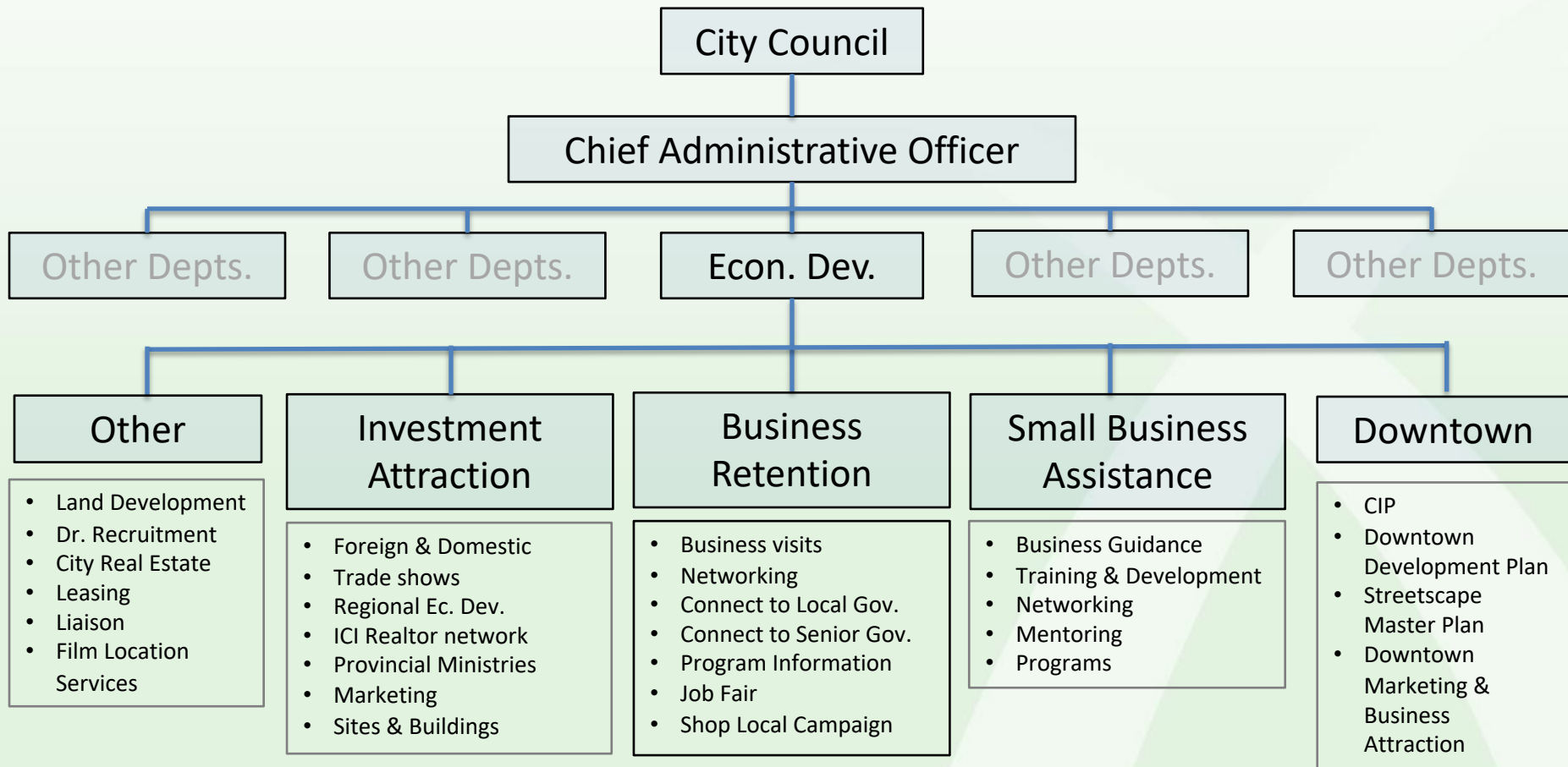


2022 Budget Presentation

Objectives Include:

- Business Attraction
- Business Retention
- External Marketing
- Film Location Promotion & Support
- Municipal Land Sales
- CIP Management
- Downtown Development
- Small Business Enterprise Centre
- Physician Recruitment

Woodstock Economic Development



The Power of Partnerships...

