



# Economic Recovery: Being Ready

Guelph Real Estate Pulse Conference

March 31<sup>st</sup> 2010



**LOCAL MARKET INFO**

Here are the home sales statistics for the City of Guelph for 2010 compared to 2009 from January 1 – March 7.

<i>Residential Sales</i>			
	2009	2010	% Change
Qty Sold	205	235	+15%
Average Sale Price	\$274,011	\$308,498	+13%
<i>Condominium Sales</i>			
	2009	2010	% Change
Qty Sold	76	84	+11%
Average Sale Price	\$206,173	\$216,804	+5%

For detailed information contact your local REALTOR® or visit our website: [www.GuelphandDistrictRealtors.ca](http://www.GuelphandDistrictRealtors.ca)

**MISSION STATEMENT:**  
To support the co-operation of member REALTORS® in the service to and protection of the public in the trading of real estate.

This information has been drawn from sources deemed to be reliable, but the accuracy and completeness of the information is not guaranteed. In providing this information, the Guelph & District Association of REALTORS® does not assume any responsibility or liability and all numbers should be independently verified.

Despite the global economic recession property values have stayed strong in Guelph and are showing signs of growth

2

## Overview of presentation

- Growth Strategy
- Employment Strategy
- Fiscal Strategy
- Quality of Life

3



## GROWTH STRATEGY



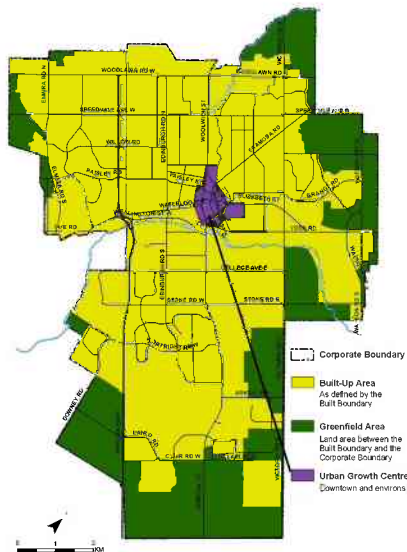
## Great Golden Horseshoe

Estimated to grow by approximately 4 million people by 2031

54,000 new residents by 2031

40% in existing built up area & 60% in greenfields

Growth Management Strategy completed and Official Plan updated in 2009



**Today:**

- 3,200 residents
- 2,150 units
- 7000 Jobs
- **96 people & jobs per hectare**

**City's Downtown Growth Targets:**

- 5,950 new people
- 3,000 new units
- 1,500 new jobs (500 net)
- **157 people & jobs per hectare**



7

The 2007 charrette gave us bold ideas and early directions.



**CITY OF Guelph**  
Making a Difference

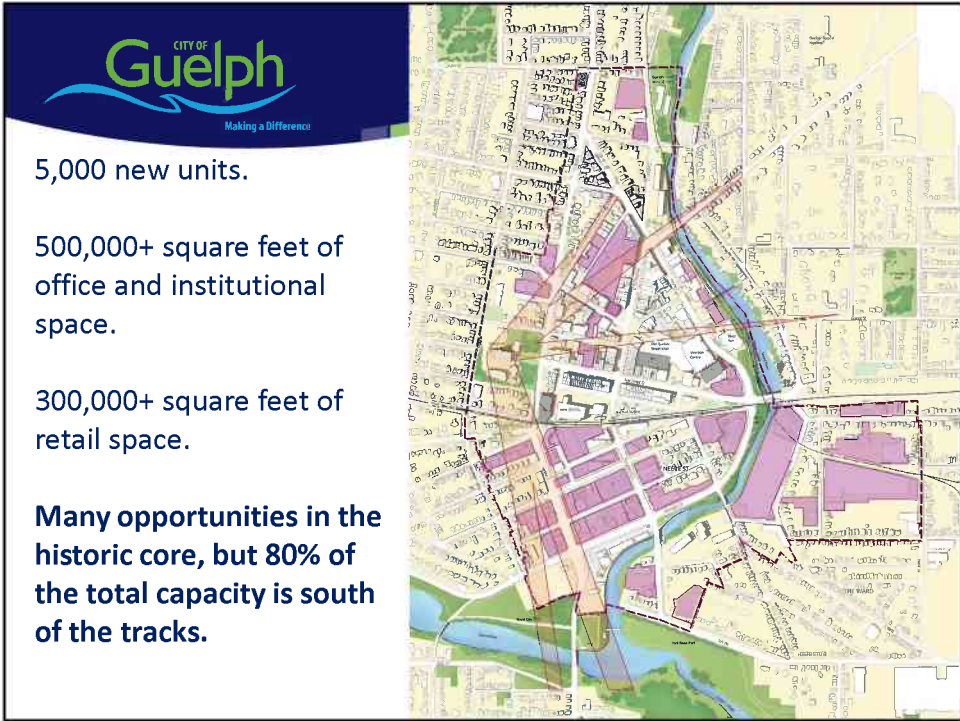
The Downtown Secondary Plan will place these and other initiatives into a **comprehensive, long-term vision** and allow the City to get in front of future opportunities,

