

ECONOMIC DEVELOPMENT & TOURISM STRATEGY



TOURISM SUB-STRATEGY

Positions the Town as a destination for investment and growth in the Tourism sector (including recreation, sports, culture and heritage tourism).

GREEN ECONOMY SUB-STRATEGY

Builds on Council's climate change priorities and leverages key related initiatives to position Halton Hills as a leading destination for investment and growth in the clean technology/low-carbon economy sectors.

MARKETING SUB-STRATEGY

Includes marketing, branding and visioning statements, as well as a practical suite of marketing collateral and actions to raise awareness of Halton Hills as a prime investment destination.

BROWNFIELD SUB-STRATEGY

Focuses on addressing regulatory, land-use planning and financial challenges and opportunities posed by brownfield sites, with the objective to promote remediation, rehabilitation, adaptive re-use and overall redevelopment of brownfields.

FDI ATTRACTION STRATEGY

A 5-year roadmap and 3-year Action Plan to support Halton Hills in being proactive and competitive in growing the local economy by identifying new international markets and actions to best access them.