



THE GRAND EXPERIMENT: ECONOMIC COMPETITIVENESS AND CULTURAL EXCELLENCE DRIVES A GROWING KNOWLEDGE ECONOMY.

It's all about prosperity and community. Markham has a heritage built on competitiveness, and Downtown Markham is the seed that will expand the roots of an invigorated knowledge workforce and build an economic platform for Canada.

Twenty years ago, Markham was an executive bedroom community. In the ensuing decades, Markham successfully attracted important domestic and international businesses to the region. These organizations, many of them in the information technology industry, helped establish Markham as a great place to do business. At the same time, the population of Markham grew and evolved to its current multi-ethnic composition. This is a win-win situation, as cultural diversity, tolerance and respect is a positive message for multinational companies.

As the Town works to attract business and expand its profile as a knowledge economy cluster, Markham is in competition with other knowledge economy clusters in North America and the world. Competitiveness makes us strong. Each can offer competitive wages and the chance of advancement. Skilled employees focus on the softer qualities, such as quality of schools, access to medical and religious facilities, the arts and the natural environment.

"Economic development is not just about land, jobs and taxes. It's about the development of an economically, socially and environmentally sustainable community," noted Steven Chait, Director of Economic development for Town of Markham.

In any community powered by the knowledge economy, quality of life is essential to attracting and retaining a skilled labour force. The centre of Markham has long been the proverbial "hole in the donut" for Markham. Rather than engage in haphazard development to fill land, the Town purposely took its time developing what would become the new Downtown Markham into an area that will attract knowledge workforce from far and wide. Downtown Markham will feature many unique sustainable development and quality of design elements:

- Rather than building a park into a suburb, homes and businesses are built into the natural landscape's rivers, streams and numerous green spaces.
- Features that boost quality of life, including beautiful public spaces and cultural attractions
- Easy access to all amenities and commercial locations by foot, pedal, public transit or car

Twenty years from now, we will look upon Downtown Markham as the ideal example of a vibrant community powered by a world leading knowledge economy. With the right pieces – business, culture, recreation – Downtown Markham will be Ontario's economic juggernaut.

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