



The Corporation of the County of Wellington
Economic Development Committee
Agenda

March 15, 2016

10:00 am

Governor's Residence Boardroom

Lower Level

Members: Warden Bridge; Councillors C. White (Chair), Breen, Brianceau, Linton

	Pages
1. Call to Order	
2. Declaration of Pecuniary Interest	
3. WCMEDG Minutes - January 2016	2 - 5
4. Economic Development Financial Statements as of February 29, 2016	6 - 7
5. March 2016 Economic Development Update	8 - 26
6. Economic Development Funding Requests	27 - 27
7. Closed Meeting	
8. Rise and Report	
9. Adjournment	

Next meeting date April 19, 2016 or at the call of the Chair.



Wellington County Municipal Economic Development Group

Minutes

Economic Development Officers/Coordinators

Supporting Organizations

Municipal Electives

WWCFDC Boardroom,

January 8th, 2016

9:30 a.m.

Present:

John Brennan (Councillor, Town of Erin), George Bridge (Warden, County of Wellington), Jana Burns (County of Wellington), Harold Devries (Guelph Wellington Business Enterprise Centre), Neil Driscoll (Mayor, Mapleton Township), Janet Harrop (Wellington Federation of Agriculture), Mandy Jones (County of Wellington), Fred Lehmann (Senior Communications Officer, County of Wellington), April Marshall (Township of Wellington North), Robyn Mulder (Town of Erin), Don McKay (Councillor, County of Wellington), Kelly Patzer (Township of Puslinch), Jane Shaw (WWCFDC), Dale Small (Township of Wellington North), Steve Smith (MEDEI/MRI), Belinda Wick-Graham (Town of Minto), Christine Veit (Safe Communities), Chris White (Mayor, Township of Guelph/Eramosa), Scott Wilson (County of Wellington)

Regrets:

Rose Austin (Saugeen Economic Development), Brad Dixon (GRCA), Crystal Ellis (Township of Mapleton), Alex Goss (Local Immigration Partnership), Mark Granger (Ontario Works Employment Specialist), Gerry Horst (Ontario Ministry of Agriculture, Food and Rural Affairs), Dennis Lever (Mayor, Township of Puslinch), Patricia Rutter (Township of Centre Wellington), Carol Simpson (WFPB), Scott Williams (GWBE), Ian Roger (CAO, Township of Guelph/Eramosa)

1. Approval of Agenda

Motion to approve agenda as written.

Moved by Don McKay, seconded by Dale Small

Carried

2. Declaration of Pecuniary Interest

None

3. Approval of Minutes

Motion to approve the minutes as written from the meeting held November 3, 2015.

Moved by Dale Small, seconded by Jana Burns

Carried

4. Wellington Signage Update

On January 19th, the consultant will be presenting the Signage Rollout, in draft, to the County ED Committee. The draft Strategy will be provided to the municipalities and the County for review after this date. The final Strategy will be presented to County Council on February 25th, 2016.

5. BR&E Update

The BR+E has achieved many targets and increased awareness within many communities. On January 20th, the Analysis Training will take place with OMAFRA in Orillia from 9:30am – 3:30pm. Please contact Mandy Jones to register for the training as soon as possible. On March 19th, the results will be analyzed and the Municipal and Council Reports will be created for April 29th.

Once Municipalities have completed the interview process and the data entry they are welcome to begin analyzing their results before the March deadline, if desired.

The Western Wardens will be meeting in February and plan to discuss some issues Municipalities are challenged with, such as gas and hydro. An update will be provided to the Group at the next meeting.

Each Municipality is to submit their request/report for next year's funding of \$25,000 from the County when available. Applications will be submitted after the County Budget is approved.

6. Roundtable/Other Business

Centre Wellington:

- The Mayors breakfast will be held on January 27th, 2016

County:

- Budget discussions have started
- The next meeting of Council, which is open to public, will review the upcoming Budget and 5 year plan
- The Hillsburgh Library renovation is well underway
- Starting this year, 2016, 55 additional units for affordable housing will be built in Fergus
- Jana reviewed the "Proposed Projects for 2016" with the Group
- Crystal Ellis has been hired as Economic Development Coordinator during Mandy's maternity leave
- The County is registered for 2 upcoming New Comers Fairs in April and October
- Jana attended the Citizenship and International Trade Event in December
- The final Agriculture Study Report is complete and will be distributed
- The Guelph-Wellington YMCA is currently accepting nominations for The Women in Distinction Award with the Science and Research area still looking for nominees. Please forward any recommendations to Jana.
- Starting on RFP for CIP
- Currently the County is updating the ED page on the website and will update the municipalities' information and include a tab for "Live and Work" in Wellington County
- On February 8th the Source it Here event will take place @ Ignatius Jesuit College
- The 2016 Festivals and Events Guide is underway
- The Warden will be a part of the Leaders panel for the upcoming Guelph Economic Summit on January 29th from 11:30am-4:00pm. The event will take place at The Frank Hasenfratz Centre of Excellence in Manufacturing.

