



**The Corporation of the County of Wellington**  
**Economic Development Committee**  
**Agenda**

May 17, 2016

10:00 am

Governor's Residence Boardroom

Lower Level

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

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Pages

1. Call to Order
2. Declaration of Pecuniary Interest
3. Economic Development Financial Statements as of April 30, 2016 2 - 3
4. May 2016 Economic Development Update 4 - 12
5. Closed Meeting
6. Rise and Report
7. Adjournment

Next meeting date June 21, 2016 or at the call of the Chair.



**County of Wellington**  
**Economic Development**  
Statement of Operations as of  
30 Apr 2016

	Annual Budget	April Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
<b>Revenue</b>					
Grants and Subsidies	\$9,000	\$0	\$9,807	109%	\$(807)
User Fees & Charges	\$80,000	\$9,958	\$15,599	19%	\$64,401
<b>Total Revenue</b>	<b>\$89,000</b>	<b>\$9,958</b>	<b>\$25,406</b>	<b>29%</b>	<b>\$63,594</b>
<b>Expenditures</b>					
Salaries, Wages and Benefits	\$352,200	\$31,727	\$125,524	36%	\$226,676
Supplies, Material & Equipment	\$20,100	\$963	\$7,534	37%	\$12,566
Purchased Services	\$508,400	\$24,562	\$41,041	8%	\$467,359
Transfer Payments	\$300,000	\$0	\$20,000	7%	\$280,000
<b>Total Expenditures</b>	<b>\$1,180,700</b>	<b>\$57,253</b>	<b>\$194,099</b>	<b>16%</b>	<b>\$986,601</b>
NET OPERATING COST / (REVENUE)	\$1,091,700	\$47,294	\$168,692	15%	\$923,008
<b>Transfers</b>					
Transfers from Reserves	\$(200,000)	\$0	\$0	0%	\$(200,000)
Transfer to Capital	\$130,000	\$0	\$130,000	100%	\$0
Transfer to Reserves	\$340,000	\$0	\$340,000	100%	\$0
<b>Total Transfers</b>	<b>\$270,000</b>	<b>\$0</b>	<b>\$470,000</b>	<b>174%</b>	<b>\$(200,000)</b>
<b>NET COST (REVENUE)</b>	<b>\$1,361,700</b>	<b>\$47,294</b>	<b>\$638,692</b>	<b>47%</b>	<b>\$723,008</b>



# County of Wellington

03-May-2016

## Economic Development Capital Work-in-Progress Expenditures By Departments All Open Projects For The Period Ending April 30, 2016

	Approved Budget	April Actual	Current Year	Previous Years	LIFE-TO-DATE ACTUALS		Remaining Budget
					Total	% of Budget	
Wellington Signage Strategy	\$200,000	\$1,657	\$15,703	\$34,846	\$50,549	25 %	\$149,451
SWIFT Rural Broadband	\$50,000	\$0	\$30,000	\$20,000	\$50,000	100 %	\$0
<b>Total Economic Development</b>	<b>\$250,000</b>	<b>\$1,657</b>	<b>\$45,703</b>	<b>\$54,846</b>	<b>\$100,549</b>	<b>40 %</b>	<b>\$149,451</b>



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Jana Burns, Director of Economic Development  
**Date:** Tuesday, May 17, 2016  
**Subject:** **Economic Development – May Report**

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### **Business Retention and Expansion (BR+E)**

The data for the 148 business interviews is currently being reviewed internally. Crystal and I will meet with the Ministry and WWCFCDC on June 14 for a preliminary review of the findings. June 28 has been established as the date for the retreat where all municipalities will be invited to discuss the findings and what they mean locally and regionally. A final report from the County will follow after the data has been discussed and verified at the retreat workshop.

