



# Town Of Tillsonburg 2021 Business Plan

Economic Development & Marketing

January 1, 2021



# 2021 Business Objectives

Item	Owner	Budget Value	Target Date
Community Improvement Plan (Downtown Façade)	Business Improvement Association	\$31,000	Q4
Community Improvement Plan	Development Commissioner	\$20,000	Q4
Economic Development Strategy Implementation	Economic Development & Marketing	\$10,000	Q4
Enhanced Business Processes (Lead Gen Apps)	Development Commissioner	\$10,000	Q1
High Tech Manufacturing Action Plan	Development Commissioner	\$2,000	Q3
SOMA Asia Mission (Biannual)	Development Commissioner	\$20,000	Q4
Van Norman Innovation Park – Clearview Dr Extension & SWM Pond Construction	Operations Department/Development Commissioner	N/A	Q4
Van Norman Innovation Park (Certified Sites)	Development Commissioner	\$7,000	Q4
Engineering Design Services for Rokeby Road Property	Operations Department/Development Commissioner/Consultant	\$265,000 with offsets per Report DCS 20-22	Q4

# 2021 Business Objectives

Item	Owner	Budget Value	Target Date
Chamber Awards - Grant	Development Commissioner	\$4,000	Q2
Chamber Awards -Sponsorship	Development Commissioner	\$4,000	Q2
Service Level Carryover – Marketing/External Communications	Development Commissioner	\$23,700	Q2
Community Video Production	Economic Development & Marketing	\$15,000	Q3
Bridges to Better Business	Development Commissioner	\$1,000	Q4
Youth Robotics Challenge	Development Commissioner	\$1,000	Q4
Residential Marketing	Economic Development & Marketing	\$11,000 (Down from \$19,000)	Q4
Branding – Wayfinding Signage (carry-forward)	Economic Development & Marketing	\$30,000 (funded from earmarked funds within the Economic Development Reserve)	Q3
Consultations for Mall Parking Lot Reconfiguration (carry-forward)	Economic Development & Marketing/Chief Building Official	\$0	Q1-Q2

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1,101 Highway 3 Property – Explore development opportunities	Development Commissioner	N/A	Q4
Education Task Force	Development Commissioner	N/A	Q4
Pandemic Business Recovery	Development Commissioner, Mayor's Working Group, Chamber of Commerce, BIA	N/A	Q4
Town Hall Project Support	Town Hall Project Committee	N/A	Q4
Continue to facilitate discussions and networking with potential partners to review additional opportunities for Short Line Rail connectivity within the Town of Tillsonburg.	Development Commissioner	N/A	Q4
Continue to facilitate discussions, networking and planning to ensure adequate Industrial Zoned land is available for servicing and development.	Development Commissioner	N/A	Q4

# Risks

- Reduced investment if Community Improvement Plan funding is decreased
- Reduced ability to attraction innovative new industries
- Not able to meet increased expectations from residents for timely and clear communication

# Opportunities

- Enhance promotion of Town through production of high quality videos of the community
- Invest in CIP and façade programs to continue to support investment attraction in the downtown
- Use updated strategy and high tech manufacturing action plan to build resilience into local economy
- Adopt new software to increase efficiency
- Support visitors, chamber of commerce, youth, and entrepreneurs through key sponsorships
- Maintain international relationships to support investment

# Future Departmental Directions: 3 year outlook

- 2022
  - Explore Accredited Economic Development Organization (AEDO) program
  - Sell land in Rokeby Road parcel
  - Update Industrial Land Strategy
  - Implementation of updated Economic Development Strategy
- 2023
  - Complete sale of lands in Van Norman Innovation Park
  - Potential Acquisition of additional Industrial Lands
  - Implementation of updated Economic Development Strategy
- 2024
  - Implementation of updated Economic Development Strategy