Erin:

- The Mayors breakfast will be held on January 19th
- The RFP for the Riverwalk Study is due on January 29th
- The results to determine Erin as an Equine hub will be available in April
- Economic Development committee is working on a few projects. Updates will be provided to the Group regularly

GBEC:

- A new 12 week program, Select Company, for those 30+ in age and interested in running a business has recently started at GBEC with the opportunity of receiving a \$5,000 grant. Harold will forward the information to Jane to distribute to the Group

Guelph/Eramosa:

- Development active within the community
- Working with Railway and an opportunity for 140 acre development

LIP:

- No update

Mapleton:

- The Township is proud to see Crystal move to an opportunity with the County
- Applying for grant
- An ATV information night will be hosted in Teviotdale on January 20th
- There will be an information night held at the Wellington County Library in Drayton regarding the Youth Council on January 16th
- Neil Driscoll is currently involved with a campaign for Farm Property Tax Rebate Programs to the Province as Mapleton is a community of 90% agriculture based

MEDI:

- Full details of the Regional South Western Development Fund Infrastructure and Improvements funding available can be found at <http://www.ontario.ca/economy>
- The Chamber provides programs and resources to help companies with exports. More detailed information is available at <http://www.occ.ca>

Minto:

- Renew Wellington North, Mapleton & Minto is going well and increasing awareness within the communities. There are new businesses opening up in each area
- CIP has received more uptakes and is currently looking to add more funding.
- The Post office is filling up with creative businesses
- Affordable housing properties are being purchased and renovated
- LaunchIt Minto will be adding a youth component
- The 'preliminary' meeting to determine interest for an Ag Incubator received positive feedback. The next step is to draft a Request for Proposal and apply for RED funding in April
- The EDCO conference will be held February 2nd – 4th

OMAFRA:

- No updates

Puslinch:

- There were new development applications received in 2015
- CIP is to be complete in 2016

Safe Communities:

- The Goals and strategies for 2016 have been approved
- Gary Williamson, co-chair, recently stepped down and Greg Davison has been announced as the new co-chair. Moving forward there will be a councillor and OPP co-chair
- Currently in process of receiving a Charitable registration number
- Working to get CW & Mapleton involved with safe communities

Wellington North:

- An Art Gallery is opening from the renew project
- The Butter Tart Trail will be expanding to new areas
- Continuation of the Renew project is on the agenda for the February Board meeting
- The radio station is now live and recognized as 88.7 The River

WFA:

- Ministry is reviewing the aggregate act and an agricultural assessment regarding the concerns and requests of gravel pits and fill
- Environmental branch and the Province are to review the Green Belt Legislation as there is discussion of the Green Belt expanding into the Centre Wellington, Wellington North and Erin areas. Janet will forward document to Jane for feedback received on Green Belt Legislation.

Minutes from the WCMEDG meetings are distributed to Council, Clerks, Economic Development Representatives and other members for information purposes.

Next meeting is scheduled for February 12th, 2016 at 9:30am in the WWCFDC Boardroom.

Meeting adjourned at 11:00am

Chris White, Chair

Jane Shaw, Recording Secretary



County of Wellington
Economic Development
Statement of Operations as of
29 Feb 2016

	Annual Budget	February Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
Revenue					
Grants and Subsidies	\$9,000	\$0	\$0	0%	\$9,000
User Fees & Charges	\$80,000	\$2,522	\$2,522	3%	\$77,478
Total Revenue	\$89,000	\$2,522	\$2,522	3%	\$86,478
Expenditures					
Salaries, Wages and Benefits	\$352,200	\$33,299	\$59,002	17%	\$293,198
Supplies, Material & Equipment	\$20,100	\$1,171	\$2,465	12%	\$17,635
Purchased Services	\$508,400	\$3,760	\$7,528	1%	\$500,872
Transfer Payments	\$300,000	\$75,000	\$0	0%	\$300,000
Total Expenditures	\$1,180,700	\$113,230	\$68,995	6%	\$1,111,705
NET OPERATING COST / (REVENUE)	\$1,091,700	\$110,708	\$66,472	6%	\$1,025,228
Transfers					
Transfers from Reserves	\$(200,000)	\$0	\$0	0%	\$(200,000)
Transfer to Capital	\$130,000	\$130,000	\$130,000	100%	\$0
Transfer to Reserves	\$340,000	\$340,000	\$340,000	100%	\$0
Total Transfers	\$270,000	\$470,000	\$470,000	174%	\$(200,000)
NET COST (REVENUE)	\$1,361,700	\$580,708	\$536,472	39%	\$825,228



County of Wellington

29-February-2016

Economic Development Capital Work-in-Progress Expenditures By Departments All Open Projects For The Period Ending February 29, 2016

	LIFE-TO-DATE ACTUALS						
	Approved	February	Current	Previous	Total	% of	Remaining
	Budget	Actual	Year	Years		Budget	Budget
Wellington Signage Strategy	\$200,000	\$8,162	\$8,162	\$34,846	\$43,008	22 %	\$156,992
SWIFT Rural Broadband	\$50,000	\$0	\$0	\$20,000	\$20,000	40 %	\$30,000
Total Economic Development	\$250,000	\$8,162	\$8,162	\$54,846	\$63,008	25 %	\$186,992



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Jana Burns, Director of Economic Development
Date: Tuesday, March 15, 2016
Subject: **Economic Development – March Report**

Business Retention and Expansion (BR+E)

In partnership with the member municipalities we have completed 149 business interviews. We have met with the Ministry of Rural Affairs to provide an update on activities and a preliminary discussion on the analysis of the survey data. As agreed, the County will process the data and prepare the individualized municipal reports. We will also coordinate a data retreat and invite the municipalities and key stakeholders to participate. We will begin the analysis when we complete the interviews later this month. The municipal and countywide final reports will be completed by our department in the spring.