### **Wellington Labour Market Mobility Study**

On May 9 we hosted a workshop to present the Rural Ontario Institute's findings of labour mobility data in Guelph Wellington. Present were people working in planning, social services, workforce development and economic development. The purpose was to see whether the data would be relevant, which it is, but specifically, how it could be tailored to suit our particular areas (including age cohorts for example). It was interesting to see that Wellington fairs better attracting labour than 30 of 42 total Canadian counties in the data. Another valuable fact was that almost 80% of Wellington in-migrants were employed both before and after their move and most who moved here did so for a pay increase. The data points to a fact we are already aware of, that Wellington County has a stronger economy than most. Knowing people move to our community is important. Being able to work with employers on where to target specific campaigns and how to track our own County talent attraction campaigns is just as important.

### **Federal Connection**

On April 29 Tom and I met with Lloyd Longfield, Federal Liberal MP and Secretary of the Ontario Caucus for the Rural Economic Development Committee in Ottawa. Lloyd was interested in the Talent Attraction project and will raise awareness among the various cultural communities he is involved in.

As he also is a member of the Standing Committee on Agriculture and Agri-Food, I discussed the investment attraction work we are undertaking and the specific businesses we have recently supported. Given all three parties have approved the Comprehensive European Trade Agreement, it is now in the implementation phase and Lloyd was interested in our October outgoing mission with five Wellington businesses, the University of Guelph and City of Guelph to promote agri-food export.

As Lloyd meets with the Prime Minister each Wednesday morning, I noted the Warden's recent appointment as Chair of the WOWC Economic Development. He was interested in learning more about the rural issues he could bring forth to the National Rural Caucus; workforce development, natural gas and broadband infrastructure. Lloyd accepted my request that Geoff Hogan, representing the SWIFT broadband WOWC initiative, meet with him in June to present the project status and mentioned that we await a federal funding commitment.

### **Guelph Wellington Job Fair**

We are supporting a job fair led by the Workforce Planning Board (WPB) scheduled for June 28 at the Hanlon Convention Centre. Carol Simpson, Executive Director of the WPB, met with ourselves and the City to provide existing labour market data and information on employers' concerns. Combined with the information gathered at the Manufacturing Job Fair in December 2015, the WPB recently received approval for provincial funding to host this fair focused on manufacturing, finance and tourism.

### **Talent Attraction**

**Conestoga College:** Tom met with Andrea Leis, Dean of Career and Academic Access and her staff to discuss the "Careers in Agriculture" event at the 2016 IPM, as well how we could work together to connect Conestoga students to employment opportunities in Wellington County. Andrea and her team will be promoting Careers in Agriculture to their students, alumni etc. and would like to develop a more long term partnership with the County. One idea is having ED staff speak to students about employment opportunities in Wellington; a second is a "reverse" networking day to help the college connect with employers.

**Trios College:** Trios is a diploma granting college focused on business, tech, health care, law and supply chain. Gold Winner the past five years of Canada's Best Managed Companies, Trios has been redefining post-secondary education by listening to students and employers needs and delivering effective results. Tom met with Kimberley Snow, employment specialist with Trios about the Careers in Agriculture and in general, connecting their students with employment opportunities in Wellington County. Trios will promote Careers in Agriculture to their students and would like to work with ED to help their graduates find work in Wellington County.

**Wellington Healthcare Alliance:** Tom met with Alison Armstrong, Physician Recruitment to understand how we can support them, as they have a structure in place with post-secondary institutions (e.g. the medical school at McMaster University) which supplies them with a steady stream of graduates. While they have no immediate need to participate in the Wellington Live and Work bus tour or job fairs, she said they could use help promoting Wellington County as a desirable place to live to students, as their speciality when speaking to students is focusing on the medical opportunities and not the quality of life in the area.

**Wellington County at the Newcomer Career Fair:** On April 30 Tom brought our economic development booth to represent Wellington County at the Toronto Newcomer Career Fair. He spent the entire day speaking with newcomers from all over the world and collected 67 resumes from immigrants who were interested in living/working in Wellington County. A common theme among people who provided their resumes was that they preferred living in smaller communities and would relocate for the right employment opportunities. Most were extremely professional and followed up the next week to express their intent to work in Wellington County if possible (one even sent a thank you card).

