



Town of Tillsonburg 2018 Business Plan

Economic Development & Marketing

Monday February 12th, 2018

**Tillsonburg**
CONNECTED. ENRICHED. INSPIRED.

2018 Business Objectives

Item	Owner	Project Value	Target Date
Branding – Wayfinding Signage & Ongoing	Marketing Coordinator	\$25,000	Q1 – Q4
Community Improvement Plan	Development Commissioner	\$10,000 + \$10,000 from 2017 Budget	Q1 – Q4
Manufacturing Acceleration Program (RED Application)	Development Commissioner/ Partners	\$20,000	Q4
Mission to Europe – Trade Development	Development Commissioner/ Partners	\$5,000	Q2
Residential Marketing Campaign	Marketing & Communications Officer	\$45,000	Q1-Q4

2018 Business Objectives

Item	Owner	Project Value	Target Date
Chamber Sponsorship (Awards)	Development Commissioner	\$3,800	Q2
Chamber Sponsorship (Grant for Gala)	Development Commissioner	\$4,000	Q2
Downtown Revitalization	Development Commissioner/BIA	\$2,000	Q4
Youth Robotics Challenge	Development Commissioner	\$1,000	Q4
Bridges to Better Business	Development Commissioner	\$1,000	Q4
Vacant 5 year rebates	Development Commissioner	\$0	Q2

2018 Capital Summary

Item	Department	Project Value	Target Date
Highway #3 Business Park – Storm Water Pond Facility	Development Commissioner	\$565,000 Tab 15 page 2	
Highway #3 Business Park – Clearview Dr Extension	Development Commissioner	\$1,650,000 Tab 15 page 3	

Risks

- Delaying investment in Town owned employment lands will detract from investment attraction objectives as Town is sold out of “shovel ready” lands
- Loss of downtown vitality due to lack of funding in downtown revitalization
- Lost opportunities to partner with key investors in Tillsonburg if Community Improvement Plan funding is decreased
- Business retention may be impacted if local companies are not able to diversify as identified in the Manufacturing Acceleration Program
- Growth objectives could be jeopardized with reduced investment in resident attraction

Opportunities

- Create an investment ready environment by investing in infrastructure to creation of “shovel ready” lands and continued funding for CIP program
- Invest in partnership with BIA to support investment attraction in the downtown
- Support increased sustainability of local manufacturers by exploring trade and innovation between Europe and Canada
- Partner with home builders to launch new marketing campaign for Tillsonburg

Future Departmental Directions: 3 year outlook

- 2019
 - Economic Development Strategy Update
 - Consider renewal of MOU with Manufacturing Acceleration Program
 - Highway 3 Business Park – Clearview Dr Construction (as needed)
- 2020
- 2021