



The Corporation of the County of Wellington

Economic Development Committee

Agenda

October 21, 2014

10:00 am

Governor's Residence Boardroom

Lower Level

Members: Warden Chris White; Councillors Bridge (Chair), McKay, Tout, Watters

	Pages
1. Call to Order	
2. Declaration of Pecuniary Interest	
3. Economic Development Financial Statements and Variance Projections as of September 30, 2014	2 - 4
4. BR + E Municipal Implementation Fund Report	5 - 6
5. BR + E Municipal Fund - Letter of Commitment	7 - 7
6. October 2014 Economic Development Update	8 - 9
7. Closed Meeting	
8. Rise and Report	
9. Adjournment	

Next meeting date November 18, 2014 or at the call of the Chair.



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Ken DeHart, County Treasurer
Date: Tuesday, October 21, 2014
Subject: **Economic Development Financials and Variance Projections as of September 30, 2014**

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 September 30, 2014 for Economic Development.

Revenues

- Grants and subsidies include the budgeted contributions for Taste Real, as well as \$32,000 in *Communities In Transition* funding received to date in 2014. An additional \$15,000 for CIT funding is expected in 2014 with final payment of \$15,000 expected in 2015 as the project end date has been extended. The \$10,000 budgeted for the accessibility grant will not be received in 2014.
- Municipal recoveries reflects the local municipal share of the Festival and Events Guide
- User fees and charges are behind budget as additional revenue for various Taste Real events including the Field Dinner, Local Food Fest and membership payments are still to be received. Revenue amounts as well as expenses for the field dinner are expected to be under budget as a result of concept and admission changes to the event, this will result in an overall negative variance in user fees.
- Other revenue relates to the Local Food Fest and Field Dinner, additional revenue is still to be received and a small negative variance is anticipated as a result of changes to the field dinner

Expenditures

- Salaries and wages are close to the budgeted level no significant variance is anticipated
- Purchased services are currently well under budget for 2014. It is expected that additional expenditures will be made towards the end of the year for ongoing projects including the Countywide BR&E implementation activities and the Sector Investment Profiles (CIT Project). There are existing projects under purchased services that will not be completed in 2014 including the printing costs for the Sector Investment Profiles (\$25,000), Signage Strategy (\$30,000) and the Marketing/Signage Implementation (\$40,000). The transfer from reserves line, which was in place to fund incomplete projects from last year, will be adjusted accordingly.
- Transfer payments made to date include payments for the Guelph Business Enterprise Centre, Safe Communities, Community Futures Development Corp., broadband grant and Royal Ontario Institute funding. The local BR&E funding of \$175,000 is expected to be fully transferred to the lower tier municipalities, with four applications approved in September for funding and the remaining three applications expected to be approved in October. Total transfers are expected to be over budget by \$28,000 as a result of the broadband grant and Royal Ontario Institute funding.

Net operating costs for Economic Development are expected to be under budget by \$50,000 (\$45,000 under in revenues, offset by \$95,000 under in expenses). This amount would be offset by a lower transfer from reserves that will not be needed to fund certain projects in 2014. Overall, Economic Development will come in on budget.

Recommendation:

That the Financial Statements and Variance Projections as of September 30, 2014 for Economic Development be approved.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ken DeHart", with a long horizontal flourish extending to the right.

Ken DeHart, CPA, CGA
County Treasurer



County of Wellington
Economic Development
Statement of Operations as of
30 Sep 2014

	Annual Budget	September Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
Revenue					
Grants and Subsidies	\$81,000	\$0	\$41,484	51%	\$39,516
Municipal Recoveries	\$17,500	\$0	\$17,500	100%	\$0
User Fees & Charges	\$71,500	\$2,011	\$29,589	41%	\$41,911
Other Revenue	\$11,000	\$0	\$2,749	25%	\$8,251
Total Revenue	\$181,000	\$2,011	\$91,321	50%	\$89,679
Expenditures					
Salaries, Wages and Benefits	\$239,100	\$21,354	\$174,546	73%	\$64,554
Supplies, Material & Equipment	\$18,900	\$747	\$14,840	79%	\$4,060
Purchased Services	\$382,200	\$10,908	\$170,409	45%	\$211,791
Transfer Payments	\$255,000	\$0	\$108,000	42%	\$147,000
Total Expenditures	\$895,200	\$33,009	\$467,795	52%	\$427,405
NET OPERATING COST / (REVENUE)	\$714,200	\$30,998	\$376,474	53%	\$337,726
Transfers					
Transfers from Reserves	\$(175,000)	\$0	\$0	0%	\$(175,000)
Transfer to Reserves	\$100,000	\$0	\$100,000	100%	\$0
Total Transfers	\$(75,000)	\$0	\$100,000	(133%)	\$(175,000)
NET COST (REVENUE)	\$639,200	\$30,998	\$476,474	75%	\$162,726



