

Strategy Pillar	Item	Timeline
Pillar 1: Strengthen Economic Development Capacity	Service inbound investment inquiries	Ongoing
	Expand Whitby’s commercial and industrial tax base	Ongoing
	Advocate for more serviced industrial lands	Ongoing
	Track employment land plans and update digital tool	Ongoing
	Host export development programs on a bi-annual basis	Ongoing
	Continue to implement expanded investment inquiry tracking	Ongoing
	Expand the business retention and expansion program to include at least 50 meetings a year	Ongoing
	Implement Concierge program	Ongoing
	Continue to review Economic Development Strategy on 18-month intervals	Ongoing
Pillar 2: Become Storytellers	Continue publishing monthly Economic Development e-newsletters	Ongoing
	Continue publishing semi-annual economic indicators	Ongoing
	Continue publishing semi-annual jobs report	Ongoing
	Continue to update live economic indicators page	Ongoing
	Organize sector-based meetups across four sectors of interest	Ongoing
Pillar 3: Embrace and Inspire Community Economic Development	Continue meetings of Whitby professionals and entrepreneurs newcomers club	Ongoing
	Continue distribution of materials to offline community	Ongoing