



2022

INVEST HALTON HILLS ANNUAL REPORT



TOWN OF HALTON HILLS
ECONOMIC DEVELOPMENT

A MESSAGE FROM THE MAYOR



I am pleased to be contributing to the 2022 Invest Halton Hills Annual Report for the first time as your new Mayor. The annual report serves to reflect upon and highlight various economic development and tourism initiatives and accomplishments over the course of a challenging, but highly productive, year.

Despite the challenges of the current business environment experienced world-wide, Halton Hills remains a prime investment destination. Business investments not only make a vital contribution to our community by creating local jobs, but they also generate non-residential assessment. This assessment is key to the Town's ability to provide the services that our residents and businesses rely on every day.

As a community that has long been recognized for its natural beauty, active agricultural community, quality of life and desirable location on the edge of the GTA, the slogan 'small town living at its best' sums up Halton Hills' character in a nutshell.

As a Town, we have fostered an environment for businesses to thrive including the Premier Gateway with its prime location at major transportation hubs; supported small businesses and targeted investment in key sectors; and developed a Business Concierge Program that offers white glove service to expedite strategic investments.

As you will see in the coming pages, the Town has a robust economic development workplan – and we are not just thinking of the economy of today. We are very much thinking into the future and making critical connections to ensure future economic prosperity.

The economic prosperity of our community is a key Council priority. Your new Council is committed to being enablers, ambassadors and cheerleaders for small, medium and large businesses across Halton Hills. Your success is our success.

A handwritten signature in black ink that reads 'Anna Sawlor'.

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ECONOMIC DEVELOPMENT OVERVIEW

Invest Halton Hills provides a full suite of high-quality services and supports to the local business community that in turn foster a prosperous economy and enhance quality of life. These include:

- Financial incentives via the Community Improvement Plan (CIP)
- Business Retention and Expansion (BR&E) programming
- Investment attraction, expansion and relocation
- Business Concierge Program
- Site selection assistance
- Market research
- Industry engagement
- Workforce development
- Amplifying tourism's economic benefits
- Leveraging and supporting the arts and culture sector

Invest Halton Hills strives to be an economic development leader, actively attracting and supporting local and international business opportunities. The Town is 'open for business' – offering existing and potential businesses a strategic platform for success, proximity to world-class markets, a distinct community with an ideal balance between urban and rural living, and an outstanding quality of life.

A number of key strategies and programs have been developed to support existing businesses, attract new investment and market Halton Hills as a prime investment destination. These include the Economic Development and Tourism Strategy (2021-2026), Foreign Direct Investment (FDI) Attraction Strategy (2020), Business Concierge Program (2021), Business Retention and Expansion (BR&E) Program (2020), and the Digital Main Street Program (2021-2023).



ECONOMIC DEVELOPMENT & TOURISM STRATEGY (2021-2026)

A new five-year Economic Development and Tourism Strategy (2021-2026) was approved by Council in February 2021. The strategy is focused on increasing non-residential assessment growth and is a key initiative to support the sustainability of the Town's Long Range Financial Plan. It also connects to and/or helps advance other Town strategies and initiatives, including:

- Council's Strategic Plan
- Premier Gateway Phase 2B Secondary Plan
- Community Improvement Plan (CIP)
- Affordable Housing Initiatives
- Cultural Master Plan
- Public Art Master Plan
- Transit Service Strategy
- Low-Carbon Transition Strategy
- Climate Change Resiliency Strategy

Following approval of the strategy, an actionable and practical Implementation Plan was developed with outcome measurements and associated Key Performance Indicators (KPIs) corresponding to each of the strategy's goals, objectives and actions. The Implementation Plan also included associated budgets and timelines for implementing the Strategy's 137 actions.

By the end of the first year of the Strategy (2021), 7% of the strategy's actions were completed, with an additional 40% underway. By the end of 2022, 59% of the strategy's action were complete and 40% were in progress. The following page highlights the significant process on strategy action items that continued throughout 2022.



