

## Business Development



Innovation...  
Determination...  
Collaboration...

Find out what it's like to do business with  
a municipality that thinks like a business.

The Economic Development Team is here to help you achieve  
business success in Ajax. **Contact us for:**

- Site selection services (location & land)
- Process Facilitation (Planning & Development)
- Business Seminars & Networking Connections
- Business Research & Publications
- Ground Breaking & Grand Openings
- Marketing & Awareness... and more

Ask about the Town of Ajax  
**PriorityPATH™**

A streamlined municipal process dedicated  
to successful business expansion!



## Community Profile



## Did you know?

► **ACOUSTEX INTERNATIONAL** is an innovative leader in the engineering and manufacture of commodities for the discriminating automotive industry?

► **TRI-SERVICE METAL PRODUCTS** commenced operations in Ajax in 1966 and has grown into one of North America's most diversified organizations? The company fabricated the metal column to support the wind turbine that overlooks the Canadian National Exhibition!

► **VERIDIAN**, headquartered in Ajax, was named one of Canada's "Greenest" employers?

► **SEARCH ENGINE PEOPLE** started as a home-based business in Ajax? They are now Canada's #1 search engine optimization company!

► **HOTWASH**, an Ajax based start-up company, was the official 'on-call' graffiti removing company for **G20 Summit**?

► **ENVIRONMENTAL FACTOR** was featured on CBC's Dragon's Den for environmental entrepreneurs? They conduct all of their R&D, manufacturing and sales from Durham Region!

So many successful businesses have chosen Ajax as their place to **live, work, and play.**



Progressive

Accountable

Community-Focused

Eco-Consious

### Ajax Business Development

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## Message from the Mayor

When it comes to questions of economic progress, there's a word I like to use. The word is **YES**. And I'm happy to say that as Ajax grows – expanding our industrial and commercial networks and enhancing our services and infrastructure to accommodate growth – it's a word I get to use more and more often.

**We understand that businesses want to work in – and with – a municipality that says:**

**YES to progress**


**YES to accountability**

**YES to a strong sense of community**

**YES to environmental leadership**

These are the priorities that will continue to make Ajax the forward-thinking municipality that it is today. I invite you to read on to learn more about how these traits keep us aligned with our innovative industry partners.

**Do I think Ajax is the place for your business? YES.**

  
Steve Parish  
Mayor, Town of Ajax



AJAX TOWN HALL



## Progressive



Ajax is a place where smart people, strong economies and innovative ideas intersect.

We have fostered an Economy that values:

### ► EDUCATION

64.1% of the population has post secondary education.

### ► CREATIVITY

34.5% of our workforce is employed in creative industries. Creative businesses have grown by 17.9% between 2003 and 2009. Development of Tourism and Arts & Culture are a key focus for the Town.

### ► TECHNOLOGY & INNOVATION

Sustainable Energy & Technology Based Manufacturing and Business Services and Information Technology Services are among our fastest growing sectors.

### ► ENTREPRENEURSHIP

Business establishments in Ajax are dominated by companies and enterprises that employ less than 10 people.

### ► MUNICIPAL LEADERSHIP

We've made a commitment to preserve our employment lands. We've perfected a streamlined and efficient development process. And we've developed resources geared to support our business community, whether they are an entrepreneur or a multi-national business.

## Accountable

Businesses think the world of Ajax because Ajax thinks like a business.

### ► PROCESS-DRIVEN

Ajax is the first fully-registered ISO municipality in North America. We have an operating procedure for virtually every service the Town delivers to businesses, residents and visitors since 1997.

### ► DEDICATED TO IMPROVEMENT

Our "Doors Open" policy means open lines of communication with business and residents to ensure their needs are being met.

