

INVEST HALTON HILLS



2022 Annual Report

Agenda:



1. Invest Halton Hills Overview
2. 2022 Accomplishments
3. Key Takeaways
4. Questions

Invest Halton Hills Overview

Full suite of high-quality services and supports:

- Financial incentives via the Community Improvement Plan (CIP)
- Business Retention and Expansion (BR&E) programming
- Investment attraction, expansion and relocation
- Business Concierge Program
- Site selection assistance
- Market research
- Industry engagement
- Workforce development
- Amplifying tourism's economic benefits
- Leveraging and supporting the arts and culture sector

Economic Development & Tourism Strategy Update



TOWN OF HALTON HILLS ECONOMIC DEVELOPMENT AND TOURISM STRATEGY

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- New five-year Economic Development and Tourism Strategy (2021-2026) approved by Council - February 2021
- 5 sub-strategies: Economic Development, Green Economy, Brownfield Development, Tourism and Marketing
- 137 actions

Economic Development & Tourism Strategy Update

TOTAL STRATEGIC ACTIONS

137

PROGRESS IN 2022

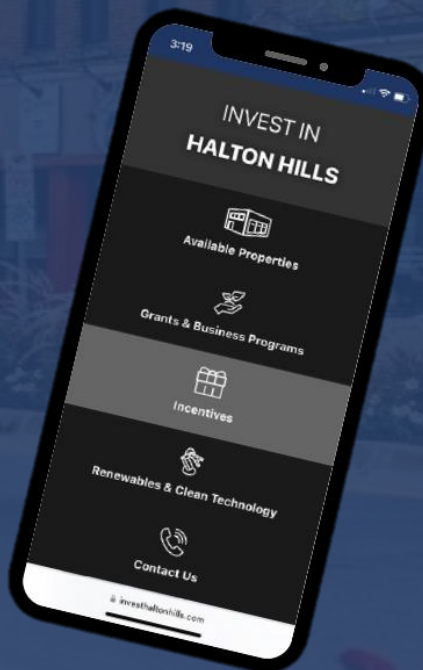
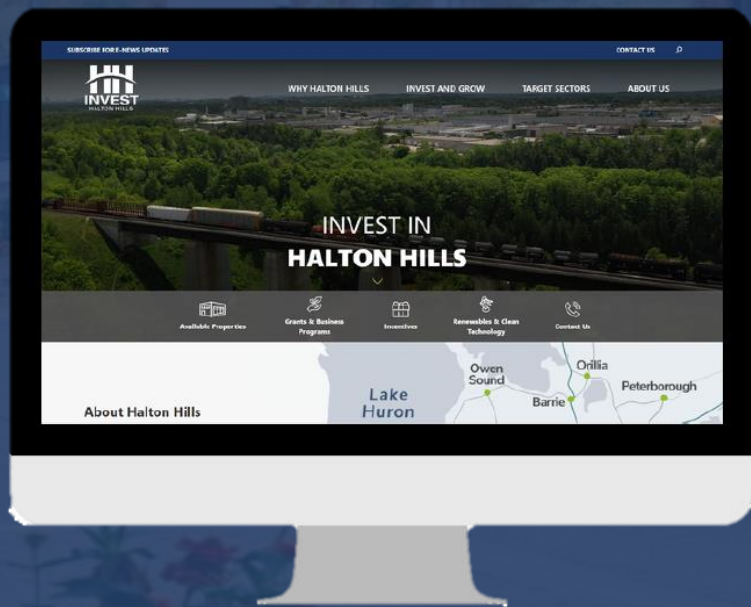
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complete
59%**



**Actions in
progress
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**Actions left
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New Invest Halton Hills Website



NEW WEBSITE BY THE NUMBERS:

4,658
Users

7,120
Sessions

17,050
Page Views



Average time spent on site:

2:18



Average pages viewed:

2.39



Pages most viewed:

Homepage
Community Improvement Plan
Digital Main Street

FDI Strategy



- Core objectives:
 - Generate quality new investments and jobs
 - Enhance the Town's presence in the global marketplace
 - Increase the amount of FDI leads in target sectors
 - Develop relationships with key in-market stakeholders.

- Target markets:



Netherlands



Germany



Business Concierge Program



9 CURRENT / ACTIVE PROJECTS

INVESTMENT



Over \$1.2 billion in investment*

EMPLOYMENT



Over 3,000 direct jobs

DEVELOPMENT



Approx. 6 million sq. ft. of built/leasable space*

*All figures reflect potential results, pending realization of current Business Concierge projects.