STRATEGY PROGRESS BY THE NUMBERS

TOTAL STRATEGIC ACTIONS

137

PROGRESS IN 2021

7% Actions complete
40% Actions in progress
53% Actions left

PROGRESS IN 2022

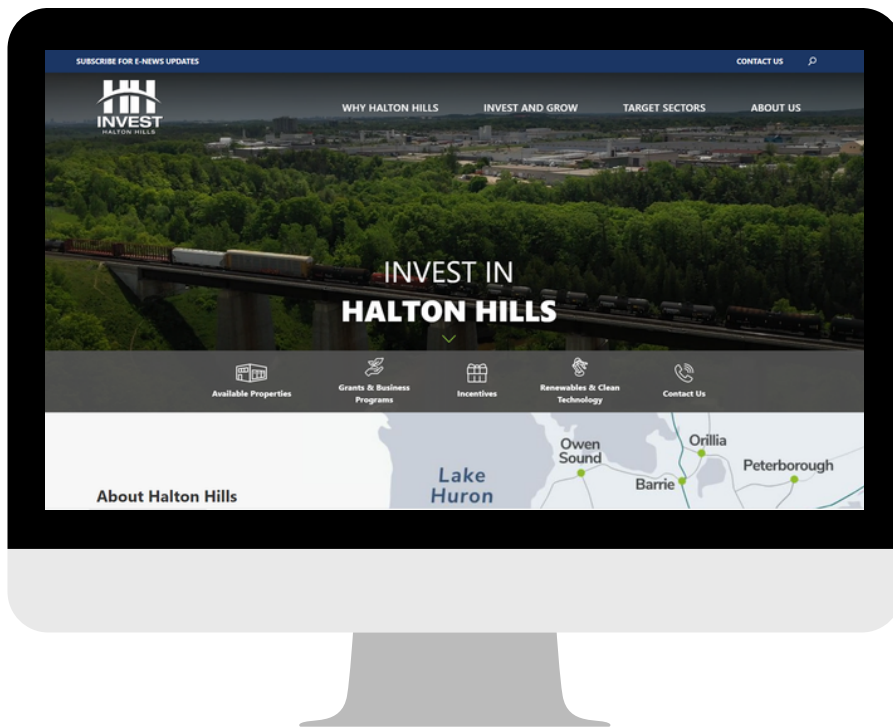
Actions
complete
59%



Actions in
progress
30%

Actions left
11%

NEW INVEST HALTON HILLS WEBSITE



As part of implementing the Economic Development and Tourism Strategy, staff began the update and redesign process for the Invest Halton Hills website in July 2021. The new InvestHaltonHills.com launched in February 2022, following the Economic Development and Tourism Strategy's recommendations that the site be revamped in order to serve as the primary source for economic development data, information and resources.

All Economic Development marketing and communications materials now link to InvestHaltonHills.com, enhancing website analytics and positioning the site as an essential place to visit for business and investment resources.

Moving forward, the new InvestHaltonHills.com will continue to showcase Halton Hills as a prime investment destination, and will be the first stop for both new and existing businesses looking for up-to-date economic development information and resources. The website provides visitors with a dynamic and easy-to-navigate experience, and serves as the Town's primary communication channel with the business community.

NEW WEBSITE (CONTINUED)

The new website features a dynamic homepage that welcomes visitors with a video, as well a map that highlights Halton Hills’ strategic location and proximity to markets. The image-rich design communicates Halton Hills’ high quality of life and helps to position the Town as a prime investment destination. The site also offers visitors easy access to a variety of resources and interactive tools, including:

- Up-to-date demographics and information that potential investors and new businesses need
- Highlights of Halton Hills’ target sectors and key businesses
- Incentives and supports for new development and business expansion through the CIP
- An overview of the process and eligibility requirements for the Business Concierge Program
- An interactive site selection tool of available land and buildings
- A news section highlighting key economic and business news to prospective and existing businesses
- Calls to Action on every page to ensure that visitors can easily connect to Economic Development staff and/or sign up for the Invest Halton Hills e-newsletter

NEW WEBSITE BY THE NUMBERS (2022):

4,658

Users

7,120

Sessions

17,050

Page Views



Average time
spent on site:

2:18



Pages most viewed:

- Home page
- CIP
- Digital Main Street
- Incentives
- Our Team



Average pages
viewed:

2.39



Largest driver
of traffic:

80%

Social Media

FOREIGN DIRECT INVESTMENT STRATEGY

Foreign Direct Investment (FDI) is a key part of the Town's proactive and comprehensive economic development efforts, and part of the Town's broader Economic Development and Tourism Strategy. FDI activities can benefit local businesses, help attract high quality local jobs, and increase non-residential assessment and associated municipal tax revenue.

Halton Hills' FDI Attraction Strategy and Action Plan was developed to complement, augment and extend the investment attraction activities undertaken by other organizations and levels of government. However, the Town's FDI efforts are focused exclusively on attracting investment to Halton Hills by leveraging detailed knowledge of local investment opportunities, market and community value propositions, and tailoring all messaging through a Halton Hills-focused lens.

Implementation of the Town's FDI Attraction Strategy began in Spring 2020 with the research and preparation of four industry-specific Investment Business Cases (IBCs) to highlight Halton Hills' investment opportunities to companies looking to expand internationally.

