



TOWN OF
HALTON HILLS
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MEMORANDUM

TO: Mayor Bonnette and Members of Council

FROM: Erin Kaiser, Manager of Economic Development & Innovation

DATE: February 11, 2022

MEMO NO.: ADMIN-2022-0004

SUBJECT: Launch of the New InvestHaltonHills.com Website

PURPOSE OF THE MEMORANDUM:

The purpose of this memorandum is to introduce the new InvestHaltonHills.com website as the Town's primary communication channel to the business community and potential investors.

BACKGROUND:

As part of implementing the Economic Development and Tourism Strategy, Economic Development staff continue to build, improve and expand initiatives that strengthen the Town's economic competitiveness, "open for business" approach, local job growth, economic diversification, and position Halton Hills as a prime investment destination.

The Strategy's recommendations include establishing the Invest Halton Hills website as the primary source for economic development data, information and resources. Six additional Strategy recommendations will be supported by the brand new InvestHaltonHills.com, specifically:

- Compile an inventory of available industrial land and buildings including zoning, permitted uses and servicing information;
- Create an online directory of funding programs by sector;
- Ensure contact information for Economic Development, Innovation and Culture division staff is easily accessible;
- Develop and post information guides about each of the Town's Brownfield redevelopment programs with the corresponding application;
- Invest in regular website upgrades for surveying, demographics tracking and product/experience development; and

- Expand the content and sub-brand messaging, including all critical economic data on the website.

Building on the foundation provided by the prior website and based on a review of best practices, the new InvestHaltonHills.com uses modern website technology, provides expanded capabilities, enhances the user experience for the local and global audience, and achieves website accessibility compliance.

Via report ADMIN-2021-0034, Council approved the award of a single-source contract to eSolutions Group. By moving InvestHaltonHills.com to the eSolutions Group platform, the Town was able to leverage the benefits of hosting all Town websites on the same platform, including:

- Cloud-based software solution which will raise website stability with 99.99% website uptime and availability;
- 24/7 technical support;
- Assurance that the website will be available to the public in times of power outages;
- An easy-to-use Content Management System that allows for staff to easily post and edit content;
- Meeting and exceeding current AODA requirements;
- Responsive website design compatible with all screen types and sizes, including desktop computers, tablets and smartphones;
- Robust search engine for website content to amplify the Town's investment attraction message; and
- Comprehensive website analytics.

COMMENTS:

The new [InvestHaltonHills.com](https://investhaltonhills.com) soft-launched on February 1, 2022. It features a dynamic homepage that welcomes visitors with a video and a map that highlights Halton Hills' strategic location and proximity to markets. The image-rich design reflects Halton Hills' high quality of life and a rural-urban mix, and showcases Halton Hills as a prime investment destination. It offers visitors easy access to a variety of resources and interactive tools, including:

- Quick access to up-to-date demographics and information that potential investors and new businesses need when looking for a place to start a business;
- Highlights of Economic Development's key target sectors and businesses;
- Incentives and supports for new development and business expansion through the Community Improvement Plan (CIP) and Business Concierge Service;
- An interactive site selection tool of available land and buildings; and
- News section to highlight key economic and business news to prospective and existing businesses.

'Call to Actions' are integrated on every webpage to ensure that visitors can easily connect to Economic Development staff, including buttons for contact information and subscriptions to the Invest Halton Hills e-News.

All Economic Development marketing and communications, as part of the Economic Development Communications Plan, will link to InvestHaltonHills.com. This will enhance website analytics and help position InvestHaltonHills.com as the place to visit for business and investment resources.

To ensure the website's optimal performance, Key Performance Indicators will be monitored, including number of site visits, time on site and e-News subscriptions.

CONCLUSION:

The brand new InvestHaltonHills.com will continue to showcase Halton Hills as a prime investment destination. It is designed to be the first stop for existing businesses and investors looking for a place to grow and invest. The website provides visitors with a dynamic and easy to navigate experience. It is the Town's prime communication channel with the business community.

Reviewed and approved by,

Damian Szybalski, Director of Economic Development, Innovation & Culture

Chris Mills, Chief Administrative Officer