



THE CORPORATION OF HALDIMAND COUNTY
Business Development and
Planning Advisory Committee

Date: January 27, 2025
Time: 9:00 A.M.
Location: Haldimand County Administration Building - Haldimand Room
53 Thorburn Street South, Cayuga

Pages

- A. Call to Order**
- B. Land Acknowledgement**
- C. Disclosures of Conflict of Interest**
- D. Approval of Previous Business Development and Planning Advisory Committee Minutes**
 - 1. Business Development and Planning Advisory Committee Minutes - November 18, 2024 1
- E. Delegations**
 - 1. Chair / Vice-Chair Election
 - 2. Lower Grand River Visitor Experience Strategy Update
- F. Items for Consideration**
 - 1. Council Update
 - 2. Economic Development & Tourism Update
 - 3. Chair and Vice-Chair Report
2024 BDAPAC Update - Council Presentation
 - 4. Economic Data Dashboard 7

5. 2024 Budget & Project Follow Ups
 - Investment Dragons
 - Ag Scape
 - Job Fair Continued (Spring)
6. 2025 EDT Workplan - Verbal Update
7. Tourism Attraction Priority
8. Downtown Investment Attraction – Key Performance Indicators 16
Review of key performance Indicators prepared by Banko Creative Studio
9. EDT Updates

G. New Business

1. Revised BDAPAC Meeting Schedule

H. Adjournment



THE CORPORATION OF HALDIMAND COUNTY

Business Development and Planning Advisory Committee Minutes

Date: November 18, 2024
Time: 9:00 A.M.
Location: Hybrid: Haldimand County Administration Building - Haldimand Room (53 Thorburn Street South, Cayuga) & Virtual

Members Present
S. Bentley, Mayor
P. Hauser, Member
P. Makey, Chair
G. Naylor, Member
P. O'Neill, Councillor
A. Peet, Member
M. Reynolds, Member

Regrets
M. Lessard, Member
T. Caputo, Member

Staff Present
J. Nelson, Project Manager, Business Retention and Expansion
L. Romanuk, Economic Development & Tourism
S. Trimble, Council Services Assistant
C. Donaldson, Administrative Assistant
C. Curtis, Municipal Clerk

A. Call to Order

The Chair called the meeting to order at 9:03 a.m.

B. Welcome and Introduction

The Chair advised that any public members that would like to speak, must call upon the Chair to do so.

C. Land Acknowledgement

Chair, P. Makey read the Land Acknowledgement statement.

D. Declarations of Conflict of Interest

No conflicts of interest declared.

E. Approval of Previous Business Development and Planning Advisory Committee Minutes

1. Business Development and Planning Advisory Committee Minutes - September 9, 2024

Recommendation 1

Moved By: A. Peet, Member

Seconded By: P. Hauser, Member

THAT the minutes of the Business Development and Planning Advisory Committee dated September 9, 2024 be approved as presented.

APPROVED

F. Delegations

1. Investment Attraction (Proposed Project): Presentation by Banko Creative Studio

T. Bryk from Banko Creative Studio provided a presentation outlining the investment attraction proposed project. Within the presentation, topics discussed were how to position Haldimand as a tourism destination, project timelines, budgetary items, and requirements from the staff and committee.

The committee highlighted the importance of a focused investment attraction approach focusing on a mix of businesses in the downtown areas. A focus on the Grand River and Lake Erie shorelines was the committee's general direction.

The committee requested staff to bring forward key performance indicators for the proposed project in January 2025.

Mayor Bentley joined the meeting at 9:24 am, approximately half way through the above presentation.

G. Items for Consideration

1. Council Update

Mayor Bentley provided a Council update, highlights included:

- The Council seat for Ward 4 (vacancy) is to be brought forward for discussion at a future Council meeting.
- Ward Boundary Review is ongoing

- New fully redesigned website launch on November 19 puts Haldimand County in compliance with Accessibility for Ontarians with Disabilities Act (AODA)
- Dunnville Affordable Housing Project; addition of 56 units with daycare space
- Phase 2 of North Caledonia Employment Lands Feasibility and Servicing Study was approved by Council and the project is now entering into Phase 3

2. Chair and Vice Chair Report

- Caledonia Agricultural Society (Fair) is moving forward with the Sip and Savour Event to be held February 28th to March 1st, 2025 . The Chair discussed the potential to collaborate with Economic Development and Tourism Division for promotional assistance. The Agricultural Society is also in the early stages of planning a tradeshow event to highlight the Grand River in 2025, which will consist of fly fishing, kayaking etc. and other on-river activities.

