Welcome to the Austin Chamber’s 2015 InterCity Visit to Toronto! Your participation demonstrates you share a commitment to strengthen our region as a great place to do business and improve its quality of life. At the Chamber, we take on the biggest challenges facing our regional economy, including education and workforce development, mobility, and creating good jobs for today and the future.

The Greater Toronto Area is one of the world’s most diverse regions with more than 140 spoken languages and 30 percent of its citizens speaking a language other than English or French at home. In addition to being the financial capital of Canada, Toronto is home to a strong creative economy, including technology, film, music, and design. The MaRS Discovery District is one of the world’s best examples of what our innovation zone surrounding the UT-Dell Medical School can become. The University of Toronto features Dr. Richard Florida and the Martin Prosperity Institute; their recent study named our region as the most economically-segregated large metro in the United States. In order for Austin to be a world-class city, we must ensure all of our neighbors can enjoy the opportunities that make our economy vibrant and the envy of other communities.

I look forward to learning from our friends in Toronto about their best practices and lessons learned in these key areas. Obviously, we’ll bring home many great ideas on which we can work in 2016 and beyond. Perhaps even more importantly, however, this will represent a wonderful opportunity for we leaders of Austin to get to know one another better, to bring home new and renewed relationships with key decision-makers through which productive and collaborative work is possible in years ahead for benefit of our community.

Thank you for your participation!

TONY BUDET
President and CEO,
University Federal Credit Union
2016 Chair,
Austin Chamber of Commerce
John Cruickshank is the Publisher of the Toronto Star and President of Star Media Group. Mr. Cruickshank has enjoyed a distinguished career in newspapers and television in both Canada and the U.S. He previously served as Publisher of CBC News, Publisher of the Chicago Sun-Times and Chief Operating Officer of the Sun-Times Media Group. John is a former Managing Editor of The Globe and Mail and former Editor-in-Chief of The Vancouver Sun. He also worked for The Montreal Gazette and started his journalism career with the Kingston Whig Standard. Born and raised in Toronto, Mr. Cruickshank is a graduate of Trinity College at the University of Toronto.
AUSTIN MSA
REGIONAL COMPARISONS

POPULATION 2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Population 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN MSA</td>
<td>1,943,299</td>
</tr>
<tr>
<td>TRAVIS COUNTY</td>
<td>1,151,145</td>
</tr>
<tr>
<td>WILLIAMSON COUNTY</td>
<td>489,250</td>
</tr>
<tr>
<td>HAYS COUNTY</td>
<td>185,025</td>
</tr>
<tr>
<td>BASTROP COUNTY</td>
<td>78,069</td>
</tr>
<tr>
<td>CALDZWELL COUNTY</td>
<td>39,810</td>
</tr>
</tbody>
</table>

CHANGE IN POPULATION 2009-2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Change 2009-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN MSA</td>
<td>15.5%</td>
</tr>
<tr>
<td>TRAVIS COUNTY</td>
<td>14.4%</td>
</tr>
<tr>
<td>WILLIAMSON COUNTY</td>
<td>19.1%</td>
</tr>
<tr>
<td>HAYS COUNTY</td>
<td>20.4%</td>
</tr>
<tr>
<td>BASTROP COUNTY</td>
<td>6.1%</td>
</tr>
<tr>
<td>CALDZWELL COUNTY</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

AGE

<table>
<thead>
<tr>
<th>Region</th>
<th>Median Age</th>
<th>&lt;25 Years</th>
<th>25-59 Years</th>
<th>60+ Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN MSA</td>
<td>33.2</td>
<td>652,091 (35.6%)</td>
<td>934,671 (51%)</td>
<td>246,582 (13.4%)</td>
</tr>
<tr>
<td>TRAVIS COUNTY</td>
<td>32.6</td>
<td>378,734 (34.6%)</td>
<td>578,725 (52.9%)</td>
<td>135,679 (12.4%)</td>
</tr>
<tr>
<td>WILLIAMSON COUNTY</td>
<td>34.9</td>
<td>163,002 (35.7%)</td>
<td>227,970 (49.9%)</td>
<td>65,599 (14.4%)</td>
</tr>
<tr>
<td>HAYS COUNTY</td>
<td>31.0</td>
<td>70,808 (41.7%)</td>
<td>74,940 (44.2%)</td>
<td>23,855 (14.1%)</td>
</tr>
<tr>
<td>BASTROP COUNTY</td>
<td>38.4</td>
<td>25,132 (33.4%)</td>
<td>35,953 (47.8%)</td>
<td>14,155 (18.8%)</td>
</tr>
<tr>
<td>CALDZWELL COUNTY</td>
<td>35.3</td>
<td>14,415 (37.2%)</td>
<td>17,083 (44%)</td>
<td>7,294 (18.8%)</td>
</tr>
</tbody>
</table>

US $1.00 = CA $1.325 (exchange rate as of September 15, 2015)
POPULATION 2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Population 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto CMA</td>
<td>6,055,724</td>
</tr>
<tr>
<td>Toronto Region</td>
<td>2,808,503</td>
</tr>
<tr>
<td>Peel Region</td>
<td>1,416,075</td>
</tr>
<tr>
<td>York Region</td>
<td>1,121,631</td>
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<tr>
<td>Durham Region</td>
<td>653,567</td>
</tr>
<tr>
<td>Halton Region</td>
<td>551,027</td>
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</table>