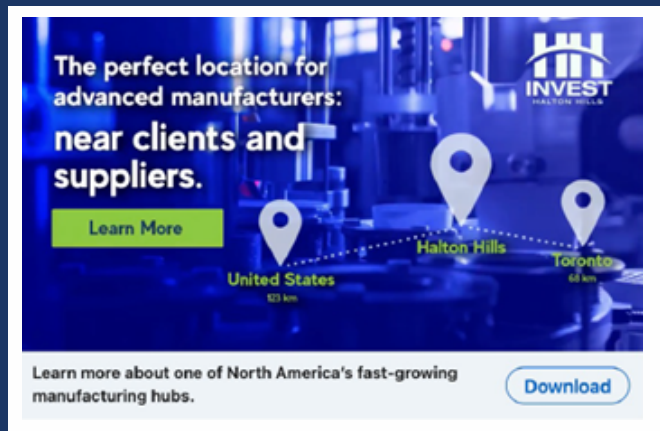
In 2021-2022, there was a continued focus on proactive investment lead generation and pre-qualification, attending virtual tradeshow, and building relationships to strengthen future in-market activities.

DIGITAL MARKETING CAMPAIGN:

In 2022, the Town launched a digital marketing campaign to deliver engaging and high-quality marketing content showcasing local investment opportunities and Halton Hills as a prime investment destination.

As the first-of-its-kind digital campaign for the Town, it targeted senior business executives and decision-makers through LinkedIn.

The campaign was successful in driving an impactful investment message, garnering approximately 110,000 impressions and approximately 300 downloads of Halton Hills' Advanced Manufacturing Investment Business Case.



FDI STRATEGY (CONTINUED)

Throughout 2022, staff focus shifted to planning and executing Halton Hills' first in-market, international trade mission. The objective was to showcase Halton Hills and attract new investments from abroad by conducting in-person meetings with pre-qualified companies and investment intermediaries. The Town's current investment pipeline of target companies and leads formed the basis of the trade mission, with the goal to secure 15-20 in-market meetings.

The trade mission centred on a robust schedule. To maximize impact, it focused on pre-qualified, face-to-face meetings with investors interested in the investment opportunities identified in Halton Hills. Complementing the pre-qualified meetings, was attendance at the Smart Product Solutions (SPS) advanced manufacturing tradeshow in Germany, as well as targeted meetings with intermediaries and investment decision influencers in Halton Hills' priority sectors.

TRADE MISSION SUCCESSES:

Lead Generation & Qualification: Staff identified investment opportunities in Halton Hills' key sectors and gained better understanding of prospects' needs and investment timelines.



Trade & Investment Opportunities: Through meetings with investment intermediaries, staff identified future Business Retention & Expansion opportunities for local businesses.

Market Intelligence: A wealth of primary market research was obtained during the mission, allowing for continuous improvement of the Town's FDI marketing materials. It will also help to refine the Town's lead generation/pre-qualification parameters moving forward.



Relationship Building: In-person meetings provided the Town with the opportunity to demonstrate that Halton Hills' is taking a strategic approach to FDI and will be a capable and responsive partner moving forward.

FDI TRADE MISSION BY THE NUMBERS

30 **MEETINGS**
13 NETHERLANDS
17 GERMANY

23 **COMPANY**
MEETINGS

14 **DAYS**

7 **INVESTMENT**
INTERMEDIARY
MEETINGS

2 **COUNTRIES**

1 **TRADE SHOW**



BUSINESS CONCIERGE PROGRAM

Halton Hills launched the Business Concierge Program in March 2021 in order to expedite the realization of key non-residential economic development projects. In today's competitive economic environment, the Business Concierge Program helps maintain the Town's 'open for business' approach, grow non-residential assessment, attract local jobs and contribute to Halton Hills' long-term financial health.

The Business Concierge Program assists projects along the full continuum of business attraction and retention – from initial concept and site selection, through to construction, project completion and beyond.

