



**Subject: 2024 Q4 Departmental Results – Economic Development and Marketing**

**Report Number:** EDM 25-013

Department: Economic Development Department

Submitted by: Cephas Panschow, Development Commissioner

Meeting Type: Council Meeting

Meeting Date: Monday, April 28, 2025

**RECOMMENDATION**

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

**BACKGROUND**

**Economic Development Activity**

	<b>2023 Actual</b>	<b>2024 Target</b>	<b>2024 ACTUAL</b>
Lead Files Opened	77	70	65
Lead Files Closed	42	60	31
Corporate Visits	16	24	23
Client Visits	13	20	12
New Businesses Opened	36	15	44
Businesses Closed	6	N/A	19

**New Businesses**

<b>Quarter</b>	<b>Business Name/Address</b>
Q1	Bufferzone Detailing Inc* – 152 Tillson Ave GoodPud – 39 North St E
Q2	Adam Shaw CPA* – 52 Durham St Auto Care Technical Services – 130 Simcoe St Hand to Hand** Hometown Pool & Spa – 146 Tillson Ave

Quarter	Business Name/Address
	Lightweight Gym – 146 Tillson Ave Modhani Inc – 101 Spruce St Pharmasave – 33 Oxford St Provident Electrical** Oxford Pool Pros – 145 Simcoe St
Q3	Allison Osteopathy – 264 Tillson Ave Ann's Clothes Line – 85 Broadway Carey Ferris RN – 77 Broadway Cloud Nine Beauty Studio – 169 Broadway Crestwood Landscaping** David Simmonds CPA* – 19 Ridout St E Essence of Olive's Beauty Spa & Boutique – 29 Brock St W On the Mend Advanced Foot Care – 39 North St E Oversight Property Management – 44 Harvey St Ren's Pets – 164 Broadway Shade3 – 17 Brock St E Skill Shot Pinball – 102 Tillson Ave Southwest Counselling – 77 Broadway Tech Willow – 77 Broadway The Olive Eatery – 518 Broadway Tiny Hands Daycare – 56 Potters Rd
Q4	Cali Home Décor** Captain's Sharpening** Fast Eddies/Esso – 116 Simcoe St Fiore Verde Cannabis – 52 Simcoe St Funny Bees Daycare** JTS Counselling Services – 169 Broadway Kano Nails Salon – 51 Simcoe St Lees Beauty Studio** Library Lane Chiropractice and Wellness Centre – 1 Library Lane Loads of Laundry – 102 Tillson Ave Lorian Learning Academy** MB's Furnace Filters** My Broadcasting Corporation (TBD) Otter Creek Kitchen Designs – 39 Broadway Rosso Barber – 18 Oxford Roulston's Pharmacy – 671 Broadway Sacred Spells – 71 Broadway

\*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**

<b>Quarter</b>	<b>Business Name/Address</b>
Q1	Auto Spa Plus* - 152 Tillson Ave Light House Treasures – 147 Broadway Tillsonburg Rentals – 146 Tillson Ave The Source – 200 Broadway Tillsonburg CPA* - 52 Durham St XQZT Flowers – 29 Brock St W
Q2	Lady's a Champ/Frat House – 200 Broadway Preloved Possibilities – 39 North St E
Q3	Bennett Clothier – 127 Broadway D-lish* - 518 Broadway Frank Hodi CA* - 34 Harvey St Rinconcito – 1 Library Lane Tee Burg Golf Academy – 690 Broadway The Missing Sock* – 102 Tillson Ave
Q4	Frantic Upholstery – 356 Tillson Ave Sinden's – 193 Broadway Back in Motion Physiotherapy & Rehabilitation Clinic–19 Baldwin St Whatley Boutique – 44 Harvey St

The below tables summarize the status of the 2024 Business Plan Operating and Capital Budget objectives.

**Table 1: 2024 Business Plan Objectives**

<b>Objective</b>	<b>Budget Value</b>	<b>Target Date</b>	<b>Status</b>
Community Improvement Plan (Applications)	\$60,000	Ongoing	CIP program updated Q1 2024 Council approved applications from 1991041 Ontario Inc, Harvest Ave Inc, Schep's Bakeries
High Tech Manufacturing Action Plan (Hub Development)	\$5,000	Ongoing	Reallocated to Part time Labour Contract Extension per report EDM 24-016
SOMA Membership Increase	\$24,000 (\$2,000 Membership Increase)	Q4	Completed. Budgeted \$2K increase, but only went up \$550
Discover Tillsonburg (Additional Video Production)	\$10,000	Q4	Completed – Selfie Campaign

## EDM 25-013 2024 Q4 Departmental Results – EDM

Discover Tillsonburg – Turtlefest Sponsorship	\$2,500	Q2	Completed – Sponsored 360 Video Selfie Booth
Town Hall Project Support	Not applicable	Ongoing	Site options reviewed and narrowed to two. Funding plan approved
Chamber Awards - Grant	\$4,000	Q3	Completed
Chamber Awards - Sponsorship	\$4,000	Q3	Completed
Youth Robotics Challenge	\$1,000	Q4	Completed
Airport Business Development	TBD (Fly-in tours)	Q4	Draft Fly-in tour packages finalized
CF Oxford Partnership (Pop-up)	\$4,000	Q4	Funds re-allocated to contract staff Two events (spring and fall) held in 2024
Project Big Swing	\$4,784,000	Ongoing	In process – Lands secured April 18, 2024. Working on development and public engagement plans Update report to Council.
Engineering Design Services for Rokeby Road Property	\$265,000 with offsets per Report DCS 20-22	Q3 Q4 2025	Rokeby Rd design completed, obtaining Norfolk funding, reconsidered hydro pole design Project deferred until Q4 2025 or possibly 2026 as requirement to rehabilitate Rokeby Rd not immediate
Full-time Labour Re-allocation/PT Contract Continuation	\$56,000	Q2	Transfer of recreation guide to Communications delayed until Q1 2025, but PT Contract extension completed
Bridge St Re-Imagining	\$80,000 from reserves (plus \$20,000 from private sector)	Ongoing	Final (100%) conceptual plans and preliminary budget costing received and being reviewed in conjunction with Town's Asset Mgmt plans
Business Improvement Association – Contribution to Capital Expenditures	\$20,000	Ongoing	Completed

