

2023 Budget Presentation



MANDATE

The role of the Office of the Development Commissioner (a.k.a. Economic Development Department) is to promote and encourage balanced growth in the industrial, commercial, business and residential sectors. The office provides City Council with policy alternatives and priorities with a view to create increased assessment, employment, and social opportunities.



THE DREAM TEAM



DEVELOPMENT COMMISSIONER
Len Magyar



DOWNTOWN DEVELOPMENT OFFICER
Kerry Jarvi



SMALL BUSINESS CONSULTANT
Brenda Tait



DEVELOPMENT OFFICER
Brad Hammond



ADMINISTRATIVE ASSISTANT
Lisa Lama



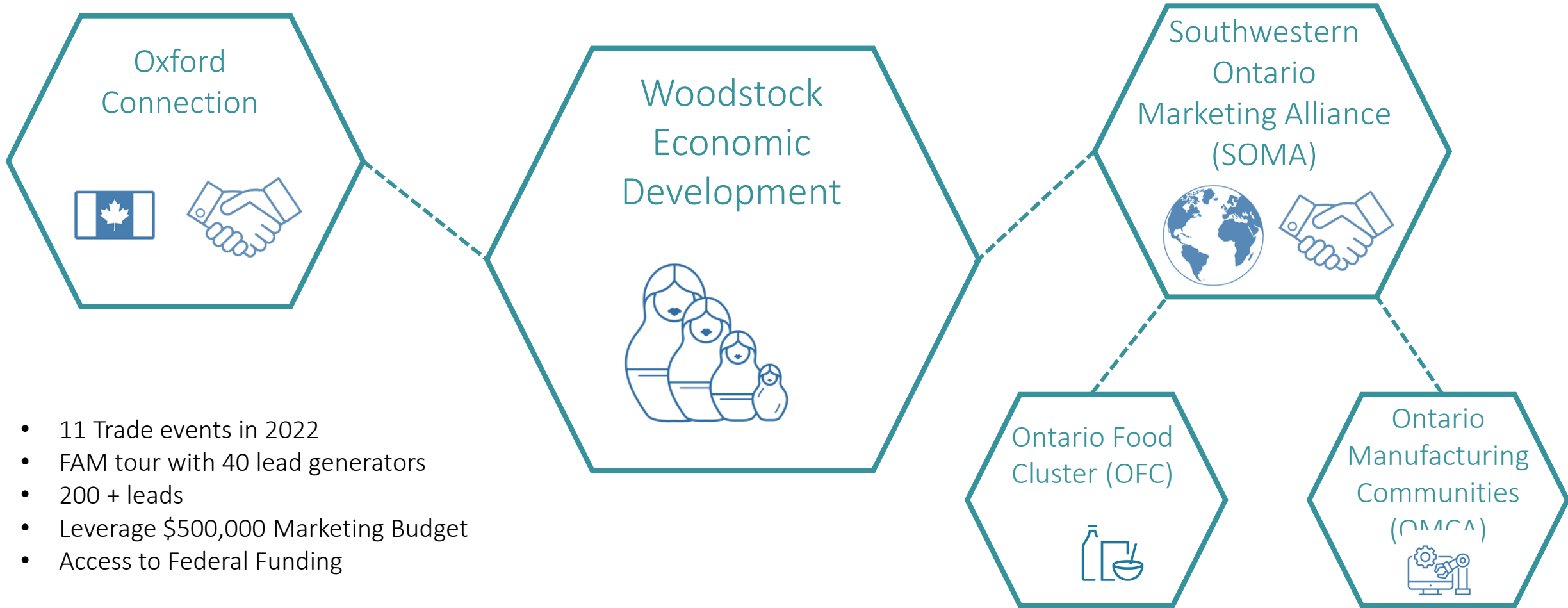
SMALL BUSINESS MANAGER
Shawn McNamara



PHYSICIAN RECRUITER
Kristy Hons



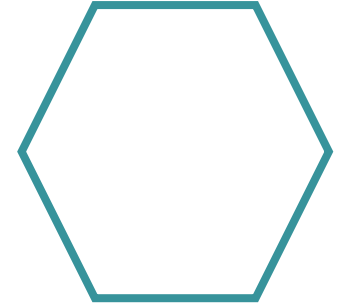
POWER OF PARTNERSHIPS



- 11 Trade events in 2022
- FAM tour with 40 lead generators
- 200 + leads
- Leverage \$500,000 Marketing Budget
- Access to Federal Funding

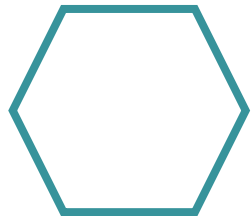


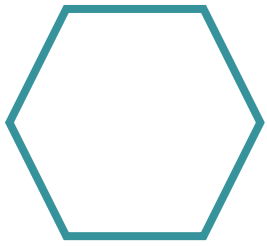
2022 ACCOMPLISHMENTS



In addition to trade show and investment attraction efforts with our various Econ. Dev. Partners...

