



The Corporation of the County of Wellington
Economic Development Committee
Agenda

June 21, 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	
3.1 April 2016	2 - 5
3.2 May 2016	6 - 10
4. Financial Statements and Variance Projections as of May 31, 2016	11 - 14
5. Talent Attraction Employer Interviews Presentation	
6. June 2016 Economic Development Update	15 - 21
7. Proposed Provincial Changes to Natural Gas Use - Discussion	
8. Closed Meeting	
9. Rise and Report	
10. Adjournment	
Next meeting date October 18, 2016 or at the call of the Chair.	



Wellington County Municipal Economic Development Group

Minutes

Economic Development Officers/Coordinators

Elective Officials

Supporting Organizations

WWCFDC Boardroom,

April 4th, 2016

9:30 a.m.

Present:

John Brennan (Town of Erin), Pierre Brianceau (Town of Erin), Jana Burns (County of Wellington), Jaclyn Dingwall (Township of Mapleton), Crystal Ellis (Township of Mapleton), Gerry Horst (Ontario Ministry of Agriculture, Food and Rural Affairs), Dennis Lever (Puslinch Township), Tom Lusi (County of Wellington), Robyn Mulder (Town of Erin), Kelly Patzer (Township of Puslinch), Andrea Ravensdale (County of Wellington), Patricia Rutter (Township of Centre Wellington), Jane Shaw (WWCFDC), Dale Small (Township of Wellington North), Christine Veit (Safe Communities), Chris White (Township of Guelph-Eramosa)

Regrets:

Rose Austin (Saugeen Economic Development), Harold Devries (Guelph Wellington Business Enterprise Centre), Brad Dixon (GRCA), Janet Harrop (Wellington Federation of Agriculture), April Marshall (Township of Wellington North), Ian Roger (CAO, Guelph/Eramosa Township), Carol Simpson (WFPB), Steve Smith (MEDEI), Belinda Wick-Graham (Town of Minto), Scott Williams (GWBEC)

1. Approval of Agenda

Motion to approve agenda as written.

Moved by John Brennan, seconded by Jana Burns

Carried

2. Declaration of Pecuniary Interest

None

3. Approval of Minutes

Motion to approve the minutes as written from the meeting held March 1st, 2016.

Moved by Dale Small, seconded by Pierre Brianceau

Carried

4. Wellington Signage Update

County Council recently approved the signage plan. An email will be distributed from the Sign Committee with an update. The final report has been presented to County Council and implementation will be the next step along with creating an RFP.

5. BR&E Update

Crystal and Jana will now begin reviewing the results of the BR+E. A retreat, similar to last year's event, will be held again this year (details will be sent via email). The final report for the BR+E will be completed in June.

6. Wellington Talent Attraction Initiative Update

Tom provided briefly discussed what is currently being worked on. Please refer to the April County Economic Development Committee Report for a detailed outline of the project activities.

7. IPM 2016 Update

The IPM will be held September 20th to 24th, 2016 in The Town of Minto. The County has a large site which will incorporate the Municipalities of Wellington County, Taste Real, One Axe Zip lining, Careers & Agriculture area as well as business organizations, food & drink sampling and entertainment. The County crest will be displayed at the entrance. Jana & Crystal are co-chairing this Committee. A lot of work is being put into the coordination of all the activities. Taste Real will host the Harvest Dinner on opening day from 4-9:30pm. Buses will arrive on the Wednesday with students from local high schools in the morning and college & university students in the afternoon to attend the Careers & Agriculture day with the County site. The Premier is also scheduled to attend the event on the Tuesday, opening day!

8. Roundtable/Other Business

Centre Wellington:

- CED groups are looking at discharges and fees for available lands
- Currently reviewing recommendations for site approvals
- The Township will be launching 2 videos with the Centre Wellington Chamber
- Heritage permits have been issued for the Elora Mill
- Construction has started on Price St. and Mill St.
- New construction being developed through Fergus and Elora. Hutton Collision has built and moved to a new building in the industrial area, Get Hitched has renovated and moved to the old Fergus Decorating building at the north end of Fergus, new buildings have been built at the corner of Gartshore St. and Garafraxa St.
- Township received \$1.5 million in funding which will be used to restore the Victoria walking bridge

County:

- Final draft of the Festivals and Events guide has been approved and is now being printed
- The Wellington County visitors map is being reviewed and updated
- The funding for the labour mobility study has been approved. A workshop will be held on May 9th at the Fergus Library. This study reports where people have moved from or to and their income.

