

Economic Development

Len Magyar, Development Commissioner

Key Services

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

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

New Ask – Summer Student

Upcoming Projects / Challenges

Oxford Connection 2025 Client Appreciation Event

Oxford County Career Fair – March 2025

SOMA/London Economic Development Corporation Partnership (TEVT)

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

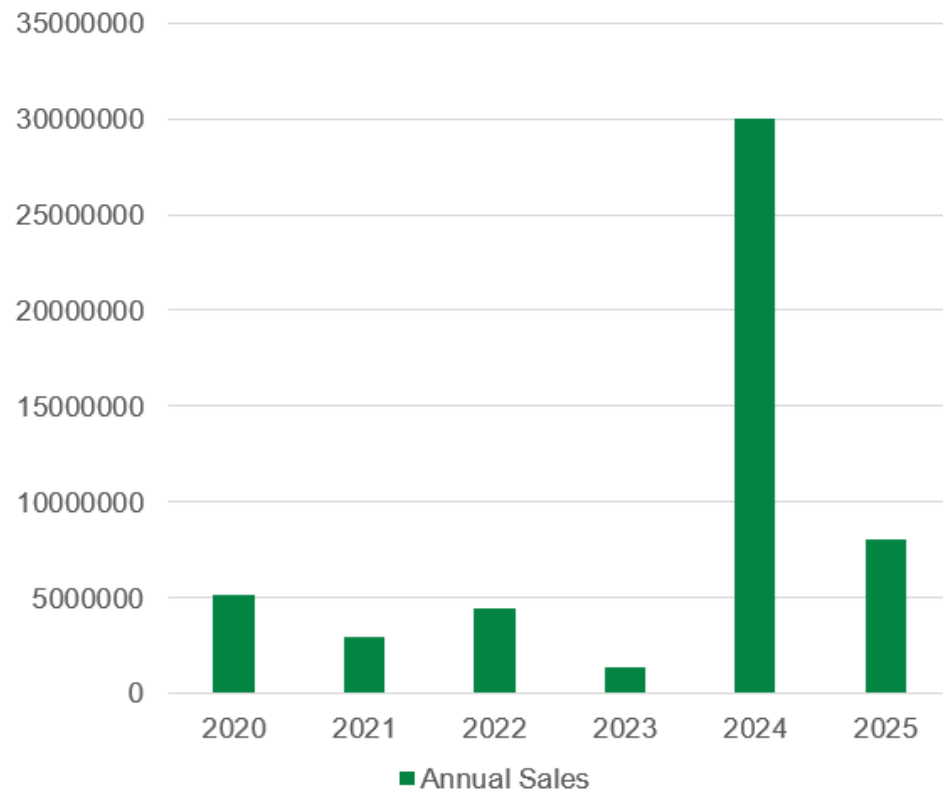
Oxford Connection – 2024 FAM Tour	2 - 3 Trade Shows
Ontario Food Cluster	3 - 4 International Trade Shows
Ontario Manufacturing Communities Alliance	3 - 4 International Trade Shows
Southwestern Ontario Marketing Alliance <ul style="list-style-type: none">Generates 200+ Leads for WoodstockProvides access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

Budget Detail

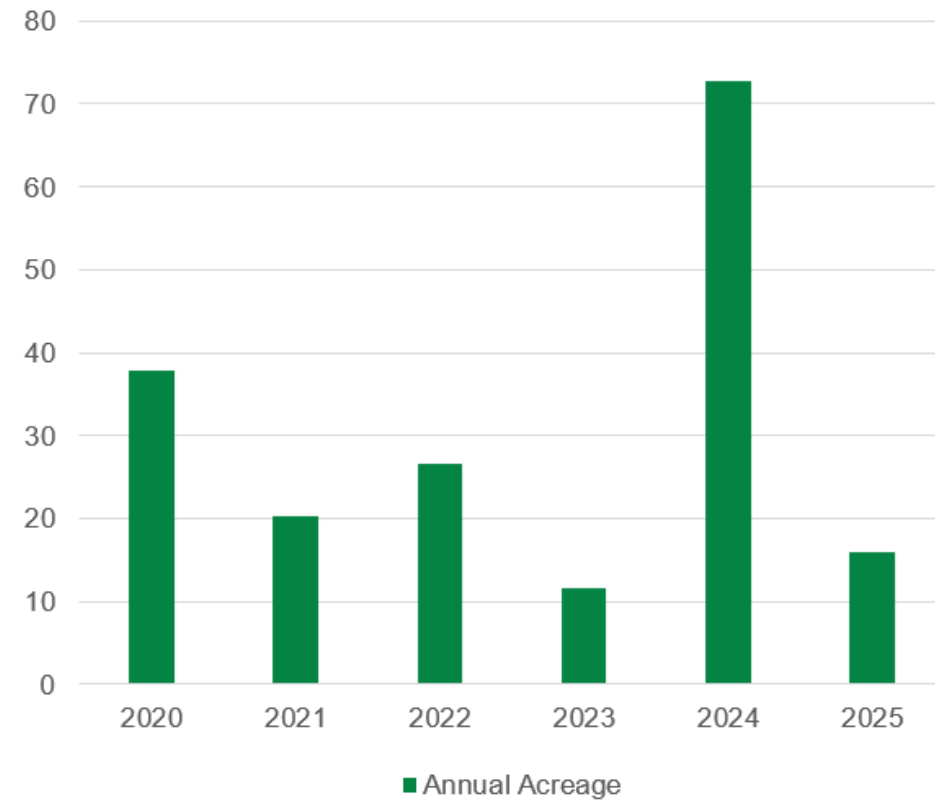
Account	Change	Proposed Budget
0801-69676-0000 (Land Sales)	-\$17,000,000	\$8,000,000
0800-84230-0369 (Trade Show & Travel)	+\$8,000	\$25,000
0801-84231-0305 (Costs Related to Land Sales)	-\$510,000	\$240,000
0800-84230-0445 (Filming Location Expenses)	-\$5,000	\$10,000
0800-84230-0315 (Advertising)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

