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1	Project Discussed	Accomplishments to Date
2	Development of Real Time Industrial Land Inventories	Included within the 2021 operating budget - funds have been allocated to the development of an online property listings tool for the Business Haldimand website. This will allow for municipal property for sale as well as other commercial/industrial property listings.
3	Making Key Economic Data more Accessible	In late 2020 EDT moved to an online data tool that updates data on an ongoing basis (in some instances monthly) key data can be viewed here - https://www.haldimandcounty.ca/community-profile/
4	Developing data collection with key tourism stakeholders	Data collection for the Tourism Data Collection Program began in 2017 and updated annually. *This was not distributed in 2020/ 2021 due to COVID-19 and will be reviewed and updated once the tourism is in a more normal state.
5	Focus on Business Attraction & Facilitating the creation of shovel ready industrial lands	Ongoing work to realize development opportunities at Lake Erie - working closely with key stakeholders including - Ernst & Young, Cushman & Wakefield, Enbridge Gas, Key former US Steel stakeholders, Province etc. In 2020 submitted an application to the Job Site Challenge. EDT also worked closely with Enbridge to submit a development proposal for funding through the Natural Gas Expansion Program that was not successful. In 2021, plans to prepare and issue an RFP for the North Caledonia Employment Lands project.
6	Development of a Business Concierge Team	The Business Development and Concierge team was re-launched in 2021. A dedicated staff team that consists of representatives from -Building, Planning and Economic Development and Tourism Divisions. Goal is to provide an exceptional level of customer service and assist defined developments through the development process - employment generating developments. Key metrics will be collected and shared with BDAPAC and Council.
7	Increase Technology investment	Expansion of rural broadband is currently underway throughout Haldimand County
8	Develop a Haldimand County brand	Created and implemented a new Haldimand County logo with brand guidelines, and a marketing strategy. A Signage strategy is currently being developed to ensure consistent messaging, quality and brand standards.

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9	Address Workforce Issues / Challenges	Continue to build on partnerships with local community groups that include - Workforce Planning of Grand Erie, St. Leonard's Employment Services, Mohawk College and businesses to address this issue. The Mohawk College City School partnership continues to bring post-secondary opportunities to Haldimand County residents. A job search tool was launched in 2020 by the Workforce Planning Board that focuses on local job opportunities. St. Leonard's recently received funding to host a Construct your Career program in Haldimand County - more details to come.
10	Public Transportation Update	Pilot project was initiated through Council for the electric vehicles used by by-law students, facilities and parks etc. This pilot project may have the potential to grow into a viable option for public transportation. EDT staff continue to attend regional transportation meetings to keep informed of new opportunities and projects being implemented.
11	Social Media Policy Update for Haldimand County	Initiated new Tourism Instagram, and Business Facebook account in 2020, updated social media policy to include more a more broad range of social media channels and outlets.
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13	COVID-19 Business Recovery Priorities	
14	1. Marketing/Advertising	
15	Business Recovery Marketing Strategy- COVID-19	Establishment of a marketing committee to vet marketing strategy. Creation of a substantial marketing campaign to support the tourism sector. Redevelopment of Tourism website to include a Marketplace - E-commerce focused section Approximately \$167,000 in funding received from Fed Dev Ontario and TIAO (Tourism Industry Association of Ontario to provide marketing support to the tourism sector;
16	Marketing and Advertising of Local Businesses during COVID-19 restrictions	Increased use of social media for tourism focusing on positive "open for business" messaging, sharing content from local businesses and emphasizing shop local opportunities/partnerships.
17	2. Resources/Information provision to local business	

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18	COVID-19 Resources & Information Provision to Local Business	Creation and maintenance of COVID 19 resources page on BusinessHaldimand.ca updated regularly to keep businesses informed of programs, grants and provincial and federal announcements etc.
19	Creation and distribution of a local PPE list	EDT created a locally available list of PPE that was distributed to local business and posted online for local business to access
20	3. Outreach to local business	
21	COVID-19 Outreach to local Business	EDT staff contacted 879 businesses, 114 of these businesses required follow up information and resources for a Business Retention and Expansion Survey. Staff continue to support business by providing resources to open and operate safely and address business inquiries regarding these concerns. Staff continue to respond to inquiries from businesses re: COVID-19
22	Digital Service Squad	Received approximately \$122,000 in funding through the Digital Main Street program to hire students to assist businesses with increasing their online digital presence. Program ran from September 2020 to May 2021. The digital service squad was an integral part of outreach to local businesses contacting over 350 local businesses in various ways to assist in online promotion. The DSS has assisted business in applying for a \$2500 digital transformation grant of which 82 business have been approved for a total of \$205,000 back into the community and to the business directly. 45 businesses were approved for the Shophere program and 6 businesses were approved for the Futureproof program. Between January and May 2021, the Digital Service Squad has created and held 20 webinars with a total of 231 attendees on topics that range from video editing, all about Instagram, advertising on Facebook and more. In June of 2021, we received confirmation that we were approved for an additional \$57,000 to continue the program through to the end of February 2022.
23	4. Regulation and Program enhancements	
24	Regulation and Program enhancements during COVID-19 Restrictions	Staff continue to support businesses by providing resources to open and operate safely and address business inquiries regarding these concerns. Promotion of Ontario Southwest's Safe Opening Programs that provided applicable business with up to \$1000 in grant dollars for PPE and modifying workspaces.
25	Other Ideas shared at BDAPAC meetings	

