



TOWN OF HALTON HILLS ECONOMIC DEVELOPMENT AND TOURISM STRATEGY (2021-2026) – SUMMARY

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A NOTE FROM THE MAYOR

Halton Hills strikes the perfect balance between urban and rural living, and maintains a “small-town feel”, despite its central location and proximity to Toronto. The Town is known for its superior quality of life that attracts employers, families and a high-quality workforce.

Halton Hills is progressive, ambitious and known for its leadership in climate change action. The community is committed to becoming Net-Zero by 2030 and has a variety of projects underway to help achieve this goal.

Since the Town’s existing Economic Development Strategy was approved in 2012, many demographic, technological and economic changes have taken place. As a result, an updated and consolidated 5-year Economic Development and Tourism Strategy was needed to help ensure our community’s long-term economic prosperity and support strategic decision-making, as well as grow local investment, jobs and non-residential assessment.

The Town initiated the strategic planning process for the new Strategy in mid-2019. What follows is the culmination of over 18 months of research and analysis, stakeholder engagement, priority setting and strategy development.

This new Economic Development and Tourism Strategy is focused on enhancing



Halton Hills’ economic prosperity through a diversified and resilient economy, with the overarching goal to support existing businesses, attract new investment and expand local job opportunities. The Strategy also aligns with, relates to and supports the Vision, Mission and Values of Council’s Strategic Plan.

I encourage all our businesses and residents to engage in the implementation of this Strategy, as it is only with the community’s help that we will reach our economic development goals. We have made significant achievements already, but there is still more to be done.

INTRODUCTION

Halton Hills – Global. Innovative. Distinct.

The Town of Halton Hills is a vibrant and growing community with a unique geography comprised of both urban and rural features. With its strategic location in the Greater Toronto Area (GTA), cost-competitive business environment, and proximity to major transportation networks and shipping hubs, Halton Hills is a prime investment destination.

Halton Hills is located directly along Canada’s Innovation Corridor, halfway between Toronto and Waterloo. Businesses in Halton Hills are within a 30-minute drive of Canada’s largest international airport, within 1.5 hours of the U.S. border and enjoy a strategic connection to North America’s major markets through an extensive highway, water and rail network.

Halton Hills enjoys a growing, diverse and multi-sector economy. Businesses located in Halton Hills have access to

a comprehensive suite of economic development supports and a competitive business environment. As part of the Town’s “can-do” approach, Halton Hills’ Business Concierge program provides an elevated customer service experience and helps fast-track the review of major and strategic non-residential developments and investment opportunities.

The Town’s Economic Development, Innovation and Culture division provides a full suite of high-quality supports. The division is focused on business retention and expansion (BR&E); elevating Halton Hills’ competitiveness in the global marketplace; delivering a comprehensive Business Concierge program; site selection assistance; market research; industry engagement; implementation of the Community Improvement Plan and the Manufacturing Expansion Fund; amplifying tourism’s economic benefits; and leveraging the arts and culture to raise quality of life.



The Premier Gateway Employment Area in Halton Hills



Communications & Power Industries (CPI) in Georgetown

The Town's Economic Development and Tourism Strategy:

- Builds on extensive cross-departmental and external stakeholder successes;
- Includes actions tailored for Halton Hills to address remaining gaps;
- Provides an actionable roadmap for strategic decision-making;
- Maintains and enhances the Town's economic competitiveness;
- Strengthens an "open for business" approach;
- Supports local job growth and economic diversification;
- Maximizes the economic benefits from the tourism sector;

- Will lead to increased non-residential assessment, and an improved non-residential to residential assessment ratio; and
- Confirms key sectors of focus.

The Economic Development and Tourism Strategy is actionable, comprehensive and leverages the many successes achieved to date, as well as actions that are ongoing. It provides the framework for Halton Hills for the next 5 years and is also a flexible and living document so that the Halton Hills can respond to changing market conditions in the wake of COVID-19 and any other major economic disruptions.

