

2025

# Business Plan

Department of Economic Development



## Director's Letter of Submittal

Town of Holyrood

Economic Development

January 6, 2025

Dear Council Members

Please find attached the business plan for the economic development department for the year 2025.

This plan identifies some of the activities associated with the goals of this arm of council for the coming year. This list of activities is not limited to those identified in the plan as the economic development of the town is affected by outside forces such as the economic condition of the province, the availability of investors as well as developers.

The economic committee commits to due diligence in presenting Holyrood as a place to invest, a place to do business, and a place to live.

We are committed to engaging with various partners as well as the community to identify opportunities which will contribute to the overall well-being, growth and sustainability of the Town of Holyrood.

Any questions related to the attached information can be directed to the CAO, Marjorie Gibbons (709)229-7252 ext. 205 or [Marjorie.gibbons@holyrood.ca](mailto:Marjorie.gibbons@holyrood.ca)

Regards,

Marjorie Gibbons

Chief Administrative Officer

Town of Holyrood

## **Department Overview**

The Economic Development component of the Town of Holyrood organizational structure consists of a sub-committee including the CAO (Marjorie Gibbons) and two (2) members of the Council. The department is mandated to promote the economic condition of the Town ensuring we identify opportunities which can support the sustainability of the Town.

The department will explore ways to increase our business community by supporting existing businesses to help them grow and thrive. We will continue to seek new business opportunities by providing the appropriate incentives for development.

Marine Institute is a key partner in the economic wellness of the town. A newly minted Memorandum of Understanding signed by the Town and Marine Institute identifies a shared path to economic development. The Committee will continue to focus on marketing key opportunities offered through this agreement.

## **Core Responsibilities**

- Develop a department business plan as a guide for 2025
- Promote local businesses
- Attract new investment and expanded development
- Implement the Oceans Holyrood Initiative – 2023-2026
- Tourism Development

## **Reporting Procedures**

The Economic Development Committee will hold a monthly meeting. The items discussed at those meetings will be recorded for information purposes. No motions can be made at Committee meetings, however recommendations will be documented and shared with all council prior to the public meeting of Council. Any recommendations which require actions of the Council will be addressed through motions which will be made through the public meeting.

## **Anticipated Resources**

The Economic Development department has a budget under Planning and Development that assists with the activities associated with the goals and objectives. The departments use funding through the OHI program to facilitate the completion of the objectives and activities outlined in this plan.

The expectation for the CAO to cover economic development as well as the duties associated with chief administrative officer is challenging. The time required to complete proper due diligence on each file separately is very exhausting during the normal workday, combining them has created a situation where the day is greatly extended to achieve success.

Other resources required to complete the tasks comes from our funding partners, our business and community partners.

## Planned Results & Resources

Core Responsibility	Lead	Other Resources	Timeline	Key Indicators	Status
1. Oversee Renewing OHI Program	CAO	Marine Institute/ ACOA/ Province	Spring 2025	New contract	
2. Support Existing Business	CAO	IET, Chamber of Commerce, ACOA, CBDC, other Directors	Winter 2025	Number of businesses continuing/ growth in staff	
3. Attract New Business	CAO	Council/ other directors	Winter 2025	# of new applications/ number of permit pick-ups	
4. Enhance Day Care	CAO	Council/ daycare operators/ parents	Winter 2025		
Action : a) Engage existing daycare operators to determine expansion plans b) Identify potential incentives to support expansion					
5. Investigate opportunity for supermarket	CAO	Council/ Directors/ investors	Winter 2025	Interest from investors	
6. Tourism Development - Boardwalk expansion - Signage - Trail development	CAO	Directors/ Council/ funding partners/ Mills & Wright/ Trail Association	2025	Start of project Signage design/ installation Start of new trail	
7. Investment Attraction	CAO	Foreign Direct Investment / ACOA/ IET	Spring 2025		

### **Department Alignment with Town Policies**

The Economic Development department follows all policies as mandated by the Holyrood Town Council, including Code of Conduct, Access to Information and Protection of Privacy Act, 2015, Occupational Health & Safety, procurement, communications, and all relevant governance under the Municipalities Act, 1999.