Industrial Land Sales

Land Sales

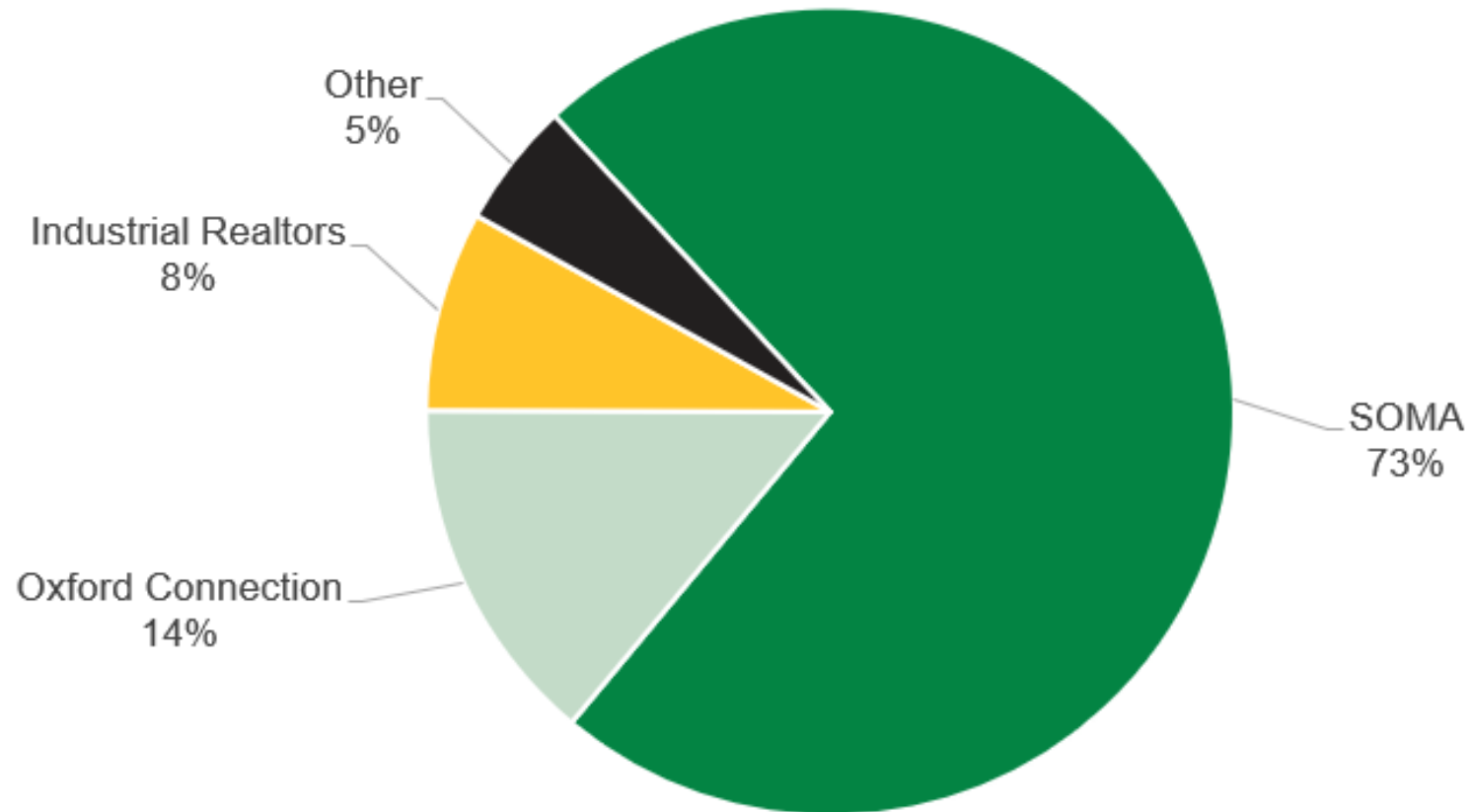


Number of Acres Sold



Leads and Inquiries

What are the primary sources of our leads and inquiries?



Thank You

Questions?