



2024

INVEST HALTON HILLS ANNUAL REPORT



TOWN OF HALTON HILLS
ECONOMIC DEVELOPMENT



AGENDA

1. Invest Halton Hills Overview
2. 2024 Accomplishments
3. Questions



INVEST HALTON HILLS OVERVIEW

Services and Supports

- Financial incentives via the Community Improvement Plan
- Business Retention and Expansion (BR&E) programming
- Domestic and international investment attraction, expansion and relocation
- Business Concierge Program
- Site selection assistance
- Market research
- Industry engagement
- Workforce development
- Amplifying tourism's economic benefits via Visit Halton Hills





2024 ECONOMIC DEVELOPMENT SNAPSHOT

Highlights from 2024:

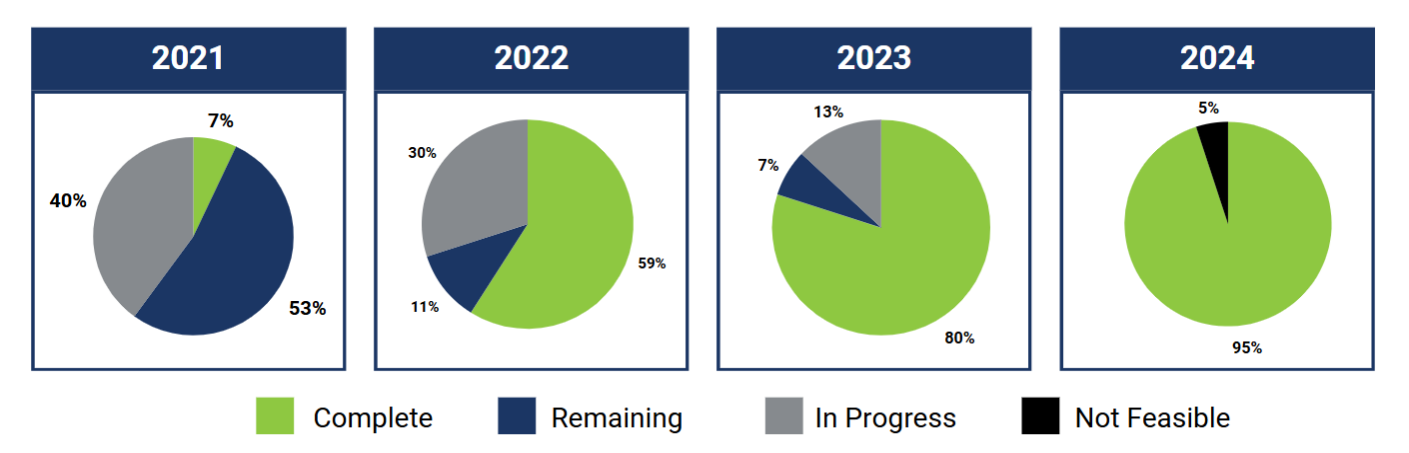
- **95%** completion of the Economic Development & Tourism Strategy
- **108%** increase in Community Improvement Plan inquiries
- **400+** small businesses supported via Digital Main Street
- **\$265,000+** in grants secured via Digital Main Street
- **Launch** of the Visit Halton Hills tourism ‘Sticker Map Campaign’
- **80%** increase in Visit Halton Hills Instagram followers
- **350,000** visitors and **\$4.5 million** in visitor spending
- **35%** increase in non-residential investment inquiries
- **\$1 billion** in Business Concierge non-residential investments
- **Elevated** profile of Halton Hills as a prime investment destination
- **\$60,000+** in external grants for economic development initiatives
- **Launch** of the Agricultural Roundtable
- **Launch** of the Town-BIA Memorandums of Understanding
- **National Marketing Award** from the Economic Development Association of Canada for the Invest Halton Hills Community Profile

STRATEGY PROGRESS BY YEAR

TOTAL STRATEGIC ACTIONS

137

ECONOMIC DEVELOPMENT & TOURISM STRATEGY



- Focused on increasing non-residential assessment and associated municipal revenues
- Includes 5 sub-strategies: Economic Development, Green Economy, Brownfield Redevelopment, and Tourism & Marketing
- To date, staff have completed and continue to implement 130 of 137 Actions.