CHANGE IN POPULATION 2009-2014

<table>
<thead>
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<th>Region</th>
<th>Change 2009-2014</th>
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</thead>
<tbody>
<tr>
<td>Toronto CMA</td>
<td>8.3%</td>
</tr>
<tr>
<td>Toronto Region</td>
<td>5.8%</td>
</tr>
<tr>
<td>Peel Region</td>
<td>9.4%</td>
</tr>
<tr>
<td>York Region</td>
<td>10.5%</td>
</tr>
<tr>
<td>Durham Region</td>
<td>7.1%</td>
</tr>
<tr>
<td>Halton Region</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

AGE

<table>
<thead>
<tr>
<th>Region</th>
<th>Median Age</th>
<th>&lt;25 Years</th>
<th>25-59 Years</th>
<th>60+ Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto CMA</td>
<td>38.6</td>
<td>1,727,420 (30.9%)</td>
<td>2,851,385 (51.1%)</td>
<td>1,004,260 (18%)</td>
</tr>
<tr>
<td>Toronto Region</td>
<td>39.2</td>
<td>734,380 (28.1%)</td>
<td>1,362,285 (52.1%)</td>
<td>518,410 (19.8%)</td>
</tr>
<tr>
<td>Peel Region</td>
<td>36.9</td>
<td>441,970 (34.1%)</td>
<td>653,020 (50.4%)</td>
<td>201,835 (15.6%)</td>
</tr>
<tr>
<td>York Region</td>
<td>39.3</td>
<td>335,890 (32.5%)</td>
<td>518,100 (50.2%)</td>
<td>178,525 (17.3%)</td>
</tr>
<tr>
<td>Durham Region</td>
<td>39.2</td>
<td>199,870 (32.9%)</td>
<td>301,425 (49.6%)</td>
<td>106,840 (17.6%)</td>
</tr>
<tr>
<td>Halton Region</td>
<td>39.3</td>
<td>161,455 (32.2%)</td>
<td>246,860 (49.2%)</td>
<td>93,350 (18.6%)</td>
</tr>
</tbody>
</table>
COMPETING ON A GLOBAL STAGE: CONVENTIONS, TOURISTS, SPORTS

JOHANNE R. BÉLANGER

Johanne Bélanger was appointed President & CEO of Tourism Toronto in September 2015. She leads Toronto’s Destination Marketing Organization representing and serving over 1,100 Association members and partners. Prior to her current role, she served as President of Freeman Audio Visual Canada for nearly 10 years in addition to a variety of roles including finance, operations, purchasing, sales and marketing. She has received numerous industry accolades during her tenure including the 2014 International Association of Exhibitions and Events (IAEE) Outstanding Achievement in Industry Leadership Award and an induction into Meetings + Incentive Travel’s (M+IT) 2014 Hall of Fame.

TOURISM FACTS & FIGURES

• Toronto is the leading tourism destination in Canada, attracting more than 25 million Canadian, American and international visitors annually
• Visitors to Toronto spend about $5.1 billion in direct expenditures during their visits
• Visitors to the Toronto region support more than 329,000 people who work in tourism and hospitality
• The U.K. remains Toronto’s largest overseas visitor market with 201,000 arrivals in 2013
• China accounts for 181,000 visitors to the Toronto region in 2013

In 2000, more than 300 life sized moose outdoor art sculptures roamed the city of Toronto.

SESSION INFO

SUNDAY, OCTOBER 4  |  7:45PM
Thornton-Smith Building
Aperture Room, 3rd Floor
340 Yonge St
Toronto, ON M5G 1H1
416-364-1211

SESSION SPONSOR

Austin Convention & Visitors Bureau
Jill Griffin serves as Chair of the Austin Convention & Visitors Bureau. In Jill’s words, “It’s the best volunteer job on the planet!” Jill is an independent public board director for Luby’s/Fuddruckers; internationally-published, Harvard “Working Knowledge” author; and noted corporate advisor on customer loyalty.


Bob Lander is the President and CEO of the Austin Convention and Visitors Bureau, and has been in Austin since 2001. Prior to Austin, Bob served as Executive Vice President of the Greater Phoenix Convention and Visitors Bureau and spent over 20 years in the hotel industry working for companies such as Stouffer and Renaissance Hotels and Resorts.

He is the newly elected Chair of the Destination Marketing International Association and serves on the U.S. Travel Association Board of Directors and Policy Council, the Texas Travel Industry Association Board, and the Executive Committee of the Austin Hotel & Lodging Association (AHLA).