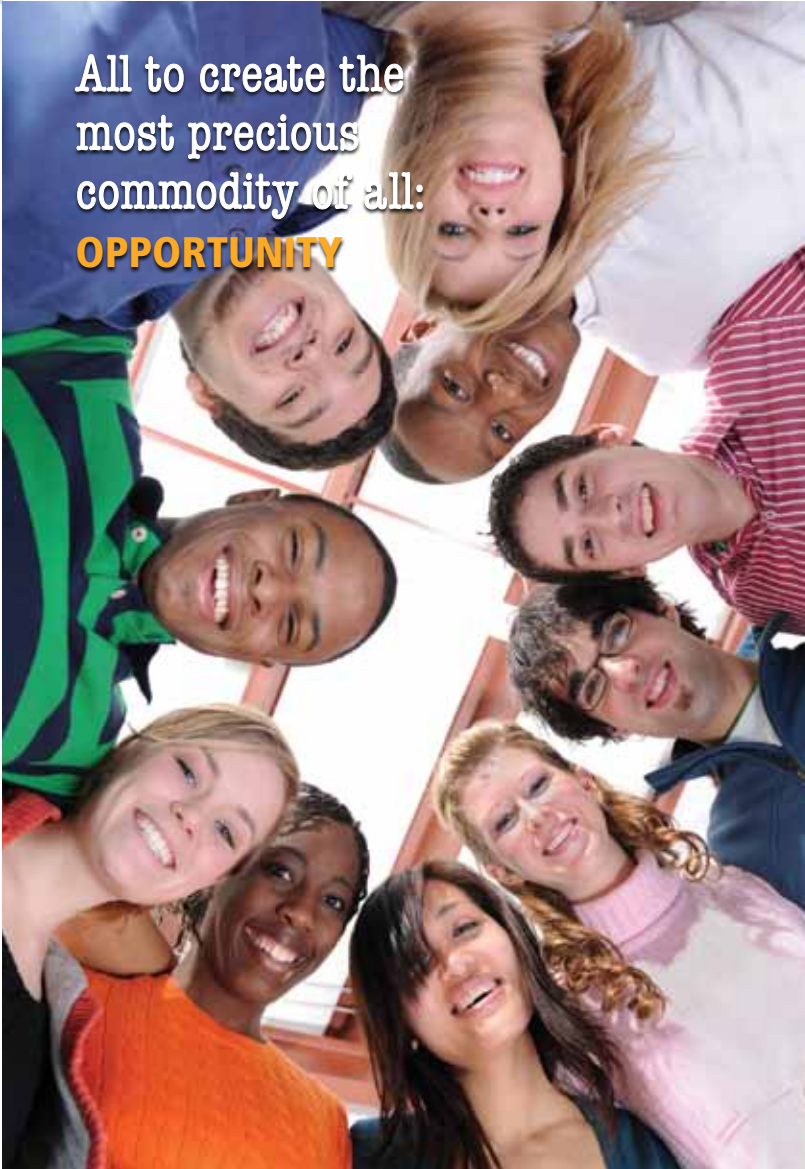
### ► FORWARD-THINKING

Low land and development costs. New roads and interchanges. Shovel-ready employment lands as a result of municipal investment.

### ► ENGAGED & INCLUSIVE

The first municipality to complete a Diversity & Engagement Strategy in Durham Region and proud to work closely with six external Advisory Committees.

All to create the most precious commodity of all: **OPPORTUNITY**



# Welcome to AJAX

Located just 20 minutes from Toronto, Ajax is part of the Greater Toronto Area (GTA) – home to 5.5 million and within a day's drive to over 120 million customers who represent over one-third of the North American marketplace.



In Ajax, you are connected:

### BY ROAD

Highway 401, the surface backbone of the Quebec City-Windsor corridor connects with Ajax's industrial and commercial areas at two major interchanges – Westney Road and Salem Road.

The Highway 407 Express Toll Route will soon be extended and will link to Highway 401 on Ajax's eastern border.

### BY AIR, RAIL AND WATER

**Lester B. Pearson International Airport**, Canada's largest passenger and cargo airport, is just 45 minutes from Ajax. Even closer, the **Oshawa Municipal Airport** is a full-service commercial and general aviation facility that features a brand new

passenger terminal building, modern navigational aids and runways to serve a broad range of aircraft.

Both **Canadian National (CN)** and **Canadian Pacific (CP)** commercial rail lines run through Ajax, and Via Rail provides passenger service from the Atlantic to Pacific coasts.

