



# Town Of Tillsonburg 2019 Business Plan

Economic Development & Marketing

February 28, 2019

  
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# 2019 Business Objectives

Item	Owner	Budget Value	Target Date
Residential Marketing Campaign	Economic Development & Marketing	\$26,000	Q1-Q4
Downtown Community Improvement Plan (Façade)	Business Improvement Association	\$25,000	Q1-Q4
Community Improvement Plan	Development Commissioner	\$20,000	Q1-Q4
Mission to Asia (SOMA)	Development Commissioner	\$10,600 (SOMA Reserve)	Q4
Economic Development Strategy Review	Development Commissioner	\$10,000 (ED Reserve)	Q4
Downtown Revitalization	Development Commissioner /Others	\$2,000	Q2
Hwy 3 Business Park - Determine start of Clearview Dr Construction	Development Commissioner	2018 Budget	Q1-Q4
Enhanced External Communications – Review of existing and future	Development Commissioner/SLT	\$0	Q2
Branding – Wayfinding Signage & Ongoing	Marketing Coordinator	\$30,000	Q1 – Q4

# 2019 Business Objectives

Item	Owner	Budget Value	Target Date
Chamber Sponsorship (Grant for Gala)	Development Commissioner	\$4,000	Q2
Chamber Sponsorship (Awards)	Development Commissioner	\$3,800	Q2
Youth Robotics Challenge	Development Commissioner	\$1,000	Q4
Bridges to Better Business	Development Commissioner	\$1,000	Q4
Service Delivery Review	Development Commissioner	\$0	Q4
Vacant 5 year rebates (Commercial/Retail)	Development Commissioner	\$0	Q2
Consultations for Mall Parking Lot Reconfiguration	Economic Development & Marketing/Chief Building Official	\$0	Q1-Q2
Manufacturing Acceleration Program – Review/extend MOU with Isah Software	Development Commissioner	\$0	Q1-Q2
Western Region Ringette Association – Regional Event	Marketing & Communications Officer	\$0	Q1-Q2

# Risks

- Growth objectives could be jeopardized with reduced investment in resident attraction
- Lost opportunities to partner with key investors in Tillsonburg if Community Improvement Plan funding is decreased
- Deterioration in relationship between Town and Japanese owned companies in Tillsonburg
- New economy requires updated strategy
- Loss of downtown vitality due to lack of funding in downtown revitalization
- Service offerings need to reflect new market demands
- Support increased sustainability of local manufacturers by exploring trade and innovation between Europe and Canada

# Opportunities

- Re-establish partnership with existing and new home builders to launch new marketing campaign for Tillsonburg
- Invest in CIP and research to support investment attraction in the downtown
- Update strategy for current realities and to drive new activities
- Support increased sustainability of local manufacturers by exploring trade and innovation between Europe and Canada

# Future Departmental Directions: 3 year outlook

- 2020
  - Invest in new applications to support streamlined economic development services
  - Increase investment in staff to support increased communications demands
- 2021
  - Explore Certified Sites program
  - Explore Accredited Economic Development Organization (AEDO) program
- 2022