



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

## **Economic Development Committee**

### **Agenda**

June 16, 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. Delegation:
  - 3.1 Ms. Kelly Counsell, Equine Canada  
Horse Experience 2015 2 - 8
4. WCMEDG Minutes - May 2015 9 - 12
5. Economic Development Financial Statements and Variance Projections as of May 31, 2015 13 - 16
6. June 2015 Economic Development Update 17 - 24
7. Closed Meeting
8. Rise and Report
9. Adjournment

Next meeting date September 15, 2015 or at the call of the Chair.

# Horse Experience 2015

*See, touch, experience #HorsesinCanada*

An initiative of Equine Canada



# What is Horse Experience 2015?

- A portal to events and opportunities for horse farm tours, horse racing packages, educational tours, learn-to experiences, horse exhibitions, horse sales, and unique horse interaction, horse-adventure and riding opportunities.
- A portal to shuttle service for these events, and to a shuttle loop in the region of the Pan Am equestrian competitions
- A series of events at the Orangeville Event Centre in celebration of the Pan American Games
- A site for camping and RV parking and service near the equestrian competition



# Objectives

- Develop export markets for Canadian-bred horses, genetics and expertise.

*South / Central American countries are target markets for the Long Term International Strategy for Equine Canada (and the Canadian industry) as key potential growth markets for Canadian horse industry exports.*



# Objectives

- Maximize domestic and international tourism activities during the Pan Am Games.

*Pan Am Games (Toronto 2015) is anticipating more than 10,000 international visitors from 41 countries in North, Central and South America. Pan Am Toronto 2015 is planning for an additional 200,000+ visitors to the area from Ontario and neighbouring provinces and states.*



# Objectives

- Maximize participation with horses in Ontario in all breeds, disciplines and sports by attracting new participants from urban Ontario.

*Horses, horse farms and all related businesses are an important part of our rural landscape and economy.*



# What Events Happen in Wellington County?



- Grand River Raceway dinner and tour – July 13
- A tour of the Ontario Veterinary College - July 20th
- Standardbred Canada's Learn-to-Drive at Ideal Training Centre in Osprunge, on to dinner at the races at Mohawk – July 18
- Conestoga River Horseback Riding Adventures - Man Hunt, Mennonite Experience, Games on Horse Back – multiple dates
- Introduction to Eventing Open House and Horse Sale at Myrddin Farm in Erin – July 22
- A celebration marking 350 years of the Canadian Horse at Hidden Meadows Farm in Erin – multiple dates
- Rustic Meadows in Hillsburgh open house – multiple dates
- Forest Gait Farm in Fergus has a Paso Fino Showcase – July 18
- The Welsh Pony and Cob Summer Classic Horse Show and Sale held in Erin – July 18

# In Summary

Can you help us promote this initiative?

*Horse Experience has initiated some unprecedented collaboration in the horse industry; and the industry has really stepped up to showcase itself... how will you support them?*





## *Wellington County Municipal Economic Development Group*

Minutes  
WWCFDC Boardroom,  
Practitioners Meeting  
May 5<sup>th</sup>, 2015  
9:30 a.m.

### **Present:**

John Brennan (Town of Erin), Bob Cheetham (Erin Economic Development Co-ordinator), Crystal Ellis (Mapleton Township), Janet Harrop (WFA), Mandy Jones (County of Wellington), Fred Lehmann (Senior Communications Officer, County of Wellington), Robyn Mulder (County of Wellington), Kelly Patzer (Township of Puslinch), Jana Reichert (County of Wellington), Jane Shaw (WWCFDC), Carol Simpson (WFPB), Dale Small (Township of Wellington North), Christine Veit (Safe Communities), Belinda Wick-Graham (Town of Minto), Scott Williams (GWBECC), Scott Wilson (County of Wellington)

### **Regrets:**

Rose Austin (Saugeen Economic Development), Chantal La Duke (SEDC), Brad Dixon (GRCA), Alex Goss (LIP), Mark Granger (Ontario Works Employment Specialist), Gerry Horst (OMAF), April Marshall (Township of Wellington North), Patricia Rutter (Economic Development Officer, Centre Wellington), Steve Smith (MEDEI/MRI), Kim Wingrove (CAO, Township of Guelph/Eramosa), Chris White (Mayor, Township of Guelph/Eramosa)

### **1. Approval of Agenda**

Motion to approve agenda as written.