3. BDAPAC Terms of Reference Update

S. Trimble from the Clerks Division shared an overview about updating the committee's terms of reference (TOR). Key drivers are to standardize TORs across committees, meet accessibility standards and improve staff processes. Additionally, with the Council priority to create a Tourism and Attraction Committee, the new TOR includes the enhanced verbiage to include a focus on the tourism sector.

The committee determined that creating a sub-committee is not necessary and that BDAPAC focus will encompass tourism related advisory and projects to meet the requirements of the Council priority

Recommendation 2

Moved By: P. O'Neill, Councillor

Seconded By: A. Peet, Member

THAT the existing Business Development and Planning Advisory Committee Terms of Reference be rescinded;

AND THAT the Terms of Reference, as attached to this item, be approved.

APPROVED

4. 2024 Budget & Project Updates

J. Nelson provided an update on the following:

- Lower Grand River Visitor Experience Strategy – currently in divisional circulation. A presentation to SMT is anticipated in early 2025, and are targeting a February CIC meeting.

- Investment Dragons – EDT staff are headed to Toronto on November 28 to meet with investment groups, developers and culinary operators. Investment pitches will include opportunities to activate the Grand River and demand for accommodations in Haldimand County.
- Fall Job Fair held on October 17 – in partnership with SOAR Community Services, had an attendance of 31 employers and 237 job seekers. Trends included job seekers looking for part time, additional employment hours (i.e. currently employed looking for additional work), entry point positions, and a variety of skills amongst the job seekers. Overall, 81% of employers gave the event a high rating.
- AgScape on November 27 - BDAPAC sponsored the event. BDAPAC members are encouraged to attend.
- Professional Development – Chair P. Makey and Vice-Chair G. Naylor are registered for the Community Accelerator course bundle. An update on key learning items are to be brought to the January meeting.
- EDCO at Queens Park was of interest to the committee, however the event is full and registration is not proceeding.

5. 2024 BDAPAC Council Presentation

Council Presentation to be brought to the January 14, 2025 CIC meeting.

J. Nelson noted that a draft would be developed and sent out to the Chair for feedback in the coming weeks. Committee members will then add in their comments and EDT staff will work to finalize it.

6. 2025 BDAPAC Budget Allocation Discussion

J. Nelson provided an update on the Data Dashboard which included staff working on the templates and data sources. EDT is currently working with Ontario Southwest to find short term rental data and other tourism visitation statistics.

EDT staff are also currently assessing the feasibility of a real estate data set. The committee recommended another option, House Sigma.

Discussion ensued.

7. Economic Development & Tourism Updates

L. Romanuk provided updates on the following items:

- Small Business week was a success with wonderful presentations and a great attendance.
- Holiday Wish Book printed copy shows a small sample of local businesses that are different every year, but all are located on the website. Printed copies have been

distributed to all local libraries. EDT is considering eliminating the printed copy for 2025.

- The Corporate and Tourism website launch is on November 19. The committee is encouraged to take a look and provide any feedback.

H. New Business

1. BDAPAC 2025 Meeting Schedule

Committee discussed removing the July meeting due to historic challenges with attendance.

Motion to approve the 2025 proposed schedule with the removal of the July 28, 2025 meeting.

Recommendation 3

Moved By: G. Naylor, Member
Seconded By: S. Bentley, Mayor

THAT the meeting schedule for the Business Development and Planning Advisory Committee, as attached to this item, be approved for the 2025 calendar year, with the exception of the July 28 meeting.

APPROVED

2. Investment Attraction in Agriculture

Committee discussed the following topics:

- Norfolk County's Green Bin program - requested information regarding Haldimand County's eligibility for a similar program following the meeting.
- Vice-Chair G. Naylor shared that the Hagersville battery facility on River Road was declined.
- Chair P. Makey noted that there is a huge lack of grain storage across the province. Because of this, there is an interest in grain storage opportunities in Haldimand County. L. Romanuk to bring forward at the next Agricultural Advisory Committee, as new business, with an offer to facilitate a connection between the two committee Chairs.

I. Adjournment

Recommendation 4

Moved By: P. Hauser, Member
Seconded By: P. O'Neill, Councillor

THAT this meeting is now adjourned at 10:55 a.m.