- Fielded 157 separate inquires by phone or walk-in.
- Sold 26.7 acres of City-owned industrial land for \$4.45 million.
- Completed a \$355,000 Skills Development Fund (SDF) project with local partners.
- Attended Canadian FDI Forum.
- Hosted 40 ICI Realtors and lead generators, along with our Oxford Connection partners.
- Completed the Downtown Streetscape Master Plan.
- Negotiated a shared services agreement with the Downtown Woodstock BIA.
- Hired Woodstock's first Downtown Development Officer.
- Leased 16 Graham Street to Elections Ontario and readied the building for sale in 2023.
- Initiated Woodstock's Film Attraction Strategy
- Sold various small lots!!!

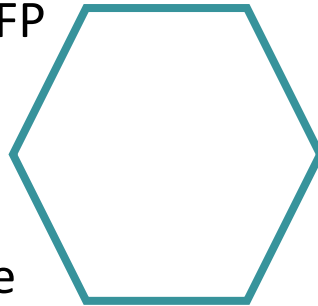




2023 PRIORITIES

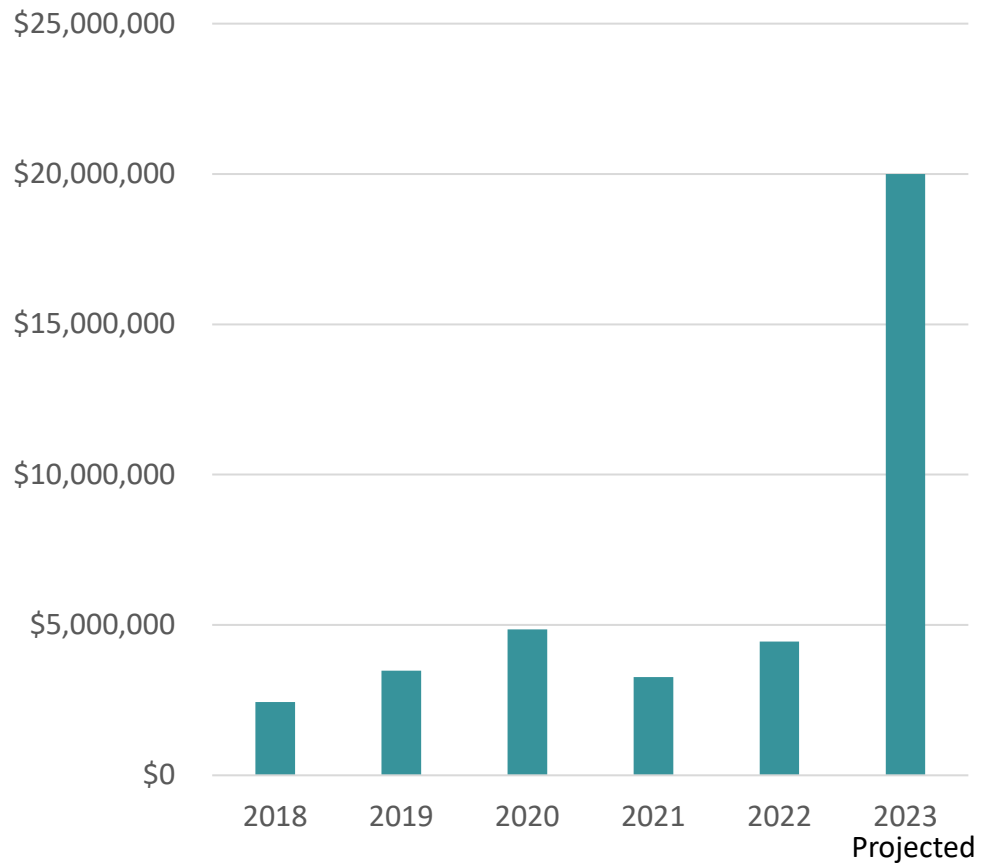
In addition to trade show and investment attraction efforts with our various Econ. Dev. Partners...

- Sale of approximately 40 acres of City-owned industrial land through RFP.
- Completion of re-zoning of 760 Juliana Drive for high density development and sale through RFP process.
- Sale of 625 Parkinson Road, 16 Graham Street and 453 Dundas Street.
- Completion of Woodstock's film attraction strategy.
- Amend Woodstock CIP to include city-wide provisions for Physician recruitment and affordable housing.
- Work with private landowners to support the development and sale of privately-owned industrial land.
- Increase level of activity in business visitation program.