**Moved by Belinda Wick-Graham, seconded by Mandy Jones**

**Carried**

### **2. Declaration of Pecuniary Interest**

None declared.

### **3. Approval of Minutes**

Motion to approve the minutes from the meeting held April 7<sup>th</sup> written.

**Moved by Dale Small, seconded by Crystal Ellis**

**Carried**

- 4. Teleconference:** Dean Fiacco, Business Development Manager, Industry Research
- The Group received details regarding Industry Research and information provided from IBISWorld. Dean shared the data sources available as well as the layouts of specific reports for the area, focusing on the trends and projections for the future. The information was well received from the Group with many questions, specifically to determine if the services would be relevant for each municipality.
- 5. Job Portal Progress – liveandwork.com**
- Belinda and Dale provided a brief follow up to the Group on the liveandwork.com job portal. Both municipalities, Town of Minto and Township of Wellington North, have launched the portal. Currently the portal lists 15 jobs, 20 properties (owned/rent) on the Wellington North site. The Township of Wellington North will include the job portal in the 2015 BR&E budget, as will The Town of Erin, which is having a preliminary launch at the upcoming Mayors breakfast. The feedback from the portal has been positive for Minto. Other municipalities will review the portal over the next few months and will determine whether they will purchase the product. The portal should then be brought under one County umbrella and be promoted as such as well as on the County page of the Wellington Advertiser once the hiccups have been fixed.
- 6. RTO 4 Bike Proposal**
- RTO 4 is currently developing cycle routes in the area and is searching for partners interested in paying half of the project cost which totals \$58,500. Further information will be provided to the Group at a later time.
- 7. Presentation: WFPB Job Demand Tool**
- Sadly there is no plan for WFPB from the government for the future (Carol will provide an update at the June meeting to the Group).
- The WFPB Job Demand Report has been purchased in the past for \$1500 per year, by community, by the WFPB. To purchase the full report, which includes jobs posted by employers hiring and what they are hiring for by industry, occupation, permanent, part-time, temporary, wages, and etc. the cost would increase to \$3000 per year. The Group believes this tool is an asset to their community and agrees to pay the fee of \$500 to offset the cost of \$3000.
- 8. Roundtable/Other Business**
- Centre Wellington:**
- No update
- County:**
- Global Talent Attraction – A Welcome Letter from the Mayors and the Warden were distributed as well as phone calls have been started to meet with employers.
  - Sector profiles are at the printers and should be back by May 8<sup>th</sup>.
  - The Festivals & Events guide will be available at the municipal offices on May 20<sup>th</sup>.

- Palmerston Library has started their renovation and Hillsburgh will be the next library project
- Mapleton will be receiving the next round a bout.

**OMAF:**

- No update

**GBEC:**

- Summer company applications are available until the middle of May
- Starter company program will be continuing for an additional 2 years

**Mapleton:**

- Palmerston high school will be the host for the upcoming Job Fair on May 13<sup>th</sup>
- The Cultural Plan will be presented to council soon.
- Crystal will be attending the upcoming Cultural Event in Barrie
- Safe Kids Day at The Palmerston Arena on May 7<sup>th</sup>

**Minto:**

- On May 8<sup>th</sup> the Alumni will be launched.
- Launch-It has new vendors
- Pitch-It has 5 finalists, which are brand new businesses in the Minto area
- Farmers Markets will be opening in June

**Erin:**

- The Mayors Breakfast will be held on May 6<sup>th</sup>, which is when the job portal will be introduced
- Mark your calendar for the upcoming tradeshow on September 26<sup>th</sup>
- The newly developed Economic Development Committee is working on the 4 year action plan

**Wellington North:**

- Farmers Market will start on May 8<sup>th</sup>.
- Renew Northern Wellington Arts and Business Association includes Mapleton, Minto and Wellington North as part of the renew project.

