



Subject: 2025 Q4 Departmental Results - Economic Development and Marketing

Report Number: EDM 26-007

Department: Economic Development Department

Submitted by: Cephas Panschow, Development Commissioner

Meeting Type: Council Meeting

Meeting Date: Monday, April 13, 2026

RECOMMENDATION

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

BACKGROUND

Economic Development Activity

	2024 ACTUAL	2025 Target	2025 ACTUAL
Lead Files Opened	65	70	67
Lead Files Closed	31	60	35
Corporate Visits	23	24	23
Client Visits	12	20	23
New Businesses Opened	44	15	29
Businesses Closed	19	N/A	7
New Businesses to Closed Businesses Ratio	2.3 to 1	N/A	4 to 1

New Businesses

Quarter	Business Name/Address
Q1	Care First Physio – 102 Tillson Ave David Kane Renovations**

Quarter	Business Name/Address
	Emily Rice, Registered Psychotherapist – 264 Tillson Ave Lisa Baubie, Mortgage Agent** Sue Wilson, Ayurvedic Treatment Provider – 264 Tillson Ave
Q2	Mortality - 19 Baldwin St Beautifully Obsessed Boutique – 21 Ridout St W Chuck's Roadhouse – 671 Broadway Express Medi Spa* - 55 Brock St E Fresh Barbers – 102 Tillson Ave Lakeside Property Maintenance* Osmows – 671 Broadway Paws & Claws Veterinary Clinic – 356 Tillson Ave Roulston's Pharmacy – 671 Broadway Shades3 Window Fashions – 17 Brock St E Snackrite Foodie Services Inc - 145 Simcoe St Stacked Pancakes & Breakfast House – 200 Broadway
Q3	Correy and Rita's No Frills - 671 Broadway Foil & Fade Hair Studio* – 7A Brock St E Grappler's Grove - 1418 Bell Mill Side Road Rain or Shine PlayCentre – 55 Broadway Tillsonburg Unattached Care Clinic - 671 Broadway Calmly Connected Consultancy**
Q4	Flawless Finish Laser Hair Removal and Skin Rejuvenation* JMY Legal Help - 164 Broadway Mimi's Mini's Daycare** The Blush Bar by Nicole** The Health Hut – 5 Harvest Ave Schep's Bakeries Inc – 1030 Progress Dr

*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	Prouse Supply – 75 Spruce St
Q2	PeaveyMart – 121 Concession St E Broadway Cinema – 518 Broadway Split Ends Hair Studie – 55 Brock St E Bufferzone Detailing
Q3	Brock Street Barber – 7A Brock St E Mortality – 19 Baldwin St
Q4	

The below tables summarize the status of the 2025 Business Plan Operating and Capital Budget objectives.

Table 1: 2025 Business Plan Objectives

Objective	Budget Value	Target Date	Status
Community Improvement Plan (Applications)	\$30,000	Ongoing	6 applications approved by Council: <ul style="list-style-type: none"> • 2 Innovation Way • 167 Simcoe St • 102 Tillson Ave, Units I & F • 146 Tillson Ave • 356 Tillson Ave
Discover Tillsonburg (Additional Video Production)	\$5,000	Q4	Ongoing
Enhanced Business Processes (Zoho)	\$3,000	Q1 – Q4	Ongoing improvements to Customer Relationship Management software
Chamber Awards - Grant	\$4,000	Q3	Completed
Chamber Awards - Sponsorship	\$5,500	Q3	Completed
CF Oxford Partnership (Pop-up Guest Speakers)	\$2,000	Q4	Pop-up Entrepreneurial Services events held on May 14 and November 13
Town Hall Project Support	\$11 M offset by \$5.5 M in revenue	Ongoing	31 Earle St (building portion) made available for sale 31 Earle St (lands) rezoning approved in principle by Town Council on November 10 with County approval in 2026