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26	Increase Business Development and Attraction Focus	
27	Resident attraction strategy - young families and entrepreneurs	
28	Developing a more robust marketing strategy	
29	Hiring of a brand ambassador to promote Haldimand County	
30	Developing Economic Development micro site	Incorporated into the 2021 workplan is an update to the BusinessHaldimand.ca website - this has been completed
31	Develop employment land inventory and serviced industrial/ commercial properties.	
32	KPIs in Economic Development	Currently the Economic Development and Tourism division track items such as: - Number of business inquiries; - Outreach activities; - Traffic to the tourism website; - The intent is to try to measure the impact of these activities in terms of whether it resulted in follow-up actions (i.e. more jobs, access to additional services etc.).
33	Educational Courses for the committee/ Increased Training for BDAPAC Members	
34	Increased Farmers Market Expansion, promotion and Support	
35	Expanded Tourism Infrastructure	
36	Focus on Supporting New Business Development/New Entrepreneur Mentorship program with BDAPAC - development of a mentorship program for new entrepreneurs.	
37	Increased data on community businesses - increased outreach to the businesses is needed/tracking to ensure our downtowns are being built up as much as possible.	Staff have been looking at options and data that is currently available and will be bringing information back to BDAPAC
38	More interaction and input from local business owners	
39	Relationship Development between county staff and local business	

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40	3-D Investment Model of what the county would look like in 20 years	
41	Incentives for Auxillary Dwelling Residences	Haldimand County recently updated our zoning bylaw to include secondary suites
42	Community Bulletin Boards	
43	Encourage micro processings and small scale farm production	
44	Review of transportation/logistics i.e. bridge on Highway 54 underpass access is not suitable for truck access into Cayuga.	Project is included in the 2028 Capital Budget
45	Increase and recognition of Heritage, Art and culture	
46	Demand for co working spaces/ micro office space in Haldimand County	
47	Co-op Opportunities for trades in Haldimand County - look at potential in bringing co-op programs back into the school system, work with the school board to address workforce challenges	
48	Consumer Survey and Gap Analysis on Business and Service missing in Haldimand County	
49	Direct Business Outreach to Chambers/ BIAs and local businesses in need	
50	Broader Engagement Strategy provide Businesses with educational resources in preparation for a post COVID-19 economy	
51	Utilization of storefronts (use empty storefronts to advertise maps, and other local businesses in area)	Recently EDT designed and had large decals installed in empty storefront windows to promote Haldimand County as a tourism destination. Each decal feature a large beautiful photo selected by the property owner. An agreement is in place for the landowner to commit to keeping these decals in place for a minimum of 6 months or until their storefront is leased.
52	GPS/ Popular Apps (Waze) for Haldimand County Advertising	
53	Tracking of Community Based Economic Development projects ready to go for potential funding opportunities	

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54	Development of a working remotely campaign to attract new residents wanting to get out of the cities	
55	Faster Roll out of the High Speed interest project to address the number of people that are required to work from home.	
56	Master plan for servicing of businesses throughout Haldimand County	
57	Extension of staff to provide similar services/support offered through Digital Mainstreet to the Business Community Digital Service Squad contract has been extended, date to be confirmed.	Recently received additional funding to extend this program in Haldimand County until the end of February 2022
58	"Made in Haldimand" Brand that could be made and sold in Farmers Markets and within Haldimand County	A Real. Local. Haldimand graphic element was created, and placed on the website for any local businesses owners to utilize on their products, bags, signs etc. A Real.Local. marketing Tool kit was recently launched pre printed stickers, posters, signs and downloadable files to access Real. Local. branded templates- also available on the website for businesses.
59	Development of a marketing strategy that focuses our natural assets" agriculture, water, hiking"	Seasonal campaigns including Real.Local, Real.Food., Real.Adventures., Real.Experiences. are currently being created, and will roll out once provincial restrictions have opened. The Tourism Instagram will also feature highlights showcasing Water, Farm Experiences, and Outdoor Trails and activities.