



# **The Corporation of the County of Wellington**

## **Economic Development Committee**

### **Agenda**

March 17, 2015

11:00 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 February 28, 2015 2 - 3
4. March 2015 Economic Development Update 4 - 5
5. Wellington Business Retention and Expansion Fund 2015 Intake Application 6 - 11
6. Wellington Community Guide - Discussion
7. Ontario European Agri Food Trade Forum 12 - 13
8. North-Wellington Career, Job, and Volunteer Fair - Verbal
9. Closed Meeting
10. Rise and Report
11. Adjournment

Next meeting date April 21, 2015 or at the call of the Chair.



**County of Wellington**  
**Economic Development**  
Statement of Operations as of  
28 Feb 2015

	Annual Budget	February Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
<b>Revenue</b>					
Grants and Subsidies	\$30,000	\$0	\$0	0%	\$30,000
User Fees & Charges	\$60,000	\$1,293	\$1,293	2%	\$58,707
<b>Total Revenue</b>	<b>\$90,000</b>	<b>\$1,293</b>	<b>\$1,293</b>	<b>1%</b>	<b>\$88,707</b>
<b>Expenditures</b>					
Salaries, Wages and Benefits	\$282,000	\$28,499	\$42,894	15%	\$239,106
Supplies, Material & Equipment	\$20,800	\$1,332	\$1,366	7%	\$19,434
Purchased Services	\$277,700	\$10,867	\$53,538	19%	\$224,162
Transfer Payments	\$355,000	\$60,000	\$60,000	17%	\$295,000
<b>Total Expenditures</b>	<b>\$935,500</b>	<b>\$100,698</b>	<b>\$157,798</b>	<b>17%</b>	<b>\$777,702</b>
NET OPERATING COST / (REVENUE)	\$845,500	\$99,405	\$156,505	19%	\$688,995
<b>Transfers</b>					
Transfers from Reserves	\$(75,000)	\$0	\$0	0%	\$(75,000)
Transfer to Capital	\$70,000	\$0	\$0	0%	\$70,000
Transfer to Reserves	\$200,000	\$0	\$0	0%	\$200,000
<b>Total Transfers</b>	<b>\$195,000</b>	<b>\$0</b>	<b>\$0</b>	<b>0%</b>	<b>\$195,000</b>
<b>NET COST (REVENUE)</b>	<b>\$1,040,500</b>	<b>\$99,405</b>	<b>\$156,505</b>	<b>15%</b>	<b>\$883,995</b>



## County of Wellington

09-March-2015

### Economic Development Capital Work-in-Progress Expenditures By Departments All Open Projects For The Period Ending February 28, 2015

	LIFE-TO-DATE ACTUALS						
	Approved Budget	February Actual	Current Year	Previous Years	Total	% of	Remaining Budget
						Budget	
Wellington Signage Strategy	\$70,000	\$0	\$0	\$0	\$0	0 %	\$70,000
Total Economic Development	\$70,000	\$0	\$0	\$0	\$0	0 %	\$70,000



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** [Jana Reichert], [Economic Development Officer]  
**Date:** Tuesday, February 17, 2015  
**Subject:** **Economic Development – March Update**

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### **Sector Investment Profiles**

We are developing the final piece of the sector investment project, writing content, preparing impact statements and selecting appropriate imagery for each of the four key sector profiles, which will be completed this month.

I am using the market assessment research, marketing plan and recent Investment Readiness training to focus our 2015 BR+E and investment attraction activities. For example, our BR+E will focus purely on interviewing foreign owned entities in Wellington to understand their initial location decisions, their current situation and whether we can use our rapport to request their ambassadorship to foreign companies considering Wellington as their investment location. Another example involves my researching of various data mining companies to acquire the most suitable economic statistics package for Wellington. Having the best data will boost our website in terms of site selection data and will also assist us in our annual Credit Review process.

### **Business Retention and Expansion (BR+E) Countywide Implementation Activities**

#### **1. Talent Attraction**

Global Talent Attraction: I have been asked to present our Talent Attraction project at this year's sold out Immigration Connection, Friday March 13 at the Hanlon Convention Centre. I will show excerpts from our ED Strategy, Workforce Strategy and BR+E that substantiate our efforts to attract new residents to the County and to aid existing employers experiencing challenges finding workers.

