



2024

INVEST HALTON HILLS ANNUAL REPORT



TOWN OF HALTON HILLS
ECONOMIC DEVELOPMENT



A MESSAGE FROM THE MAYOR



I am pleased to introduce the 2024 Invest Halton Hills Annual Report following a highly successful year for economic development - a year where Halton Hills has continued to be a prime investment destination. This report provides a comprehensive overview of the Town's economic development initiatives, all focused on fostering a Thriving Economy - a key Strategic Plan Council priority. We supported existing businesses, attracted new major investments which build a strong and diverse economy, and elevated Halton Hills' competitiveness in the global marketplace.

We remain committed to delivering quality Business Retention and Expansion programs, including through the highly successful Community Improvement Plan (CIP). The CIP continues to see growth in applications, resulting in targeted investments that advance the Town's priorities. These investments not only strengthen our economy by supporting small businesses, downtown vibrancy and agri-tourism, but also make significant contributions to local quality of life. In 2024, over \$154,000 in CIP investments have been made. Small businesses benefited significantly from our highly successful Digital Main Street program, with over 400 local businesses served and \$265,000 in grants distributed.

Through our tourism brand, Visit Halton Hills, innovative and engaging programs are seeing great success in attracting day-trip visitors to "Explore the Hills". Thanks to collaboration with local businesses, many unique visitor offerings have been showcased, including our unique agri-tourism experiences. In 2024, annual visitor spending reached about \$4.5 million.

One of our other key economic development tools, the Business Concierge Program, drives major non-residential investments by expediting growth in the Premier Gateway Employment area and beyond. Active Business Concierge projects have the potential to add about \$1 billion in investment, 6 million square feet of industrial development and create 3,000 local jobs. The associated municipal tax revenue is important to supporting the delivery of Town programs and services that residents and business rely on everyday.

Extending our reach overseas through the Foreign Direct Investment workplan continues to showcase Halton Hills as a premier investment destination for businesses within our target sectors of Advanced Manufacturing, Food and Beverage Processing, Agri-Business and Clean Technology. It also helps to diversify the local economy, strengthen supply chains, and open export and import opportunities for our local businesses. Through these efforts, we have seen a 35% increase in investment inquiries.

Halton Hills' economic prosperity is a top-of-mind priority for Council. As we move through 2025 and recognizing the current global economic uncertainty, we will continue to focus on supporting the retention and growth of existing businesses, while attracting new investments. We will continue to position Halton Hills as a prime investment destination; and the best place to live, work, grow and invest.

Business success is our Town's success,

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ECONOMIC DEVELOPMENT OVERVIEW

The Town of Halton Hills Economic Development division, **Invest Halton Hills**, strives to be an economic development leader, actively attracting and supporting quality local and international business opportunities. The division offers quality incentive programs and supports to ensure Halton Hills remains an ideal community to live, work, grow, and invest.

Invest Halton Hills suite of services and supports:

