WELCOME

Oshawa is on the move.

This is best illustrated by a number of transportation projects that were either finished or begun this year. The 407 highway was opened across the City to Harmony Road. It has been an immediate success and will be a key piece of the transportation network supporting the growth of Durham College, the University of Ontario Institute of Technology, a new business park and the creation of new housing in the area to accommodate 22,000 new residents.

The Province’s announcement about the easterly extension of GO rail service, creating two new stations in the City, is stimulating new investment interest in south Oshawa. The stop planned for Thornton Road will benefit Trent University as it moves forward with it expansion plan. The station at Ritson Road will benefit the Downtown core and the existing and planned developments that will add over 2,500 new housing units in the area. An additional 6,000 new residents will be able to enjoy the outstanding entertainment and dining experience that the Downtown offers.

I am pleased to share the following pages that describe some of Oshawa’s recent growth trends and accomplishments that make this City such an amazing place to live, work, learn and prosper.

Kyle Benham
Director, Economic Development Services
City of Oshawa
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WHERE WE ARE
Oshawa is a vibrant and business friendly city that supports business retention, expansion and investment. Our economy will expand by 2% in 2016 with advances in the manufacturing, knowledge and technology-based sectors and in research, health-care and post-secondary education. Oshawa offers a fast tracked development process, no City industrial development charges, a robust commercial and industrial serviced land inventory, transportation efficiencies and one of the lowest business costs in the Greater Toronto Area. In 2016, Oshawa was ranked as one of the Top 10 Canadian cities to buy real estate by MoneySense Magazine.

**ECONOMIC INDICATORS**

Oshawa’s Population Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>141,590</td>
</tr>
<tr>
<td>2011</td>
<td>149,607</td>
</tr>
<tr>
<td>2015</td>
<td>161,487</td>
</tr>
<tr>
<td>2021</td>
<td>169,577 (projected)</td>
</tr>
<tr>
<td>2024</td>
<td>177,361 (projected)</td>
</tr>
</tbody>
</table>
2015 Building Permit Values
In 2015, the City of Oshawa issued 1,956 building permits with a total value of $558,703,300.

Residential Construction Value: **$454,447,000**
Commercial Construction Value: **$29,019,200**
Governmental/Institutional Value: **$63,731,400**
Industrial Value: **$11,505,300**

Median average home prices in Oshawa are among the lowest in Durham Region and the Greater Toronto Area.

**Oshawa Economy** Wholesale and retail trade, transportation and warehousing, and manufacturing growth will drive GDP growth of 2.7 percent in Oshawa, according to Conference Board of Canada’s Summer 2016 Metropolitan Outlook Report.

**Number of housing starts 2015 = 2,587** (CMHC)

**Oshawa Labour Force** 81,150
**Durham Labour Force** 373,326

**Unemployment Rate** [as of June 2016]
Oshawa: 6.4
Toronto CMA: 6.7
Ontario: 6.7

**Sources:** Manifold Data Mining, EDTools, Statistics Canada Labour Force Characteristics unadjusted by CMA & Province, CMHC, City of Oshawa Building Permit Services, Metropolitan Outlook.
Development Boom  In 2015, the City of Oshawa issued 1,956 building permits with a total value of $558,703,300, surpassing the previous record set in 2014 by more than $52 million. Oshawa’s amazing year of construction and growth set five new building records, including highest year ever on record. Notable larger projects for 2015 included a mixed-use commercial/apartment building at 100 Bond St. E. with a value of $50 million; a new Region of Durham transit maintenance facility valued at $31 million and a $9.8 million apartment building at 1658 Ritson Rd. N..

