Stakeholders and Data Collection Procedures
July 9, 2002

Who are our stakeholders and target communities?

(1) Direct Stakeholders (with access to administer and manage records):
- ▷ Economic Development Offices, or EDOs (CTT, Cities, Townships)

(2) General Stakeholders (without direct access but within the information transfer flow)
- ▷ Local Real Estate Companies and Independent Professionals
- ▷ Local Companies

(3) Indirect Stakeholders (using public records searches and products):
- ▷ Local Companies
- ▷ Local Investors, Local Community Groups
- ▷ Supply Chain Consultants
- ▷ Individuals Seeking Employment
- ▷ External Companies and Investors
- ▷ Site Locator Professionals & Intermediaries
- ▷ Government Officials (Municipal, Provincial, Federal, International)
- ▷ Media
- ▷ Seekers of broader information about the Region of Waterloo
- ▷ Seekers of broader information about Canada's Technology Triangle

Synopsis of Administrative Data Collection, Management and Retention Practices

Information is collected and retained pertaining to company records (excluding those defined as 'retail'), available vacant real estate (industrial, commercial/retail and institutional; excluding those defined as 'residential') and available vacant land.

Information collected and managed through the web site is done so on a primary level by municipal EDOs. In the case of each of the cities of Cambridge, Kitchener and Waterloo, senior economic development officials oversee the management of data retention practices and others (summer students hires, administrative personnel) perform the functions of data entry and updating. In the case of the townships of Waterloo Region (North Dumfries, Wellington, Wilmot and Woolwich), data is managed by Canada's Technology Triangle.

Steps common to data management:
- (1) Reactive management and
- (2) Review of existing data and Timeframe;
- (3) Proactive rocurement (survey, retrieval, documentation and data entry);
- (4) Report and publication generation.

(1) Reactive management and review of existing data

EDOs manage and keep active records up-to-date on a reactive basis. For example, the size of Lot C has changed as a result of a sale of land combining Lots A and B. EDOs are responsible for ensuring apparent changes such as these are tracked on the record for Lot A, B and C as

information becomes available. Real estate officials are expected to advise EDOs of significant changes to property information.

(2) Review of existing data and Timeframe

A full review of Real Estate and Land records is conducted quarterly.
A full review of company records is conducted annually.

(3) Proactive procurement (survey, retrieval, documentation and data entry)

Quarterly, all real estate officials listed in the directory are sent a report of existing property listings. Updates are sent back to the EDOs in the form of emailed, faxed or mailed reports, documented by the office, and updates, un-approvals or new records are performed/added via data entry. All real estate contacts receive notice to report any new listings they may have. Approximately 90% of records are managed through four real estate corporations locally: Whitney & Company, Coldwell Banker Peter Benninger, CB Richard Ellis and Colliers International.

Annually, all companies listed in the directory are mailed a report of their existing company record and solicited for updates. New companies are hunted down using various resources and surveyed by mail. All surveys are returned to the EDOs (by fax or mail), documented, and updates, un-approvals or new records are performed/added via data entry.

(4) Report and publication generation

"Sites and Buildings" are quarterly publications generated by the EDOs after updating is completed. Custom Reports are drawn whenever inquiries for space are made to EDOs.

Annual Business Directories are annual publications generated by the EDOs after updating is completed. Custom Reports are drawn dynamically whenever inquiries for information are made to EDOs.

Other custom reports are also available through the web sites, including total employment, industry divisions, etc.