The XVII Pan American Games were held in Toronto in July 2015 in Toronto and the Parapan Am Games followed in August 2015. More than 6,000 athletes competed in 364 events in 36 sports and represented 41 nations in the Americas. The total budget for the Games was approximately CA$2.5 billion (US$2.0 billion) with funding from all levels of government (local, provincial, federal) including multiple municipalities in the Greater Toronto Area. Lima, Peru has been selected as the host city for the 2019 Games.
MEETING TRANSPORTATION NEEDS & GAINING PUBLIC SUPPORT

JOHN BRODHEAD

John is the first Executive Director of CityWorks, a new strategic initiative of Evergreen, national charity whose aim is to build green cities. CityWorks engages citizens and builds multi-sector collaborations to help decision-makers make cities more livable and resilient. Its focus is on urban infrastructure, in particular sustainable transportation and housing. Prior to joining CityWorks, John was Deputy Chief of Staff for Policy and Cabinet Affairs for Ontario Premier Dalton McGuinty and served in other roles in the Office of the Premier, including Executive Director of Communications and Senior Policy Advisor. John was also Vice President for Strategy and Communications for Metrolinx, the regional transit agency for the Greater Toronto Area.

COMMUTING TO WORK

MEAN TRAVEL TIME TO WORK

AUSTIN MSA.................................25.9 MINS
TORONTO CMA............................32.8 MINS

PUBLIC TRANSPORTATION

AUSTIN MSA.................................2.4%
TORONTO CMA............................21.6%

SESSION INFO
MONDAY, OCTOBER 5 | 7:45AM
Shangri-La Hotel
Queens Park Room
188 University Ave
Toronto, ON M5H 0A3
647-788-8888

SESSION SPONSOR
HNTB
Bruce McCuaig is the President and CEO of Metrolinx. In his role, Bruce is building a team committed to transforming transportation in the Greater Toronto-Hamilton Area (GTHA), by building a strong customer service emphasis throughout the organization, delivering quality transportation services on time and on budget, and working collaboratively with their partners – all key elements to delivering on the promise of The Big Move.

Bruce began his career in public service in 1984, and has worked in areas involving land use planning and policy, municipal policy, and transportation planning, policy and operations. Bruce is on the Board of Directors for the Transportation Association of Canada, United Way of Peel Region, the Policy Board of the International Association of Public Transport (UITP), and is a member of the Providence Healthcare Campaign Leadership Committee.

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**BRUCE MCCUAIG**

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**# OF GTHA 2011 TRANSIT TRIPS**

668 MILLION

**LENGTH OF REGIONAL RAPID TRANSIT NETWORK**

- **Bus Rapid Transit (BRT)**
  - 23.0KM
- **BRT Light**
  - 88.5KM
- **Subway, Scarborough Rapid Transit (RT)**
  - 68.4KM
- **Train**
  - 378.9KM

**TOTAL: 559.2KM**

---

**METROLINX**

Metrolinx was created as an agency of the Government of Ontario in 2006 to improve the coordination and integration of all modes of transportation in the Greater Toronto and Hamilton Area. Adopted in 2008, The Big Move is the 25-year long-range regional transportation plan. More than $16 billion has been committed to funding projects in the plan. A key goal of The Big Move is to bring 80 percent of the region’s population within two kilometers of rapid transit.
TIM JONES

Tim Jones is a champion for the role that the arts play in transforming cities and communities. Under his direction since 1998, Artscape has grown from a Toronto-based artist studio provider to an internationally recognized leader in creative placemaking. Artscape’s work involves clustering creative people together in real estate projects to serve their interests while advancing multiple public policy agendas, private development interests, community and neighbourhood aspirations and philanthropic missions. In Toronto, Tim has built an impressive portfolio of arts centres that provide space to more than 2,400 artists including 28 public venues serving more than 230,000 people annually. In 2014, Tim was recognized by the Geneva-based Schwab Foundation as Social Entrepreneur of the Year.

INCOME & HOUSING

<table>
<thead>
<tr>
<th>MEDIAN HOUSEHOLD INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN MSA</td>
</tr>
<tr>
<td>TORONTO CMA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWNER-OCCUPIED HOUSEHOLDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN MSA</td>
</tr>
<tr>
<td>TORONTO CMA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWNER HOUSEHOLDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending 30% or More of HHI on Shelter</td>
</tr>
<tr>
<td>AUSTIN MSA</td>
</tr>
<tr>
<td>TORONTO CMA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RENTER HOUSEHOLDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending 30% or More of HHI on Shelter</td>
</tr>
<tr>
<td>AUSTIN MSA</td>
</tr>
<tr>
<td>TORONTO CMA</td>
</tr>
</tbody>
</table>
MICHAEL SHAPCOTT

Michael Shapcott is recognized as one of Canada’s most respected community-based housing and homelessness experts. He is co-founder of the Canadian Alliance to End Homelessness and a founding partner of the Canadian Homelessness Research Network. Since starting as a community organizer in downtown Toronto’s east end in the 1980s, Michael has developed hundreds of units of not-for-profit housing, and worked on housing research and policy at the local, national and international level. He worked for three years at the University of Toronto’s Centre for Urban and Community Studies managing the Community-University Research Partnerships Unit and has developed and led the housing practice at the Wellesley Institute, an independent research and policy think-tank.

