



OSHAWA  
HAS IT ALL

Located on the shores of Lake Ontario, Oshawa is a vibrant city with a lot to offer. The city features a lively downtown and is filled with historic sites, creative dining destinations, attractions, and arts and cultural experiences.



oshawa is a fast-growing and award-winning  
downtown core and a rustic countryside,  
destinations, popular annual events and



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From a business perspective, Oshawa has long been recognized as the automotive capital of Canada, but it's also a lot more than that. As home to more than three post-secondary institutions – including Durham College, Trent University Durham, and the University of Ontario Institute of Technology – the city is also an educational hub. And with Lakeridge Health Oshawa, Lakeridge Health and Research Network (LHEARN Centre), and the Oshawa Clinic – the largest, multi-specialty medical group practice in Canada – all based in the city, Oshawa is also a central destination for health sciences.

Oshawa also boasts everything from a natural deep-water port, a significant municipal airport, and one of the most “amazing art galleries in the country” in the Robert McLaughlin Gallery (RMG).

“Oshawa is unique in a lot of ways,” says Mayor John Henry. “We’re affordable, we’re safe, we’re only 45 minutes from downtown Toronto, only 10 minutes from the country, and we have our own vibrant downtown. We like to say we have it all.”

In general, Mayor Henry says that Oshawa offers a “world of amazing opportunities” to residents of all ages, as well as families, visi-



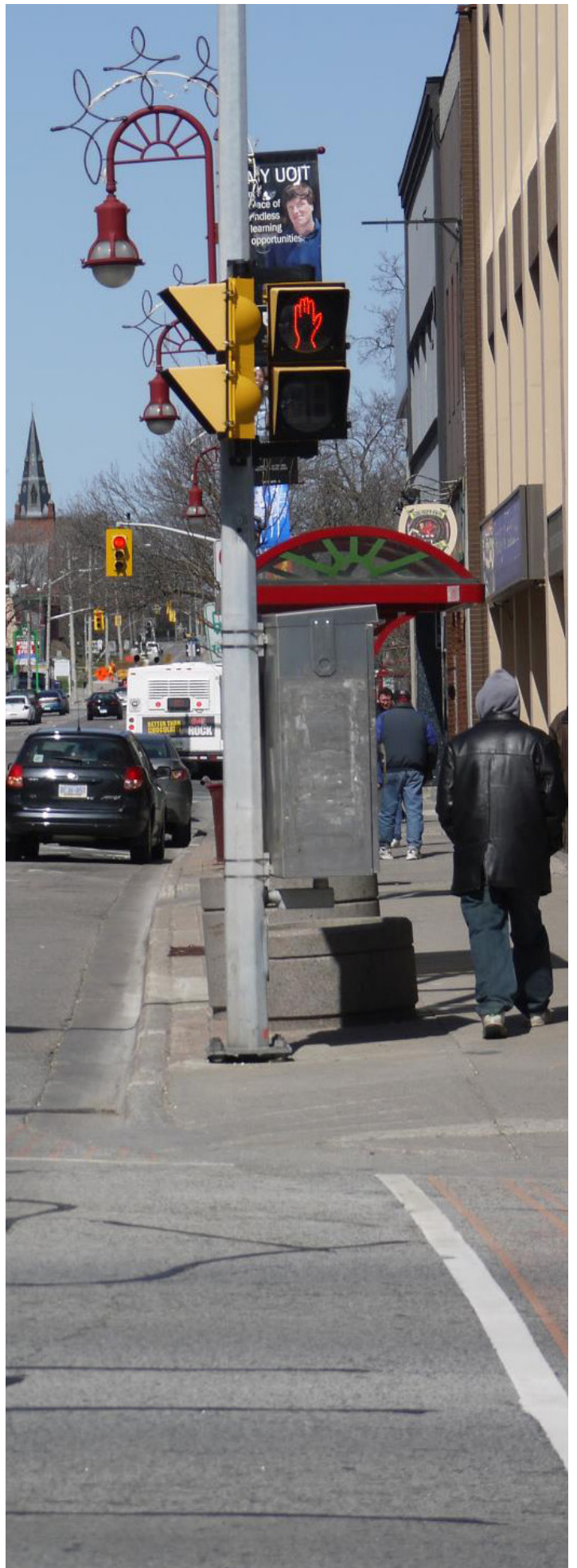
**AJ STONE**  
COMPANY LTD.