Next Major Residential Community  Kedron Part II Plan was approved in 2014, with 466 hectares of land to accommodate 22,000 people. Eight subdivision applications from a variety of developers have been received for the Kedron area. These subdivisions propose approximately 1,900 single detached, 78 semi-detached, 338 townhouse, 317 back to back townhouse and an additional 1,321 dwellings within medium density blocks that could be developed as a combination of townhouses or low-rise apartments. Also proposed are a total of 7 new schools and a number of new parks throughout these developments.
Upscale Downtown Living  A 12-storey luxury apartment building project is underway in Downtown Oshawa at 100 Bond St. E.. This new development is valued at $50 million with 239 upscale apartments and 13,000 square feet of commercial space on the ground floor. Estimated Completion Date: Late Fall 2016

Mixed Use Student Development  University Studios is an eight-storey, 308 bachelor-unit student condominium with 6,500 SF of ground floor commercial space. The housing project will be built in Oshawa’s education hub beside Durham College and the University of Ontario Institute of Technology. An Increased Assessment Grant was received under the University and College Area Renaissance CIP. Expected Completion Date: 2018

Renovated Oshawa Centre  Ivanhoe Cambridge’s recent $230-million expansion and redevelopment project of the Oshawa Centre has added 260,000 square feet of new retail space, 60 new stores and 700 new jobs.
Oshawa is Durham Region’s largest municipality and employment node. With over 5,000 businesses, a skilled labour force, low business costs, state-of-the-art research facilities, a convenient GTA location and a fast track development process, Oshawa continues to be the right place for business.

**Resources**
- Spark Centre: sparkcentre.org
- Business Advisory Centre of Durham: bacd.ca
- Greater Oshawa Chamber of Commerce: oshawachamber.com
- Downtown Oshawa BIA: downtownoshawa.ca
- Durham Innovation and Technology Portal: ditp.ca
- Durham Region Unemployed Help Centre: unemployedhelp.on.ca
- Durham Region Economic Development & Tourism: investdurham.ca

**Kruger Products** has leased a 300,000 square foot warehouse and distribution facility for their facial tissue, paper towel, bathroom tissue and napkin products.

**Triad Metals International** Construction is now complete on this $12 million, 165,000 sf wholesale steel distribution facility. Proximity and access to the Port of Oshawa’s multi-modal facility was a key factor in Triad Metals International choosing this location.

**Aviation Unlimited** A new sales and service facility was recently constructed at the Oshawa Airport. Aviation Unlimited is an exclusive Canadian distributor of Piper, Diamond and GippsAero aircraft.

**Lakeridge Health Oshawa** Recently named one of Greater Toronto Area’s top employers for 2016. It is the first community hospital in Canada to open a biobank and is home to the state-of-the-art LHEARN Centre and Queen’s University Family Medicine Satellite Program.

**Great Places to Work** The Globe and Mail’s 2016 Greater Toronto Area Top 100 Employers Competition identified three Oshawa employers – Durham College of Applied Arts and Technology, General Motors of Canada Ltd. and Lakeridge Health.
Transportation and logistics channels in Oshawa can simply be described as connected.

**Inter-Modal Port**
In 2015 the Port of Oshawa handled 378,365 metric tonnes of cargo, recording a 5.96% increase overall from 2014. In addition, the Port handled 1,834 cubic metres of special projects. With the completion of a new rail spur, the Port is now an inter-modal facility allowing it to move more cargo and respond to the growing demands of local and regional businesses.

**Oshawa Executive Airport**
The Oshawa Executive Airport is part of a system of 11 primary airports serving Southern Ontario and 1 of the 5 airports that serve the Greater Toronto Area. The Oshawa Executive Airport meets the needs of Corporate, Medical, Police, Military, Flight Training and Recreational Flights. The airport includes a Canada Border Services Agency (CBSA) commercial Port of Entry.

Corporate traffic has grown by 50% in the past 5 years and is forecast to grow another 150% over the next 5 years. Flight Training is forecast to increase by 28% in the next 5 years. Overall aircraft traffic is expected to grow by 60% — increasing to 102,000 aircraft movements per year over the next few years. New Hangar space is expected to increase by another 30% over the next 5 years.