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: [Jana Reichert], [Economic Development Officer]
Date: Tuesday, October 21, 2014
Subject: **Economic Development – BR+E Municipal Implementation Fund**

Background:

The May 20, 2014 report to Committee provided details on the Business Retention and Expansion (BR+E) Municipal Implementation Fund. The Fund provides each of Wellington's municipalities the opportunity to access up to \$25,000 to implement specific BR+E activities identified in the respective municipal BR+E projects to enhance the local economy. These activities can include downtown revitalization, business incubation, workforce training, talent attraction, investment attraction and strategic economic planning. The funding must be utilized before December 31. Below are brief summaries of the two municipal applications received for the month of October.

Town of Erin

The Town requests a total of \$25,000 to hire its first ever Economic Development Officer. The Officer will follow up on the high number of interview respondents wishing further communication and capitalize on the opportunities discovered in the Town's BR+E report completed by the County.

These opportunities include partnering with the town of Mount Forest in conducting a First Impressions Community Exchange, re-establishing an economic development committee, developing a community profile and leveraging the Pan Am Games by partnering with the Hills of the Headwaters to highlight tourism in Erin.

In its foresight, Town Council budgeted \$64,000 for the position in 2014, which is inclusive of and dependent on the approval of the County BR+E Fund.

Township of Guelph Eramosa

The Township requests \$25,000 to conduct a zoning bylaw consolidation and comprehensive zoning bylaw review. The intent of both is to create a positive customer experience for individuals bringing their business to the Township or expanding their business within the Township.

This project is in response to the changes to the Planning Act, the Provincial Policy Statement update, County of Wellington Official Plan Amendment 81 and the BR+E interview findings. Aside from the review and consolidation, results of this project will also include a user friendly information package and access to online maps that include designation, zoning and servicing information. The updated zoning regulations will also address the changing landscape with regard to value added agriculture, tourism, commercial activity in commercial zones and home based businesses.

The objective will be to provide correct, accessible information to reduce the perception of risk a business may endure when making an application. The Township will use the Fund for professional services, software and license fees and will commit its own funds to cover the office expenditures and administrative work.

Each of the above mentioned proposed projects meet the requirements of the BR+E Municipal Implementation Fund objectives. While Erin will launch economic development efforts at the Town level by engaging with its businesses and responding to the many enquiries that resulted from the BR+E, the Township of Guelph Eramosa will focus on creating a simpler, clearer and cost effective planning and building process. Final reporting requirements instruct applicants to disclose specific metrics associated with the project (ie: number of jobs created, website hits, change in salary, new products, market reach).

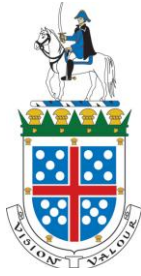
Recommendation:

That the Economic Development Committee approve the two BR+E Municipal Implementation Fund applications.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read 'J. Reichert', written in dark ink.

Jana Reichert
Economic Development Officer



COUNTY OF WELLINGTON

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Township of Puslinch
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LETTER OF COMMITMENT – BR+E MUNICIPAL IMPLEMENTATION FUND

October 21, 2014

Dear Mary,

Congratulations to the Township of Puslinch on its successful Business Retention and Expansion Municipal grant. This letter is to confirm that the Township has been awarded the requested amount of \$25,000 for the preparatory work to create a Community Improvement Plan (CIP).

A summary of your project, as approved by County Council is as follows:

The CIP involves a public consultation process and recommends business recruitment opportunities to enhance the economic viability of the Township. The costs for 2014 include wages to develop a request for proposal and a Ministry of Agriculture and Food funding application, in addition to designing the project. The CIP would be implemented in the 2015 year following Council approval. Staff will be involved in both the development work and the implementation, thereby retaining all of the knowledge gained through the process.

Please find attached to this Letter of Commitment your original application, including the terms and conditions of the grant. These include the requirement that the funds be spent in this calendar year, that a final report is due upon project completion and that the County be acknowledged for the projects being supported.