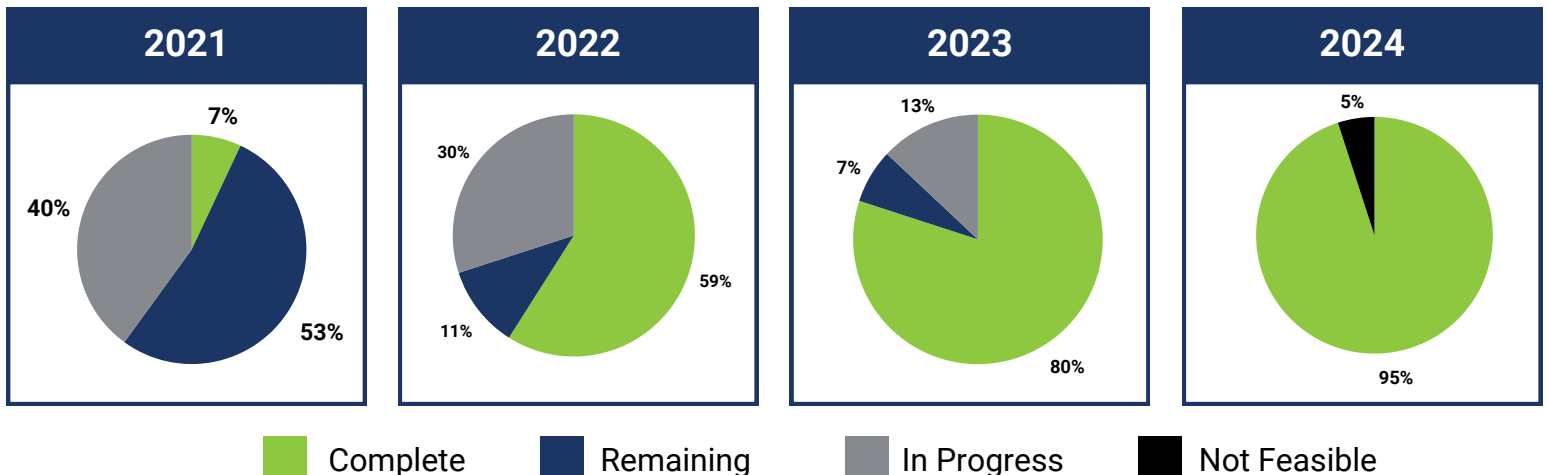
-  Financial incentives via the Community Improvement Plan
-  Business Retention and Expansion (BR&E) programming
-  Business Concierge Program
-  Domestic and international investment attraction, expansion and relocation
-  Amplifying tourism's economic benefits via Visit Halton Hills
-  Site selection assistance
-  Market research
-  Industry engagement
-  Workforce development



ECONOMIC DEVELOPMENT & TOURISM STRATEGY PROGRESS

The **Economic Development and Tourism Strategy (2021-2026)** is focused on increasing non-residential assessment growth and is a key initiative to support the Town's Long Range Financial Plan. To date, staff have **completed and continue to implement 130 of 137 Actions**. In 2025, staff will focus on working towards the next iteration of the Economic Development and Tourism Strategy based on past accomplishments, departmental goals, and Council's strategic priorities.

STRATEGY PROGRESS BY YEAR





2024 ECONOMIC DEVELOPMENT SNAPSHOT

ECONOMIC DEVELOPMENT & TOURISM STRATEGY (2021-2026)



42 Inbound Investment Inquiries

35% Year-Over-Year Increase

COMMUNITY IMPROVEMENT PLAN (CIP) PROJECTS

\$154,288.89

Total CIP funds distributed in 2024

6 Completed Projects

108% year-over-year Increase in Inquiries

TRADE MISSIONS BY THE NUMBERS

3

International Trade Missions Attended

66

In-person Meetings

8

High-potential Leads

Invest Halton Hills' Community Profile Awarded the Economic Development Association of Canada (EDAC) **Marketing Award - Single Publication**

\$10,000

in Grants to small businesses via the Digital Transformation Grant

Business Concierge Program Progress **7 Active Projects | 5 Upcoming**

* All figures reflect potential results, pending realization of active Business Concierge projects

Over \$1 Billion in Investment*

Over 3,000 Direct Jobs*

Approx. 6M SF of Built/Leasable Space*

4 TOURISM INFLUENCER PARTNERSHIP CAMPAIGNS



761.2K Content Views

23K Content Interactions

284.6K Accounts Reached

MATCHING FUNDING SECURED

CanExport Community Investments (CECI): \$50,109 - covering 50% of trade mission costs and hiring of an Investment Attraction Coordinator (1 yr. contract).

Regional Tourism Organization - Hamilton, Halton, Brant (RTO3): \$13,050 - assisting with the execution of new programming, marketing efforts, and new collateral development.