Tom has organized the resumes according to sector and has started to send information about promising candidates to colleagues. For example, he provided TG Minto two candidates with

extensive experience in automotive manufacturing. As Tom develops employer network broadens, this is one way ED can help fill labour market needs by referring skilled candidates.

### **Wellington hosts next Western Wardens ED Project Meeting**

Following the first meeting hosted by Wellington and chaired by Warden Bridge, we are holding a second meeting May 24 in Aboyne, to sculpt the Request for Proposal to develop a Western Ontario Economic Development Strategic Action Plan. The plan may involve the following:

- High level data (no deep analysis) providing an overview of region and areas of difference
- Compilation/comparison of existing literature (ED strategies)
- Consultations (key stakeholders and business input)
- Implementation plan (consideration for how to move priorities forward given they're different in each jurisdiction)
- Discussion on SWEA/SCOR mistakes reviewed so as to be avoided
- Governance structure

### **Investment Attraction**

As a result of the very successful Ontario-European Agri-food Forum held November 2015, a committee managed by the University of Guelph, City of Guelph and Wellington County is organizing an out-going mission to France in the fall of 2016. By hosting eight confirmed regional companies seeking to enter the European market, the committee seeks to foster local business retention and expansion activities including job creation and support export development for companies in the region. The mission will include one day at SIAL France (October 16-20) and two days hosted by Vitagora in Burgundy. We continue to work on the programming including preparing our businesses. Export mission objectives include:

- Demonstrate Guelph Wellington's strength as a world class jurisdiction for agri-food products, research and innovation.
- Advocate on behalf of Guelph Wellington firms with French government leaders and decision makers.
- Promote Guelph Wellington and Ontario as a key destination for investment and a gateway to North America.
- Showcase Guelph-Wellington's and Ontario's strengths as a world class producer of agri-food products and services to meet demand in France.
- Develop B2B relationships between Guelph-Wellington and French (and European) agri-food companies.
- Gauge research and development opportunities for the University of Guelph and French Universities and agri-food organizations and companies.

### **Festivals and Events**

The Wellington Festivals and Events Guide project is complete. The guide is now available throughout the County and we have had positive feedback in the past weeks. The Guide will be promoted through multiple event newsletter e-blasts. The first e-blast was released May 9 and includes a contest for two tickets to the Drayton Festival Theatre to those who respond to the question in the newsletter which is open until May 20.

### **International Plowing Match (IPM) – County Showcase**

The Industry and Entertainment Group met May 3. We have confirmed the municipal booth themes and look forward to a well-coordinated and fun experience for attendees of the County Showcase. All communication letters by the County to our farmers' market vendors, businesses, artisans, demonstrators, entertainers and food and drink vendors have been written and are in the process of being distributed by the County. Coordination work continues on the Taste Real Harvest Dinner September 20 at 4pm in addition to Careers in Agriculture Day September 21. We recently met with the Ontario Plowman's Association to provide them with an update on activities and request approval for specific activities we are incorporating.

### **Wellington Visitor Map**

Work continues on developing the County's first Visitor Map, highlighting the region's places to experience, including the Plowing Match. Our department is working with Planning to revitalize the Map, we intend to maintain the functionality but boost the promotion of the experiences Wellington County offers. The new visitor's map will be available this summer.

### **Hillsburgh Library**

To gauge the viability of a commercial kitchen in the future Hillsburgh Library, we have sent an email to Wellington's food related businesses, notifying them that the future library would like to incorporate social and recreational elements on the site. We have accompanied the email with a survey to establish an understanding of the degree of interest and requirements where on-site events and businesses such as caterers, food processors etc., may benefit from such a space. It could possibly also be used as space for cooking classes and skill building workshops.

### **Taste Real**

**Spring Rural Romp - May 28, Northern Wellington County:** You are invited to participate in the Spring Rural Romp in Mapleton, Minto and Wellington North. We have implemented a recommendation from the Food Tourism Strategy and paired a number of local chefs with our participating farm locations. This way, Rompers get to enjoy taste samples and we are able to cross promote and showcase relationships of local food and farm businesses. Please refer to the attached Spring Romp Map and poster.

