

The Corporation of the County of Wellington



Economic Development

Agenda

Guthrie Room
County Administration Centre
Tuesday, January 22, 2013
10:00 am

1. **Declaration of Pecuniary Interest**
2. **Governor's Residence Renovation Status Report #3** **Page 2**
3. **Delegation - County Economic Development Marketing and Branding - Anya Codack, CEO, Yfactor Inc.**
4. **January Economic Development Update** **Pages 3 - 4**
5. **Mr. Ted Arnott, MPP, County of Wellington Highlights (Verbal)**
6. **2013 Budget – Economic Development** **Pages 5 - 8**
7. **Wellington County Municipal Economic Development Group Minutes**
September 4, November 6, 2012 **Pages 9 - 14**
8. **Closed Meeting**
9. **Rise and Report**
10. **Adjournment**
Next meeting date February 19, 2013 or at the call of the Chair.



GOVERNORS RESIDENCE RENOVATIONS PROJECT STATUS REPORT #3 JANUARY 2013

Status of project	<ul style="list-style-type: none"> - The masonry elevator shaft is complete - New interior wall construction is complete - Rework to existing roof is complete - Mechanical & electrical rough ins & finishing have continued - Existing windows have been removed & filled - New roofs have been shingled - Drywall has begun & is nearing completion - Elevator installation has continued
Upcoming work and deadlines	<ul style="list-style-type: none"> - Exterior stairs will be installed - Aluminum entrance will be installed - Drywall will be complete - Painting will be complete - Ceiling tile will be installed - All flooring will be installed - Wood floor refinishing will be complete - Elevator is scheduled for completion - M&E finishing will be complete - Interior doors & frame installation will begin - Millwork installation will begin
Status of construction schedule	- project completion is scheduled for mid/late February 2013
Change orders approved since last meeting	<ul style="list-style-type: none"> - 16 -
Total change orders approved to date	- 18
Total net value of change orders approved to date	- \$52,289.12
Items requiring committee Direction	
Administrative matters and other issues	
Financial matters	



COUNTY OF WELLINGTON

ECONOMIC DEVELOPMENT COMMITTEE

To: Chair and Members
From: Jana Reichert
Date: January 22, 2013
Subject: January Economic Development Update

Economic Development Strategic Plan

I have completed the draft Economic Development Implementation Plan for 2013-2014. The plan has a central goal of growing the economic potential of Wellington by engaging in activities that provide countywide benefits. The activities are framed by the following questions. The questions and associated actions will focus on creating awareness of Wellington as a place for investment and creating a business-enabling environment:

What is our competitive message? What do we offer new investors and residents? Where does one go for comprehensive information, resources and contacts?

ACTIONS:

1. County of Wellington Economic Development brand
2. Community Investment Profile
3. Wellington Economic Development landing page on County site

Which industries in Wellington are yielding the greatest impact? How do we better support them? Where are gaps in the supply chain, gaps in business services or businesses needed in a community?

ACTIONS:

1. Online business directory map, supporting business-to-business activities
2. Business retention and attraction programme
3. Wellington Workforce strategy

To assist with the financing of these activities, I am submitting a funding application to the Communities in Transition programme. This provincial programme supports innovative economic development solutions not covered under existing provincial programmes. I am also working on a report to provide clarity around the role and functions of the County Economic Development department.

Partnership with the City of Guelph

On January 15 saw the inaugural Guelph Wellington Economic Summit at the River Run Centre. We had a sold out crowd comprised of business owners, innovation centres, academia, non-profits, the Guelph Chamber and municipal staff. The Mayor and Warden provided remarks and I gave an overview of our local economy and the activities we plan to implement, guided by our recently completed Economic Development Strategy. The Ontario Chamber of Commerce also provided its economic strategy. We received great feedback on the day and collected a lot of great information on potential collaboration opportunities for Guelph and the County of Wellington. Ted Arnott, who also participated, sent a post event email to me sharing his excitement and support for the County's way forward in economic development. The top four priorities were marketing Guelph Wellington, engaging youth in career planning, assisting small business and regional transportation.