HALTON HILLS

COMMUNITY IMPROVEMENT PLAN

2024 CIP Projects

\$154,288.89

Targeted incentives distributed

25 program inquiries

6 completed projects

\$467K in total private-sector investments



Sapling Early Learning Centre
50% Matching Grant: \$25,000



Smooth Solutions
50% Matching Grant: \$24,288.89



Heritage Acton Town Hall
50% Matching Grant: \$30,000



Community Space - Trinity UC
50% Matching Grant: \$30,000



Chudleigh's Entertainment Farm
50% Matching Grant: \$25,000



AGK Multi Res Ltd
50% Matching Grant \$20,000



LOCAL BUSINESS SUPPORTS & INITIATIVES

2024 Highlights:

- Agricultural Roundtable Launch
- Small Businesses in Halton Hills: Powered by Women Event
- Small Business Week Programs & Events:
 - Halton Region Small Business Centre x Invest Halton Hills Networking Event
 - *#LocalLove - 5 Ways to Celebrate Small Business Week* Digital Campaign
 - Halton Hills Chamber of Commerce Business Expo

Digital Main Street Program (2020-24)



2024 Tourism Highlights

Events & Visitor Survey Data

- 13 events attended
- 350 survey completed
- 1,350 visitors to the tourism booth

Sports Tourism

Launched the Town's first-ever Sports Tourism Package to provide to tournament organizers

New 2024 Programs

1. Sticker Map
2. Fall Bucket List
3. Tourism Tuesday

A promotional graphic for the Sticker Map Program. At the top, a purple banner with a sun icon reads "STICKER MAP PROGRAM". Below this, the text says "Complete your sticker map for a chance to WIN!". A yellow box indicates the dates "JUNE 1 - AUGUST 31". The central part of the graphic features a colorful map of Halton Hills with various icons and labels for "TOWN OF HALTON HILLS", "GLEN WILLIAMS", "GEORGETOWN", and "ACION". The "Visit Halton Hills" logo and website "visithaltonhills.ca" are at the bottom.



2024 Tourism Advertising

Influencer Partnerships

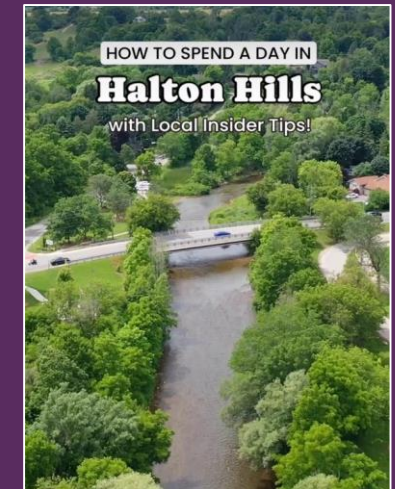
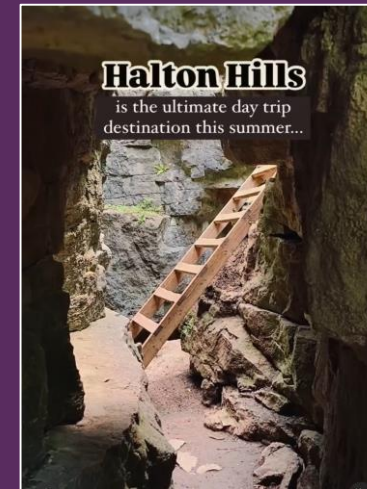
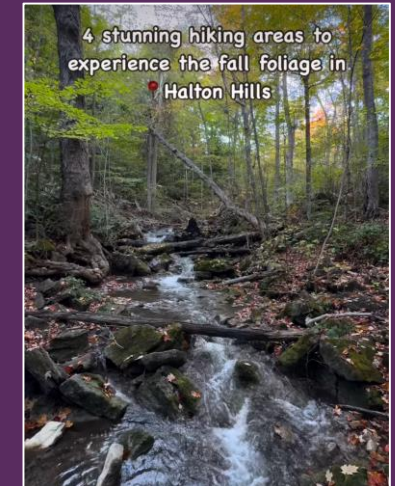
- 4 influencer partnerships
- 7 campaigns
- 4x rate with a 79% increase in platform growth on Instagram