By implementing this Strategy, the Town will continue to purposefully shift its economic development efforts to be more strategic, coordinated and impactful. There will be an active focus on pursuing investments that generate the greatest community benefits, including a higher number of jobs per development.

The overall Strategy consists of 5 closely linked sub-strategies: Economic Development, Green Economy, Brownfield Development, Tourism and Marketing. The following sections provide an outline of the goals and objectives for each of these sub-strategies that will in turn form the basis of Halton Hills' actions over the next 5 years.



ECONOMIC DEVELOPMENT

Enhancing Halton Hills' Economic Development Fundamentals

The Economic Development Fundamentals section of the Strategy is centered around 6 goals that are essential to improving Halton Hills' ability to deliver economic development services. There are 55 specific actions related to the 6 goals and objectives.

Goals 1 and 2 address continuing to create an environment that welcomes and supports investment and encourages collaboration between economic development partners and local businesses. Goals 3, 4 and 5 focus on the relationships that support foreign direct investment, facilitating development, and the land and buildings necessary for business expansion and new investment.

Goal 6 addresses the policies and programs that support downtown businesses and bring additional activity to the downtowns.

-  **Ready for Investment**
-  **Strong Business Network**
-  **Sector-Specific Initiatives for Investment Attraction and Business Growth**
-  **Land and Building Supply**
-  **Development-friendly Processes**
-  **Vibrant Downtowns**

ECONOMIC DEVELOPMENT: GOALS AND OBJECTIVES

Goal	Objective
1 Ready for Investment	Provide the information and resources businesses and prospective investors need to invest and grow in Halton Hills.
2 Strong Business Network	Establish a supportive ecosystem with economic development policies and services that address business needs.
3 Sector-Specific Initiatives for investment attraction and business growth	Support and further develop the advanced manufacturing, agri-business, clean technology and food processing sectors.
4 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.
5 Development-friendly Processes	Continue to offer and refine consistent, predictable, timely and cost-effective development review processes.
6 Vibrant Downtowns	Increase the economic and tourism activity in Halton Hills’ downtowns as the central entertainment, commercial and social cores of the community.

The goals and objectives for the Economic Development section of the Strategy are centred around 8 key themes that emerged from the stakeholder consultation and data analysis phases of the Strategy preparation process:

Investment Readiness

Investment Readiness refers to the Town’s ability to address the needs of business as decision makers consider expanding existing, or locating new, businesses in Halton Hills. Easy access to information ensures that Halton Hills is considered from a long list of potential investment locations. Halton Hills’ online presence

and data is a crucial factor in the early stages of the investment decision process.

Strong Business Network

The Economic Development, Innovation and Culture division should serve as the nucleus of a dense, interconnected network of businesses, partners and local and regional stakeholders, supporting the free flow of information, ideas and opportunities. In order to facilitate this, Halton Hills should consider establishing an advisory committee. Doing so will support the implementation of the Economic Development and Tourism Strategy and help identify areas

for collaboration.

Business Retention and Expansion (BR&E)

Regularly scheduled business visits assist staff with proactively identifying emerging business opportunities and troubleshooting barriers to business growth and expansion. BR&E Programs also provide Council and staff with the foundation for evidence-based decisions and policies that support the existing business community while ensuring an environment that is attractive to prospective new investors.

Customer Relationship Management Systems

Customer Relationship Management Systems (CRMs) help economic development organizations to support client and stakeholder interactions and track the intricacies of the local business

network. The CRM should be integrated with the overall communications and networking activities, as well as other marketing activities.

Investment Attraction and Business Growth

The Town’s Foreign Direct Investment Strategy (March 2020) provides a strong rationale and workplan to target investment in the advanced manufacturing, agri-business, clean technology and food processing sectors. The Town can bolster its case for investment in these sectors by aligning it with BR&E efforts and creating detailed sector-specific value propositions.

Land and Building Supply

Without an adequate supply of land and/or buildings, businesses cannot grow or locate in Halton Hills. The current

Toronto Premium Outlets located in Halton Hills’ Premier Gateway Employment Area



supply of land and buildings in Halton Hills is limited. There will be additional designated, zoned and serviced land available for development in the Premier Gateway Employment Area in the medium to long-term. Until the additional land is available, staff can compile information on these lands and profile them to help raise awareness and attract future investments.

