



INTRODUCTION

2023
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.

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 the 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

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 undertook the following actions:

- Endorsed the Halton Equity, Diversity and Inclusion Charter and joined the Coalition of Inclusive Municipalities.
- Recognized and provided associated programming and education campaigns for significant dates including Black History Month, Indigenous History Month, Pride, Emancipation Day, National Day for Truth and Reconciliation, and Treaties Recognition Week.
- Raised the Mississaugas of the Credit First Nation and Every Child Matters flags permanently at Town Hall and at the Library and Cultural Centre. These flags will also be flown at the Acton Arena and Community Centre pending the installation of infrastructure in early 2023.
- Included land and treaty acknowledgments at the beginning of Council meetings and some public consultations, events and programming.
- Installed land and treaty acknowledgment plaques within thirteen Town facilities.
- Installed an Indigenous crosswalk in Glen Williams in honour of the indigenous children who did not return home from residential schools, to show support for the survivors who did 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.
- Developed a process in consultation with the Mississaugas of the Credit First Nation for formal consultation as the Treaty Holders for development projects, plans, and studies.



COMMUNITY PROFILE

▶ CULTURAL VIBRANCY

- Increased transportation service accessibility by providing online booking for ActiVan, Taxi Scrip and Youth Taxi Scrip users through hhtransit.tripsparkhost.com, and implementing a pilot transit service to Oakville Trafalgar Hospital.
- Provided inclusive recreation through one-on-one inclusion support for children in summer day camp by hiring a team of professional instructors with specific expertise and skills in this area.
- Presented diverse programming year-round in coordination with the Halton Hills Public Library and community partners to ensure the community has access to a wide range of perspectives and voices.



COMMUNITY PROFILE

▶ CULTURAL VIBRANCY

Arts & Heritage

- The Town of Halton Hills boasts a thriving arts and culture community that contributed \$44.7 million to the local economy in 2020 (the latest year that data is available).
- Annual award-winning Culture Days celebrations engage residents and visitors in free cultural experiences - the 2022 edition offered 56 free in-person, digital and self-led activities.
- The “Under Wraps” and “Bell Box Mural Program” enliven the Town’s streetscape by exhibiting artwork on Town-owned utility boxes and Bell Boxes across Town.
- The Helson Gallery delivered Virtual School Programs, family-friendly drop-in art activities, community programs and extended its hours to increase public access.
- Offered a third year of Artrepreneur programming to support the development of new cultural businesses and organizations in Halton Hills by providing instruction on business skills for creative entrepreneurs.
- 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.
- Partnered with the Downtown Acton BIA to deliver “Art Around Acton” which included seven temporary and permanent public art activations and cultural events in downtown Acton to enliven the area and draw more tourists and residents to local businesses.
- The Town is developing a Cultural Heritage Master Plan to identify, protect, and celebrate Halton Hills’ rich and diverse cultural heritage resources. Ongoing consultation can be found on letshalkhaltonhills.ca/CHMP.
- Cultural facilities include the Helson Gallery, John Elliott Theatre, and two Halton Hills Public Library branches.



COMMUNITY PROFILE

► CULTURAL VIBRANCY

Tourism

In 2022, for the first time since the onset of the pandemic, Economic Development was able to deliver tourism content and deliverables to visitor markets. This year was an opportunity to engage with tourists that have visited Halton Hills in the past, engage with tourism businesses and create brand recognition to help new visitors discover Halton Hills.

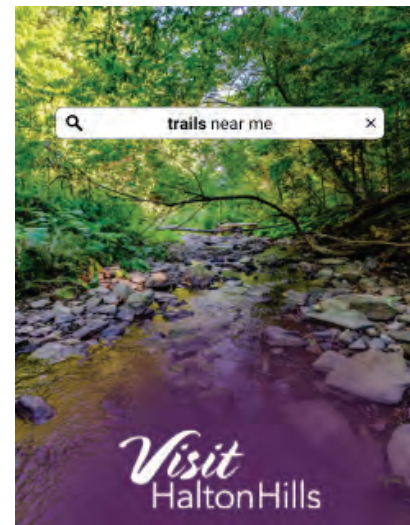
- Designed and distributed a new tourism brochure with the support of the RTO3 partnership fund.
- Attended local festivals and events to promote tourism sector and collected over 300 visitor surveys to better understand visitor spending and advertising awareness.
- Performed outreach to existing and new tourism stakeholders to reengage with local and regional opportunities.
- Launched a marketing campaign through Metroland Media targeting neighbouring municipalities and doubled traffic to VisitHaltonHills.ca compared to 2021.
- Continued membership with the Culinary Tourism Alliance; conducted outreach to food businesses and added 21 locations to the Halton Hills Great Taste of Ontario Passport; created printed advertising to reach a wider audiences and engage restaurant staff.



COMMUNITY PROFILE

▶ CULTURAL VIBRANCY

- Created themed day trips and blogs geared towards target visitor markets featuring top tourist assets including: weekends in Glen Williams, canoing at Fairy Lake, farm markets and harvest season, and Holiday activities.
- Grew @visithaltonhills Instagram audience through reels.
- Received government funding to create new tourism signage in high traffic pedestrian areas in 2023.
- Tourism Advisory Committee continued to meet quarterly to provide insight into tourism deliverables.



