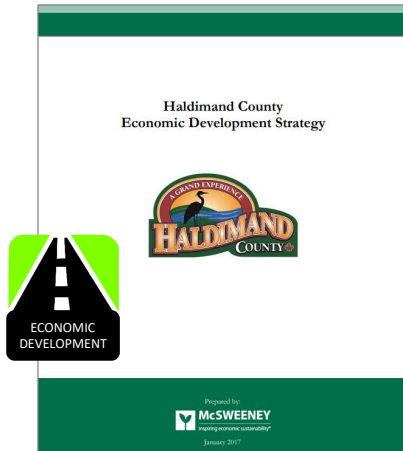




Roadmap for the Future

Haldimand County Economic
Development Strategy



Haldimand County Tourism Strategic
Action Plan



Approved by Council in 2017

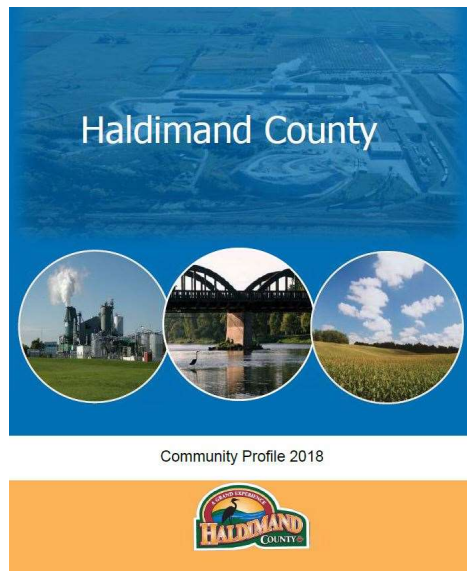
2018 Work Plan

- ✓ Website Launch: Corporate, Business & Tourism sites
- ✓ Business Development and Planning Advisory Committee
- ✓ Formalization of Tourism Destination Management Organization
- ✓ Brand Strategy and Implementation (Economic Development & Tourism)
- ✓ Cycling Capital
- ✓ Business Retention & Expansion Program
- ✓ Pilot Program for Street and Sidewalk Patio's (Downtown Revitalization)

2018 Work Plan | Continued

- ✓ Marketing: Publication Updates, Social Media, Travel Media, Cruise the Coast Partnership, Ontario By Bike, Photography, Consumer Campaigns
- ✓ Tourism Data Collection Program
- ✓ Community Improvement Plan: 10 year review and update
- ✓ Farmers Markets: Operations
- ✓ Tourism Network Meetings

Community Profile



- ✓ Demographics
- ✓ Wages & Labour Force
- ✓ Taxes
- ✓ Utilities
- ✓ Planning & Development
- ✓ Business Support Programs

Launched Fall 2017
& Updated Quarterly

Engaging the Business Community

- Business Development and Planning Advisory Committee
- Haldimand Business Network
- Agricultural Advisory Committee
- Haldimand Tourism Network



Improved Customer Service

2018 – 2020

Improving access to services and streamlining processes.

- New and improved County website
- Improved software and technology
- Accessible self-service functionality
- Increased social media presence



Community Hub Services

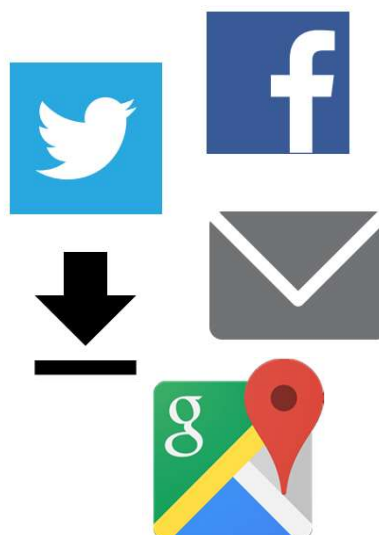
All Libraries to Launch Fall 2019



- Access to municipal information and services.
- Additional computers, dedicated phone lines and Library's wireless services.
- Trained staff to assist in navigation of online services including payments and registrations, locating documents, forms and info.

Social Media & Communications

- Regular, timely communications to ensure a well-informed and engaged community.
- Corporate Facebook & eNewsletter launched in 2018.
- Economic Development and Tourism Facebook & Newsletter
- Customer Service Representatives trained and providing support via Social Media channels.



Business Attraction

Long-term activities

- Growth Strategies
- Industrial Lands considerations



Business Retention & Expansion

- Practical advice and business connections to assist with:
 - Starting a business
 - Succession Planning
 - Exporting & New Markets
 - Expanding
 - Selling a business



Community Improvement Plans

- ✓ Downtown Areas Community Improvement Plan established in 2008 and Rural Business and Tourism Community Improvement Plan in 2011
- ✓ In 2017, 12 applications leveraging \$414,775 in investment
- ✓ Since 2008;
131 projects across Haldimand County

\$1,221,122 in grants contributing to \$5,507,343 million in private sector improvements