Development-Friendly Processes

A predictable, consistent and streamlined development review process is a key considerations for investors. The time, effort and costs of the development review process all create risks and contribute to the expense of a project – and jurisdictions that can minimize these factors have a strategic advantage.

Building on past successes, further refining Halton Hills’ pre-application consultations, dedicated business concierge services and timing guidelines will help businesses assess and manage their risks more effectively.

Vibrant Downtowns

Re-animating Halton Hills’ two downtowns with new residents, businesses and activities is a key priority. Doing so will increase the concentration of commercial, cultural and civic activities that facilitate business, learning and cultural exchange in public spaces that engage residents and visitors, and make them feel welcome. Vibrant and healthy downtowns also have a positive economic impact on the broader community and businesses that are located outside of the downtown cores.



GREEN ECONOMY
Leveraging Halton Hills’ Opportunities in the Green Economy

Halton Hills has made significant strides to support the development of a Green Economy, transition towards a low-carbon economy and address climate change. The Green Economy Sub-Strategy includes 5 goal areas and 15 recommended actions.

Goals 1 and 2 focus on establishing a regional green economy network and a consistent definition of the green economy in Halton Hills. The associated actions build upon Halton Hills’ profile and past successes in its green economy efforts.

Goals 3, 4 and 5 will further position the Town as a leader in climate change action by increasing green economy

research and development, and economic activity. These goals focus on leveraging current momentum, creating university partnerships and encouraging local businesses to go green.

-  **Green Economy Hub**
-  **Green Economy Definition**
-  **Build on Green Economy and Climate Change Leadership**
-  **University Partnerships**
-  **Support Green Development**

GREEN ECONOMY: GOALS AND OBJECTIVES

Goal	Objective
1 Green Economy Hub	Leverage potential economic development opportunities through the creation of a Green Economy Hub.
2 Green Economy Definition	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.
3 Build on Green Economy and Climate Change Leadership	Continue to leverage Halton Hills’ existing strengths as a leader in the Green Economy and Climate Change initiatives to retain, grow and attract “Green” and low-carbon investment.
4 University Partnerships	Leverage the climate change, sustainability planning and business expertise of nearby universities to support future development of Halton Hills’ Green Economy.
5 Support Green Development	Continue to ensure that the Town’s strategic policies, plans, development review processes and regulations remain current with evolving best practices and legislative requirements in land development and redevelopment.

The Green Economy can broadly be defined as a low-carbon economy comprised of 6 major sectors: Clean Energy; Clean Buildings; Resource Management and Environmental Protection; Sustainable Transportation; Green Professional Services; and the Bio-Economy.

The technological, political, community and business contexts within which Halton Hills’ low-carbon economy will evolve are ever-changing. Ongoing effort is required to keep abreast of new senior-level government policies and legislation, growth trends in the different sub-sectors of the Green Economy and technological innovation. This effort

is necessary if the Town is to maximize opportunities for growing Halton Hills’ Green Economy and transition to a low-carbon economy.

One of the key learnings from examining Green Economy best practices across Canada is that the most successful communities have developed extensive collaborative partnerships with other like-minded stakeholders. These partnerships tend to come in two forms. First, many municipalities have partnered with green businesses, residents, interest groups and non-governmental organizations to form Green Economy Hubs. These hubs serve to share ideas, complete Green Economy projects, and gain

broad recognition by promoting and celebrating their collective Green Economy achievements.

The second form is partnerships with researchers from universities with strong sustainable development, climate change, planning and business programs. Halton Hills has the benefit of being located close to several such universities and should explore partnerships with one or more post-secondary institutions in the area.

