

Mayor's Annual Business Breakfast

Economic Development Update

Michael Kemp

2017: Growth and Success!

Growth in:

- Population
- Homes
- Businesses
- Jobs

Bradford knows how to do business, drive investment

More than \$42M in real estate sales took place last year for office, industrial, commercial, retail and institutional properties

NEWS Feb 28, 2018 by [Heidi Riedner](#) ✓ Bradford West Gwillimbury Topic



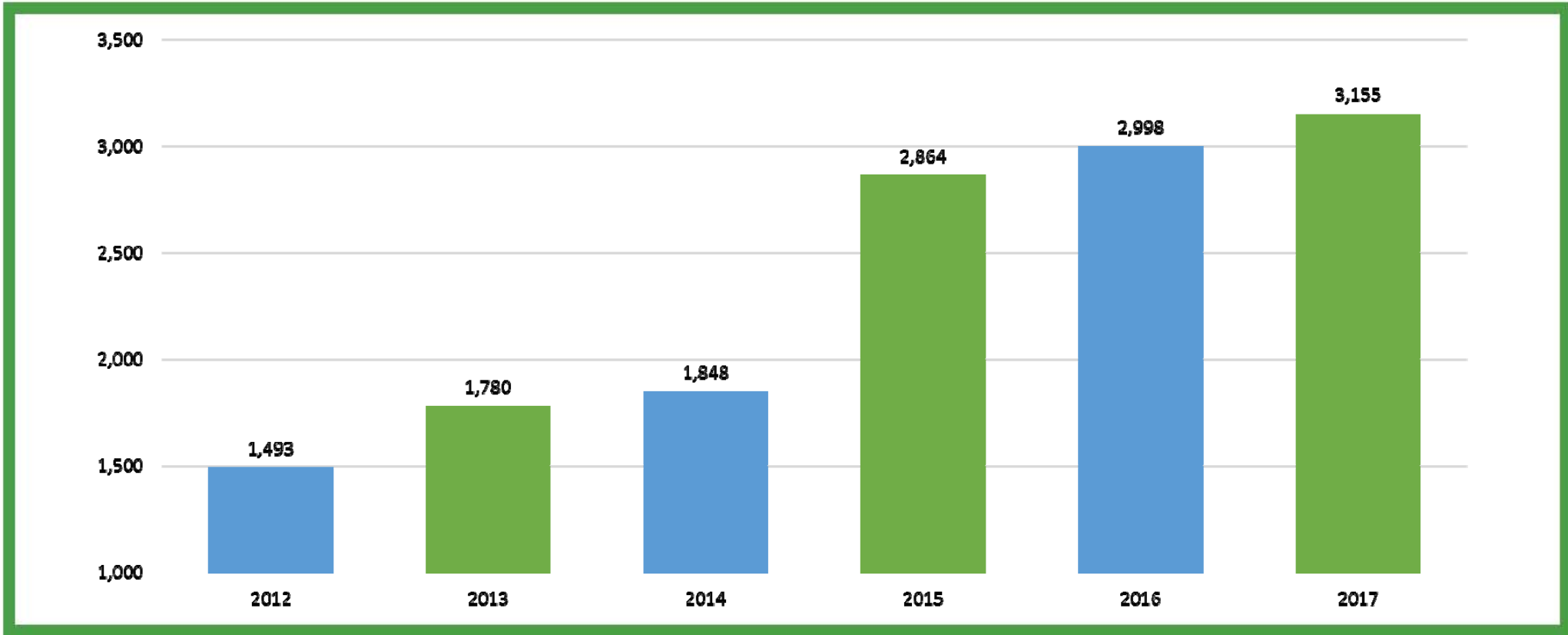
A Growing Community

- BWG experienced 25.8 % growth from 2011-16 (28,077 to 35,325)
- Growth is 2nd highest in Ontario and 11th highest in Canada
- Population of residents 65+ increased 42.9%
- Population of residents under 14 increased 33.6%

New Planning Applications

- 55 active Planning Applications
- 23 new Planning Applications in 2017

Growth in Businesses



Welcoming 33 New Businesses

7 Skewers

A Healthy Solution for You

Ay Caramba Restaurant

Bella Mia

Bliss Pools & Hot Tubs

Breedly Dog Training & Exercise

Brick N Fire

Canadian Drum Gear

Canadian Tire

Central X-Ray

CU Optical

Dr. Danielle Watson, Naturopath

EcoMobilLess

ELCO Hospitality

FootPath Foot and Health Care

Gables of Bradford

Gino's Pizza

Golden Mango Thai Cuisine

Great Canadian Dollar Store

Hero Burger

Hope Inc.

