

# Priority**PATH**<sup>TM</sup>

*A Streamlined Municipal Process Dedicated  
to Successful Business Expansion*

***Streamlining Process and Approaches to Agriculture Applications in  
Municipalities and Conservation Authorities***

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***Lisa Hausz, MBA***

Manager, Economic Development & Tourism  
Town of Ajax



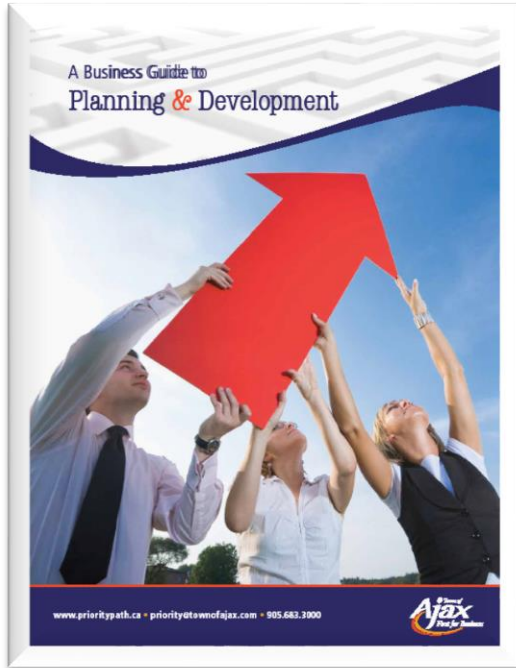
# Objective & Purpose

To provide small and medium business (SMEs) with an *integrated*, documented process that will assist in facilitating business expansion.



**Business Attraction**  
**Business Retention & Expansion**

# Deliverables



- A **defined process** that can be easily communicated to businesses that clearly defines *what* the program is and *how* it is delivered.
- **Technology implementation** that can easily facilitate communication between teams and further document **PriorityPATH™** projects and successes.
- **Marketing strategy** to position **PriorityPATH™** as a key differentiator for locating and/or expanding in the Town and tracking results.



