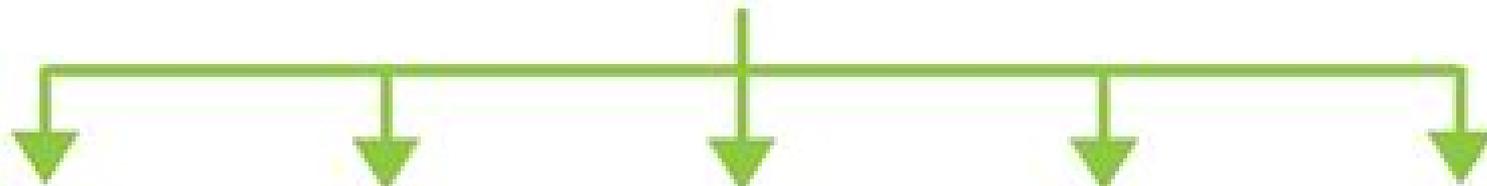


ECONOMIC DEVELOPMENT & TOURISM STRATEGY



TOURISM SUB-STRATEGY

Positions the Town as a destination for investment and growth in the Tourism sector (including recreation, sports, culture and heritage tourism).

GREEN ECONOMY SUB-STRATEGY

Builds on Council's climate change priorities and leverages key related initiatives to position Halton Hills as a leading destination for investment and growth in the clean technology/low-carbon economy sectors.

MARKETING SUB-STRATEGY

Includes marketing, branding and visioning statements, as well as a practical suite of marketing collateral and actions to raise awareness of Halton Hills as a prime investment destination.

BROWNFIELD SUB-STRATEGY

Focuses on addressing regulatory, land-use planning and financial challenges and opportunities posed by brownfield sites, with the objective to promote remediation, rehabilitation, adaptive re-use and overall redevelopment of brownfields.

FDI ATTRACTION STRATEGY

A 5-year roadmap and 3-year Action Plan to support Halton Hills in being proactive and competitive in growing the local economy by identifying new international markets and actions to best access them.

Tourism And Economic Development

G Psacharopoulos



Tourism And Economic Development:

Tourism And Economic Development Book Review: Unveiling the Power of Words

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