**Puslinch:**

- Aqua Marine Technologies has started a fish production in the quarry
- Aberfoyle Antique Market has opened

**WFPB:**

- Changing operation mode to be flexible with government decision
- Lease up at end of May and will possibly move in with a partner

**WFA:**

- Will be discussing the sharing the roads rules for large equipment and licensed vehicles at the next meeting
- The WFA is involved with the development of round-a-bouts as some are unsafe for larger equipment
- The Grand Opening for the new Livestock and Research Centre will be held on May 28<sup>th</sup>

**Safe Communities:**

- Safe kids week – bicycle safety this year
- Christine will be in attendance at the Fergus Home Show

Next meeting is scheduled for **June 2<sup>nd</sup>, 2015**, with elective officials, in the WWCFDC Boardroom for at 9:30am.

Meeting adjourned at 11:40am

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Jana Reichert, Chair

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Jane Shaw, Recording Secretary



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Ken DeHart, County Treasurer  
**Date:** Tuesday, June 16, 2015  
**Subject:** Economic Development Financial Statements and Variance Projections as of May 31, 2015

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### 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 May 31, 2015 for Economic Development.

### Operating

- Grants and subsidies include \$31,000 for *Communities In Transition* as well as \$1,000 for OMAF grant for the Taste Real Source It Here business event. An additional \$10,000 is expected for the July Local Food Fest. The expected positive variance of \$11,000 is related to the Communities in Transition funding for the Sector Investment Strategy in 2015.
- Economic Development was successful in a December 2014 application for provincial funding towards Talent Attraction. The funding programme runs from January 2015 to March 2016. A portion of the expenditures for the county-wide BR&E implementation budgeted through purchased services will be reallocated towards salaries for the temporary Talent Attraction Coordinator. The grant provides 50% funding towards the salaries and benefits of the position and it is expected that a small positive variance will result due to the funding.
- User fees and charges are well under budget to-date as a number of larger events take place in the fall. Staff anticipate no significant variance.
- Salaries and wages are slightly ahead of budget. It is expected that this line item will exceed budget as a result of the above mentioned grant and reallocation of expenditures. Taking this into account, no overall budget variance is expected.
- Supplies, materials and equipment expenditures are on budget with no variance anticipated.
- Purchased services includes work on a number of projects that have yet to get underway or are still to be completed, including county-wide BR+E implementation initiatives, the Ontario European Trade event, Live and Work in Wellington tour, Festival and Events Guide and Taste Real events.
- Transfer payments made to date include payments for the Guelph Wellington Business Enterprise Centre, Safe Communities, Community Futures Development Corp. and \$25,000 for the one approved BR&E project to date.

**Capital**

- The planning of the Wellington Signage strategy has gone to tender with an anticipated completion date of October 30, 2015.
- SWIFT initiative – the County is currently budgeting to transfer \$200,000 to reserves annually over five years (began in 2015) to cover a payout of \$1 million in 2019. The timing needs to be adjusted based on recent correspondence and a request from WOWC. A payment of \$20,000 has just been made to this project in the June statements. The variance is just a timing issue, we will have the money to cover the cost of the project. The five-year plan will be updated to accommodate any additional anticipated changes to the flow of funding over the next five-years.

Overall the Economic Development could see a surplus between \$10,000 and \$20,000 at year end.

**Recommendation:**

That the Financial Statements and Variance Projections as of May 31, 2015 for Economic Development be approved.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ken DeHart', with a stylized flourish extending to the right.