COMMUNITY PROFILE

▶ CULTURAL VIBRANCY

Recreation

With the lifting of pandemic restrictions, in the spring of 2022, Recreation and Parks saw a return to full capacity programs and facilities. In addition to delivering new services and initiatives, the Department also continued to offer successful programs that were developed during the pandemic. Here are a sample of activities from this past year:

- Fully re-opened all Town Facilities and recreation programs following the lifting of pandemic restrictions.
- Delivered \$77,874.59 in council approved grants to 18 community partners to deliver programs, initiatives and events that benefit residents and create community vibrancy.
- Completed new Hungry Hollow Trails, which now provide connections to downtown and Cedarvale park from Westbranch Park.
- Constructed an accessible ramp at the Acton Arena & Community Centre/Townsley Rink entrance to better accommodate persons with restricted mobility.
- Established new dedicated pickleball courts (6 total) at Emmerson Park and Prospect Park as recommended by the Outdoor Courts Strategy.
- Replaced the aging Moldmasters Skate Park with a modern and expanded Community Level Skatepark.
- Added the following (pandemic response) programs to recreations regular schedule: virtual live-stream fitness classes; outdoor fitness classes, the outdoor walk fit program, “walk and talk”, “Introduction to Geocaching”, Virtual programming at our Youth Centres, and “Introduction to Play” Outdoor half-day camps.
- Continued to deliver the “Hey Neighbour” program to encourage neighbourhood connections by providing recreational activities on temporarily closed residential streets.
- Increased support in Day Camps by implementing Professional Inclusion Instructors.
- Created a Youth Leadership Program that focuses on developing leadership competencies and removing barriers to employment and volunteering.
- Continued the successful free lending library program and Wi-Fi-to-go with Halton Hills Library.
- Expanded e-commerce for recreation and parks services using Xplor (formerly PerfectMind).
- Introduced new “value for fee” passes and memberships for recreation users.
- Introduced an online registration method for program registrants on financial assistance to improve their access and ease of use.

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)
 - Industry engagement
 - Business Retention and Expansion (BR&E) programming
 - Workforce development
 - Investment attraction, expansion and relocation
 - Supporting and advancing affordable housing projects and initiatives
 - Business Concierge service
 - Amplifying tourism’s economic benefits
 - Site selection assistance
 - Leveraging the arts and cultural sector and high quality of life to attract investment
 - Market research



COMMUNITY PROFILE

▶ ENVIRONMENTAL HEALTH

Natural Assets Landscape:

Council has identified climate change and the environment as key strategic priorities. To mitigate and adapt to the effects of climate change and to protect its natural assets, led and/or supported by Climate Change and Asset Management, the Town is implementing numerous initiatives, including:

- In partnership with CVC, developing a natural assets management strategy for different natural asset categories, such as wetlands, forests, rivers, meadows and open 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.
- Launched 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 Phase 1 of a Privately-Owned Tree Management Strategy to roll out education and incentives programs to support the community in taking care of trees.
- Conducted a natural assets vulnerability assessment to evaluate the risks of climate change on natural assets.
- Creating a Climate Change Adaptation video series, which includes a dedicated video for natural assets, to educate residents on the importance of natural assets and their contribution to the environment.
- Supporting community organizations in contributing to the goals of climate change and environmental stewardship 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.



COMMUNITY PROFILE

► SOCIAL WELLBEING

Housing

- Council has identified affordable housing as a key priority. The Town is addressing this issue as follows:
 - Incorporated affordable housing in the Town's new Community Improvement Plan.
 - Amended the Comprehensive Zoning By-law and the Two-Unit House Registration By-law to permit accessory apartments (i.e. second units) in most single-family homes, and promoting the benefits of Two-Unit house creation.
 - Developed Secondary Plans for the Georgetown expansion (Vision Georgetown) and downtown Georgetown (Destination Downtown) areas, including a 30 percent affordable housing target for new housing units.
 - Building relationships with higher orders of government and the private/non-profit sector to identify partnership opportunities for affordable housing development.
 - Completed a community engagement and awareness strategy for affordable housing which included public consultation through Let's Talk Halton Hills, a virtual Open House, and various school engagements.
 - Worked with the Affordable Housing Working Group to develop and recommend actions that address the Town's affordable housing needs.
 - Assessing and advancing Town-owned properties to facilitate the provision of additional affordable housing.
 - Advanced 17 Guelph Street, a Town surplus property, for a mixed-income affordable housing development with 14 units. Official Plan and Zoning By-law Amendments have been approved by Council. A Request for Expressions of Interest (REOI) has been issued jointly with Halton Region
 - Put in place a new approach to continue to advance housing affordability through a cross-departmental approach and by leveraging Halton Region's expertise and role in delivering affordable housing.

Education by the Numbers

2 | Public High Schools

1 | Catholic High School

14 | Elementary Schools

5 | Catholic Elementary Schools



Health

- The Georgetown Hospital is part of the Halton Healthcare Services which includes hospitals in Milton and Oakville. The hospital offers a range of primary care services and its major clinical areas include obstetrics, general medicine, surgery and complex continuing care.

COMMUNITY PROFILE

▶ SNAPSHOT OF TOWN SERVICES

1,100 lane km of roadway



194 ha of parks & open space



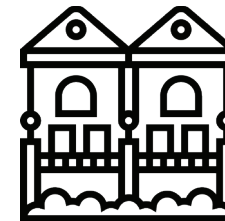
264 km of sidewalks



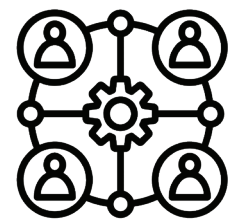
27.55 km of Trails



45 designated heritage buildings



160+ culture programs presented



500,000+ materials checked out



43,810 online registrations (swimming & skating)



351 dog licenses issued (new & renewed)



10,145 resident form submissions (haltonhills.ca)



2,428 requests for service



1204 burn permits issued



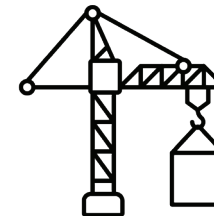
858 building permits issued



245 business licenses renewed, 78 new licenses



4M+ sq. ft. of business concierge projects



\$1.4M in CIP-related investments



