

Town Of Tillsonburg 2025 Business Plan

Economic Development & Marketing

November 18, 2024



2025 Business Objectives (Ongoing)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Community Improvement Plan (Applications)	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- N/A	Development Commissioner	\$60,000 Reduced to \$40,000	Ongoing
Enhanced Business Processes (Zoho)*	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction. Priority Project- Marketing and build out of Van Norman Innovation Park, Increase diversity in manufacturing and other key sectors	Economic Development & Marketing	\$3,000	Q1 – Q4
SOMA Membership	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction. Priority Project- Increase diversity in manufacturing and other key sectors	SOMA	\$24,000 Actual membership is \$22,550	Q4

2025 Business Objectives (Ongoing)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Discover Tillsonburg (Additional Video Production)	Goal – Community Growth Strategic Direction – Promote, preserve and enhance the downtown core as the retail centre and community hub for Tillsonburg Priority Project- Not applicable	Economic Development & Marketing	\$10,000 Reduced to \$5,000	Q4
Town Hall Project Support	Goal – Customer Service, Communication & Engagement Strategic Direction – Position Tillsonburg as a leader in the municipal sector Priority Project- Consolidated Town Hall initiative	Town Hall Steering Committee/ CAO	Not applicable	Ongoing
Asset Management Work, Land assets	Goal – Tillsonburg residents and businesses will be connected to each other, regional networks, and the world through effective traditional and digital infrastructure Strategic Direction – Develop a robust , long-term asset mgmt. plan to inform evidence-based decisions on the maintenance, rehabilitation and replacements of municipal infrastructure Priority Project – Short Term - Asset Management Plan	Ec Dev Commissioner	Staff time	Q1 first draft for 2025 AMP; then Ongoing

2025 Business Objectives (Sponsorship)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Chamber Awards – Grant	Goal – Customer Service, Community & Engagement Strategic Direction – Position Tillsonburg as a leader in the municipal sector Priority Project- Not applicable	Chamber of Commerce	\$4,000	Q3
Chamber Awards – Sponsorship	Goal – Customer Service, Community & Engagement Strategic Direction – Engage community groups, including advisory committees and service organizations, in shaping municipal initiative Priority Project- Not applicable	Economic Development Advisory Committee/ Chamber of Commerce	\$5,500	Q3

2025 Business Objectives (Carry Forward)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Project Big Swing	<p>Goal – Community Growth Strategic Direction - Pursue the acquisition of additional municipal land to accommodate growth Priority Project – Recreation Master Plan</p> <p>Goal – Lifestyle and Amenities Strategic Direction – Update municipal sports facilities consistent with modern standards Target new programs, services, amenities and attractions that will be a magnet for young families Priority Project – New playgrounds construction</p>	Development Commissioner/ Recreation, Culture & Parks	\$5,500,000	Ongoing
Project Big Swing	<p>Goal – Lifestyle and Amenities Strategic Direction – Work with Oxford County and community partners to ensure an adequate supply of affordable, attainable housing options. Priority Project- New playgrounds construction, Affordable housing collaboration with Oxford County</p>	Development Commissioner/ Recreation, Culture & Parks	\$500,000	Ongoing

2025 Business Objectives (Carry Forward/Prior CapEx)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Rokeby Road Property - Engineering Design Services	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Increase diversity in manufacturing and other key sectors	Operations Department/ Development Commissioner/Consultant	\$265,000 with offsets per Report DCS 20-22	Q4
Rokeby Road Property - Construction	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Increase diversity in manufacturing and other key sectors	Operations Department/ Development Commissioner/Consultant	\$400,000 with offsets	Q4
Van Norman Innovation Park – Planning & Design	Goal – Business Attraction, Retention and Expansion Strategic Direction – Ensure adequate supply of “shovel ready” land for business attraction and expansion Priority Project- Marketing and build out of Van Norman Innovation Park	Development Commissioner	\$300,000	Q4
Van Norman Innovation Park – Construction	Goal – Business Attraction, Retention and Expansion Strategic Direction – Ensure adequate supply of “shovel ready” land for business attraction and expansion Priority Project- Marketing and build out of Van Norman Innovation Park	Development Commissioner	\$9,312,000 offset by \$8,096,000 in land sale and debt revenues	Q4
Progress Dr Extension	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Increase diversity in manufacturing and other key sectors	Development Commissioner	\$600,000 with offsetting \$600,000 in land sale revenues	Q4

2025 Business Objectives (New)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Van Norman Innovation Park – Marketing Campaign	Goal – Business Attraction, Retention and Expansion Strategic Direction – Ensure adequate supply of “shovel ready” land for business attraction and expansion Priority Project- Marketing and build out of Van Norman Innovation Park	Development Commissioner	\$30,000 Reduced to \$10,000	Q4
Ground Lease Enhancement	Goal – Customer Service, Communication and Engagement Strategic Direction – Position Tillsonburg as a leader in the municipal sector Priority Project – Ground Lease	Development Commissioner/Real Estate Broker	\$10,000	Q4
Bridge St Re-imagining	Goal – Community Growth Strategic Direction – Promote, preserve and enhance the downtown core as the retail centre and community hub for Tillsonburg. Priority Project- Enhanced development standards that benefit the community (including tree planting, affordable housing, walkability, livability, connectivity) Enhanced public engagement in planning policies and placemaking	EDM/Operations & Development (Asset Management Planning)	N/A	Ongoing

2025 Business Objectives (New)

Project	Community Strategic Plan	Lead Accountability	Project Cost	Anticipated Completion
Project Polyiso Investment Support	Goal – Business Attraction, Retention and Expansion Strategic Direction – Instill an “open for business” culture across the corporation that prioritizes economic development and business attraction Priority Project- Increase diversity in manufacturing and other key sectors	Development Commissioner	\$TBD per CLD EDM 23-02	Q4

Risks

- Each of the business plan categories (CIP, strategy, SOMA, Discover Tillsonburg, Van Norman Innovation Park expansion, sponsorship, infrastructure, developer support, etc) support the ongoing development of the town as a more complete community and not supporting these comprehensive actions will detract from the goals identified for the Town

Opportunities

- Investment in the Van Norman Innovation Park, Recreation Facilities, and business to support the growth and diversification of the Town's economy
- Continue to enhance promotion through ongoing community video production, chamber awards and newsletters
- Use updated strategy and high tech manufacturing action plan to build resilience into local economy
- Maintain partnerships to support visitors, chamber of commerce, ~~and youth~~ through key sponsorships

Future Departmental Directions: 3 year outlook

- 2026
 - Van Norman Innovation Park Expansion (Construction)
 - Implementation of updated Economic Development Strategy
 - Expanded support for Airport Business Development
- 2027
 - Sale of Lands in Van Norman Innovation Park (Phase 2)
 - Implementation of updated Economic Development Strategy
- 2028
 - Implementation of updated Economic Development Strategy