3 NEW TOURISM INITIATIVES:
Sticker Map Program, Fall Bucket List & Tourism Tuesday

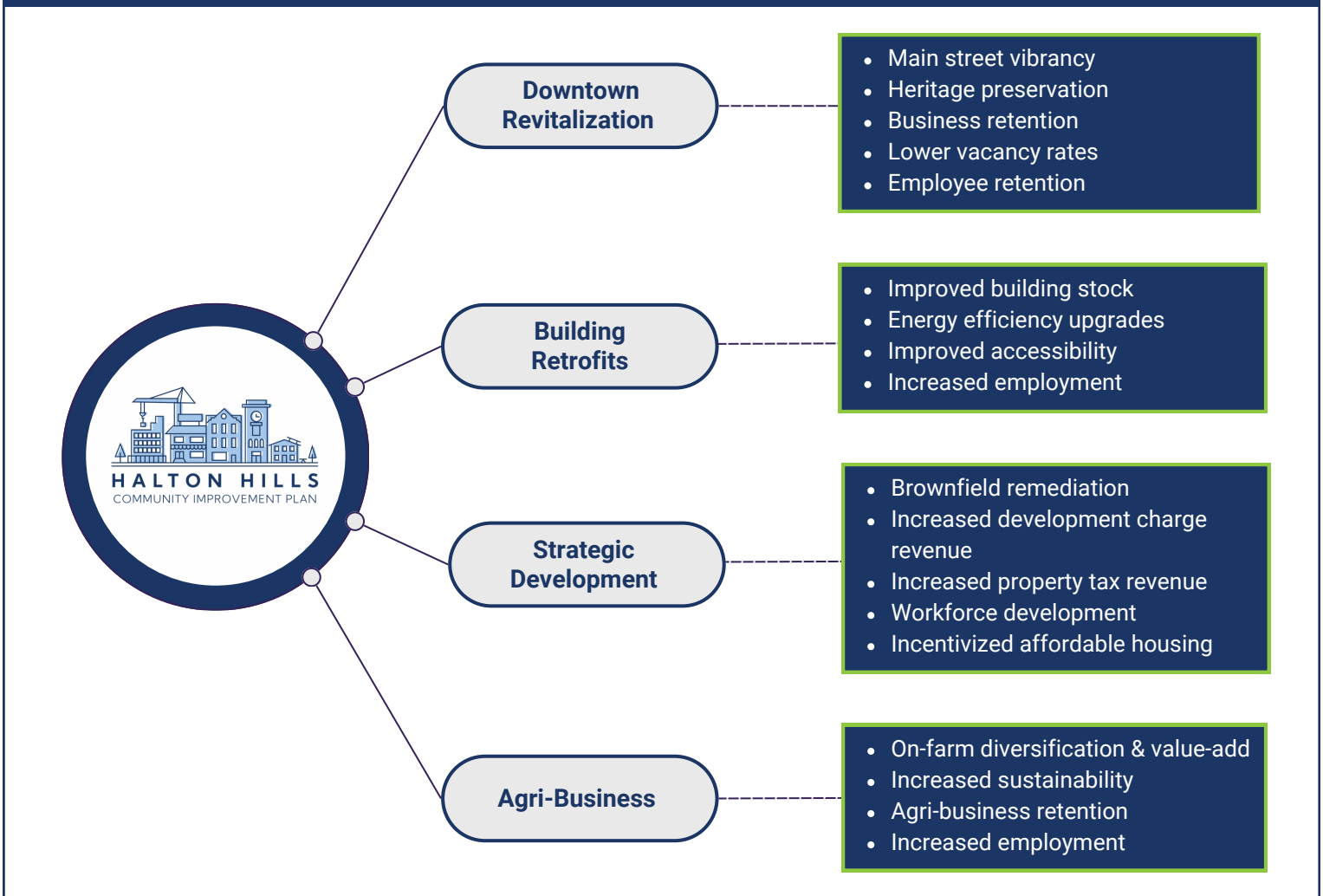
COMMUNITY IMPROVEMENT PLAN (CIP)

The **Community Improvement Plan (CIP)** programs enable the Town to provide targeted incentives and supports to local businesses, encourage revitalization, and stimulate private sector investments. The CIP supports Council’s Strategic Priorities through the following focus areas: Storefront/Main Street Revitalization, Brownfield Redevelopment, Agricultural/Agri-Business Supports, Heritage Buildings, Climate Change, Accessibility, and Affordable Housing. In 2024, the CIP program had its most successful year to date, with a record number of inquiries and completed projects.