**CITY OF Guelph**  
Making a Difference

**NEW RENOS**      **NEW JOBS**      **NEW SQUARE**      **NEW OWNERS**

**Signs of Rejuvenation**

10



**CITY OF Guelph**  
Making a Difference

5,000 new units.

500,000+ square feet of office and institutional space.

300,000+ square feet of retail space.

**Many opportunities in the historic core, but 80% of the total capacity is south of the tracks.**



**CITY OF Guelph**

A COMPLETE NEIGHBOURHOOD

A GREEN SHOWCASE

A HUB FOR CREATIVITY & INNOVATION

AN AUTHENTIC & BEAUTIFUL PLACE

A TRANSIT HUB

A DESTINATION FOR FOOD & CULTURE

12

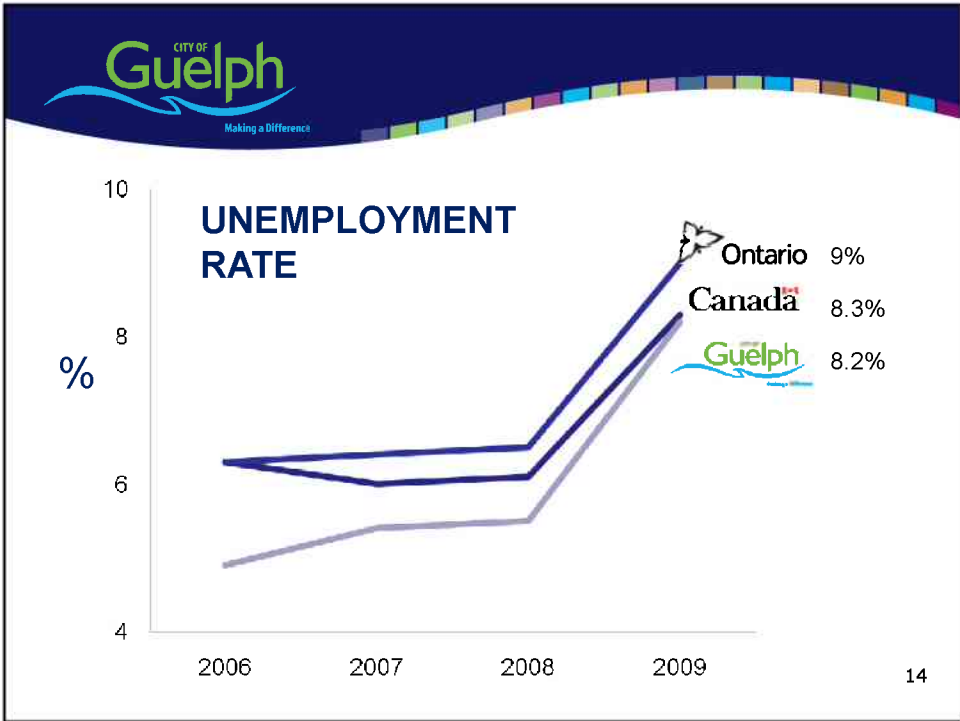
**CITY OF Guelph**  
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advanced manufacturing    agri-food and innovation    environmental technologies

**Prosperity 2020**  
Ten-Year Economic Development & Tourism Strategy

# EMPLOYMENT STRATEGY

13





**25 projects**  
**\$72 M investment**  
**800 local jobs**  
**5 years of work**  
**1 year to get it done**

## Job Rate (Jobs/100 people)

Waterloo	61.7	32,400 new jobs by 2031 to maintain this job rate
<b>Guelph</b>	<b>58.7</b>	
Kingston	55.2	
Cambridge	50.6	
London	49.1	
Burlington	47.1	
Oakville	47.1	
St. Catharines	45.1	
Barrie	44.1	
Brantford	43.3	



## Hanlon Creek Business Park

Good for our economy, ensuring environmental protection

17



**Protection** of heritage maple grove, wetlands, streams and groundwater quantity

**Restoration** of 10 hectares of meadowland

**Increased tree canopy** from 26% to 35%

**Monitoring** of groundwater and habitats

**Partnership** with 2 private sector developers

**New Jobs** – up to 10,000

**Strengthened tax base**

18



Ontario Enviro-Innovation Centre

City of Guelph - Prosperity 2020



Phase 2: Strategic Directions for Economic Development and Tourism



Resilience through diversification

- Bio-economy
- Agri-innovation
- Environmental & energy technologies
- Professional, scientific & technical services
- Information, Cultural, Communications & Technology Industries
- Tourism & Film