Priority**P**ATH™

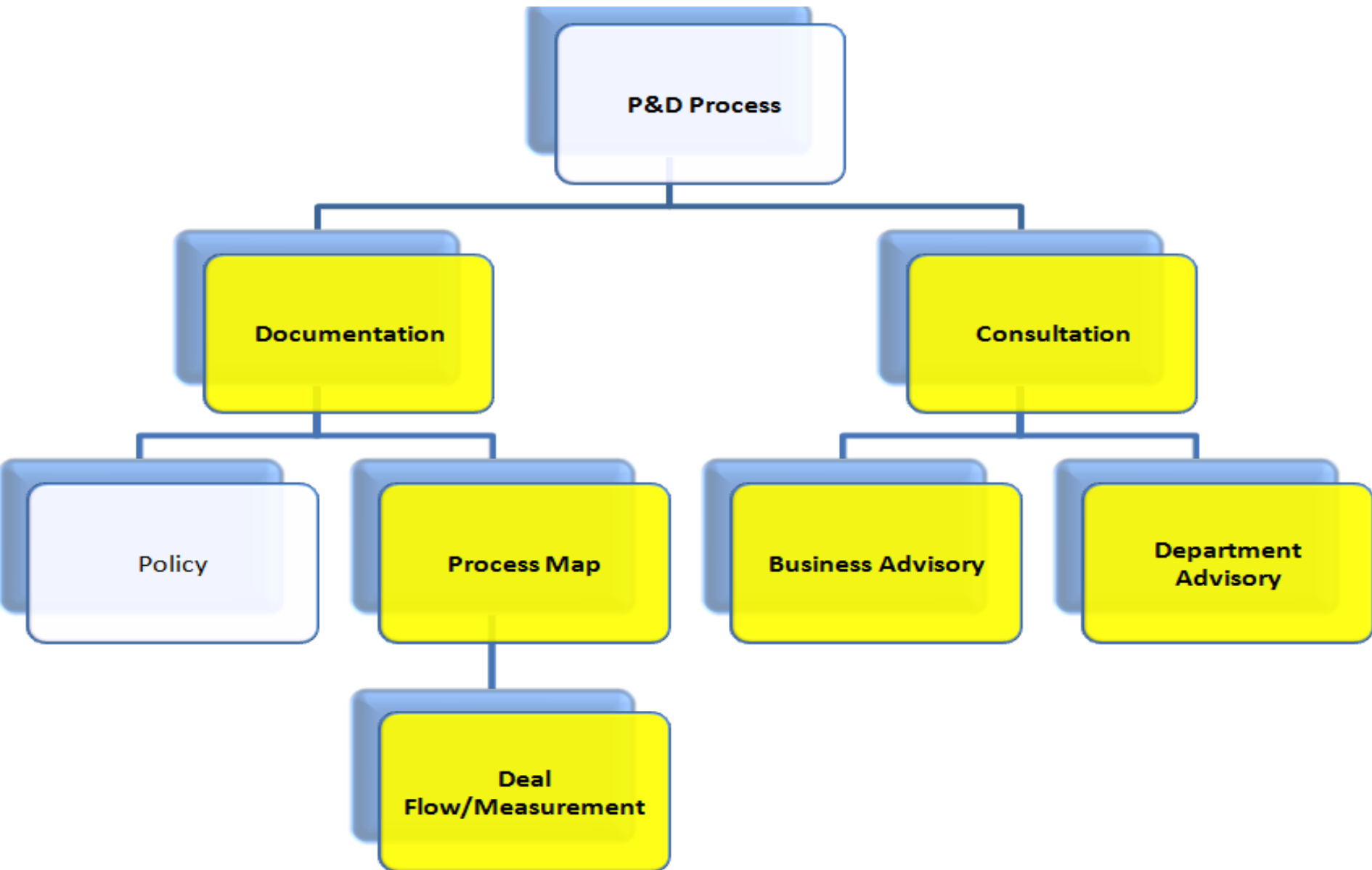


# Deliverable 1: Defined Process

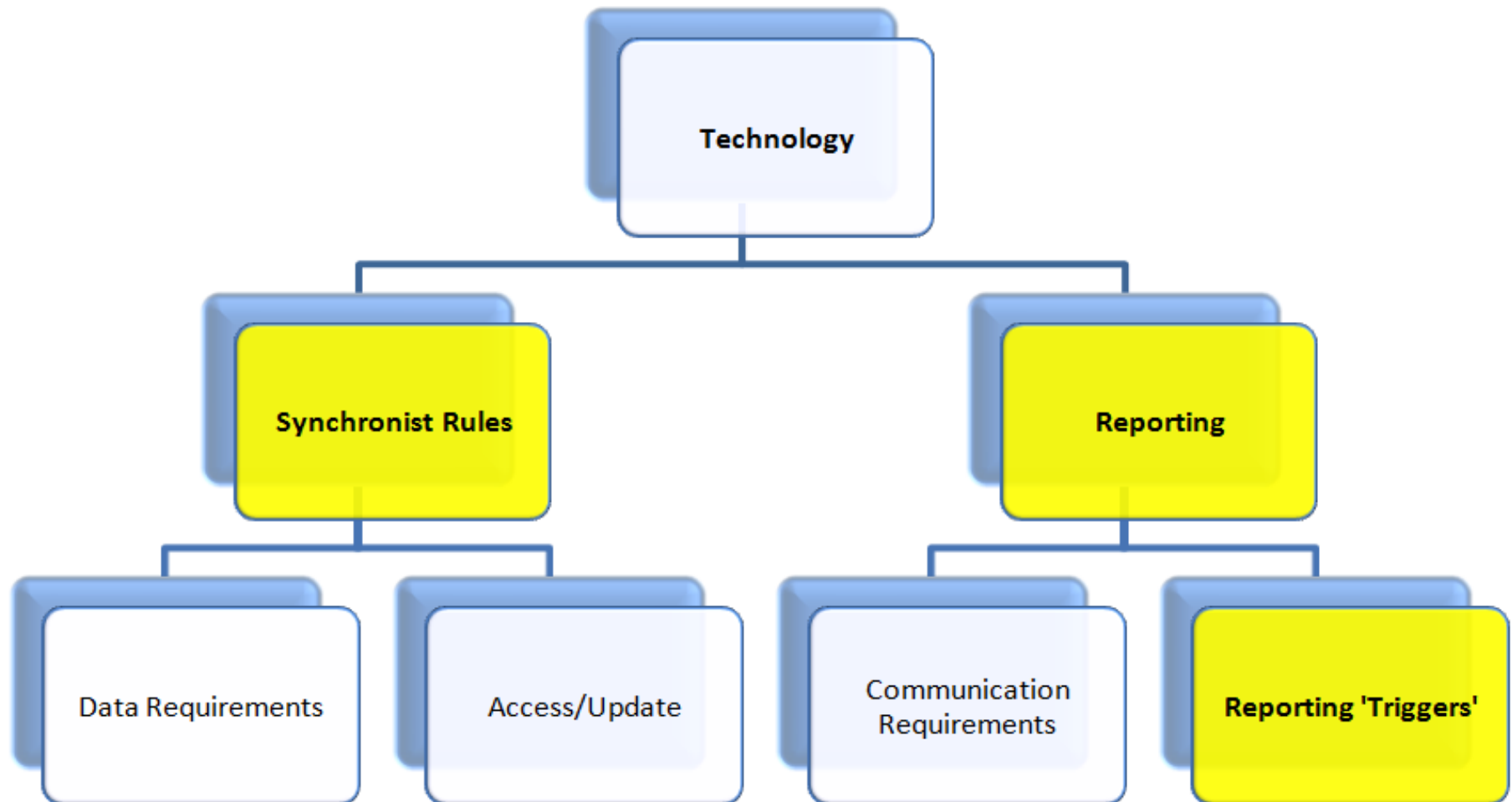
- What does the process look like?
- What is needed to develop the program?
- How is the program implemented?
- How is the progress tracked?
- How do you measure success?
- How is the program communicated?