The ability to develop, maintain and grow partnerships and successfully market Green Economy achievements also requires a municipality and its partners to consistently use an agreed-upon definition of the Green Economy. A widely-accepted and understood definition of the Green Economy

will facilitate the development and enhancement of policies, programs and collaborative partnerships and effective marketing of local business achievements and opportunities. Use of such a definition is also important for a municipality to be able to accurately monitor, evaluate and report on its municipal Green Economy initiatives. Since Halton Hills is inextricably linked with the Greater Toronto Area economy, it should consider adopting a regional approach to defining the Green Economy in order to provide consistent policy direction, monitoring, evaluation and marketing.

Greenhouse at Sheridan Nurseries’ Norval Farm



BROWNFIELD DEVELOPMENT

Redeveloping Halton Hills' Brownfields

Halton Hills has a number of known and suspected Brownfield sites but some of the data are out-of-date or incomplete. Notwithstanding that there are always some data limitations when trying to confirm information about contaminated sites, accurate data is key to being able to manage Brownfield redevelopment programs effectively.

The Brownfield Development Sub-Strategy includes 7 recommended actions in 3 goal areas. Goal 1 focuses on compiling current data on the current inventory of Brownfield sites to support timely decision-making. Goal 2 involves refining the Town's existing Community Improvement Plan (CIP) to expand

financial incentives for redeveloping Brownfield sites. Goal 3 recommends engaging Halton Region to create an integrated Brownfield Redevelopment Program to increase the financial viability of Brownfield projects and help developers access additional funding supports.

-  **Brownfield Inventory**
-  **Refine the Community Improvement Plan**
-  **Joint Brownfield Redevelopment Program**

BROWNFIELD DEVELOPMENT: GOALS AND OBJECTIVES

Goal	Objective
1 Brownfield Inventory	Support timely, evidence-based decisions with an up-to-date inventory of known and suspected Brownfield sites.
2 Refine the Community Improvement Plan	Expand the available financial incentives for the redevelopment of Brownfield sites and provide adequate funding for marketing and implementing existing initiatives.
3 Joint Brownfield Redevelopment Program	Engage Halton Region to create a fully integrated and financially robust approach to supporting Brownfield redevelopment.

Brownfield properties are vacant or underutilized properties where past industrial or commercial activities such as manufacturing plants, landfill sites, gas stations, coal gasification plants, and oil refineries may have left chemical contamination behind in the lands and/or buildings. The contamination on such sites may pose health and safety risks to humans and animals and it can be a costly process to determine whether and to what extent a site is contaminated, how any contamination can be cleaned-up, and the time and money required to complete the site clean-up.

Effective Brownfield redevelopment programs include regular reports to Council and the community about the successes of the programs (e.g. status of site clean-up, development approvals, applicable financial incentives and building activity). Accordingly, developing and maintaining an up-to-

date inventory of known and suspected Brownfield sites is a critical component of the Town's Brownfield initiatives.

Through its CIP Program, the Town has an existing suite of Brownfield redevelopment incentive programs (e.g. Environmental Site Assessment Grants, Brownfields Tax Assistance, Brownfield Parkland Dedication Reductions and Brownfields Development Charge Reductions) that can support potential Brownfield redevelopment projects. The Town should explore options available for refining its suite of programs, particularly given the range of known and suspected Brownfield sites in Halton Hills.

The first opportunity stems from Bill 108, the More Homes, More Choices Act, that received Royal Assent in June 2019. Among other things, the Act replaces Development Charges as the key financial tool for supporting new development with a new tool called

Community Benefits Charges.

Accordingly, Halton Hills’ must consider whether its existing Brownfields Development Charge Reductions program needs to be re-named, amended or eliminated in its entirety. The Town’s Brownfield redevelopment incentive programs should also be given more prominence within Community Improvement Plan materials in order to make the application process more accessible to landowners.

The second opportunity comes from combining Tax Increment Grants (TIGs) with Development Charge Reductions. This approach is used successfully in other jurisdictions to provide the financial support needed to make the clean-up of large and/or heavily contaminated sites financially viable. Expanding the size and availability of TIGs could be a key incentive tool to support the

redevelopment of sites such as the Georgetown GO Station Sub-Area and the South Acton lands.

