

KMIP – MARKETING & DEVELOPMENT PLAN

Project Lead: Senior Economic Development Officer

Responsible for coordination of project components and implementation of the plan.

SHORT-TERM ACTIONS: 2025-2026

	ELEMENT	DESCRIPTION / CONSIDERATIONS
1	Procure the services of a Commercial Real Estate Agent to actively promote and sell commercial land at KMIP.	Council has provided direction to staff to issue an RFP for the professional services of a commercial real estate broker to facilitate further sales, marketing, and general awareness of available land at Kaizer Meadow Industrial Park (Motion # 2023-350). This will be issued in 2025 and costs associated with the contract will be based on a commission for a percentage of the sale price.
2	Continue with targeted advertising on ViewPoint and AllNovaScotia (including its affiliates).	Current contracts with ViewPoint (May 2025) and AllNS (January 2026) are in place. Funding to renew these contracts for an additional year have been included in the 2025-26 budget.
3	Industry networking events, including ongoing support promoting the Southwest BDO Zone and working with partners to promote KMIP as an Atlantic Certified Site.	Staff currently partner with regional and provincial organizations with a mandate for investment attraction and foreign direct investment to identify opportunities and provide promotional materials and information as needed. Additional work is underway to identify regional opportunities and events that provide the opportunity to network with developers and businesses looking for spaces to startup or expand. A minimal budget to attend relevant conferences has been included in the 2025-26 budget.
4	Further improvements of InvestChester.ca.	InvestChester.ca serves as our primary call to action and a key promotional tool for investment enquiries. Work is underway to update the site with newly developed tools as well as to put additional frequently requested information online. This includes providing documents related to our purchasing process for land sales, zoning details for KMIP, and making the application for land purchase digital as opposed to a downloadable PDF. Work will also be done to update existing commercial property listings and keep them accurate.
5	Develop a market outlook document that provides prospective investors on the anticipated future growth for MOC.	With the anticipated completion of growth projections, staff will develop a “Future Growth – Market Outlook” and make it available to partners and potential investors.

MID-TERM ACTIONS: 2026-2028		
	ELEMENT	DESCRIPTION / CONSIDERATIONS
1	Continue short-term actions.	<p>This includes:</p> <ul style="list-style-type: none"> • Continuation of our work with a commercial real estate agent. • Ongoing advertising through ViewPoint and AllNovaScotia. This spending would be evaluated annually; however, it is anticipated that the existing budget would be proposed for 2026-2027 and then reduced for 2027-2028 in advance of a decision by Council on long-term recommendations to either continue promotion of KMIP land sales or scale back and shift to other priorities. • Ongoing networking and promotion with partners (including the BDO Zone and Atlantic Certified Sites program).
2	Release a Request for Expressions of Interest (REOI).	<p>To generate enquiries and potential investment in the site, invite potential investors/developers to submit proposals for lots within KMIP. Formal site tours would be scheduled as part of the REOI process.</p> <p>This is a way to advertise the Park as a business development opportunity that is 'ready to go' and without significant development barriers.</p> <p>Timing: 2026-2027</p>
3	Develop a demonstration lot on site with signage detailing longer-term conceptual plan for lots within KMIP.	<p>Work with our public works team to clear and level a one-acre lot in an ideal location that can better showcase the potential for development within KMIP. Our Public Works team has identified areas within KMIP that are likely sources of clay material, which is critical to sustaining operations for the landfill over the long-term. As the clay is removed from this area, a demonstration lot could be developed.</p> <p>Timing: 2026-2027</p> <p>Dependent Upon: Landfill requirements as well as availability of budget from lot sales (currently have received approximately \$80,000 from previous lot sales).</p>
4	Undertake a survey of proposed phase one lots and place listings on InvestChester.ca.	<p>While we have promoted a concept for the development of KMIP that includes proposed phasing, only lots that have been sold have been officially sub-divided. Information provided by potential developers indicate that while our flexibility is an asset, having a "menu" to choose from can make decision-making easier. We would survey lands proposed for phase one</p>

		<p>to create available lots that could be listed for offers on our website and officially sub-divided when sold.</p> <p>Timing: 2026-2027 Dependent Upon: Availability of budget from lot sales (as above). The potential exists to coordinate this work with the development of a demonstration lot and/or the release of a REOI.</p>
5	Create tax incentives to encourage development.	<p>At least three other municipalities within Nova Scotia offer tax incentives to businesses that develop within their business parks. This typically takes the form of reduced property taxes over a 10-year period where taxes are charged on 50% of the increase in assessed value for the first 10-years of operation. This enables businesses to mitigate the significant increase in assessed value over the initial years of operation and incentivizes development within targeted areas.</p> <p>Timing: 2026-2027 Dependent Upon: Direction from Council – any proposed incentives would be presented to Council for approval. There is potential to include this as an incentive connected to the REOI.</p>
6	Publish upcoming development plans for KMIP (if applicable) on InvestChester.ca.	<p>As plans are made for longer-term development of KMIP, details would be published on InvestChester.ca to demonstrate MOC’s vision for the site.</p> <p>Timing: 2028 Dependent Upon: Development of long-term plans for KMIP and approval from Council.</p>
7	Installation of signage - both directional (highway signage) and on-site (on-location at KMIP)	<p>Design and install signage for KMIP. This would include:</p> <ul style="list-style-type: none"> • Highway signage on the 103 and (optionally) on Trunk 14. • On-site signage for businesses and customers. <p>Given the potential costs for this action, proceeding with this work would be dependent upon additional lot sales and businesses in operation. A budget and request for direction would be prepared at the appropriate time to proceed with this work.</p> <p>Timing: TBD Dependent Upon: Additional lot sales and approval from Council. Staff are currently recommending that we would only bring back this work for a decision once the following has been achieved:</p> <ol style="list-style-type: none"> 1. On-Site signage would require an additional 3 lot sales with active development underway.

		<p>2. Highway signage would require 25% of KMIP to be “developed”. We would define this more fully as approximately 20 acres of land having been sold or leased by investors/developers as well as Phase 1 lots having been surveyed.</p>
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