# Deliverable 1: Defined Process

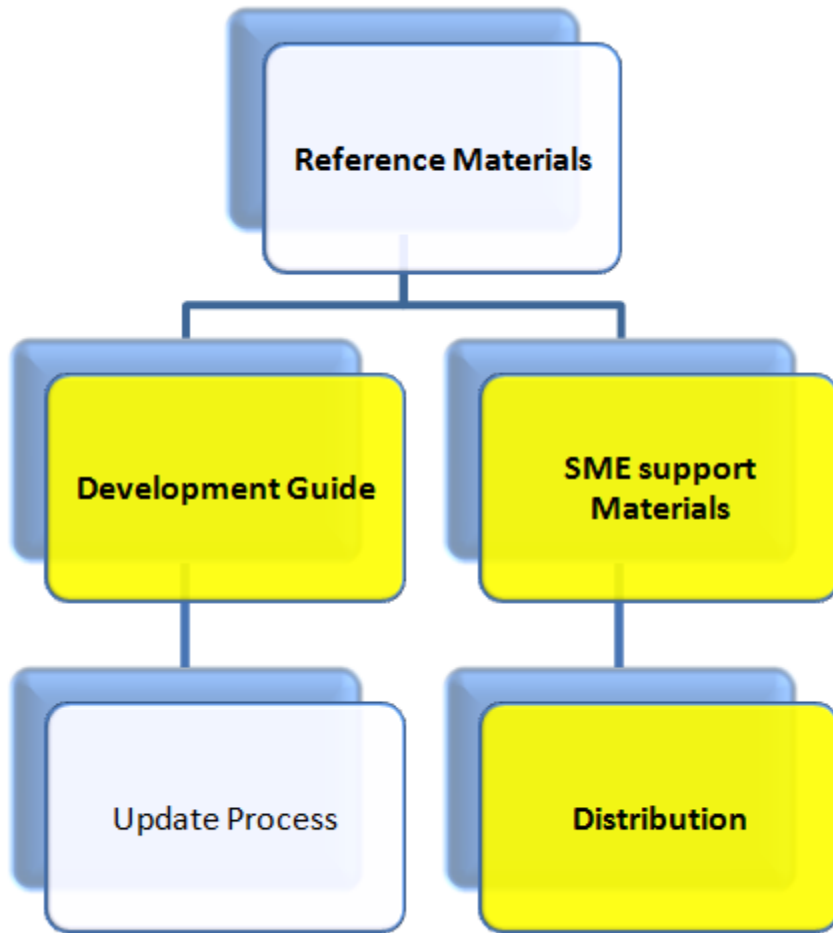


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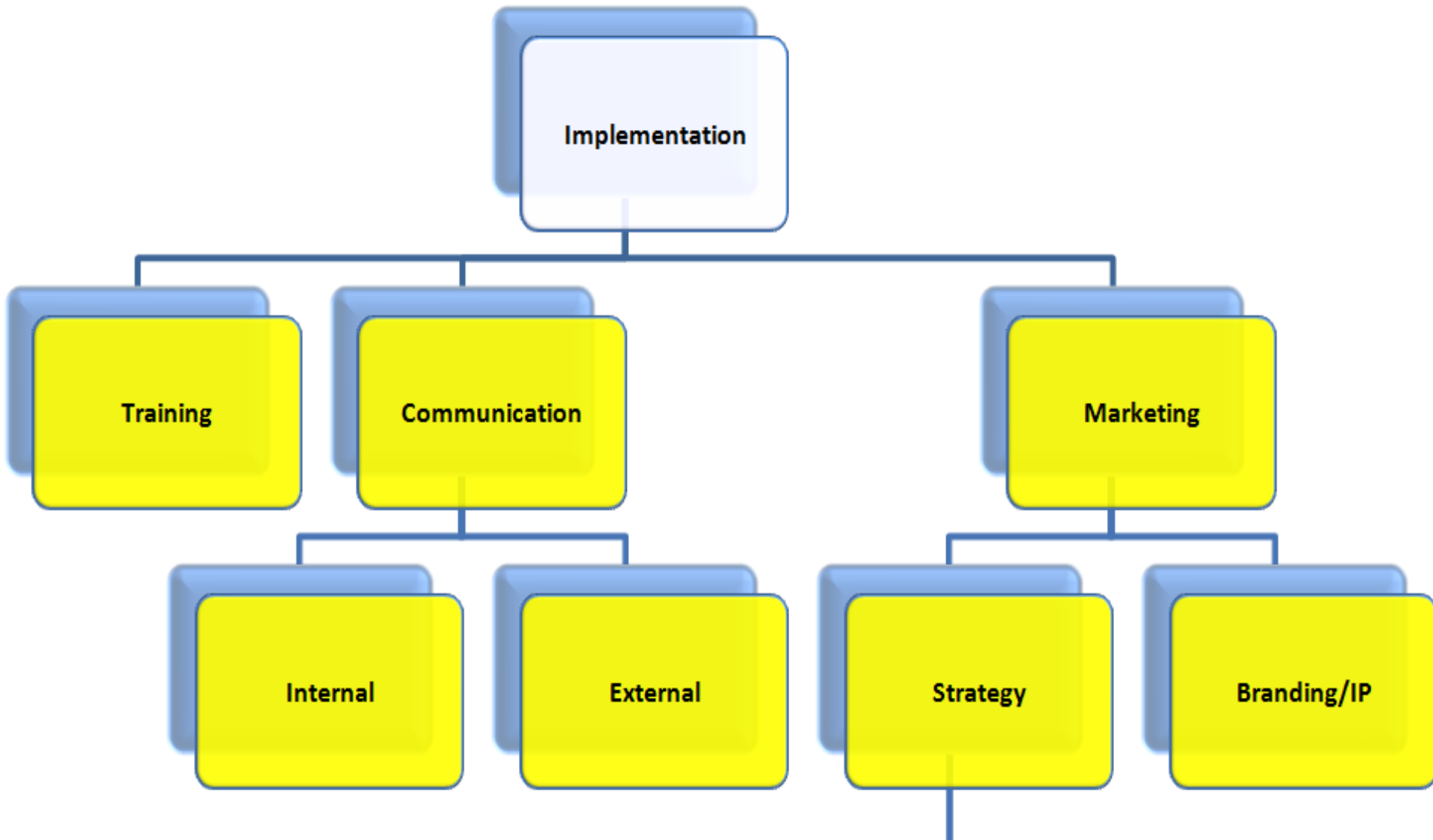