**Local Food Map:** is currently being printed. Design changes include a larger map to include areas surrounding Wellington County, a Southwestern Ontario location map, social media listings for each partner and an illustrated list of Wellington's "Must Taste" items promoting our county's unique Terroir:

- Centre Wellington: Ramenbert Cheese
- Erin: Organic Rainbow Carrots
- Guelph/Eramosa: Smoked Rabbit Sausage
- Mapleton: Danelion Ice Cream
- Minto: Lavender Honey
- Puslinch: Cripsy Quail
- Wellington North: Maple Butter Tart
- Guelph: Smoked Honey Ale

**Local Food Fest - June 26, Ignatius Jesuit Centre:** Festival preparations are in full swing. We have confirmed an additional \$1,500 in kind Sponsorship from Morton Wholesale and partnerships with Ontario Pork, the Downtown Guelph Business Association and Slow Food Wellington County to support specific areas within the festival.

Christina is meeting with the Guelph BIA to further collaborate on the Local Food Fest (shuttle bus), find additional farm and food vendors for their Wednesday Market and coordinate Taste Real's Farmalicious event in Jan/Feb to coincide with a Downtown Guelph Concert series.

Christina had an initial conversation with Everdale's Bauta Seed Initiative project to collaborate on a Winter event/series promoting Wellington bakeries using flour made from Wellington heritage grains.

**Wellington promotion in "On the Go Magazine":** On the Go Magazine is a Greater Toronto Area publication with 260,000 readers, with a focus on escaping the city for a day/weekend trip. Please see attached, a half page advertorial we wrote featuring our newest photography work. We also created a five second TV commercial played in 85 stores in the GTA (90,000 executions) in addition to 10 screens located on The Path downtown Toronto, which sees over 100,000 in traffic per day.

**Other activities:**

- Creation of the County IPM Showcase Webpage as part of Economic Development
- Presentation to the Township of Guelph Eramosa Council
- Letters of support for businesses applying for provincial grants

**Recommendation:**

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

Respectfully submitted,



Jana Burns  
Director of Economic Development



# Take a Break in Wellington County

AWAKEN YOUR TASTE BUDS with our regional foods and let our chefs spoil you.

Experience Wellington County's unique terroir by visiting the 2015 Ontario Culinary Tourism Event of the year; the ***Taste Real Local Food Fest*** on June 26. Beer brewing, bread baking, a farmers' market and live music are all part of this event.

***tastereal.ca*** is your gateway to exploring food and drink in Wellington County.

From local fish fries to renowned writing festivals to Walk off the Earth, Chromeo and Matthew Good at Riverfest Elora in August, we've got you entertained with over 300 festivals every year!

Hike and bike our trails, fish in our waters and find treasures at the Aberfoyle Antique Market.

Wellington County, less than an hour west of Toronto!



Taste Real Field Dinner



Rockwood Conservation Authority



Riverfest Elora



Elora Brewing Company



Aberfoyle Antique Market



[www.experiencewellington.ca](http://www.experiencewellington.ca)

**taste·real™**

FROM THE GROUND UP

GUELPH WELLINGTON LOCAL FOOD



[www.facebook.com/tastereal](http://www.facebook.com/tastereal)  
[tastereal@tastereal.ca](mailto:tastereal@tastereal.ca)  
[www.tastereal.ca](http://www.tastereal.ca)

Get gardening and buy plants and seedlings at Wellington farms and greenhouses. Taste the first products of Spring. Meet the people growing, producing and preparing your food.