Taste Real Guelph Wellington

I will be managing the programme administratively for 2013 and have been working with the partners to assume this role. This award winning initiative will continue to grow our region's agri-food network

with the annual Guelph Wellington Local Food Map, the business networking and tradeshow “Source it Here” event, the Field Dinner, the Local Food Fest and the Fall Rural Romp. New for 2013, we plan to generate greater awareness of the programme, which Ontario Culinary Tourism Alliance characterizes as a growing success. We also plan to create a mobile version of the website. The Steering Committee will next meet on February 5.

I sit on the Source it Here planning team and we have an excellent business-to-business event planned for Wellington’s agri-food sector February 25 at Ignatius. The 2013 theme is Position Your Business to Grow, involving a tradeshow of agri-food business resources from across the province, a panel speaking to consumer trends and effective marketing as well as a local wine and beer reception. I will be speaking to our Economic Development Strategy and will facilitate the panel. Dr. Martin Gooch, Director of the Value Chain Management Centre will be our keynote speaker. The Centre provides industry decision makers with critical information and analysis on issues affecting the Canadian agri-products sector. Last year over 120 food industry stakeholders attended Source it Here, with 98% saying they found it an extremely valuable event for Wellington and would attend again.

Safe Communities

MacLeans Magazine has recognized the County as the safest community in the country. Whereas this accolade is from a policing aspect, Wellington Safe Communities will facilitate activities to deal with injury prevention and safety promotion in our communities. The Safe Communities Executive team met January 17 to discuss a strategy for implementing the activities from the recent Priority Setting Exercise. Feedback from participants was extremely positive; the diverse representation of agencies and individuals, the thought provoking process and the surprise for the safety issues needing attention. A list of existing services is being compiled, ranging from alcohol and drug prevention to law enforcement. Councillor Williamson aims to provide a Safe Communities presentation to each municipal council before the spring.

Additional Economic Development Activities

I recently had a tour of Communitech, a 30,000sqft facility in the tannery building in Kitchener that is in the business of commercializing high tech ideas. They act as an incubator to 800 Waterloo Region tech companies, connecting them with financing, mentoring, matching them with similar inventors, etc. I learned that Waterloo Region is the only community importing a greater number of GTA workers than it exports for work each day. Their greatest problem in Waterloo is lack of high-speed rail. The Go Train in Kitchener works inverse to what they need; taking people to Toronto in the morning rather than providing a train into Waterloo in the morning. Recognizing that lack of public transit could seriously hinder us for investment opportunities, we will work together with them in their efforts to push for a solution (Communitech has a team of five purely in the function of advocacy in Toronto and in Ottawa).

Respectfully submitted,



Jana Reichert,
Economic Development Officer



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chairman and Members of the Economic Development Committee
From: Ken DeHart, County Treasurer
Date: January 22, 2013
Subject: 2013 Budget – Economic Development

Background:

The 2013 Budget package for Economic Development is respectfully submitted for the Committee's consideration.

Attachments:

1. Programme information page
2. Proposed 2013 Operating Budget
3. Explanation of major budget items

Recommendation:

"THAT the attached 2013 Operating Budget for Economic Development be approved and forwarded to Council."

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ken DeHart'.

Ken DeHart, CGA
County Treasurer



COUNTY OF WELLINGTON 2013 BUDGET PROGRAMME OVERVIEW

Programme:	Economic Development
Department:	Office of the CAO
Governance:	Economic Development Committee

Programme description

In 2012, County Council established an Economic Development Committee and completed an Economic Development Strategy in collaboration with the local municipalities. Guided by the Strategy, the Committee intends on pursuing opportunities to encourage economic growth within the seven municipalities by investing in several preliminary activities in 2013. The activities reflect the need for identifying Wellington’s economic contributors, deriving strategies for new investors and new residents, better communicating with employers as well as developing and promoting an identity.

