

# Economic Development

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Len Magyar, Development Commissioner

# Key Services

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## **Business Retention**

- Company visits (12-14 annually)
- Assistance with expansion activities
- Social media activities
- Seminars for businesses
- Community Improvement Program (CIP)

## **Business Attraction & FDI**

- Japan & Other International Missions
- Trade Shows
- Conferences (Site Selectors)

# Key Services

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## **Industrial Land Sales**

- \$30,000,000+ in 2024

## **Film Attraction Program**

## **Sale of other Municipal Properties**

- 760 Juliana Drive
- Former PUC Building
- Small lot sales

## **Downtown Development – Kerry Jarvi**

## **Physician Recruitment – Kristie Hons**

## **Oversee the Small Business Centre – Shawn McNamara & Brenda Tait**

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## **New Ask – Summer Student**

# Upcoming Projects / Challenges

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Oxford Connection 2025 Client Appreciation Event

Oxford County Career Fair – March 2025

SOMA/London Economic Development Corporation Partnership (TEVT)

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Lack of Serviced Municipally owned Lands

Sales in 2025-2027 will fall close to zero

Reliance on the private sector for both business retention and FDI (Not necessarily aligned with City interests)

# Partnerships

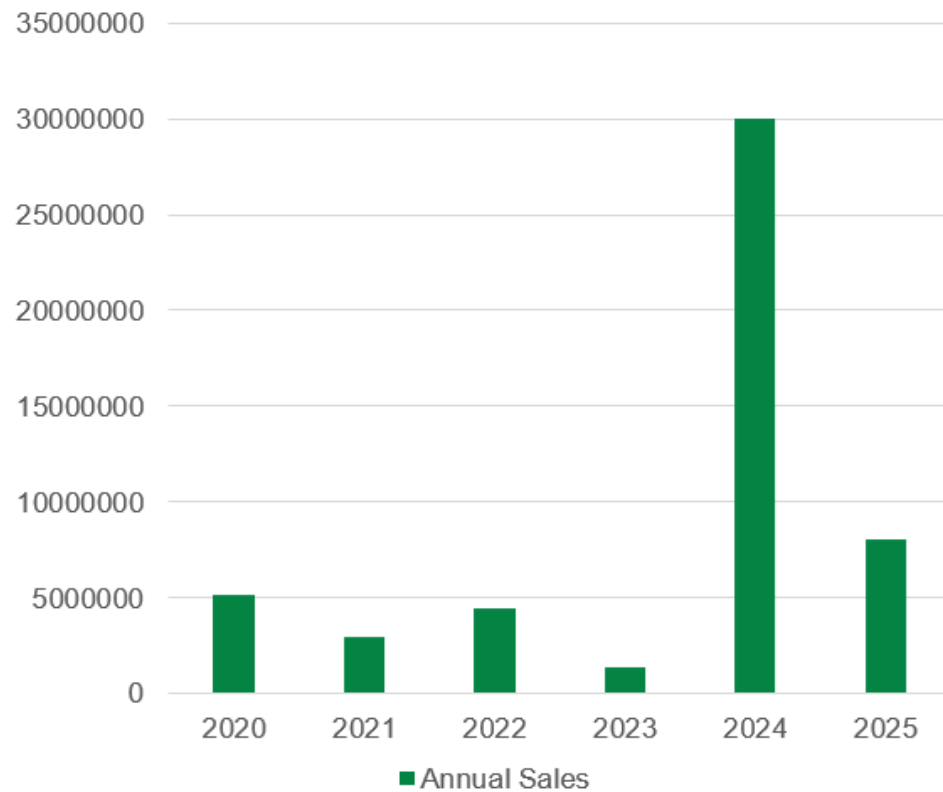
Oxford Connection – 2024 FAM Tour	2 - 3 Trade Shows
Ontario Food Cluster	3 - 4 International Trade Shows
Ontario Manufacturing Communities Alliance	3 - 4 International Trade Shows
Southwestern Ontario Marketing Alliance <ul style="list-style-type: none"><li>• Generates 200+ Leads for Woodstock</li><li>• Provides access to Federal Funding</li><li>• Saves City Staff 70% of travel time</li><li>• SOMA pays OMCA and OFC memberships</li></ul>	5 International Trade Shows SIOR (Society of Industrial and Office Realtors) Site Selectors Guild Activities