Wellington Job Portal: Using the Town of Minto as a pilot, the municipal economic development group has explored the creation of a website dedicated to job and housing opportunities. This is a website where employers can add job vacancies and where realtors and landlords can add accommodations. While the first page of the website would have a Wellington County look and speak to our sectors of strength and our lifestyle, we are meeting with the web developer this month to discuss the customization possibilities for each municipality. I see this website as a good resource for employers, existing workers and new residents. Given the early stages however, we are seeking constructive criticism of the pilot by the Committee.

#### **2. Wellington Business Resource Map**

Final edits have been made to the resource map and 1,000 copies are currently being printed. These will be delivered to businesses who have requested this information in addition to local business support agencies.

#### **3. Ontario European Agri-Food Trade Forum**

Recognizing the value of regional collaboration for sector expansion and attraction, the County, the City of Guelph and the University of Guelph are hosting an agri-food trade event July 8 to 10 at the University. Copies of the draft schedule of events are included in the Committee package. This event will bring together approximately 75 regional and European representatives from agri-food firms,

associations, academic research and government to discuss current opportunities in our region and to explore global opportunities related to trade – CETA, investment, industry trends, innovation, business development and regulations.

Our BR+E results showed that agri-food businesses would like the County to better promote and connect the agri-food sector strengths in Guelph Wellington. The City, University and I have spent the last month meeting with provincial and federal colleagues, consulates, chambers as well as industry to create an agenda that will hopefully entice European delegations to discover our region and local businesses to learn about new market opportunities. As part of this, I have been meeting with Wellington businesses currently exporting to Europe where some have expressed interest in participating in the market entry discussion panel to share their experiences. The timing of this event is taking place just prior to the world's largest food ingredients expo (IFT) in Chicago and we understand that there will be a number of European agri-food companies attending and exhibiting at the event.

### **Festivals and Events Guide 2015**

We have been working with the designer to secure all of the new feature pages for this year. All content has also been updated. It was the wish of the municipalities to print the full 36 page guide for 2015. To adjust to the lower print (35,000 copies) and distribution funds, we will arrange for a wrap advertisement in the County Advertiser in April, which is when the guides and new website will be complete.

### **Taste Real Guelph Wellington**

We have been contacted by several new businesses interested in the Taste Real programme and our support services. These businesses include Essential Bakery (Fergus), Collins Spinach (Rockwood), Sourdough Ontario (distribution Wellington KW), Gone Local Meats (Breslau), Shed Market (south of Guelph), Trotters (Guelph) and Reckless Eric (Elora). We meet with businesses to aid them in sourcing from local businesses and help them with their marketing. We have a really great membership package this year and because of its professional look, we are getting even more enquiries. We have also been contacted by Langdon Hall, interested in sourcing local and in having our chefs participate in our events, though we cannot place them on our map given their location. Source it Here 2016: We would propose to the Committee to change the 2016 event to be larger, tradeshow focused for buyers to meet sellers, include our new colleagues in market entry support and open the event to the public. Finally, the first of three videos will be shown to Committee for approval.

### **Other activities:**

- Wellington trade show booth research
- This Way to Wellington – Signage Strategy: request for proposal is complete and ready for Roads department revisions.
- Draft 2015 Terms of Reference to be approved by Wellington Municipal ED Group
- Working with our businesses (new business expansion, new kids camp opening, new market entry interview using HSBC Global Trade Services rep)

### **Recommendation:**

That the Economic Development Committee approve the Economic Development March update.  
Respectfully submitted,



Jana Reichert  
Economic Development Officer



## COUNTY OF WELLINGTON

# BUSINESS RETENTION AND EXPANSION MUNICIPAL IMPLEMENTATION FUND



2015 Year

Implementation Fund

In 2014 the County of Wellington, together with the seven municipalities, completed 278 business interviews in various key sectors as part of the Wellington Business Retention and Expansion (BR+E) project. The BR+E Local Implementation Fund provides the municipalities the opportunity to access funding for the direct execution of BR+E activities to enhance the local economy.