- Wellington County is proud to be a part of the Ontario Food Cluster. They will participate in an upcoming conference in Paris, France in the fall.
- A meeting with the CAO's and Townships will be held on April 20th for the funding recently approved by the government as part of the Western Wardens Caucus.
- The Rural Romp will be held on May 28th.
- *Talent Attraction Update* – Tom has been connecting with the University of Guelph and Conestoga College, attended a workshop held through Innovation Guelph and will be attending the upcoming Global Skills Conference in Kitchener.

Erin:

- On April 23rd Erin will be celebrating their volunteers at the Volunteer Awards Evening.
- One of the largest manufacturing buildings has been recently sold, after sitting empty for 6-7 years, to a paint company.

GBEC:

- No update

Guelph/Eramosa:

- Chris will be attending a discussion on the value of parks and recreation in rural communities that is being held in Collingwood.

LIP:

- No update

Mapleton:

- We were pleased to have the new Economic Development Officer, Jaclyn Dingwall, join us. Jaclyn will continue her role as Youth Council Coordinator as well as her new position.

MEDI:

- No update

Minto:

- No update

OMAFRA:

- RED program has been cancelled
- Applications submitted before January 15th are continuing the process to be reviewed and distributed
- Applications submitted after January 15th...will not be reviewed.
- Remaining money from RED is transferred to the Jobs and Prosperity Fund. Red criteria will not be used. There is a possibility of Community Development projects being available from RED funding (ie: capacity building) but nothing has been confirmed yet.
- Currently no Rural Focused funding available from OMAF.
- Premiers Award application is open until April 15th.

Puslinch:

- The Morriston by-pass was recently approved, thanks to the Economic Impact from the entire region. The Professors report on the project will be available on the Puslinch website.

Safe Communities:

- Recently the Wellington County Safe Communities was held and well attended.
- Safe Talk Workshop will be held on May 7th.
- Safe Communities will be a part of the upcoming Fergus Lions Club Home Show from May 3rd to 5th.

Wellington North:

- The 7th Annual Wellington North Showcase was a great success. The Wellington North Job Fair was held in conjunction with the showcase. Twelve businesses set up with at least 75 applications submitted. A Development Forum was also held on the last evening with at least 100 people in attendance. Topics discussed included growth development within the community, demographic changes within Wellington North and development barriers (waste treatment, development charges.....).
- New commercial redevelopment in the community.
- Arthur and Mount Forest Community Centre will be installing electronic charge stations for vehicles.

WFA:

- No update

WFPB:

- No update

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

Next meeting is scheduled for May 3rd, 2016 for staff and supporting organizations at 9:30am in the WWCFDC Boardroom.

Meeting adjourned at 11:00am

Chris White, Chair

Jane Shaw, Recording Secretary



Wellington County Municipal Economic Development Group

Minutes

Economic Development Officers/Coordinators

Supporting Organizations

WWCFDC Boardroom,

May 3rd, 2016

9:30 a.m.

Present:

Jana Burns (County of Wellington), Crystal Ellis (Township of Mapleton), Janet Harrop (Wellington Federation of Agriculture), Gerry Horst (Ontario Ministry of Agriculture, Food and Rural Affairs), Tom Lusi (County of Wellington), April Marshall (Township of Wellington North), Jenna Morris (WWCFDC), Robyn Mulder (Town of Erin), Kelly Patzer (Township of Puslinch), Jane Shaw (WWCFDC), Abigail Schenk (Wellington North Co-op), Dale Small (Township of Wellington North), Carol Simpson (WFPB), Steve Smith (MEDEI), Belinda Wick-Graham (Town of Minto), Christine Veit (Safe Communities)

Regrets:

Rose Austin (Saugeen Economic Development), Harold Devries (Guelph Wellington Business Enterprise Centre), Jaclyn Dingwall (Township of Mapleton), Brad Dixon (GRCA), Andrea Ravensdale (County of Wellington), Patricia Rutter (Township of Centre Wellington), Ian Roger (CAO, Guelph/Eramosa Township), Scott Williams (GWBECE)

1. Approval of Agenda

Motion to approve agenda as written.

Moved by Robyn Mulder, 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 April 4th, 2016.