2013 initiatives include a workforce strategy in partnership with the Workforce Planning Board to match the needs of existing and future businesses. Economic development resources will be centralized via the County Economic Development office, open in March and the creation of an economic development landing page on the County website. Proactively supporting Wellington’s business base, the County will also coordinate a business retention, expansion and attraction programme for 2013. The Taste Real initiative will be managed by the County in 2013 and will include programming to support the growth of a regional agri-food system.

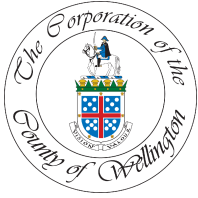
The County contributes funding to the Guelph Wellington Business Enterprise Centre (GWBEC) and appoints one member to the board. The GWBEC provides potential and existing enterprises with a variety of business information and support services to facilitate the development, investment, growth and success rate of businesses.

2013 Budget Highlights

Numerous new initiatives increasing the County’s commitment towards Economic Development to \$575,600, including:

- The establishment of a Wellington Economic Development Fund (workforce development, business interview programme for credit review)
- Cultural Mapping Exercise
- Wellington Investment Profile
- Guelph Wellington post secondary facility business case
- Economic Development website including a comprehensive online business directory
- Festival and Events Guide
- Wellington Safe Communities designation initiative
- Increased funding for “Taste Real”
- Funding for the International Plowing Match to take place in Wellington County in 2016

Staff Complement (Full time equivalents)	2012	2013
Economic Development Officer	1.0	1.0
Total	1.0	1.0
Current employee count: 1		



County of Wellington

Economic Development 2013 Operating Budget Estimate

	2012 Prelim Actuals	2012 Budget	2013 Budget	\$chg Budget	% chg Budget
Revenue					
Municipal Recoveries	\$17,785	\$17,000	\$17,500	\$500	2.9 %
Total Revenue	\$17,785	\$17,000	\$17,500	\$500	2.9 %
Expenditure					
Salaries, Wages and Benefits	\$56,411	\$0	\$94,100	\$94,100	0.0 %
Supplies, Material & Equipment	\$1,305	\$0	\$1,000	\$1,000	0.0 %
Purchased Services	\$134,180	\$152,000	\$183,000	\$31,000	20.4 %
Transfer Payments	\$113,000	\$148,000	\$215,000	\$67,000	45.3 %
Total Expenditure	\$304,896	\$300,000	\$493,100	\$193,100	64.4 %
Transfers					
Transfer to Reserves	\$0	\$0	\$100,000	\$100,000	0.0 %
Total Transfers	\$0	\$0	\$100,000	\$100,000	0.0 %
NET COST(REVENUE)	\$287,111	\$283,000	\$575,600	\$292,600	103.4 %

COUNTY OF WELLINGTON
2013 Budget – Economic Development
Explanation of Significant Budget items

Operating Budget

Revenue

- A municipal contribution of \$2,500 for each of the seven local municipalities for funding of the Festival and Events Guide totaling \$17,500

Expenditure

Consistent with the recommendations from the Economic Development Strategic Plan, which was undertaken in 2012, the 2013 budget includes funding for several new initiatives:

- The County contribution to the Wellington Waterloo Community Futures Development Corporation (WWCFDC) at \$15,000 and to Guelph Wellington Business Enterprise Centre (GWBEC) is \$40,000
- A new Wellington Economic Development Fund (\$50,000) to undertake a workforce development project and promote business retention, expansion and attraction activities
- Cultural Mapping Exercise (\$30,000) to identify, record and classify Wellington's creative assets
- Wellington Investment Profile (\$20,000) that highlights the reasons why Wellington County is an excellent place to start a business or locate a residence
- A joint proposal with the City of Guelph to establish a regional college campus in Guelph Wellington in anticipation of the province announcing an investment in 2013
- Increased funding for the Taste Real Guelph Wellington Local Food initiative (\$75,000), including the Buy Fresh Map and business to business events
- A new Economic Development website (\$20,000) to provide reasons for investment, programme information, funding opportunities, resident profiles and relevant contacts for economic development
- Funding for the 2013 publication of the Wellington Festival and Events Guide (\$32,000)
- County of Wellington inventory of existing businesses (\$15,000)
- "Safe Communities" initiative (\$25,000) intended for the County to secure the designation
- \$100,000 yearly transfer in 2013-2015 to the International Plowing Match reserve to fund the event in 2016

