



The Corporation of the County of Wellington

Economic Development Committee

Agenda

February 17, 2015

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 December 2014 Minutes 2 - 5
4. February 2015 Economic Development Update 6 - 7
5. February 2015 Wellington Economic Development Profile 8 - 9
6. Closed Meeting
7. Rise and Report
8. Adjournment

Next meeting date March 17, 2015 or at the call of the Chair.



Wellington County Municipal Economic Development Group

Minutes
WWCFDC Boardroom,
December 16, 2014
9:30 a.m.

Present:

George Bridge (Mayor, Town of Minto), John Brennan (Town of Erin), Bob Cheetham (Erin Economic Development Co-ordinator), Alex Goss (LIP), Gerry Horst (OMAF), Fred Lehmann (Senior Communications Officer, County of Wellington), Kirk McElwain (Township of Centre Wellington), Don McKay (Councillor, County of Wellington), Kelly Patzer (Township of Puslinch), Jana Reichert (County of Wellington), Jane Shaw (WWCFDC), Dale Small (Township of Wellington North), Belinda Wick-Graham (Town of Minto), Scott Wilson (County of Wellington), Kim Wingrove (CAO, Township of Guelph/Eramosa)

Regrets:

Rose Austin (Saugeen Economic Development), Mary Belfour (MEDTE/MRI), Brad Dixon (GRCA), Crystal Ellis (Mapleton Township), Kathryn Ironmonger (CAO, Town of Erin), Andy Lennox (WFA), April Marshall (Township of Wellington North), Stephen Morris (OMAF), Andrea Ravensdale (County of Wellington), Doug Reddick (MEDTE/MRI), Patricia Rutter (Township of Centre Wellington), Carol Simpson (WFPB), Chris White (Warden, County of Wellington), Scott Williams (GWBE)

1. Approval of Agenda

Motion to approve agenda as written.

Moved by Jana Reichert, seconded by John Brennan

Carried

2. Declaration of Pecuniary Interest

None declared.

3. Approval of Minutes

Motion to approve the minutes from the meeting held October 7, 2014 as written.

Moved Dale Small, seconded by Kirk McElwain

Carried

4. BR&E Update:

Newcomer Tool Meetings – Gerry updated the Group on tools available through OMAFRA. Training for the newcomer tool will be finalized for January.

Business Resource Breakfast – The Resource Breakfast was held on November 19th at the Centre Wellington Sportsplex. The event provided a tradeshow, key note speaker, Ashley Chapman and a FREE breakfast for those looking to grow, connect and celebrate their business. Approximately 146 people attended the event, which included 55 businesses, to network and learn from the various resource businesses in the community. A discussion will be held in the new year on the plans for a 2nd Business Resource Breakfast.

Action: Kim will provide Jana with contacts from organizations and municipalities that continue to run a similar event as suggestions for future planning.

Municipal BR&E Implementation Project –

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

Minto – The LaunchIt video is receiving great feedback and Minto is currently working with OMAFRA for the next 3 year plan for LaunchIt. The PitchIt contest winner, who was set up with a mentor, provided space at LaunchIt and received a loan from Saugeen, spoke at a public event to showcase the positive outcome and support within the community.

Erin – Updated Terms of Reference were presented to Council on December 16th. The Economic Development Committee will be revised in January.

Wellington North – The following 3 programs are being implemented, completed and in progress for the township.

- The Improvement plan has been implemented and completed
- Signage, which is the entry way into communities, is 90% complete.
- Renew Wellington North has empty spaces being filled and recruiting businesses. An application was submitted and approved by Trillium for the project. The County funds will be used to contract consulting services.

Guelph/Eramosa – The initial zoning and planning report was presented at Council on December 15th. The report included request to update maps, provide zoning online and GIS updates.

Puslinch – The initial CIP (Community Improvement Plan) is for the northern area of Aberfoyle to southern Morriston. The CIP report presented at council requested committees to include urban design and site plans.

Centre Wellington – Currently developing and working on an introduction video.

Action: Each municipality is to submit an overview of the successes, plans and feedback from the projects being worked on, completed and implemented before January 20th to Jana.

Centralized Job Portal –

Minto soft launched a portal created by OSIM in October, which included Real Estate Agents as well as an area for the public to advertise.

Action: Jana will work with Belinda to provide an update at the next meeting to the Group.

5. Roundtable/Other Business

Centre Wellington:

- Winter Rock Concert, Ice Jam, will be held at the Elora Mill property on March 7th.

County of Wellington:

- The new Economic Development Committee has been established and includes many new councillors. The Governor's Residence also has new staff, Heather Vacey started her position as the Office Administrator on December 15th and Mandy Jones will be starting in January as the Economic Development Coordinator. Sector profiles are almost complete and the Steering committee has met and reviewed the data for each sector. A new trail is being developed, Cottontail Road Trail which will go from Elora to the Kissing Bridge Trailway. The County is partnering with the Region of Waterloo for the Business 2 Business event this year, which will be held on February 9th. Jana sits on the WOCFDC Board who has recently submitted an application to FedDev requesting \$18.3M for loans and \$12.6M for Community Economic Development.

