

	Report Title	Highway 3 Business Park Naming – Survey Results
	Report No.	DCS 19-03
	Author	Cephas Panschow
	Meeting Type	Council Meeting
	Council Date	MARCH 11, 2019
	Attachments	Survey Results Summary

RECOMMENDATION

THAT Council receive Report DCS 19-03 Highway 3 Business Park Naming – Survey Results as information.

EXECUTIVE SUMMARY

The purpose of this report is to provide Council with the results from consulting with the businesses located in the Industrial Park along Clearview Drive and North of Highway 3 regarding the new name for that industrial area.

BACKGROUND

Council approved the following motion at their January 14, 2019 meeting:

THAT Council receive the correspondence from the Development Committee regarding the naming of the Highway 3 Business Park dated December 11, 2018;

AND THAT Council adopt the name “Van Norman Innovation Park (VIP)” as the new name to market the industrial park;

AND FURTHER THAT the name “Van Norman Innovation Park (VIP)” apply to the industrial park on both sides of Highway 3.

However, Council did direct staff to consult with the existing businesses located in that regarding the new name. In that regard, a short, seven question electronic online survey was created using Survey Monkey and sent to 39 email addressed to companies within the industrial park. The original email was sent on February 2 with a reminder on February 5. Due to the lack of responses, the deadline was extended with another reminder sent out again on February 21.

Despite the repeated follow up and extensions, only five responses were received. A quick summary is below:

- All five respondents were aware of the previous name (VanNorman Industrial Park);
- Two respondents liked the new name and two respondents did not with one respondent being uncertain;
- Respondents liked the new name because of (1) Historical tie to one of Tillsonburg's co-founders, (2) The focus on Innovation, and (3) Can use the abbreviation of "VIP" to market the park with one respondent choosing each of these reasons;
- Respondents did NOT like the new name because of (1) The name is too long, (2) I liked the old name better, and (3) Other reasons;
- Response rate was 13% (5/39).

Comments received along with staff's response are shown below.

Comments (as received in the survey)	Response
I think its tacky. We are an industrial park. The paper work and cost involved in changing names wont make any company be like "oh wow INNOVATION park" better go there instead of the next town.	<p>There is minimal paper work and cost associated with changing the name although it should be noted that increased marketing for the park, regardless of the name, may have some costs associated with it and as approved through the regular budget process.</p> <p>While changing the name may not directly result in a company choosing Tillsonburg, it can help with marketing the Town and business park for future oriented industries</p>
I do think its a bit long. But I am ok with it, if thats what peopke want.	
The name sounds to much like a residential zone rather than an industrial zone and it eats up a lot of space on the address line when printing shipping labels	It is not necessary nor standard procedure for companies to list the name of the industrial zone when printing labels. Typically, the street address and postal code will suffice.
My only concern would be the costs for renaming the industrial Park which is not available in this survey. Will there be any cost due to the change for businesses with current site plans that have not started a second phase? As small a change to current site plans going into phase 2 it's still a change that will need to be updated. Also signage at the road will that need to be changed/updated causing costs to Tillsonburg will the cost be worth the new name?	<p>There is minimal paper work and cost associated with changing the name although it should be noted that increased marketing for the park, regardless of the name, may have some costs associated with it and as approved through the regular budget process.</p> <p>It is not anticipated that there will be any costs for businesses nor any costs associated with changing signage as there is no signage with that name on it.</p>

CONSULTATION/COMMUNICATION

The former Development Committee, which was comprised of a business and manufacturing leaders, provided Council with a number of recommendations related to the Highway 3 Business Park including the letter on January 14, 2019. In addition to their review, Council requested that the businesses in the Southwest Industrial Area be consulted as well, which has now been completed.

FINANCIAL IMPACT/FUNDING SOURCE

There is no financial impact related to this report.

COMMUNITY STRATEGIC PLAN

Through the development of a new name through the Development Committee and further consultation with the affected businesses, staff believe that these actions support Theme 1.2 of the Community Strategic Plan, which identifies the goal of Streamlining communication and effectively collaborating within local government.

Report Approval Details

Document Title:	Report DCS 19-03 Highway 3 Business Park Naming - Survey Results.docx
Attachments:	- Survey_Results-New_Name.pdf
Final Approval Date:	Mar 6, 2019

This report and all of its attachments were approved and signed as outlined below:



David Calder - Mar 6, 2019 - 4:11 PM