Woodstock Economic Development

The Oxford Connection

- Oxford EDOs
- Funding from Oxford County
- Trade Events in Canada

Southwestern Ontario Marketing Alliance (SOMA)

- 6 Partners
- Membership Funded
- Trade Events Outside of Canada

Ontario Food Cluster

Ontario Manufacturing Communities Alliance

Ontario Real Estate Alliance

- 17 Trade events
- Virtual since March 2020 with plans to return to in person before the end of 2022
- 400 + leads
- Leverage \$700,000 Marketing Budget
- Access to Federal Funding

Achieved Goals-Major Activities

2021

- Ongoing aftercare of industrial residents and business retention
 - Attend SOMA, FedDev, OMCA, ACP, BIA, Chamber events, Western Wardens & Ontario Auto Mayors (Virtual)
 - Maintained ties to Japanese, Korean, Taiwan and German Canadian Chambers of Commerce
 - Prepared funding applications to senior government for programs in 2021
- *SOMA was successful in receiving ICCL funding*
- *The City was successful with My Main Street Funding - \$70,000.00*
- *Small Business Centre was successful with At Your Crossroad Program - \$355,000.00*
- Administered downtown Community Improvement Plan – Intake and Reports
 - Ongoing Woodstock Physician Recruitment Program
 - Leading the Streetscape Master Plan Process
 - Rented the former PUC Building for the 2021 Federal Election
 - Participated in Online job fair with Oxford Connection Partners
 - SOLD \$3.26 million in industrial land sales

Achieved Goals-Major Activities 2021

- Sold a total of 20 acres of industrial land
- Working through the process to sell 760 Juliana Drive property
- Showing Market Building Space to prospective tenants
- First live trade show since COVID – late last year in Toronto
- Initiating a shift in focus to work closer with private sector land developers
- Ongoing marketing of Pattullo Ridge Phase 2 (Alyea Farm)
- Initiated Phase 1 and 2 Environmental Site Assessment (ESA) of 16 Graham Street

Projects for 2022



- Continued membership in SOMA, Ontario Advanced Manufacturing Communities Alliance, Ontario Food Cluster, EDCO-Ontario Real Estate Alliance
- Oxford Connection Programming
- Member of Oxford Physician Recruitment Group
- Ongoing promotion of Community Improvement Plan
- Assist local companies in achieving their expansion plans
- Ongoing marketing and fielding inquiries relating to the Alyea Farm
- Continued efforts on developing Corlett Farm and adjoining lands
- Continued preparation work at 760 Juliana Drive
- Lease of vacant City-owned industrial land for agriculture
- Ongoing Sale of surplus City properties (non-industrial)
- Strategic activities in the area of attracting film/TV production
- Ongoing steering of the downtown streetscape master plan
- Return to in person trade shows and events
- Develop Downtown Marketing Plan

Downtown Coordinator




- Need for additional staff support identified in the Downtown Development Plan (adopted 2020).
- 3-year, full-time contract position.
- Year 1 budget impact = \$50,000, years 2 and 3 = \$100,000.
- Responsibilities include implementation of Downtown Development Plan, Marketing/Investment Attraction, Business Retention and Expansion, and New Business Development.

Changes to Budget





Office of the Development Commissioner

Land Revenue	Change	Proposed Budget Amount	Reason
0801-69676-0000 (Land Sales)	 \$3,025,000	\$3,975,000	Alyea – Lands not available until 2023
Expenditures	Change	Proposed Budget Amount	Reason
0801-84231-0305 (Costs Related to Land Sales)	 \$180,000	\$45,000	Decreased commission expense due to delay in lands coming to market

Changes to Budget

Expenditures	Change	Proposed Budget Amount	Reason
0800-84230-0170 (Meetings & Luncheons)	 \$2,500	\$5,000	COVID Impact Declining
0800-84230-0172 (Mileage)	 \$3,700	\$7,200	COVID Impact Declining
0800-84230-0315 (Advertising)	 \$20,000	\$40,000	Reallocating Funds (if approved by council) To Film/TV Attraction Program