Moved by Kelly Patzer, seconded by Crystal Ellis

Carried

4. BR&E Update

- Information has been collected and entered into the survey software
- Top 3 questions of concern from the survey...
 - Did you know about Taste Real Program? 37% yes, 63% no

- What are the most important things for your community to focus on during the next 5 years? 100 promote community; 61 said incentives for businesses; 55 said communication with businesses; 41 said unified signage
- What methods do you use to promote/market your business? Top 3 were:
 1. Word of mouth and networking
 2. Website
 3. Local papers & Social Media
- The BR+E Retreat will be scheduled in June to discuss findings of project
- A final report with the community snapshots will be created

5. Job Portal Update

- Wellington.ca will be split into 3 areas
 - Site Selection (wellingtonmeansbusiness.ca)
 - Live and Work (liveandworkwellington.ca)
 - Festivals & Events (experiencewellington.ca)
- New page – liveandworkwellington.ca (currently this page is owned by OSIM). The page will consist of real estate, jobs and settling in Wellington County. The IT Department is working with the other Municipalities (Wellington North, Minto and Erin) to confirm the information on the County site will match the Municipalities website.
- The County IT Department will provide an update and “walk through” of the updated County liveandworkwellington.ca section on the website at the June meeting.

6. IPM 2016 County Showcase: Careers in Agriculture Update & RFI

- Careers in Agriculture day will be held on September 21st. This will be a full day at the IPM and employers will be requested to set up for 7:30/8am
- The day will start with Young Ag Heroes of Wellington County presenting for 5 minutes to the first bus of High School students which will arrive at 10am. The IPM is gathering information for local businesses and agriculture heroes, so please contact Jana or Crystal with any suggestions. The 2nd bus with University and College students will arrive at noon. There has been interest from the University of Waterloo, Conestoga College and Trios College to attend. Promotional material will be created and handed out.
- The Future Farmers Dinner will start at 5pm. Entertainment will be provided and the OPA has confirmed University students can purchase beverages for \$5.
- The committee is searching for volunteers for the event.
- A list of top businesses in the Municipality interested in speaking will present to the youth, with a possibility of University students connecting with the high school students on their education choices.
- The University of Guelph has agreed to sponsor a portion of the Taste Real Dinner which will be held on the Tuesday afternoon at 4pm.
- The CFDC offices (Saugeen & WWCFCDC) will be contacted with a Request to Sponsor the Careers in Agriculture Day.

7. Roundtable/Other Business

Centre Wellington:

- No update

County:

- *Talent Attraction:* Meetings have taken place with Conestoga College with discussions about students working in Wellington County. The Newcomer Career Fair Tom attended in Toronto was a great success. Approximately 50 applicants/resumes were collected and included submissions from engineers, the financial industry, HR, retail management and IT.
Please contact Tom with any employers looking for specialties as there have been many questions about investment and export opportunities.
- The 2016 Festivals & Events Guide is done. An e-blast will be distributed with an opportunity to win a prize from the Drayton Theatre and the lure piece will be completed for June.
- The County is updating the County Visitors Map.
- Plow day for the upcoming IPM is on May 14th.
- A Labour Mobility Workshop will be held at the Fergus Library on May 9th from 1-3pm.
- In partnership with the City of Guelph and the University of Guelph to participate in the food conference to be held in Paris this upcoming October.
- The Western Wardens Group first meeting was held at the County on April 20th. The group discussed priority areas including natural gas and the Swift Program. The Group would like to complete a Strategic Plan. The next meeting is scheduled for May 24th at the Wellington County Museum.

Erin:

- Celebrate Erin was a success with 120 present and 7 awards presented.
- 2 open houses were held for the Riverwalk study project. Approximately 20 people attended each event.
- 80 booths were set up and participated in this year's Home Show.
- Specific case studies were provided to the University of Waterloo as part of their economic/business program. On May 4th, students from the University will complete each case study and make a presentation on their findings.
- Doors Open will be held on June 11th.

GBEC:

- No update

Guelph/Eramosa:

- No update

LIP:

- No update

Mapleton:

- No update

MEDI:

- MEDI assists manufacturers in rural communities with over 10 employees.
- The government is developing a 'Cap and Trade Program', a program that reduces greenhouse gas pollution which is causing climate change, reward innovative businesses and create job opportunities and investment is now available online. For more information or concerns contact Steve.
- A new business growth initiative was just announced. If you know of manufacturers in the area wanting to grow and expand in the international markets, contact Steve.