# Budget Detail

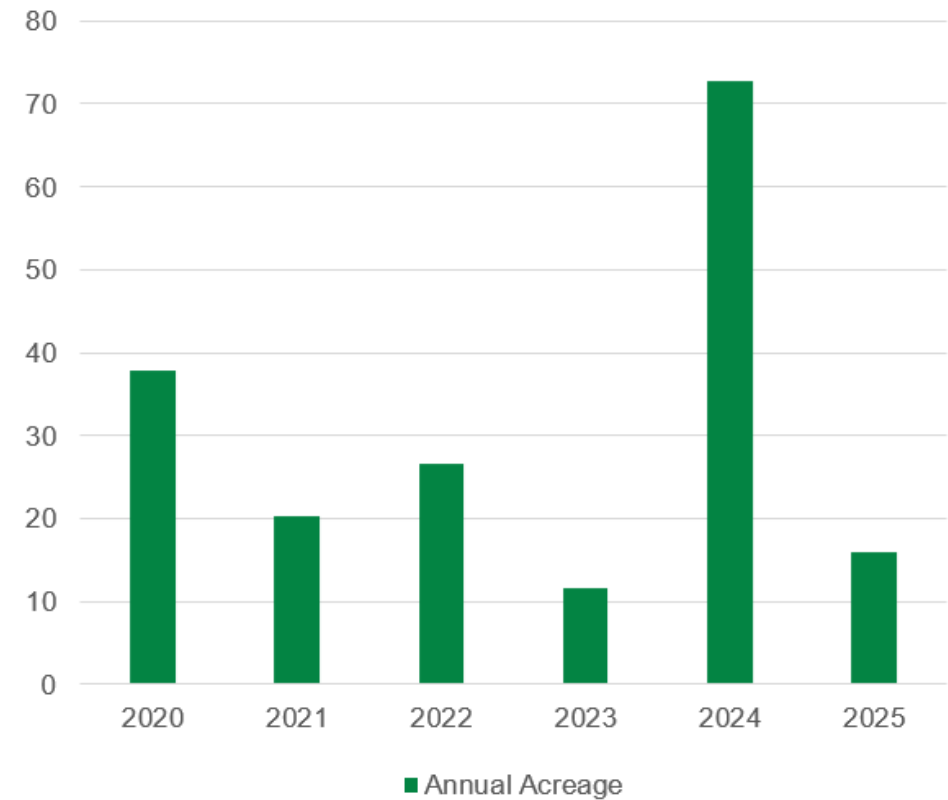
Account	Change	Proposed Budget
0801-69676-0000 (Land Sales)	-\$17,000,000	\$8,000,000
0800-84230-0369 (Trade Show & Travel)	+\$8,000	\$25,000
0801-84231-0305 (Costs Related to Land Sales)	-\$510,000	\$240,000
0800-84230-0445 (Filming Location Expenses)	-\$5,000	\$10,000
0800-84230-0315 (Advertising)	-\$10,000	\$20,000

# Industrial Land Sales

Land Sales



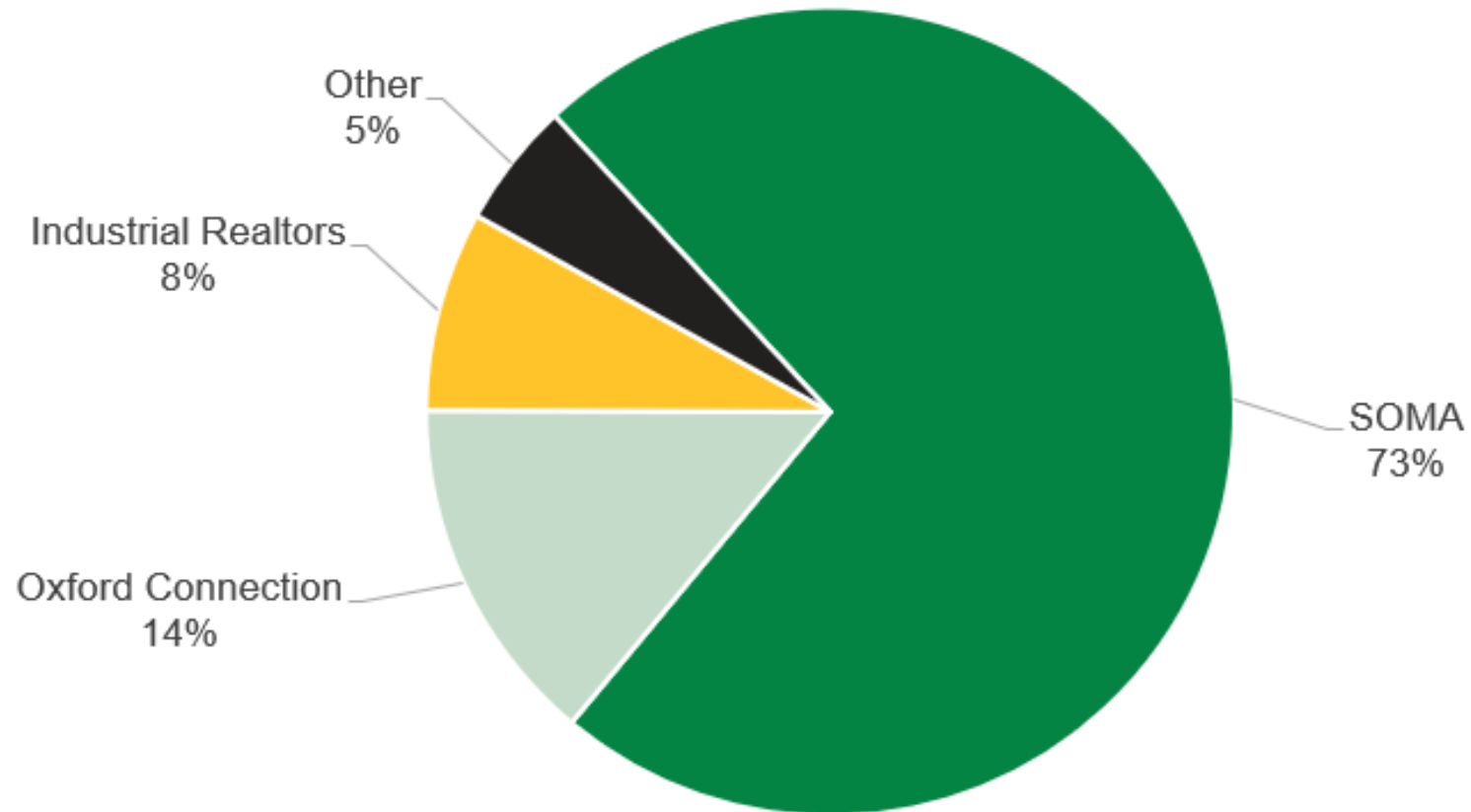
Number of Acres Sold



# Leads and Inquiries

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What are the primary sources of our leads and inquiries?





# Thank You

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**Questions?**