



INTRODUCTION

2025

BUDGET & BUSINESS PLAN





COMMUNITY PROFILE

Welcome to Halton Hills!

The Town of Halton Hills is located on the Treaty Lands and Territory of the Mississaugas of the Credit and the traditional territory of the Huron-Wendat and Haudenosaunee. With a population of approximately 63,000, Halton Hills consists of two urban centres, Georgetown and Acton, Esquesing Township, the Halton Hills Premier Gateway employment area, three hamlets – Glen Williams, Stewarttown and Norval – and several smaller settlements.

Halton Hills has long been recognized for its natural beauty, active agricultural community, high quality of life and proximity to major centres, including Brampton, Mississauga and Toronto.

The Town prides itself on maintaining a small-town feel while offering residents the amenities of larger municipalities. The slogan ‘small town living at its best’ is reflective of the Town’s exceptionally high quality of life. Maintaining balance while ensuring the Town’s long-term prosperity and high quality of life becomes particularly important as the Town prepares to meet provincial growth targets of an additional 20,000 people by 2031 and significantly more by 2051. Central to the municipality’s approach to growth planning is its strong interest in energy conservation and sustainable development; in particular the need to take urgent action on climate change. This interest is reflected in the Integrated Community Sustainability Strategy (also known as “Imagine Halton Hills”), which based on extensive community engagement, and outlines a vision to 2060 for a more sustainable Halton Hills. The Strategy is organized into four pillars:



Cultural Vibrancy:

A culturally vibrant community where culture is integrated with our economic, social and environmental lives and offers an opportunity for individual fulfillment through access to sports, recreation, arts, culture and heritage.



Economic Prosperity:

A community where economic prosperity is based on a green, diversified and resilient economy, and the strengthening of the existing industrial base.



Environmental Health:

A community where integrated, thriving natural systems are valued, actively protected, and enhanced for long-term health and enjoyment.



Social Well-being:

A healthy and safe community based on an ethic of caring and social equity.

In addition to the brief highlights on the following pages, additional information on initiatives implemented in 2022 that assisted in advancing the four pillars of the Community Sustainability Strategy, can be found in the departmental Business Plans.

COMMUNITY PROFILE

► CULTURAL VIBRANCY

Equity, Diversity and Inclusion, and Truth and Reconciliation

The Town is committed to advancing Truth and Reconciliation and Equity, Diversity and Inclusion – both as an employer and a provider of public services. To actively promote an equitable, inclusive, diverse and welcoming community the Town:

- Is advancing the first phase of the development of an Equity, Diversity and Inclusion Strategy & Action Plan.
- Is an active member of the Halton Equity Diversity Roundtable and the Coalition of Inclusive Municipalities.
- Recognizes and provides associated programming and education for significant dates including Black History Month, Indigenous History Month, Pride, Emancipation Day, National Day for Truth and Reconciliation, and Treaties Recognition Week.
- Flies the Mississaugas of the Credit First Nation and Every Child Matters flags permanently at Town Hall, the Library & Cultural Centre, and the Acton Arena & Community Centre.
- Engages in Indigenous consultation for Town development projects, plans and studies.
- Includes land and treaty acknowledgments at Council meetings, some public consultations, events and programming.
- Presents diverse and inclusive programming year-round coordinating with the Halton Hills Public Library and community partners to ensure the community has access to a wide range of perspectives and voices.
- Maintains land and treaty acknowledgment plaques within thirteen Town facilities.
- Maintains an Indigenous crosswalk in Glen Williams honouring the indigenous children who did not return home from residential schools, showing support for the survivors and to serve as a daily reminder of the important Truth and Reconciliation work that needs to be undertaken in Halton Hills and across the country.