FIND the story behind your food



A self-guided tour of farms, markets and local food locations in Northern Wellington County

1

### ARTHUR GREENHOUSES

7470 Second Line, ARTHUR

GPS 43.828838, -80.495226

T 519.848.6816 [www.arthurgreenhouses.ca](http://www.arthurgreenhouses.ca)



Visit our farm and plant nursery for a huge selection of herbs, fruit trees, shrubs and vegetable transplants. Choose from a wide variety of seeds and browse our greenhouse for bedding plants, perennials, hanging baskets, planters and more. Relax by the pond and visit with **Drayton Chop House's** chef who will be on site serving up food samples created with some of our first spring produce.

4

### MAPLETON'S ORGANIC DAIRY

8548 Wellington Rd 7, MOOREFIELD

GPS 43.824402, -80.737839

T 519.638.1115 [www.mapletonsorganic.ca](http://www.mapletonsorganic.ca)

Meet the animals in our demonstration barn, see how our cows milk themselves with our voluntary milking system, or find your way through a cedar maze. Have a light organic lunch in our café followed by ice cream made right on site, or choose from an assortment of other fresh baked treats. Try one of Wellington's famous 'Must Tastes': our Dandelion Ice Cream!

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### POOTCORNERS ALPACA

9455 Road 146, PALMERSTON

GPS 43.8027461, -80.8177884

T 519.343.3745 [www.pootcorners.com](http://www.pootcorners.com)



Alpaca shearing, our annual harvest is in full swing at Pootcorners. Come watch or lend a hand. See the fine fibre end products for sale in our farm store and many beautifully tanned hides. Hungry? Expand your taste buds and try Alpaca, one of the leanest, protein rich red meats available. A variety of cuts and pepperettes are available at our farm store.

2

### BIG JOHN'S COUNTRY MARKET

9537 Hwy 6, KENILWORTH

GPS 43.935561, -80.689447

T 519.323.6996 [www.bigjohnscountrymarket.ca](http://www.bigjohnscountrymarket.ca)



Visit our farm and see first-hand how our vegetables are grown. Join us at the Country Store for samples and a barbeque lunch and browse our selection of naturally raised meats, home baking, preserves, fresh spring produce and more!

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### MEAT THE BUTCHER

157 Main Street South, MOUNT FOREST

GPS 43.981092, -80.734893

T 519.323.3482



Visit our small town butcher shop where we use time-honoured techniques to prepare fresh meat specialties. Browse our selection of local foods, including prepared meals, baked goods, honey, preserves and more. Stop by today to visit with our local birch syrup producer, **Wagram Springs**, try some birch syrup and learn more about their unique product.

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### REROOT ORGANIC FARM

5642 Eleventh Line, HARRISTON

GPS 43.919975, -80.917114

T 519.820.1891 [www.reroot.ca](http://www.reroot.ca)



Visit our small, organic diversified farm! Take a tour of our vegetable gardens and greenhouse, mingle with our friendly farm critters and pick up early spring produce, organic vegetable seeds and seedlings, pastured meats and more. Celebrate our 10th Farmiversary with a free BBQ lunch and anniversary cake from 11:30 pm -1:00pm. Try **South Street Cafe's** delicious pasture-raised Berkshire pork samples.

3

### FLOWERS TO FRAGRANCE

6275 Hwy 89, HARRISTON

GPS 43.963302, -80.863994

T 519.261.0121 [www.flowerstofragrance.com](http://www.flowerstofragrance.com)

Visit Minto's own lavender farm and producer of essential oils. Walk through the fields and browse our farm store where you can find 100% natural skincare products, items for your home and personal well-being along with Mapleton's organic lavender ice cream. On Romp Day, try **Wellington Made's** syrup with cheese pairings.

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### MEIKLEJOHN HOUSE B&B

116 Arthur St E, HARRISTON

GPS 43.916679, -80.868133

T 519.338.2671 [www.meiklejohnhouse.ca](http://www.meiklejohnhouse.ca)



Enjoy a tour of a lovely Victorian home, the Meiklejohn B&B, built in 1877 and discover some of the many unique features, including a wall which recesses into the ceiling and eight ornate fireplaces. Relax on our patio, stroll through the gardens and enjoy a cup of tea or coffee served with homemade scones and jam, or try **Scoop It's** gluten free scones.