CIP 2024 PROGRAM PROGRESS



CIP Program Impacts



Façade Improvement Grant



Saplings (formerly Acton's) Early Learning Child Care Centre
50% Matching Grant: \$25,000

Façade Improvement Grant



Smooth Solutions Spa & Laser Clinic
50% Matching Grant: \$24,288.89

Building & Property Renovation Program



Heritage Acton Town Hall
50% Matching Grant: \$30,000

Building & Property Renovation Program



Trinity United Church
50% Matching Grant: \$30,000

Agricultural Building Renovation Grant Program



Chudleigh's Entertainment Farm
50% Matching Grant: \$25,000

Environmental Site Assessment (ESA) Grant Program



AGK Multi Res Ltd.
50% Matching Grant: \$20,000

LOCAL BUSINESS SUPPORTS & INITIATIVES

AGRICULTURAL ROUNDTABLE



The Town launched the Agricultural Roundtable in November 2024 to support the long-term viability of agri-businesses. The Roundtable supports Council's strategic priorities of a Thriving Economy and the Protection of Natural Areas and Heritage. Halton Hills accounts for 34 per cent of Halton Region's farming across 147 farms. The Invest Halton Hills team continues to support the Roundtable, along with highlighting the programs available to agri-businesses through programs like the Community Improvement Plan.

DIGITAL MAIN STREET (DMS)

Administered by the Ontario Business Improvement Area Association, and delivered by the Town of Halton Hills, **Digital Main Street (DMS)** was a provincial program designed to help small businesses build their digital capacity through programming and supports. Halton Hills was the successful recipient of a fourth round of DMS funding in July 2022 - allowing the Town to retain a dedicated staff member until March 2024 to assist businesses in accessing programs, specifically the \$2,500 Digital Transformation Grant. **The metrics below depict Halton Hills' total Digital Transformation Grant program results from 2020 - 2024.**

400+
BUSINESSES SERVED

106
GRANTS

\$265K
FUNDS DISTRIBUTED

SMALL BUSINESSES IN HALTON HILLS: POWERED BY WOMEN

SMALL BUSINESSES IN HALTON HILLS
Powered by
WOMEN

On March 4, 2024, Invest Halton Hills hosted a panel discussion and networking event to celebrate International Women's Week. The event brought together 30 like-minded female entrepreneurs for an evening of sharing stories, expressing challenges and bolstering women-led businesses in Halton Hills.

SMALL BUSINESS WEEK (SBW) 2024

The Invest Halton Hills team celebrated **Small Business Week (SBW)** from October 20 to 26 with a new digital campaign and a highly successful SBW networking event in partnership with Halton Region Small Business Centre. The event welcomed 80 Halton-based entrepreneurs for a morning of presentations, knowledge sharing, and showcasing of small business resources. SBW saw the launch of the "5 Ways to Celebrate Small Business Week" digital campaign highlighting simple ways to show #LocalLove.



TOURISM – *Visit* HaltonHills

The **Visit Halton Hills** tourism brand's year was filled with growth, innovation, and meaningful progress. Visit Halton Hills focused on strengthening engagement with returning visitors, supporting local tourism businesses, and bolstering brand recognition to attract new audiences. Through innovative initiatives, such as the Halton Hills Sticker Map Program, Fall Bucket List, Tourism Tuesday, influencer collaborations, targeted marketing efforts, and increased event attendance, Visit Halton Hills continues to position the community as a must-visit day trip destination to maximize community benefits.