Community Improvement Plan



COMMUNITY IMPROVEMENT PLAN (CIP) UPDATE

A comprehensive review and update of the CIP began in 2020. Key objectives of the update included:

- Leverage strengths of past CIP programs
- Maximize community benefits
- Maximize private sector investments
- Create a one-window approach
- Streamline implementation
- Support existing businesses



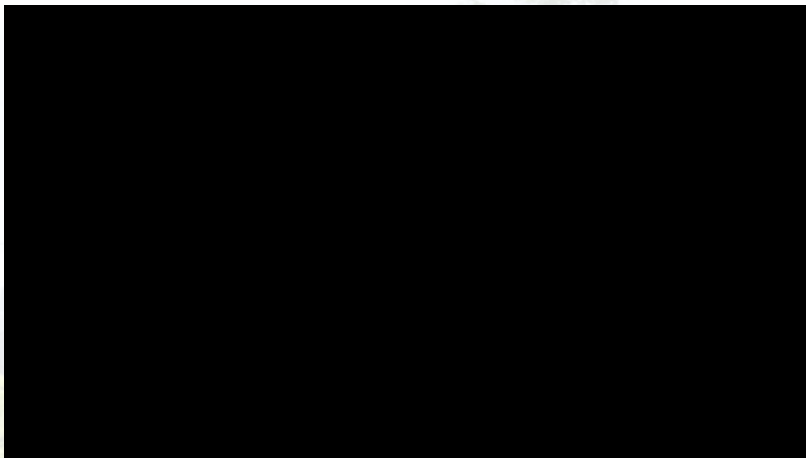
CIP UPDATE KEY FOCUS AREAS:

- Main Street Revitalization
- Brownfield Development
- Agriculture/Agri-business
- Heritage
- Accessibility
- Climate Change
- Affordable Housing
- Arts and Culture

Community Improvement Plan



HALTON HILLS COMMUNITY IMPROVEMENT PLAN



NEW SUITE OF 10 PROGRAMS:

1. Façade Improvement Program
2. Building and Property Renovation Program
3. Commercial Property Accessibility and Energy Efficiency Retrofit Program
4. Agricultural Building Renovation Program
5. Environmental Site Assessment Program
6. Planning Fees and Building Permit Grant
7. Non-Residential Development Charge Deferral – Interest Program
8. Affordable Housing Development Charge Related Program
9. Multi-Stream Tax Increment Program
10. Environmental Remediation Tax Cancellation Assistance Program

2022 CIP Recipients



1. Zapa Projects
2. Acton Town Hall (Heritage Acton)
3. Acton Optical
4. Acton Discount

Local Business Supports & Initiatives



Highlights for 2022 include:

- Al Fresco in the Hills
- Workforce Development
- Small Business Display Case
- Picture Perfect Products
- Instagram Takeover



Digital Main Street Program



392
BUSINESSES
SERVED



76
APPROVED
GRANTS

Digital Transformation Grant



\$190,000



**IN TOTAL FUNDING FOR HALTON
HILLS BUSINESSES FOR 2022**

“Through the program, we were able to hire a consultant to make our website mobile-friendly and improve our Search Engine Optimization. We also invested funds in hardware (GoPro camera) so we can use the camera to continue generating underwater content.”

- Geoffrey Hogan, Dirty Adventures Scuba

Tourism



VISITOR OUTREACH

Visit Halton Hills Website:



100%
GROWTH IN
WEBSITE TRAFFIC



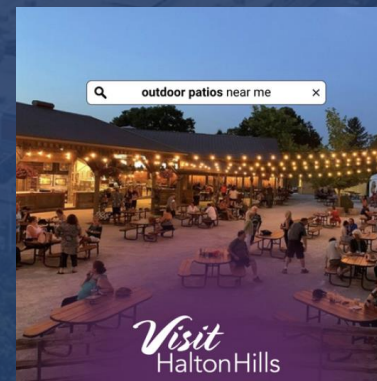
42,000+
NEW VISITORS



25,000+
INSTAGRAM
ACCOUNTS REACHED

Culinary Tourism Alliance:

- 21 local businesses participated
- 6 digital ads and printed marketing materials
- 200 passport downloads



Metroland Media Campaign:

- 500,000 impressions on Facebook
- 50,000 impressions on Google
- 15,000+ clicks to VisitHH.ca

Tourism

BRAND AWARENESS AND LOCAL ENGAGEMENT

Tourism Events Attended:

- 6 local events
- Branded tent and giveaways
- 314 groups surveyed
- 40% out-of-town visitors
- Almost \$1,000,000 spent by visiting attendees



New Brochure:

- Grant from RTO3 supported design and printing
- 5,000 distributed throughout Ontario

Key Takeaways

- Halton Hills is open for business.
- Showcase the Town as a prime investment destination.
- Town offers a full suite of business supports
- Significant progress in implementing the Economic Development and Tourism Strategy.
- Support existing businesses to ensure their success and growth.
- Provide a robust Tourism program that attracts visitors.
- Advance strategies and initiatives that will continue to enhance the economic resiliency and diversification of Halton Hills.

QUESTIONS?