Talent Attraction

We have in draft completed the municipal snapshots for each municipality in Wellington, combined into one report. These are the findings from the 50 interviews conducted with employers late 2015. Snapshot topics include recruitment challenges, worker turn-over rates, workforce cultural diversity and experiences working with newcomers. The Talent Attraction lead has suggested activities which align with the County's planned activities. The report will include summaries for each municipality, identification of overall trends and recommendations to support the growth in the labour pool we aim to achieve with this project.

Our Talent Attraction lead has completed a proposal of activities for the project. Please find the proposal attached. In addition to the proposal, we have met with key individuals in the region to build awareness and connections.

The University of Guelph (UG) has endeavoured to create an Economic and Social Impact Study and has solicited proposals for impactful UG case studies that have a regional, national or international impact. Our department submitted a proposal based on the Talent Attraction project and its intent to get UG students to consider a career and life in Wellington County.

Investment Attraction

We are now a board member of the Ontario Food Cluster (OFC). As a board we submitted an application to the Federal government requesting \$47,250 for lead generation services and marketing costs associated with the agreed upon investment activities for 2016. These activities include lead generation services for four specific international agri-food exhibitions. Our department distributed a survey to Wellington agri-food businesses that were either interviewed via the business retention and expansion project or attended the 2015 incoming trade mission events. As we are working with the City of Guelph, they distributed the same survey. The purpose of the survey was to gauge the interest of businesses in participating in targeted international market promotion. We have already received interest from five Wellington and three Guelph businesses.

Festivals and Events

The Festival and Events Guide is currently being developed with input from the member municipalities. The project is on schedule and has been through the first round of edits with the project team. A second round of edits and a final proof will be completed by April 4. A two-page centre spread will be featured in the April 22 edition of the Wellington Advertiser. 20,000 copies of the 2016 guide will be printed and ready for distribution April 25.

The Wellington Lure Piece is in progress. The concept of “Letters from the Country” is the guiding theme of the brochure. Photo shoots are scheduled at various locations such as Elora Brewing Company, Blown Away Glass Studio and Aberfoyle Antique Market throughout this month. Design is being coordinated in house and expected to be ready for distribution at the end of May.

International Plowing Match – County Showcase Industry and Entertainment

We are managing the many components of the showcase tent, including the vendors and the programming. I will speak to the details of the Taste Real Harvest Dinner, Careers in Agriculture Day, Future Farmers Eve, the Lounge, Farmers Market and Taste/Tour the Taps of Wellington. We will supply each of our municipal contacts with our Field Notes to share with their respective Councils.

Wellington Economic Development webpage revision

Please find attached the plan for the revision of our departmental landing page. The page will be divided into three areas focusing on three specific audiences; investors and employers, visitors and residents and those considering moving to or investing in Wellington. The latter piece will be used as the call to action for all marketing of jobs and lifestyle opportunities in Wellington (tradeshows, live and work bus tours, university sessions in addition to radio, print and online advertising).

This Way to Wellington – Signage Plan

After Council’s approval of the Signage Plan as presented, our department is next meeting with Roads to prepare the implementation plan to create signs.

Wellington Visitor Map

In conjunction with Planning, we are developing a map for visitors to Wellington County. One side will contain the road map with call outs of specific must see, do, eat and discover in addition to pins describing the assets within Wellington. The reverse will provide a list of themes, consistent with the 2016 Lure Piece themes, which will describe the type of experiences Wellington offers to its visitors in addition to imagery and tips.

Taste Real

The membership drive is in full swing, please find the 2016 membership package attached. New members thus far include:

- Salad Days Farm, Belwood – CSA farm dedicated to feeding people delicious, organic, nutrient-dense food
- Wagram Springs, Moorefield – producer of golden birch syrup
- Green Whizard Organics, Breslau – Organic certified greenhouse providing microgreens and mature vegetables and herbs year round

- sharinglocal.ca, Guelph/Waterloo – enables local, socially minded individuals, small businesses, community organizations and government to share in the delivery of valuable, fun and educational services, events and solutions
- Taste deTours, Guelph – offering specialty culinary and cultural walking tours around downtown Guelph. Includes tastings and storytelling.

The deadline to be included in the 2016 map is April 1.

The Spring Rural Romp will take place in Mapleton, Minto and Wellington North on Saturday, May 28. We are currently taking applications from farm and food partners to participate in the event. We are implementing changes to the event as suggested in the Wellington Food Tourism Strategy, including pairing caterers and chefs with Romp locations to provide a ‘taste’ at each location. This will add to the overall visitor experience as well as offer a platform for promotion for businesses who are new to participating in the Romp (caterers, restaurants and cooking schools).

Local Food Fest 2016 planning is underway. We have started to reach out to vendors and sponsors and are currently developing the very popular hands-on workshop area. The Food Tourism Strategy suggests changes to this festival, including an increase admission cost, better cross promotion and stricter guidelines for food vendors. It also suggests creating additional partnerships with local organizations and groups. To this extent, the County will partner with Slow Food Wellington County and the Wellington Museum and Archives on activities and promotion.

Christina was recently invited to participate on the Agriculture Advisory Committee of the Guelph Chamber to provide input on local food projects and events. The Guelph Chamber is interested in hosting a Guelph Wellington Local Food Summit in November.