The overall net levy requirement for Economic Development in 2013 is \$575,600.



Wellington County Municipal Economic Development Group

Minutes
Board Room,
Wellington-Waterloo CFDC,
September 4, 2012
9:30 a.m.

Present:

Deb Dalziel (Township of Centre Wellington), Brad Dixon (GRCA Representative), Gerry Horst (OMAFRA), Brenda Law (Township of Puslinch), Andy Lennox (Wellington Federation of Agriculture), Jana Reichert (County of Wellington), Judi Riddolls (Guelph Enterprise Centre), Jane Shaw (Wellington-Waterloo CFDC), Janice Sheppard (Township of Guelph/Eramosa), Dale Small (Township of Wellington North), Chris White (Warden, County of Wellington), Belinda Wick-Graham (Town of Minto)

Regrets:

Heather Krousie (Township of Puslinch), April Marshall (Township of Wellington North), Andrea Ravensdale (County of Wellington), Joanne Ross-Zuj (Mayor, Township of Centre Wellington), Carol Simpson (WFPB), Patty Sinnamon (Township of Mapleton), Josie Wintersinger (Town of Erin)

Others:

Don McKay (Councillor, County of Wellington)

The meeting was called to order by Chris White.

1. Approval of Agenda

Motion to approve agenda as written.

Moved by Judi Riddolls, seconded by Jana Reichert.

Carried

2. Declaration of Pecuniary Interest

There were no declarations of pecuniary interest.

3. Approval of Meeting Minutes

Motion to approve the Minutes written from the meeting held March 6, 2012.

Moved by Belinda Wick-Graham, seconded by Dale Small.

Carried

4. Presentation – Glen Hall, OSIM Interactive

Glen Hall owns and operates OSIM Interactive which is located in Harriston and has been working with the Town of Minto on developing a customized Google map system for cultural planning and for “Treasures of Minto.” The map system has been created to show residents and visitors highlights within the community and area and can be customized by adding icons, videos, and other formats to assist those viewing the map, including changing the streets to blue for those that offer a street view. In addition, the map can be viewed as a stand-alone website or by searching the main website and has the option of the site management being completed in house or by individual business’. Jana will connect with Glen to arrange a presentation to the County Council on the Municipal Cultural Planning Map.

5. Strategic Plan Update

Jana met with Millier Dickinson Blais and Planners from the County of Wellington and each Municipality. The objective of the meeting was to incorporate the planners’ perspective into the Plan, recognizing the implications of provincial legislation for future population growth and available employment lands. The discussion showed a difficulty, mainly in the south, for marketing Wellington’s lands to investors because of lack of available serviced land. The funds are not available to service the land therefore the County needs to invest in servicing lands. With workforce also being an issue phone interviews will be conducted with two (2) employers from the ten (10) key industries within the month of September. The Workforce Summit will take place September 24th, 2012 at the Grand River Raceway in the Lighthouse Restaurant from 9am until 12 noon. Jana will be sending the invitations before the end of September with all the details. The summit will also include a presentation from the interviews held for the Strategic Plan followed by a facilitated discussion to create an action plan with roles and objectives for the next 6 months, 1 year and 5 years. For this year’s County credit review, Jana gave a presentation on the local economy, the County’s recent industry survey and economic development achievements as well as development activity to the Standard and Poor Credit Rating Agency. The County can be proud to have received notice of AA stable rating. A draft Strategic Plan will be forwarded to the Group members before the October meeting for review. The Strategic Plan will be sent to County Council for approval following approval from the Wellington County Municipal Economic Development Group.

