

Appendix 3:

Goal and Objectives of the Economic Development and Tourism Strategy

2.1 Economic Development - Goals and Objectives

- i. Ready for investment*
 - Provide the information and resources businesses and prospective investors need to invest and grow in Halton Hills.
- ii. Strong business network*
 - Establish a supportive ecosystem with economic development policies and services that address business needs
- iii. Sector specific initiatives for investment attraction and business growth*
 - Support and further develop the advanced manufacturing, agri-business, clean technology and food processing sectors.
- iv. Land and building supply*
 - Advance, advocate and proactively plan for an adequate supply of shovel ready land and move-in ready buildings, that address business and sector needs.
- v. Development-friendly processes*
 - Offer consistent, predictable, timely and cost-effective development processes.
- vi. Vibrant downtowns*
 - Increase the economic and tourism activity in Halton Hills' downtowns.

2.2 Green Economy - Goals and Objectives

- i. Green Economy Hub*
 - Leverage potential economic development opportunities through the creation of a Green Economy Hub.
- ii. Green Economy Definition*
 - Successfully develop, monitor and promote Halton Hills' existing and future Green Economy initiatives through the consistent use of a widely recognized definition of the Green Economy.
- iii. Build on Green Economy & Climate Change Leadership*
 - Leverage Halton Hills' existing strengths as a leader in Green Economy and Climate Change initiatives to retain, grow and attract "Green" investment.
- iv. University Partnerships*
 - Leverage the sustainability planning and business expertise of nearby universities to support future development of Halton Hills' Green Economy.
- v. Support Green Development*
 - Ensure that the Town's strategic policies, plans, and development review processes and regulations are updated regularly to remain current with evolving best practices and legislative requirements in land development and redevelopment.

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2.3 Brownfield Redevelopment - Goals and Objectives

i. Brownfield Inventory

- Support timely, evidence-based decisions with an up-to-date inventory of known and suspected Brownfield sites.

ii. Refine the Community Improvement Plan (CIP)

- Refine the available financial incentives for the redevelopment of Brownfield sites and provide adequate funding for marketing and implementing existing initiatives.

iii. Joint Brownfield Redevelopment Program

- Engage Halton Region to create a fully integrated and financially robust approach to supporting Brownfield redevelopment projects.

2.4 Tourism - Goals and Objectives

i. Strong tourism business community

- Create a visitor-friendly tourism business environment.

ii. Increased tourism product and experience offerings

- Ensure Halton Hills businesses have support for product and experience building.

iii. Enhanced accommodation product in Halton Hills

- Determine market and investment potential for accommodation development in Halton Hills.

iv. Products/experiences and visitor markets are aligned

- Develop visitor profiles that match product/experience groups.

v. Halton is promoted as a unified tourism destination

- Create unique Halton Hills Tourism identifiers with common messaging for all Halton Hills communities.

vi. Residents act as ambassadors for Halton Hills' tourism industry

- Equip residents with tools to market and promote Halton Hills as a tourism destination.

vii. Strong regional partnerships with pooled resources (human, financial etc.)

- Undertake human resources (HR)/financial resource gap analysis to ensure Tourism Sub-Strategy goals can be achieved effectively.

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2.5 Marketing - Goals and Objectives

- i. A powerful cohesive Halton Hills brand*
 - Establish a consistent and cohesive look, feel and messaging to educate and excite existing and potential investors.
- ii. Brand Awareness*
 - Develop memorable campaigns that engage, educate and communicate the many exciting opportunities Halton Hills offers to its target markets
- iii. Strategic Positioning*
 - Establish Halton Hills' value proposition for each identified target sector.
- iv. Targeting messaging*
 - Align the strengths, features and benefits Halton Hills offers for key sectors.
- v. Effective strategic tools*
 - Reach and convert target markets utilizing the appropriate messages, forums and tools.