**DARE  
TO  
COMPARE**

**GI**

**WWW.AJSTONE.COM**

The advertisement features a firefighter in full protective gear, including a helmet with the number '4' and 'FIREFIGHTER' written on it, and a respirator mask. The firefighter is wearing a brown jacket with reflective stripes and a harness with 'MSA' branding. The background is black, making the firefighter stand out. The AJ Stone Company Ltd. logo is at the top, featuring a stylized 'AJ' and a red maple leaf. The slogan 'DARE TO COMPARE' is in large, bold, white letters, and the 'GI' logo is below it. The website 'WWW.AJSTONE.COM' is at the bottom.



tors, post-secondary students, businesses, investors, and entrepreneurs.

## ATTRACTING BUSINESS

When it comes to attracting business, the City of Oshawa has a lot going for it. It's a growing community of 160,000, the largest city in the Durham Region, and is located only 60 kilometres from Toronto's downtown core – so companies have quick and convenient access to the largest consumer market in Canada and fourth largest region in North America.

That convenience is amplified by the many transportation options available in the region.

Due to the Port of Oshawa, for example, the city is also available to access by any ship that can navigate the Great Lakes. From the Oshawa Executive Airport, business even has access to the United States. On top of that, the Mayor has been working closely with the province of Ontario to introduce GO Transit to central Oshawa.

The city's strength in education also means that locating a business in Oshawa gives a company access to a top performing workforce, including graduates from Oshawa's three world-class universities and community college.



The city is not finished, however. Every day, Mayor Henry says that Council looks for ways to advance the community as a destination for both people and industry. That includes working closely with their colleges and universities, doing things such as giving their students a Council-guided walking tour of the city. The goal is to them a positive experience and a good feel for everything that Oshawa has to offer, so that when they graduate they choose to stay.

Oshawa has also promoted a very business friendly environment, making it simple for companies to do business in their city by

providing them with a higher quality of service. That doesn't just mean domestic companies – Council has made it a priority to reach out to international partners and get the message out about everything that the city has to offer. In recent years, for example, they have developed friendship agreements with three cities in China, and they have entertained the Consulate Generals of Japan, Italy, Cuba and Brazil, as well as the Ambassadors of the United States and Cuba.

“By creating that openness and presenting that willingness to work with other communities, we're attracting great business leaders





and great companies from around the world,” Mayor Henry says.

Examples of industry-leading companies that have already taken the leap include Fresh Del Monte Produce, Triad Metals international, and a number of other international franchises for food such as Firehouse Subs and Buffalo Wild Wings, who both selected Oshawa as the site of their initial investment in Canada.

There are many reasons that these kinds of businesses choose Oshawa. Some of them have already been enumerated – such as the city’s proximity to Toronto, as well as its wealth of educational facilities and the talent pool that

comes with that. One particularly unique advantage when it comes to attracting foreign industry, however, is that Oshawa is a very diverse city. According to Mayor Henry, if an internationally-based company decides to locate in the city, chances are high that Council can help them find employees that live within 40 minutes who speak their dialect.

“That makes Oshawa really incredible,” he says. “We can truly help businesses get what they need to make their business work.”

The city also has an amazing lifestyle offering, Mayor Henry reiterates – one of short commutes, affordable living, and vibrant cul-



ture.

As evidence of the city's vibrancy, Mayor Henry cites the restaurant scene downtown, where residents can have dinner in a different establish one night a week for 52 weeks without having to eat at the same place twice. He also cites the city's sports culture, which the city has supported with an array of recreational facilities, including community golf courses, soccer fields, baseball diamonds and more.

Oshawa has also been successful at attracting entertainment options, which also adds to the lifestyle appeal. In the last couple years, the city has hosted everyone from Elton

John to Florida Georgia Line. Recently, it was also a significant part of the Pan Am Games, and a few years back it hosted the World's Women Lacrosse Tournament, which featured 19 international countries.

"These are the types of events that this great municipality attracts," says Jag Sharma, City Manager.

The city also presents on its own events, including unique festivals such as Kars on King, where over 400 classic cars line the street, Bikes on Bond, where motorcycles are ridden and displayed, and Ribfest, which is just what it sounds like. There's also Fiesta Week, an



event that has been taking place since 1961, that was created to celebrate the city's multi-cultural makeup, and which kicks off every Father's Day with a parade through downtown.

Oshawa also hosts the Peony Festival, which features Canada's largest contemporary peony collections with roughly 360 varieties in the garden. The peony is the national flower of China, so every June the city hosts "literally thousands" of Chinese visitors, who come to paint, photograph, and otherwise enjoy Oshawa's botanical gardens. Festivals and Events Ontario recently named the Peony Festival as one of the province's Top 100 Festivals &

Events for the fourth year running.

On top of that, Oshawa hosts the second largest Canada Day celebration in the entire country.

"We have a lot of very interesting events and festivals," Mayor Henry understates. "It all adds up to an exciting place to live, where people can achieve an appealing work-life balance."

