



TOWN OF TILLSONBURG

2017 Business Plan

Economic Development & Marketing

Monday, February 13, 2017



2017 Business Objectives

Item	Owner	Budget Value	Target Date
Branding Implementation (Phase 2)	Development Commissioner	\$12,000	Q2
Branding Implementation (Vehicles)	Development Commissioner	\$17,000	Q4
Downtown Revitalization	Development Commissioner/BIA	\$2,000	Q2
Community Improvement Plan	Development Commissioner	\$10,000	Q1-Q4
Chamber Sponsorship (Awards)	Development Commissioner	\$3,800	Q2
Chamber Sponsorship (Grant for Gala)	Development Commissioner	\$4,000	Q2
Mission to Asia	Development Commissioner	\$12,000	Q4
Youth Robotics Challenge	Development Commissioner	\$1,000	Q4
Residential Marketing Campaign	Marketing & Communications Officer	\$45,000	Q1-Q4

2017 Business Objectives

Item	Owner	Budget Value	Target Date
Downtown Parking Lot Study	Development Commissioner	\$35,000 <i>R</i>	Q2
Highway 3/Clearview Dr Intersection Improvements	Development Commissioner	\$550,000 <i>R & DC</i>	Q4

Risks

- Disjointed corporate image due to delaying funding on branding implementation
- 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
- Delaying investment in Town owned employment lands will detract from investment attraction objectives as Town is sold out of “shovel ready” lands
- Growth objectives could be jeopardized with reduced investment in resident attraction

Opportunities

- Improve Town image by continuing to implement new branding
- Invest in partnership with BIA to support investment attraction in the downtown
- Create an investment ready environment by investing in infrastructure to creation of “shovel ready” lands and approving funding for new CIP program
- Support Town’s investment attraction objectives by joining SOMA’s Mission to Asia including visits to Sister City
- Partner with home builders to launch new marketing campaign for Tillsonburg

Future Departmental Directions: 3 year outlook

- 2018
 - Economic Development Strategy Update
 - Updated Wayfinding Signage
 - Highway 3 Business Park – SWM Pond Construction
- 2019:
 - Highway 3 Business Park – Clearview Dr Construction (as needed)

Future Departmental Directions: 3 year outlook

- 2020:
 - Highway 3 Business Park – Clearview Dr Construction (as needed)