

# Town Of Tillsonburg 2022 Business Plan

Economic Development & Marketing

January 1, 2022



# 2022 Business Objectives

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Community Improvement Plan (Downtown Façade)	Goal – Community Growth Strategic Direction – Continue to offer relevant, leading incentives for revitalization and diversification in the downtown and throughout Tillsonburg Priority Project- Not applicable	Business Improvement Association	\$35,000	Ongoing
Community Improvement Plan (Applications)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Continued support for BIA and town-wide businesses during COVID-19 recovery	Development Commissioner	\$20,000	Ongoing
Updated Economic Development Strategy Implementation	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Economic Development Strategy update	Economic Development & Marketing	\$5,000	Ongoing
Enhanced Business Processes (Apps)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction. Priority Project- Marketing and build out of Van Norman Innovation Park, Increase diversity in manufacturing and other key sectors	Economic Development & Marketing	\$5,000	Q1

# 2022 Business Objectives

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Van Norman Innovation Park (Ontario Certification)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Continue to streamline and expedite the building approval process Priority Project- Marketing and build out of Van Norman Innovation Park	Economic Development & Marketing	\$2,000	Q2
Chamber Awards – Grant	Goal – Customer Service, Community & Engagement Strategic Direction – Position Tillsonburg as a leader in the municipal sector Priority Project- Not applicable	Chamber of Commerce	\$4,000	Q3
Chamber Awards – Sponsorship	Goal – Customer Service, Community & Engagement Strategic Direction – Engage community groups, including advisory committees and service organizations, in shaping municipal initiative Priority Project- Not applicable	Economic Development Advisory Committee/ Chamber of Commerce	\$4,000	Q3
Community Video Production	Goal – Community Growth Strategic Direction – Promote, preserve and enhance the downtown core as the retail centre and community hub for Tillsonburg Priority Project- Not applicable	Economic Development & Marketing	\$10,000	Q3
Bridges to Better Business	Goal – Business Attraction, Retention and Expansion Strategic Direction – Not applicable Priority Project- Not applicable	The Small Business Centre	\$1,000	Q3

# 2022 Business Objectives

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Youth Robotics Challenge	Goal – Business Attraction, Retention and Expansion Strategic Direction – Develop a “made in Tillsonburg” approach to education, training and development based on the workforce needs of current and prospective employers Priority Project – Not applicable	Oxford Youth Invitational Challenge	\$1,000	Q3
Discover Tillsonburg (Magazine)	Goal – Lifestyle and Amenities Strategic Direction – Increase opportunities to enjoy culture, events and leisure activities in Tillsonburg. Priority Project- Not applicable	Economic Development & Marketing/ Communications	\$8,000 offset by revenue of \$6,000	Ongoing
Pandemic Business Recovery (My Main Street)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Not applicable Priority Project- Continued support for BIA and town-wide businesses during COVID-19 recovery	Development Commissioner/Recreation, Culture & Parks/BIA/Working Group	\$2,000, but TBD Subject to grant funding approval	Q4
Town Hall Project Support	Goal – Customer Service, Communication & Engagement Strategic Direction – Position Tillsonburg as a leader in the municipal sector Priority Project- Consolidated Town Hall initiative	Town Hall Steering Committee/ CAO	Not applicable	Ongoing
Continue to facilitate discussions and networking with potential partners to review additional opportunities for Short Line Rail connectivity within the Town of Tillsonburg.	Goal – Business Attraction, Retention and Expansion Strategic Direction – Ensure adequate supply of “shovel ready” land for business attraction and expansion Priority Project- Increase diversity in manufacturing and other key sectors	Economic Development & Marketing	Not applicable	Q4

