

# HALTON HILLS ECONOMIC DEVELOPMENT & TOURISM STRATEGY

## PROGRESS ON IDENTIFIED ECONOMIC DEVELOPMENT THEMES



### TRANSIT

In June 2019, Council approved a Transit Service Strategy to develop a right-sized 'made-in-Halton Hills' approach to transit that serves the needs of residents and businesses.



### DOWNTOWNS

With the Town's support, the Acton BIA approved a new Strategic Plan. Significant progress has been made in reducing store vacancies and attracting new businesses to Downtown Acton.



### HOUSING

Approval of the Vision Georgetown Secondary Plan will lead to the development of 1,000 acres, providing homes for approximately 18,000 residents and 2,025 jobs.



### ACCESS

Significant infrastructure improvements are planned between Georgetown and the Premier Gateway, including the extension of lake-based services to Georgetown and a number of key road widenings.



### LAND AND BUILDINGS

In 2019, an Employment Land Needs Study was completed to identify the Town's long-term employment needs and support Halton Hills' economic prosperity.



### LAND AND BUILDINGS

Since 2010, Halton Hills has become a leader in implementing Green Development Standards to elevate the sustainability performance of new development.



### LAND AND BUILDINGS

Approximately 7 million sq. ft. of non-residential development is in various stages and/or being contemplated for future development in the Premier Gateway. A number of leading companies have already located in the Premier Gateway area.



### REGULATORY PROCESS

A Business Concierge program will launch in early 2021 to assist the Town in streamlining the attraction and delivery of key economic development opportunities.



### REGULATORY PROCESS

Completion of the Phase 1B Secondary Plan to facilitate major investment opportunities in the Premier Gateway and further increase the Town's non-residential assessment.



### REGULATORY PROCESS

The Town completed a Process Review of Development Systems (PRODS) initiative in 2005, leading to the streamlining of development review processes to better respond to complex and time sensitive files.



### ECONOMIC DEVELOPMENT PROGRAMS

Council approved the Town's first Foreign Direct Investment (FDI) Strategy in March 2020. The strategy will assist Halton Hills in being proactive and competitive in growing the local economy by accessing new international markets.



### ECONOMIC DEVELOPMENT PROGRAMS

A formal and comprehensive Business Retention and Expansion (BR&E) program, that will help support and strengthen the economic activity of existing businesses in Halton Hills, is currently being implemented.



## ECONOMIC DEVELOPMENT PROGRAMS

Approved in 2010, the Town's Community Improvement Plan (CIP) provides financial incentives to encourage private sector investment. Since 2017 the CIP has generated over \$1.2 million in private and public investment. To assist with the expansion of existing manufacturing businesses, the Town offers the Manufacturing Expansion Fund (MEF) to cover the cost of certain Town fees. To assist in implementing key economic development initiatives the Town has also established an Economic Investment Attraction Fund.



## ECONOMIC DEVELOPMENT PROGRAMS

Regular State of Economic Development and State of Culture reports are prepared to highlight key economic and cultural initiatives and developments.



## ECONOMIC DEVELOPMENT PROGRAMS

Halton Hills has committed to becoming a Net-Zero community by 2030. As a leader in climate change action, Halton Hills has a variety of projects underway to help achieve this goal, including a Low-Carbon Transition Strategy.

**In response to COVID-19 the Town has also been taking proactive, decisive and coordinated action to support the business community, including implementing over 20 new and modified initiatives.**

# PROGRESS ON IDENTIFIED TOURISM THEMES



## VISITOR INFORMATION SERVICES

The VisitHaltonHills.ca website has been redeveloped to provide a modern, engaging and user-friendly experience to showcase Halton Hills' tourism assets.



## DESTINATION DEVELOPMENT

In 2018, the Town assumed management of the tourism portfolio to maximize its economic benefits and ensure strategic alignment with the Town's other programs, including economic development, arts and culture, and recreation. In a short period of time, substantial progress has already been made. This has included dedicating more resources to tourism, establishing a Tourism Advisory Committee, expanding marketing and tourism engagement efforts, and the launch of the Tourism Ambassador Program.



## MARKETING & PROMOTION

To elevate the Town's brand and attract investment since taking over responsibility for tourism, marketing and engagement for economic development, tourism and cultural programs has expanded significantly. This includes the launch of InvestHaltonHills.com with information tailored for businesses; redevelopment of VisitHaltonHills.ca as the major tourism communication channel; expanded e-newsletters; digital marketing; social media; use of video profiles; and development of new marketing collateral.



## PARTNERSHIPS

The Economic Development, Innovation and Culture division has expanded stakeholder partnerships and collaboration with the Chamber, BIAs, Halton Region, RT03, Haltech, provincial ministries, the real estate industry and individual businesses. Staff are active participants on various business-related committees including the Chamber's Advocacy Committee and the RT03 Board.



## EVENT SUPPORT

Via the establishment of the Economic Development, Innovation and Culture Division, linkages between economic development, culture and tourism have been leveraged. This has resulted in a substantially expanded Cultural Services portfolio with dedicated resources for implementing key strategies and initiatives, including award-winning Culture Days, Cultural Assets Tours, Public Art and a Cultural Master Plan, and expanded programming at the Helson Gallery.