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### STECKLE'S PRODUCE AND FLOWERS

5857 Hwy 89, HARRISTON

GPS 43.923318, -80.863305

T 519.338.5381 [www.steckles.ca](http://www.steckles.ca)



Enjoy the sight and scent of thousands of flowers in our garden centre. We grow over 1000 hanging baskets, and many varieties of annuals, perennials, vegetables and herbs. Explore our farm market for asparagus and rhubarb, local greenhouse tomatoes and more. Enjoy a Butter Tarts and Buggy experience and sample **The Rural Spoon's** tarts.



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**TERRA VERDE HOMESTEAD**

9473 Sideroad 7, CONN

GPS 43.986767,-80.520793

T 519.265.3335 [www.terraverdehomestead.com](http://www.terraverdehomestead.com)

Visit our farm and market garden to see small-scale permaculture in action! Tour our new seedling greenhouse and nut tree plantings, see our active bee hives, and visit with our many animals including some adorable baby goats and two rare Kune Kune pigs! There will be some children's activities and farm products will be available for purchase. Join us for a cup of **Beans of Hope** organic coffee while enjoying your visit to our family farm.

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**THE KABBESPATCH**

7904 Wellington Rd 8, DRAYTON

GPS 43.748435,-80.655814

T 519.638.3349 [www.kabbespatch.com](http://www.kabbespatch.com)

Come and visit the Kabbespatch and learn about life on a family farm. See first-hand how our rabbits are raised and learn how nutritious and versatile rabbit meat is. Say hello to our baby chicks, ducklings and pigs and collect farm fresh eggs. Try a delicious rabbit dish prepared by the kitchen at the **Elora Brewing Company Resto**.

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**WILD THINGS PLANT FARM**

9688 Baseline Road, CLIFFORD

GPS 43.974471,-80.829100

T 519.338.3228 [www.wild-things.ca](http://www.wild-things.ca)

Take a self-guided walk through a 36 acre hardwood forest and take in the trails lined with wildflowers such as Trilliums, Wild Ginger and more. It's a bird watcher's paradise. Enjoy the display gardens and find thousands of perennials, trees, ferns, grasses and vegetable transplants in our nursery. Meet the chef of **Savor The Season** and try a locally foraged dish.



Take a FELFIE (farm selfie) and share via social media #SpringRomp16 #tastereal @tastereal to win a prize.