Minto:

- There are five finalists for the 'Pitch It' competition to be held on June 6th.
- A past LaunchIt client has recently purchased a building and land.
- Field of Dreams Development, condo units in Clifford, was recently launched
- 'Come Home to Minto' videos are being completed.
- The Town of Minto has recently been approached by concerned parents for French Immersion. The program is being capped and parents have placed a request to advocate against the Upper Grand District School Board (UGDSB). The County/Municipalities do not enforce the procedures and regulations of the UGDSB, however the Minto Council made a motion to help recruit teachers to avoid capping the program. There are a number of families interested in the French Immersion program and with recruitment of 10%, or less, the main issue is there is no available space. A meeting on how the County can assist with recruitment fairs, possible assistance with live and work tours for French teachers, upcoming spaces available and better understand the issues of the program will be arranged.

OMAFRA:

- Municipal Economic Development Forum will be held in Caledon in the fall. Gerry will provide more details at an upcoming meeting.

Puslinch:

- No update

Safe Communities:

- The Lions Quest Workshop will be held in Palmerston on June 12th. This workshop teaches the tools that assist/help with kids that are having issues/concerns.
- On May 7th the Safe Talk Workshop will be held in Mount Forest. The Safe Talk provides techniques and information on assessing a person that may want to harm themselves.
- Safe Communities Day will be held on October 6th at the Royal Distributing Centre in Marden. Approximately 700 students will attend the event.

Wellington North:

- Partnered with Town of Minto to provide a Volunteer Recruitment Series in May, June, October and November.
- Meet and greets for the launching of the Youth Action Council will be held on May 5th.
- Butter Tarts and Buggies is working with Minto to launch soon. Currently there are 28 members.
- The Township is moving forward with the Municipal Solar program. Construction will hopefully start early next year.

- Council recently approved recommendations to move forward to stimulate investment. Development charges, bylaws, permit fees and purchasing land are areas that the process will be reviewed.
- Mayor George Bridge from the Town of Minto & Mayor Andy have partnered for the upcoming Mayors breakfast.

WFA:

- Gravel Pit radiation and the excessive soil (previously called fill) would like the needs assessment to be complete before it is added to agriculture land.
- The 4 year impact was recently released for farm land values. Residence land will increase 10-15% and agriculture land will increase 65-75%. This means costs and expenses will be higher.
- Working on involvement with IPM.
- Pizza perfect education forum for students was a great success.
- The WFA will have active participation in the upcoming local fairs.

WFPB:

- The Job Fair held in the Waterloo Region in December had approximately 900 people attended. There has been a request for a June Job Fair. Opportunities were recognized in Guelph & Wellington and therefore there is a possibility of a late June Job Fair (employers can participate in both Waterloo & Guelph).
- Approved for Skills Link (federally training and skills development) for 30 people. The program is for people in the communities that are unemployed, do not collect EI and are under the age of 30. WFPB has been speaking with Conestoga College to work with them in the fall, includeing education upgrade opportunities.
- Immigration in Peel received funding from Trillium to find employment in Peel area.

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

Next meeting is scheduled for June 7th, 2016 for staff and supporting organizations at 9:30am in the WWCFDC Boardroom.

Meeting adjourned at 11:30am

Jana Burns, Chair

Jane Shaw, Recording Secretary



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Ken DeHart, County Treasurer
Date: Tuesday, June 21, 2016
Subject: Economic Development Financial Statements and Variance Projections as of May 31, 2016

Background:

This report is respectfully submitted in accordance with the County's Budget Variance Reporting policy, and provides an updated projection to year-end based on expenditures and revenues to May 31, 2016 for Economic Development.

Operating

- Grants and subsidies include the remaining funding received from the Ontario Ministry of Agriculture, Food and Rural Affairs for the talent attraction initiative in addition to funding received for the Signage Plan.
- User fees and charges are under budget to-date as a number of larger events take place in the fall. Staff anticipate no significant variance.
- Salaries and wages are slightly ahead of budget. It is expected that this line item will exceed budget as a result of maternity leaves and related benefits as well as additional student hours to aid in the planning of the International Plowing Match in September.
- Supplies, materials and equipment expenditures are on budget with no variance anticipated.
- Purchased services includes work on a number of projects that have are underway or recently completed; including countywide BR+E initiatives, the Wellington lure piece, festival and events guide, Wellington Visitors' Map, Taste Real events and the International Plowing Match. The development of a countywide Community Improvement Plan will not take place in 2016; the expectation is to begin the project in 2017 upon return of the Director. As a result, a positive variance of \$50,000 is expected because of the delay of this project.
- Transfer payments made to date include the payment to Innovation Guelph for start-up and entrepreneurial assistance programmes. Payments for the Guelph Wellington Business Enterprise Centre, Community Futures and the County BR&E Fund for municipalities will be processed over the next months with no variance anticipated.