EVENTS & VISITOR SURVEY DATA

13 EVENTS

(9 ATTENDED IN 2023)

1,350 VISITORS

TO THE VISIT BOOTH

350 SURVEYS

COMPLETED BY VISITORS

TOP EVENT ATTENDANCE

- **Georgetown Rib Fest**
 - 12,000 attendees
- **Highland Games**
 - 4,000 attendees
- **Leathertown Festival**
 - 3,000 attendees
- **Georgetown Fall Fair**
 - 9,000 attendees
- **Acton Fall Fair**
 - 11,000 attendees
- **Georgetown Farmer's Market**
 - 1,000 attendees/week
- **Acton Outdoor Market**
 - 150 attendees/week



TOURISM SNAPSHOT

Tourism
Employment



2,100

Annual Tourism
Visitors



350,000

Tourism
Businesses



269

Average Tourism
Event Spend



\$90



Visitor Spend
Index

=

2.4 x National
Average

Annual Visitor Spending

=

\$4.5 Million

SPORTS TOURISM

In 2024, staff launched the Town's first-ever **Sports Tourism Package** - providing sports organizations visiting Halton Hills for tournaments with essential information, including local attractions, dining options, and events to explore while in our community.

SPORT VISITOR METRICS

INDOOR/ARENAS:

Halton Hills hosts approximately 20 tournaments per year (including hockey and figure skating) spanning 40 days.

Estimated Total Annual Participants: 10,200

Estimated Total Annual Visitors for all tournaments: 109,000

OUTDOOR FIELDS:

Halton Hills hosts approximately 20 tournaments per year (including soccer, baseball, flag football, etc.) spanning 38 days.

Total Participants: 16,505

Total Spectators: 14,350

Total Visitors: 30,855



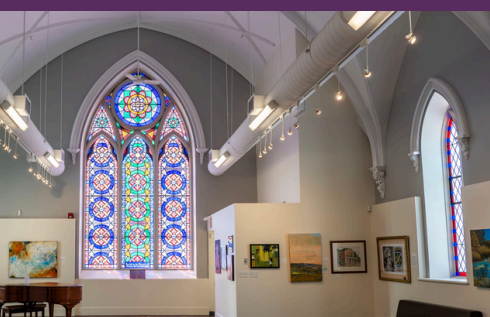
@explore.ontario



@pck.adventures



@explore.ontario



@justinpluslauren

In 2024, staff secured **\$13,050 in matching funds** from the **Regional Tourism Organization - Hamilton, Halton, Brant (RT03)** to expand programming and marketing. See below initiatives that were supported in part by this funding.

STICKER MAP PROGRAM

The **Sticker Map Program** was a summer program to encourage exploration, support local businesses and increase awareness of Halton Hills' attractions by engaging both locals and visitors in a fun, interactive way.

- **CAMPAIGN GOALS**

- Community collaboration and engagement
- Brand modernization and appeal
- Inclusive business participation
- Economic impact and sustainability

- **RESULTS**

- 1,700 sticker maps picked up by participants
- \$70,000 spent throughout the community during the visitor experience
- 4,800 mini stickers distributed at over 20 small businesses
- 6,500+ accounts reached via social media advertisements
- 24% of participants were from outside Halton Hills, mainly from Mississauga and Hamilton



FALL BUCKET LIST & PHOTO CONTEST

The **Fall Bucket List** encouraged locals and visitors to explore Halton Hills in autumn by completing a seasonal checklist.

Bucket List participants were encouraged to shop local, visit hidden gems, and snap photos along the way to document their fall adventures to submit to the programs corresponding photo contest.

- **CAMPAIGN GOALS**

- Community collaboration and engagement
- Economic impact and sustainability
- Building photo collateral for future marketing

- **RESULTS**

- 200 bucket lists distributed
- Development of 5 fall-focused colouring pages
- 32 photos submitted for photo contest
- 668 views on Autumn Adventures webpage



Photo contest winner [@randomphotoadventure](#)

TOURISM TUESDAY

Tourism Tuesday was a 4-month social media campaign aimed at tourism-based businesses in Halton Hills. This program was designed to help businesses promote seasonal offerings, events, and activities by way of social media collaboration through the Visit Halton Hills Instagram page.