By signing this Letter of Commitment, you acknowledge receipt of this agreement and agree to fulfill the terms and conditions within the original application, as attached.

Sincerely,

Jana Reichert
Economic Development Officer
County of Wellington

Mary Hasan
Director of Finance/Treasury
Township of Puslinch



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: [Jana Reichert], [Economic Development Officer]
Date: Tuesday, October 21, 2014
Subject: **Economic Development – October Update**

Background:

Wellington Economic Development Implementation Plan

On September 29, we launched the Sector Investment Profiles project with Global Investment Attraction Group. The four sector profiles will be accompanied by a three year marketing plan providing specific actions to attract investment for those sectors in the County.

I am excited to begin the sector analyses and to consult with businesses, support agencies and municipalities on what is growing and trending within manufacturing, agriculture, health care and the creative professional sectors. The whole exercise will help us in understanding our locational assets in addition to what makes us competitive. In line with our 50% funding agreement with the Province, this project will be completed by January 26, 2015.

We are proud to be launching the County's first ever Economic Development webpage today. The photography is of Wellington businesses, the videos highlight why Wellington is a great place to invest and live and from a site selector's perspective, we have the data to confirm the County's growth potential. I have worked with our Planning department and the municipalities over several months to ensure our employment land and building information is correct and up to date and featured in a user friendly way for investors.

Our first ever Economic Development e-newsletter will also be sent today. This is a great way to convey the large amount of research we have done in a manner that answers the requests of our businesses, namely, "help me grow, connect me and celebrate me." We have designed, drafted content for and selected imagery for the e-newsletter which includes for example, resources available to businesses, upcoming industry events and support our local agencies provide. We will also be featuring our first ever Business Resource Breakfast on November 19.

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

1. Wellington Manufacturing Day 2014: Was held October 3 and included two streams of buses, one for high school students and one for job seekers, which I hosted. We visited six Wellington companies, who provided us with tours of their operations and spoke to job openings and expectations. In addition to the companies visited, we provided job seekers and high school students with a map of Wellington showing the extensive list of local manufacturers that we know through our BR+E, are hiring today. Over the lunch hour we provided our guests with information on Wellington County, both the economy and as a place to live.

2. Business Training Workshops: We have requested that the Guelph Wellington Business Enterprise Centre assist us in hosting the following three workshops; The Art of Networking to be held December 2 at 1pm in the Aberfoyle Community Centre, Smart Selling Skills held on December 9 in Rockwood and The ABC's of Marketing held January 13 in Erin. We are currently searching for venues for the latter two workshops. The County is also sponsoring the Inspiring Entrepreneurs event for the Northern Wellington Young Professionals Group on November 27 at the Mount Forest Sports Complex.
3. Wellington Business Resource Breakfast! November 19 from 9am to 11am: We are excited to host this breakfast with the following theme; "Get inspired, meet new businesses and see what's out there to help your business grow." We have arranged for Mr. Ashley Chapman, Chapman's Ice Cream as the keynote speaker. As we already have many agencies, departments and organizations providing business support services, this breakfast enables them to spread the word on their services while providing attendees the opportunity to follow up later during networking, as was requested in the BR+E.
4. Wellington Job Portal: From our BR+E, we discovered that 43% of our businesses plan on expanding in the next year, 39% have difficulty hiring and the majority use their limited network to advertise positions. We have met with Ontario Works, Wellington County Employment Services and our municipalities to look at the best way forward and are currently watching a new software created by a Wellington business that enables job seekers to both view available jobs and available housing options in one online portal.

Taste Real Guelph Wellington – We continue to promote our local food producers, retailers and restaurants and love the feedback we are getting in letting people know about where to go for fun events this fall and where to purchase and eat local food. We are currently creating a video to highlight what Taste Real offers both member businesses in addition to the average consumer, which we hope to complete in the spring. With its new format, the Field Dinner was more engaging than ever. We had families appreciating being able to bring their children and farmers and chefs being able to meet potential consumers. We are also pleased to be providing a cheque from the Field Dinner proceeds to benefit our local food banks. Christina and I are currently brainstorming ideas for 2015 which include enlarging the business to business event, Source it Here, to include Waterloo Region in February 2015.

Recommendation:

That the Economic Development Committee approve the Economic Development October update.

Respectfully submitted,



Jana Reichert
Economic Development Officer