

# REPORT



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Date: March 6, 2026

Report to: Planning and Development Committee

Report from: Jordon White, Marketing Coordinator

Subject: Investment Attraction Hub

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**Recommendations:**

**THAT the Planning and Development Committee recommend to Hastings County Council that this staff report dated March 6, 2026 regarding the completion of an online Investment Attraction Hub be received.**

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**Financial Impact:**

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| <b>Does recommendation have a budgetary impact?</b> | No |
|---|----|

**Analysis:**

The Economic Development and Tourism department has developed a new online Investment Attraction Hub, consisting of detailed sector-specific and goal-oriented webpages to attract new investment to Hastings County. This Hub provides a more targeted approach to investment attraction marketing supporting the SMART goals and County’s 2025 Investment Attraction Plan.

The creation and launch of the Hub is the first step in our expanded marketing strategy to attract commercial, industrial, and residential investment, while continuing to support small business and tourism development, collectively contributing to increased growth of the County’s tax base.

The Investment Attraction Hub was developed in-house and provides prospective investors with curated content tailored to their needs. This includes access to data dashboards, sector information, available properties and land, key investment advantages, and streamlined methods to contact our economic development team for support with their investment inquiries.

Staff will use the Hub as the central destination for investment attraction initiatives,

promoting it as a key resource for investors through sector-specific tradeshows, online advertising campaigns, print distribution, and direct outreach.

**Strategic Plan Alignment:**

2.1 Support the growth of local municipalities, businesses and tourism across the 14 Member Municipalities

**Report Reviewed By:**

Justin Harrow, Director of Planning, Economic and  
Tourism Development

**March 6, 2026**

Cathy Bradley, Director of Legislative Services & Clerk

**March 6, 2026**

**Report Approved For Submission By:**



**March 9, 2026**

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Connor Dorey, Chief Administrative Officer