

# ECONOMIC DEVELOPMENT AND CULTURE REPORT 2024



e. Hofmann Plastics Inc.

## LOCAL ECONOMY MAINTAINS STEADY GROWTH IN 2024

Orangeville's business community continued to demonstrate its resiliency in 2024. Despite continued economic pressures such as rising costs, labour challenges, and tariff risks, the local economy prevailed. The number of businesses operating in Orangeville grew by 240, an 8% increase over 2023. Entrepreneurial ventures represented 94% of the growth with notable increases in the professional services, transportation, real estate, and construction sectors. Total employment grew by 1%, comparable to both Dufferin County and Ontario, and concentrated in the local health care, education, professional services, and manufacturing sectors.

### Jobs and Businesses

Economic Indicator	2021	2022	2023	2024
Total Employment <sup>1</sup>	15,751	16,637	17,564	17,802
Number of Businesses Operating <sup>2</sup>	2,598	2,789	2,937	3,177
Unemployment Rate <sup>3</sup>	4.9%	5.0%	6.0%	7.1%

### Construction



**\$28,536,285**  
total  
construction  
value<sup>4</sup>

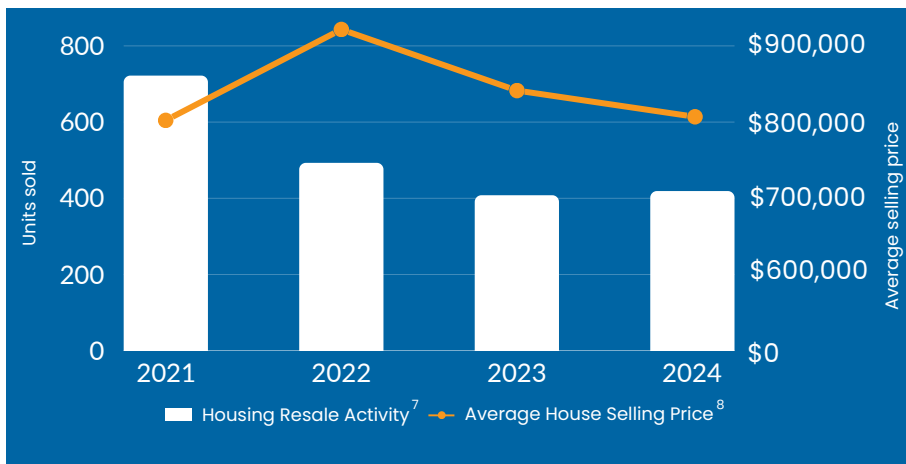


**\$4,881,420**  
residential<sup>5</sup>



**\$23,654,865**  
industrial,  
commercial,  
institutional<sup>6</sup>

### Housing Resale Activity by Average Selling Price



Sources: 1-2, 9. OMAFRA Analyst Data Lightcast 2025.1, employees and self-employed. | 3. Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, Kitchener-Waterloo-Barrie, unadjusted for seasonality, last five months. | 4-6. Town of Orangeville Building Department. | 7-8. Market Watch, Toronto Real Estate Board, December 2021, 2022, 2023, 2024.

### Jobs in Select Sectors

Sector	2023	2024	Change
Health care and social assistance	2,834	2,940	106
Retail trade	2,846	2,822	-24
Accommodation and food service	1,804	1,792	-12
Manufacturing	1,494	1,538	44
Construction	1,533	1,503	-30
Educational services	1,165	1,219	54
Professional, scientific and technical services	727	764	37
Finance and insurance	700	716	16
Real estate, rental and leasing	399	421	22
Transportation and warehousing	313	332	18
Arts, entertainment and recreation	281	300	19
Information and cultural industries	204	189	-15
<b>Total jobs (all sectors)</b>	<b>17,564</b>	<b>17,802</b>	<b>238</b>

# CONNECTING, BUILDING, AND ENHANCING ORANGEVILLE



JDC Custom Homes

## A NEW STRATEGY FOR ECONOMIC DEVELOPMENT AND CULTURE

In May, the development of a five-year Economic Development and Culture (EDC) Strategy began. Led by McSweeney and Associates Consulting Inc., the process included a Steering Committee comprised of representatives from the Town, the Orangeville Business Improvement Area, and Dufferin County. Extensive analysis of Orangeville’s community was complemented by quantitative and qualitative engagement with many local stakeholders through the use of a variety of outreach methods.