## A REPUTATION FOR INNOVATION

Oshawa is a forward-thinking city with a focus on innovation, and that focus is another





major draw when it comes to attracting business and investment.

For example, the city is ultimately home to the highly-sought after ACE research and testing facility at the University of Ontario Institute of Technology. That building offers chambers and technology for climatic, structural durability and life-cycle testing. Its facilities include one of the largest and most sophisticated climatic wind tunnels (CWT) on the planet. In the CWT, wind speeds can reach 300 kilometres per hour with temperatures that range from -40 to +60 degrees Celsius.

The ACE research and testing facility's so-

lar arrays and storm generators can also create any weather condition imaginable, “from sweltering jungle downpours to the paralyzing cold of an arctic storm.” The facility uses these chambers to test automotive and aerospace products, to improve the performance of elite athletes, and to provide services to many other markets – including the Unmanned Aerial Vehicle (UAV) industry, film and television, and motorsports.

ACE is available for rent to clients from any industry who are seeking climatic testing capabilities to bring their ideas into a proof of concept or market readiness. Sharma says it's



“amazing” how many foreign companies come to Oshawa to take advantage of that service.

“Oshawa has gained a worldwide reputation based on that alone,” he says.

The City of Oshawa, through its Power and Utilities Corporation, has also added to that reputation by embarking on an innovative Solar PV and Energy Management pilot project in partnership with Tabuchi Electric Co. of Japan.

That project involves the engineering and commissioning of approximately 30 turnkey residential rooftop solar PV systems that will be combined with energy storage and an energy management system. The goal is for the energy management system to provide homeowners the ability to better manage their energy generation and consumption, thereby reducing their cost of electricity and their carbon footprint. The energy storage management system is designed to provide up to 10 kilowatt hours of standby energy, which can also be utilised as a source of backup power in the event of a grid power failure.

“That system will collect energy during the day, charge the batteries, and allow you use electricity during non-peak times to power the battery packs, so during peak-times you can leverage that battery power and reduce your overall electricity cost,” Sharma summarises.

As a result of forward-thinking initiatives like that one, Oshawa was named a Smart21 Community of 2016 by the Intelligent Commu-

nity Forum (ICF). ICF is an international think tank and foundation that encompasses more than 140 cities, towns and regions. The foundation’s mission is to promote the best practices of the world’s “Intelligent Communities” as they adapt to the new demands and seize the opportunities presented by information and communications technology.

Each year, the ICF solutes the accomplishments of 21 progressive communities by evaluating six key indicators, including: broadband connectivity; knowledge workforce; innovation; digital inclusion; sustainability; and advocacy. In 2016, the Smart21 Communities included eight from Canada, five from Taiwan, two from the United States, two from Australia, and one community each from Germany, The Netherlands, New Zealand, and Sweden.

“Being recognized as one of the top 21 Smart Communities in the world is a tremendous accomplishment for Oshawa,” said Mayor Henry at the time. “Having the city acknowledged on the world stage is a testament to the partnerships that have been developed with business, education and other stakeholders who have helped contribute to the city’s revitalization and advancement.”

That Smart21 Community selection is not the first award the City of Oshawa has received for its economic development accomplishments – in fact, that selection was the seventh acknowledgement Oshawa had al-

ready received that year. Since 2015, the city has also been recognized by numerous bodies including the Ontario Parks Association, the Economic Developers Council of Ontario, the Canadian Centre for Policy Alternatives, the aforementioned Festivals and Events Ontario, the Ontario Public Works Association, and many others.

Most recently, in May 2016, BMO's labour market report card ranked Oshawa as the best city to find work when compared to 33 cities across the country.

## EXCITEMENT ALL AROUND

The future of Oshawa is looking exceptionally bright. In addition to attracting business at a high rate and growing more innovative with every passing year, the city is also continuing to revitalize its downtown, while also developing land at a rapid rate. There are eight major subdivisions currently in the design phase, with everything from apartments, to condos, retail outlets, factories, and industrial precincts on the horizon.

The Oshawa Centre – the largest mall in Ontario east of Toronto – has also embarked



on a \$216 million expansion, which will be opening soon.

In the last two years, Oshawa has consecutively broken records for collective building permit construction values – which says everything about the confidence that developers have in the local market.

“That demonstrates that we are open for business,” says Sharma. “And we’re not resting our laurels – we’re making sure we understand where we have opportunities to grow, and we’re doing what we have to do to make sure the businesses in those sectors have what they need to grow and succeed.”

“We have excitement in every corner of the city,” Mayor Henry adds. “For the first time in 30 years, we’re building in every segment of the market place. That’s because people know about us. We’re garnering a lot of great attention, and people like what they see.”

***To learn more about the City of Oshawa and its many advantages and opportunities, visit <https://www.oshawa.ca/index.asp>***