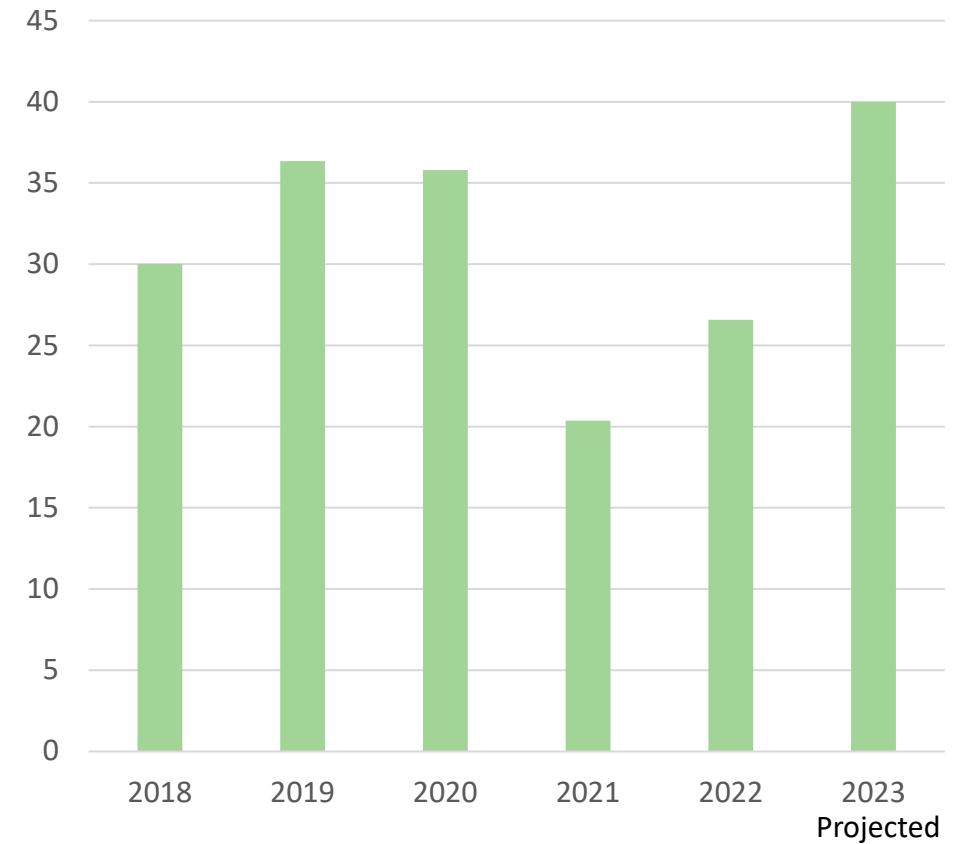


INDUSTRIAL LAND SALES

Land Sales



Number of Acres Sold



CHANGES TO BUDGET (LAND)

Land Revenue	Change	Proposed Budget	Reason
0801-69676-0000 (Land Sales)	+\$16,025,000	\$20,000,000	<ul style="list-style-type: none">Expected sale of Pattullo Avenue Industrial Lands

Expenditures	Change	Proposed Budget	Reason
0801-84231-0305 (Costs Related to Land Sales)	+\$45,000	\$95,000	<ul style="list-style-type: none">Commissions related to sale of Pattullo Avenue Industrial Lands



CHANGES TO BUDGET

Expenditures	Change	Proposed Budget	Reason
0800-84230-0170 (Meetings & Luncheons)	+\$1,500	\$6,500	<ul style="list-style-type: none">• COVID Impact declining• Inflationary pressures
0800-84230-0348 (Publicity & Public Relations)	+\$5,000	\$7,000	<ul style="list-style-type: none">• Trade mission to Japan• Under budgeted in 2022
0800-84230-0315 (Advertising)	-\$10,000	\$30,000	<ul style="list-style-type: none">• Less print advertising expected
0800-84230-0446 (Downtown Marketing Plan)	-\$21,150	\$58,850	<ul style="list-style-type: none">• Project will be complete in 2023



CHANGES TO BUDGET

Expenditures	Change	Proposed Budget	Reason
0800-84230-0318 (Conferences & Seminars)	+\$1,500	\$4,500	<ul style="list-style-type: none">• Reflective of expected conference activity
0800-84230-0368 (Oxford Connection – Trade Shows & Travel)	-\$4,000	\$6,000	<ul style="list-style-type: none">• All shows in Toronto
0800-84230-0369 (SOMA – Trade Shows & Travel)	+\$9,700	\$24,700	<ul style="list-style-type: none">• Impact of Japan trade mission



THANK YOU

Questions welcomed