The final EDC Strategy is built around three themes: CONNECT with Orangeville, ENHANCE Orangeville and BUILD Orangeville. It also identifies three priority focus areas: Business Community Resiliency, Small Business, and Tourism and Culture. Using this framework, the EDC Strategy outlines 39 specific actions and explains the rationale behind each one. In crafting this strategy, the Town of Orangeville has created a realistic and actionable plan to build on its existing assets and become a community of choice for business investment, retention, and growth.



Developing a resilient business community



Supporting small business



Fostering Tourism and Culture

## OUTREACH CONNECTIONS

Indicator	2024
General Networking	917
Seminars, Presentations and Events	1,027
Business Outreach	1,488
Partnership Outreach	856
Total	4,288

## EVENTS AND NETWORKING

**Orangeville & Area Job Fair**  
October 1  
26 employers  
330+ job seekers

**Connect to Create**  
May 29  
11 participants  
Led by artist Chelsea Johnson

**Business at Breakfast**  
November 7  
109 attendees  
Hosted in partnership with TD Bank Group

**Real Estate Roundtable**  
November 26  
80 attendees  
Hosted with Orangeville & District Real Estate Board

## COMMUNICATION AND ENGAGEMENT



### e-Newsletter Recipients

Business Connections  
**23.4%** | **2024: 2,037**  
open rate | 2023: 1,874



### OrangevilleBusiness.ca

Monthly Pageviews (avg)  
**10%** | **2024: 1,980**  
increase | 2023: 1,803



### Social Media

Facebook Followers  
**8%** | **2024: 1,692**  
increase | 2023: 1,569

Monthly Users (avg)  
**5%** | **2024: 956**  
increase | 2023: 912

## PROJECTS AND INITIATIVES

- Implementation of the Community Improvement Plan continued in 2024, managed by the Planning division with promotional support by the EDC team. Since initiation in late 2023, 13 applications were received and 9 approvals issued, resulting in grant funding of \$112,402 and local private investment of \$331,998.
- Staff supported a variety of Dufferin County initiatives and provided input on its new Economic Development Strategy and Tourism Strategy Addendum.
- Wayfinding and gateway signage were repaired and maintained to ensure consistency and longevity of these valuable assets.

# FOSTERING TOURISM AND CULTURE



Rustik Local Bistro

Guided by the Tourism Strategy and Action Plan, support for Orangeville's tourism sector included the development of content, experiences, and tools that leveraged the growing awareness of the Love, Orangeville brand. Collaboration with local partners, organizations, and businesses led to stronger relationships and new opportunities to foster tourism and culture, in and around Orangeville.

## VISITATION STATISTICS

### Total Visits\*

**8%** | **2024: 8,734,790**  
increase | 2023: 8,060,428

### Unique Visits\*

**20%** | **2024: 319,825**  
increase | 2023: 266,062

### Total Tourist Visits (>40 km)\*

**20%** | **2024: 2,026,380**  
increase | 2023: 1,693,392

### Unique Tourist Visits (>40 km)\*

**22%** | **2024: 188,647**  
increase | 2023: 154,930

### Total Tourist Spend (>40 km)\*\*

**24%** | **2024: \$181,477,529**  
increase | 2023: \$146,472,767

### Jobs Supported\*\*

**19%** | **2024: 1,087**  
increase | 2023: 912

\*Central Counties Tourism geo-fence data

\*\*Data from TRIEM for Dufferin County based on Central Counties Tourism geo-fence data