TEN-YEAR ACTION PLAN

HOUSING OPPORTUNITIES TORONTO (2010 - 2020)

• More than 640,000 people in Toronto need some form of assistance to meet housing needs

• 200,000 tenant households spend more than 30% of their income on shelter

• By 2020, 100,000 young people will enter the Toronto housing market for the first time

• By 2020, 80,000 residents will enter their senior years

AVERAGE HOME PRICE, JULY 2015 (all home types)

GREATER AUSTIN: US $331,900

GREATER TORONTO: CA $561,600
Dr. Buchan joined the University of Toronto in 2011 as Vice-Dean of Research and Professor in the Department of Laboratory Medicine and Pathobiology. The Vice-Dean of Research and Innovation focuses on promoting partnerships and team research across the University of Toronto and the Toronto Academic Health Sciences Network. In her previous position in the Faculty of Medicine at the University of British Columbia, Dr. Buchan was responsible for promoting and developing the UBC Faculty of Medicine’s outstanding health and life sciences research. Dr. Buchan is the recipient of the Canadian Physiological Society Sarrazin Lectureship, the highest award for the Society.
Professor Peter N. Lewis was appointed Associate Vice President, Research and Innovation of the University of Toronto in October 2009. His focus is Global Research Partnerships including oversight of the Innovations and Partnerships Office. Previously, Professor Lewis served as Vice Dean, Research and International Relations in the Faculty of Medicine and Chair of the U of T Department of Biochemistry from 1991-2001. His research interests include epigenetics, protein folding and proteomics. Professor Lewis received his undergraduate education at the University of Calgary and his doctorate at Cornell University. He was made a fellow of the Canadian Academy of Health Sciences in 2010.

The Faculty of Medicine and the fully affiliated hospitals are also a thriving research enterprise — one of the largest in North America — that includes one-fifth of all health and biomedical Canada Research Chairs and has attracted $974 million in research funding (2012-13). In 2014, the National Taiwan University Ranking placed U of T first in Canada and fourth in the world in an analysis of scientific publications; the Faculty of Medicine was third in the world in the sub-category of clinical medicine.

**ACADEMIC HEALTH SCIENCES NETWORK**

The University of Toronto Faculty of Medicine has more than 8,000 faculty members and 6,900 students enrolled in undergraduate medicine, postgraduate medicine, radiation sciences, and professional and doctoral graduate programs. Through the Toronto Academic Health Sciences Network, the University partners with nine fully affiliated hospitals to address the big challenges in health. More than 2,000 active researchers span all areas of health research from basic discovery sciences to health policy and outcomes studies to improve the health of individuals and communities.
Earl Miller is the Director, Global Initiatives. He leads international partnering activities designed to open strategic markets for MaRS technology ventures. He collaborates with Canadian trade officials, foreign governments and innovation hubs outside Canada looking to attract breakthrough technologies, invest in startup companies and share innovation best practices. This includes exchanges of entrepreneurial expertise and soft landing programs that assist companies to accelerate international expansion.

Earl has Master’s degrees in Political Science and Environmental Studies and is an accredited partnership broker.

**COMMERCIALIZATION PROCESS MAP**

1. Receive Disclosures
2. Conduct IP Due Diligence
3. Identify Marketability
4. Form Deal Team
5. Operationalize Commercialization Plans
6. Outlicense
7. Create Start-Ups

**DISCLOSURES BY DISCIPLINE**

- Life Science: 45%
- IT: 17%
- Medical Device: 23%
- Physical Science: 15%
Located in the heart of downtown Toronto, the Discovery District is Canada’s largest concentration of research institutes, business incubators, and business support services. The District spans 1.6 square miles making it the densest geographical center for research in the world. The District is home to over 7 million square feet of facilities including the University of Toronto and affiliated teaching and research hospitals, over 30 medical and related research centers and a mix of biomedical companies.

In 2000, a group of civic entrepreneurs came together with business, academic and government partners to implement a big idea. They would create a world-leading innovation hub on the historic site of the Toronto General Hospital. The MaRS Centre opened in late 2005. MaRS is a not-for-profit registered charity funded by the proceeds of the MaRS Centre and its services, and through support from the governments of Ontario and Canada, private donors, corporate sponsors and foundations. MaRS, originally named for “Medical and Related Sciences”, has expanded its scope to include information and communications technology, social innovation, and clean technology.

TORONTO’S DISCOVERY DISTRICT

MaRS INNOVATION
Bridging academic excellence and market-driven success.

MaRS INNOVATION
MEMBER TECHNOLOGIES

Therapeutics, Physical sciences, Clean technology,
Medical devices and diagnostics, and IT
SUNDAY, OCTOBER 4TH
9:00 am: Air Canada passengers arrive at Austin Bergstrom International Airport
10:50 am: Flight AC1231 departs Austin
2:55 pm: Arrive Toronto Pearson International Airport
4:15 pm: Buses arrive at Shangri-La Hotel
4:30 pm: Opening Remarks
4:45pm: “What You May Not Know“
5:30 - 7:00pm: Hospitality Suite open
7:00 pm: Meet in hotel lobby
7:15 pm: Buses depart for Thornton-Smith Building
7:30 pm: Dinner
7:45 pm: “Competing on a Global Stage – Conventions, Tourists, Sports“
9:00 pm: Buses depart for Shangri-La Hotel
9:00 - 11:00 pm: Hospitality Suite open