6. Other Business

Wendy Stewart, Project Coordinator for Saugeen CFDC, will be replacing Dave Barrett on the WCMEDG as Dave is no longer with the Saugeen CFDC. The Group wishes Dave all the best.

7. Round Table Discussion

- **Centre Wellington** – Michael Wood has resigned from the Township of Centre Wellington and Andy Goldie has been named the Acting CAO. As Dave Rushton is no longer with the Township of Centre Wellington, Deb Dalziel is the Acting Economic Development Officer. A new tourism website is in the process and will include assets of the community such as a Cultural Map. Cultural Days is being celebrated September 29th – 30th, the 3rd Annual Field Dinner with Chef Lynn Crawford will be held September 23rd and the Rural Romp is scheduled for September 29th.
- **County** – The Credit Review is complete. WCSA is working on a loan application and the business plan is almost complete. Jana created an ad in SNAP Guelph for the Fall Rural Romp. She will help man the International Plowing Match booth, the event will run September 18th- 22nd in Roseville Ontario. The equine “Restore the Programme” ad is in the Guelph Mercury. Jana met with Peter Cartwright from the City of Guelph to begin the connection with working closer between the County and City of Guelph. The first social event with the City of Guelph and the County of Wellington will be held September 26th. Jana will be at the Working in Rural Wellington event on behalf of the County and provide information regarding employment and settlement services, economic development and the County as an employer.
- **Erin – no update**
- **Guelph/Eramosa** – A new logo has been launched and the website is being redeveloped.
- **GBEC** – An event to celebrate International Womens Day will take place March 7th at the Harriston Auditorium, partnered with the Town of Minto. A bursary is available for high school girls interested in pursuing business which is a remarkable opportunity.
- **GRCA** – parks are open until October 14th.
- **Mapleton – no update**
- **Minto** – Prosperity fund deadline was at the end of August. Culture Days in Minto will include a “Treasures of Minto” Bus Tour on Saturday, September 29th. Minto has applied to host the Rural Creative Economy Summit. Working in Rural Wellington will be held October 24th at the Arthur Community Centre. The ROI Leading Edge Summit will be held at the Hockley Valley Resort in Orangeville, October 16th & 17th.
- **OMAFRA** – Downtown Revitalization Program information session will be held at the Elora office on September 27th. The program no longer offers components of the program only the complete program. Foodland Ontario has sponsorship money available for events promoting local food, such as Savour the Flavour and Taste Real. Information about the event is to be provided to Gerry so the opportunity for sponsorship is available. September 4th is the first fall meeting for Wellington Federation of Agriculture.

- **Puslinch** – The Aberfoyle Fall Fair will be held September 7-9th.
- **Wellington North** – Applied for Creative Community Prosperity Fund and continues to promote and market the Community Improvement Plan. Wellington North is working with the province to secure rights for a broadcast tower for the local radio station. Two (2) new playgrounds, a skateboard park and updates to three (3) other parks have been completed. The Working in Rural Wellington held October 24th in Arthur, will promote the new Young Professionals Networking event.
- **WFPB – no update**
- **WWCFDC** – a new website will be launched at the beginning of September.

8. Next Meeting

The next meeting will be held **Tuesday, November 6th at 9:30 am** in the Wellington-Waterloo CFDC Boardroom.

9. Adjournment

Meeting adjourned at 11:45 am.

Chris White, Chair

Jane Shaw, Recording Secretary



Wellington County Municipal Economic Development Group

Minutes
Harris Room,
Elora Centre for the Arts
November 6, 2012
9:30 a.m.

