

Goal 1: Strengthen Economic Development Capacity – Investing in people, processes and relationships.					
Item Number	Action	Description	Investment Type & Cost	Output/Outcome	Deadline
1.1	Develop an Advertising and Sponsorship Strategy	Hiring of a consultant to support the development of an Advertising and Sponsorship Strategy to determine appropriate value of assets and the development of a robust asset inventory.	Capital (\$\$\$)	<p>OUTPUT: Completion. Total value of available sponsorships, municipal revenue, % of assets sold</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024 – Q2
1.2	Sponsorship Activation Fulfillment and Renewal Plan	Development of a plan that focuses on the best way to fully activate our sponsors. Develop tools and process to track the outcome of sponsorship fulfillment post investment. This information will be used to better understand our partners needs. Optimize and measure the sponsorship impacts, build, sustain and solidify their renewal(s). Utilize the sponsorship package(s) to guide and outline opportunities.	Operating (\$)	<p>OUTPUT: Completion of Plan, increase sponsorship activations and track partner satisfaction</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024 – Q2
1.3	Develop a Business Crisis Response Protocol	Working with WFES to support small businesses that have been affected by fire, or other localized emergencies.	Operating (\$\$)	<p>OUTPUT: Development of protocol.</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024– Q4

(\$) – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

1.4	Establish 18-month Economic Development Strategy Review	Establishing an 18-month strategy review schedule. Will provide an update to Council at the same time. These reviews could adjust, add or remove action items to ensure the strategy will continue to meet the needs of the community and Council.	Operating (\$)	<p>OUTPUT: Number of projects completed, number of new projects, number of projects removed/altered</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2025 – Q2
1.5	Implement and streamline municipal tools and processes to attract high-value, employment-generating businesses	Undertake a review of municipal tools currently utilized to attract high-value employment-generating businesses and make recommendations on improvements.	Operating (\$)	<p>OUTPUT: Completion of review and implementation of recommendations</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2025 – Q2
1.6	Attract a hotel and convention centre to Whitby by 2026	Working with local land owners and developers to support the investment of a hotel and convention centre in Whiby.	Operating (\$)	<p>OUTPUT: New Hotel and Convention centre in Whitby</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2026 – Q4

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Goal 2: Become Storytellers – Identify and celebrate businesses, people and programs that will lead Whitby into the future.

Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Deadline
2.1	Facilitate conversations with landlords to animate vacant storefronts	Work with the Downtown Whitby BIA to animate vacant store fronts with art installations.	Operating (\$)	<p>OUTPUT: Number of conversations, number of landlords interested in partnership, number of months available</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2024 – Q2
2.2	Create a Film Location Directory	Establish a directory with photos of public and private locations suitable for filming to support the film industry.	Operating (\$)	<p>OUTPUT: Number of locations; number of distributions; number of permits issued</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024 – Q2
2.3	Develop Business Webinar Series	Create and distribute webinars that focus on topics identified as business community needs: Municipal Procurement Succession Planning Keys to starting a business in Whitby	Operating (\$)	<p>OUTPUT: Number of webinars created, attendance</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2024 – Q4