Hot Yoga Bradford

Jacqueline's Nails and Spa

JoJo's Crepe Cafe

La Mexicana

Made In Mexico

OpticaModa

Paparika Restaurant

RomolaMed

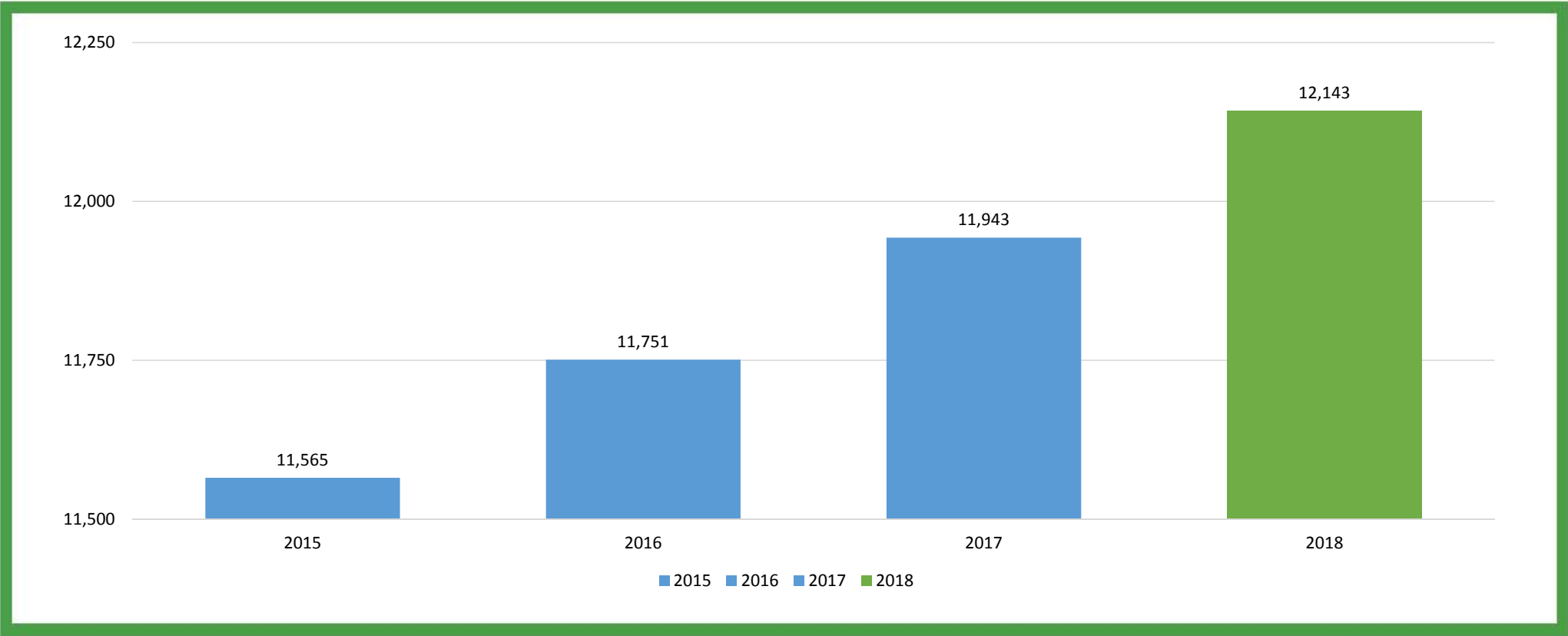
SandyArt Land Studio

Spring Spa & Wellness

Starbucks

Vision Design

Growth in Jobs



Community Improvement Plans

- In 2016, Council approved and/or renewed 3 Community Improvement Plan Grant Programs:
- A Seniors Housing CIP to incent development of 250 assisted living units for seniors
- An Industrial Areas CIP to incent Industrial investment and expansion
- A Downtown CIP to incent downtown renewal and façade improvement

CIPs Incenting Development

- In 2017, Council approved approximately \$2 million in CIP grants
- The CIP grants incented approximately \$34.5 million in capital investment
- Every dollar spent through the CIP programs in 2017 incented approximately \$17 in capital investment
- This created new and upgraded business spaces, new living spaces, refreshed building facades, more jobs and higher tax assessments

Ongoing Initiatives

- BR&E – Piloted the first series of strategic online surveys to meet the needs of the business community and address “red flag” issues
- Investment Readiness – With guidance from EDAC, the Town is creating a team approach to coordinate and expedite property requests and Planning and Building applications
- Partnerships – Working with BBT, Nottawasaga Futures, BradfordWorks, Simcoe County and through our Downtown Revitalization Committee to collectively address business requests

Ongoing Initiatives continued

- Implementation of a new Customer Relationship Management system (CRM) to better coordinate the growing number of business and investment requests
- Working with our consultant Amplify Communications to develop a comprehensive Economic Development Marketing Strategy to promote our Downtown, Industrial Business Parks and new Highway 400 Employment lands
- To demonstrate that Bradford West Gwillimbury is an ideal location to Build, Work and Grow.