- **CAMPAIGN GOALS**

- Community collaboration & engagement
- Economic impact and sustainability
- Inclusive business participation

- **RESULTS**

- **7 Tourism Tuesdays:** VIP Med Spa , Re-Juventation, Acton Town Hall, Wheelbarrow Orchards, 70 Below Treats, FOLIAGE, and the Helson Gallery.

FOREIGN DIRECT INVESTMENT (FDI)

Canada is one of the leading global destinations for Foreign Direct Investment (FDI) and the Town’s FDI Attraction Strategy continues to highlight the unique value proposition of investing in Halton Hills. The Strategy focuses on attracting foreign businesses in the Town’s key sectors; Advanced Manufacturing, Food and Beverage Processing, Agri-Business, and Clean Technology in the target markets of Germany and the Netherlands. 2024 marks the conclusion of the **Town’s 5-year FDI Attraction Strategy**. Staff have successfully achieved all **6 Goals** and **completed all 33 Actions** outlined in the Strategy.

The success of the FDI Strategy comes from leveraging the federal government’s **CanExport Community Investments (CECI)** funding program. From 2019 to present, the Town has received **\$242,934 in funding from CECI**. In 2024, Halton Hills received **\$50,109, covering 50% of trade mission costs and allowing the Town to hire an Investment Attraction Coordinator on a one-year contract**.

FDI Strategy Goals (6)	
	Enhance and promote Halton Hills’ presence in the global market.
	Convince potential international investors in sectors such as Advanced Manufacturing, Agri-Business, Food and Beverage Processing and Clean Technology that Halton Hills is the best place to locate in North America.
	Market Halton Hills as a preferred location for investment in advanced manufacturing, agri-business, food processing and clean technologies.
	Work with the local business community to remove barriers to business, streamline the approvals process, gain their commitment to invest, expand and create jobs and support the efforts of the Economic Development Division.
	Engage with public and private sector organizations to build partnerships that will promote Halton Hills as an attractive location for investment.
	Develop partnerships with public and private sector stakeholders that will strengthen the Town’s investment readiness.

2024 Inbound Investment Inquiries

Staff continue to field inbound inquiries from both domestic and international investment opportunities in addition to trade mission initiatives.

Inquiries have nearly quadrupled from 2022-2024

42 Inbound Inquiries in 2024 (35% increase from 2023)

- Manufacturing – 12
- Services/Other – 10
- Tourism – 5
- Food & Beverage Processing – 3
- Clean Technology – 3
- Distribution/Logistics – 3
- Healthcare – 3
- Agribusiness – 2
- Distribution/Logistics – 3
- Healthcare – 3
- Software – 1

31

2023 Inbound Inquiries
(200% increase from 2022)

11

2022 Inbound Inquiries

TRADE MISSIONS BY THE NUMBERS



Leads Generated by Sector

- Manufacturing: 15**
- Food & Beverage Processing: 1**
- Clean Technology: 2**
- Other: 5**

23

In-person Meetings

This international trade show, hosted Frankfurt, Germany brings together manufacturers from the lighting, electrical engineering, home and building automation, and connected security technology sectors.



Leads Generated by Sector

- Manufacturing: 14**
- Clean Technology: 10**
- Other: 5**

29

In-person Meetings

The trade show hosted in Munich, Germany highlighted environmentally sustainable and innovative companies that provide solutions for water, wastewater, waste and raw material management.