In two-tier governance structures such as Halton Hills, full participation from the upper-tier municipality is required to ensure the Development Charge Reduction and TIG Programs are economically meaningful to investors and competitive with similar programs offered by single-tier municipalities. Joint participation is required because upper-tier municipalities typically account for 60 to 70 percent of the taxes incorporated into these programs.



TOURISM
Amplifying Tourism's Economic Benefits in Halton Hills

Tourism is an established sector in Halton Hills that draws visitors to the area, but also provides assets and experiences that residents can enjoy. The Tourism Sub-Strategy details 7 specific goals and objectives, along with 41 strategic actions, related to amplifying tourism’s local economic benefits.

Goals 1 to 4 focus on the tourism business community and growing existing tourism assets in the short-term, as well as developing new and enhanced products and experiences for the longer term. Goals 5 to 7 focus on promoting Halton Hills as a unified destination to visitors, equipping residents to be ambassadors for Halton Hills, and working with regional partners to increase the reach of tourism messaging.

-  **Strong Tourism Business Community**
-  **Increased Tourism Product and Experience Offerings**
-  **Enhanced Accommodation Product in Halton Hills**
-  **Products/Experiences and Visitor Markets are Aligned**
-  **Halton Hills is Promoted as a Unified Tourism Destination**
-  **Residents Act as Ambassadors for Halton Hills’ Tourism Industry**
-  **Strong Regional Partnerships with Pooled Resources (Human, Financial etc.)**

TOURISM: GOALS AND OBJECTIVES

Goal	Objective
1 Strong Tourism Business Community	Create a visitor-friendly tourism business environment.
2 Increased Tourism Product and Experience Offerings	Ensure Halton Hills businesses have support for product and experience building.
3 Enhanced Accommodation Product in Halton Hills	Determine market and investment potential for accommodation development in Halton Hills.
4 Products/Experiences and Visitor Markets are Aligned	Develop visitor profiles that match product/experience groups.
5 Halton Hills is Promoted as a Unified Tourism Destination	Create unique Halton Hills Tourism identifiers with common messaging for all of Halton Hills' communities.
6 Residents Act as Ambassadors for Halton Hills' Tourism Industry	Equip residents with tools to market and promote Halton Hills as a tourism destination.
7 Strong Regional Partnerships with Pooled Resources (Human, Financial etc.)	Undertake human resources/financial resource gap analysis to ensure that the Tourism Sub-Strategy goals can be achieved effectively.

Halton Hills has identified Tourism as one of its target sectors. Since 2018, the Town has been tasked with setting the strategic direction and leveraging tourism for local economic development.

As identified through the Strategy preparation process, the majority of visitors to Halton Hills are from Ontario and more specifically the GTA. They are typically same-day visitors or visitors who stay overnight in private homes. The most common reasons for travel to Halton Region are to visit friends and family, followed by outdoor/sports activity

and shopping.

Identifying products and experiences, creating inventories, and filling existing gaps are essential elements of product development that need to be completed by the Town before any further marketing efforts are undertaken. One of the primary gaps identified through the Strategy preparation process was the limited level of local accommodation options to keep visitors in the area longer. Undertaking an Accommodation Needs Study will help Halton Hills to identify what type

of accommodations would best fit the market and where, in consideration of market demand. Doing so will also result in a document that the Town can use to attract accommodation investment.

Halton Hills also needs to leverage resources (e.g. RTO3) that have already done work in Halton Region to better define their own key visitor markets and match them to the identified local product/experience categories. For example, RTO3 works with communities throughout Hamilton, Halton and Brant on experience development, and has developed tool kits specific to assets featured in Halton Hills, such as cycling trails and agri-tourism experiences. This will assist the Town in developing and marketing visitor itineraries that use common and unified messaging to attract visitors. The following key

visitor markets, as well as key tourism product and experience categories, were identified during the Strategy preparation process:

- Visiting friends and relatives (VFR)
- Young families (engaging in agri-tourism and visiting rural communities)
- Short-term stays from the GTA
- Cyclists
- Eco-tourists (including hiking, naturalists etc.)
- Sport tourists (including hockey, soccer and baseball)
- International tourists (particularly for Toronto Premium Outlets)
- Artist community

