



**Subject: Fourth Quarter Economic Development & Marketing Results**

**Report Number:** EDM 23-08

Department: Economic Development Department

Submitted by: Cephas Panschow

Meeting Type: Council Meeting

Meeting Date: Wednesday, June 14, 2023

**RECOMMENDATION**

Report recommendation contained within the omnibus motion for all Department results reports.

**BACKGROUND**

The following tables summarize key activities and related information.

**Economic Development Activity**

	<b>2021 (Actual)</b>	<b>2022 (Target)</b>	<b>2022 (Actual)</b>
Lead Files Opened	100	70	76
Lead Files Closed	103	65	69
Corporate Visits	7	24	12
Client Visits	18	20	17
New Businesses Opened	25	15	39
Businesses Closed	15	N/A	20
Website (All Town Pageviews)	557,017	N/A	616,313
Website Activity (Main Business Page)	2,149	3,400	2,090

Website Activity - Invest	2,016	N/A	2,560
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### New Businesses

Quarter	Business Name/Address
Q1	Blake Envelopes – 21 Innovation Dr Blame it on my roots Beauty Bar – 230 Lisgar Ave Fairview Holdings - 101 Cedar St Freelance Copy Writing** - Home Occupation Frontline Forklifts** - Home Occupation Phil Fix'd It** - Home Occupation Revive your Health – 230 Lisgar Ave The Mill Eatery* – 20 John Pound Rd
Q2	Balan Engineering Corp** - Home Occupation Bar Burrito – 200 Broadway Dande vintage & thrift – 145 Simcoe St Dutch Brothers Concrete* – 10 Elm St Mr Lube & Tires* - 593 Broadway Off Grid Smokehouse & Market – 92 Simcoe St Popeye's Louisiana Kitchen – 164 Broadway Preet Beauty Concept Inc** - Home Occupation Spark Candle Co Ssin Beauty – 518 Broadway Starbucks – 38 Oxford St Studio Rossa – 13 Ridout St W The Mediarly Inc** - Home Occupation Thriver Company – 146 Tillson Ave
Q3	Daksh* – 92 Simcoe St GRK Tech* MC's Farm Fresh Produce – 518 Broadway Namu Sushi – 128 Broadway PVR Excavating – 47 Clearview Dr Shawarama Street – 102 Tillson Ave The Realty Firm Wiltshire Realty Inc – 21 Brock St E Wild Wings – 168 Simcoe St
Q4	Bird's Sports Bar – 51 Broadway Equipment Centre – 41 John Pound Rd GoodPud Inc** HS Health Services - Brock St IS2 Workforce Solutions – 211 Broadway Loading Screen – 71 Broadway RF Restorative Health - 213B Tillson Ave Thomson Goossens – 21 Oxford St

	VIP Vape – 146 Broadway
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\*Denotes business that replaced or took over an existing business/location with no material change in use

\*\*Denotes Home Occupation. Starting in 2020, these businesses have been included in new business start-ups to help identify entrepreneurial activity

**Closed Businesses**

Quarter	Business Name/Address
Q1	Boss Leaf – 7 Brock St E Canadian Shoe Outlet – 200 Broadway Mill Tales Inn – 20 John Pound Rd Mobile Links – 148 Broadway
Q2	CRE Insurance – 211 Broadway Danscene – 146 Tillson Ave Lafarge Concrete* – 10 Elm St Take 5 Oil Change* - 593 Broadway
Q3	Bridgeman Family Farms Growers Supply – 510 Broadway Fallen Forest – 102 Spruce St Lagoo Cannabis – 71 Broadway Mil-Sim-Fx International Inc – 102 Spruce St Off Grid Smokehouse – 92 Simcoe St Turing Road – 38 Ridout St W Tillsonburg District Real Estate Board – 1 Library Lane
Q4	Broadway Laundrymat – 67 Broadway Medpoint Health Care Services – 205 Broadway Millards Chartered Professional Accountants – 21 Oxford St New to You – 185 Broadway Sangsters* – 200 Broadway

The below table summarizes the status of the 2022 Business Plan (Operating and Capital Budget) objectives.

