

Downtown Development

Kerry Baird, Downtown Development Officer

Key Services

- Bring new business to downtown
- Market downtown Woodstock to potential businesses
- Coordinate efforts with the BIA
- City's main contact for Shared Services Agreement with BIA
- Manage Community Improvement Plan
- Implement larger strategies to attract new businesses
- Assist new businesses and potential new businesses with navigation of city services

2025 Successes

- Increased marketing and activation initiatives
- Survived Phases 1 and 2 of Streetscape
- Commencement of work on Oxford Hotel
- Many new restaurants bringing people back downtown
- Expand participation with Tourism Oxford to increase reach of downtown businesses and activations (Retro Rewind)



2026 Budget

| | 2025 Budget | 2025 Actual | 2026 Budget |
|-------------------------------|-------------|-------------|-------------|
| Wages and Benefits | 140,480.00 | 138,111.92 | 154,020.00 |
| Meetings and Luncheons | 2,000.00 | 2,452.42 | 2,000.00 |
| Mileage | 750.00 | 784.85 | 750.00 |
| New Equipment | 750.00 | 551.10 | 750.00 |
| Office Supplies | 500.00 | 680.30 | 0.00 |
| Subscriptions and Memberships | 1,200.00 | 461.34 | 1,200.00 |
| Advertising | 25,000.00 | 21,813.89 | 20,000.00 |
| Conferences | 4,000.00 | 3,949.37 | 4,000.00 |
| Events | 10,000.00 | 12,686.94 | 15,000.00 |