EDM 26-007 2025 Q4 EDM Results

Objective	Budget Value	Target Date	Status
Project Big Swing	\$6,000,000	Ongoing	Public engagement plan and supporting information being finalized
Engineering Design Services for Rokeby Road Property	\$265,000 with offsets per Report DCS 20-22	Q4 2025	Rokeby Rd Rehabilitation Design at 100% stage with determination made to leave hydro pole line “as-is”
Rokeby Road Property – Construction	\$400,000	Q4	Norfolk contribution confirmed. Tender to be issued in Q2 2026
Van Norman Innovation Park – Planning and Design	\$300,000	Q4 2025	Draft Plan of Subdivision submission made on July 11, 2026, working through comments to move towards draft plan approval in 2026
Van Norman Innovation Park – Construction	\$9,312,000 offset by \$8,096,000 in land sale and debt revenues	Q4 2025	Subject to final approvals and suitable tender prices
Van Norman Innovation Park – Marketing Campaign	\$10,000 (increased by \$11K per report EDM 25-012)	Q4	Marketing of first 15 acres underway with one conditional agreement for 5 acres in place
Progress Dr Extension	\$600,000 with offsetting \$600,000 in land sale revenues	Q4	Progress Dr Extension project completed. Negotiating land sale
Bridge St Re-Imagining	Asset Management Planning	Ongoing	Final streetscape plan approved in principle by Council on July 14 with additional report due Q2 2026 Council approved Operations recommendation to salvage bridge remnant
Ground Lease Enhancement	\$10,000	Q4	Financial review completed

Objective	Budget Value	Target Date	Status
Asset Management Work, Land Assets	Staff Time	Q1 and ongoing	In process
Project Polyiso Investment Support	\$TBD per CLD EDM 23-02	Q4	In process. Agreement re rail corridor being finalized to be brought forward to Council

DISCUSSION

In terms of Economic Development & Marketing activity, some metrics were strong with client visits, arguably the most important investment indicator, being above target at 23 visits. New business openings were down from 2024’s record levels but with lower business closures, the ratio of new businesses to closed businesses was nearly doubled with four businesses opening for each one that closed. Corporate visits to local companies were on-target with lead files opened around historical averages.

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

- Hoover Industries - Purchase of adjacent 71 Lincoln Street property
- Wise Line Tools - First land sale in Phase 2 of the Van Norman Innovation Park
 - Will result in the construction of a 33,750 square foot warehouse, repair and sales building with the potential to increase to 48,752 square feet and job growth of 25 – 40 jobs in the future
- Buildings Under Construction or Completed Construction in 2025
 - East Elgin Concrete
 - Legend Rubber/Legend Metal building
 - Assignment of 2 acres of industrial land to enable future growth
 - Marwood International
 - Soprema

Two properties were declared surplus/sold in 2025:

- Moose Street Right-of-Way
- Clearview Drive Rear Lands

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)	-	
Economic Development (505)	(\$14,576)	Rent Revenue increase - Industrial Agricultural Land Debt principal and interest under \$10,000 Supplies under \$2,000 Meeting expenses over \$3,000 PILs and Tax expenses over \$3,700 Consultant and legal expenses over \$7,000 Subcontractor expenses under \$18,000
TOTAL	(\$14,576)	

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 – Development & Communications Q4 Operating

	<p>Financial Plan Operating Plan - Cost Code Summary Devel & Communication Services</p> <p>As of December 31, 2025</p>				
	2025	2025	Actual	%	Note
	YTD Budget	YTD Actuals	Variance	Variance	Reference
Revenues					
User Charges	80,000	80,000			
Total Revenues	80,000	80,000			
Expenditures					
Purchases	20,000	20,000			
Total Expenditures	20,000	20,000			
Total Net Levy	60,000	60,000			

Appendix B – Q4 Economic Development Operating

	Financial Plan Operating Plan - Cost Code Summary Economic Dev As of December 31, 2025				
		2025	2025	Actual	%
	YTD Budget	YTD Actuals	Variance	Variance	Reference
Revenues					
Grants	6,500	4,688	(1,812)	(28%)	
User Charges	44,500	62,263	17,763	(40%)	1
Contribution from Reserves	67,935	57,935	(10,000)	(15%)	2
Total Revenues	118,935	124,886	5,951		
Expenditures					
Labour	265,500	262,852	2,648	1%	
Purchases	103,041	108,094	(5,053)	5%	3
Contracted Services	55,000	43,944	11,056	20%	4
Interfunctional Adjustments	20,096	20,100	(4)		
Debt Principal & Interest	57,935	57,957	(22)		
Total Expenditures	501,572	492,947	8,625		
Total Net Levy	(382,637)	(368,061)	14,576		
Notes					
1. Rent Revenue increase - Industrial Agricultural Land					
2. Debt principal and interest under \$10,000					
3. Supplies under \$2,000; Meeting expenses over \$3,000 ; PILs and Tax expenses over \$3,700					
4. Consultant and legal expenses over \$7,000 ; Subcontractor expenses under \$18,000					