Other activities:

- ED will participate in the Wellington North Showcase in addition to the evenings’ Developer’s Forum
- Drafting RFP of the County Community Improvement Plan
- Two TV series currently being produced in Wellington County
- Lecture on Wellington to a University of Waterloo post graduate class
- Western Warden’s Economic Development Committee efforts
- County of Wellington Budget and Five Year Plan – ED section
- BR+E foreign owned business interviews

Recommendation:

That the Economic Development Committee approve the Economic Development March Report.

Respectfully submitted,



Jana Burns
Director of Economic Development

Live and Work in Wellington Proposal

This report is to provide information and request the input of the County and member municipalities, on the creation of a new Live and Work in Wellington landing page as part of the County's webpage.

The rationale is twofold. The County's Economic Development department is currently revising its overall site design and landing pages, following one year of experience and metrics analysis. The County also has a new provincially funded Talent Attraction Initiative focused on targeted recruitment for current employment gaps and resident attraction.

As part of the overall site design, the Economic Development department is planning to create and enhance three distinct brands / landing pages:

- wellingtonmeansbusiness.ca,
- experiencewellington.ca, and
- liveandworkwellington.ca

Wellington Means Business

Wellington Means Business will provide businesses with:

- Site Selection information and all the necessary economic development tools including socio economic data, the business directory, employment lands and sector profiles
- Business development resources (financial, coaching, grants, etc) and supply chain information
- Information about our economic development team and our current economic initiatives and / or projects such as the signage strategy, sector profiles, etc.

Experience Wellington

Experience Wellington will be targeted to residents and visitors and provide them with information on Festivals and Events, as well as other things To Do in Wellington County. This site will feature exciting imagery and video geared specifically to this audience.

Live and Work Wellington

The third brand and landing page will be the Live and Work site. This site will be focused on enticing people to live and work in Wellington County and will provide them with the information they need when considering Wellington County.

This site will have sections dedicated to:

- Finding a Home
- Finding a Job
- Buying a Business
- Volunteering
- Short term accommodations
- Settling in (schools, etc.)

The site will have strong imagery on the landing page and be focused on selling our high quality of life and lower cost of living. It will have videos of our ambassadors speaking to the advantages of Wellington County. Each page will contain a 'call to action' (download a sector profile, register for the Live and Work bus tours, contact Employment Services for resume advice). From a users' perspective, the site will be easily navigable and intuitive (least number of clicks to find a job).

Moving forward, the website will be marketed via newspaper, radio, online and tradeshow.

Objective #1: Display the most number of jobs available in Wellington County today

To ensure long term viability, the webpage will not duplicate or compete with information that is already available and will rather focus on linking people to those existing resources.

For example, we know via the Wellington 2014 BR+E results and the 2015 Talent Attraction employer interviews that there is no medium for communicating short term housing options. However, there are several mediums which advertise homes for sale (MLS, realtor sites, etc.).

For short term accommodations, we would lean on the Wellington Advertiser in addition to links to kijiji, bed and breakfast sites and area hotels.

We will take advantage of existing job boards to populate our 'find a job' page.

The County's IT department has already received permission from several major job sites (Service Canada's jobbank.ca, Wowjobs and Indeed) to pull jobs directly into our new page from their feeds. The advantage of this approach is that those third parties already have an established brand and following in the market place. By taking this approach our employers will get visibility to far more job seekers without needing to duplicate their postings; and we will have access to a much larger listing of current positions within Wellington on our site than we would have otherwise. For example, an electrical engineer in Toronto looking for a job would be far more likely to search for a job listed on one of those major job sites rather than our live and work site.

It will be our goal to work with job search Industry leaders to ensure that we are showing the highest number of jobs available within the County of Wellington.

Municipalities with existing liveandwork sites (Minto, Centre Wellington, Wellington North, Erin) would also be able to retain their own sites and feed their job information into the countywide site.

Objective #2: Ensure a productive user experience

To ensure the user has a pleasant and useful experience, the least number of clicks will get him/her to his/her desired information. Whether the user gets to the site by attending the Newcomer Fair in Toronto, hearing an ad on the radio, via social media targeted ads or through the newspaper, the Live and Work landing page will greet the user with a high quality images representative of the quality of life Wellington offers. Tabs running across the top will provide links to the job, housing, businesses for sale and living sections.

Objective #3: Ease of maintenance

It is the County's intent to create a webpage that is low cost and low maintenance.

Employers will be notified of the liveandworkwellington.ca site via email and advertisements in local papers, social media and the radio. The County will provide direct links to the third party job sites that partner with us. Employers will be able to register and post their positions directly with those partners. Once they do so, their job will automatically appear on our site. The posting criteria and procedures will remain the same as they are today on those sites.

For example; a user may discover the webpage via the County's booth at the Canada Newcomers Fair in April. He would visit the live and work page (liveandworkwellington.ca) and click on 'Find a Job'. Not knowing anything about Wellington, chooses to view all jobs in the entire County. He would be presented with the job details and have the option to map the location of the position. From the same site, he would also have access to information about the community, including available housing.

Once the new site is established, County staff will evaluate whether jobs posted on the Live and Work site reflect the jobs categorized as critically needed in Wellington, based on the BR+E and Talent Attraction interviews.

The ultimate goal of the webpage is to drive people to a landing page which will provide them with job opportunities and promotes our quality life in Wellington County.