International Plowing Match (IPM)

The International Plowing Match preparations continue to progress as planned. At this time there have been minimal expenses paid out so far in 2016 (totaling \$4,800), as the majority of the expenditures will be coming as the event gets closer. Currently it is expected that the \$200,000 budget for the County Showcase will be on budget. As previously discussed at committee, the County is continually receiving requests for various initiatives at the IPM which puts pressure on the existing budget. Staff will continue to monitor the budget and report back to committee in the fall with more details as the event will have taken place and most expenses will have been incurred.

Capital

- The Wellington Signage Strategy final report is complete and was presented to Council earlier this year. Phase I of the implementation will occur later in 2016 and will include the County of Wellington Gateway signage. Staff is developing an RFP for a better indication of the budgetary requirements. Phase II will be completed in late 2017.
- SWIFT initiative – The County's commitment to SWIFT Rural Broadband continues in 2016 with an annual contribution of \$30,000, and a final payment of \$1,030,000 in 2019.

Overall the Economic Development is expected to see savings between \$30,000 and \$50,000 at year end.

Recommendation:

That the Financial Statements and Variance Projections as of May 31, 2016 for Economic Development be approved.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ken DeHart', with a stylized flourish extending from the end.

Ken DeHart, CPA, CGA
County Treasurer



County of Wellington
Economic Development
Statement of Operations as of
31 May 2016

	Annual Budget	May Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
Revenue					
Grants and Subsidies	\$9,000	\$0	\$9,807	109%	\$(807)
User Fees & Charges	\$80,000	\$10,989	\$26,588	33%	\$53,412
Total Revenue	\$89,000	\$10,989	\$36,396	41%	\$52,604
Expenditures					
Salaries, Wages and Benefits	\$352,200	\$33,769	\$159,293	45%	\$192,907
Supplies, Material & Equipment	\$20,100	\$1,326	\$8,860	44%	\$11,240
Purchased Services	\$508,400	\$38,664	\$79,705	16%	\$428,695
Transfer Payments	\$300,000	\$0	\$20,000	7%	\$280,000
Total Expenditures	\$1,180,700	\$73,759	\$267,858	23%	\$912,842
NET OPERATING COST / (REVENUE)	\$1,091,700	\$62,770	\$231,462	21%	\$860,238
Transfers					
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
Total Transfers	\$270,000	\$0	\$470,000	174%	\$(200,000)
NET COST (REVENUE)	\$1,361,700	\$62,770	\$701,462	52%	\$660,238



County of Wellington

30-May-2016

Economic Development Capital Work-in-Progress Expenditures By Departments All Open Projects For The Period Ending May 31, 2016

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



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Jana Burns, Director of Economic Development
Date: Tuesday, June 21, 2016
Subject: **Economic Development – June Report**

Provincial Cabinet Shuffle

The recent Liberal government cabinet changes result in “Growth” added to the Economic Development portfolio of Minister Duguid. I am uncertain as to the definition of growth but it may refer to the Province’s Business Growth Initiative, promising \$400M over the next five years in labour force and innovation funding. Infrastructure was removed from the portfolio and the Ministry of Agriculture, Food and Rural Affairs is again a single ministry, remaining under the direction of Minister Leal. Minister Chan represents International Trade and Minister Hunter represents Education. We are currently processing two final claims for provincial funding of our Talent Attraction Initiative and Signage Plan.

Business Retention and Expansion (BR+E)

A great deal of our time is dedicated to analyzing the interview data. We have met with the Ministry of Rural Affairs and the Community Futures to review our findings from the downtown survey results, the retention survey results and the foreign owned business survey results. Coordination of the June 28 full day BR+E Retreat, where Crystal and I will present the data, is underway. Contrary to the 2014 project, we will consolidate the countywide, downtown, foreign owned and individual municipal reports into one single final report with subsections. We will complete these reports following the Retreat.

Municipalities have received their 2016 County BR+E Fund applications and those who have not yet, are encouraged to submit their 2015 metrics and project results.

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. The sector focus is manufacturing, finance, tourism and health care. Fourteen employers and four staffing agencies have confirmed their attendance. Employers seek to fill the following positions; truck drivers, machine operators, welders, machinists, apprentice positions, supervisors, labourers, administrative support staff, material handlers, quality control, assemblers and sales.

