

**Project Timeline: Does the Municipality have a target or ideal date for project completion? If there are any internal milestones or Council reporting timelines that should inform the project schedule, we would welcome that context as well.**

Our ideal/target date to have this project completed is end of year (2026).

**What does an implementation toolkit mean/look like to you (from the objective: Develop a tailored implementation plan with necessary tools (i.e. an implementation toolkit)? Is this an implementation plan or are you envisioning additional tools being developed as part of the toolkit?**

This would be an implementation plan which outlines short-, medium- and long-term economic development goals and projects for the township to achieve in upcoming years. This would also include the necessary steps and tools which need to be taken by the new economic development officer to reach these goals. For example, if the Township wanted to expand the Riverbank Derby to be a Provincially recognized event, the Economic Development Strategic Plan would highlight this project and create a to-do list for the future economic development officer.

**What scope are you envisioning for the brand, marketing strategy and campaign? These could be an extensive undertaking on their own (i.e., design of new logo and related brand standards, detailed marketing plan, development of specific campaign collateral), or higher-level recommendations embedded within the strategy.**

We would be envisioning higher level recommendations embedded within the strategy for the future economic strategic officer to oversee when hired. For example, if the Economic Development Strategic Plan highlighted a "Welcome to Thornton" project, a heritage committee, a branding campaign and commercial investment strategy may be required. The future economic development officer would be responsible for implementing the heritage committee, branding campaign and commercial investment strategy.

**Does a “comprehensive inventory of businesses operating within Essa, including sector breakdowns, business size, longevity, and clustering, to identify strengths, gaps, and opportunities for diversification” include the identification/inventorying of individual businesses? Does the Township have any data sources to support this objective?**

Yes, this would include individual businesses. The County of Simcoe has existing data and is currently conducting an employment survey across the region, which identifies businesses within the Township of Essa that have chosen to participate. We require the consultants to compile and verify their own business inventory to ensure the information is accurate and comprehensive. This process will help identify any businesses that may have been missed or that did not participate in the County's survey.

**Could you provide a bit more detail about the scope of the “detailed review of available and constrained lands” in the land inventory objective – is the expectation for this to be a parcel-by-parcel assessment, and if so, do you have an estimate of how many parcels will require review?**

The objective of this task is for the Consultant, in collaboration with Township staff, to identify and compile a list of developable and investment-ready lands within the Township. The expectation is not for the Consultant to conduct a real estate evaluation or market assessment of these properties. Rather, the deliverable should consist of a list and accompanying map of land parcels that have the potential to support future development, investment, or other strategic uses within the Township.