9 CURRENT / ACTIVE PROJECTS

INVESTMENT



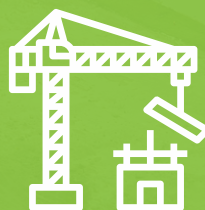
Over \$1.2 billion in investment*

EMPLOYMENT



Over 3,000 direct jobs

DEVELOPMENT



Approx. 6 million sq. ft. of built/leasable space*

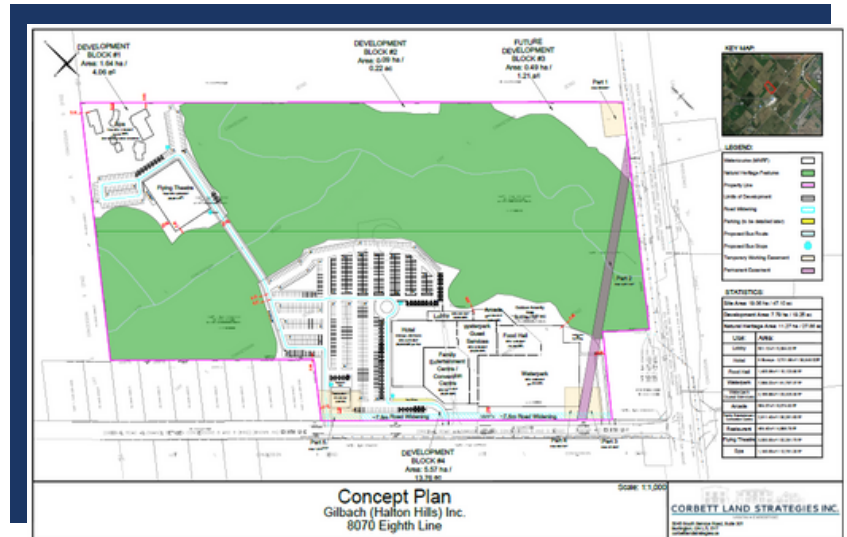
*All figures reflect potential results, pending realization of current Business Concierge projects.

BUSINESS CONCIERGE DEVELOPMENT HIGHLIGHTS

Gilbach has submitted an application seeking approvals to designate the property as Prestige Industrial and obtain permissions for a 364,000 sq. ft. integrated recreational and entertainment facility consisting of an indoor water park, hotel and conference centre – as well as ancillary uses including a family entertainment centre, food court, flying theatre, arcade and outdoor spa. The project is a first-of-its-kind development for Canada, representing a \$300 million investment, creating over 400 jobs and attracting about 600,000 visitors per year. Gilbach submitted their Official Plan Amendment application in April 2022 and the development has an estimated completion date of 2024-2025.

GILBACH

REAL ESTATE DEVELOPMENT



Enbridge is proposing to construct a 60,000 sq. ft. office building with a small accessory operations component near the southwest corner of Steeles Avenue and Winston Churchill Boulevard. The new facility will consolidate three office operations from Brampton, Milton and Burlington into a West GTA Office and Operations facility containing over 200 employees. The project is the first major office development of its kind in the Premier Gateway, and one that aligns with the Town's goals to attract higher density employment uses. Enbridge submitted their Site Plan Application in May 2022, with estimated project completion in 2024.

BUSINESS CONCIERGE DEVELOPMENT HIGHLIGHTS



CONESTOGA COLD STORAGE



Conestoga Cold Storage is building a 291,000 sq. ft. state-of-the-art cold storage facility through numerous phases with a total investment of about \$250 million.

The development will create between 150-250 jobs and represents an important atypical warehousing/logistics use that heavily utilizes automation and requires a skilled employment pool.

Nearly half of the jobs in Conestoga's warehouse will require technical skills. Conestoga Cold Storage submitted their Site Plan Application in June 2022 and the development is expected to be completed in 2024.

ProLogis has submitted a Zoning By-law Amendment and Site Plan Applications for the construction of over 1.3 million sq. ft. of leasable space, within 3 buildings, in Halton Hills' Premier Gateway Employment Area. The development represents a \$210 million investment and is currently in the site alteration phase. ProLogis is progressing through the approvals process, with Phase 1 of the project estimated to be completed by 2024.



BUSINESS CONCIERGE DEVELOPMENT HIGHLIGHTS



QuadReal is currently working through the approvals process for a 5-building, phased industrial proposal containing over 1.5 million sq. ft. of leasable space.



The proposed industrial subdivision is located in the Halton Hills Premier Gateway and will consist of development lots of varying sizes that are already seeing interest from major international companies. QuadReal submitted their second Site Plan Application submission in June 2022, with an estimated project completion in 2024.

The Panattoni Development Company broke ground in October 2022 on a 141,000 sq. ft. industrial building located on Futura Drive in Acton. The project represents a \$40 million investment, with leasing opportunities available in the latter half of 2023.



PANATTONI®

The industrial facility will feature state-of-the-art design and accommodate approximately 100-200 employees, offering the perfect location for manufacturing, warehousing or logistics-type uses. Through the Business Concierge Program, Panattoni achieved Site Plan Approval and a full Building Permit for their facility in under one year.