# County of Wellington – 2015 Business Retention and Expansion Municipal Implementation Fund

## IMPLEMENTATION FUND

### OBJECTIVE

The County of Wellington BR+E Municipal Implementation Fund provides funding for projects that enhance the local economy. The Economic Development Committee of Council makes all funding decisions based on priorities identified in the individual municipal BR+E reports. Recognizing that the communities in the seven municipalities are distinct in economic assets and markets, the Fund provides flexibility with projects ensuring that overall, the project is in concert with developing a competitive economy.

Direct grant funding is available for each municipality to a maximum of \$25,000 to support BR+E implementation initiatives in the areas of:

- Downtown revitalization (incentive based assistance for remediation work)
- Business incubation
- Workforce training/Business support workshops
- Regional marketing and promotion (print or video)
- Newcomer attraction
- Youth engagement
- Employment attraction
- Investment attraction
- Strategic economic planning/Project feasibility studies

### GUIDELINES

- Regardless of the number of requests per municipality, a total amount of \$25,000 per municipality will be considered.
- All grants will be assessed in terms of the consideration for local BR+E suitability AND how the project fits with overall County BR+E objectives.
- Funds are not required to be matched by the municipality.
- Funds may not be rolled over for use beyond December 31.

- Grants will be assessed in terms of cost effectiveness; contribution to the economic viability of the community; partnership, financial leverage and long term impact.
- The budget submitted should be for the total project and should identify all sources of funding including other grants, self-generated revenue, contributions, etc.
- Applicants must be willing to present to County Council on completion of the project, detailing successes.
- Application packages are available through the County Economic Development office.

## **APPLICATION REVIEW**

- The Economic Development office will, on a revolving basis, collect and review all applications for eligibility/completeness of information.
- The County Economic Development Committee will review the applications and is the final granting authority.
- The Economic Development office will notify all applicants of the Committee's decisions.

## **OBLIGATIONS UPON RECEIVING A GRANT**

- Successful applicants must provide a final report on the project no later than 90 days following completion of the project. Final reporting requirements are listed on page 4.
- Grant recipients must acknowledge the County contribution to the project in all related public information, printed material and media coverage. The Municipal logo is available through the Economic Development office.

## **DISTRIBUTION OF FUNDS**

- Funds will be distributed to successful applicants upon the signing of a Letter of Agreement stating that the applicant will comply with the obligations as listed above.



# County of Wellington – 2015 Business Retention and Expansion Municipal Implementation Fund

## IMPLEMENTATION FUND APPLICATION

Municipality:
Contact name:
Contact details:
<b>PROJECT TITLE:</b>
Project lead:
Project partners:
Project Initiation Date:
Project Completion Date:
(Please note that the below final reporting requirement is required within 90 days of this date.)
Amount Requested: \$
Percentage of total project/operations budget requested: %
Please attach a budget of the project/operation which identifies all sources of confirmed and anticipated income including other grants, self-generated revenue, contributions, etc. and all proposed expenses.
Please describe how your project enhances your local economy both in the short and long terms (attach additional pages if necessary).
Please describe how your project enhances the Wellington economy (attach additional pages if necessary).

## **FINAL REPORTING REQUIREMENT**

Measureable results/outcomes where applicable/attainable:

1. Business Climate Improvements (testimonials, survey results)
2. Economic Impact (jobs, businesses)
3. Strategic Plan Implementation (how project has progressed municipal objectives)
4. Community Capacity Building (trained, new networks)
5. The actions formed as a result of the projects and their implementation
6. Engagement

Other Considerations:

1. Project partners
2. Applicability to other communities
3. Innovations to meet specific community needs
4. Anecdotal commentary demonstrating value of project (staff, business, agencies)
5. Media coverage

Please attach:

1. A budget of the project/operation which identifies all sources of income and shows expenses.
2. Materials created (marketing materials, promo videos, final strategies)

## **VERIFICATION**

The undersigned verifies that the information provided in this application is correct and complete.