Ken DeHart, CPA, CGA  
County Treasurer



**County of Wellington**  
**Economic Development**  
Statement of Operations as of  
31 May 2015

	Annual Budget	May Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
<b>Revenue</b>					
Grants and Subsidies	\$30,000	\$31,000	\$32,000	107%	\$(2,000)
User Fees & Charges	\$60,000	\$0	\$6,201	10%	\$53,799
<b>Total Revenue</b>	<b>\$90,000</b>	<b>\$31,000</b>	<b>\$38,201</b>	<b>42%</b>	<b>\$51,799</b>
<b>Expenditures</b>					
Salaries, Wages and Benefits	\$282,000	\$26,565	\$122,439	43%	\$159,561
Supplies, Material & Equipment	\$20,800	\$4,722	\$9,070	44%	\$11,730
Purchased Services	\$277,700	\$38,856	\$106,366	38%	\$171,334
Transfer Payments	\$355,000	\$45,000	\$105,000	30%	\$250,000
<b>Total Expenditures</b>	<b>\$935,500</b>	<b>\$115,142</b>	<b>\$342,875</b>	<b>37%</b>	<b>\$592,625</b>
NET OPERATING COST / (REVENUE)	\$845,500	\$84,142	\$304,674	36%	\$540,826
<b>Transfers</b>					
Transfers from Reserves	\$(75,000)	\$0	\$0	0%	\$(75,000)
Transfer to Capital	\$70,000	\$0	\$70,000	100%	\$0
Transfer to Reserves	\$200,000	\$0	\$200,000	100%	\$0
<b>Total Transfers</b>	<b>\$195,000</b>	<b>\$0</b>	<b>\$270,000</b>	<b>138%</b>	<b>\$(75,000)</b>
<b>NET COST (REVENUE)</b>	<b>\$1,040,500</b>	<b>\$84,142</b>	<b>\$574,674</b>	<b>55%</b>	<b>\$465,826</b>



## County of Wellington

01-June-2015

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

	LIFE-TO-DATE ACTUALS						
	Approved	May	Current	Previous	Total	% of	Remaining
	Budget	Actual	Year	Years		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, June 16, 2015  
**Subject:** **Economic Development – June Update**

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### **Ontario European Agri-Food Trade Forum – November 12, 2015**

The City, University of Guelph and I have postponed our July 8-10 Agri-Food Trade Forum. In the interest of our sponsors, speakers, and registered attendees, we have secured November 12 as the alternate date which better suits our European guests' travel arrangements. The programme is very strong and deserves a packed conference.

We have already met to discuss a formal marketing plan, including international outreach. Many of the Dutch delegates and consulate representatives we hosted in May expressed interest in returning to Wellington, and that their visit was just a stepping stone in their desire to continue to work with the County, City and University to expand partnerships, markets and investment opportunities in our region.

Most recently at Federation of Canadian Municipalities (FCM), the Warden and I had the opportunity to meet Minister Fast and the Chief Trade Negotiator, Mr. Verheul, for the Comprehensive Economic Trade Agreement (CETA) between Canada and the European Union. We congratulated Mr. Verheul on the successful negotiating process, as contrary to the 1994 signing of NAFTA wherein 29% of all tariff lines were duty free upon launch, CETA commits 98% of the 9,000 tariff lines duty free. Mr. Verheul was pleased to hear of our Forum and agreed to provide a CETA specialist to give details as part of the programme.

### **Strengthening Wellington's Downtowns**

We recently met with StreetCast; entrepreneurs in our community, one of who invented the BlackBerry BBM communication tool. StreetCast has developed a mobile marketing tool (smartphone app) where consumers receive notifications of deals and events from nearby businesses. Having recently launched the tool in New York City, StreetCast met with us to discuss how we could use their tool to increase traffic in our downtowns and how to engage the business community.

The Ontario Government are strong supporters of the Yellow Pages "Shop the Neighbourhood" campaign as it supports local shopping on November 28 each year. By working with local BIAs, the one day event brought \$98,000,000 into the local economy. StreetCast aims to achieve this on a year round basis. The County will be hosting a StreetCast information session at 9:30am in the Nicholas Keith Room September 17 as part of our Wellington Economic Development Group meeting, inviting all organizations with a mandate to support downtown business activity. We encourage Council to assist in spreading the word about this session.

### **Wellington Investment Attraction**

We have received complimentary feedback on our hosting of the Dutch trade delegation in May and we are proud to have partnered with the City and University, providing a full programme including matchmaking for our businesses. We are now conducting follow up with both the European businesses requesting further information and those Wellington businesses that participated in the matchmaking.

It was very positive to see one of our Wellington natural health beverage businesses at the matchmaking event, that had the day prior met with the chef from Canoe restaurant in Toronto. They expressed their gratitude to the County as their business connections were launched at the Taste Real Source it Here event in 2014, where they met with a broker that connected them with several chefs in Toronto, where they met the chef from Canoe.

We have been notified that Vitagora, Europe's leading cluster (200 members) focused on the science of taste located in Dijon, will be bringing two companies with them to Guelph Wellington June 24. We are providing them with Wellington connections as they are interested in meeting with nutritional specialists, producers and copackers, restaurant and food beverage companies as well as research labs.

