

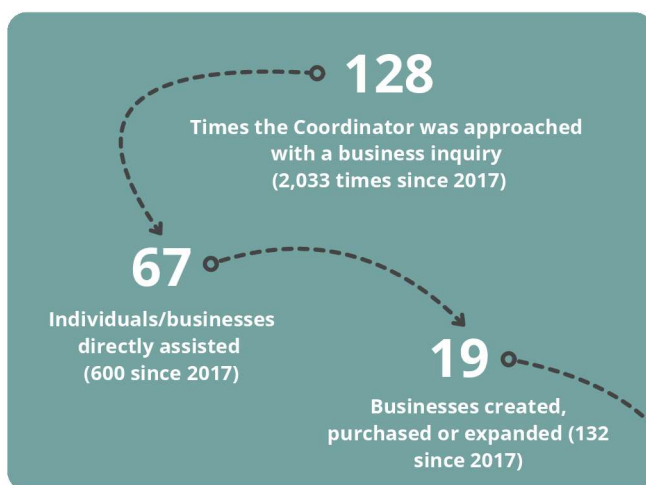
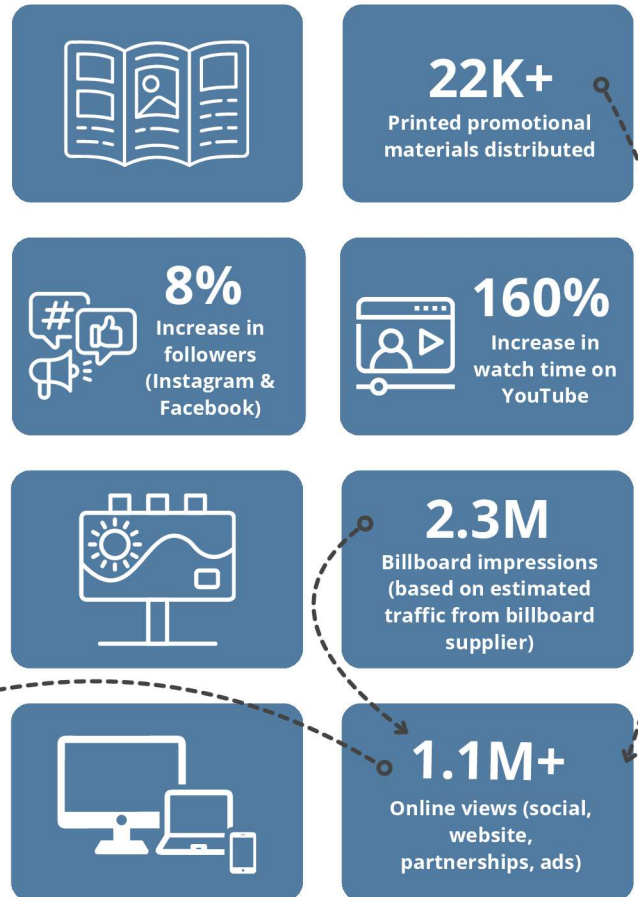
Economic Development & Tourism Outcomes 2024

Marketing Metrics

In 2024 staff continued to elevate marketing of Hastings County as an ideal place to live, work and visit.

Staff distributed printed materials to tourism centres, cottage and lake property owners' associations, accommodators and at events. Additionally, staff created content for social media channels, video platforms, and the County's website in combination with online campaigns and ads. Staff also attended various events and produced large billboards along Highway 62, directing visitors to the County's website.

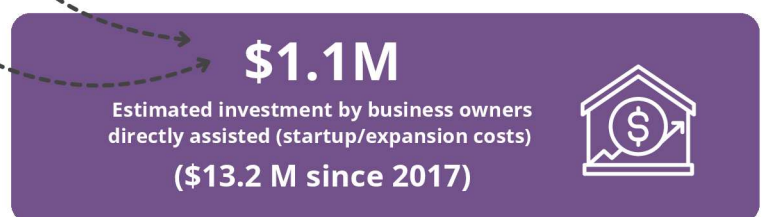
This comprehensive strategy resulted in a significant increase in the visibility of Hastings County as a destination for tourism and investment.



Business Start-Up, Retention and Expansion

Hastings County's Strategic Plan recommends increasing available jobs through business expansion and retention. A means by which this is accomplished is through our unique business coaching program.

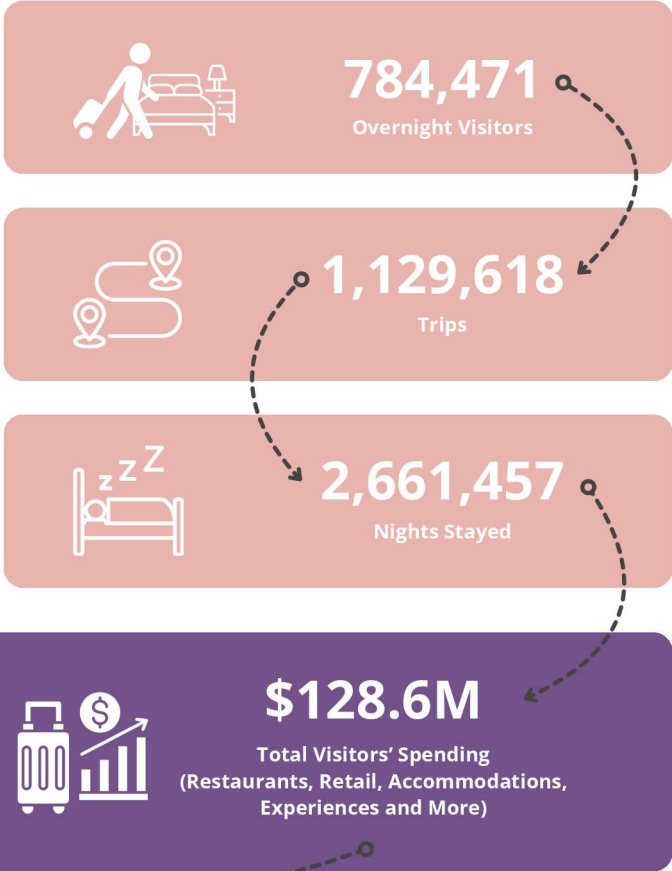
With combined marketing efforts throughout 2024, staff continued to gain inquiries and help businesses across the 14 member municipalities overcome barriers through free and confidential 1-on-1 coaching.



Tourism Outcomes

Marketing helps “put Hastings County on the map”. It increases revenue generated by visitors we attract which in turn goes back into the local economy to help with sustaining local businesses who create jobs and pay municipal taxes. According to Environics, in 2024 Hastings County welcomed an estimated 784,471 overnight visitors, from beyond 60 KMs away.

This is a 2.4% increase over 2023. 43.5% of the overnight visitors originated from the Greater Toronto Area.



Return on Investment

By continuing to promote Hastings County as a place to invest, live and visit, new businesses will be attracted and existing businesses will be supported adding to the assessment growth.

The following chart illustrates the taxable assessment trend for both residential and non-residential properties across Hastings County over a 10-year period. 2024 data is not yet available at time of print. Non-residential assessment growth (i.e. commercial, industrial and farmland) has increased at a higher 59% (or average of 5.9% annually) compared to residential growth at 27.5% (or average of 2.75% annually).