COMMUNITY IMPROVEMENT PLAN



The Town's original CIP was approved by Council in 2010 and included a variety of financial incentives and municipal leadership programs, tailored to address key community improvement issues in both the urban and rural areas of Halton Hills. As one of the Town's key tools in supporting local businesses, and encouraging revitalization and private sector investments that provide community benefits, a CIP update was required to ensure the program's continued success and alignment with the Town's goals and strategies.

A comprehensive review and update of the existing CIP commenced in late 2020 with the hiring of professional consultants. The project was completed over four phases:

- Background Review
- Stakeholder Engagement
- Draft CIP
- Final CIP

The Town's economic development goals and strategic priorities, as well as other key Town priority areas, were taken into consideration when determining the main areas of focus for the new CIP.

CIP UPDATE KEY FOCUS AREAS:

- Affordable Housing
- Brownfield Redevelopment
- Storefront/Main Street Revitalization
- Agriculture/Agri-business
- Heritage Buildings
- Arts and Culture
- Climate Change
- Accessibility

COMMUNITY IMPROVEMENT PLAN (CONTINUED)

Stakeholder Consultation was a key element in the creation of the new CIP. The development process included a robust engagement plan to inform the Draft CIP, including:

- Formal advisory groups through the Technical Advisory Committee and the Community Consultation Group comprised of external stakeholders including the two downtown BIAs, Halton Hills Chamber of Commerce, Halton Federation of Agriculture, Halton Region and local business representatives
- Establishing and regularly updating a dedicated project webpage, as well as a page on Let's Talk Halton Hills
- A targeted online survey for property owners and tenant businesses
- Engagement of subject matter experts and focus groups, including consultation with community stakeholders such as the BIAs and several Town Committees, including:
 - Heritage Halton Hills
 - Accessibility Committee
 - Culture Services Committee
 - Tourism Advisory Committee
 - Affordable Housing Working Group
 - Small and Medium-sized Businesses
 - Large Employers
 - Developers/Landowners
 - Agricultural/Rural Area Stakeholders

"Working with Allison and the team in Economic Development made the complete process incredibly smooth and simple. We are just extremely grateful that there is a program such as this that allows us to help beautify our business."

- SangWon Bak, Acton Discount

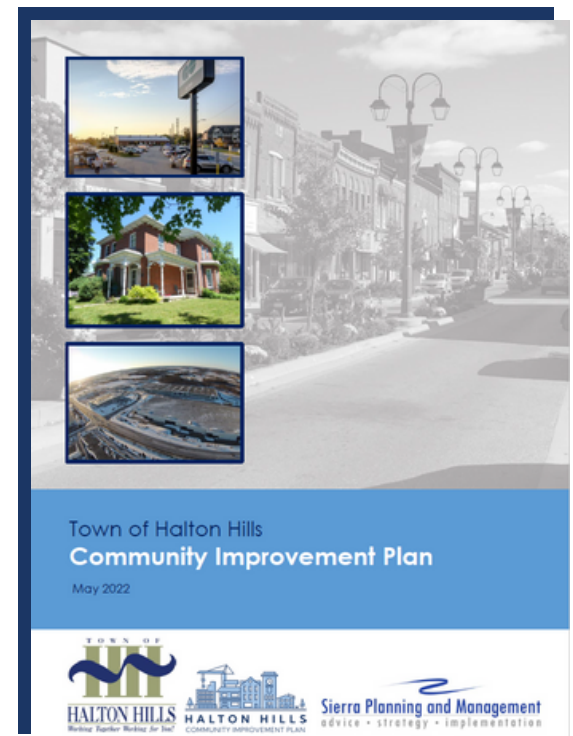
The Town's new CIP launched in July 2022, accepting applications on an ongoing basis through a more streamlined one-window process:



COMMUNITY IMPROVEMENT PLAN (CONTINUED)

The suite of programs within the new CIP has been carefully developed to maximize community benefits, encourage downtown vibrancy, respond to stakeholder feedback and enable effective implementation. The new CIP programs are:

1. Façade Improvement Grant
2. Building & Property Renovation Program
3. Commercial Property Accessibility & Energy Efficiency Retrofit Program
4. Agricultural Building Renovation Grant
5. Environmental Site Assessment (ESA) Grant
6. Multi-Stream Tax Increment Equivalent Grant
7. Planning Fees & Building Permit Grant
8. Affordable Housing Development Charges Program
9. Non-Residential DC Deferral – Interest Grant
10. Environmental Remediation Tax Cancellation Assistance Grant



CIP MARKETING VIDEO:



To communicate the launch of the new CIP, a video was created and shared widely through Town social media, e-newsletters and other channels. A full marketing campaign in 2023 will provide ongoing promotion and communication of available programs throughout the life of the CIP.

