

Economic Development and Tourism Division Key Priorities

Over the past few years with the implementation of the Economic Development and Tourism strategies and increased business inquiries, the Division continues to see an increase in core activities which ultimately impacts the Division Support position. The following outlines the core activities and changes in volume of activity in recent years.

Since 2013, the Economic Development and Tourism Division has increased the average number of annual outreach activities from 44 to 150. Examples of outreach include:

- Small Business Week breakfast.
- Attendance at tradeshows including - the Toronto International Bike Show, Toronto International Motorcycle Show, and the Hamilton-Burlington Real Estate Show.
- Coordination of a several committee meetings including: the Business Development and Planning Advisory Committee, Haldimand Business Network, the Tourism Network, the Agricultural Advisory Committee and other key activities all of which require meeting minutes, as well as the planning and coordination of these meetings by the Division Support position.

The Division has also substantially increased the average number of business visits on an annual basis from a total of 26 (in 2013) to 128 (in 2018). Business visits are an important part of the role of the Division assisting businesses in a variety of ways by providing access to information, connecting to funding opportunities and other resources appropriate to their needs.

The Division (5.5 FTE) continues to oversee a significant amount of programming and initiatives that support economic development and tourism growth within the County including:

- Business Visits – connecting local business to resources and information
- Assist new business development and investment
- Respond to business inquiries including – land/real estate, financing, grants, loans and operations, government programs and supports, new product development and new marketing opportunities
- Support and facilitate the growth for tourism and business attraction
- Community Improvement Program/Rural Business and Tourism Community Improvement Program
- Market the County for business and tourism attraction
- Grants to the BIA/Chambers (Operating and Tourist Information Centres)
- County Signage Program including Wayfinding, Tourism and Agriculture Directional Signage Program, Gateway, TODS Directional Signage, Cycling/Share the Road
- Supporting local tourism stakeholders in creating new Experiential Product Development
- Tourism Data Collection
- Distribution of Maps and Guides

- Mayor's Breakfast and Business Excellence Awards
- Business Development and Planning Advisory Committee
- Agricultural Advisory Committee
- Haldimand Business Network
- Tourism Network Meetings
- Economic Development & Tourism (EDT) communications – newsletter, social media, website
- Maintain and enhance visual assets – photos/videos
- Cycling Tourism and cycling capital program
- Filming inquiries
- Rural Water Quality Program
- Small Business Week
- Branding Strategy
- New Tourism Website
- On-street/Sidewalk Pilot Patio Program

And with key partners, assist in the delivery of the following:

- Employer One Survey
- Manufacturing Month/Videos
- Ontario's Southwest partnership
- Cruise the Coast
- Ontario by Bike
- Mohawk College Mobile Post Secondary

Specifically, the Division Support position is often involved in many of the above mentioned-initiatives at an administrative/staff support level. Anticipating that the advertising component of the County publications would be outsourced, the Division Support position has already taken on new responsibilities in addition to ongoing job duties which include but are not limited to:

- Being trained on CIP/RBTCIP and overseeing the administration of the program;
- Overseeing the Tourism Data Collection project and connecting with the tourism stakeholders to obtain their involvement, collecting the data and creating the final report;
- Coordinating the Volunteer Recognition Night with Community Development and Partnerships;
- Coordinating the Business Excellence Awards (Mayors Breakfast);
- Overseeing the distribution of maps and guides;
- Creation of social media posts for the Haldimand Tourism Facebook page;
- Responsible for all outreach and minutes for various committees; and
- Coordinating the content and updating of all tourism publications.