

APPENDIX A

2016 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">Implement targeted marketing campaign for the professional services sector to compliment the new office product that has entered the Oakville market and position Oakville as the destination of choice for office in the GTA
	<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">Facilitate ongoing meetings with key industry and academic stakeholders at the local and regional level to establish formal agreements and partnerships

OBJECTIVE: Develop and implement a marketing plan for business attraction	
STATUS	INITIATIVES
	<ul style="list-style-type: none">Complete further enhancements to FindOakville including the addition of data layers
	<ul style="list-style-type: none">Launch social media accounts to reach and engage with a wider audience on a real time platform
	<ul style="list-style-type: none">Update website with recommendations as detailed in the International Business 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
	<ul style="list-style-type: none">• Work with planning staff to create a development approval guide for business

OBJECTIVE: Expedite development of employment lands	
STATUS	NEXT STEPS
	<ul style="list-style-type: none">• Work with consultant to 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 a hospitality tent at the 2016 RBC Canadian Open for businesses and real estate community
	<ul style="list-style-type: none">• Act as community partner with HalTech on the Halton Futures Innovation Conference and Awards
	<ul style="list-style-type: none">• Continue engagement with local companies and other stakeholders

OBJECTIVE: Provide accurate and timely business information	
STATUS	NEXT STEPS
	<ul style="list-style-type: none"> • Additional website improvements to enhance sector profile pages, update the Town's e-brochure
	<ul style="list-style-type: none"> • Video and digital information marketing materials
	<ul style="list-style-type: none"> • Interactive mapping of employment land opportunities

Goal #3: Explore international business opportunities

OBJECTIVE: Develop international business development plan	
STATUS	INITIATIVES
	<ul style="list-style-type: none"> • Create an InvestOakville micro-site. A federal grant was approved in early 2016 to provide matching dollars for this project
	<ul style="list-style-type: none"> • Increase engagement with in-market representatives and provincial & federal staff in target markets and sectors
	<ul style="list-style-type: none"> • Implement specific actions and initiatives as identified in the International Business Plan
	<ul style="list-style-type: none"> • Work with Toronto Global to communicate Oakville's business case and leverage opportunities where appropriate
	<ul style="list-style-type: none"> • Monitor and respond to investment leads
	<ul style="list-style-type: none"> • Continue to explore business opportunities in China and develop the relationship with Oakville's Sister City Huai'an

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
	<ul style="list-style-type: none"> • Continue to monitor sector growth for future investment opportunities
	<ul style="list-style-type: none"> • Implement actions and recommendations as identified in the International Business Plan