Changes to Budget

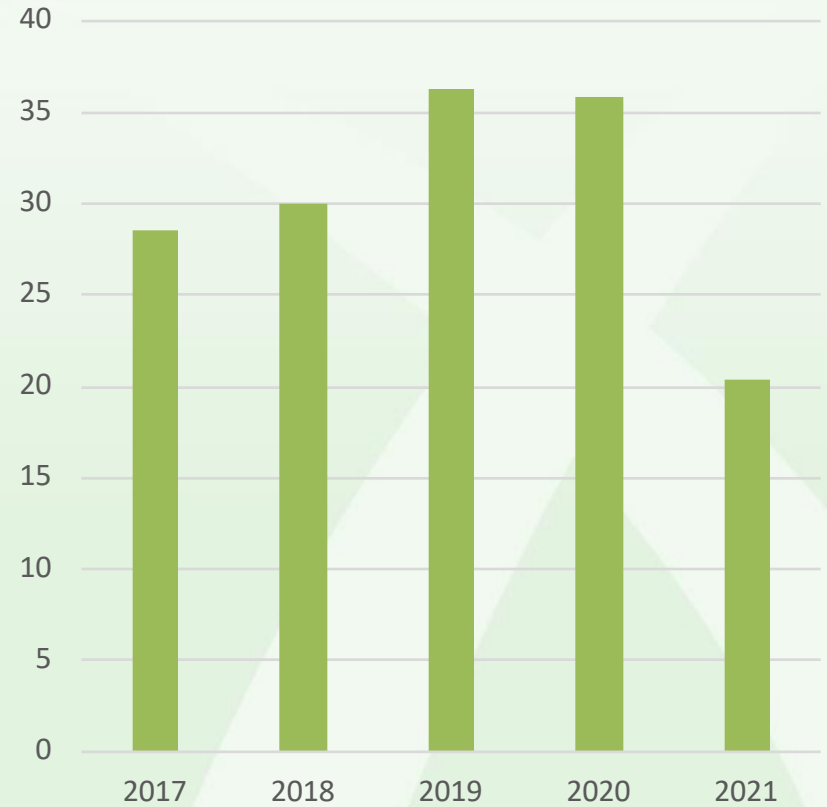
Expenditures	Change	Proposed Budget Amount	Reason
0800-84230-0348 (Publicity & Public Relations)	 \$3,000	\$2,000	Openings largely delayed to 2023/2024 as Pattullo Ridge Phase 2 (Alyea) lands sell
0800-84230-0368 (Oxford Connection – Trade Shows & Travel)	 \$5,000	\$10,000	Back to 2020 Budget Level
0800-84230-0369 (SOMA – Trade Shows & Travel)	 \$11,500	\$15,000	Back to 2020 Budget Level
0800-84230-0393 (Purchased Services)	 \$22,000	\$25,000	CIP Façade Guidelines