LIP:

- The Express Entry System where employers are able to access people, skills needed for employment within 6mths and assessments and credentials are tracked earlier will be available in January.
- LIP is currently working with the County and the City of Guelph to implement the new system and attract newcomers to the area.

Guelph/Eramosa:

- The Rockwood parade was held on December 11th and was another great success.

Minto:

- The deal has been closed with Tucker Industries. Tim Hortons will be opening a new location in Palmerston on December 22nd and there have been 3 industrial site meetings. The Harriston main street will be improved in the upcoming year and the data for the downtown is being updated.

OMAFRA:

- The Farm Smart conference will be held at the University of Guelph in January. News, announcements and updates for OMAFRA will be posted regularly on the website.
- A new representative from WFA will be selected in the new year.

Erin:

- Winter Wonderland was a great success.
- The ceremony for the new Council was held on December 2nd.
- Chamber of Commerce, BIA and the Town of Erin is announcing their collaboration in an upcoming press release.

Wellington North:

- New council and committee structure has been selected.
- Mayor, Andy Lennox, would like to implement a strategic planning process at the municipal level.
- Karen Wallace was appointed the new Clerk for the township and will start soon.

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

Meeting adjourned at 10:50am

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, February 17, 2015
Subject: **Economic Development – February Update**

Background:

Sector Investment Profiles

The comprehensive research report is complete and consists of comments from the County and the project group, which also includes a lower tier perspective. The report provides a market assessment of Wellington County and identifies sub-sectors that offer the best potential to the County for investment attraction, whether domestically or internationally.

Unlike traditional sector profile projects, we requested a marketing plan accompany the research and recommendations. We have now completed the marketing plan and a high level presentation will be provided to the February County Council meeting. The three year marketing plan includes specific outreach activities and great insight for promoting Wellington as a place to invest, including where to leverage, participate, partner and represent our County.

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

Wellington Business Resource Map

We have produced the resource map as a full size mock-up which awaits Committee approval, whereupon 1,000 copies will be printed. The map, which features everything to assist business growth in Wellington on one side and living in Wellington on the reverse, will be provided to each of the BR+E interviewees who requested this, in addition to the agencies that have expressed a need for a comprehensive listing of business start-up and expansion information.

This Way to Wellington – County of Wellington Signage Strategy 2015

We are in the process of drafting a request for proposals to complete a County of Wellington Signage Strategy. Our contacts at the Province advised us to submit a funding application in advance of February 1 under the Rural Economic Development programme. It has been now announced that the programme will not be accepting submissions past this date, due to the programme being under review by the Province. We did complete an application, inclusive of letters of support from each of our municipalities, requesting \$35,000 to cover 50% of the costs associated with the creation of the strategy.

Countywide BR+E - Talent Attraction

Though the official announcement has not yet been made, 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.

Your Community – ED Perspective

In January's Committee package, Councillors received a snapshot of economic data for each of the seven municipalities. This month, Councillors will receive a countywide snapshot encompassing data for all of Wellington County, using the same categories of top rate payers, sectors of economic activity, local employment, BR+E results and demographics.

Taste Real Guelph Wellington

The business to business event, Source it Here, held February 9 saw approximately 150 growers, chefs, distributors and retail businesses come to Ignatius in Guelph Eramosa to hear success stories, learn business tips and network amongst industry peers. The event was covered by several papers and recorded by both Rogers and Eastlink Radio and received a lot of online attention. We will debrief to consider making the event even more successful next year, incorporating the feedback surveys received post event. The three videos we are producing, a Taste Real overview, a consumer and a producer focused video, will be available for Committee's approval at the March meeting. Source it Here launched the Taste Real Partnership Drive for 2015, where food and farm businesses from across Wellington and Guelph may renew or register for the programme, which includes the local food map and annual events. Due to increased popularity, we will create a specific category for local craft breweries, winery and cideries (we have been working with a new cidery opening soon in Puslinch, for example).

Other activities:

- Draft of 2015 Terms of Reference to be approved by Wellington Municipal ED Group, new Chair vote March 3, 2015
- Presentation at Economic Development Council of Ontario 2015 conference
- Meeting with International Investment Officers at EDCO to discuss Wellington investment opportunities
- Customer Service Training grant – Wellington Waterloo Community Futures
- Final report to Province in advance of receiving final grant payment for Sector Investment Profiles
- Rural Transportation Wellington study findings for ROMA discussion
- Taste Trails - consultations with Ontario Culinary Tourism Alliance, currently in the process of compiling an asset list

Recommendation:

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

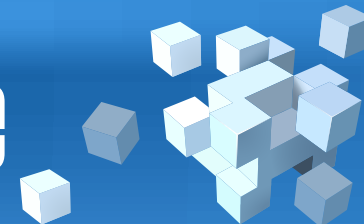
Respectfully submitted,



Jana Reichert
Economic Development Officer



Your Community – ED Perspective



Economic Indicators – COUNTY OF WELLINGTON

Population 2011	90,900
Population growth (over 2006)	1.5%
Households	31,175
Household growth (over 2006)	3.8%
Median Household Income	\$80,286
Resident Workforce	48,405
Employment (# local jobs)	42,593
Job growth (over 2008)	5.9%
Average earnings	\$40,094 (89% of national earnings)
Businesses	3,252
Commuters out	71%
Productivity	\$91,225

County of Wellington

2015 Levy by Class		2014 CVA Assessment Growth	
Residential	\$ 64,147,181	83.6%	\$ 156,051,360
Commercial	\$ 6,182,855	13.1%	\$ 24,358,248
Industrial	\$ 4,766,460	-0.9%	\$ -1,717,387
Multi Res	\$ 1,250,987	-0.7%	\$ -1,365,156
Farm	\$ 4,228,513	4.4%	\$ 8,123,220
Pipeline	\$ 486,084	0.2%	\$ 335,358
Mgd Forest	\$ 62,920	0.4%	\$ 786,416
	\$ 81,125,000		\$ 186,572,059

Businesses interviewed 2014

Agriculture	60	Total interviewed:	270
Creative Economy	73		
Health Care	45	Planned expansions	97
Manufacturing	62	Planned relocations	12
Downtown	20	Planned sell	1
Transportation	10	Planned downsize	1

Largest Sectors (local jobs)

1. Manufacturing (7,184)
2. Agriculture (6,074)
3. Construction (4,065)

1,596 New Jobs (2012 to 2014)

1. Farms
2. Motor vehicle parts manufacturing
3. Services

245 New Jobs (2012 to 2014) (15% of County job growth)

1. Building finishing contractors
2. Farms
3. Management, scientific and technical consulting services

Proportion of creative economy jobs (e.g. professional occupations such as physicians, engineers, judges, professors): **15.93%**

Proportion of population educated in engineering, math and science: **3.43%**

BR+E Implementation Underway:

- November 2014 Business Resource Breakfast
- Manufacturing Day 2014
- Wellington Business Resource Map
- Countywide Signage Strategy
- Ontario-European Agri-Food Trade Summit
- Global Talent Attraction Initiative (50% leverage 2015 provincial grant)
- Economic Development e-newsletter
- BR+E follow-up
- County ED webpage (business directory/employment land updates)
- Sector Investment Profiles
- Investment Attraction Marketing Plan
- Wellington Economic Development tradeshow booth

County ED Enquiries 2014 – 29 total recorded ranging from site selection enquiries to local market information. 8



Top employers (# employees)

Cascade Canada Ltd.	170	Puslinch
Dana Long Manufacturing Ltd.	299	Wellington North
Groves Memorial Community Hospital/ North Wellington Healthcare Alliance	107 FT + 169 PT	Centre Wellington
Jefferson Elora Corporation	400	Centre Wellington
Linamar: Ariss Manufacturing	300	Guelph Eramosa
Musashi Auto Parts Canada Inc.	240	Wellington North
Nexans Canada Inc.	215	Centre Wellington
Polycorp Ltd.	160	Centre Wellington
Royal Canin Canada Company	200	Puslinch
Schneider National	300+	Puslinch
TG Minto	600	Minto
Township of Centre Wellington	105 FT + 87 PT + 48 Volunteer Firefighters	Centre Wellington
Walinga	200	Guelph Eramosa
Wallenstein Feed & Supply	170	Mapleton
Wellington Terrace Long-term Care Home	280	Centre Wellington
Zehrs Markets – Fergus	186	Centre Wellington

Top Commercial Ratepayers

Company Name	Business Type
MORGUARD	Maple Leaf Foods Distribution
COLDPOINT	Warehouse (formerly appliances)
RIOCAN	Zehr's Plaza
RIOKIM	Target Plaza
SHANTI ENTERPRISES	Retirement/Nursing Home
CARESSANT-CARE	Retirement/Nursing Home
GUARDIAN	Fibreglass Warehousing
SCHNEIDER NATIONAL CARRIER	Trucking Depot
CANADIAN TIRE	Home & Auto
CARESSANT-CARE	Retirement/Nursing Home

Top Industrial Ratepayers

Company Name	Business Type
NESTLE WATERS	Water Bottling
JEFFERSON/ELORA	Automobile Plant
TG MINTO	Auto Parts Plant
CON-CAST PIPE	Metal Pipes
ROYAL CANIN	Pet Food Processing
1236757 Ontario (MUSASHI)	Auto Parts (Plant 1 of 2)
RUSSEL METALS	Steel Structures & Pipes
U of G (DUFFERIN AGGREGATES)	Gravel Extraction
1056469 Ontario (PENTALIFT)	Crane/Work Lifts
NEXANS CANADA	Metal Wire Fabricating