### **Credit Review 2015**

I have begun the process of collecting development activity, employment changes, economic development highlights and general trends for the 2014 review by Standard and Poors. S&P will be coming to the County to receive the presentation on July 29.

### **Taste Real Guelph Wellington**

The Spring Rural Romp was a success despite the unsettled weather. Reroot farm, one of the 15 stops across Mapleton, Minto and Wellington North, saw 200 attendees as they celebrated their farm store opening. We are still receiving location surveys for evaluation. The photo contest closes June 14. We are excited that the programme received a two page article in the spring 2015 Guelph Chamber "Moving Business Forward" magazine (attached). The Local Food Map already has 31,000 of 40,000 copies distributed to date and we continue to receive requests.

Our Coordinator was a guest speaker on publicly funded Buy Local programmes at Sustain Ontario's Ontario Food Strategy conference. She was also a guest on the July 9 one hour Rogers Guelph Talk Local Show, of which we are receiving a copy. Together with the County Planning department, we participated in the Greater Golden Horseshoe agriculture and food asset mapping project.

Posters, bridge banners and social media are busy promoting the June 21 Local Food Fest. This year's festival includes local food, drink, craft beer, a farmers' market, exhibitors, kids' activities, live music and more. Based on feedback surveys and resident input, we will be offering more food skill building workshops, which grow in popularity each year. This year we are offering pig butchery, cheese making, beer brewing, bread baking, foraging, backyard chickens and goat milking. We are also collaborating with the Green Legacy Programme and the Old Growth Forest Project to offer an agro forestry and tree planting workshop. This year, the event will include a Butter Tart eating contest, featuring Wellington North's Butter Tart Trail. This event received full coverage in the recent SNAP'D Guelph publication.

The Wellington Food Tourism Strategy has launched and we are working with the Ontario Culinary Tourism Alliance on collecting comprehensive data on food, farm and tourism businesses and organization for evaluation. First in-market days are scheduled for the beginning of July.

### **Wellington County Economic Development Trade Show Booth**

The County had its first economic showcase at the recent FCM conference. Our ED Coordinator did an excellent job representing the County and we had many opportunities to speak with booth visitors as to our industries, visitor attraction programmes and employment lands, for example.

**Making Connections**

The Warden, CAO and I met with the President of the University of Guelph, Dr. Vaccarino and the Vice President, Mr. Atlin. We introduced our respective focus areas, plans and partnership opportunities. These opportunities include the International Plowing Match 2016, the University's outreach plan and communicating online learning opportunities to our residents and businesses.

**Wellington Signage Plan 2015**

Please refer to the attached project launch document, shared with Council, our member municipalities' CAOs and economic development professionals.

**Other activities:**

- Consulted with the Rockwood Farmers' Market group on attracting vendors and promotion for new farmers' market, happening each Wednesday starting July 8.
- Economic Development 2014 within Wellington Annual Report.
- Business visit in Erin resulting in mentor match from Innovation Guelph and connection with venture capitalist.
- County of Wellington Economic Development programme descriptions and private employment land listing in the BMA Municipal Study.

**Recommendation:**

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



Jana Reichert  
Economic Development Officer



## Corporation of the County of Wellington Signage Plan 2015

**Purpose:** To provide the County with a comprehensive, unique and consistent visual communication system that enables residents, visitors and motorists to effectively navigate to, within and through Wellington County and that encourages the exploration and experience of its key attractions.

**Rationale:** The 2012 Wellington Economic Development Strategy identified the need for a coordinated signage system in the County as well as the need for entrance, directional and highway signage within the County. The 2014 Countywide Business Retention and Expansion project (278 interviews) resulted in 50% of businesses identifying signage as the requested focus for the County within the next five years.

**Intent:** The purpose of countywide signage is twofold; to demonstrate to residents, visitors and investors how Wellington differentiates itself from neighbouring municipalities and to raise the profile of Wellington, thereby increasing traffic to our businesses and tourism destinations.

