



The Corporation of the County of Wellington

Economic Development Committee

Agenda

April 15, 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 as of March 2014 2 - 2
4. April 2014 Economic Development Update 3 - 4
5. Closed Meeting
6. Rise and Report
7. Adjournment

Next meeting date May 20, 2014 or at the call of the Chair.



County of Wellington
Economic Development
Statement of Operations as of
31 Mar 2014

	Annual Budget	March Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
Revenue					
Grants and Subsidies	\$81,000	\$5,736	\$7,064	9%	\$73,936
Municipal Recoveries	\$17,500	\$0	\$0	0%	\$17,500
User Fees & Charges	\$71,500	\$1,950	\$1,948	3%	\$69,552
Other Revenue	\$11,000	\$0	\$315	3%	\$10,685
Total Revenue	\$181,000	\$7,686	\$9,327	5%	\$171,673
Expenditures					
Salaries, Wages and Benefits	\$239,100	\$16,026	\$43,817	18%	\$195,283
Supplies, Material & Equipment	\$18,900	\$3,527	\$4,094	22%	\$14,806
Purchased Services	\$382,200	\$25,375	\$30,110	8%	\$352,090
Transfer Payments	\$255,000	\$25,000	\$25,000	10%	\$230,000
Total Expenditures	\$895,200	\$69,927	\$103,021	12%	\$792,179
NET OPERATING COST / (REVENUE)	\$714,200	\$62,241	\$93,694	13%	\$620,506
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	\$62,241	\$193,694	30%	\$445,506



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Jana Reichert, Economic Development Officer
Date: Tuesday, April 15, 2014
Subject: Economic Development – April Update

Background:

Business Retention and Expansion (BR+E) – We have written the final Wellington Business Interview Findings and Action Plan report. The resulting actions were derived from the 270 in person business interviews and the Retreat brainstorming session of municipalities and agencies. They were then matched to existing priority areas of the County ED activities as per our Strategy. The project results were well received at the Celebration, which included many business persons and the support we received on that day from our MPPs was great.

Carolyn and I are now providing project result presentations to all Councils, beginning with Wellington North April 15 and therein explaining the Local BR+E Implementation Fund. This fund is available to all municipalities and is intended for community specific business retention efforts. We are preparing community specific BR+E reports showing what businesses said in each municipality in addition to opportunities arising. However, the final section of the community specific reports is blank. This section is ready for the actions as decided by the individual municipalities. The final report will be provided to each municipality and will be hosted on our webpage. The poster will now be mailed to every business person that was interviewed, in conjunction with a thank you letter.

I am dealing with several urgent matters for employers that we interviewed; meeting with them, connecting them and working with them.

Trade Opportunities – Recycling and Waste Management: The City of Guelph has notified me of the Waste and Recycling Trade Mission to the Netherlands, September 20 to 27. Their ED office has been in discussions with the Netherlands Trade Consulate in Toronto and this outgoing trade mission opportunity was an outcome. As part of Wellington's BR+E activities to keep local companies informed of upcoming events, we have identified 15 Wellington companies that may find this relevant. We have circulated this information to those businesses, in addition to the Market Export Access Funding to assist with trade mission costs. As I sit on Connect Guelph Wellington, I will be meeting the Consul General of the Netherlands in Guelph April 29th. The City will also exhibit a booth at the Canadian Waste and Recycling Management show in Toronto, November 19 and 20. In the future, this may be something where the County wishes to either partner with the City or attend under its own umbrella with Wellington companies and research institutions.

Chinese Commercial Counsellor to visit Wellington – Mayor Maieron was recently notified of the Counsellor's intent to visit Erin and Wellington in June. We are in early discussions on the details.

Wellington Economic Development Webpage – We have completed our final business testimonial video, featuring a young video production company from Centre Wellington. The remaining two videos that we are developing as per our provincial funding application are the 'Welcome to Wellington' video and the factual, local economy and trends video. These videos will provide webpage visitors with a captivating, short visual identity for our community and businesses, showing our appeal and that we support our businesses. I will be doing extensive research on updating our socio economic information. I continue to develop content for the webpage.

Taste Real Guelph Wellington – We are currently focused on the membership drive for the 2014 season, mailing membership forms and preparing for the local food map production, as 2014 will be the first year in accessible format. The spring Rural Romp planning is under way, the self-guided farm tours which attract hundreds of visitors to Wellington's Taste Real businesses is booked for May 31 and will include Mapleton, Minto and Wellington North. Christina was recently invited to speak to a Sustainable Agriculture Course at the University of Guelph.

Taste Real received exposure at the Toronto Cottage Life Show, featuring a booth together with the Butter Tart Trail as well as additional Taste Real businesses. We participated at the Wellington North Showcase as a joint booth for Economic Development and Safe Communities, including Taste Real.

Festivals and Events Guide – We are nearing the completion of the 2014 Guide and are excited to exhibit a guide that directs traffic to the wellingtonfestivals.ca website. The 2014 publication is purposely smaller than years previous and heavy in beautiful images with event descriptions to attract visitors to the website. The website has received a facelift and will be updated to include all events and all festivals in Wellington County, including descriptions, date and venue.

New this year, we are developing overnight packages for both girls' and guys' weekend getaway packages, a family package and a couple's retreat as prizes. It is a fantastic opportunity for our businesses to promote themselves. Our final meeting before print is April 17. The County will also be managing the website and, as inclusion on the website is free, encourages all events organizations to pass us their information.

Recommendation:

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

Respectfully submitted,



Jana Reichert
Economic Development Officer