COMMUNITY PROFILE



CULTURAL VIBRANCY

Arts & Heritage

- The Town of Halton Hills boasts a thriving arts and culture community that contributed \$44.9 million to the local economy in 2021 (the latest year that data is available).
- Annual award-winning Culture Days celebrations engage residents and visitors in free and by donation cultural experiences; 2024 saw 118 free in-person, digital and self-led activities.
- The Public Art Program enlivens the Town through the “Under Wraps”, “Bell Box Mural” and “Library and Cultural Centre Banner” programs by exhibiting artwork on existing infrastructure.
- The Helson Gallery delivered School Programs, family-friendly drop-in art activities, community programs and increased the number of exhibitions.
- The OnScreen at the JET film program is led by the Town and the Halton Hills Public Library. Partnerships include the TIFF Film Circuit and the National Film Board of Canada.
- Funded community arts-engaged projects through The Artist Next Door, supporting the on-going creation of links between individual artistic practice and the Halton Hills community.
- The Town continues to research and evaluate significant cultural heritage resources for potential designation under the Ontario Heritage Act and is undertaking work identified within the Cultural Heritage Strategy adopted in 2023.
- Cultural facilities include the Helson Gallery, John Elliott Theatre, and two Halton Hills Public Library branches.



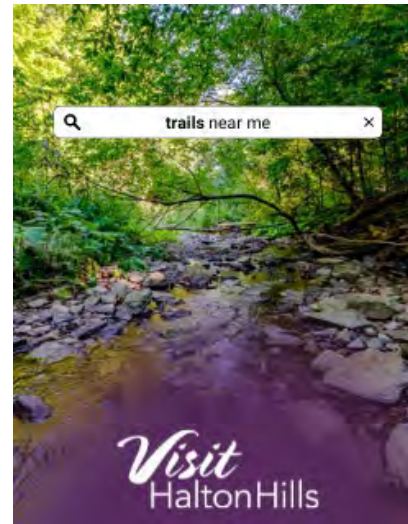
COMMUNITY PROFILE



ECONOMIC PROSPERITY

Tourism

In 2024, the Town expanded its tourism reach, strengthening the tourism brand and implementing new social media and marketing strategies to grow. The year focused on deepening engagement with returning visitors, supporting local tourism businesses, and boosting brand recognition to attract new audiences. Through innovative campaigns like the Sticker Map Program, influencer collaborations, and targeted marketing efforts, staff showcased the Town's unique offerings, encouraging visitors to explore the abundant tourism offerings in Halton Hills.



COMMUNITY PROFILE



ECONOMIC PROSPERITY

Tourism

- Distributed tourism brochures to over 5,000 local, regional, and provincial RTOs' high-traffic locations, and participated in the Summer Fun Guide, reaching over 250,000 travelers at ONroute services, info centers, and attractions across Ontario.
- Launched the Halton Hills Sticker Map Program that supported 20 small tourism businesses while engaging visitors with the tourism brand, showcasing the town's tourism attractions; 1,700 maps picked up and 250,000 views through a social media influencer partnership @explore.ontario.
- Attended 15 local festivals and events, engaging over 1,500 visitors and collecting over 400 surveys to better understand visitor spending and advertising awareness better.
- Conducted outreach to new and existing tourism stakeholders to re-engage with local and regional opportunities.
- Expanded advertising opportunities through BlogTO and Spotify marketing campaigns targeting GTA residents to escape the city and explore Halton Hills, resulting in over 100,000 impressions.
- Created themed day trips and blogs, focusing on key tourist assets, such as local event highlights, fall activities and the summer fun with the Sticker Map Program.
- Expanded social reach on Instagram by collaborating with four social media influencers, doubling the @visithaltonhills following from last year.
- Secured \$11,050 from RTO3 in 2024 to expand brand marketing initiatives, including influencer collaborations and the launch of the Sticker Map Program.
- Launched "Tourism Tuesday" and the "Fall Bucket List" campaigns to encourage visitors to support small businesses and celebrate local business success stories.
- Launched Introduced the first-ever Sports Tourism Package, highlighting marketing opportunities available for sports organizers in Halton Hills.
- Initiated a monthly Digital Marketing Report, tracking the success of campaigns across social media, e-news, and the Visit Halton Hills website.