Economic Development: Talent Attraction Initiative

Proposed Project Activities

Municipal “Snap-shots”

- This report provides an overview of the findings from interviews with businesses and employers conducted by the Global Talent Initiative. Topics include recruitment challenges, worker turn-over rates, workforce cultural diversity, experiences working with newcomers, and suggestions from employers on how to help businesses be more successful. The report will include summaries of each municipality, identification of overall trends, and recommendations to support strategic economic growth.

Live and Work Wellington Webpage

- This page of the Economic Development website will be dedicated to showcase what it is like to “live and work” in Wellington County. Some areas covered will include; employment opportunities, availability/information about short-term housing and business opportunities. The website will be easy to navigate, functional and aesthetically pleasing. By highlighting the great quality of life in the area, the webpage will market/brand Wellington County as a desirable location to live, work and invest. Part of the research will be to interview newcomer business owners, understand how they viewed their journey in Wellington and speak with their networks. In addition, we would like to showcase the business ‘gaps’ we have in the community to entice new investors to open such operations in Wellington.

Newcomer Fairs

- Economic Development will participate in two Newcomer Career Fairs in Toronto, on April 30 and October 22. The goals will be twofold. First to attract workers needed for identified employment gaps in Wellington County. Second to market Wellington County as a place where newcomers should live, work and invest since the fair is an opportunity to encourage newcomers to consider Wellington County (especially if they have had difficulties economically integrating in the Greater Toronto Region).

Information sessions about working in the County of Wellington

- These information sessions will target the post-secondary and settlement sectors, as well as immigrant communities. The goal will be to raise awareness among stakeholders about the employment opportunities in Wellington County, and the “value added” features of the area. The sessions will be modified slightly to appeal to each audience but will be built around a core message which markets Wellington County as a desirable place to live, work and invest. The first has been arranged for March 18 and is an “International Student Employment Session” which is a workshop for University of Guelph international students, hosted by the County in partnership with Innovation Guelph.

2016 International Plow Match: Careers in Agriculture

- The 2016 IPM will feature a “Careers in Agriculture” employer showcase and networking event as part of the County Showcase. This activity will be an opportunity to highlight agricultural career opportunities in the region and a venue for employers to match themselves with

employees. It should be noted that the University of Guelph has expressed great interest in this event and will fund two buses for students to attend.

County of Wellington Bus Tours

- There will be two “Live and Work” bus tours to visit employers/businesses in Wellington County. These tours will follow the same template as the successful tours conducted last year which garnered national level attention. This year the goal will be to increase the number of participants, with an emphasis placed on post-secondary institutions and strategically invite stakeholders, such as representatives of cultural associations, who could help promote Wellington County is a desirable place to live, work and invest to global talent.

Information sessions/materials for Employers about Immigration Policies and Global Talent

- These information sessions and materials will be specifically developed for employers. They will demystify immigration policies and highlight how given the opportunity, newcomers are well positioned to support economic growth in Wellington County. The sessions/materials will educate employers about; immigration programs that could fill specific labour shortages (e.g. the Federal Skilled Trades Program could be used to find skilled workers in supervisor and technical jobs in natural resources, agriculture and related production), timelines and costs involved, and the Express Entry System. These activities are intended to enhance worker recruitment.

Intercultural Support for Employers hiring immigrants/newcomers

- These materials will be for employers who wish to hire global talent, but who have concerns about cultural differences in the workplace, settlement challenges etc. Presentations will be tailored for specific employers and cover themes such as; differences in the work cultures, intercultural communication skills, culture shock, orientation suggestions and local settlement supports in the community. The goal is to decrease the likelihood of cultural conflicts in the workplace and improving worker retention.

Working in Wellington County Partnerships: Post-Secondary Sector

- Post-secondary educational institutions can be a source of labour for highly skilled or technical positions. Many institutions are currently trying to become attractive by developing pathways to employment. The University of Guelph, for instance, is continually enhancing opportunities to help recent graduates find work. Our goal is to develop lasting relationships with local post-secondary institutions and promote employment opportunities in Wellington County to students. We envision these partnerships will better connect employers with a “local” source of skilled talent. A proposal has been submitted to the University.

“Migrating” Workers: Alberta

- The economic downturn in Alberta has left many migrants (national and international) without work. This labour force includes highly skilled and specialized workers and those in the service and manufacturing sectors. We will explore the possibility to take advantage of this redundant labour pool to fill employment gaps in Wellington County. More research is needed to determine the feasibility of this idea but it holds potential, as for most of these workers working in Wellington County would likely be more attractive than unemployment in northern Alberta.



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FROM THE GROUND UP

GUELPH WELLINGTON LOCAL FOOD

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Our Mission

Taste Real supports local businesses and farms by building strategic relationships and partnerships within the farm and food industry. We focus on building strong rural communities and growing one of the most vibrant local food economies and food tourism destinations in Ontario.

What is Taste Real?

Taste Real is a local food initiative involving more than 120 partners including:

- farms
- farmers' markets
- restaurants and caterers
- food retailers and distributors
- food and beverage processors
- municipalities; and food and agricultural organizations



Taste Real connects sellers with buyers of local food, creates opportunities for consumer-direct or wholesale networking and business promotion, and tells the story of local food by showcasing our community as a diverse food and agri-tourism destination in the Province.



