



2015 Economic Development Report

The Faces of Orangeville Business



Mayor's Message

I'm pleased to report that Orangeville has continued to grow and prosper over the last year. Our Economic development team has focused on key areas and has provided support to new and existing businesses alike. That dedication and hard work have paid rich dividends with substantial growth and increased economic activity year over year. This report provides highlights of Orangeville's economic success.

This report shares some very upbeat statistics. Total employment is up 1.7% compared to the provincial average of .9%. The number of businesses increased a whopping 29% year over year. The total value of construction was 41.6 million dollars, up from last year's \$29.4 M. Our team's business retention program continues to look for ways to build and strengthen Orangeville's existing business community. Quality Cheese's investment in their new Centennial Road plant punctuates the value in focusing on the food sector as does the Food Entrepreneur event delivered in February to 175 local entrepreneurs and business representatives. Not only did DS Handling experience an expansion in 2015, but an expansion at Millennium 1 Solutions created 30 new job opportunities, showcasing our town's ability to attract and retain a variety of different types of businesses. Orangeville was also recognized as having the best main street in all of Canada with the Canadian Institute of Planners' Great Places contest.

I'm thrilled to see our town outperform the provincial job growth rate by almost 100%. To me it speaks of our town's ability to attract new business and jobs by providing an exceptional quality of life. Looking ahead, our proximity to the GTA, major highways and Canada's busiest international airport puts us in an ideal position for future controlled growth. Our size still allows for a small town feeling, while having a rich diversity of shopping, recreation and restaurant opportunities.

The future of Orangeville has never been brighter! On behalf of staff and council I present you the 2015 Economic Development Annual Report

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Mayor Jeremy D Williams

Economic Highlights



“I started this business in the Grand Valley area 23 years ago. As Whispering Pines Landscaping grew, we found that Orangeville was central to our markets. The location is ideal for our 40 plus full-time and seasonal staff – many bike and walk to work. Exceptional staff has been crucial to the success of our business, with many being with us for 10, 15, and 20 years.”

—Greg Wildeboer, Whispering Pines Landscaping



Business Retention & Expansion

In the fall of 2015, Orangeville’s Economic Development, Planning and Innovation Office rolled out a Business Retention and Expansion (BR+E) Program to better understand local business issues, evaluate business needs and concerns, and to determine economic development opportunities that could support the local business community.

Designed as a co-operative effort between industry, municipal government, and community partners, the current Orangeville BR+E initiative is focused on the manufacturing sector and identifying opportunities and actions that will support the retention/creation of jobs, business expansions, and diversification of the local economic base. A detailed program report and action plan is expected to be launched in the fall of 2016.

Economic Indicator	2014	2015
Total Employment ¹	12,907	13,120
Number of Businesses Operating ²	2,019	2,613
Total Construction Value ³	\$29,371,640	\$41,670,050
Residential ⁴	\$20,487,640	\$23,654,550
Industrial ⁵	\$720,000	\$2,666,500
Commercial ⁶	\$6,394,000	\$2,409,000
Institutional ⁷	\$1,770,000	\$12,940,000
Housing Resale Activity ⁸	607	704
Average House Selling Price ⁹	\$363,773	\$393,957
New Dwelling Units ¹⁰	121	134
Unemployment Rate ¹¹	5.2%	5.6%

Sources:

- 1-2 OMAFRA Analyst Data EMSI 2015.3
- 3-7 Town of Orangeville Building Department, 2015
- 8-9 Market Watch, Toronto Real Estate Board, December 2015
- 10 Town of Orangeville Building Department, 2015
- 11 Employment & Social Development Canada, EI Economic Region of South Central Ontario 2015



In June 2015, the Town of Orangeville was profiled in the Canadian Business Journal as offering “the perfect blend for a high quality of life”.

Sector Performance

Jobs by Sector

Sector	2014	2015
Agriculture, forestry, fishing and	58	58
Utilities	154	155
Construction	607	633
Manufacturing	1,494	1,524
Wholesale Trade	245	248
Retail Trade	2,479	2,528
Transportation and warehousing	152	154
Information and cultural industries	379	378
Finance and Insurance	479	487
Real estate and rental and leasing	91	93
Administrative and support, waste management and remediation services	638	609
Educational services	792	810
Health care and social assistance	1,970	2,030
Arts, entertainment and recreation	151	158
Accommodation and food services	1,359	1,401
Professional, scientific and technical services	535	554
Other services (except public administration)	587	594
Public Administration	539	526
Unclassified	199	181
Total	12,907	13,120¹²

Source:
¹² OMAFRA Analyst Data EMSI 2015.3

In 2015, Orangeville's economy saw:

- **Number of businesses operating increase by 29% since June 2014**
- **Total jobs increase by over 200 positions; a growth rate of 2%**

2015 Economic Outlook Breakfast



At the popular annual Economic Outlook Breakfast, Derek Burleton (left) shared his thoughts on how

the federal election results, general economic trends and oil prices may impact local businesses in Orangeville in the year ahead. The October 20 event drew 114 business leaders in an engaging session with great networking.

