



**The Corporation of the County of Wellington
Economic Development Committee
Agenda**

April 21, 2015

11:00 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. Economic Development Financial Statements as of March 2015	2 - 3
4. WCMEDG Minutes - February 2015	4 - 7
5. April 2015 Economic Development Update	8 - 9
6. County BR+E Fund for Municipalities - Puslinch	10 - 10
7. Closed Meeting	
8. Rise and Report	
9. Adjournment	

Next meeting date May 19, 2015 or at the call of the Chair.



County of Wellington
Economic Development
Statement of Operations as of
31 Mar 2015

	Annual Budget	March Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
Revenue					
Grants and Subsidies	\$30,000	\$1,000	\$1,000	3%	\$29,000
User Fees & Charges	\$60,000	\$4,908	\$6,201	10%	\$53,799
Total Revenue	\$90,000	\$5,908	\$7,201	8%	\$82,799
Expenditures					
Salaries, Wages and Benefits	\$282,000	\$25,980	\$68,874	24%	\$213,126
Supplies, Material & Equipment	\$20,800	\$2,433	\$3,799	18%	\$17,001
Purchased Services	\$277,700	\$5,656	\$59,194	21%	\$218,506
Transfer Payments	\$355,000	\$0	\$60,000	17%	\$295,000
Total Expenditures	\$935,500	\$34,069	\$191,867	21%	\$743,633
NET OPERATING COST / (REVENUE)	\$845,500	\$28,160	\$184,666	22%	\$660,834
Transfers					
Transfers from Reserves	\$(75,000)	\$0	\$0	0%	\$(75,000)
Transfer to Capital	\$70,000	\$70,000	\$70,000	100%	\$0
Transfer to Reserves	\$200,000	\$200,000	\$200,000	100%	\$0
Total Transfers	\$195,000	\$270,000	\$270,000	138%	\$(75,000)
NET COST (REVENUE)	\$1,040,500	\$298,160	\$454,666	44%	\$585,834



County of Wellington

02-April-2015

Economic Development Capital Work-in-Progress Expenditures By Departments All Open Projects For The Period Ending March 31, 2015

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



Wellington County Municipal Economic Development Group

Minutes
WWCFDC Boardroom,
February 3rd, 2015
9:30 a.m.

Present:

George Bridge (Mayor, Town of Minto), John Brennan (Town of Erin), Bob Cheetham (Erin Economic Development Co-ordinator), Crystal Ellis (Mapleton Township), Alex Goss (LIP), Mark Granger (Ontario Works Employment Specialist), Gerry Horst (OMAF), Mandy Jones (County of Wellington), Fred Lehmann (Senior Communications Officer, County of Wellington), Kelly Linton (Mayor, Centre Wellington), Kirk McElwain (Township of Centre Wellington), Don McKay (Councillor, County of Wellington), Kelly Patzer (Township of Puslinch), Jana Reichert (County of Wellington), Patricia Rutter (Economic Development Officer, Centre Wellington), Jane Shaw (WWCFDC), Dale Small (Township of Wellington North), Belinda Wick-Graham (Town of Minto), Chris White (Warden, County of Wellington), Scott Williams (GWBEC)

Regrets:

Rose Austin (Saugeen Economic Development), Brad Dixon (GRCA), April Marshall (Township of Wellington North), Carol Simpson (WFPB), Scott Wilson (County of Wellington), Kim Wingrove (CAO, Township of Guelph/Eramosa)

1. Approval of Agenda

Motion to approve agenda as written.

Moved by Belinda Wick-Graham, seconded by Crystal Ellis

Carried

2. Declaration of Pecuniary Interest

None declared.

3. Approval of Minutes

Motion to approve the minutes from the meeting held December 16, 2014 as written.

Moved Kirk McElwain, seconded by Patricia Rutter

Carried

4. **Executive:** Terms of Reference and Chair will be reviewed and selected at March 2015 meeting.

RED Applications – The applications submitted were to be reviewed by January 31, 2015. The County of Wellington submitted an application for a Global project that is partnered with LIP and the City of Guelph. Guelph/Eramosa also submitted an application.

Taste Real Source It Here – Taste Real partnered with the Waterloo Region, Foodlink this year for the Source It Here event which will be held February 9th at Ignatius College.

Municipal BR&E Implementation Project –

Each municipality provided an update to the Group regarding their status for the project.

Minto - working with YFactor for the Alumni Attraction event, “ Where Your Family Belongs”

Mapleton – Municipal Cultural Plan Community Forum to be held on February 19th @ the Drayton Theatre

Erin – The Town of Erin, Chamber and BIA have collaborated to provide better service to the community.

Wellington North – Signage strategy is 95% complete. Training for the Renew New Tecumseh Program begins in February 2015.

Guelph/Eramosa –

Puslinch – received 10 applications for the CIP and the consultant has been hired with the Steering Committee formed.