Influencer Partnership Results

761.2K Views	23K Interactions	284.6K Accounts Reached
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Digital & Print Advertising Campaigns

- BlogTO
- Spotify
- Summer Fun Guide



FDI Strategy Progress

Advanced
Manufacturing



Food & Beverage
Processing



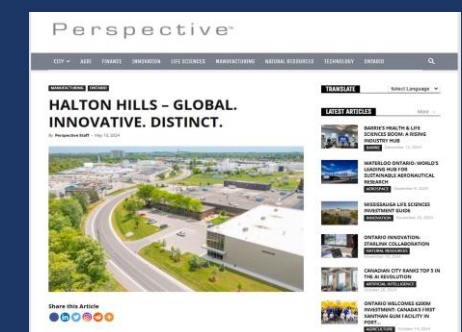
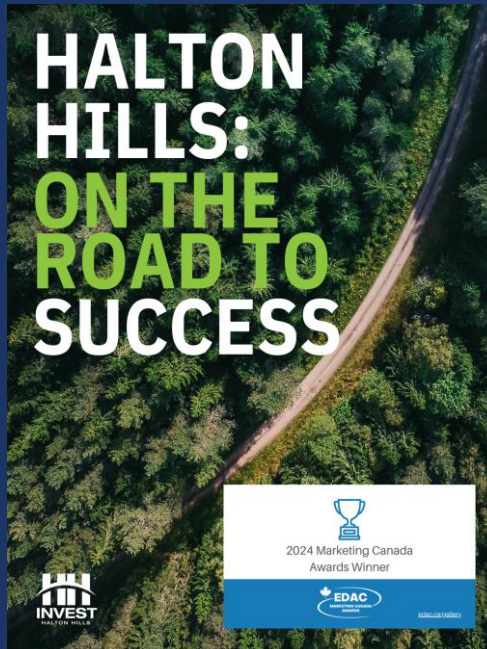
Agri-
Business:



Clean
Technology



**FOREIGN
DIRECT
INVESTMENT
(FDI)**



7 Active Projects / 5 Upcoming

INVESTMENT



\$1,000,000,000+ in investment*

DEVELOPMENT



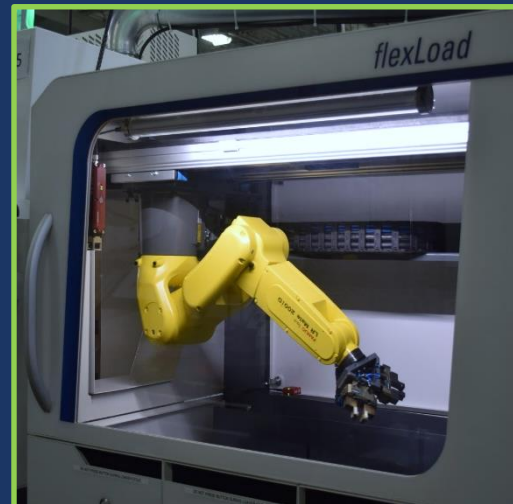
6 million SF of industrial space*

EMPLOYMENT



Over 3,000 direct jobs

BUSINESS CONCIERGE PROGRAM



Business Concierge Program Project Highlights

Prologis Halton Hills Park



Conestoga Cold Storage



Bentall GreenOak



QuadReal



QUESTIONS?



TOWN OF HALTON HILLS
ECONOMIC DEVELOPMENT