MONDAY, OCTOBER 5, 2015
7:00 am: Coffee service at Shangri-La Hotel – Queens Park Room
7:30 am: Breakfast
7:45 am: “Meeting Transportation Needs & Gaining Public Support“
9:00 am: Buses depart for Artscape Youngplace
9:30 am: “Toronto Affordable Housing Initiatives“
10:45 am: Buses depart for MaRS Discovery District
11:00 am: “Building a World Class Medical School“
12:15 pm: Lunch
12:30 pm: “MaRS Discovery District – Innovation through Research & Commercialization“
2:00 pm: Buses depart for Art Gallery of Ontario
2:30 pm: “Creating a Competitive Workforce“
3:30 pm: Buses depart for University of Toronto
4:00 pm: “From Poster Child to Problem Child“
5:00 pm: Buses depart for Shangri-La Hotel
5:15 – 7:00 pm: Hospitality Suite open
7:00 pm: Meet in hotel lobby
7:15 pm: Buses depart for Rosewater Room
7:30 pm: Dinner
7:45 pm: “Priorities, Surprises & Challenges: A Conversation with Mayor Tory and Mayor Adler“
9:00 pm: Buses depart for Shangri-La Hotel
9:00 - 11:00 pm: Hospitality Suite open

TUESDAY, OCTOBER 6, 2015
7:00 am: Coffee service at Shangri-La Hotel – Queens Park Room
7:30 am: Breakfast
7:45 am: “Community Engagement on Identifying Priorities“
9:00 am: Buses depart for TIFF Bell Lightbox
9:30 am: “Creative Economy Part I – Music & Film“
10:45 am: “Creative Economy Part II – Fashion, Apparel and Design“
11:45 am: Buses depart for Liberty Grand
12:00 pm: Lunch
1:30 pm: Buses depart for Toronto Pearson International Airport
3:55 pm: Flight AC 1230 departs Toronto
6:15 pm: Arrive Austin Bergstrom International Airport
Creating a Competitive Workforce

Danielle Olsen has spent the last decade in different roles within the employment and training, workforce development sector. Most recently she has served as the Executive Director of the Hospitality Workers Training Centre, a sector-based workforce development organization dedicated to working with multi-stakeholders, including industry and labour to establish training partnerships that serve individuals and build a strong industry. Previously, Danielle worked with Social Capital Partners supporting the development of a community social finance hiring program and a corporate engagement hiring strategy. Danielle’s experience includes direct service work with community-based employment agencies in Toronto, private sector employment services, as well as internationally focused work in entrepreneurship and workforce development.

**Educational Attainment**

**Population Age 25-64 Years**

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Austin MSA</th>
<th>Toronto CMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School Graduate</td>
<td>11.3%</td>
<td>9.9%</td>
</tr>
<tr>
<td>High School Graduate or Higher</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some College or Associate’s Degree or Higher</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>41.5%</td>
<td>36.8%</td>
</tr>
</tbody>
</table>
Bill Young is the founder of Social Capital Partners (SCP), an innovative non-profit, social finance company started in 2001. Throughout its history SCP has facilitated thousands of jobs for people who face employment barriers through social enterprise and the private sector by linking community hiring to attractive financing. Before founding SCP, Bill worked in the private sector, primarily as CEO of Hamilton Computers – later sold to GE Capital – and Optel Communications Corp. He began his career as a Chartered Accountant and holds an Honours BA from the University of Toronto and an MBA from Harvard. He sits on numerous boards and advisory boards involved in social finance and social innovation and is a Member of the Order of Canada.

WORKING AS ONE
The City of Toronto’s adopted workforce development strategy, Working as One, seeks to create a service system that better connects employers to jobseekers and jobseekers to employers. Along with Collaborating for Competiveness: A Strategic Plan to Accelerate Economic Growth and Job Creation in Toronto and the Toronto Strong Neighbourhoods Strategy 2020, it is a key component of the City’s strategic framework to sustain and advance economic growth and ensure all communities share in the opportunities that are created.
FROM POSTER CHILD TO PROBLEM CHILD

RICHARD FLORIDA

The Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management, Global Research Professor at New York University, and the founder of the Creative Class Group, which works closely with governments and companies worldwide, Richard Florida is perhaps the world's leading urbanist, "as close to a household name as it is possible for an urban theorist to be in America," according to The Economist. Esquire has included him on its annual list of "The Best and the Brightest," and Fast Company dubbed him an "intellectual rock star." MIT Technology Review recently named him one of the world's most influential thinkers. GDI also named him one of the world's global thought leaders of 2013 and the AAAS (American Association for the Advancement of Science) recently named him 100 of the most followed scientists. He is also a member of the Global Agenda Council on the Creative Economy, World Economic Forum.

Florida is the author of several global best sellers, including the award-winning The Rise of the Creative Class ("one of the best business books of all time"–800-CEO-READ), and is a senior editor for The Atlantic, where he co-founded and serves as Editor-at-Large for Atlantic Cities, the world's leading media site devoted to cities and urban affairs. Florida appears regularly on CNN and other news broadcasts and is a regular contributor to the op-ed pages of major newspapers and magazines. TIME magazine recognized his Twitter feed as one of the 140 most influential in the world.

Florida previously taught at Carnegie Mellon and George Mason University, and has been a visiting professor at Harvard and MIT. He earned his Bachelor's degree from Rutgers College and his Ph.D. from Columbia University.