2022 CIP RECIPIENTS:

A new Acton business, Zapa Projects, received a Community Improvement Program Façade Improvement Grant of \$7,395 in October 2022 to support renovations to their new storefront. Building restorations included new paint to the front and back entrances, retiling the front entrance and new signage.



In August 2022, Heritage Acton received a Community Improvement Plan Façade Improvement Grant in the amount of \$17,500 to support renovations to the historic Acton Town Hall building located at 19 Willow Street North, included structural improvements, restoring brick and mortar, and repair of arches and trim.

In May 2022, Acton Optical received a Community Improvement Program Façade Improvement Grant of \$12,500 to support renovations to the exterior of one of the oldest church structures in Halton Hills. Improvements to the business' façade included new windows and doors, new eaves and the refurbishment of brickwork.



In October 2022 Acton Discount received a grant for \$8,762 through the Town's Community Improvement Plan Façade Improvement Program to support renovations to their storefront at 52 Mill Street East in Acton. Façade improvements included restoration of historic brick, fresh paint and new signage.

LOCAL BUSINESS SUPPORTS & INITIATIVES

AL FRESCO IN THE HILLS:

As part of the Town's Economic Recovery and Resiliency Plan, the Al Fresco in the Hills temporary outdoor patio program was extended for its final season in 2022. Originally launched in 2020 to support local food and beverage establishments through pandemic restrictions, the program facilitated the creation of 16 temporary patios in Halton Hills throughout the 2020-2022 seasons.



These patios provided restaurants with an opportunity to help offset the reduction and/or elimination of indoor dining capacity and associated revenue losses by establishing new or expanded outdoor patios. The temporary patio program is now closed. Any establishments wishing to install a permanent patio in 2023 are encouraged to contact the Town.

WORKFORCE DEVELOPMENT:



In May 2022, Invest Halton Hills partnered with the Peel Halton Workforce Development Group (PHWDG) on a Regional Talent Pipeline Program to address talent supply, retention, up-skilling and advancement in the supply chain and manufacturing sectors.



The three-part project involved employers attending facilitated sector-specific sessions focusing on the tools and best practices in hiring and retention. Halton Hills had 9 businesses participate in the program, out of a total of 27 participants across the Halton and Peel Regions. Per the recommendations of the Economic Development and Tourism Strategy, staff will continue to engage and collaborate with the PHWDG on workforce development initiatives moving forward.

SMALL BUSINESS WEEK 2022:

SMALL BUSINESS DISPLAY CASE

During Small Business Week 2022, October 15-21, four local Digital Transformation Grant recipient businesses displayed and promoted their products through a display case at the Georgetown Branch of the Halton Hills Public Library.

PICTURE PERFECT PRODUCTS

Invest Halton Hills partnered with the Halton Region Small Business Centre and Halton Hills Public Library for the second year to offer local businesses the opportunity to learn and experiment with product photography.

The Picture Perfect: DIY Product Photography Event provided local businesses with the opportunity to sign up online for a guided session that included a room equipped with a lightbox and photography equipment.

INSTAGRAM TAKEOVER

To promote Digital Main Street (DMS) initiatives, the DMS Coordinator hosted a "Digital Takeover" of the Town's Instagram account during Small Business Week 2022. The Instagram posts provided information on DMS programs, services, and grant opportunities to the Town's 4,200 followers.



DIGITAL MAIN STREET PROGRAM

Administered by Ontario Business Improvement Area Association, Digital Main Street (DMS) is a provincial program that helps small businesses build their capacity in e-commerce, improve their resiliency and achieve their digital transformation goals. Halton Hills was the successful recipient of a third round of DMS funding in July 2022. The funding allowed the Town to retain a DMS Coordinator through December 2023 and to continue to deliver support programming, grants and services to small businesses through the Digital Main Street program.



392

**BUSINESSES
SERVED***

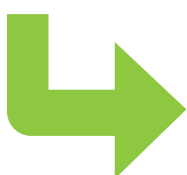


76

**APPROVED
GRANTS***

DIGITAL TRANSFORMATION GRANT:

The Digital Transformation Grant is part of the larger DMS program and provides \$2,500 that can be used towards digital marketing services, hiring a consultant, social media advertising, website development or redesign, upgrading photography, software, security platforms and more.



\$190,000

**IN TOTAL FUNDING
FOR HALTON HILLS
BUSINESSES***

"I used the Digital Main Street grant to purchase equipment which allows me to teach classes online. The Digital Main Street Coordinator was incredibly helpful in assisting me to fill out the application. Without Natalie's assistance I would never have had the confidence to tackle it."