## 2022 Business Objectives (Prior CapEx)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Van Norman Innovation Park – Clearview Dr Extension & SWM Pond Construction	Goal – Business Attraction, Retention and Expansion Strategic Direction – Ensure adequate supply of “shovel ready” land for business attraction and expansion Priority Project- Marketing and build out of Van Norman Innovation Park	Development Commissioner	N/A	Q4
Engineering Design Services for Rokeby Road Property	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Increase diversity in manufacturing and other key sectors	Operations Department/ Development Commissioner/Consultant	\$265,000 with offsets per Report DCS 20-22	Q3
Wayfinding Signage	Goal – Lifestyle and Amenities Strategic Direction – Increase opportunities to enjoy culture, events and leisure activities in Tillsonburg. Priority Project- Not applicable	Economic Development & Marketing	\$53,649 per Report EDM 21-27	Q4
Consultations for Mall Parking Lot Reconfiguration	Goal – Community Growth Strategic Direction – Not applicable Priority Project-Enhanced development standards that benefit the community (including tree planting, affordable housing, walkability, livability, connectivity Enhanced public engagement in planning policies and placemaking	EDM/Building/Communications	\$5,000	Q4

# 2022 Business Objectives (New)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
VIP Phase 2 Conceptual Plan Development	Goal – Business Attraction, Retention and Expansion Strategic Direction – Continue to streamline and expedite the building approval process Priority Project- Marketing and build out of Van Norman Innovation Park	Development Commissioner	\$50,000 (funded by reserves)	Q4
High Tech Manufacturing Action Plan (Hub Development)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Develop a “made in Tillsonburg” approach to education, training and development based on the workforce needs of current and prospective employers Priority Project- Increase diversity in manufacturing and other key sectors	Development Commissioner/ Industry/ Associations	\$5,000	Ongoing
CF Oxford Partnership (Pop-up)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Support local businesses in post-COVID-19 recovery Priority Project- Continued promotion and facilitation of COVID-19 business support programs	Development Commissioner	\$5,000	Q4
Airport Business Development	Goal – Connectivity and Transportation Strategic Direction – Leverage the municipal airport more effectively to increase access, visibility and business activity in Tillsonburg Priority Project – <i>Support</i> Airport Master Plan and implementation	Economic Development & Marketing, Airport	TBD (Fly-in tours)	Q4

# 2022 Business Objectives (New)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Project Big Swing	<p>Goal – Lifestyle and Amenities            Strategic Direction – Update municipal sports facilities consistent with modern standards            Target new programs, services, amenities and attractions that will be a magnet for young families            Work with Oxford County and community partners to ensure an adequate supply of affordable, attainable housing options.            Priority Project- New playgrounds construction, Affordable housing collaboration with Oxford County</p>	Development Commissioner/ Recreation, Culture & Parks	TBD	Ongoing
County Surplus Rail Lands	<p>Goal – Lifestyle and Amenities            Strategic Direction – Provide an expanded, accessible network of parks and trails.            Priority Project- New playgrounds construction</p> <p>Goal – Business Attraction, Retention and Expansion            Strategic Direction – Increase diversity in manufacturing and other key sectors            Priority Project- Not applicable</p>	Development Commissioner/ RCP/Industry	TBD	Ongoing

# Risks

- Each of the business plan categories (strategy, investment, support, downtown, Van Norman Innovation Park, partner engagement, promotion, pandemic support, infrastructure, etc) support the ongoing development of the town as a more complete community and not supporting these comprehensive actions will detract from the goals identified for the Town



# Opportunities

- Investment in the Van Norman Innovation Park, the downtown, and business to support the growth and diversification of the Town's economy
- Enhance promotion through ongoing production of magazines and community videos, signage, digital marketing, and chamber awards
- Use updated strategy and high tech manufacturing action plan to build resilience into local economy
- Maintain partnerships to support visitors, chamber of commerce, youth, and entrepreneurs through key sponsorships

# Future Departmental Directions: 3 year outlook

- 2023
  - Explore Accredited Economic Development Organization (AEDO) program
  - Update Industrial Land Strategy
  - Implementation of updated Economic Development Strategy
  - Expanded support for Airport Business Development
- 2024
  - Complete sale of lands in Van Norman Innovation Park
  - Potential Acquisition of additional Industrial Lands
  - Implementation of updated Economic Development Strategy
- 2025
  - Implementation of updated Economic Development Strategy