

VISION TASK FORCE



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

Scott Carson

Wilfrid Laurier University

Greg Durocher

Cambridge Chamber of Commerce

Iain Klugman

Communitech Technology Association Inc

Todd Letts (Chair)

Greater KW Chamber of Commerce

Paul Spencer

Cambridge Chamber of Commerce

John Tennant

Canada's Technology Triangle Inc

John Whitney

J.J. Barnicke Whitney Limited



2003 PROSPERITY FORUM DIRECTION



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

Build a collaborative vision based on the Prosperity model (strategy, tactics and measures) for the region.



MADE IN WATERLOO PROSPERITY MODEL



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

- Community wealth creation
- Business-driven leadership
- Accountability
- Partnerships
- Challenge status quo



FOUR RECOMMENDED ACTIONS FROM 2003 PROSPERITY FORUM



PROSPERITY COUNCIL
OF WATERLOO REGION
An Initiative of

Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

1. Establish a Prosperity Council
2. Develop a Good to Great Agenda
3. Support Visionary Politics
4. Monitor and Report



RECOMMENDED ACTIONS



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

1. Establish A Prosperity Council

Status: Complete, council activities are ongoing

Milestones:

- A. Prosperity Council mandate confirmed February 2003
- B. Comment on Regional Growth Management Strategy: June 2003
- C. Discussion Paper released: January 2004
- D. Hosting of Premier McGuinty meetings: November 2003 & May 2004
- E. Task Forces established: June 2004



RECOMMENDED ACTIONS



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

2. Develop a Good to Great Agenda

Status: *In Progress, completion December 2004*

Milestones:

A. Branding Task Force Report: August 2004

B. Health Task Force Report: August 2004

C. Post-Secondary Task Force Report: October 2004

D. Vision Task Force Report: October 2004



RECOMMENDED ACTIONS



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

3. Support Visionary Politics

Status: Ongoing

Milestones:

- A. Public recognition of Regional government's vision to invest in Waterloo International Airport: March 2004
- B. Partners sponsored election surveys and participated in forums for the provincial (Oct 2003); federal (2003) and municipal (Nov 2003) elections.



RECOMMENDED ACTIONS



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

4. Monitor and Report

Status: *Ongoing*

Milestones:

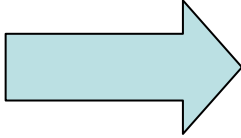
- A. Sponsored Industry Cluster Research Studies: March 2004
- B. Launched www.prosperitywaterloo.com: October 2004
- C. Economic Trends of Waterloo Region: October 2004



KEY VISION COMPONENTS

Core Values & Beliefs

(pg. 2 & 3, draft action plan)

- Wealth creation  quality of life
- Infrastructure
- Education
- Healthcare
- Culture

VISION: KEY WORDS

DESCRIBING THE FUTURE

(pg. 3 & 4 draft action plan)



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • CommunitECH Technology Association

We envision that Waterloo Region, Canada's Technology Triangle, will be recognized world-wide as an economy where:

- **Business**...highly skilled workforce...support...can grow at every stage.
- **Graduates**...choose first...employment opportunity.
- **Employees**...proud...valued...opportunities for life-long learning.
- **Governments**...understand economy...policies to capture opportunity .
- **Media**...point to for its... economy...innovation....entrepreneurship.
- **Investors**...outstanding ROI.



VISION TASK FORCE



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

We envision that Waterloo Region, Canada's Technology Triangle, will be recognized world-wide as an economy where: *(continued)*

- **Immigrants**...welcomed...recognized ... skills and experience.
- **Families**...enjoy access to healthcare...lifestyle amenities.
- **Community Leaders**...appreciate wealth creation...work together.



SHAPING OUR SUCCESS



Greater Kitchener Waterloo Chamber of Commerce • Canada's Technology Triangle Inc.
Cambridge Chamber of Commerce • Communitech Technology Association

***“Some succeed because they are destined to,
most succeed because they are determined to.”***