Meeting with Upper Grand District School Board

By direction of Committee, we organized a meeting with the school board and member municipalities to offer assistance to the board with teacher recruitment, share data we have available and to better communicate to understand current and future growth restraints. The meeting was very fruitful, it was valuable for them to hear about our economic development efforts including talent attraction and retention. The Live and Work Wellington personalized tours were attractive to

the board, as is assistance in recruitment fairs and information on moving to Wellington. The Human Resources will be in touch with us on next steps.

Talent Attraction

Tom will be providing a presentation to Committee this month, showing the results of the employer interviews in advance of the final report he will provide to Council. He has several meetings this month with a variety of stakeholders to establish a network by which we can connect university and college graduates and newcomers with employment opportunities in Wellington County. Institutions have been most favourable of our approaching them, especially with our knowledge of local business concerns and future workforce needs. The stakeholders this month include:

- David Durbin, Business Manager Co-operative Education and Career Services, University of Guelph. Dave also invited Tom to provide a “Working in Wellington County” information session at the university in the fall.
- Joe Varamo, OAC Liaison, University of Guelph. Beyond wanting to participate in our Careers in Agriculture Day September 21, Joe hopes to hire an “industry liaison” whose role it would be to promote/market OAC students to local agricultural employers.
- Stephen Speers, Chair, School of Trades and Apprenticeship, Conestoga College. They discussed the possibility of organizing a “Working in Wellington County” event at the College, which would have local employers from various industries present to speak to students about employment opportunities in the County. Stephen was very interested in this idea because they typically have employer events by sector, not geography.
- Chris Beckett, School of Engineering Industry Liaison, University of Guelph. To better connect employers in the engineering field with university graduates. Chris outlined how employers could benefit from the Engineering department (ei: an employer’s engineering problem/project could be assigned to upper year students to solve as a term project free of charge). Chris also expressed interest in organizing an “employer tour”, where employers visit the university and learn about the resources/supports available to local businesses.
- County of Wellington Settlement Workers. Tom met with Colleen Brunelle, Sean Farrelly, Kenneth Harvey and their settlement team to tell them about the “Talent Attraction Initiative” and how it differs from the previous phase of the project. They also discussed how to provide a coordinated approach to the economic integration of newcomers in Wellington County where Tom would work primarily with employers while the settlement workers support the newcomers.

Wellington leads Western Ontario Wardens Caucus Economic Development

The County led the development of a Request for Proposal (RFP) to create the Region’s first Economic Development Strategic Action Plan. The process was a result of the May meeting we hosted with economic development staff from across the Region. The RFP was approved at the June 10 meeting of the Caucus.

The Plan will act as the guiding document for economic development projects the 15 member counties will undertake as a region and enable the region to speak on key regional issues with one united voice. It is anticipated that each municipality will assist with the funding of the RFP. The Western Ontario Community Futures Association has also been approached in request for funding.

Investment Attraction

The Guelph-Wellington Agri-Food Mission to France is scheduled in October. There are currently five businesses confirmed; Dixons Distilled Spirits, Green Table Foods, Wagram Springs, Kiki Maple Sweet and ProCon Canada.

The mission will involve two half day pre-mission sessions for the participating businesses to assist them in their preparations. The sessions include business marketing, perfecting your elevator pitch, business planning, funding opportunities and export ready information. The first session will be on Thursday, June 30 with the second following in August.

The programme for the Guelph-Wellington Agri-Food Mission is currently being finalized. In November 2015, Wellington hosted 15 French companies, providing a specialized tour of local grocers, the University and coordinating match making sessions with local businesses. The same group has offered to reciprocate and will host our group in Dijon for two days. The programme will then have the group attending the SIAL Paris international food exhibition for three days with the opportunity to network and build connections.

The County of Wellington, City of Guelph and University of Guelph staff will be attending with a dual purpose of hosting the Guelph-Wellington businesses and as members of the Ontario Food Cluster representing investment opportunity in Ontario at SIAL.