# Deliverable 1: Defined Process



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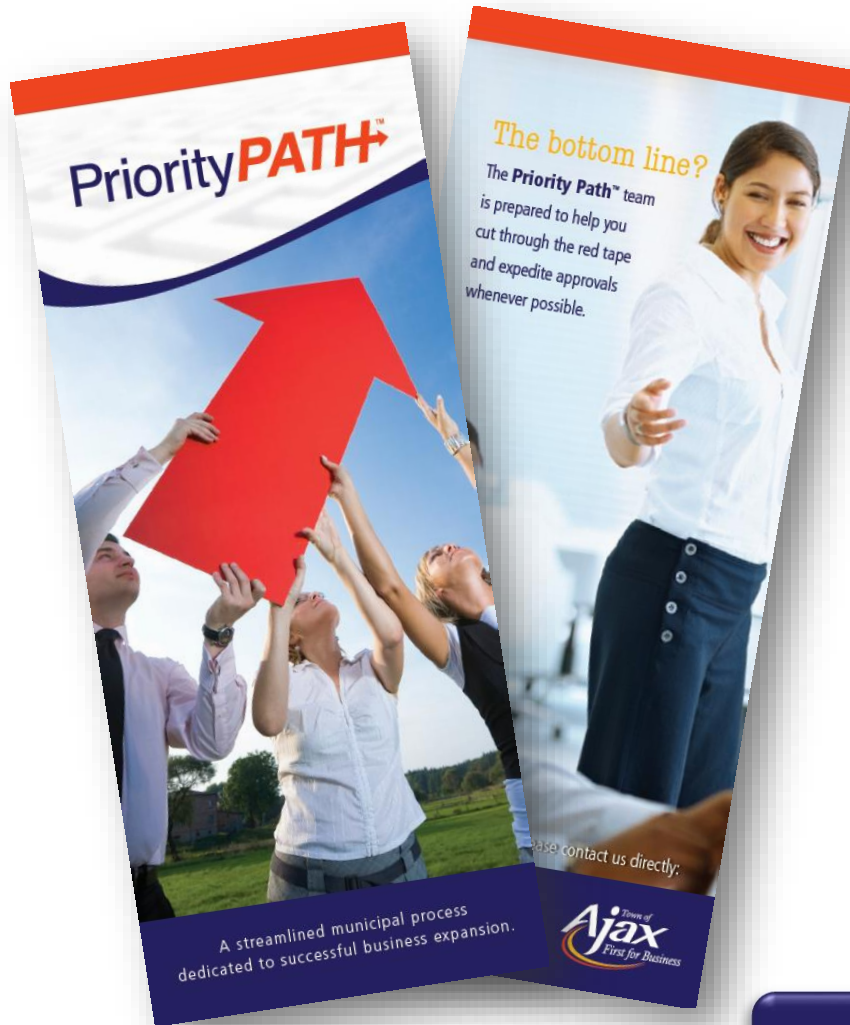
# Deliverable 1: Defined Process



# Deliverable 2: Technology Implementation

- Input key data points and trigger points into 2 systems:
  - AMANDA program
  - Synchronist program
- Begin **tracking** applicants through the system utilizing in-house technology capabilities.

# Deliverable 3: Marketing & Measurement



## Priority**PAT**H™

customers enjoy expedited site plan and building approvals, enabling them to fast-track their business plans. The **Priority Path**™ team is a dedicated group of professionals that are on hand to personally help you navigate the site plan approval process.