### Wellington Signage Plan Project Members

County Economic Development Committee Chair, Mayor Guelph Eramosa Township	Chris White	<a href="mailto:chrisw@wellington.ca">chrisw@wellington.ca</a>
County Operations Manager	Paul Johnson	<a href="mailto:paulj@wellington.ca">paulj@wellington.ca</a>
County Economic Development	Jana Reichert	<a href="mailto:janar@wellington.ca">janar@wellington.ca</a>
County Economic Development	Mandy Jones	<a href="mailto:mandyj@wellington.ca">mandyj@wellington.ca</a>
County Communications	Fred Lehmann	<a href="mailto:fredl@wellington.ca">fredl@wellington.ca</a>
County Planning	Sarah Wilhelm /Aldo Salis	<a href="mailto:sarahw@wellington.ca">sarahw@wellington.ca</a> <a href="mailto:aldos@wellington.ca">aldos@wellington.ca</a>
Centre Wellington Township	Robyn Mulder	<a href="mailto:rmulder@centrewellington.ca">rmulder@centrewellington.ca</a>
Highland Pines Campground	Don Vallery	<a href="mailto:dvallery@everus.ca">dvallery@everus.ca</a>

**Consultant:** Stempski Kelly Associates Inc. (related projects include Centre Wellington, Minto and Wellington North signage plans) in conjunction with project team member Mellor Murray Consulting (having recently completed the Middlesex County Tourism Wayfinding Plan).

**Project timeline and meeting schedule:** The Plan will be completed and presented to Council by November 30, 2015. Project team members are committed to meeting approximately three times throughout the project. The full project timeline is below:

**Work Plan - Tasks and Anticipated Timeline**  
This Way to Wellington Signage Plan  
11th June 2015

	June					July					August					September					October					November				
	1	8	15	22	29	6	13	20	27		4	10	17	24	31	8	14	21	28		5	12	19	26		2	9	16	23	30
<b>Project Launch (June)</b>																														
Start-up Meeting with County Economic Development																														
<b>1 Research &amp; Outreach</b>																														
Review of associated Documents & Reports																														
Inventory: County-wide signage review; transit routes, etc.																														
Inventory: Physical assets, tourism product, market growth, etc.																														
Base Plan Preparation & Inventory Mapping																														
M1 Stakeholder Interviews (via telephone interview, online survey, etc.)						M																								
M2 Focus Group Meetings x 4						M																								
D1 Community Research & Outreach Report									D																					
<b>2 Concept &amp; Plan Development</b>																														
Identity & Branding Development: style guide for sign development																														
D2 Branding Consideration and Recommendations													D																	
M3 Branding Discoveries with Signage Plan Committee												M																		
Three Phase Strategy Concept Development 1) County Boundary Entrance Signs, 2) Business and Tourism Signs, and 3) Directional and Wayfinding Signs																														
Marketing Strategy for Tourism and Business Signs - 'Pay to Play': Business Participation Programme																														
Location Identification Mapping & Placement																														
D3 Signage Concepts, Strategies & Business Programme																														
M4 Signage Concepts Presentation: to Signage Plan Committee																	M													
Refine favoured concepts as per comments																														
M5 Review Meeting with Stakeholders & Focus Groups																														
Detailed Sign Design																														
Budget Estimates																														
Develop Draft Signage Plan																														
D4 Draft "This Way to Wellington" Signage Plan																														
M6 Meeting with Signage Plan Committee for Review																						M								
Amend Draft Final "This Way to Wellington" Signage Plan																														
D5 Submission of Draft Final "This Way to Wellington" Signage Plan Report																														

A permanent spot for all information on this project has been created on the County Economic Development webpage:

[http://www.wellington.ca/en/business/events.asp?\\_mid=27642](http://www.wellington.ca/en/business/events.asp?_mid=27642)

**What we need from our member municipalities:**

1. Signage by-laws
2. Wayfinding documents/programmes
3. Existing signage locations and conditions
4. Municipal and town/community entrances
5. Tourism destinations (eventual pay to play)
6. Township municipal road authority standards

County to provide GIS – trails, parks, schools, Conservation Areas, etc. including County entrance points, bylaws and road authority standards.

**Signage Plan objectives:**

The objectives of the Signage Plan are to:

- Create a comprehensive, unique and consistent visual communication system for Wellington County with concise messaging.
- Enable motorists to effectively navigate through the County.
- Encourage visitors to explore Wellington County and experience our key attractions.
- Develop signs that are attractive, legible, informative, easy to install, cost effective and easy to maintain and align with current and applicable policies and procedures.