Objective	Budget Value	Target Date	Status
<b>Community Improvement Plan (Downtown Façade)</b>	\$31,000	Ongoing	Completed. Funds transferred to Business Improvement Association

<b>Community Improvement Plan</b>	\$20,000	Ongoing	No applications received in 2022
<b>Updated Economic Development Strategy Implementation</b>	\$5,000	Ongoing	Approval in principal by Council at their March 14 meeting
<b>Enhanced Business Processes (Apps)</b>	\$5,000	Q1	Deferred
<b>Van Norman Innovation Park (Ontario Certification)</b>	\$2,000	Q2	Deferred due to conditional sale of all lands in VIP
<b>Chamber Awards – Grant</b>	\$4,000	Q3	Completed
<b>Chamber Awards – Sponsorship</b>	\$4,000	Q3	Completed
<b>Community Video Production</b>	\$10,000	Q3	Nearing completion
<b>Bridges to Better Business</b>	\$1,000	Q3	Completed
<b>Youth Robotics Challenge</b>	\$1,000	Q4	Completed
<b>Discover Tillsonburg</b>	\$8,000 offset by revenue of \$6,000	Ongoing	Tillsonburg News insert created to celebrate Tillsonburg’s 150th anniversary. Fall magazine cancelled due to websites revamp
<b>Pandemic Business Recovery (MyMain Street)</b>	\$2,000, but TBD subject to grant funding approval	Q4	Grant application not approved. No further action.

<b>Town Hall Project Support</b>	N/A	Ongoing	In process
<b>Continue to facilitate discussions and networking with potential partners to review additional opportunities for Short Line Rail connectivity within the Town of Tillsonburg.</b>	N/A	Q4	Service along the Cayuga Subdivision rail line re-started in January. Business development activities ongoing
<b>Engineering Design Services for Rokeby Road Property</b>	\$265,000 with offsets	Q4	In process
<b>Wayfinding Signage</b>	\$53,649 per Report EDM 21-27	Q4	Completed
<b>Consultations for Mall Parking Lot Reconfiguration</b>	\$5,000	Q4	Not initiated. Part of Bridge St Re-imagining?
<b>VIP Phase 2 Conceptual Plan Development</b>	\$50,000 (funded by reserves)	Q4	Conceptual Plans completed. Council approved Project Manager at Jan 9, 2023 Budget meeting
<b>High Tech Manufacturing Action Plan</b>	\$5,000	Ongoing	Webpage created at <a href="http://www.Tillsonburg.ca/hightech">www.Tillsonburg.ca/hightech</a> , video and ad creation underway. On hold at year end
<b>CF Oxford Partnership (Pop-up)</b>	\$5,000	Q4	Initially scheduled for Dec but rescheduled to Jan and successful event held. More planned for 2023

## DISCUSSION

In terms of Economic Development & Marketing activity, many metrics were strong but with the sellout (conditional) of the remaining lands in the Van Norman Innovation Park, lead files opened by Tillsonburg decreased from the all-time record in 2021 to more modest (albeit still second highest on record) levels. However, new businesses that opened increased to 39, which is the highest in recent history while businesses that closed increased to 20 for a net new increase of 19 businesses.

The Economic Development & Marketing Department also supported investment in the Town of Tillsonburg as follows:

- Lot 4, VIP – Sale of 12.61 Acres with Right of First Refusal on additional 4 acres
- Lots 5-6, VIP – 45,000 SF
- 101 Spruce St – Yoghurt Production
- Metalfer Iron Designs
- 671 Broadway – Northgate Plaza (41,000 SF of new Commercial/retail space)
  - Estimated to be the largest expansion of commercial space since Town Centre Mall expansion in 1994
- peopleCare Inc – 160 Long Term Care Beds plus a proposed Campus of Care and retirement complex
- Stationview Developments

In summary, the Town of Tillsonburg is experiencing record levels of investment and developer interest.