International Plowing Match (IPM) – County Showcase

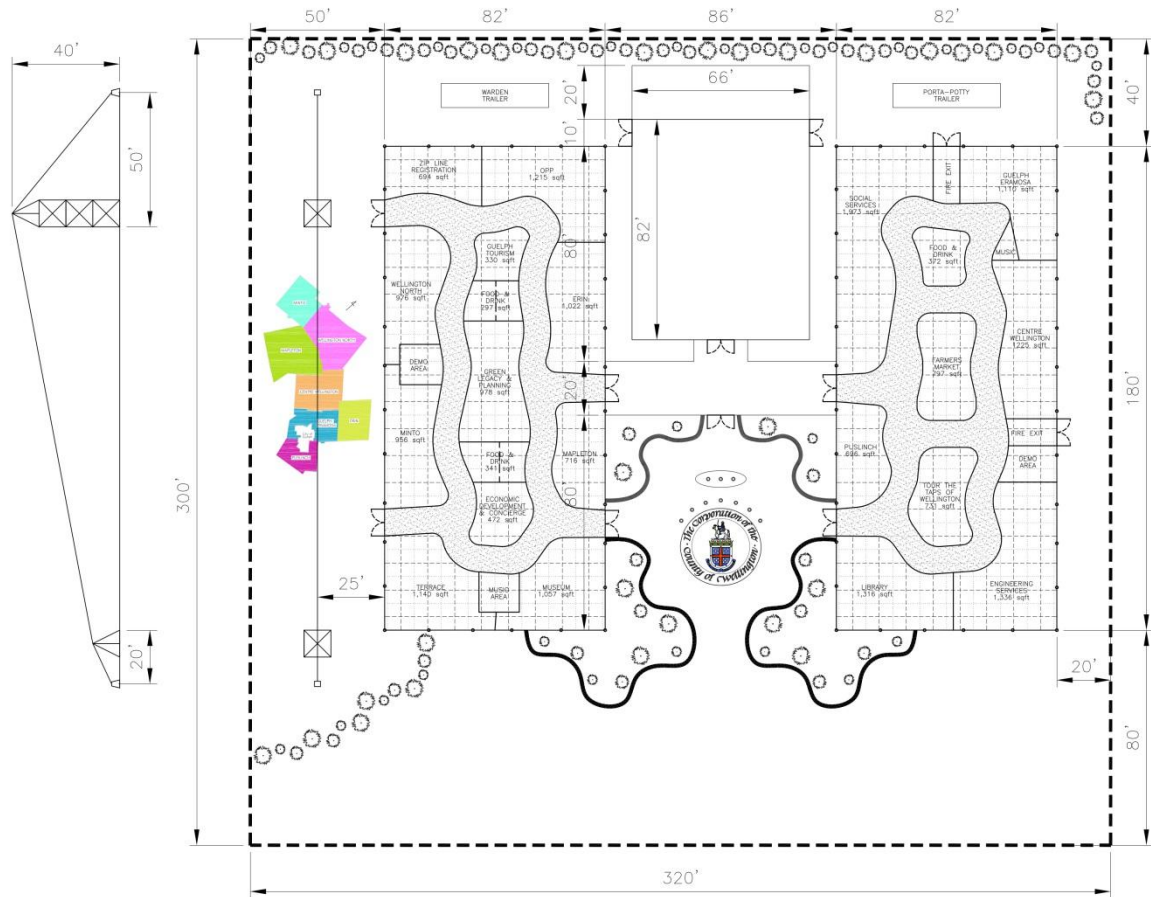
We are coordinating activities to ensure that Showcase attendees have a fantastic time in our space. Attendees can discover our communities by wandering through Wellington, taking the zipline, Tour the Taps of Wellington, watch the demonstrations and be entertained by our musicians, visit the Farmers' Market and sample the Tastes of Wellington.

On top of these daily activities, we are organizing and promoting our special programming including the Taste Real Harvest Dinner on Tuesday, the Careers in Agriculture event Wednesday, the Future Farmers Eve on Wednesday and Patriotic Saturday.

Please refer to the map and schedule below. The zipline on the map is located along highway 109, providing great road exposure. The layout of the tents and landscaping is to encourage attendees to wander through Wellington and the tent in the middle is referred to as the controlled tent for our programming.

We are quite busy coordinating the programming, arranging the businesses to participate in the tent, establishing a layout throughout the identified areas and have been visiting Wellington County barns for décor items as well.

Details can be found on our dedicated webpage www.wellington.ca/IPM2016



Monday, September 19	Tuesday, September 20	Wednesday, September 21	Thursday, September 22	Friday, September 23	Saturday, September 24	Sunday, September 25
Set Up Complete	3:00pm-9:30pm Taste Real Harvest Dinner (Controlled Tent)	10am-3pm Careers in Agriculture High schools in the am, Post sec in the pm. (Controlled Tent) 5pm - 9:30pm Future Farmers Eve (Controlled Tent)	10:00am County Council (Controlled Tent)		Patriotic Saturday	Tear Down
	8:30am – 5:00pm Municipal Booths					

