



TOWN OF TILLSONBURG

2016 BUSINESS PLAN

ECONOMIC DEVELOPMENT & MARKETING

Cephas Panschow, Development Commissioner

2016 Business Objectives

Item	Dept	Owner	Budget Value	Target Date
Hwy 3 Business Park – Signage Refresh	Economic Development	Development Commissioner	\$3,000	
Design/Build Partnership	Economic Development	Development Commissioner	\$5,000	Q1
Online Targeted Campaign	Economic Development	Development Commissioner	\$3,500	Q1
High School Career Fair Support	Economic Development	Development Commissioner	\$1,000	Q2
Youth Robotics Challenge	Economic Development	Development Commissioner	\$1,000	Q3
Manufacturing Acceleration Program – Seed Funding	Economic Development	Development Commissioner	\$6,000	Q1 – Q4
Community Improvement Plan	Economic Development	Development Commissioner	\$20,000	Q1 – Q4

2016 Business Objectives

Item	Dept	Owner	Budget Value	Target Date
Branding Implementation – Phase 1	Economic Development	Marketing & Communications Officer	\$10,000	Q1 – Q4
Discover Tillsonburg	Economic Development	Marketing & Communications Officer	\$16,500	Q1 – Q4
Corporate Communications Plan	Economic Development	Marketing & Communications Officer	N/A	Ongoing

2016 Business Objectives

Item	Dept	Owner	Budget Value	Target Date
Airport Master Plan Completion	Operations	Airport Administrator	\$3,000	Q2
Airport Lands Maintenance (Brush)	Operations	Airport Administrator	\$5,000	Q3
Airport Lands Maintenance (Drainage)	Operations	Airport Administrator	\$5,000	Q3
Airport Infrastructure Reserve	Operations	Airport Administrator	\$35,000	

Risks

- Delaying investment in Town owned employment lands will detract from investment attraction objectives
 - Final Design - \$25,000
 - Widening - \$506,000
 - Clearview Dr Construction (partial) - \$1,000,000
 - SWM Pond - \$575,000
- Not purchasing business directory will result in loss of website business directory, which is a key economic development tool and one of the top ten webpages
- Not funding Community Improvement Plan will result in loss of ability to partner with key investors in Tillsonburg
- Not funding Branding Implementation will result in continued disjointed corporate image
- Not supporting investment in resident attraction will impact growth objectives
- Not supporting standalone Airport website will result in reduced service to airport users, tenants and investors
- Not maintaining airport will result in reduced service level and increased liability
- Not extending Taxiway C will result in limited access for a new airport business
- Not investing in electrical servicing will limit ability to grow airport

Opportunities

- Create an investment ready environment by:
 - Investing in infrastructure to support industrial attraction
 - Preparing industrial building design options to increase interest
- Collaborate with Manufacturing Acceleration Program to seek funding to support local manufacturers access to global markets
- Improve town image by implementing new brand/logo
- Maintain and improve airport infrastructure

Future Departmental Directions: 3 year outlook

2017

- Branding Implementation (multi-year)
- New Town Signage
- Economic Development Strategy Update
- Highway 3 Business Park Construction

Future Departmental Directions: 3 year outlook

2018

- Branding Implementation (multi-year)
- Highway 3 Business Park Construction

Future Departmental Directions: 3 year outlook

2019

- Highway 3 Business Park Expansion (new land acquisition?)

Human Resources

Allocation/Deployment Plan

	2015	2016	2017
Total FTE Requirements-Full time	5.5	2.165	2.5
Change from previous year	-1	-3.33	0.335

Notes:



2016 Financial Plan
Operating Plan - Cost Code Summary
DCS

	2015 Budget	2015 Projection	2016 Budget	Budget Variance
Revenues				
User Charges				
3300 Misc Rev	(15,000)	(24,469)	(17,500)	(2,500)
3500 Rent Rev	(80,000)	(80,000)	(80,000)	
Total User Charges	(95,000)	(104,469)	(97,500)	(2,500)
Total Revenues	(95,000)	(104,469)	(97,500)	(2,500)
Expenditures				
Purchases				
5400 Misc Exp		1,458		
5405 Meeting Exp		53		
5410 Advert&Promo		(150)	24,000	24,000
5420 Sp Event Exp	15,000	15,000	25,000	10,000
5425 Sp Proj Exp	31,600	39,743	10,000	(21,600)
Total Purchases	46,600	56,104	59,000	12,400
Debt Principal & Interest				
5900 Debt Interest	45,000	46,712	38,000	(7,000)
5905 Debt Principal	84,900	83,224	91,900	7,000
Total Debt Principal & Interest	129,900	129,936	129,900	
Total Expenditures	176,500	186,040	188,900	12,400
Total Net Levy	81,500	81,571	91,400	9,900



2016 Financial Plan
Operating Plan - Cost Code Summary
EcDev

	2015 Budget	2015 Projection	2016 Budget	Budget Variance
Revenues				
Grants				
3210 Grants&s-Oth		(3,955)	(3,000)	(3,000)
Total Grants		(3,955)	(3,000)	(3,000)
User Charges				
3300 Misc Rev	(27,400)	(25,338)	(24,000)	3,400
3500 Rent Rev	(21,000)	(21,026)	(21,000)	
Total User Charges	(48,400)	(46,364)	(45,000)	3,400
Contribution from Reserves				
3900 Contr from Res	(42,000)	(50,000)	(17,900)	24,100
Total Contribution from Reserves	(42,000)	(50,000)	(17,900)	24,100
Total Revenues	(90,400)	(100,319)	(65,900)	24,500
Expenditures				
Labour				
5001 F/T Reg	187,500	187,500	202,000	14,500
5002 F/T OT		1,024		
5003 P/T Reg	8,500	8,573	10,000	1,500
Total Labour	196,000	197,097	212,000	16,000
Purchases				
5300 Supplies	100	3,217	1,900	1,800
5315 Books&Pub	500	301	400	(100)
5330 Insurance	1,400	1,404	1,400	
5335 Phone, F&M	1,400	1,212	1,500	100
5400 Misc Exp	5,800	3,794		(5,800)
5405 Meeting Exp	14,000	25,014	20,000	6,000
5410 Advert&Promo	19,500	20,214	22,700	3,200
5415 Trng&Wkshps	2,000	1,164	1,500	(500)
5420 Sp Event Exp	2,000	1,400	2,000	
5425 Sp Proj Exp	22,000	21,603	22,500	500
5430 Membership Exp	22,400	21,553	21,500	(900)
5610 PILS/Taxes EXP			5,000	5,000
Total Purchases	91,100	100,876	100,400	9,300
Contracted Services				
5500 Consult,Leg,Aud	2,000	2,818	3,000	1,000
5505 Subcon Exp	10,000	31,951	20,000	10,000
Total Contracted Services	12,000	34,769	23,000	11,000



2016 Financial Plan
 Operating Plan - Cost Code Summary
 EcDev

	2015 Budget	2015 Projection	2016 Budget	Budget Variance
Contribution to Reserves				
5950 Contrib to Res	27,400	25,338	24,000	(3,400)
Total Contribution to Reserves	27,400	25,338	24,000	(3,400)
Debt Principal & Interest				
5900 Debt Interest	31,500	31,500	23,300	(8,200)
5905 Debt Principal	26,300	26,300	18,300	(8,000)
Total Debt Principal & Interest	57,800	57,800	41,600	(16,200)
Total Expenditures	384,300	415,880	401,000	16,700
Total Net Levy	293,900	315,561	335,100	41,200