COMMUNITY PROFILE

ECONOMIC PROSPERITY

Local Economy

- To ensure Halton Hills' economic prosperity, the Town is implementing a comprehensive Economic Development and Tourism Strategy. This includes a focus on advancing a strong and diverse economy that includes the target sectors of advanced manufacturing, food and beverage processing, clean technology and agri-business.
- The Town offers existing and potential businesses a strategic platform for success, proximity to world-class markets, a distinct community with an ideal balance between urban and rural environments, and an outstanding quality of life.
- Halton Hills' Premier Gateway is a growing and thriving employment area, offering strategically located lands with easy access to major transportation linkages. A number of leading companies have already located in the Premier Gateway, and the area will continue to be the Town's main area of job growth through 2041, accounting for approximately 90 percent of all forecasted employment growth. The Town advocates to reduce corridor protection and extend regional servicing within the Premier Gateway to maximize use of the existing designated urban land.
- Halton Hills' Economic Development and Investment Attraction Divisions provide a full suite of high-quality services and supports to the business community that help foster a prosperous economy and enhance quality of life. These include:
 - Financial incentives via the Community Improvement Plan (CIP)
 - Business Retention and Expansion (BR&E) programming
 - Investment attraction, expansion and relocation
 - Business Concierge service
 - Site selection assistance
 - Market research
 - Industry engagement
 - Workforce development
 - Supporting and advancing affordable housing projects and initiatives
 - Amplifying tourism's economic benefits
 - Leveraging the arts and cultural sector and high quality of life to attract investment

By the Numbers (2021):



2,000+*
Businesses



21,487+
Jobs

\$2.5 Billion
in Gross Domestic Product

Top 5 Sectors by Job

4,961

Retail Trade

4,345

Manufacturing

1,663

Healthcare &
Social Assistance

1,405

Accommodation
& Food Services

1,405

Educational
Services

* with 1+ employees

COMMUNITY PROFILE

▶ ENVIRONMENTAL HEALTH



Natural Assets Landscape:

Council has identified the environment and natural assets as key strategic priorities. To protect and enhance natural assets and support a healthy environment, the Town is implementing numerous initiatives, including:

- Developing a Natural Assets Management Plan to support the Town's legislated asset management roles and responsibilities relating to Town-owned natural assets (i.e. Street and park trees, wetlands, forests, meadows and green spaces).
- Rolling out the Town's Climate Change Adaptation Plan and leveraging existing natural assets in Halton Hills, e.g., flood protection, recreation, carbon storage and sequestration, urban heat island reduction, air quality improvement and property value appreciation.
- Establishing a tree canopy management program to preserve, protect, and enhance the overall tree canopy recognizing that trees contribute to overall community beautification, well-being, air quality improvement and carbon storage and sequestration.
- Implementing Phases 1 & 2 of the Privately-Owned Tree Management Strategy, education and incentives programs.
- Conducted a natural assets vulnerability assessment to evaluate the risks of climate change on natural assets.
- Completing the Invasive Species Study to better understand the potential impacts and inform a future management framework.
- Supporting community organizations in contributing to the goals of environmental stewardship and natural assets preservation through the Climate Change Investment Fund and implementing projects to protect the environment and its ecosystem.
- Planting trees and supporting community tree plantings: in 2022, about 3,025 trees were planted through capital projects, donations, and community partnerships. An additional 1,200 trees were sold through the subsidized Earth Day Tree Sales program.
- Supported 23 community organizations (including Trees for Halton Hills and SNAP) advancing stewardship initiatives.
- Completed the Fairy Lake Water Quality Study Technical Report and initiated public consultation; coordinated with Black Creek Advisory Group and collaborated with CVC/Halton Region.

COMMUNITY PROFILE

► SOCIAL WELL-BEING



Supporting our community

In 2024, the Town continued to deliver greatly needed programs and initiatives supporting community wellness, vibrancy and active living. Highlights from the past year included:

- Launched the 50+ Seniors Coalition - a network of service providers committed to addressing the needs of Halton Hills aging population.
- Launched “Friday Activity Night” pilot program to support young adults ages 20 - 35 years with exceptionalities.
- Upgraded Splash Pad equipment at Prospect Park & Dominion Gardens.
- Implemented a full return to pre-pandemic Recreation Camp programming, achieving 95% of full capacity.
- Launched a Seniors Fitness Instructors Course to enable residents (18+ years) to obtain free fitness certification (Ministry funded).
- Reviewed and updated the Community Grant Program (CGP).
- Recruited, trained, supervised, and recognized 400 volunteers whose contributions included 17,500+ hrs. to Hillview Active Living Centre
- Supported community groups with planning and delivering 64 community events (7 of which were new) that engaged 110,000 attendees.
- Delivered ‘Hey Neighbour’ programming consisting of events, community engagements, and a “Good Neighbour Day”.
- Hosted the Annual Hillview Active Living Centre recognition breakfast as part of National Volunteer Week and recognized two volunteers.
- Provided inclusive recreation through one-on-one inclusion support in summer day camp -- 8% of registrations in 2023.
- Fine-free status extended to older adults 65+, building on the existing policy for individuals 24 years and under, as part of our ongoing efforts to eliminate barriers and ensure equitable access to library services.
- Worked with over 30 community partners to bridge the gap in local service availability and bring needed social services to Halton Hills residents. With Food Bank usage at its highest since 1989, branches served as access points for the community. In 2024, new partnerships were launched, including the Infant Food Bank to support young families and the Centre for Diverse Learners to support the educational needs of students struggling in reading and math.
- Launched specialized collections and adaptive tools to empower individuals with exceptionalities; initiatives included sensory tools, decodable books, dementia-friendly materials, and a homework help resource that supports the Ontario curriculum and offers live tutoring.

COMMUNITY PROFILE

► SOCIAL WELL-BEING

Housing

- Housing continues to be an important priority for the Town that is embedded in our strategic plan. The Minister of Municipal Affairs and Housing has set the Town's housing target at 9,500 new units by 2031 and through our Housing Pledge several initiatives have been identified to assist in the delivery of housing supply. These include:
 - Completion of Secondary Plans for Key Growth Areas
 - Undertaking an Additional Residential Units (ARU) Study
 - Various streamlining initiatives including:
 - Digital plan review
 - Development of a Growth Monitoring Model and
 - Updates to the Community Improvement Plan that provide funding to assist in the provision of affordable housing and brownfield redevelopment in key intensification/growth areas.

Housing Target

- As part of the upcoming Official Plan review, the Town will also be completing a Housing Strategy which will provide a comprehensive State of Housing report for the Town. This will include community wide demographic and household profiles, a review of economic characteristics, a housing profile, and projected housing needs. The strategy will outline a series of key actions the Town can consider to increase and broaden housing supply, enhance housing choices, and expedite housing development. The strategy will consider the 2031 housing targets as identified by the Minister of Municipal Affairs and Housing and longer-term targets to 2051. The completion of this strategy is also intended to satisfy the requirements of the new Municipal Funding Agreement for the Renewed Canada Community Building Fund.

Transportation

- In partnership with Milton Transit, the Steeles Avenue conventional transit route connects riders to Milton and the Lisgar GO station along Steeles Avenue within Halton Hills, providing passengers with connections to Mississauga and Milton.
- Provides specialized transit services responding to cross-boundary trip requests providing improved access to programming, medical resources and neighbouring municipal and regional transit services in Milton, Oakville, Brampton, and Mississauga

COMMUNITY PROFILE

▶ SNAPSHOT OF TOWN SERVICES

1,100 lane km
of roadway



194 ha of managed parkland,
564 ha of open space land



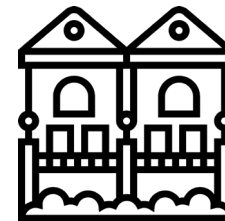
264 km
of sidewalks



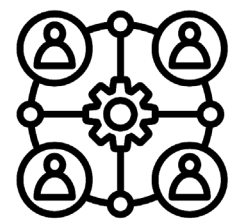
24.55 km
of managed trails



50 designated
heritage buildings



200 culture
programs presented



500,000+ materials
checked out



37,774 recreation participants
13,053 online registrations



351 dog licenses issued
(new and renewed)



752 resident form
Submissions (haltonhills.ca)