**Integrated Transportation**
The Highway 407 extension through Oshawa opened in 2016, extending the 407 from Brock Road in Pickering to Harmony Road in Oshawa. GO Transit provides ½-hour train service to and from Downtown Toronto with additional trains covering peak times. VIA Rail stops nearly twenty times daily in Oshawa connecting passengers on the Windsor – Quebec City corridor. Durham Region Transit (DRT) has launched a new fleet of bus rapid transit (BRT) vehicles to operate the new DRT Pulse service.
Oshawa’s innovative environment is driven by the city’s undeniable presence of leading post-secondary institutions and an internationally recognized integrative health care network. Collaboration combined with research excellence is providing these Oshawa-based institutions with unique opportunities to create new and impactful products and services.

Multi-Sensor Suit That Makes Gaming ‘As Real As It Gets’ IFTech (Inventing Future Technology Inc) is a new addition to Downtown Oshawa’s growing innovation district, specializing in wearable technology for immersive gaming and virtual world simulation. Working with Durham College, IFTech’s high-tech wireless multi-sensory suit, ARAIG (As Real As It Gets), provides auditory and physical feedback to the wearer. ARAIG’s future markets include movies, training and simulation, medical rehabilitation and various sectors of research and augmented awareness.

Next Generation of Robotics UOIT in Oshawa, is where great minds unite for cutting edge research that will revolutionize the future. Dr. Dan Zhang, Canada Research Chair and professor in Robotics and Automation, is leading the way to expand the potential of robotic technology and positioning Canada as a leader in advanced robotic engineering.

Future of 3D Printing Tiko 3D, located in Downtown Oshawa, launched a kickstarter campaign in spring 2015 and reached their goal within 3 hours. The company is founded by two UOIT grads that have invented the most elegant, simple and proficient 3D printer on the market. Its retail price is under $200 USD.
Simulation Labs  Lakeridge Health Education and Research Network (LHEARN) Centre is the health sciences hub for Durham Region using the latest in education and research technology, such as state-of-the-art high-fidelity patient simulators, task trainers, and videoconferencing. The LHEARN Centre welcomes students and health care professionals from around the world and is dedicated to training the next generation of health care providers using cutting edge best practices. LHEARN’s patient simulators mimic a wide array of health conditions that are manipulated by instructors at the click of a button giving healthcare professionals and students the chance to perfect life-saving skills.

Co-Working Environment  CORE21 Oshawa opened in 2013 offering vibrant offices, meeting rooms, hot desks, and creative co-working spaces to entrepreneurs, small businesses and innovative organizations. In 2015, Core21 has expanded, opening an entire new second floor of co-working space with additional private desks, hot desk tables, meeting rooms and two “Phone Booth” rooms, providing members privacy while on the phone.

Leading Edge Investment Attraction Tool

Spark Commercialization & Innovation Centre has partnered with the Region of Durham to launch the Durham Innovation and Technology Portal. This valuable online resource is designed to promote Durham Region’s digital technology sector, with a focus on attracting international investors. The portal is used as part of Durham Region’s overall Foreign Investment Attraction Plan, which aims to respond to potential foreign and domestic investors and generate new leads.
Oshawa has earned top ratings for supporting and fostering entrepreneurship. In 2014, the Canadian Federation of Independent Business ranked Oshawa 4th in major Canadian cities for its entrepreneurial policy and 45th out of 121 Canadian cities overall as a top place to start and grow a business.

**Spark Centre**  Spark Centre is one of eighteen not-for-profit Regional Innovation Centres (RICs) that form part of the Ontario Network of Entrepreneurs (ONE). The centre works to improve competitiveness and visibility of Durham Region and Northumberland County as a world-class innovation cluster. Spark Centre is creating an innovative start up ecosystem by working with early stage technology companies such as:

**National ProStaff**  NationalProStaff.com (NPS) is a social media website that connects anglers with passionate fishing brand experts. Brands are able to manage, recruit and highlight brand ambassadors while consumers gain a great resource to learn about fishing spots, techniques and products. NPS has grown to become the premier fishing website and App for anglers all across Canada and the US.