## COMMUNICATION AND ENGAGEMENT



### LoveOrangeville.ca

Monthly Pageviews (avg)

**42%** | **2024: 10,210**  
increase | 2023: 7,189

Monthly Users (avg)

**54%** | **2024: 4,997**  
increase | 2023: 3,235



### Monthly e-Newsletter

Recipients

**7%** | **2024: 1,679**  
increase | 2023: 1,568

Engagement

**53%**  
open rate



### Social Media

Facebook Followers

**34%** | **2024: 1,457**  
increase | 2023: 1,087

Instagram Followers

**33%** | **2024: 2,516**  
increase | 2023: 1,894

## PROJECTS AND INITIATIVES

- Execution of the annual marketing plan included expansion and enhancement of photo and video assets, experience development, and continued support of the Love, Orangeville brand.
- A new digital guide and tourism directory were developed on the Mapme platform to highlight the location and details of public art installations, tree sculptures, and heritage buildings. Self-guided tours have also been included. This platform is web-based and can be easily accessed by users online, eliminating the need to download an app.
- Due to changing visitor behaviour and decreased usage, the Visitor Information Centre was closed in December.
- The popular digital sign located at 200 Lakeview Court helped to promote 35 community events.
- A new tree sculpture – The Nurse – was installed in partnership with the local IODE and replaced a similar sculpture that had been removed due to damage and deterioration.
- Two new utility box art installations were completed, increasing the collection to 35 locations. One installation was sponsored by Orangeville Hydro.
- A Hallmark Christmas movie – Trading Up Christmas – was filmed in downtown Orangeville in September. A post-event survey was conducted with the local business community and results were used to improve the film application review process for any future requests.
- New accommodation options – The Nest Suites and Hampton Inn & Suites – created new opportunities for local overnight stays.



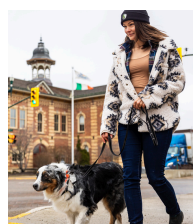
# SUPPORTING SMALL BUSINESS



The Orangeville and Area Small Business Enterprise Centre (SBEC) continued to support start-up and existing businesses in Dufferin County and neighbouring areas with free guidance and resources, including:

- Personalized business consultations
- Business plan reviews
- Guidance on licenses, permits, regulations and government support programs
- Assistance with business registration
- Mentoring and networking opportunities
- Workshops and events
- Satellite office in Shelburne (twice monthly)

## PROGRAMS AND SERVICES



### Starter Company Plus

Eight participants

\$26,200 in grants, six grant recipients

This program supports enterprising people over eighteen years of age who want to start, grow, or buy a small business.



### Summer Company

\$15,000 in grants, five participants

Summer Company assists youth entrepreneurs who are interested in launching and operating a summer business.



### Concept to Commerce

10 sessions over 20 weeks, 5 participants

This start-up program is designed for new entrepreneurs who are looking to take an idea from concept through to the launch of their venture.



### Forum Program

Monthly meetings, ten participants

These confidential peer groups foster valuable member connections and provide an opportunity to share experiences and find solutions.

Businesses (left to right): Biota Pet Care, In the Nick of Time, JAKL KIDS, and Strong Studio

## OUTREACH CONNECTIONS

Indicator	2024
General Inquiries	5,601
Business Consultations	496
Seminars, Presentations and Events	9
Event Registrations	150
Business Start-ups	77
Job Created	271

## WORKSHOPS AND EVENTS

In 2024, a new format for monthly workshops was introduced. Interactive "ask the expert" sessions featured local professionals in a small group setting. Topics included:

- Starting a Small Business
- Intro to Canva (two sessions)
- Bookkeeping
- QuickBooks
- AI Secrets for Business Success
- Building Your Brand Online
- Intellectual Property

On May 8, the Ask the Expert Expo gave 24 local business owners an opportunity to engage with five local professionals on a selection of important business topics.



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