APPROVED

J. Next Meeting and Action Items

- Incubator: A. Peet to connect with L. Romanuk to begin conversations on possibility of an incubator in Haldimand County
- Council presentation: J. Nelson and Chair P. Makey to draft annual 2024 Council Update
- Relationship Building: Vice-Chair G. Naylor to connect EDT staff with the owner of Squire Pubs in Caledonia to begin investor relationship building
- Professional Development: Chair P Makey and Vice Chair G. Naylor to bring key learnings from the Community Accelerator Course Bundle to the January 27 committee meeting
- Agricultural Investment Opportunities: L. Romanuk to bring up discussion at Agricultural Advisory Committee meeting on November 20
- Green bin: L. Romanuk to follow up with M. Evers and communicate it with the committee via email

Next Meeting: January 27th, 2025 from 6:00pm to 8:00pm



2025 BDAPAC

DATA DASHBOARD



Content

01

Economic Overview

02

Development Overview

03

CIP Overview

04

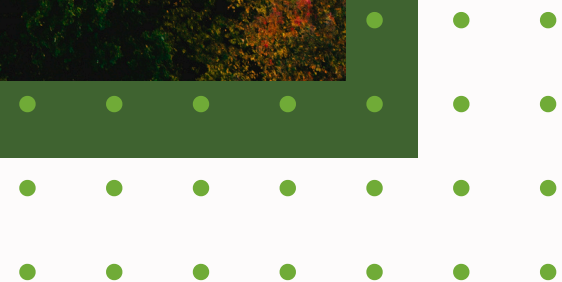
Accommodation Overview

05

Tourism Overview

06

Agriculture Overview



Economic Overview

01

Employment

02

Top Industries

03

Job Growth

04

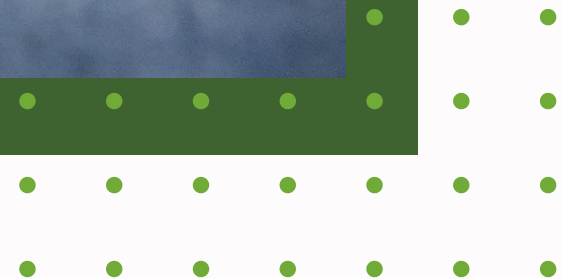
Surplus/Deficit

05

Workforce Mobility

06

Business Counts & Vacancy



Development Overview

01

New Building Permit Highlights

02

Construction Value

03

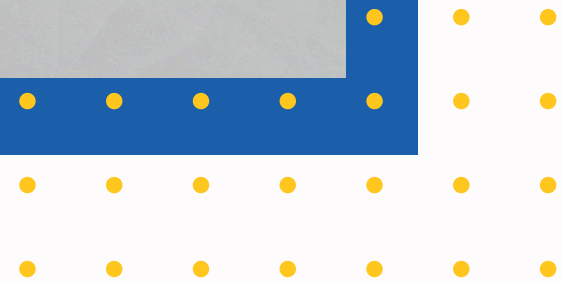
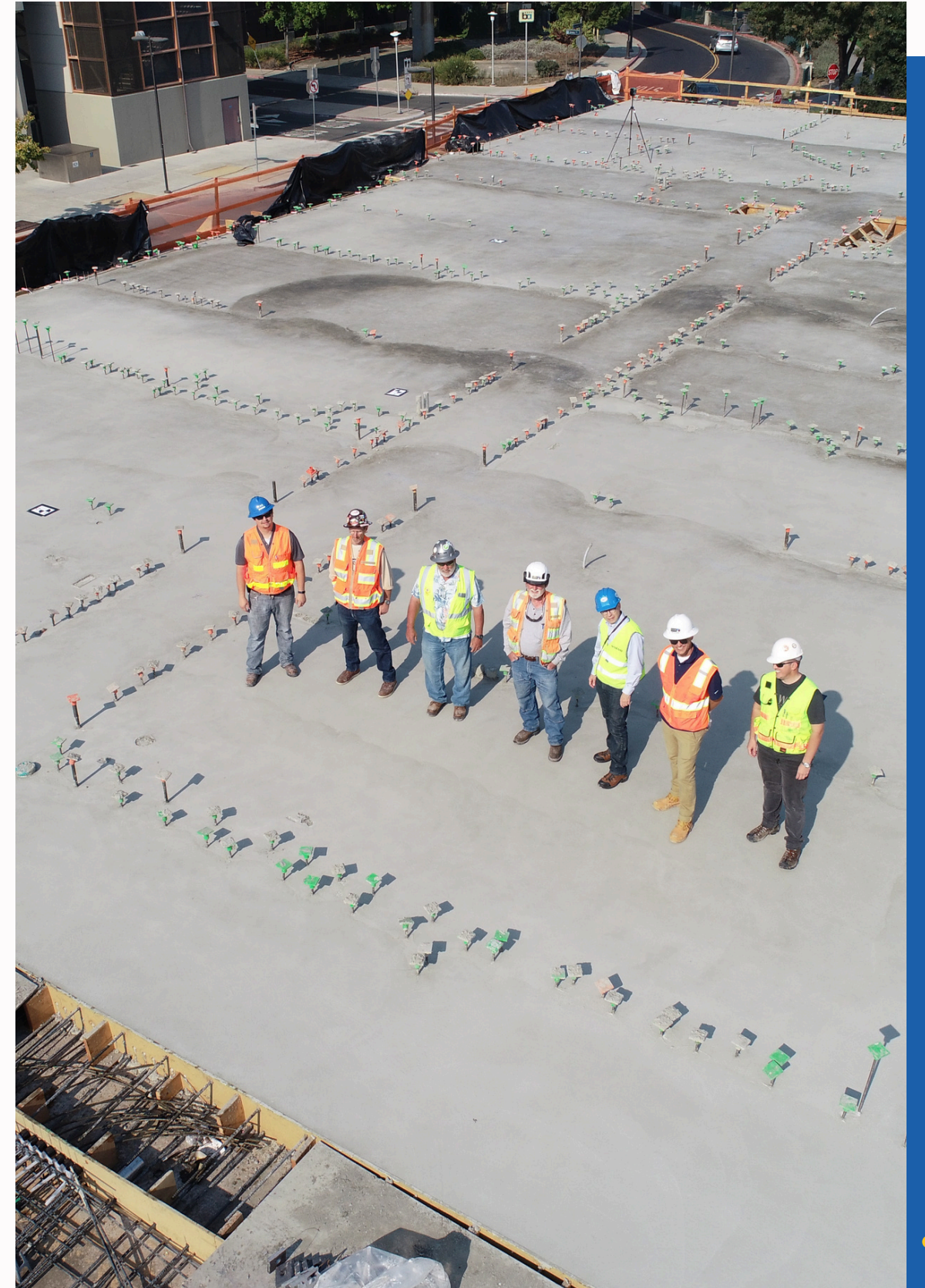
Building Permit Applications