Development Activity

Land Sales

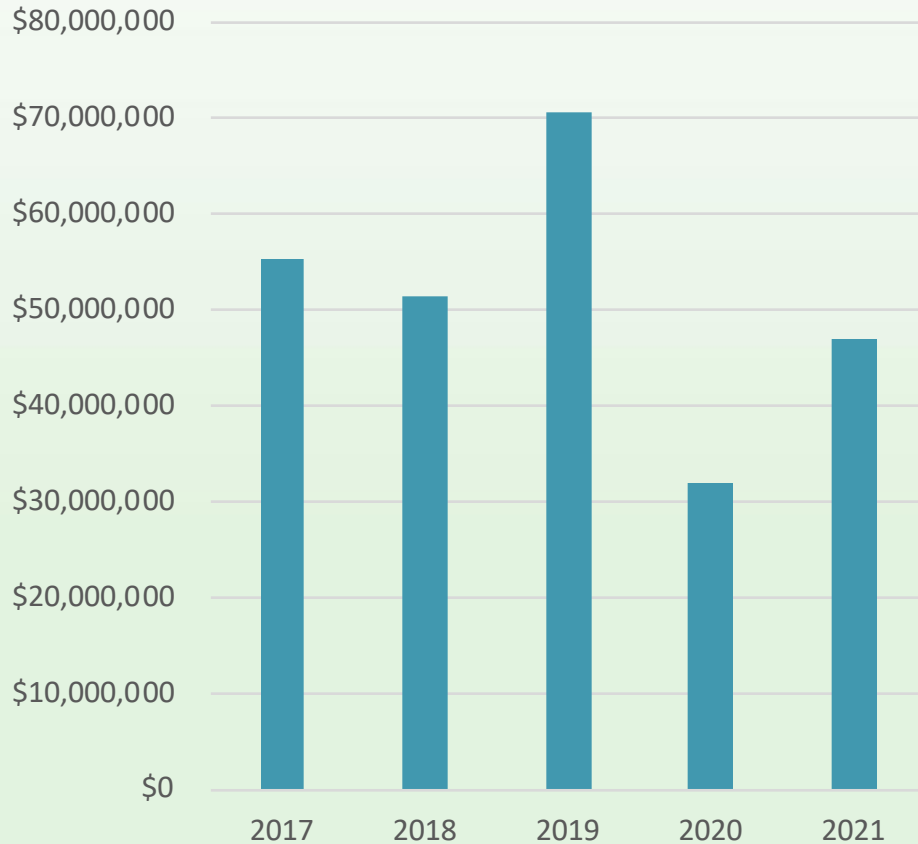


Number of Acres Sold

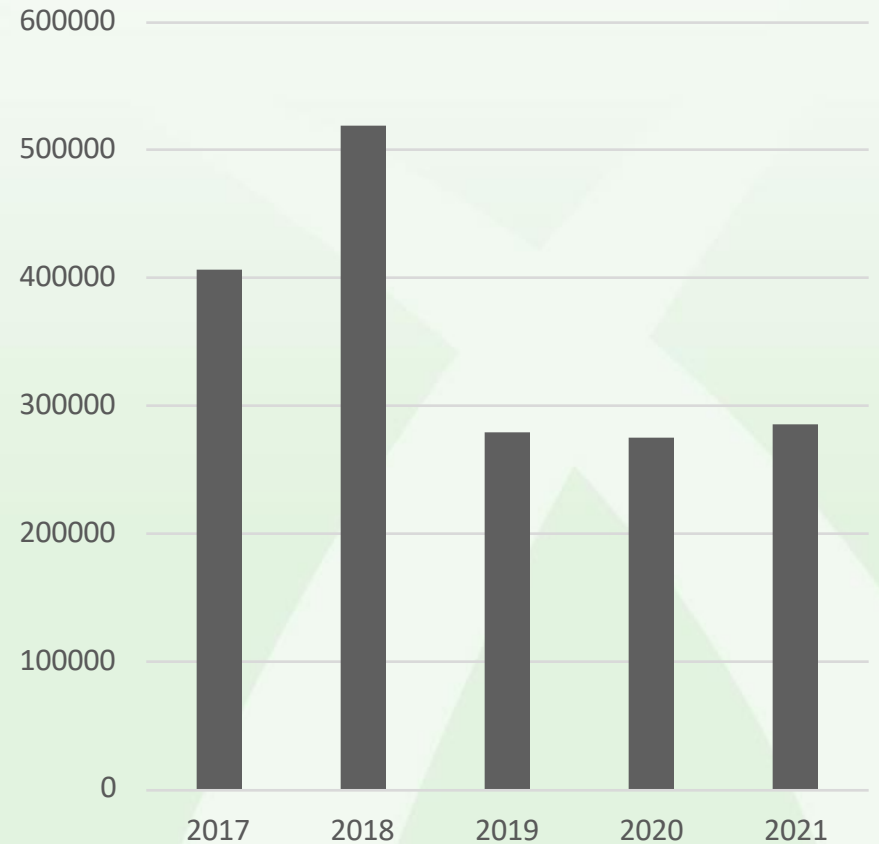


Development Activity

Industrial Permits



Square Footage



2021 Taxes Related to Economic Development Projects

CITY TAXES

8,853,849

TOTAL TAXES

15,546,726

Thank
You