Centre Wellington – working on the attraction video with Tivoli Films and the design with YFactor for investment profiles

County BR&E Implementation: Global Talent Attraction Project –

The Province has notified us that we can report to Council our successful grant request submitted in December for the Wellington Global Talent Attraction initiative. This initiative is a component of our BR+E implementation work, which serves to aid employers experiencing difficulty finding specific skillsets locally. It also serves to attract new residents to the County. The coordinator for this project will be following up with identified employers, providing information on how to acquire talent via programmes such as the new federal Express Entry registry. The coordinator will also assist our efforts to host a Live and Work in Wellington tour for new grads, or potentially look at other opportunities such as how to take advantage of a large, redundant labour force in Alberta. The Global Talent Attraction Coordinator has begun on this project, with the County as lead, together with the City and Local Immigration Partnership.

Sector Investment Profile –

There is 3 weeks remaining in the project where the County has provided \$50,000 which will impact the County activities and attractions over the next 3 years. On July 8-10, 2015 the Ontario European Trade Show will take place at the University of Guelph and provide many opportunities to businesses local and abroad.

Centralized Portal -

OSIM will present at the March meeting and will provide updated information on the portal created for Minto and how it works. To learn more go to www.liveandworkminto.com to view the portal first hand.

5. Roundtable/Other Business

Centre Wellington:

- ECFTA will be the host for the upcoming Jazz Show on February 28th
- Ice Jam will be held on March 7th at the property of the Elora Mill
- Moving forward with Strategic Planning Process, as of February 6th

County of Wellington:

- Mandy Jones, has joined the County Economic Development team as Economic Development Coordinator
- Funds are provided to the municipalities from the County. Please forward all final reports to Jana before the end of March.

GBEC:

- Summer Program for ages 16-29 is ramping up
- GBEC partnered with Innovation Guelph for the International Women's Day held on March 10th

LIP:

- March 13th will be the Annual Immigration Connection event at the Hammond Convention Centre

Mapleton:

- An architect has been hired for the reconstruction of the Roads Department Shop and construction will begin in the summer
- The NEW Community Guide will be distributed in February
- New Council and committees including Parks & Recreation Committee and a new Building Inspector
- The Cultural Plan is moving forward

Minto:

- A business located at Launch-It has recently graduated to a larger space
- Interviews for Launch-It businesses are ongoing
- The Norwell high school has committed to having students attend the upcoming Career Job Fair in May. Belinda, Dale Small and Crystal Ellis will also be attending the event.
- Minto was accepted into the Certified Sites program
- This upcoming March will be the 4th year for the Pitch It program

Puslinch:

- Optimist Club is hosting Family Day events on the weekend of February 14-16th
- Agriculture Society is celebrating 175 years this September

Erin:

- The Volunteer Appreciation dinner is scheduled to be held on April 18th
- The annual Home Show will be held on April 25th
- Working to develop an equine alliance within Erin
- Out of 18 applications, 13 were appointed as members of the Economic Development Committee

Wellington North:

- Round-a-bout to be installed in Arthur
- March 30th & 31st is Showcase Wellington North
- Wellington North have submitted a Planning Grant application with Minto and Mapleton

WWCFDC:

- NEW Customer Service Grant available with the application deadline of February 27th. More details available at www.wwcfdc.com

Next meeting is scheduled to be held **March 3rd, 2015** in the WWCFDC Boardroom at 9:30am.

Meeting adjourned at

George Bridge, Chair

Jane Shaw, Recording Secretary



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: [Jana Reichert], [Economic Development Officer]
Date: Tuesday, April 21, 2015
Subject: **Economic Development – April Update**

Taste Real Guelph Wellington

The Local Food Map and partnership drive are underway with applications closing this week. New partners include Huber Heritage Meats (Wellington North), Drayton Food Market (Mapleton), The Hub (Erin), Collin Spinach (Guelph Eramosa), Belwood Country Market (Centre Wellington), Bread Bar (Guelph) and more. New maps will be launched at the Spring Rural Romp, May 30.

We are coordinating the location outreach and promotion for the Romp with municipal EDOs. We are also busy planning the 2015 Local Food Fest for June 21 (Father's Day) at the Ignatius Jesuit Centre in Guelph Eramosa. We have secured the first \$2,000 cash sponsor (Neighbourhood Group) and a total of \$2,500 in in-kind donations so far. We have targeted the promotion around Father's Day activities: craft beer, butchery workshops etc. and are collaborating with the Green Legacy programme for live tree planting and an education workshop. For the Wellington Food Tourism Experience project, we have applied to the RTO4 for partnership funding to conduct a region wide assessment and action plan.

We have also provided business assistance this month to Wagram Springs Farm (Mapleton), a birch syrup producer about business resources for research and processing and assisted with the Premier's Award Nomination. We have also applied to Foodland Ontario for event funding for \$2,500 for 2015 (for Rural Romps and the Local Food Fest).