04

DCT Updates

05

Planning Updates



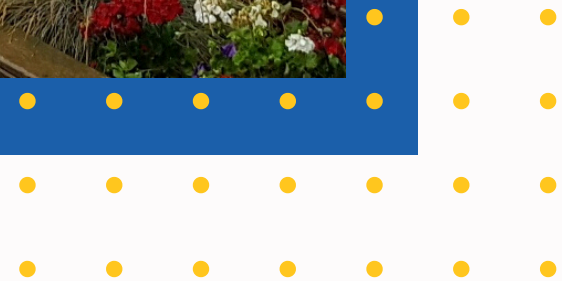
CIP Overview

01

DACIP Overview

02

RBTCIP Overview



Accommodation Overview

01

Visitor Numbers

02

Top Visitors

03

Staying in Haldimand

04

Subtype Distribution

05

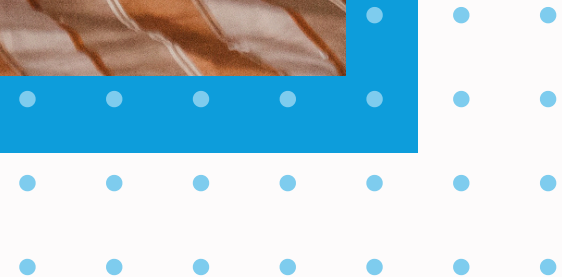
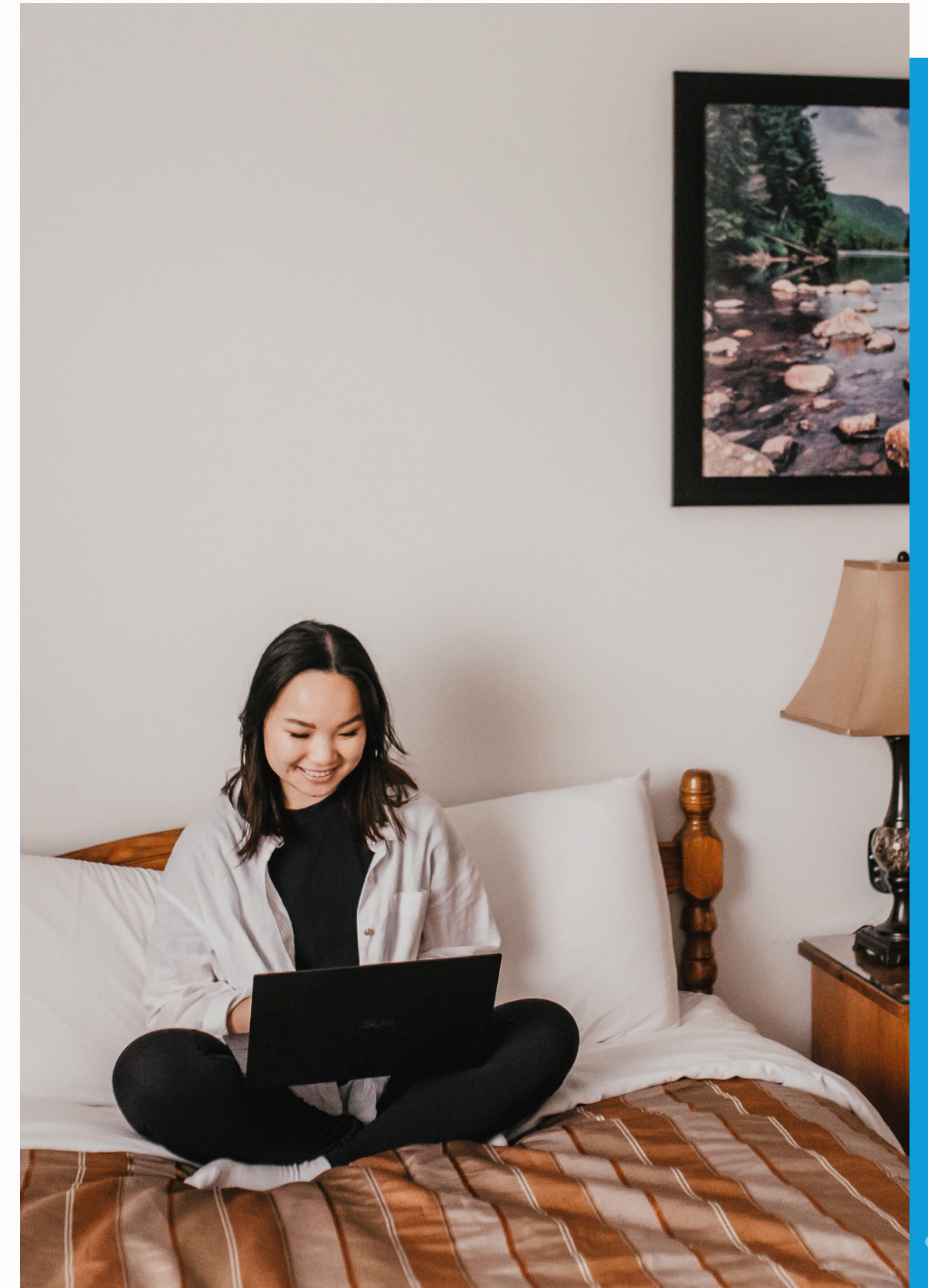
Bedroom Distribution

06

Revenue

07

Locations



Tourism Overview

01

Tourism Businesses

02

Employment

03

Seasonality

04

Visitors and Trips

05

Segments



Agriculture Overview

01

Farm Overview

02

Crop Overview

03

Poultry Production

04

Livestock Inventory



THANK YOU

Will Radix
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MEASURING SUCCESS

PHASE 1 (2025)

Initial Campaign Development and Investor Engagement

Objective: Engage investors and establish campaign elements to build awareness of Haldimand County's tourism and investment potential.

KPIs and Metrics:

- Number of investors contacted or engaged at events.
- Number of property tours scheduled (if applicable).
- Landing page traffic (unique visitors, time, downloads).
- Number of follow-up inquiries or meetings booked.

PHASE 2 (EARLY 2026)

Expand Business Attraction Efforts

Objective: Business engagement, with the goal of filling vacant spaces with businesses aligned with tourism needs and establish Haldimand as a vibrant destination.

KPIs and Metrics:

- Number of businesses identified and added to the prospective list.
- Number of tours conducted and participants per tour.
- Number of packages sent to interested parties.
- Landing page traffic (unique visitors, time, downloads).
- Number of follow-up inquiries, meetings booked and/or spaces filled.

PHASE 3 (2026)

Community Engagement and Mentorship Support

Objective:

Foster community enthusiasm, strengthen the local business network, and support operators in a sustainable, longterm way.

KPIs and Metrics:

- Number of social media posts created and shared.
- Engagement metrics: likes, shares, comments, reach.
- Earned media opportunities.
- Number of participants in the incubator program (optional).
- Number of businesses successfully launched through the program (optional).
- Reduction in barriers (e.g., cost, risk) for new operators entering the market (optional).