**Evolution of Carpooling**  Oshawa-based start-up company Blanclink has created a mobile application called BlancRide that modernizes carpooling. Incorporating GPS and smartphone technology, Blancride matches passengers and drivers to share a ride instantly. Passengers are driven from point A to point B for a fraction of the cost of a taxi, while drivers are able to monetize their commute. Blancride calculates how much to charge for the ride and directly withdraws the amount from the passenger and pays it to the driver.
Fostering Entrepreneurial Innovation  FastStart is an extra-curricular entrepreneurial training partnership aimed at university and college students and community members 29 years of age or under. This student incubator program is designed to increase entrepreneurship skills and awareness and help students create solid business plans that take their products and services to market — quickly and successfully. The program will be delivered at Oshawa’s University of Ontario Institute of Technology, Durham College, Trent University and Spark Centre.

Thrive Accelerator Program  In 2015, Spark Commercialization and Innovation Centre announced their new Thrive Program, which offers a hybrid of incubation and acceleration services for startups. Thrive is a four-month accelerator program with the option of continuing for up to 24 consecutive months. Companies accepted into Thrive will be offered co-location at The Loft — Spark Centre’s collaborative ecosystem in Durham Region. Thrive will also offer advisory and business support services to achieve a faster market entry. Thrive will focus on increasing revenues and private investment in startups locally, as well as driving innovative job creation in Durham Region.
Plan 20TWENTY For Downtown Oshawa  Is a comprehensive and community led plan undertaken to create a vibrant, attractive and animated downtown where people come together to live, work, shop, meet and engage. The plan focuses on five areas: business growth, residential growth, physical environment, social experience and communication. A number of Plan 20Twenty initiatives are being implemented, including the establishment of a lecture series called Lectures20 aimed at helping businesses become more dynamic and sustainable; as well as a comparative downtown gap analysis.

Filling the Gaps  A comparative downtown gap analysis was conducted in 2014 that researched business activities in six Ontario communities in order to determine the retail and culinary gaps in downtown Oshawa. This comprehensive report is now being used to recruit new businesses and investment in the downtown core.

Downtown Hotel Developments  A new $21-million, 125-room Holiday Inn Express opened in Downtown Oshawa in 2016. La Quinta Inn & Suites also opened their 59-room hotel in the heart of downtown in 2014, renovating a former vacant building into a modern style boutique hotel, complemented with full amenities and business centre.

Downtown Living  Currently under construction, a new seniors high-rise development in Downtown Oshawa will contain 152 apartment units. Estimated completion date: December 2016.

Festivals and Events  Downtown Oshawa is the destination for many of the region’s best festivals and events, including the Oshawa Peony Festival, a Top 100 Festival in Ontario. In 2016, some of the best craft breweries in Ontario were celebrated at the on-street Durham Craft Beer Festival (July) and Ciders and Seasonals Festival (September).
LIFE

Living in Oshawa means access to state-of-the-art recreation facilities, vibrant art spaces, a growing downtown area, music, entertainment, top-ranking festivals and an emerging culinary scene.

Major Venue of the Year  Located in the heart of Downtown Oshawa, the General Motors Centre is a 6,100 seat, $45M Sports and Entertainment Facility. It is home to the 2015 MasterCard Memorial Cup Oshawa Generals, and has hosted live events such as Elton John, Jason Aldean and Florida Georgia Line, Jerry Seinfeld, The Tragicaly Hip, and Cirque du Soleil; as well as several national and international sporting events. In 2015, the GM Centre welcomed over 378,000 guests through its doors and is currently ranked as the #144 Sports and Entertainment Facility in the world by PollStar Magazine in its 2016 Mid-Year World Wide Ticket Sales Top 200 Arena Venues list.

Hollywood North  Oshawa continues to grow as a film hub for feature films, TV shows, commercials and music videos. Feature films shot in Oshawa include Stephen King’s IT, Miss Sloane, 22 Chaser, Best Man II, Amelia, Fever Pitch and X-Men.

Top City to Buy Real Estate  Oshawa has been ranked No. 1 for real estate value in the Greater Toronto Area and Top 10 in Canada by MoneySense Magazine (2016), and Downtown Oshawa has been named a Top 100 Neighbourhood by Canadian Real Estate Wealth Magazine (2015).

No. 1 City for Jobs In Canada  BMO’s Labour Market Report Card ranked Oshawa as the best city to find work when compared to 33 communities across Canada.