

2015 Initiatives Economic Development Strategy Progress Report

Goal #1: Attract knowledge based industries in the professional services, advanced manufacturing and life sciences sectors.

OBJECTIVE: Attract new development in the professional services and advanced manufacturing sectors	
STATUS	INITIATIVES
	<ul style="list-style-type: none"> Develop and launch an office campaign
	<ul style="list-style-type: none"> Implement recommendations from 2014 Auto Mayors' Summit

OBJECTIVE: Create a life sciences/technology park adjacent to the new hospital	
STATUS	INITIATIVES
	<ul style="list-style-type: none"> Develop principles objectives and performance targets for the district Develop an implementation and marketing plan

OBJECTIVE: Develop and implement a marketing plan for business attraction	
STATUS	INITIATIVES
	<ul style="list-style-type: none"> Implement actions from the marketing plan completed in 2013; one planned initiative is an interview and article in the Canadian Business Journal Complete Retail Strategies and Action Plans for Kerr Village and Downtown Oakville and continue with implementation of Bronte Business Action Plan

Legend

Completed	In progress	Not yet started

Goal #2: Respond to the needs of the business community in order to foster business retention and expansion.

OBJECTIVE: Improve development approval process	
STATUS	INITIATIVES
	<ul style="list-style-type: none"> Continued cooperation and coordination with developers on major projects

OBJECTIVE: Expedite development of employment lands	
STATUS	NEXT STEPS
	<ul style="list-style-type: none"> Explore the possibility of a business case to Halton Region re:servicing in Midtown similar to that done for Winston Park West Complete a town wide Brownfield study for private lands in conjunction with public land initiatives by the Environmental Policy Department

OBJECTIVE: Monitor competitive position	
STATUS	NEXT STEPS
	<ul style="list-style-type: none"> Ongoing tracking and analysis

OBJECTIVE: Cultivate business relationships	
STATUS	NEXT STEPS
	<ul style="list-style-type: none"> Host 2nd annual Innovation Awards which were launched in 2014 Host a hospitality tent at the 2015 RBC Canadian Open for businesses and real estate community
	<ul style="list-style-type: none"> Continue with corporate calling program

OBJECTIVE: Provide accurate and timely business information	
STATUS	NEXT STEPS
	<ul style="list-style-type: none"> Overhaul of site selection database including GIS and ICX feed which adds commercial listings directly from the Oakville Milton District Real Estate Board Website update Develop interactive map of development opportunities Implement CRM for information sharing and lead tracking

Goal #3: Explore international business opportunities

OBJECTIVE: Develop international business development plan	
STATUS	INITIATIVES
	<ul style="list-style-type: none">• Federal grant from the Invest Canada Community Initiatives (ICCI) program for International Business Development Plan
	<ul style="list-style-type: none">• Complete an International Business Development Plan
	<ul style="list-style-type: none">• Oakville China Business Association (OCBA) has been established and department will continue to coordinate initiatives for outreach

OBJECTIVE: Explore opportunities to develop Oakville as an international hub for digital media and animation	
STATUS	INITIATIVES
	<ul style="list-style-type: none">• Continue to connect companies to local resources such as Sheridan College, HalTech and Silicon Halton• Respond to investment leads and partner with Sheridan College to promote Oakville• Research on business incubators will be done in conjunction with the Downtown Cultural Hub work