Taste Real is the proud recipient of provincial and federal recognition for outstanding achievement in marketing and branding, including:

- ~ Ontario Culinary Tourism Event of the Year (2015)
- ~ Economic Development Association of Canada Brand Identity Award (2013)
- ~ Economic Developers Council of Ontario Strategic Plan Award (2013)
- ~ Ontario Culinary Tourism Leadership Award (2012)

What's in it for me?

By joining Taste Real, you will receive and enjoy numerous benefits including:

- a business listing in the Local Food Map or Wholesale List
- a directory listing on www.tastereal.ca with a link to your website
- the use of the Taste Real brand for your business
- access to free Taste Real promotional materials
- feature posting and ongoing promotion on Taste Real social media channels
- www.ontariofresh.ca online profile and mapping tool managed by Taste Real
- affiliated membership in the Regional Tourism Organization 4 (RTO4) and in the Ontario Culinary Tourism Alliance (OCTA) (includes web-listing on www.ontarioculinary.ca)
- use of the Local Food Events Calendar on www.tastereal.ca with the opportunity to be promoted in the e-newsletter
- exposure through event-specific or brand advertising in regional and provincial publications, websites, industry events and tradeshows
- affiliation with the Guelph Wellington Local Food Network

Get the most out of your partnership by sharing your events, photos and stories with us.

Grow your network

We look forward to working with you to help grow your business and facilitate strong partnerships within the regional local food network. Taste Real is a platform to help you connect with consumers and wholesale businesses in Guelph and Wellington County and beyond.



Each year, 40,000 copies of the Guelph Wellington Local Food Map are printed and distributed.



Showcase your business in our region's premier guide to local food and food experiences. It is a well-used resource by consumers and industry alike.

Opportunities

Make the most of your partnership by taking full advantage of your benefits and the opportunities offered. Taste Real is constantly identifying and sharing opportunities that arise within the local food industry with its partners.

Taste Real also undertakes a variety of marketing initiatives each year that will save you time and money. Your partnership allows you to buy discounted advertising space in a variety of publications. You may also have the opportunity to represent Taste Real and/or promote your business on local media outlets (e.g. television, radio, etc.).

Taste Real is only as strong as its partners. While we are your resource to help you make the right connections for sourcing more local food for your business, you are also able to help us. Give us your feedback about our events and initiatives and share your ideas with us so that we are able to best support our farm and food businesses going forward.

A Fresh Taste of Farming

The International Plowing Match and Rural Expo comes to Wellington County in 2016 and Taste Real is looking to showcase our food and farm champions and 'Must Tastes' in Wellington County. Look for opportunities to be involved at the Wellington Showcase.

2016



WELLINGTON COUNTY
International Plowing Match & Rural Expo
- SEPTEMBER 20-24, 2016 • MINTO (HARRISTON), ON -



Taste Real Events

All Taste Real events are designed to get you face-to-face with customers who are genuinely interested in local food. The events listed below also provide many opportunities to network with other farm and food entrepreneurs and create wholesale connections.

Perhaps you will be attending a consumer event or a related industry tradeshow that Taste Real is unfamiliar with. **Bring Taste Real along with you by taking advantage of Taste Real events funding. Ask us for details.**

SOURCE IT HERE NETWORKING EVENT (February)

A business-to-business networking event which features a local food trade show, speakers and a panel discussion. Learn, network and make connections with other local food businesses and key stakeholders.



WELLINGTON RURAL ROMP

Spring Romp (May)
Fall Romp (September)

A self-guided tour designed to promote farms, markets and local food retailers in Wellington County. Visitors will be able to learn about local agriculture, taste and shop for local food.



LOCAL FOOD FEST (June)

This award winning festival draws more than 1,800 foodies annually. It features a farmers' market, local food and drinks, food skills workshops, children's activities, wagon rides, farm tours and live music.



FARMALICIOUS

Seasonal Local Food Events at different partner locations throughout Guelph and Wellington County showcasing farm and food partner collaborations.

About TASTE REAL

Taste Real is an initiative of the Economic Development Office of the County of Wellington in collaboration with the City of Guelph, Township of Centre Wellington, Town of Erin, Township of Guelph-Eramosa, Township of Mapleton, Town of Minto, Township of Puslinch and the Township of Wellington North.

Taste Real works with community organizations and more than 100 volunteers for events, distribution and programming. We leverage partnership fees for development and implementation of programmes, procuring sponsorships and applying for community grants to keep the initiative sustainable.

THANK YOU

To all of our partners who promote local food, their businesses and the Guelph Wellington region as a place to visit for authentic food and farm experiences, thank you for your passion, commitment and supporting our community. The success we collectively enjoy is deeply rooted in the entrepreneurial spirit of our members, a proud agricultural heritage and tradition of innovation.

For more information, please contact:

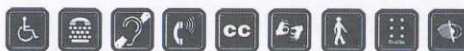
CHRISTINA MANN, Taste Real Coordinator
County of Wellington
74 Woolwich Street
Guelph, ON N1H 3T9

T 519.837.2600 x2615

F 519.837.1909

C 226.971.0264

E christinam@wellington.ca



Alternate formats available upon request

Dear Local Food Partner,

Taste Real works with over 100 local farms and food businesses in Guelph and Wellington County to increase local food purchasing and promotion. Our partners include all businesses along the local food value chain, including, farms, farmers' markets, restaurants, caterers, food trucks, cooking schools, local food retailers and wholesalers.