**We measure successful approval processes in days, not months!**

A streamlined municipal process  
dedicated to successful business expansion.

Priority**PAT**H™



# Deliverable 3: Marketing & Measurement

**PriorityPATH™** A streamlined municipal process dedicated to successful business expansion.



**Priority Path™** customers enjoy expedited site plan and building approvals, enabling them to fast-track their business plans. Our team is a dedicated group of professionals that are on hand to personally help you navigate the site plan approval process. **We measure successful approval processes in days, not months!**

**Features:**

- Priority treatment including clearly defined partnership roles to expedite your project.
- Counseling on key issues impacting the speed of your application.
- Liaison and advocacy on your behalf with various departments on approval and permitting issues.

**Benefits:**

- Mutual understanding of your project time lines.
- Development of a customized path that works with your project time lines.
- Strong relations with the Town with access to additional resources for your project.

► **Save Time!** ► **Save Money!** ► **Avoid Surprises!**

Progressive

Accountable

Community-Focused

Eco-Conscious

1.800.301.1950 • [priority@townofajax.com](mailto:priority@townofajax.com) • [www.prioritypath.ca](http://www.prioritypath.ca)



**PriorityPATH™**





Keep the hair on your head  
and your **money in your pocket!**



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Accountable

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Eco-Consious

## Priority**P**ATH<sup>™</sup>

**Your Expansion is our Priority.**

If you're contemplating a move into the booming Southern Ontario market, try our trademarked '**Priority Path**' process. The dedicated PriorityPath Team works with you to create clear time lines to expedite your project schedule – **helping to save Time, Money and your Hair!**

Ajax, Ontario, Canada  
[www.ajaxfirstforbusiness.ca](http://www.ajaxfirstforbusiness.ca)  
[priority@ajax.ca](mailto:priority@ajax.ca)  
1.800.301.1950



# Results

- **Intact Insurance**
  - \$4 million
  - 40,000 sq.ft.
  - 200 employees
- **MalPak Ltd.**
  - \$10 million
  - 100,000 sq.ft.
  - 25 employees
- **Life Time Athletic**
  - \$50 million
  - 140,000 sq.ft.
  - 250 employees



## Recognized:

- ISO 'Best Practice'
- Competitive Ready Designation
- Best 2 Invest and Top EcD

# FAQ's

- **What criteria determines candidacy into Priority*PATH*?**

**The criteria does not constitute a strict policy, but basically includes:**

- Small & Medium businesses
- Proposal is situated on lands within our PE, GE or HE
- Proposed use meets current OP and Zoning permissions
- Project is generally not within a TRCA screening area
- **Project will save jobs or add jobs**



# FAQ's

- **Who comprises the team and from which departments?**
- **What are the anticipated timelines?**
- **Are the application submission requirements different from the standard application?**
- **Are there any fees associated with the program?**

# The Loaded FAQ

- Would the Site Plan review entail the standard/normal review and circulation process or would that be fast tracked as well?
  - if so how do you see the **Region, Conservation authorities and other external agencies** on board with this fast track process?

# Application for Ag?

- Could help to ensure and communicate a **consistent and fair process** for reviewing/treating site plan proposals that fall within the Greenbelt
- Could **support flexibility** options for municipalities and conservation authorities to interpret and apply the plans' policies on a case-by-case basis at the site-level
- Could provide **additional resources for businesses** to ensure an understanding of how the many policies and plans affect the project
- Could help to **track and monitor** the applications and inquiries for Greenbelt expansions, providing market investment data to inform future policy

# Next Steps

Priority**PROPERTY**<sup>TM</sup>

Priority**PATH**<sup>TM</sup> **PRIME**

Priority**PATH**<sup>TM</sup> **GREEN ?**

# Priority**PATH**<sup>TM</sup>

[www.AjaxFirstforBusiness.ca](http://www.AjaxFirstforBusiness.ca)

[priority@ajax.ca](mailto:priority@ajax.ca)

905-683-3000