- Darlene Hartung, An Artist for Hire

"Through the program, we were able to hire a consultant to make our website mobile-friendly and improve our Search Engine Optimization. We also invested funds in hardware (GoPro camera) so we can use the camera to continue generating underwater content."

- Geoffrey Hogan, Dirty Adventures

CANADA DIGITAL ADOPTION PROGRAM:

In 2022, as part of the Canada Digital Adoption Program, Digital Main Street expanded their ShopHERE powered by Google program to deliver the Grow Your Business Online grant to small businesses across the country. Successful applicants received a micro-grant of up to \$2,400 to help with the costs related to adopting e-commerce.



3

**GRANT
RECIPIENTS**



\$7,200

SHOPHERE POWERED BY GOOGLE PROGRAM:

The ShopHERE program helps create and optimize online stores, and offers e-commerce support to independent small businesses and artists at no cost.

6

**SHOPHERE
PROGRAM
PARTICIPANTS**



LAUNCH OF 'DIGITAL DIGEST':

A new, magazine-style digital segment launched in December 2022. Published within the Invest Halton Hills e-newsletter and online, 'Digital Digest' focuses on digital tips and tools to enhance small businesses. Content for the ongoing series is provided by the Town's Digital Main Street Coordinator.



ECONOMIC SUPPORT & RECOVERY TASK FORCE

Comprehensive support of the local business community in response to the COVID-19 pandemic continued in 2022 via the Economic Support and Recovery Task Force. The Task force was created at the onset of the pandemic and was part of the Town's early, decisive and coordinated action to support Halton Hills' business community.

Established in 2020, the Task Force was Chaired by the Mayor and included Councillors, representation from the Halton Hills Chamber of Commerce, Downtown Acton Business Improvement Area (BIA), Downtown Georgetown Business Improvement Area (BIA) and Andrews Farm Market & Winery. The Task Force helped establish, support and amplify numerous Town initiatives to support the local business community, including:

- Continued engagement of the business community
- Coordination of business community communication
- Data collection, analysis and reporting on business needs
- Minimizing economic impacts of COVID-19 by investigating potential support measures and best practices
- Exploring actions to support long-term economic recovery
- Advocating to other levels of governments to address local business needs
- Overseeing the development and implementation of the Economic Recovery and Resiliency Plan (ERRP) to position Halton Hills for an accelerated economic recovery

Halton Hills' ERRP was designed to help businesses stay open, as well as become more resilient over time. The ERRP built on the work of the Town's Economic Development and Tourism Strategy, taking into account a number of industry reports and best practices. The ERRP launched in August 2021 and focused on three pillars:

- Information, Awareness and Engagement
- Business Resilience and Growth
- Advocacy on Key Issues



TOURISM

Building upon the growth of the tourism program in 2021, the Town's Economic Development & Tourism Officer continued to develop strategic partnerships and content in 2022 to promote Halton Hills as a unique destination. Visitor target market segments were identified using research and marketing insights from 2021 programming, and staff took part in programming and learning opportunities through the Province and Regional Tourism Organization (RTO).



BRAND ENGAGEMENT:

A Partnership Grant from RT03 (The Heart of Ontario) supported the design and printing of a new tourism brochure in 2022. 5,000 brochures were distributed to local businesses, regional partners and provincial tourism locations – including On Route stops. Brochures were also distributed at local events, arenas and community centers to hand out during sports tournaments.

TOURISM EVENTS ATTENDED:

In addition to marketing and printed promotion, staff attended 6 local events to provide in-person engagement and promotion of the tourism brand, as well as to collect visitor data through surveys:

- **Georgetown Highland Games**
- **Georgetown Farmers Market x2**
- **Acton Farmers Market**
- **Rib & Beer Fest**
- **Leathertown Festival**

Branded giveaways were distributed to event attendees in exchange for completing a visitor survey. 314 groups were surveyed with 40% from out-of-town. Visitor data collected was shared with event organizers to provide insights into marketing tactics and demographics for future events. The economic impact of the abovementioned six events was approximately \$950,000 spent by visiting attendees.