The initiative serves as a platform to help you connect with consumers and wholesale businesses in Guelph and Wellington County and beyond.

We would be interested in working with you to put your business on the 'map'.

Please find enclosed the package 2016/17 partnership package with further information on partner benefits and opportunities.

Your package includes:

- Partnership folder with information on Taste Real initiatives and partner benefits (for you to keep)
- Your partnership application: Please complete both sheets and email/fax/send back to us.
- A copy of the current local food map
- The advertising rate sheet with information about additional colour ads on the Local Food Map

You will also have the opportunity to sign up for this year's Taste Real events within the partnership application. For further partner opportunities throughout the year, please review the Taste Real newsletters and partner emails.

2016 promises to be an exciting year for Taste Real. We have just completed a Food Tourism Strategy for the region and are looking forward to implementing suggestions for current programming and engage in new product development. You can read more about detailed suggestions on the Taste Real website.

How can we help you grow? Taste Real is part of the County of Wellington Economic Development Office and we are here to support your business. This includes combined promotional and marketing efforts, as well as assistance with accessing funding, training and business support programmes to help you grow or establish your food and farm enterprise.

We would love to hear from you, if you would like to learn more about the programme and opportunities - we are just a phone call away!

We would be very excited to work with you to highlight the excellent food and farm experiences to be had in Guelph and Wellington County!

Thank you for your consideration. We are looking forward to hearing from you

Sincerely,

Christina Mann
Taste Real Coordinator
christinam@wellington.ca



Taste Real by the numbers 2015



of **people** who attended Taste Real events last year: **2750 +**

of **new visitors** to the Taste Real website (in a 6 month period from June – December): **16,896**

of **sponsorship** dollars the initiative leveraged to host events: **\$8,800**

of **provincial awards**: **1** The Local Food Fest won the 2015 Ontario Culinary Event of the Year Award.

of Wellington County and Guelph farm and food **events** promoted via the events calendar: **185**

Taste Real Partnership Application



We are excited to work with you! Please review the enclosed Partner Folder and Partnership Criteria Sheet .

Partnership Agreement

Please select **one** partnership category that best describes your business:

- ☐ Farm - includes Farm gate sales, farm store, farmers' market
- ☐ Food Service - includes restaurant, catering, food processing, retail, wholesale

Yes, we (I) agree to the terms outlined in the Taste Real Criteria for Partnership (attached) ** required*

Signature *(required): _____ Date: _____

Contact Details:

Business Name			
Contact Name			
Business Address Street /Town		Unit or RR#	
Phone Number		Postal Code	
Email			
Website			
Social Facebook/Twitter/ Instagram			
Additional email:			

Partner updates will be sent to the email addresses above. Contact us, if you would like to add another email address at a later point.

Please send completed forms and payment to :

Taste Real/ County of Wellington,
74 Woolwich St, Guelph ON, N1H 3T9
OR Fax: 519.837.0285
OR christinam@wellington.ca

LOCAL FOOD MAP DEADLINE:
Register by April 1 to be included
in the 2016/17 Local Food Map.

Questions? We would like to hear from you. Contact Christina Mann, Taste Real Coordinator at 519.837.2600 x 2615

www.tastereal.ca

1. Taste Real Annual Partnership Dues: (*required)

Includes business listing on Local Food Map OR Wholesale list and additional benefits (see partnership folder)

Select your partnership level below:

- ☐ Business with 1- 5 non-seasonal employees \$159.00
- ☐ Business with 6 -14 non-seasonal employees \$209.00
- ☐ Business with 15 + non-seasonal employees \$259.00

2. Additional Advertising and Event Opportunities (includes partner discount)

Full colour advertisement on front of the Local Food Map (see details on enclosed Advertising Rate sheet)

- ☐ Size 1: Square 2" x 2" \$375.00
- ☐ Size 2: Rectangle 1.5" x 3" \$425.00
- ☐ Ad 3: Square 3" x 3" \$510.00

Spring Rural Romp - May 28, 2016

- ☐ Mapleton, Minto, Wellington North \$25.00

Local Food Fest - June 26, 2016

- ☐ Display booth \$30.00
- ☐ Vendor \$50.00
- ☐ Prepared Food \$120.00

Fall Rural Romp - September 24, 2016

- ☐ Centre Wellington, Erin, Guelph/Eramosa, Puslinch \$50.00

Harvest Home Festival - September 25, 2016

- ☐ Interested Food or Farm Vendor - please keep me informed

Farmalicious - Seasonal Local Food Dining Events

- ☐ Please keep me informed

Map advertisement (if applicable)

- ☐ Please use my 2015 ad
- ☐ I will supply a new ad this year

3. Payment Information (*required)

TOTALS		PAYMENT	
Partnership Dues :	\$ _____	<input type="checkbox"/> VISA	
Advertising and Event Fees:	\$ _____	<input type="checkbox"/> Master Card	
Subtotal	\$ _____	<input type="checkbox"/> Cheque (issued to 'County of Wellington')	
HST (13%)	\$ _____	<input type="checkbox"/> Please send me an invoice	
Total Payable:	\$ _____	<input type="checkbox"/> Please send me a receipt of payment	
Card Holder Name:			
Card Number:			
Expiry: mm/yy ____ / ____		Three digit security code: ____ (*required)	
Card Holder Signature:			

Taste Real Partnership Application

Criteria for Partnership - Farm (*required)



- ☐ Your farm/market is located within or close to the boundaries of Wellington County
- ☐ You commit to actively using the Taste Real Brand for product grown by you or other Taste Real partners
- ☐ You will assist in the verification process to let us know which food service partners purchased from you

Local Food Map Listing

Please list your products/services in the order you would like them to appear in the map listing. Depending on the length of your listing, only a number of your products/services may be listed on the map. Your full product line will be available online. If any changes are made to your listing we will send you a proof via email before we go to print.