Present:

Gerry Horst (OMAFRA), Heather Krousie (Township of Puslinch), Brenda Law (Township of Puslinch), Andy Lennox (WFA), April Marshall (Township of Wellington North), Andrea Ravensdale (County of Wellington), Jana Reichert (County of Wellington), Judi Riddolls (Guelph Enterprise Centre), Jane Shaw (Wellington-Waterloo CFDC), Janice Sheppard (Township of Guelph/Eramosa), Carol Simpson (WFPB), Patty Sinnamon (Township of Mapleton), Wendy Stewart (Saugeen CFDC), Chris White (Warden, County of Wellington), Belinda Wick-Graham (Town of Minto)

Regrets:

Deb Dalziel (Township of Centre Wellington), Brad Dixon (GRCA Representative), Dale Small (Township of Wellington North), Joanne Ross-Zuj (Mayor, Township of Centre Wellington), Josie Wintersinger (Town of Erin)

Others:

George Bridge (Mayor, Town of Minto), Sue FitzGerald (Township of Centre Wellington Information Services & Economic Development), Gord Flewelling (WFA), Alex Goss (Guelph-Wellington Local Immigration Partnership), Jean Innes (Councillor, County of Wellington), Dennis Lever (Mayor, Township of Puslinch), Frank Miele (CAO, Township of Erin), Kirk McElwain (Councillor, Township of Centre Wellington), Don McKay (Councillor, County of Wellington), Doug Reddick (MEDI), Ray Tout (Mayor, Township of Wellington North), Bruce Whale (Mayor, Township of Mapleton), Gary Williamson (Councillor, County of Wellington), Scott Wilson (CAO, County of Wellington)

Chris White welcomed and thanked everyone for attending. Jana introduced Lauren Millier from Millier Dickinson Blais to present the Strategic Plan Final Draft.

Lauren Millier, the consultant commissioned to undertake the Strategic Plan, provided a presentation on the Draft Strategy. Copies of the presentation were available for everyone. The process started in the early spring and included visioning sessions, interviews with the Stakeholders, Mayors and CAO's of each Township within the County of Wellington, Group sessions, on-line consultation which included 550 participants, interviews with institutional leaders, Workforce Planning Board and WWCFCDC, a Workforce Summit and physical infrastructure assessments were completed. The Group provided feedback to Lauren and showed their appreciation to the consultant for the information determined and provided.

The regular Group meeting was called to order by Chris White at 11 am.

1. Approval of Agenda

Motion to approve agenda as written.

Moved by George Bridge, seconded by Jana Reichert.

Carried

2. Declaration of Pecuniary Interest

There were no declarations of pecuniary interest.

3. Approval of Meeting Minutes

Motion to approve the Minutes written from the meeting held September 4, 2012.

Moved by Belinda Wick-Graham, seconded by Patty Sinnamon.

Carried

4. Guelph Wellington Local Immigration Partnership (LIP)– Alex Goss

LIP is a collaborative partnership of approximately 90 people networking with employers and newcomers, promoting benefits, providing entrepreneurship support, tools and resources to hiring immigrants. Currently the Local Immigration Partnership has a contract with the City of Guelph providing information on immigration services.

Motion to move that Alex Goss from the Guelph Wellington Local Immigration Partnership be added as a member of the Wellington County Municipal Economic Development Group (WCMEDG).

Moved by Ray Tout, seconded by George Bridge.

Carried

5. Other Business

SWODF Training – Doug Reddick is an administrator for the program and will provide more information to those interested in attending November 14th at the WWCFDC Boardroom.

Taste Real received the Ontario Cultural Tourism Alliance Award. The year-end gathering to celebrate this year's success and moving forward will take place November 26th at the Lighthouse Restaurant located at the Grand River Raceway.

2013 Festival & Events Guide will be discussed at the December meeting, including promotional material, distribution and graphic designer.

6. Next Meeting

The next meeting will be held **Tuesday, December 4th at 9:30 am** in the Wellington-Waterloo CFDC Boardroom.

7. Adjournment

Meeting adjourned at 11:40am.

Chris White, Chair

Jane Shaw, Recording Secretary