

Economic Development Strategy Updated Action Items - June 2025

Table 1: Goal 1 - Strengthen Economic Development Capacity – Investing in people, processes and relationships.

Item Number	Action	Description	Investment Type & Cost	Output/Outcome	Status and/or Completion 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>	Completed: Advertising and Sponsorship Strategy approved by Council in January 2025 through CAO Report 01-25.
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 fulfilment 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>	In Progress

(\$)- Anticipated to fit in operationally.

(\$\$)- \$10,000 to \$50,000

(\$\$\$)- \$50,001 to \$100,000

(\$\$\$\$)- \$100,001+

Item Number	Action	Description	Investment Type & Cost	Output/Outcome	Status and/or Completion Deadline
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>	Completed: Economic Development developed materials for local businesses with emergency information.
1.4	Establish an 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>	Completed: Two reports have been presented to Council providing 18-month updates (Report CAO 04-24 and Report CAO 12-25).
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 – Q4

(\$) – Anticipated to fit in operationally.

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

Table 2: 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	Status and/or Completion Deadline
2.1	Facilitate conversations with landlords to animate vacant storefronts	Work with the Downtown Whitby BIA to animate vacant storefronts 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>	In Progress
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>	2026 – Q1
2.3	Develop Business Webinar Series	<p>Create and distribute webinars that focus on topics identified as business community needs:</p> <ul style="list-style-type: none"> • 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>	In Progress

(\$) – Anticipated to fit in operationally.

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

Table 3: 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	Status and/or Completion 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>	Completed: In partnership with community partners, hosted the Whitby Job Fair in September 2025 with over 500 job seekers and 21 businesses participating from Whitby and Durham Region.
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>	2026– Q3
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: Launch a home-based business toolkit with a dedicated website</p> <p>OUTCOME: Creating new opportunities for local businesses</p>	Completed: Launched a dedicated <u>website</u> and toolkit in 2024.

(\$) – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Status and/or Completion Deadline
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 the Regional Family Physician Recruitment Strategy</p> <p>OUTCOME: More residents have access to family physicians</p>	In Progress.
3.5 *NEW	Launch Tariff Response Initiative	Collaborate with Whitby businesses to identify challenges and deliver targeted supports in response to tariff impacts.	Operating (\$)	<p>OUTPUT: Develop business survey; advocacy efforts.</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	Completed: Developed Tariff Landing Page and Mayor's Tariff Task Force.

(\$) – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

Table 4: Goal 4 - Foster Municipal Innovation – Championing innovation within the Town of Whitby.

Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Status and/or Completion 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 (\$\$)	OUTPUT: Development of Brand and marketing materials OUTCOME: Growing the Innovation Economy in Whitby	Recommend removing
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 supports the local innovation-based ecosystem.	Operating (\$)	OUTPUT: Number of programs, number of attendees OUTCOME: Growing the Innovation Economy in Whitby	In Progress
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 (\$)	OUTPUT: Number of referrals annually OUTCOME: Growing the Innovation Economy in Whitby	2025 – 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	Operating (\$\$)	OUTPUT: Number of projects completed OUTCOME: Growing the Innovation	To be implemented as part of Action 4.7 (2025 – Q3)

(\$)

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$)

		could let the organization test it out. It could be a feeder for the Innovation Challenge		Economy in Whitby	
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>	To be implemented as part of Action 4.7 (2025 – Q3)
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 concepts.	Operating (\$)	<p>OUTPUT: Completion of formal process; number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	To be implemented as part of Action 4.7 (2025 – Q3)
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 – Q3

(\$) – Anticipated to fit in operationally

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(\$\$\$\$) – \$100,001+

