

# HALTON HILLS' FDI PROGRAM TIMELINE

2019

- Halton Hills begins development of 5-year FDI Attraction Strategy and 3-year Action Plan.

2021

- Outreach to initial pipeline of 60 investment leads.
- FDI marketing materials further refined.
- First meetings with German and Dutch Trade Commissioners.
- Outreach to local developers/realtors to understand future investment opportunities.

2023

- New Community Profile document developed by marketing company.
- 5 FDI videos developed to showcase Halton Hills to investors.
- Second Town trade mission executed in partnership with OMCA.
- Staff complete all 33 activities included in 3-year FDI Action Plan.

2020

- Town's first FDI Attraction Strategy approved by Council.
- 4 sector-specific Investment Business Cases are developed.
- Halton Hills' first Community Profile is created in-house.
- Participation in 2 virtual tradeshows.

2022

- Planned and executed Town's first international trade mission, including 27 in-market meetings.
- Digital marketing campaign through LinkedIn garnered 110,000 impressions.

2024

- Up to 4 targeted in-market trade missions, including in-person meetings and attending sector-specific tradeshows.