## CONSULTATION

The reporting of quarterly results helps demonstrate accountability to Senior Leadership, Town Council, and the public. In addition to this, the Economic Development Advisory Committee was provided with a summary of these metrics at their March 21, 2023 meeting.

## FINANCIAL IMPACT/FUNDING SOURCE

The Economic Development & Marketing Department variances for 2022 are as follows:

<b>Department</b>	<b>Variance (Brackets denote over budget)</b>	<b>Explanation</b>
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Economic Development (505)	(\$3,265)	Lower Rent Revenues, Meeting Expenses under \$7,000, Advertising Expense over by \$8,100, Special Events under \$21,900 (SOMA Asia Mission), Subcontract Expense under \$19,100 (CIP Program)
Development & Communications (500)	(\$8,620)	Discover Tillsonburg Advertising Revenue under (no magazines) and Discover Tillsonburg Expenses
TOTAL	(\$11,885)	

With the servicing of the Van Norman Innovation Park, significant advertising opportunities have been undertaken over the past two years, which has resulted in the sellout of the Phase 1 lands. The increase in advertising has been offset by lower meeting and travel costs.

Overall, significant decreases in revenue were not entirely offset by the decreases in expenditures.

**CORPORATE GOALS**

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

**Goal** - The Town of Tillsonburg will strive for excellence and accountability in government, providing effective and efficient services, information and opportunities to shape municipal initiatives

**Strategic Direction** – Not applicable

**Priority Project** – Not applicable

**ATTACHMENTS**

Appendix A – Operating and Capital Financial (Cost Code) Summary

 <b>Financial Plan</b> <b>Operating Plan - Cost Code Summary</b> <b>Economic Dev</b> <b>As of December 31, 2022</b>					
	2022	2022	Actual	%	Note
	YTD Budget	YTD Actuals	Variance	Variance	Reference
<b>Revenues</b>					
Grants	32,000	8,644	(23,356)	(73%)	1
User Charges	53,900	53,115	(785)	(1%)	
Contribution from Reserves	14,000		(14,000)	(100%)	2
<b>Total Revenues</b>	<b>99,900</b>	<b>61,759</b>	<b>(38,141)</b>		
<b>Expenditures</b>					
Labour	205,200	211,451	(6,251)	(3%)	
Purchases	143,400	114,445	28,955	(20%)	3
Contracted Services	27,000	14,806	12,194	(45%)	4
Contribution to Reserves	29,400	29,407	(7)	(0%)	
Interfunctional Adjustments	(15,900)	(15,900)		0%	
Debt Principal & Interest	84,300	84,315	(15)	(0%)	
<b>Total Expenditures</b>	<b>473,400</b>	<b>438,524</b>	<b>34,876</b>		
<b>Total Net Levy</b>	<b>(373,500)</b>	<b>(376,765)</b>	<b>(3,265)</b>		
<b>Notes</b>					
1- Intake 3, Implementation Stream - Automated Busi					
2 - Intake 3, Implementation Stream - Automated Business Directory Application					
3 Advertising Expense over \$9,700; Special Projects under \$ 49,200 - Intake 3, Implementation Stream - Automated Business Directory					
4 Subcontractor Expense under \$19,100 -CIP program					

	<b>2022</b>	<b>2022</b>	<b>Actual</b>	<b>%</b>	<b>Note</b>
	<b>YTD Budget</b>	<b>YTD Actuals</b>	<b>Variance</b>	<b>Variance</b>	<b>Reference</b>
<b>Revenues</b>					
User Charges	86,000	80,000	(6,000)	(7%)	1
<b>Total Revenues</b>	<b>86,000</b>	<b>80,000</b>	<b>(6,000)</b>		
<b>Expenditures</b>					
Purchases	44,700	30,080	14,620	(33%)	2
<b>Total Expenditures</b>	<b>44,700</b>	<b>30,080</b>	<b>14,620</b>		
<b>Total Net Levy</b>	<b>41,300</b>	<b>49,920</b>	<b>8,620</b>		
<b>Notes</b>					
1 Discover Tillsonburg Advertising Revenue					
2 Discover Tillsonburg Expenses					