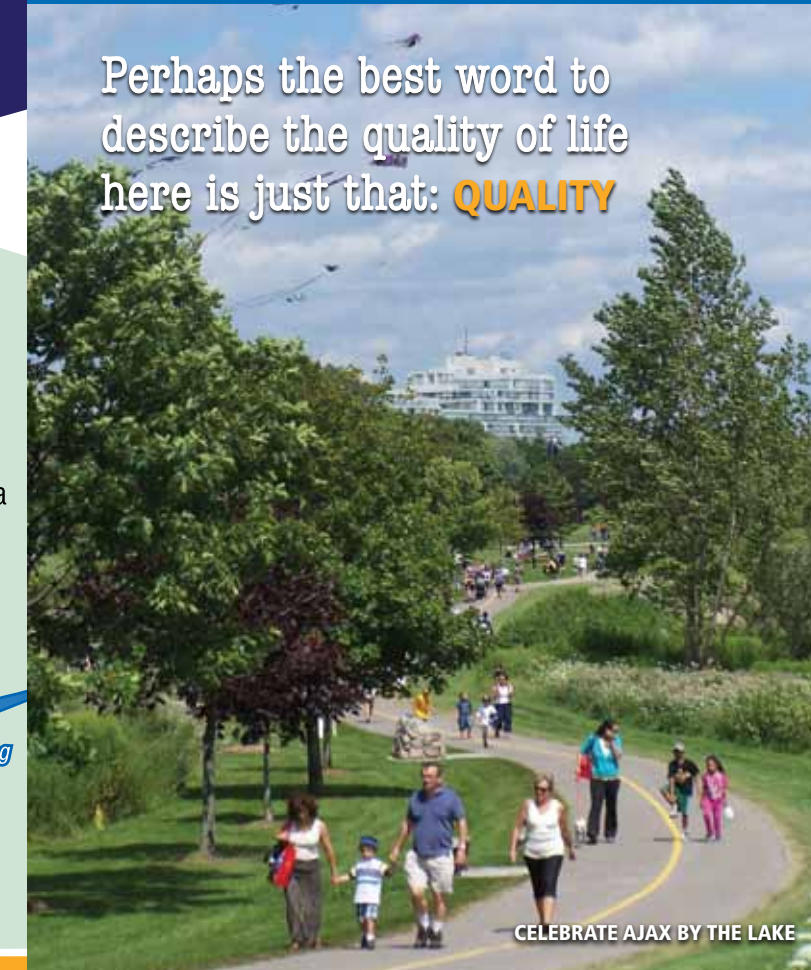
For overseas markets, the **Port of Oshawa** can be accessed directly and quickly via the 401. As a customs point of entry, it offers fast, cost efficient shipping throughout North America.

### THROUGH EDUCATION

Located minutes from Ajax, **Durham College** and **University of Ontario Institute of Technology (UOIT)** are producing graduates that are choosing to enter the energy, business and manufacturing sectors.

## Community-Focused

Perhaps the best word to describe the quality of life here is just that: **QUALITY**



Our residents describe Ajax as:

### ► GREEN

A 7km stretch of undisturbed waterfront, an 80km trail system that continues to grow and 150 acres of unspoiled parkland.

### ► ACTIVE

Five spectacular golf courses, two skate parks, two recreation centres, a 100-acre sportsplex and 60 community parks.

### ► SAFE

Affordable housing within safe communities. A strong network of community health care centres and a newly expanded local hospital.

### ► ACCESSIBLE

Fast and effective public transportation to, from and around Ajax is provided by Durham Region Transit and GO Transit.

### ► CULTURED

A unique history that is celebrated in many forms throughout the Town. Rich in historic roots from World War II, our distinct culture is celebrated in many forms throughout the Town.

### ► FUN!

Eco-adventure, shopping, dining, and fast paced entertainment. First class events like the Pickering Village Jazz Festival, Celebrate Ajax by the Lake and Pumpkinville are second to none!

## Eco-Conscious

In Ajax, we value greener solutions.

### ► "LEED"ING BY EXAMPLE

Ajax is the first municipality to adopt an *Environment First* Philosophy, the first municipality in Ontario to construct a LEED registered building with a municipal campus, and first to approve a "Green Fleet" strategy.

### ► BUILDING PARTNERSHIPS

A proud founding member of the Durham Strategic Energy Alliance (DSEA), a certified "Eco-Business" of the Ajax-Pickering Board of Trade and in great standing with valuable "green" focused organizations such as the Greenbelt Foundation, Toronto and Region Conservation Authority, Central Lake Ontario Conservation Authority, and Durham Sustainability... to name a few!

### ► GREEN CONNECTIONS

Through the Ajax Business Network, we've facilitated solar supply chain partnerships, logistics management, energy and water cost conservation and research and development partnerships through Durham College and University of Ontario Institute of Technology.



LEED CERTIFIED FIRE HEADQUARTERS



AJAX GREEN FLEET