New Partners:

- ☐ Please fill out the New Partner Local Food Map Listing Form (turn page)

Existing Partners:

- ☐ Please use my 2015 listing (attached)
- ☐ Please make the following changes:

Your Must Taste Item
(Your businesses' signature item or dish)
To be listed online.

(be specific)

- ☐ Additional products/services to be listed online:

Local Food Map Listing new partners only

Contact Information

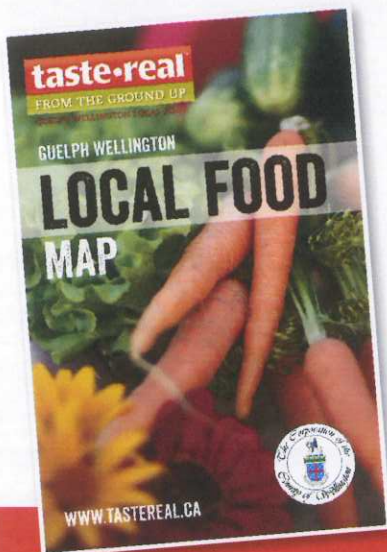
Which contact information would you like us to use for your map listing?

- ☐ Use the information from the partnership application (Page 1)
- ☐ Use the below contact information

Business Name			
Contact Name			
Business Address Street /Town		Unit or RR#	
Phone Number			
Email			
Website			
Social Facebook/Twitter/ Instagram			

Listing Information:

What best describes your location (check only one)	<input type="checkbox"/> Farm <input type="checkbox"/> Farm Market <input type="checkbox"/> Farmers' Market <input type="checkbox"/> Farm Store <input type="checkbox"/> Farm Gate Stall		
Marketing Line and products (160 characters max.)			
Opening months and hours			
Where else are your products sold?			
Additional features: Select all applicable	<input type="checkbox"/> Certified Organic <input type="checkbox"/> U-Pick <input type="checkbox"/> Wholesale <input type="checkbox"/> CSA <input type="checkbox"/> Tours/Agri Tourism		



LOCAL FOOD MAP 2016/2017

Sizes and Rates

	Taste Real partners	Non- partners
2" x 2"	\$375.00	\$400.00
3" x 1.5" (horizontal)	\$425.00	\$450.00
3" x 3"	\$510.00	\$550.00
3.5" x 3" (back cover)	\$750.00	\$800.00



2" x 2" Ad

**Advertise your business in our region's
most sought after guide to local food!**



Alternate formats available upon request

Advertising Options



Spice up your **Local Food Map** listing and purchase a full colour ad on the front of the map.

- 40,000 distributed throughout Guelph, Wellington and neighbouring regions at key distribution points, events and businesses
- 100% distribution guaranteed
- Readership of over 100,000
- Street date May 28, 2016, shelf date until May 2017
- Extremely good value for full colour advertising
- Map is referenced by people looking to identify quality, locally grown food as well as agricultural and culinary experiences at farms, markets, restaurants and retail outlets in the City of Guelph and the County of Wellington.
- Over 80% of Canadians have identified that sourcing local food is important to them. Help them find local by advertising on the Guelph Wellington Local Food Map.

Don't miss out!

Deadline for space reservation: April 1, 2016
 Deadline for finished ad: April 15, 2016
 For more information or to book your ad spot
 Contact: Christina Mann
 Taste Real Coordinator
 E info@tastereal.ca or T 519.837.2600 x 2615
 *Ads must be submitted as a high res .pdf or .eps format.

taste·real
 FROM THE GROUND UP
 GUELPH WELLINGTON LOCAL FOOD
www.tastereal.ca



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Jana Burns, Director of Economic Development
Date: Tuesday, March 15, 2016
Subject: **Economic Development Funding Requests**

North Wellington Job Fair

Agilec, formerly Northern Lights Employment Services, requests \$500 from the County in sponsorship of its North Wellington Job Fair. The event is Tuesday March 22 from 2:00pm to 5:00pm at the Arthur Community Centre. The Townships of Wellington North and Minto are assisting with the event. The County's Employment Services are assisting by marketing the event to their clients. Linamar, Tim Hortons, Chapman's Ice Cream, TG Minto and Canarm AgSystems will be attending as employers.

Norwell Job, Career and Volunteer Fair

Norwell District Secondary School's Co-op Services department requests \$500 from the County in sponsorship of its Job, Career and Volunteer Fair. The event is Wednesday May 13 at the Palmerston Curling Club. Sponsors include the Townships of Wellington North, Mapleton and Minto in addition to Innovative Print. The objective of the event is for students to connect with employers and to discover local apprenticeship and volunteer opportunities.

Recommendation:

That the Economic Development Committee approve the funding requests for the North Wellington Job Fair and the Norwell Job, Career and Volunteer Fair.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'J Burns'.

Jana Burns
Director of Economic Development