Sector Investment Profiles

We have completed the profiles, after many revisions this month, and are extremely pleased with the final product. The profiles exemplify the various location specific strengths Wellington has in four key sectors. They are further enhanced by anecdotes provided by our own entrepreneurs as well as genuine photography of our communities and businesses. An additional feature we added is a page dedicated to featured properties, investment ready sites for new business. The overarching community profile will also be completed this week. We will be taking the profiles to tradeshow, business events and identifying target markets, using them to supplement cold calls.

Wellington County Economic Development Trade Show Booth

As planned this year, we have been developing the County's first ever economic development tradeshow booth. We will transform the existing Green Legacy booth to accommodate new replaceable panels depending on which audience we are targeting, an interactive smart TV to display our mapping software with available properties and the business directory, racking to hold our investment profiles and messaging to speak to Wellington's value proposition in our four key sectors. Five vendors were met with and we requested two of them work together with us to develop our vision. The booth will be completed by end of May in time for the Federation of Canadian Municipalities conference. Other anticipated showings beyond industry tradeshow include the International Plowing Match in September and the ON-EU Trade Forum in July.

Ontario European Agri-Food Trade Forum

This initiative is a result of both County and City Business Retention and Expansion survey responses which showed that business owners would like to educate themselves to pursue new trade opportunities. This event,

happening July 8 to 10 at the University of Guelph promotes learning and sector expansion opportunities arising from new research, the draft Canada Europe Comprehensive Economic Trade Agreement, investment, innovation, business development and regulations evolving in the industry. We have finalized the list of regional invitees and are currently working on coordinating the plenary and speakers. We have received word that our agenda will be distributed by the German Chamber of Commerce and to those European visitors to the International Food Technology Show in Chicago.

In the Community

The Warden and I were invited to present to the Fergus-Elora Rotary Club. Members were interested in hearing about the County economic development focus, capital contributions to the community and BR+E results.

In response to our BR+E work, the County was invited for a plant tour of Respan Inc. in Erin. Mayor Alls, Councillors Brianceau, White and Economic Development Professional Mr. Bob Cheetham had the opportunity to hear the owners talk about their journey, expansion and market niche. We also discussed new market opportunities and getting their products into our regional hospitals, as their respiratory equipment has been in GTA hospitals and medical facilities as well as international facilities for many years.

Festivals and Events Guide 2015

We have a group meeting scheduled April 20 where all municipalities can review the draft guide, which we have been working on this past month. We have booked a Wellington Advertiser “wrap” around the newspaper for May 8, promoting the new guide and website. Should community event organizers miss the printed guide deadline, we encourage them to send us their material as we will always be updating wellingtonfestivals.ca. The website will be launched shortly after the guide becomes available May 8.

International Plowing Match – County Industry and Entertainment Tent

My fellow co-chair Patty Sinnamon (Mapleton CAO) and I met in March and really enjoyed dreaming big for the experience we want to provide IPM 2016 attendees on learning about Wellington County. We will next be hosting all municipal representatives to confirm our dreams and begin assigning tasks to make them a reality. Councillor Lynda White will also be joining our Committee.

Other activities:

- Responding to five business enquiries this month, including one new investment, one expansion and one relocation.
- 2015 County Economic Development Activities List (provided herein)
- Interviews for summer student to be shared with Clerks
- Wellington Business Resource Map (printed, ready for distribution, provided to Committee)
- This Way to Wellington – Signage Strategy tender closes April 23
- April 27 County and Municipal Economic Development Orientation Day planning
- Adjudicating the 2015 Centre Wellington Chamber Awards

Recommendation:

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

Respectfully submitted,



Jana Reichert
Economic Development Officer



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: [Jana Reichert], [Economic Development Officer]
Date: Tuesday, April 21, 2015
Subject: **Economic Development – BR+E Municipal Implementation Fund**

Background:

The March 17, 2015 report to Committee provided details on the 2015 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 used before December 31 and project status and results must be communicated to the County. Below is a brief summary of the first 2015 municipal application received from the Township of Puslinch.

The Township of Puslinch requests a total of \$25,000 to complete a Community Improvement Plan (CIP). A CIP is a tool that allows a municipality to direct funds and implement policy initiatives towards a specifically defined project area. Once implemented, the plan allows municipalities to provide tax assistance, grants or loans to assist in the rehabilitation of lands and/or buildings within the defined Community Improvement project area. As such plans are shaped by local needs, priorities and circumstances, the Township wishes to hire Meridian Planning Consultants to engage in a public consultation process to direct the CIP. Total project expenditures are estimated at \$45,074.

The CIP is part of the Township Council's long term vision for increasing the community's economic potential and also helps to achieve the County's long term active business recruitment objectives and Official Plan growth objectives. I am also pleased as we provided the Township with a letter of support and they recently received notice of the Province supporting this project, providing \$15,000 in additional leverage.

Recommendation:

That the Economic Development Committee approve the BR+E Municipal Implementation Fund application received April 2015.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "J. Reichert".

Jana Reichert
Economic Development Officer