(\$)- Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

2.4	Establish a Local Business Week	Establish a series of promotional events that celebrate the local business community.	Operating (\$\$)	OUTPUT: Number of visits during the week; social engagement. OUTCOME: Building stronger and more meaningful relationships between the Town and the business community	2024 – Q4
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Goal 3: Embrace and Inspire Community Economic Development – Focus on building communities as well as profits.					
Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Deadline
3.1	Host Community Job Fairs	Host Job Fairs for members of various equity deserving communities including but not limited to new Canadians, the BIPOC community and individuals with a disability.	Operating (\$\$)	<p>OUTPUT: Number of employers present, number of community groups engaged, number of attendees</p> <p>OUTCOME: Creating new opportunities for equity deserving groups</p>	2024 – Q4
3.2	Launch programming to support green economy, agriculture and agri-business	Undertake a review of available programs and supports that are available to the identified sectors, and identify an action plan to support the sectors.	Operating (\$)	<p>OUTPUT: Completion and implementation of review</p> <p>OUTCOME: Creating new opportunities for local businesses</p>	2024 – Q4
3.3	Develop tools to support collaborative workspaces and home-based businesses	Undertake a review of available programs and supports for home-based and collaborative workspace businesses, and identify an action plan to support these businesses.	Operating (\$)	<p>OUTPUT: Completion and implementation of review</p> <p>OUTCOME: Creating new opportunities for local businesses</p>	2024 – Q4
3.4	Work with partners to increase access to family physicians	<p>Successfully attract 10 family physicians to serve Whitby residents.</p> <p>Support the implementation of Durham Region's Family Physician Recruitment Strategy.</p>	Operating (\$\$)	<p>OUTPUT: Attract 10 family physicians and implement Regional Family Physician Recruitment Strategy</p> <p>OUTCOME: More residents have access to family physicians</p>	2026 – Q4

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– Anticipated to fit in operationally

(\$\$)
– \$10,000 to \$50,000

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– \$50,001 to \$100,000

(\$\$\$\$)
– \$100,001+

Goal 4: Foster Municipal Innovation – Championing innovation within the Town of Whitby.					
Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Deadline
4.1	Designate Whitby as a centre for government technology	Investigate the feasibility of establishing a marketing identity around Whitby as a centre innovation in government as outlined in programs of 4.4, 4.5 and 4.6.	Operating (\$\$)	<p>OUTPUT: Development of brand and marketing materials</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2024 - Q2
4.2	Increase supports offered to tech-based businesses in partnership with Whitby's technology accelerator (1855 Whitby)	Partner with 1855 to develop programming that support the local innovation based ecosystem.	Operating (\$)	<p>OUTPUT: Number of programs, number of attendees</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2024 - Q4
4.3	Establish formal referral process for local companies	Establish a talent flow from local post-secondary institutions to either the Spark Centre, or 1855 Whitby based on organizational stage/need.	Operating (\$)	<p>OUTPUT: Number of referrals annually</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2024 – Q4
4.4	Develop Entrepreneur in residence program	Work with local entrepreneurs to partner on proof of concept for technological innovations. The municipality wouldn't pay for these services, but could let the organization	Operating (\$\$)	<p>OUTPUT: Number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q2

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(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

		test it out. It could be a feeder for the Innovation Challenge program.			
4.5	Develop a Municipal Innovation Challenge	Host an annual municipal challenge process to find new solutions to existing and long term municipal problems. The municipal challenge process is a recognized form of government procurement.	Operating (\$\$)	<p>OUTPUT: Number of applicants; number of projects proposed, number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q2
4.6	Public/Private Pilot Project Program	Develop a formal process for the Town of Whitby to engage in pilot projects with established private organizations to test new proofs of concept.	Operating (\$)	<p>OUTPUT: Completion of formal process. Number of projects completed.</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q2
4.7	Develop and implement Intelligent City Strategy and Action Plan that leverages collaboration and technology to support innovative solutions	Develop an Intelligent City Strategy for the Town of Whitby.	Capital (\$\$\$)	<p>OUTPUT: Development of Strategy</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q4

(\$) – Anticipated to fit in operationally

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(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

4.8	Leverage grant funding to support broadband and Smart City initiatives	Apply to available grant programs to support the implementation of the Intelligent City Strategy.	Operating (\$)	<p>OUTPUT: Value of grants received, number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q4
4.9	Develop a Climate Awareness Preparedness Education Campaign	Working with Sustainability to develop an educational campaign to help businesses to ensure they are prepared for severe weather events.	Operating (\$\$)	<p>OUTPUT: Number of businesses reached; number of plans created.</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2026 – Q2

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