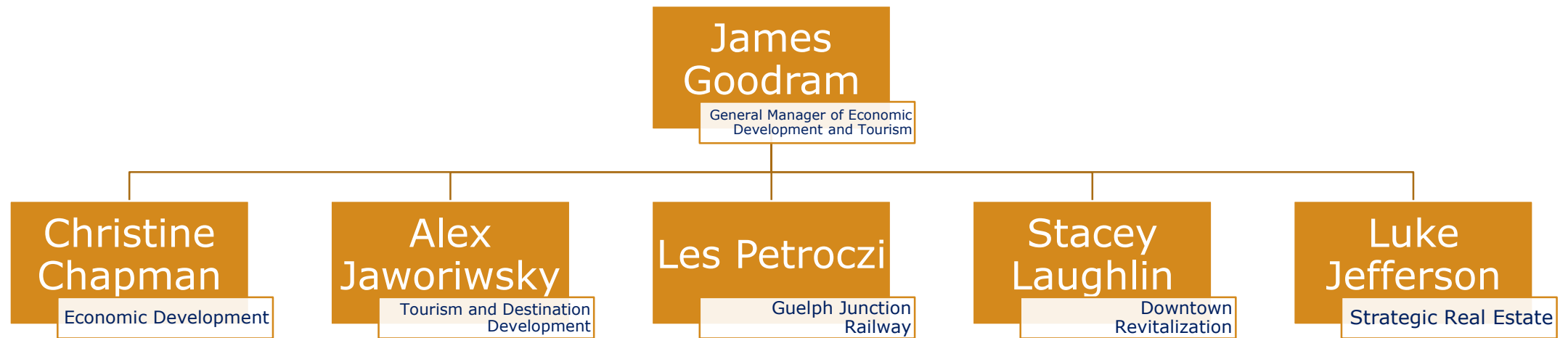


Economic Development and Tourism Intro

Christine Chapman, Manager of Economic
Development

Alex Jaworiwsky, Manager of Tourism and
Destination Development

Economic Development and Tourism (EDT) Division Leads



Corporate Strategic Plans

- Corporate Strategic Plan: Future Guelph (2024-2027)
- EDT leads the objective to grow Guelph's economy
- We do this by actioning the Economic Development and Tourism Strategy (2022-2026)
- We contribute to other areas of the strategy by bringing the business voice to projects and policies across the organization



Strategic priorities for EDT

- Downtown renewal and intensification
- Employment lands and development
- Housing and talent attraction
- Business intelligence and support services
- Destination development and visitor spending

Economic Development and Tourism Strategy

Christine Chapman, Manager of Economic
Development

Alex Jaworiwsky, Manager of Tourism and
Destination Development

Goal 1: Expand and support existing businesses

Improve understanding of industry cluster assets to leverage federal and provincial programming and promotional opportunities.

Priorities

- Implement a formalized business expansion and support program
- Support industry-led tourism product development
- Build awareness of industry cluster support in decision making

Goal 1: Expand and support existing businesses

Highlights

- Employment Survey launched (2022)
- Business Visitation Program launched (2024)
- Tourism funding programs launched (2024)

Work underway

- Industry working groups for Tourism
 - Economic Cluster Research Project
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- A decorative network diagram at the bottom of the slide, consisting of numerous interconnected nodes (circles) and lines, creating a web-like structure. The nodes are in various shades of blue and green, and the lines are thin and light green.

Goal 2: Attract targeted investment

Clearly articulate local investment opportunities and build relationships with targeted audiences to continue to attract investment that supports industry clusters.

Priorities

- Proactively target lead generation activities
- Strategically market Guelph's industry clusters
- Leverage the Guelph Junction Railway infrastructure to grow City revenues
- Develop a sport, group, and conference tourism plan

Goal 2: Attract targeted investment

Highlights

- Sport and Culture Tourism Strategy (2022)
- Vacant Employment Land Inventory (VELI) created (2024)
- Event and Meeting Pitch Package (2024)

Work underway

- Destination brand and marketing strategy for events
 - Development of cluster/sector marketing materials
 - Investment attraction website (expected 2026)
- 
- A decorative background graphic consisting of a network of interconnected nodes and lines, resembling a molecular structure or a digital network, in light blue and green tones.

Goal 3: Champion an innovative and entrepreneurial ecosystem

Continue to support entrepreneurs and small businesses of all types including home-based.

Priorities

- Partner to support the entrepreneurial ecosystem
- Grow a robust “Buy Local Guelph” initiative
- Celebrate the success of diverse Guelph entrepreneurs

Goal 3: Champion an innovative and entrepreneurial ecosystem

Highlights

- Entered into three partner contribution agreements to support business service organizations (2022-2025)
- YouthForce pilot project (2024)
- Guelph Shops website update and launch (2024)
- Ongoing sponsorships that celebrate and support small businesses

Work underway

- Shop local tariff response and holiday campaign
- Reduced staffing and resources have impacted partnership implementation

Goal 4: Advance talent attraction and skill development

Continued development of relationships with post-secondary institutions, placemaking efforts and better business intelligence will continue to position Guelph successfully to attract global talent.

Priorities

- Unify and support workforce development organizations through Grow Guelph
- Engage private sector, education, and workforce leaders to collaborate and address immediate and long-term workforce needs

Goal 4: Advance talent attraction and skill development

Highlights

- Guelph Works Job Fair (2022-2024)
- Conestoga's downtown Guelph campus
- Employer Self Evaluation Scorecard for hiring youth
- Network and professional development opportunities for tourism operators

Work underway

- Reduced staffing and resources have impacted education and industry connectivity

Goal 5: Build a must-see visitor destination in Ontario

To enhance the experience of Guelph for visitors and residents, more investment into placemaking is needed.

Priorities

- Implement the Municipal Accommodation Tax
 - Curate destination experiences
 - Enhance placemaking throughout the city
 - Enhance wayfinding and visitor services assets
- 
- A decorative background graphic at the bottom of the slide consisting of a network of interconnected nodes and lines, with some nodes highlighted in blue and green.

Goal 5: Build a must-see visitor destination in Ontario

Highlights

- MAT passed and DMO established (2022)
- Destination assessment and visitor survey (2023)
- Guelph sign (2023)
- Permanent Seasonal Patio Program approved (2023)
- MAT administrative policy and funding programs approved (2024)
- Tourism workshops and network development programming (2022-2025)

Work underway

- City-Wide Wayfinding strategy
- Planning for Placemaking strategy (expected completion in 2026)

Goal 6: Enhance Guelph's unique brand for business, talent, and visitors

A well-articulated place branding effort strengthens a community's sense of place for businesses and visitors.

Priorities

- Create a marketing strategy that conveys the Guelph experience and value proposition
- Develop a revised destination marketing plan in conjunction with new Destination Marketing Organization

Goal 6: Enhance Guelph's unique brand for business, talent, and visitors

Highlights

- Destination Marketing brand developed (2023)
- Destination Marketing Plan (2024)

Work underway

- Marketing Strategy
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Thank you