2,428 requests
for service



1,357 burn
permits issued



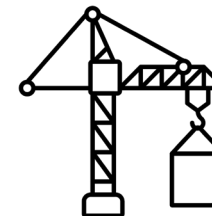
500 building
permits issued



254 business licenses renewed,
78 new licenses



4M+ sq. ft. of business
concerge projects



\$1.5M in CIP-related
investments



2023 - 2026

STRATEGIC PLAN



534

Completed online
surveys

450

Completed
telephone surveys

22

Focus group
participants

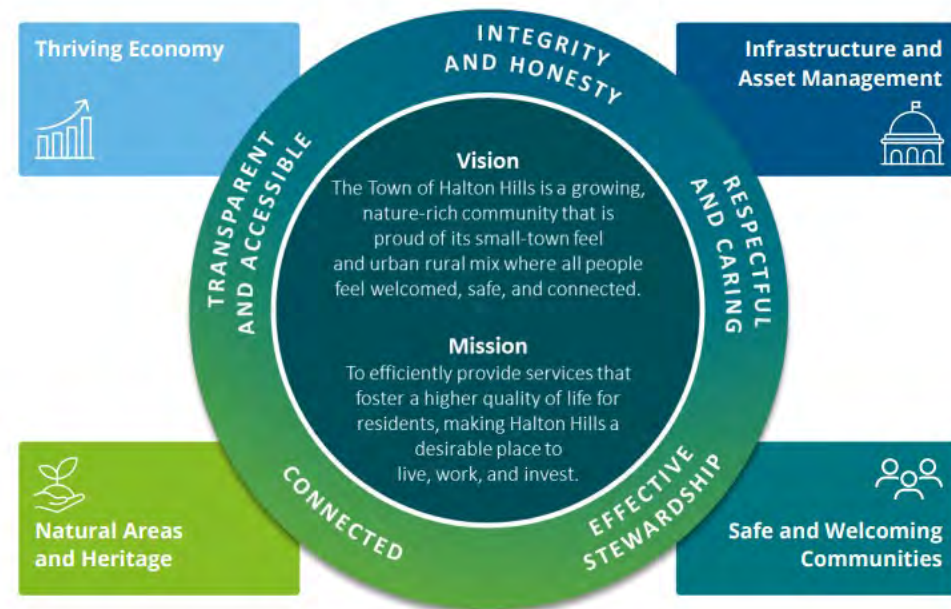
STRATEGIC PLAN

2023-2026 Strategic Plan

This plan identifies Council's shared vision, mission and priorities for the current term and guides the work of staff.

Strategic Objectives

These objectives provide focus for the development of specific actions and initiatives, while serving as a framework for performance measurement and reporting.



Thriving Economy

Objectives:

- Expedite development of employment lands.
- Attract and retain businesses that align with town's priorities.
- Promote redevelopment and growth of commercial areas.
- Support agricultural business viability.
- Advance residential intensification, where planned.



Natural Areas and Heritage

Objectives:

- Increase public access to parks, natural areas and green spaces.
- Protect and enhance biodiversity, the river valley watershed, and Niagara Escarpment landforms.
- Preserve built and natural heritage features of our communities.



Infrastructure and Asset Management

Objectives:

- Ensure that the town has resilient infrastructure to reduce impacts on the community.
- Ensure that Town assets, infrastructure and services keep pace with population and housing growth.
- Improve road safety.
- Maintain and renew green infrastructure.



Safe and Welcoming Communities

Objectives:

- Ensure that facilities and programs meet the evolving needs of the community.
- Support community-driven and partnered recreation and sport programming.
- Ensure emergency services align with town growth.
- Enhance outreach and engagement within our communities.

STRATEGIC PLAN

► IMPLEMENTATION

Building from the priorities and objectives outlined in the strategic plan are specific actions, tactics, and initiatives that advance the strategic goals and objectives.

These actions are generally identified in annual departmental business plans and considered during the budget process. Successful implementation of a strategic plan requires ensuring that the elements of the plan are supported through communicating, resourcing and tracking progress towards the identified goals.

Strategic Priority Committees have been established and are made up of members of Council. These committees meet quarterly to review progress of strategic plan initiatives. Strategic Priority Champions were also introduced. One champion is assigned to each priority area and reports to the committees to provide clarity and transparency to what is being done to achieve results in the four priority areas.