Williams Mill Creative Arts Studios in the hamlet of Glen Williams



Key product and experience categories:

- Nature and outdoors
- Historic downtowns/rural communities
- Festivals and events
- Retail/shopping
- Arts and culture
- Agri-tourism
- Sports and recreation

In order to ensure that the Tourism Sub-Strategy is accepted by the industry, it is essential that local operators support the goals of creating a unified business community and improving their collective practices to ensure visitors have favourable impressions and stay longer. A toolkit to develop cross-promotion practices will also be essential to grow Halton Hills as a unified destination.

From an organizational standpoint, the Town has begun to adapt best practices by hiring additional staff in 2019. However, Halton Hills’ tourism budget is lower than established industry best practices of \$1.15 per capita in Ontario. Additional resources will be required to successfully implement the Tourism Sub-Strategy. Creating partnership structures with other organizations will help reduce duplication and ensure efficient use of limited resources.



MARKETING

Making the Case for Halton Hills



The Halton Hills Economic Development and Tourism Marketing Sub-Strategy targets existing and potential visitors and business investors with specific information to support them in leveraging current and future business investment opportunities. Halton Hills has two distinct brands for economic development and tourism; Invest Halton Hills and Visit Halton Hills. Each has its own focused and evolving website. The objective of the Marketing Sub-Strategy is to continue both websites but target messaging to demonstrate the various opportunities available to potential investors and visitors. The Marketing Sub-Strategy includes 5 goal areas and 19 recommended actions focused on establishing a strong, memorable

Halton Hills brand. It also provides direction for marketing efforts by target market and identifies key marketing tools.

- ☀️ **A Powerful Cohesive Halton Hills Brand**
- 🌐 **Brand Awareness**
- 🔍 **Strategic Positioning**
- 🎯 **Targeting Messaging**
- 🛠️ **Effective Strategic Tools**

MARKETING: GOALS AND OBJECTIVES

Goal	Objective
1 A Powerful Cohesive Halton Hills brand	Establish a consistent and cohesive look, feel and messaging to educate and excite existing and potential investors.
2 Brand Awareness	Develop memorable campaigns that define the Halton Hills brand by engaging, educating and communicating the many exciting opportunities Halton Hills offers to its target markets.
3 Strategic Positioning	Establish Halton Hills’ value proposition for each identified target sector.
4 Targeting Messaging	Align the strengths, features and benefits Halton Hills offers for key sectors.
5 Effective Strategic Tools	Reach and convert target markets utilizing the appropriate messages, forums and tools.

Marketing Vision Statement

Halton Hills’ vision for the future has, at its core, a forward-looking interpretation and manifestation of its founding motto of “Heritage, Integrity, Truth.”

Halton Hills’ Economic Development and Tourism Strategy 2021-2026 vision statement is:

“Halton Hills is a recognized leader in innovation, economic opportunity and climate change action. With a rich and distinct history as its foundation, Halton Hills will continue to build a diverse community and vibrant economy while providing an outstanding quality of life.”

Marketing Mission Statement

Halton Hills’ Economic Development and Tourism Strategy Marketing Mission Statement is:

“The Town of Halton Hills Economic Development, Innovation and Culture division is focused on the implementation of the Economic Development and Tourism Strategy, supporting the economic interests and needs of existing and future residents, businesses and organizations located in Halton Hills. Economic development staff are focused on engaging, informing and inspiring existing and prospective businesses in key sectors. The Town’s tourism activities focus on the development and promotion of its unique experiences and destinations.”

Marketing Brand Positioning Statement

Halton Hills Economic Development and Tourism brand positioning statement is:

“Halton Hills is an economic development leader actively attracting and supporting local and international business opportunities aligned with its vision of growth that embodies social, economic, fiscal and environmental sustainability. Halton Hills offers existing and potential businesses a strategic platform for success, proximity to world-class markets, a distinct community with an ideal balance between urban and rural living, and an outstanding quality of life.”