**Signage Plan Considerations:**

- Through signage, how best can we show our Wellington identity?
- Recognizing the importance of spatial learning, how best can we guide our road users to their desired destination?
- Beyond getting road users to their destination, how do we help road users learn about their environment along the way?
- How do we retain the individual municipal identities but create a unified Wellington image?
- How do we ensure consistency across the County for signage?

Please watch for emails from our Economic Development department, as moving forward, we will require your input via surveys, project-related information from your municipality and help with community outreach.

The County places such pride in all aspects of its capital projects and we are really excited to create a Signage Plan that adds to this and is reflective of our history and where we're going!

Jana

**Jana Reichert BA, MSc**

Economic Development

County of Wellington

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## WELLINGTON RURAL ROMP: EXPERIENCE REAL FOOD UP CLOSE

BY CHRISTINA MANN



Vignettes from Drumlin Farm (main photo)  
& Top Market Meats (inset) at the last Fall Rural Romp



WANT TO FIND OUT WHERE  
YOUR FOOD COMES FROM?

Twice a year, hundreds of people put on their rubber boots to find out for themselves. They spend the day 'romping' through Guelph and Wellington County to visit farms, markets, and food businesses to get to the bottom of where their food is grown and prepared.

The **Rural Romp** – organized by **Taste Real Guelph Wellington Local Food** – is a self-guided farm and food tour that directs folks to over a dozen **Taste Real** local food locations that open their doors to showcase what they do best – feed us.

On the **Rural Romp** you'll learn directly from our farmers how they grow their food, raise animals, and care for the land. And there's so much to do on **Romp** day. Pick your own pumpkins. Go on a horse-drawn wagon ride. Feed elk, alpacas and ostriches. Wander through lavender fields. Hike through maple bushes and find your way through a corn maze. Taste test butter tarts. Follow it up with a barbeque lunch. Savour locally-made ice cream. The **Rural Romp** has got it all. And it's also a truly wonderful opportunity to teach kids about agriculture and growing food. How better to learn about food than by collecting eggs in a hen-house, digging potatoes, or planting seeds?

Romp activities are as unique as the food tour's locations and their owners. They're real. They're rural. And they engage all the senses.

And while the **Rural Romp** is a great way to get acquainted with local food, the quest for local flavours certainly doesn't have to stop there. **Taste Real Farms** and food businesses welcome visitors year round. Details can be found on the **Guelph Wellington Local Food Map** – available for free at tourism outlets, libraries, and participating businesses.

**Taste Real Guelph Wellington Local Food** is an initiative of the **Economic Development Office** at the **County of Wellington** (*Chamber Member since 2006*) that works with **Visit Guelph** and Wellington's municipalities to promote local food and local food experiences in the region. **Taste**

# REAL FOOD AND FARM EXPERIENCES CLOSE TO HOME



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@tastereal

www.tastereal.ca

**taste•real**

FROM THE GROUND UP

GUELPH WELLINGTON LOCAL FOOD



**Real** provides a platform to connect consumers and food businesses with local farmers through a number of events as well as online and via print tools.

Besides the Spring and Fall **Rural Romps**, **Taste Real** also hosts the annual **Local Food Fest** to be held this year June 21 on the grounds of **Ignatius Jesuit Centre** (Chamber Member since 2004) – a festival featuring local food, craft beer, live music, food skills workshops, tours, wagon rides, children's activities, and much more.

Local flavours are the key to the **Farmalicious Dining Series** which takes place in local restaurants throughout harvest season. This event highlights the collaboration between

local farmers and chefs committed to sourcing local. On the B2B side, **Taste Real** acts as a facilitator to create more connections from farm to table. Meanwhile, the annual **Source It Here Networking Event** held each February brings together businesses along the local food value chain under one mission: to get more local food on local tables.

Guelph and Wellington have a strong farm and food culture and offers authentic food experiences. **Taste Real** is here to help to connect the dots and spread the word.

*After all, food tastes better if you know the whole story.*

Visit [tastereal.ca](http://tastereal.ca)

*This year's Spring Rural Romp takes place in Northern Wellington County on May 30, while the Fall Rural Romp occurs across Southern Wellington County on September 26.*

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