	Puslinch, Mapleton, Erin, Centre Wellington, Wellington North, Minto, Guelph Eramosa *include Made in Wellington displays (Tent A/B)	
	8:30am – 5:00pm University of Guelph and Guelph Tourism Booth (Tent A)	
	8:30am – 5:00pm Concierge Desk (Tent A)	
	11:00am – 5:00pm Tour the Taps Stonehammer Brewing, Royal City Brewing Company, Elora Brewing Company, Wellington Brewery (Tent B)	
	10:00am – 5:00pm Food and Drink Samples (Tent A/B)	
	9:00am – 5:00pm Demo and Music Stages (Tent A/B)	
	11:00am – 4:00pm Farmers' Market (Tent B)	
	10:00am – 4:30pm Zipline and Zipline Registration (Tent A)	
	8:30am – 5:00pm County Booths Wellington Terrace, Museum and Archives, Green Legacy, Planning, OPP, Social Services, Child Care, Library, Engineering Services, Economic Development, Human Resources (Tent A/B)	

Wellington Visitor Map

In collaboration with the Planning department the Economic Development department has revitalized the Wellington Visitors' Map. The map maintains the functionality of the previous version and significantly boosts the promotion of the experiences Wellington County offers. The map was finalized on June 13 and printed copies will be available on our next Council day. We have already received requests from the IPM RV packages and various tourism offices. We will ensure the map is available in the Wellington Showcase Tent at the IPM in addition to various public spaces and realty offices across Wellington.



Wellington County Lure Piece

The lure brochure is underway. We have written the content and, from our recent photo shoot across Wellington, chosen the imagery we want that shows Wellington is a place to spend the weekend. We have identified specific areas across the GTA as our target for this publication and are coordinating a mid-July mail drop via the Globe and Mail. We look forward to showing the draft to Committee this month.

Hillsburgh Library

To encourage recreation and tourism on the new library site, our department has surveyed businesses on the viability of a commercial kitchen. Residents expressed their excitement for the development of the library property and were grateful to provide input. We received interest from 16 Wellington catering, event and food businesses and have also spoken to interested workshop providers. We are also researching a playground and permanent outdoor stage for hosting festivals.

Taste Real

Spring Rural Romp: On May 28, residents and tourists visited 12 farm locations in Mapleton, Minto and Wellington North. Complementary food and/or beverage samples were offered in partnership with local chefs and food businesses, as per our Food Tourism Strategy recommendation. We received great feedback on the effort to showcase local farm to fork connections and cross-promote businesses. Visitor numbers varied by farm, with an average of 100 people at each location.

While the majority of 'rompers' were from Guelph and Wellington County, we also drew visitors from Toronto, Brampton, Waterloo, Hamilton, Owen Sound and neighbouring counties. The Romp received good pre and post event media coverage including; Guelph Today, The Wellington Advertiser, The Orangeville Banner, Wightman TV, Cogeco TV, Magic 106.1 and CJOY Radio, 101.7 The One, and the Ontario Culinary Tourism Blog. Social Media engagement and impressions peaked on Romp day and the days leading up to it, with Facebook receiving 4,384 impressions. People also engaged by using the #SpringRomp16 Instagram. This is a significant increase in social media use over last year. The 'felfie' (farm selfie) challenge was well received and popular with many rompers. We

are currently analyzing the Romp survey results and will provide these to Committee at the next meeting.

2016/17 Local Food Map: The annual Local Food Map was launched on May 28 at the Spring Romp. 40,000 maps (+10,000 for the IPM) were printed and have been distributed to participating locations, tourism outlets, Wellington and Guelph libraries, municipal offices, farmers' markets and public venues. The map features a new layout of the county map and surrounding areas, 'must-taste items' for each municipality and changes to supporter business listings.

Local Food Fest: Preparations for the upcoming 11th Annual Local Food Fest are in full swing. Building on the strengths identified in the 2016 Food Tourism Strategy, the festival added various food skill building workshops to the annual line-up (including fermenting, beekeeping and butter-making), an all Taste Real Food Vendor court and a kids' culinary workshop. Over 50 businesses and organizations are signed up to participate in the event, including three local breweries. Last year the event attracted 1800+ visitors and was the recipient of the Ontario Culinary Tourism Alliance Award of Excellence for 'Event of the Year'.

Other activities:

- 26 enquiries received in May 2016 (compared to 9 in May 2015)
- Content writing for our new Economic Development landing pages, to be launched this fall.

Recommendation:

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

Respectfully submitted,



Jana Burns
Director of Economic Development