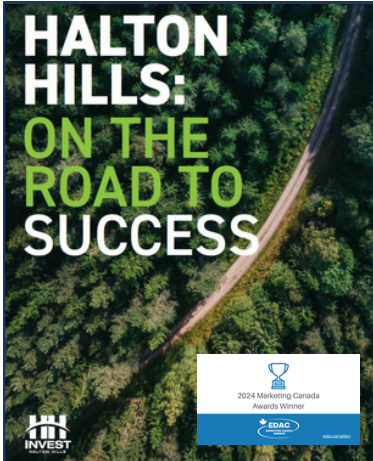
Leads Generated by Sector

- Manufacturing: 14**

14

In-person Meetings

This trade show hosted in Chicago, Illinois features 1,500 exhibitors within the Machine Shop, Aerospace, Automotive, Metalworking Machinery and Equipment and Distribution industries. The Town's participation was part of the Ontario Manufacturing Communities Alliance (OMCA) Delegation.



Marketing Collateral Development

An updated Community Profile, Halton Hills: On the Road to Success, was completed and distributed in 2024. This document won the Economic Development Association of Canada (EDAC) Marketing Award in the category of "Single Publication – 5 or more pages." The Community Profile directly aligns with the On the Road to Everywhere video series, demonstrating Halton Hills' value proposition as a premier investment destination by highlighting "a day in the life" of various local entrepreneurs and business professionals.



Familiarization Tours & Local Development Site Promotion

German Food Manufacturer Tour

After identifying this company as a lead in 2023, Town staff visited the company's headquarters during the March 2024 trade mission. Staff later welcomed the company to Halton Hills for a site visit/familiarization tour in June 2024.

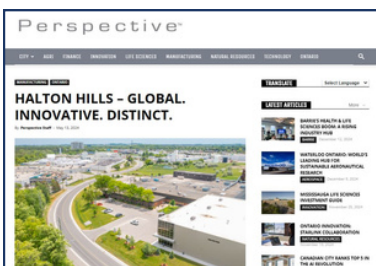
Collision Conference

In June 2024, staff collaborated with Halton Region, the Town of Oakville, and the Town of Burlington to host a bus tour of the Halton Region during the 2024 Collision Conference in Toronto. Representatives from 28 companies and 9 different international markets participated in the tour.



IVO Site Selection

In July 2024, staff hosted **Invest Ontario (IVO)** for a tour of available development sites. This tour resulted in staff submitting 5 sites through the IVO's Zoom Prospector Tool for further promotion. In addition to the sites submitted, staff shared local photography with IVO, resulting in Halton Hills imagery being shared on their website for further promotion.



Perspective Marketing

In ongoing efforts to attract Foreign Direct Investment, the Town strategically placed 2 targeted advertorials with Perspective News in 2024 that highlighted Halton Hills' Advanced Manufacturing and Food and Beverage Processing sectors. This content showcased the Town's unique value proposition for each sector and generated over 340,000 impressions.



Partner Collaboration

In 2024, staff continued to actively engage with key stakeholders in Canada's FDI ecosystem - this included promoting Halton Hills through **Invest in Canada's (IIC)** centralized information sharing (InfoZone) initiative. Further ecosystem connections were fostered through Trade Commissioner relationship building to support potential investment opportunities along with identifying opportunities for local businesses in the Town's target sectors. In 2024, staff worked closely with Trade Commissioner staff at the Canadian Embassy in Portugal on a joint venture project between a Portuguese company and a local Halton Hills company.

BUSINESS CONCIERGE PROGRAM

Since 2021, the Town’s Business Concierge Program has successfully supported major non-residential investment projects. By streamlining the review and delivery of key economic development leads and projects, the program continues to assist Halton Hills in being economically competitive, maintaining an ‘open for business’ approach, growing non-residential assessment, and attracting high-quality jobs.

Business Concierge Pipeline

The Business Concierge Program continues to assist projects along the full continuum of business attraction and retention, from initial concept and site selection, through to construction, project completion and beyond.