TOURISM (CONTINUED)

CULINARY TOURISM ALLIANCE:

In 2022, the Town continued its membership in the Ontario Culinary Tourism Alliance (CTA). This included participation in the Great Taste of Ontario Passport for a second year in a row, with the goal to promote Halton Hills restaurants and farms to a 20,000 Culinary Tourism audience. The Town also created:

- 6 digital ads promoted on CTA website
- “Pick your own” and “Harvest Season” articles written and promoted online
- Printed marketing collateral developed with Visit Halton Hills brand to engage business owners and visitors
- Great Taste of Ontario Passport with 21 local businesses added:
 - 200 passport downloads and 127 check-ins at local restaurants between May-September 2022



SEASONAL MARKETING CAMPAIGNS:

A goal for the tourism program in 2022 was to create seasonal marketing campaigns to build awareness that Halton Hills is a year-round destination. Campaigns were coordinated through Metroland Media and featured summer, fall and winter holiday advertisements that were shown on the IFP websites, Google and Facebook in target communities in Southern Ontario.

Highlights of the campaign include:

- 500,000 impressions on Facebook
- 50,000 impressions on Google
- 15,000+ clicks to visit the website

TOURISM (CONTINUED)

Find more adventures at

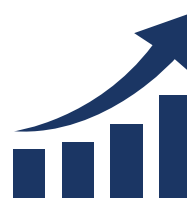
Visit HaltonHills.ca

VISIT HALTON HILLS WEBSITE:

Year-over-year website activity on the VisitHaltonHills.ca website grew 100% in 2022. There were over 40,000 new website users, with 15,000 from the GTA – primarily Toronto, Mississauga and Brampton. The website was continuously updated with new content from local businesses and events – generating over 70,000 page views.

13 tourism-focused blogs were written in 2022 including: “A Day Trip in Glen Williams”, “Saturday in the Hills”, “Reconnect at Leathertown” and “Holiday Shopping in the Hills.”

Website engagement was further enhanced with engaging social media posts: 25,000+ Instagram accounts were reached between May-December 2022, with 10% more engagement compared to 2021 through the use of more video reels.



100%
GROWTH IN
WEBSITE TRAFFIC

42,000 +
NEW VISITORS



25,000+
INSTAGRAM
ACCOUNTS
REACHED

CULTURAL SERVICES

ARTS & CULTURE:

The Town of Halton Hills boasts a thriving arts and culture sector that contributes to a high quality of life. Cultural vibrancy contributes to economic development by making Halton Hills a preferred location to live, work, create and invest. In 2020 (most recent data available), culture contributed \$44.7 million directly to the local economy.

Quality of life is also a key factor considered by business owners when choosing to locate in Halton Hills. The Cultural Services Division contributes to building a diverse, welcoming, connected and vibrant community through:

- Diverse Cultural Programming
- Public Art
- Equity, Diversity and Inclusion Initiatives
- Truth and Reconciliation Initiatives
- Marketing & Promotion
- Professional Development
- Funding Support
- Cultural Tourism



2022 ARTS & CULTURE HIGHLIGHTS:

ART AROUND ACTON

In partnership with the Downtown Acton BIA, residents and visitors experienced a variety of temporary and permanent public art activations including: artist painted picnic tables, artist residency and music series at the Acton Farmers' Market, art banners along Mill Street, art-wrapped utility boxes as part of Under Wraps, and the Acton Solstice Festival.

THE ARTIST NEXT DOOR

This program has provided funding for new community-engaged artwork since 2020. Three projects were funded in 2022 including: Colour it Air's Community Colouring Pages – created by Arielle Rahal and currently on display in downtown Georgetown.

ARTREPRENEUR

The third cohort of learners participated in this professional development opportunity for creative entrepreneurs in Halton Hills. Participants received training from experts in business, arts marketing and cultural programming.

CULTURE DAYS

The Town's seventh annual Culture Days featured 56 activities, earning the Town the distinction of fourth place amongst all mid-sized communities nationally.

Further details on Cultural Services initiatives and accomplishments will be highlighted in the forthcoming State of Culture Report.



CONCLUSION

Over the past three years, Halton Hills' approach to economic development and job creation has shifted substantially. With Council's approval of a new five-year Economic Development and Tourism Strategy in 2021, the division's activities are focused, impactful and proactive.

Halton Hills offers a sophisticated and comprehensive suite of Economic Development services, programs and supports – and is a prime location for both new and existing businesses to grow and succeed.

Moving forward, the Invest Halton Hills team's approach will continue to involve regular consultation, collaboration and engagement of community partners. By collaborating directly with individual businesses, Halton Hills Chamber of Commerce, Georgetown and Acton BIAs, Halton Region and other key stakeholders, the Town will continue to deliver a comprehensive work plan that responds to local business community needs while also attracting new investments that expand high-quality, local job opportunities.

Invest Halton Hills will continue to support existing businesses, showcase the Town as a prime investment destination, and advance strategies and initiatives that will continue to enhance the economic resiliency and diversification of Halton Hills.





TOWN OF HALTON HILLS
BUSINESS, ENVIRONMENT AND
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