SESSION INFO
MONDAY, OCTOBER 5 | 4:00PM
University of Toronto
95 St. George St
Toronto, ON M5S 2E4

SESSION SPONSOR

Texas Gas Service
A Division of ONE Gas
Developed by Richard Florida, the Creative Class describes one-third of the workforce that “create” for a living: innovators, engineers, designers, artists and more. Using his framework, communities have been evaluated for their long-term economic prospects using criteria within the 4-T benchmark areas: Technology, Talent, Tolerance, and Territory Assets. While Austin has regularly rated high using the creative class strategy, Professor Florida notes “[i]ts benefits flow disproportionately to more highly-skilled knowledge, professional and creative workers.” (Jan 30, 2013, The Atlantic CITYLAB)
PRIORITYES, SURPRISES & CHALLENGES:
MAYOR TORY & MAYOR ADLER

HIS WORSHIP MAYOR JOHN TORY
Mayor, City of Toronto

John Tory is the 65th Mayor of Toronto. Born and raised in Toronto, Mayor Tory has spent his career promoting and giving back to the city he loves.

As a lawyer, talk show host, businessman, Member of Provincial Parliament and Leader of the Official Opposition at Queen's Park, and finally as Mayor, he has long believed that the diversity of Toronto is its strength. As Mayor, John's focus will be on bringing the city together as One Toronto.

Among Mayor Tory's top priorities are tackling transit and traffic congestion. He is focused on taking action to reduce commute times so Toronto residents can get to work on time and home to their families sooner. The early years of Mayor Tory’s career were spent practicing law in Toronto, and he was later elected as a managing partner of one of Canada’s biggest law firms. In the 1980's he served as Principal Secretary to Premier Bill Davis and as Associate Secretary of the Ontario Cabinet. In September 2004, Mayor Tory was elected leader of the Progressive Conservative Party of Ontario. In 2005, as PC Party Leader, Mayor Tory would serve as the Leader of the Official Opposition at Queen's Park.

Mayor Tory has an extensive background in volunteer community service. He served as volunteer Chairman and Commissioner of the Canadian Football League and has chaired fundraising campaigns for St. Michael's Hospital and the United Way. Mayor Tory's community work has been widely recognized. Mayor Tory was a founding Board Member and Chair of the Greater Toronto CivicAction Alliance.

Mayor Tory is a lifelong, and long-suffering, Toronto Maple Leafs fan. Mayor Tory and his wife Barbara raised their four children in Toronto and are now delighted to have four grandchildren to spoil.

SESSION INFO
MONDAY, OCTOBER 5 | 7:45PM
Rosewater Room
19 Toronto St
Toronto, ON M5C 2R1
416-214-5888

SESSION SPONSOR
StDavid's HealthCare
Mayor Steve Adler was elected Austin’s 52nd mayor in December of 2014. Mayor Adler has lived in Austin for nearly four decades. He attended Princeton and the University of Texas Law School on scholarships, and he was the first in his family to graduate from college along with his brother. After moving to Austin and working his way through law school at UT, Mayor Adler practiced civil rights law for nearly a decade. He also founded a successful eminent domain law practice representing landowners that he left after his election as Mayor. Mayor Adler also spent almost ten years as chief of staff and general counsel for State Senator Eliot Shapleigh, working primarily on school finance, equity, and access issues. Mayor Adler has been deeply involved in, and even chaired, many Austin civic and non-profit institutions over the past twenty years. Together with his wife Diane Land, Mayor Adler is the proud father of three daughters.

Toronto City Government
The Canadian constitution sets the responsibilities of the federal and provincial governments. The province of Ontario is responsible for deciding the rules that govern the City of Toronto. In 1998, Toronto’s municipal government restructured when seven large municipalities were combined. Toronto’s City Council includes the mayor, elected city-wide, and 44 councillors elected by wards. Officials serve four year terms and the next general election is scheduled for October 22, 2018.
Community Engagement on Identifying Priorities

Sevaun Palvetzian assumed the position of CEO at CivicAction in January of 2014. Previously, she held several roles within the Ontario Government including leading the Ontario Place Revitalization project and launching the Youth and New Professional Secretariat – a government-wide strategy to attract, recruit, and retain future generations of leaders, and led the award-winning Learn and Work Program for at-risk youth. Prior to the province, Sevaun worked at the University of Toronto, the World Bank Group, and Presidential Classroom, a Washington D.C.-based civic education organization. Sevaun currently sits on the Board of Directors of the Toronto Region Immigrant Employment Council.

Every four years, CivicAction holds a summit to identify the biggest issues facing the Toronto region. Held in April 2015, the Better City Bootcamp, set five major themes:

1. The Growing Need for Mental Health Support in the Workplace
2. Housing Affordability, Matching Senior Health Care to Housing Options
3. Childhood Health, the Importance of the “First 1000 Days”
4. Public Space: For the Health of Our People and Communities
5. Infrastructure Needs of Tomorrow, Better Prepare Our Communities

Session Info
Tuesday, October 6 | 7:45AM
Shangri-La Hotel
Queens Park Room
188 University Ave
Toronto, ON M5H 0A3
647-788-8888
Rod Phillips was appointed Chair of the Board of Directors of Postmedia Network Canada Corp and its subsidiary Postmedia Network Inc. on February 5, 2014.