The Economic Development and Tourism Strategy provides the Economic Development office with a clearly defined list of priorities for Economic Development, the Green Economy, Brownfield Development, Tourism and Marketing.

Each Sub-Strategy has value propositions which will form the basis for messaging to convey the unique aspects that differentiate Halton Hills from its neighbours and illustrate why Halton Hills is the ideal place to invest, build a business, visit, play and live.

Fairy Lake in Acton, adjacent to Prospect Park



MARKETING

Creative Concepts

The creative concept is the compelling big idea that brings a marketing campaign to life. A strong creative concept is key to developing memorable campaigns that engage, educate and communicate the many exciting opportunities Halton Hills offers to its target markets. The creative concept shows how the marriage of images and messaging will work together to create a strong and memorable campaign. It serves as a guideline for all marketing

and promotional items.

One sample overarching creative campaign message and call to action is “Explore the Opportunities in Halton Hills.” This potential tagline could serve as the core of the campaign message, as it succinctly communicates the desired sentiment and sets the tone for all campaign messages, communications channels and target audiences.

The visual images serve to attract attention to the specific Sub-Strategy area. The colours used reinforce the Invest Halton Hills and Visit Halton Hills brands.

The Strategy addresses existing and potential residents, business owners, investors, tourism operators and visitors. All of these groups want and need specific information in order to leverage business investment opportunities, experience cultural events or enjoy Halton Hills’ historic and natural destinations. Accordingly, the copy is designed to resonate with the target audiences based upon the 5 value propositions that promote overall awareness of investment opportunities in Halton Hills.

The individual headlines are supported by short sub-headlines that encourage the viewer to discover more details of specific features and the benefits of investing in, or visiting, Halton Hills.



- Logo:**
The Halton Hills Logo, prominent and consistent in size and location throughout the campaign.
- Image:**
The professional photo to visually co-ordinate with and strengthen the headline text.
- Headline:**
Short and to the point but resonates with the target sector. Works with the photography image.
- Subhead:**
Needs to relate to the headline and encourage the reader to read the body copy below the subhead.
- Body Copy:**
Short description of the features and benefits specific to the individual target sector considering investing in Halton Hills.
- Call to Action:**
In this case also the campaign theme, a consistent, simple and memorable statement that encourages the target audience to contact Halton Hills economic development office either through the website or by phone.



The example advertisements that follow provide a prototype and starting point to help envision a future marketing campaign. The sample tagline, “Explore the Opportunities in Halton Hills”, ties the concept together to create a lasting impression with the target audience. A comprehensive marketing campaign will be developed and further refined as part of the Strategy Implementation Plan.

Visit Halton Hills

STOP. SHOP. ENJOY.



WELCOME
WE ARE
OPEN
PLEASE COME IN

A DYNAMIC DESTINATION

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IN HALTON HILLS**

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**RECLAIMING OUR
FUTURE**

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THINKING AHEAD

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**ADVENTURES AND
ADVANTAGES**

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THANK YOU

A variety of stakeholders were engaged throughout the Strategy preparation process, including input from a Project Steering Committee comprised of representatives from the Georgetown and Acton BIAs, Halton Hills Chamber of Commerce, RTO3, Haltech, Halton Region, CBRE and Town staff. Thank you to all the stakeholders involved, including Council and the broader community, for playing an instrumental role in solidifying the Town's economic development and tourism vision for the next 5 years.

Halton Hills' Economic Development and Tourism Strategy 2021-2026 continues to position the Town as a prime destination for investment and job growth. It will serve to elevate the Town's focus on implementing actions that are most impactful in supporting existing businesses and attracting new investment.

EXPLORE THE OPPORTUNITIES IN HALTON HILLS





**TOWN OF HALTON HILLS
ECONOMIC DEVELOPMENT,
INNOVATION & CULTURE DIVISION**

Contact Info

1 Halton Hills Dr, Halton Hills ON

(905) 873-2600

EDO@HaltonHills.ca

InvestHaltonHills.com

WEB EDITION