



Town Of Tillsonburg 2020 Business Plan

Economic Development & Marketing

January 27, 2020



2020 Business Objectives

Item	Owner	Budget Value	Target Date
Residential Marketing Campaign	Economic Development & Marketing	\$31,000	Q4
Community Improvement Plan (Downtown Façade)	Business Improvement Association	\$31,000	Q4
Community Improvement Plan	Development Commissioner	\$20,000	Q4
Economic Development Strategy Implementation	Economic Development & Marketing	\$10,000	Q4
Enhanced Business Processes	Development Commissioner	\$10,000	Q4
Branding – Wayfinding Signage	Economic Development & Marketing		Q4
High Tech Manufacturing Action Plan	Development Commissioner	\$2,000	Q4
Van Norman Innovation Park – Clearview Dr Extension & SWM Pond Construction	Development Commissioner		Q4
Town Hall Project	Development Commissioner	N/A	Q4

2020 Business Objectives

Item	Owner	Budget Value	Target Date
Western Region Ringette Association – Regional Event	Marketing & Communications Officer	\$1,000	Q2
Chamber Sponsorship (Grant for Gala)	Development Commissioner	\$4,000	Q2
Chamber Sponsorship (Awards)	Development Commissioner	\$3,800	Q2
Service Level Increase – Marketing/External Communications	Development Commissioner	\$12,500	Q3
Youth Robotics Challenge	Development Commissioner	\$1,000	Q4
Bridges to Better Business	Development Commissioner	\$1,000	Q4

Risks

- Reduced residential growth
- Reduced investment if Community Improvement Plan funding is decreased
- Reduced ability to attraction innovative new industries
- Not able to meet increased expectations from residents for timely and clear communication

Opportunities

- Grow partnership with home builders to maintain residential growth momentum
- Invest in CIP and façade programs to continue to support investment attraction in the downtown
- Use updated strategy and high tech manufacturing action plan to build resilience into local economy
- Adopt new software to increase efficiency
- Support visitors, chamber of commerce, youth, and entrepreneurs through key sponsorships

Future Departmental Directions: 3 year outlook

- 2021
 - Explore Certified Sites program
 - Sell land in Van Norman Innovation Park
 - Start implementation of updated Economic Development Strategy
 - Expand online public engagement
- 2022
 - Explore Accredited Economic Development Organization (AEDO) program
 - Sell land in Rokeby Road parcel
 - Update Industrial Land Strategy
 - Implementation of updated Economic Development Strategy
- 2023
 - Complete sale of lands in Van Norman Innovation Park
 - Implementation of updated Economic Development Strategy



2020 Financial Plan
Operating Plan - Cost Code Summary
DCS

Note	2019	2020	Budget	%	Note
Reference	Budget	Budget	Variance	Variance	Reference
Revenues					
User Charges	(90,000)	(95,000)	(5,000)	5.6%	1
Total Revenues	(90,000)	(95,000)	(5,000)	5.6%	
Expenditures					
Purchases	51,000	62,000	11,000	21.6%	1, 2
Interfunctional Adjustments	4,000	4,200	200	5.0%	
Debt Principal & Interest	130,000	96,800	(33,200)	(25.5%)	3
Total Expenditures	185,000	163,000	(22,000)	(11.9%)	
Total Net Levy	95,000	68,000	(27,000)	(28.4%)	
Notes:					
1	Discover Tillsonburg - net levy uneffected				
2	Façade program increase \$6,000				
3	Debt will be paid off in 2020				



2020 Financial Plan
Operating Plan - Cost Code Summary
Economic Dev

Note	2019	2020	Budget	%	Note
Reference	Budget	Budget	Variance	Variance	Reference
Revenues					
Grants	(27,000)	(11,000)	16,000	(59.3%)	1
User Charges	(93,600)	(91,000)	2,600	(2.8%)	
Other Revenue	(2,000)	0	2,000	(100.0%)	
Contribution from Reserves	(29,400)	(1,100)	28,300	(96.3%)	
Total Revenues	-152,000	-103,100	48,900	(32.2%)	
Expenditures					
Labour	294,500	323,700	29,200	9.9%	2
Purchases	138,600	107,800	(30,800)	(22.2%)	3
Contracted Services	25,000	27,000	2,000	8.0%	
Contribution to Reserves	76,000	76,000	0		
Interfunctional Adjustments	(14,300)	(14,400)	(100)	0.7%	
Debt Principal & Interest	33,100	24,100	(9,000)	(27.2%)	
Total Expenditures	549,100	544,200	(4,900)	(0.9%)	
Total Net Levy	397,100	441,100	44,000	11.1%	
Notes:					
1	Provincial Grants -RED Grant				
2	Service Level Increase				
3	Map Implementation				