He is Chair of the TELUS Greater Toronto Community Board, Chair of the Greater Toronto Civic Action Alliance (CivicAction) and is a member of the Board of Directors of Discovery Air Inc., DATA Group Ltd. and the Toronto International Film Festival (TIFF).

From 2011 to 2014, Rod was President and Chief Executive Officer of the Ontario Lottery and Gaming Corporation. Prior to that, for eight years he was President and Chief Executive Officer of Shepell.fgi, one of North America’s leading providers of workplace health and productivity solutions.

Before joining Shepell.fgi, Rod was Chief of Staff to Mayor Mel Lastman during his first term as the leader of the newly amalgamated City of Toronto from 1997 to 2000. Rod was previously head of the Goodmans Venture Group and was a Principal with KPMG Consulting. He also served as the senior advisor to the Honourable Elizabeth Witmer, Ontario’s Minister of Labour.

Previously, he was also a member of the boards of the Canadian Psychiatric Research Foundation, the Global Business and Economic Roundtable on Mental Health and Addiction, the Ontario College of Physicians and Surgeons, Bridgepoint Hospital, the Toronto Community Foundation and is a Past President of the Canadian Club of Toronto.

Rod is a recipient of Canada’s Top 40 Under 40 Award and, in 2005, was selected as one of the “Best of the Best” on the 10th Anniversary of the program. Along with his investment partners, he won the 2009 Canadian Venture Capital Association Deal of the Year award in the Private Equity category.

CivicAction

Founded as the Toronto City Summit Alliance in 2002, CivicAction has provided a neutral platform for collaboration and leadership focused on improving the Toronto region’s social, economic and environmental future. With its 2003 launch report, Enough Talk: An Action Plan for the Toronto Region, more than 7000 business, academic, government, labour and not-for-profit partners have launched innovative responses to issues and challenges and focused on action where progress can be made quickly.
CREATIVE ECONOMY: MUSIC & FILM

MICHELE ALOSINAC

Michele is a 20 year veteran of Toronto’s Film and Television sector, having worked as a producer, writer and director after her start with the provincial government as the Business Development and Film Officer at The Ontario Heritage Trust. She led the organization’s efforts in developing and directing new business initiatives and generating new revenue streams, including creating the Film Policy for their portfolio of heritage sites as locations for features, television series, documentaries and commercials. Michele co-created and produced two seasons of THE COOKWORKS, a series that had a successful run in syndication in over 80 countries around the globe.

MIKE TANNER

Mike Tanner is the Music Sector Development Officer with the Film & Entertainment team in the City of Toronto’s Economic Development & Culture Division. As former Director of Operations for North by Northeast (NXNE), Mike Tanner played a key role in elevating NXNE to its current status as one of Toronto’s marquee events. Mike’s own experience as a musician includes many years performing, touring, and recording. He is also the author of three internationally published books. Mike understands what needs to be done to support and encourage the city’s music cluster so that it is recognized as a major generator of economic benefit and a touchstone of Toronto’s culture.

SESSION INFO

TUESDAY, OCTOBER 6 | 9:30AM
TIFF Bell Lightbox
350 King St West, 3rd Floor
Toronto, ON M5V 3X5
416-599-8433
SARA PEEL
Sara Peel is an arts and culture professional from Melbourne, Australia. She has worked for festivals around the world in many capacities. Previously, Sara was the director of events at Yonge-Dundas Square, Toronto’s busy and high profile City Square. Over the last few years Sara’s work has been involved with implementing strategic planning processes within arts organizations to help them positively adapt to changing conditions. Sara has been at NXNE since November 2014 and is leading the organization through a period of change and revitalization, to better respond to the new, highly competitive music festival landscape. Despite being the Managing Director of a highly respected alternative music festival, Sara still really likes that Taylor Swift Song.

BLAKE STEELS
Blake Steels is president of Pinewood Toronto Studios, Toronto’s premier film studio and home to Mega Stage North America’s largest purpose built sound stage. PTS has been home to the largest films shot in Canada like Total Recall, Pacific Rim, Pixels, Robocop, and Crimson Peak and numerous TV series including The Listener, Orphan Black, The Expanse and The Strain. Blake is a proven business leader and effective turn-around specialist.

ZAIB SHAIKH
Before his position as Film Commissioner & Director of Entertainment Industries for the City of Toronto, Zaib Shaikh has worked as an actor, writer, director and producer internationally. Most recently, he played Nadir Khan in Oscar-nominated director Deepa Mehta’s latest film, Midnight’s Children, adapted from the novel by Salman Rushdie and was star of CBC’s international hit comedy, Little Mosque on the Prairie, now seen in over 90 countries globally. Most recently having delivered a keynote address at Harvard’s 375th Anniversary, he has also travelled across Canada and the world speaking on the power of arts and the media as a platform to greater understanding between Eastern and Western culture.

