes. This is in addition to the recently opened Durham Region Courthouse (the province's flagship building), as well as the much anticipated Carter Centre for Media and Cultural Studies that will open this fall.

\$
\$200,000,000
\$160,000,000
\$120,000,000
\$80,000,000
\$40,000,000

Value of Building Permits Issued in Downtown Oshawa, 2000-2009



the upturn story...

2006
General Motors Centre, New Construction
This award-winning entertainment facility is the home of the Oshawa Generals Hockey Club and Oshawa Sports Hall of Fame and hosts numerous concerts and other events.

2007
Downtown now has 40 Restaurants
A healthy mix, with over half featuring world cuisine.

2008
UOIT Faculty of Education, Renovation
The Faculty of Education moved downtown in 2008 with 300 staff and students, occupying a former office building.

2009
Durham Region Courthouse, New Construction
Home to 33 courtrooms, 500 staff and 1200 daily visitors.

2009
Historic Regent Theatre, Renovation
The historic theatre will be used by UOIT as a lecture theatre and for community and cultural events.

2009
Student Housing, Renovation
The Genosha Hotel is being redeveloped for 103 student residences.

2009
55 Bond Street, New Construction
UOIT will occupy a new 30,000 sq. ft. building that will house the Faculty of Social Science and Humanities moving downtown by September 2010.

2010
61 Charles Street, Major Renovation
Redevelopment of a 87,000 sq. ft. former factory building, will house UOIT's Faculty of Social Science and Humanities. The move will bring more than 1,000 additional students, staff and faculty downtown by September 2010.