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Signing agent

Signature

**The following section is for administration use only.**

**APPLICATION NO.**

**DATE RECEIVED:**

**DATE OF COMMITTEE DECISION:**

**GRANT APPROVED** ☐ YES ☐ NO

**AMOUNT OF GRANT:**

**DATE APPLICANT NOTIFIED:**

**DATE LETTER OF AGREEMENT SIGNED:**

**DATE FUNDS DISTRIBUTED TO APPLICANT:**

**DATE FINAL REPORT RECEIVED:**



July 8-10, 2015  
Guelph Ontario, Canada

# Ontario - European Forum:

## Connecting Agri-Food Businesses for Investment and Trade

The market place for food suppliers and agricultural producers is becoming increasingly global. With the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) now being formalized, agri-food companies need to understand the changing landscape and new market opportunities to take advantage of the free trade agreement. This forum will explore the opportunities and implications as they relate to emerging trends, innovation, regulations and export-import strategies and will support collaboration between European and Canadian attendees from the agri-food industry.

## Draft Agenda

### Day 1

Wednesday July 8, 2015

Sleeman's Brewery & The University of Guelph

- 3:00 pm **Tour of Sleeman's Brewery** (limited to the first 30 registrants)
- 6:00 - 7:30 pm **Welcome Reception**  
Opening Remarks: Minister or Deputy Minister of OMAFRA  
Speakers: University of Guelph President and the Netherland's Consulate  
Invitees include leaders in Ontario's agri-food industry.

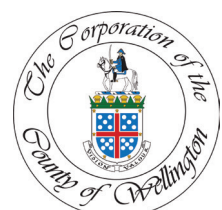
### Day 2- Morning

Thursday July 9, 2015

University of Guelph

- 7:00 - 8:00 am **Table top exhibit set up**
- 8:00 - 8:45 am **Breakfast and Registration**
- 8:45 - 9:15 am **Welcome Remarks:** Mayor of Guelph and Wellington County Warden  
**Program Moderator:** Petra Schennach, Global Managing Director, Global Food Training and Education, NSF International
- 9:15 - 10:00 am **Keynote Speaker**  
International Chief Economist speaking to both European and Canadian economic landscapes
- 10:00 - 10:45 am **Comprehensive Economic Trade Agreement (CETA)-** Speakers from Canada and Europe
- 10:45 - 11:15 am **Break/Exhibits/ Networking**
- 11:15 - 12:00 pm **Market Entry: Import and Export Strategies**  
Panel of Canadian and European experts will offer perspectives on market entry strategies.

Hosting Sponsors:



## Day 2- Afternoon

Thursday July 9, 2015

University of Guelph

12:00 - 12:45 pm

### Global Food Safety Initiative (GFSI)

The risks associated with a global food supply chain continue to grow in tandem with increases in trade numbers between a multitude of countries. Regulation, industry requirements, consumer expectations, food fraud are just some of the on-going changes that need to be considered by any company operating within the food industry. It is imperative that companies understand and mitigate the risks associated with food production so they can ensure their own brand protection and the safety and integrity of the products being consumed in home and restaurants globally.

*Frank Schreurs, Managing Director, Consulting & Technical Services, NSF International*

12:45 - 1:30 pm

### Lunch/Exhibits/Networking

1:30 - 2:15 pm

### Supporting the Value Chain: Innovation to International Collaboration

University of Guelph professors, Art Hill and Rene Van Acker, will discuss Guelph's research and training program offerings at critical points along the value chain. Technology is rapidly changing food products, processing, handling food waste, analytical tools and more. Canada's Food University has the right connections to serve the industry.

*Professors Art Hill and Rene Van Acker, Ontario Agricultural College, University of Guelph*

2:15 - 3:00 pm

### Looking Across Your Plate

Jo-Ann McArthur will present two case studies on turning commodities into brands based on actual examples from the North American and European marketplaces. Participants will gain insight into the recipe for successful product development.

*Jo-Ann McArthur, President, International Food Marketing Alliance*

3:00 - 3:45 pm

### Trends and Demographics

The evolving demographic profile will change what is on the consumer's plate. The agri-food sector's ability to meet demand for new food products will be predicated on anticipating what consumers in the future want to eat or drink. This talk will explore the changing ethnic profile of the marketplace and discuss the implication of this on the food sector.

*John Cranfield, Professor in the Department of Food, Agriculture & Resource Economics, University of Guelph*

3:45 - 4:00 pm

### Closing Remarks

4:00 - 5:00 pm

### Reception and Networking

## Day 3- Morning

Friday July 10, 2015

University of Guelph

9:00 - 11:00 am

### Match Making Program

European delegates will be matched with local companies for networking opportunities.