AUSTIN – TORONTO MUSIC CITY ALLIANCE
Approved by Austin City Council in June 2013 and Toronto City Council in July 2013, the Austin – Toronto Music City Alliance is the first partnership of its kind in the world. Both cities acknowledged the important role of the music industry in enhancing our quality of life, fostering creativity and innovation, and stimulating job creation, economic growth and tourism. They also agreed to work collaboratively to develop and expand all elements of the industry.
CREATIVE ECONOMY: FASHION, APPAREL & DESIGN

LAURIE BELZAK
Laurie Belzak is the Sector Development Officer for Fashion and Design at the City of Toronto. With the Economic Development and Culture Division at the City, and the Strategic Growth and Sector Development Unit, Laurie has been working with the City’s fashion industry since 1991. More recently, her portfolio has expanded to include all of the design disciplines, including architecture, landscape architecture, industrial, interior, graphic and fashion design. The Economic Development & Culture Division provides services that contribute to an economically strong, socially enjoyable and culturally vibrant city. Our combined service responsibilities heighten Toronto’s ability to sustain and promote itself as one of the world’s leading creative cities.

SUSAN LANGDON
Susan Langdon is the Executive Director of the Toronto Fashion Incubator (TFI). Throughout a career in fashion that has spanned over 30 years, Susan has demonstrated the kind of passion and dedication to the fashion industry that has garnered recognition and awards from prestigious organizations such as the International Wool Secretariat, City of Toronto, Ryerson University, the International Fashion Incubators Network and the Organization of Women in International Trade. Since 1994, Susan has been responsible for all planning and operational aspects of TFI including budgeting, fund development, programming, mentoring, development of educational resources, media relations, event planning, social media and partnership relations.

SESSION INFO
TUESDAY, OCTOBER 6 | 9:30AM
TIFF Bell Lightbox
350 King St West, 3rd Floor
Toronto, ON M5V 3X5
416-599-8433
Overall, the film and television industry in Toronto employs more than 25,000 people. Toronto is a center for post-production work, special effects and emerging technology. Many Toronto-based companies are internationally renowned as suppliers of incredible animation (both 3-D and 2-D) and cutting-edge visual and special effects. Over 800 businesses are active in all aspects of film and television, including production and distribution, music publishing and recording, and radio and television.

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<tr>
<th>KEY INDUSTRY SECTORS</th>
<th>BUSINESS &amp; PROFESSIONAL</th>
<th>FILM &amp; TELEVISION</th>
<th>LIFE SCIENCES</th>
<th>DESIGN</th>
<th>FINANCIAL SERVICES</th>
<th>MUSIC</th>
<th>TECHNOLOGY</th>
<th>FOOD &amp; BEVERAGE</th>
<th>GREEN</th>
<th>TOURISM</th>
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<td>316,480 people provide business and professional services in Toronto.</td>
<td>$1.19 billion was spent on film and television productions shot in Toronto in 2013, with annual television series production totalling $730 million.</td>
<td>The Toronto/Ontario biotech cluster is the largest in Canada with 163 companies.</td>
<td>With over 27,970 designers, Toronto has the largest design workforce in Canada and the third largest in North America (after New York and Boston).</td>
<td>The World Economic Forum has ranked Canada’s banking system as the most sound in the world, seven years in a row.</td>
<td>Generates an estimated $455 million in revenues and contributes $252 million to the Canadian economy.</td>
<td>11th in the Innovation Cities Top 100 Index of the global innovation economy (2thinknow).</td>
<td>There are 1,149 food and beverage manufacturing establishments employing over 51,000 people.</td>
<td>Employs more than 36,000 people in over 1,700 companies that provide alternative energy, cleantech products and services across a range of sub-sectors.</td>
<td>Toronto is the leading tourism destination in Canada, attracting more than 25 million Canadian, American and international visitors annually.</td>
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THE FUTURE OF THE BRACKENRIDGE CAMPUS: HEALTHY, EQUITABLE, INNOVATIVE

CHRISTIE GARBE
As Vice President & Chief Strategy Officer, Christie Garbe leads Central Health’s corporate strategy, government relations and communications initiatives. Garbe has been with Central Health since 2006, serving in multiple capacities, all with a focus on building a model healthy community and providing better access to health care in Travis County for those who need it most. Garbe played a key role in educating the public leading up to the 2012 Proposition 1 ballot referendum, which was approved by voters and increased the tax base provided to Central Health to broaden and transform safety net health care services in Travis County.

JUAN GARZA
Juan Garza is serving as Vice-President of Finance and Development and is on special assignment to Central Health to head up the master planning and eventual redevelopment of the UMCB Campus.

Juan comes to Central Health after a long career in public service during which he has served as an urban planner, financial planner, Chief Financial Officer, Assistant City Manager and City Manager.

Juan believes that Providence places us here on earth to be of service to each other and we do that though our work. Happiness, therefore, is a by-product of being productive.

SESSION INFO
TUESDAY, OCTOBER 6  |  10:45AM
Liberty Grand
Exhibition Place
Centennial Room
25 British Columbia
Toronto, ON M6K 3C3
416-542-3789

SESSION SPONSOR
CENTRAL HEALTH
CENTRAL HEALTH BRACKENRIDGE CAMPUS

UMC BRACKENRIDGE REDEVELOPMENT

The area near the intersection of 15th Street and IH 35 is rapidly transforming: construction cranes soar into the sky as work progresses on the Dell Medical School and the Dell Seton Medical Center. Central Health has initiated planning on the reuse and redevelopment of the Brackenridge site following the anticipated closing of UMC Brackenridge in 2017. In the heart of Austin’s innovation zone, the future mixed-use development could feature a combination of housing, commercial, and other uses.
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