In addition to expediting major investments, the Business Concierge Program performs the following support services:

- Leads the Strategic Economic Development Team (SEDT);
- Acts as the primary Economic Development contact and commenter for internal planning, development engineering, transportation and building related matters and projects;
- Provides strategic guidance, advisory services and comments from an economic development perspective on matters involving external agencies, including Halton Region, Conservation Authorities and Provincial Agencies;
- Provides an economic development perspective on cross-departmental projects;
- Responds to site selection and development inquiries for potential industrial, commercial, institutional and tourism-related investments; and,
- Supports implementation of the Foreign Direct Investment (FDI) Strategy and Economic Development & Tourism Strategy.

Premier Gateway Employment Area – Water & Wastewater Servicing

Since 2021, Town staff have been working collaboratively with Halton Region to expedite the delivery of water and wastewater services east of Eighth Line along Steeles Avenue. This is a key initiative as it will facilitate the development of the Phase 2B Employment Area and other planned employment lands expanded through ROPA 49. Through this work, the timeline for Regional service delivery has been tentatively reduced by 4 years (2027 vs. 2031). In July 2024, a Municipal Class Environmental Assessment was commenced for the required wastewater pumping station and the first Public Information Centre (PIC) concluded on November 23, 2024.

Active & Upcoming Business Concierge Projects

<p>7 ACTIVE PROJECTS</p>	<p>INVESTMENT Over \$1 billion in investment*</p>	<p>EMPLOYMENT Over 3,000 direct jobs*</p>	<p>DEVELOPMENT Approx. 6M SF of built/leasable space*</p>
<p>5 UPCOMING</p>	<p>* All figures reflect potential results, pending realization of active Business Concierge projects</p>		

The Business Concierge Program is currently assisting **7 active projects and 5 upcoming projects**, which will generate significant revenue streams for the Town. Non-residential investments contribute to assessment growth and increased tax revenue, along with the the collection of development charges, building permit fees, development application fees and cash-in-lieu of parkland. These revenue streams fund the delivery of Town services and infrastructure that residents and businesses rely on.

BUSINESS CONCIERGE

2024 PROGRAM PROJECT HIGHLIGHTS



Conestoga Cold Storage

Conestoga Cold Storage is continuing construction on their state-of-the-art cold storage facility. As of November 2024, Phase 1 of the project, with a Gross Floor Area (GFA) of 234,000 SF is nearly complete and assuming partial occupancy. Site Plan Revision Application review is nearing completion for Phases 2 and 3, adding an additional 207,000 SF of freezer storage space. Once complete, the facility will become one of the largest cold storage facilities in the world, boasting cutting-edge technology and sustainable practices. The development will create between 150-250 new jobs and represents an important atypical warehousing/logistics use that heavily utilizes automation and requires a skilled employment pool, with nearly half of the jobs created requiring technical skills.



Prologis Halton Hills Park

In Q2 2024, **ProLogis** began construction of 2 of their 3 proposed buildings, which contain a combined GFA of approximately 971,000 SF. Once all 3 buildings are completed the development will boast a GFA of approximately 1.3 million SF of leasable space in Halton Hills' Premier Gateway Employment Area. On July 9, 2024, the Mayor, Councillors, and Town staff attended a Construction Kick-Off Ceremony. Final Site Plan Approval application is likely to occur in Q1 2025 and ProLogis has indicated they have received much interest from major international companies to fill their space.



QuadReal

QuadReal is currently working through the approvals process for a 5-building, phased industrial proposal containing over 1.5 million SF of leasable space. The proposed industrial subdivision is located in the Halton Hills Premier Gateway and will consist of development lots of varying sizes. The Draft Plan of Subdivision and Zoning By-law Amendment applications are expected to go to Council for approval in Q1 2025 with hopes of breaking ground on construction before the end of the year.



Bentall GreenOak

Bentall GreenOak is proposing to construct 8 new industrial buildings containing a total GFA of approximately 1.8 million SF at 8250 Eighth Line in the Premier Gateway Employment Area. In October 2024, Council approved the Zoning By-law Amendment for the development and the Applicant submitted a Site Plan Approval application for Buildings 1 and 2 on the site, which contain a total combined GFA of approximately 356,000 sq. ft.



CONNECT WITH INVEST HALTON HILLS



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