Van Norman Innovation Park – Additional Land Acquisition	\$4,200,000	Q4	Completed. Lands acquired April 16, 2024
Van Norman Innovation Park – Plan of Subdivision/ Engineering Design	\$300,000	Q4 Q4 2025	Project management contract on-going
Van Norman Innovation Park – Plan of Subdivision and Servicing	\$5,112,000	Q4 Q2 2025	Engineering design, including EIS, topographical survey, geotechnical studies, underway in anticipation of Plan of Subdivision application
Ground Lease Enhancement	Positive net levy impact	Q4	Title issues on Town lands resolved, financial review completed along with legal review, potential development sites being explored

## DISCUSSION

In terms of Economic Development & Marketing activity, many metrics were strong with new business openings at record levels although along with significant business closures. Corporate visits to local companies were on-target with lead files opened at historical average after a few years of record investment interest.

Some key investment made into the community over the past year are:

- 9 North St W Property
- Eyes Childcare Centre
- Chuck's Roadhouse
- Grant Haven Media
- Legend Rubber/Fleet Expansion
- Paws & Claws
- Schep's Bakeries
- Six Pence & Sage Dress Shop/Boutique

There are also a significant number of expansions in the approval process and these total in excess of 400,000 square feet of proposed industrial space.

Expansions by existing businesses currently approved or in progress include:

- Marwood Int'l (41,400 SF)

- THK Rhythm Automotive (17,000 SF)
- Triumph Trailer Sales Expansion (10,000 SF)
- Wise Line Metal Sales Inc (37,486 SF)

The Town of Tillsonburg continues to experience strong levels of investment and developer interest and additional opportunities will arise as the Town continues to invest in bringing additional industrial lands to market.

## 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 will be provided with a summary of these metrics.

## FINANCIAL IMPACT/FUNDING SOURCE

The Economic Development & Marketing Department variances for 2024 are as follows:

Department	Variance (Brackets denote under budget)	Explanation
Development & Communications (500)	(\$17,284)	Additional revenues towards Bridge St Project
Economic Development (505)	(\$17,843)	Ground Lease  Net Labour over - Contract Position  Special Projects Under - Ground Lease & THIMA Hub Development  Subcontractor Expense under - CIP program  Legal Expense over \$16,700
<b>TOTAL</b>	<b>(\$35,127)</b>	

## 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


1. Appendix A – Q4 Dev & Comm Operating Financial Summary
2. Appendix B – Q4 Ec. Dev. Operating Financial Summary

## Appendix A – Devel &amp; Comm Q4 Operating

 <div> <b>Financial Plan</b>  <b>Operating Plan - Cost Code Summary</b>  <b>Devel &amp; Communication Services</b>  As of December 31, 2024 </div>					
	2024	2024	Actual	%	Note
	YTD Budget	YTD Actuals	Variance	Variance	Reference
10 Gen					
<b>Revenues</b>					
User Charges	80,000	100,000	20,000	(25%)	1
Contribution from Reserves	39,500	39,479	(21)		
<b>Total Revenues</b>	<b>119,500</b>	<b>139,479</b>	<b>19,979</b>		
<b>Expenditures</b>					
Purchases	72,000	74,155	(2,155)	3%	
<b>Total Expenditures</b>	<b>72,000</b>	<b>74,155</b>	<b>(2,155)</b>		
<b>Total Net Levy</b>	<b>47,500</b>	<b>65,324</b>	<b>17,824</b>		
<b>Notes</b>					
1 Station View Developments - Contribution to Bridge St Design					



## Appendix B – Q4 Ec. Dev. Operating

 <div> <b>Financial Plan</b>  <b>Operating Plan - Cost Code Summary</b>  <b>Economic Dev</b>  As of December 31, 2024 </div>					
	2024	2024	Actual	%	Note
	YTD Budget	YTD Actuals	Variance	Variance	Reference
10 Gen					
<b>Revenues</b>					
Grants	5,000	9,526	4,526	(91%)	
User Charges	46,500	46,604	104		
Contribution from Reserves	78,868	64,974	(13,894)	(18%)	1
<b>Total Revenues</b>	<b>130,368</b>	<b>121,104</b>	<b>(9,264)</b>		
<b>Expenditures</b>					
Labour	291,325	312,139	(20,814)	7%	2
Purchases	118,518	104,002	14,516	12%	3
Contracted Services	70,000	36,674	33,326	48%	4
Interfunctional Adjustments	16,900	16,800	100	1%	
Debt Principal & Interest	58,868	58,889	(21)		
<b>Total Expenditures</b>	<b>555,611</b>	<b>528,504</b>	<b>27,107</b>		
<b>Total Net Levy</b>	<b>(425,243)</b>	<b>(407,400)</b>	<b>17,843</b>		
<b>Notes</b>					
1 Ground Lease					
2 Net Labour over - Contract Position					
3 Special Projects Under - Ground Lease & THIMA Hub Development					
5 Subcontractor Expense under - CIP program; Legal Expense over \$16,700					