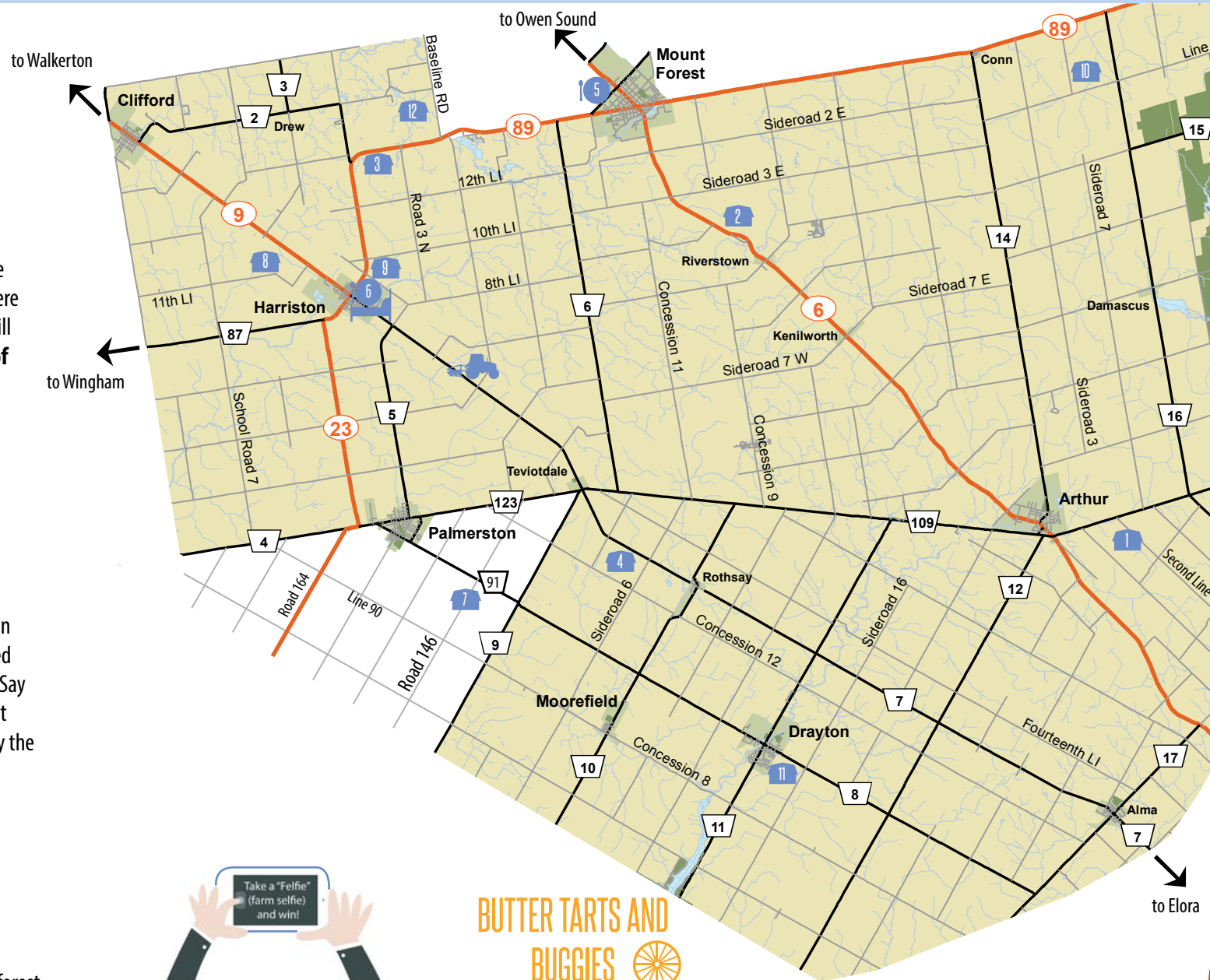
**BUTTER TARTS AND BUGGIES**

Pick up your brand new 'Butter Tarts and Buggies' guide at participating locations.



Find more information on our participating chefs and food service partners at

**TASTEREAL.CA**

**MARK YOUR CALENDAR****FOR THE 2016 TASTE REAL EVENTS:**

Local Food Fest – June 26

Fall Rural Romp – September 24

Harvest Home Festival - September 25

Farmalicious - Winter 2017

**ENTER THE ROMP PHOTO CONTEST**

Win a Taste Real gift basket.  
Details and conditions  
on our website:

[www.tastereal.ca](http://www.tastereal.ca)



Find more local food and experiences in the Wellington County Showcase at the **International Plowing Match!**  
September 20-24 in Minto



**MAGIC 106.1**  
OUR COMMUNITY FIRST

**1460 CJOY**  
Greatest Hits

**WIGHTMAN**  
TELECOM

**Mapleton**

**Town of Minto**  
Where Your Family Belongs



# Spring Wellington Rural Romp

Northern Wellington County

SATURDAY, MAY 28 • 10:00 AM - 4:00 PM



A self-guided tour of farms, markets and local food retailers in Mapleton, Minto and Wellington North.



Meet the people **growing** and producing **your food**



**Discover** the “must tastes” of spring prepared by local chefs



Get gardening! **Buy plants and seedlings** farms and greenhouses



Enter our online **photo contest** to win great prizes!



Rain or shine! Find the **romp location map** at [www.tastereal.ca](http://www.tastereal.ca)

Take a “Felfie”  
(farm selfie)  
and win!

[www.tastereal.ca](http://www.tastereal.ca)   #SpringRomp16



Alternate formats available upon request.