## Prosperity 2020

Ten-Year Economic Development & Tourism Strategy

- Re-position Guelph as a premier business investment location
- Invest in people and ideas
- Invest in downtown
- Invest in hard and green infrastructure
- Invest in tourism
- Strengthen governance profile and reach

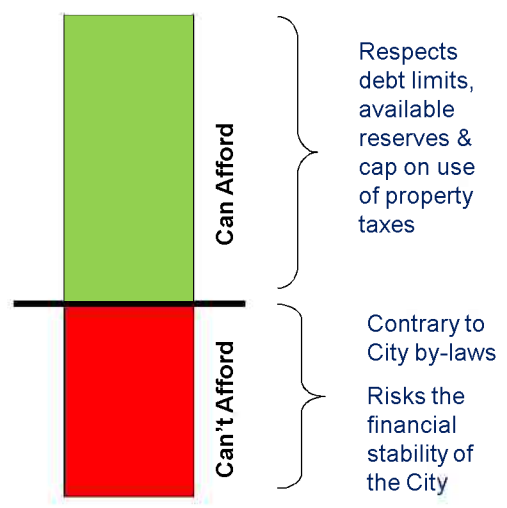
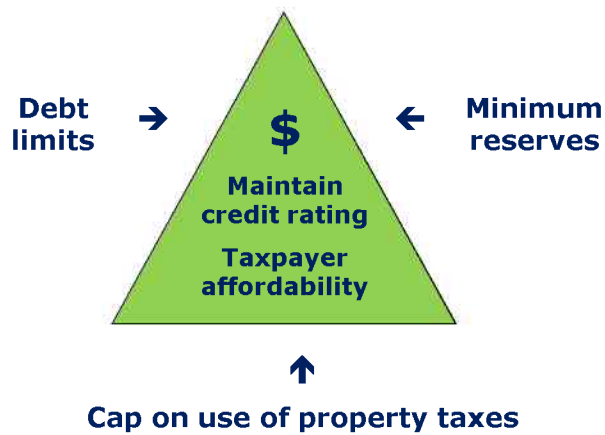
21



## FISCAL STRATEGY

22

## Capital Financing Discipline



## How do we decide what to invest in?

- Mandated by legislation
- Health and safety risk
- Required to maintain asset condition
- Leverage external funding
- Growth related
- Strategic initiative
- Economic impact
- Triple bottom line

25

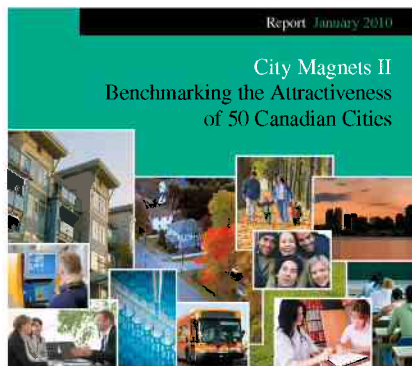
Growth		Reserves and Debt	
		Water reserves as a % of gross expenditures	
Building related activity		Water reserves as a % of gross expenditures	+
Assessment		Wastewater reserves as a % of growth expenditures	
Affordability		Tax debt service costs as a % of gross expenditures	
Municipal levy per capita		Water debt service costs as a % of gross expenditures	
Household income		Wastewater debt service costs as % of gross expenditures	
Affordability of municipal services		Debt to Reserve Ratio	
Water and sewer affordability		Financial Position	
<b>DASH BOARD – KEY PERFORMANCE INDICATORS</b>		Financial position	
		Taxes receivable as a % of taxes levied	



## QUALITY OF LIFE

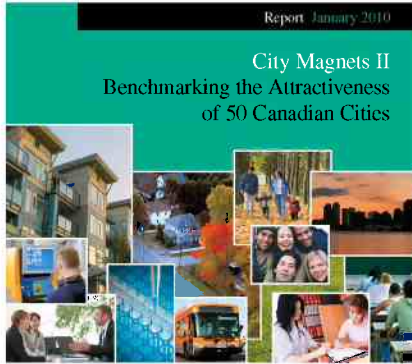
27

The Conference Board of Canada  
Insights You Can Count On



“Cities that fail to attract new people will struggle to stay prosperous and vibrant”

28



“An attractive city is attractive to everyone – despite the different values migrants may attach to their choice of relocation”

GUELPH

Strategic Plan  
07  
and beyond

the city that makes a  
*difference*