12 Argyle Street North,
Caledonia

Photo courtesy of Seguin
Engineering

Community Improvement Project Downtown Housing/Façade Improvement



17 Argyle Street North, Caledonia

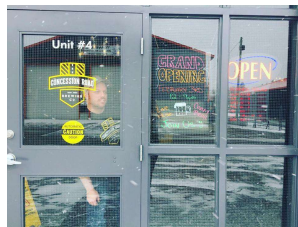


Community Improvement Project Downtown Housing/Façade Improvement



17 Argyle Street North, Caledonia

Community Improvement Project Building Renovation/Façade Improvement



17 Talbot Street East, Jarvis

RBTCIP | Value Added Agriculture



131 River Road, Dunnville



1019 Bains Road, South Cayuga

RBTCIP | Façade Improvement Grant



2 Main Street
West,
Fisherville

2 Erie Ave
South,
Fisherville



New Website



➤ Summer 2018 launch of Business & Tourism Website

- ✓ Great Images / Graphics
- ✓ Mobile Friendly
- ✓ Easy Navigation
- ✓ Value Added Content
- ✓ Searchability
- ✓ Accessible



In alignment with Haldimand County
Corporate site relaunch

Product Development Maps & Guides



Award Winning Publications

Economic Developers Council of Ontario – Award of Excellence



Winning Publication
(in its population category)



**Honourable
Mention**



More Robust Marketing

- Formalize the services that Economic Development and Tourism currently delivers to our operators.
- Updated branding for both Business and Tourism in Haldimand County (2019-2020).

TOURISM HALDIMAND



New Tourism Product Development



Tourism Experiences focus on:

- connecting on an emotional level;
- adventure, personalization, local culture;
- storytelling and local people;
- sense of place - unique to Haldimand;
- customization, and are upscale, which demands a higher purchase price.



Tourism Data Collection



- Launched in 2017
- 15 partners collected data
- 387 surveys collected
- 222 postal codes collected
- Information used to create profiles of current tourist to Haldimand

Origin of Canadian Tourists



Haldimand County Projects



Cayuga Library & Heritage Centre

New Building – Fall 2018



- 6,500 sq. ft. facility
- Accessible washrooms, service desk, parking, wider aisles, computer stations
- 600 sq. ft. Genealogy Centre
- 800 sq. ft. Museum exhibit space

Central Administration Building

New Construction - Fall 2019 Completion



- 42,900 sq. ft., 3 storey design
- Maximizing administrative & operational efficiencies
- Centralizing 6 administration buildings
- Saving rental costs and upkeep on building that are at their usable lifespan

Dunnville Waterfront Park & Farmers Market / Pavilion



New Construction - 2018

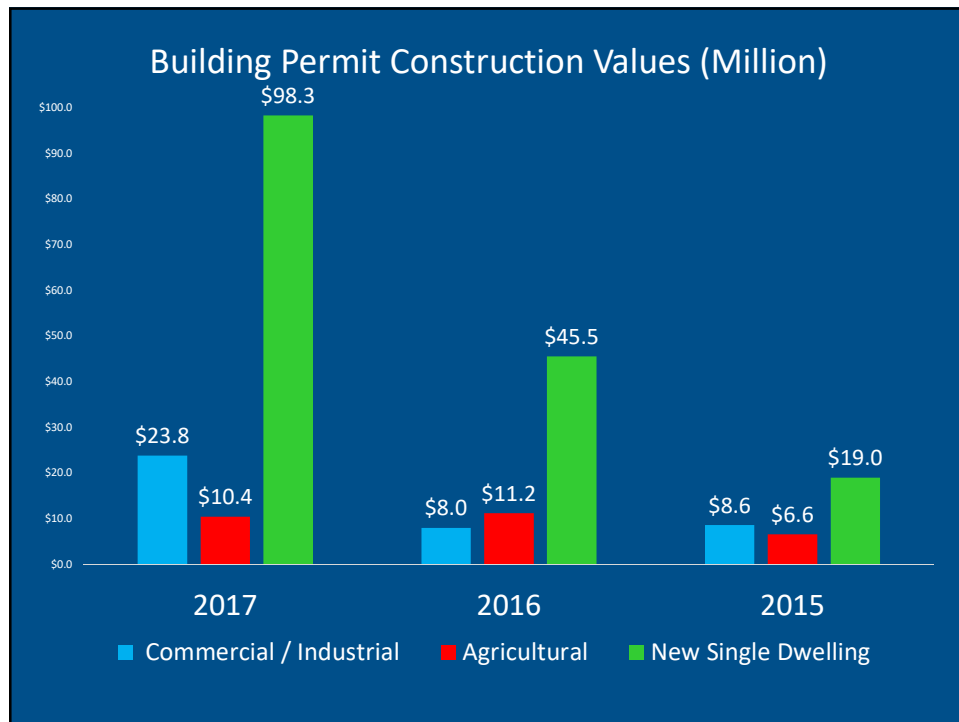
Dunnville Waterfront Park & Farmers Market / Pavilion

New Construction - 2018

- 5,000 sq. ft.
- Post and beam-type wood frame construction
- Roll-up commercial garage doors - 3 season use
- Enclosed foyer with washrooms to serve both the park and market
- Multi-functional design allows use as a rental / public space



Development in Haldimand County



Development in Caledonia



- Replica of Old Mill - 8,000 sq. ft.
- Potential space for up to 50 employees
- Demolition underway and construction set to commence in the Fall

- 3 Story mixed use building
- 50+ apartments
- 15,000+ sq. ft. commercial space
- Construction underway



Development in Cayuga



- 2 new commercial projects - restaurant and bank
- Each building 2,750 sq. ft.
- Restaurant construction is well underway and the bank construction has begun.

Development in Townsend



- Construction underway for major expansion of Parkview Meadows Retirement Home
- 37 new apartments
- New dining hall and additional parking

Rural Development



- Construction underway for new Monthill Golf Club clubhouse
- New facility - 61,000 sq. ft.
- Members area, restaurant and other amenities.



Thank you