

2026

Budget Presentation

Economic Development

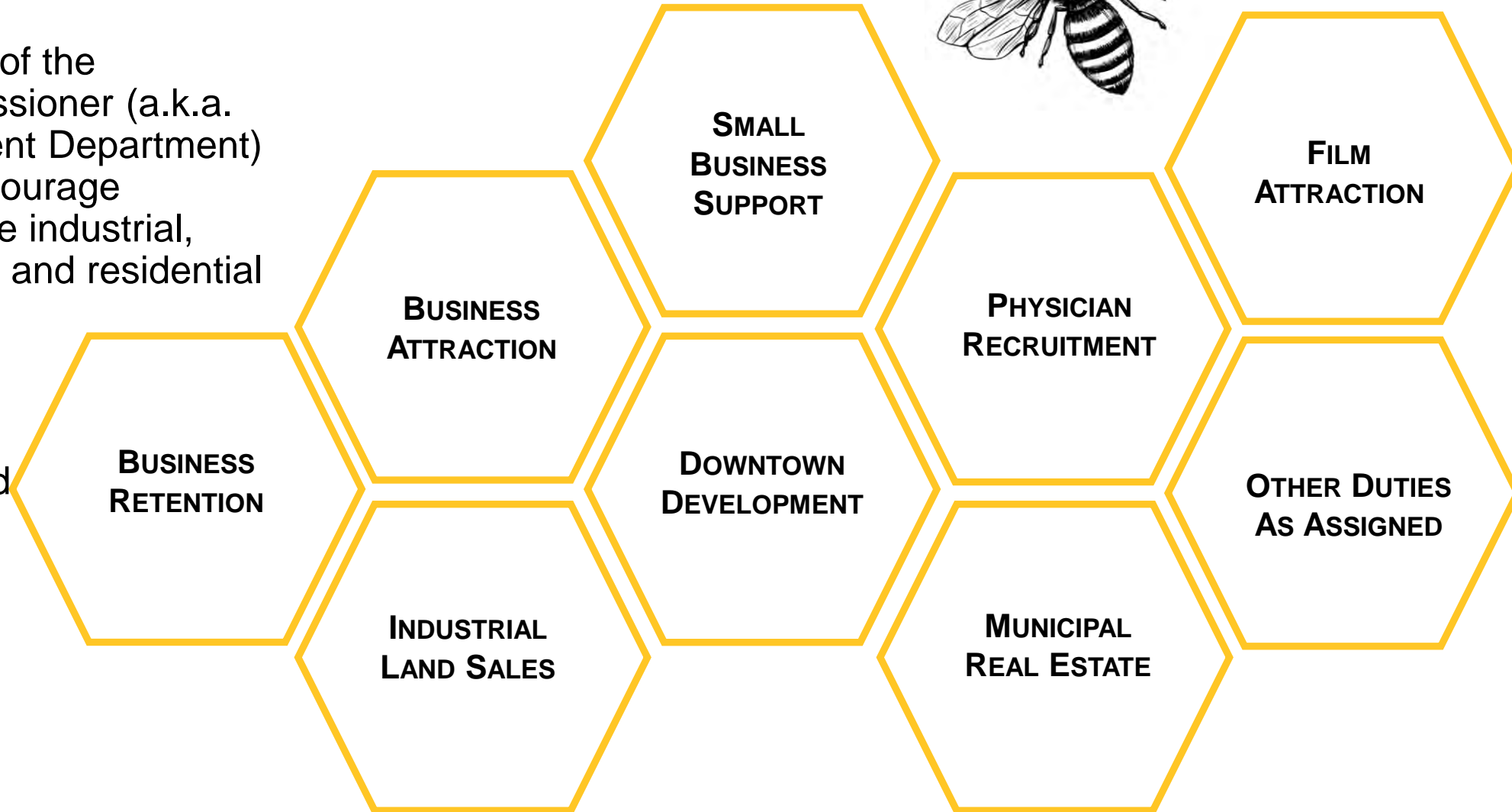
Brad Hammond, Development Commissioner

Key Services



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.



Partnerships

Oxford Connection	2 - 3 Trade Shows
Ontario Food Cluster (OFC)	3 - 4 International Trade Shows
Ontario Manufacturing Communities Alliance (OMCA)	3 - 4 International Trade Shows
Southwestern Ontario Marketing Alliance (SOMA) <ul style="list-style-type: none">• Generates 200+ Pre-qualified Leads for Woodstock• Provides access to Federal Funding• Saves City Staff 70% of travel time• SOMA pays OMCA and OFC memberships	4 - 5 International Trade Shows 5 Partnership

2025 Econ. Dev. By The Numbers

50

Investment
Inquiries

\$135M

Industrial Building Permits

1

Staff Retired /
Hired

10

Acres sold

4

Films Shot

3

Domestic Trade
Shows

1

New Tenant

2

Land Sales

\$5M

Revenue

10

International
Trade Shows

2026 Priorities

- Sale of remaining 14 acres of serviced City-owned industrial land
- RFP and sale of 760 Juliana Drive
- Economic Development Strategic Plan
- Develop implementation guidelines for select new CIP programs
- Trade localization event for manufacturing
- “Film Woodstock” familiarization (FAM) Tour

Budget Detail

Account	Change	Proposed Budget
0800-69677-000 - Transfer from Industrial Land Reserve	+\$50,000	\$50,000
0800-84230-0312 - Office Supplies	+\$1,000	\$4,500
0800-84230-0315 - Advertising	-\$20,000	\$0
0800-84230-0445 - Publicity & Public Relations	+\$26,500	\$35,000
0800-84230-0442 – Econ. Dev. Marketing Plan	+\$50,000	\$50,000
0800-84230-0445 – Film Location Expenses	+\$2,500	\$7,500

Addition to Base Budget

\$65,000 requested for new board room at 21 Market Street

- **Acoustic panels**
- **Dividing Wall**
- **Board Table**
Board chairs
- **Training tables and chairs**
- **AV Equipment**

Have applied for 35% funding from RODP



Thank You

Questions?