Bridges to Better Business: Innovation

The 2015 Bridges to Better Business event, headlined by journalist and entrepreneurship expert Rick Spence, focused on business growth through innovation. Local business owners and community members gained valuable insight into the steps required to increase revenue through the introduction of innovative business practices. The event also featured a panel discussion by three local business owners who have parlayed innovative and creative thinking into profit for their ventures.



Town staff, Council, and speakers at the 2015 Bridges to Better Business event.

Commercial, Industrial & Institutional Activity

Total Commercial Construction Value— \$2,409,000

Business Name	Address	Value
Black Wolf Smokehouse	139 Broadway	\$5,000
Aardvark Music	229 Broadway	\$10,000
Younique Esthetics	280 Broadway	\$12,000
The Shoe Company	115 Fifth Avenue, Unit C-2	\$140,000
Mama Vita's	400 Town Line	\$80,000
Holbrook's Restaurant	37 Broadway	\$5,000
LotsOfun	10 Centennial	\$30,000
Orangeville Optometrist	31 First Street	\$50,000
2131997 Ontario Inc.	33-37 Broadway	\$150,000
Steakhouse63	63 Broadway	\$17,000
Discover Your Yoga	169 Broadway	\$50,000
Parties Plus	190-210 Broadway	\$25,000
Petro Canada	490 Richardson Rd	\$27,000
Frank Gray Holdings Ltd.	229 Broadway	\$22,000
2391701 Ontario Inc.	50 Rolling Hills	\$245,000
Home Hardware	60 Fourth Avenue	\$693,000
Orange Bistro	20 Dawson Road	\$3,000
Bluebird Café	100 Broadway	\$10,000
9Round (fitness)	121 First Street	\$60,000
St John's Ambulance	35 Commerce Road	\$50,000
Spit n' Shine	660 Riddell Road	\$5,000
Hear Well Be Well	37A Broadway	\$40,000
2391701 Ontario Inc.	50 Rolling Hills, Unit 6	\$30,000
Burger King	336 Broadway	\$200,000
RioCan Holdings Inc.	95 First Street	\$250,000
Herbal One	685 Riddell Road	\$30,000
Bo-Lin McBride Ltd.	214 Broadway	\$10,000
Broadway Village Inc.	39-41 Broadway, Unit 7	\$20,000
2131997 Ontario Inc.	33-37 Broadway	\$140,000

Source: Town of Orangeville Building Department , 2015

*All permits were for additions



“Our location couldn’t get any better. Just look at where we are – right in front of the fountain on Broadway! There is so much happening here.”
 – **Lindsay Vandenhurk, Discover Your Yoga**



Discover Your Yoga’s recently renovated studio space

Total Industrial Construction Value— \$2,666,500

Business Name	Address	Value
Andrew Wilderboer	10 Centennial Rd	\$30,000
Rotomill	560 Riddell Road	\$130,000
Energetek	410 Richardson	\$500,000
1772958 Ontario Inc.	14 Tideman Drive	\$200,000
Edenwood Custom Furniture	10 Centennial Road	\$1,500
Quality Cheese	40 Centennial Road	\$1,600,000
Clorox	101 John Street	\$185,000
Orangeville Food Bank	25 Centennial Rd, Unit 5-6	\$20,000

Source: Town of Orangeville Building Department , 2015

*All permits were for additions

“When I first came to Orangeville, I thought it was the worst place ever, now they’ll have to drag me out of here. The people are genuine and hardworking. The Town has always been supportive. It’s a phenomenal place to do business. The geography is great, the access to the city is convenient and the people are amazing!”

—Buddy Pitt, Orangeville Home Hardware



Buddy Pitt, owner of Home Hardware. The business underwent an expansion of approximately 1,000 m² in 2015.

Total Institutional Construction Value— \$12,940,000

Business Name	Address	Value
St Peter’s School	46 Dawson Road	\$1,230,000
St. Mark’s Anglican Church	5 First Avenue	\$80,000
Town of Orangeville	Water treatment plant expansion	\$11,000,000
Family Transition Place	20 Bredin Pkwy	\$10,000
Credit Meadows PS	220 Blind Line	\$36,000
Princess Margaret PS	51 Wellington	\$150,000
Avalon	355 Broadway	\$16,000
St Andrew’s School	50 Meadow Drive	\$5,000
Headwaters Health Care Centre	100 Rolling Hills Drive	\$3,000
UGDSB - ODSS	22 Faulkner Street	\$370,000
Town of Orangeville	275 Alder Street	\$15,000
Bethsaida Retirement Home	3 Hillside Drive	\$5,000
Town of Orangeville	26 Bythia Street	\$20,000

Source: Town of Orangeville Building Department , 2015

*All permits were for additions

Tourism and Sport



Broadway wins 2015 Great Street Award

Broadway, Orangeville's main street, won both the Great Street Award as well as the People's Choice Award in the Great Places in Canada contest, by the Canadian Institute of Planners. Great Places in Canada was created to celebrate and share those places which make one's community unique and to recognize the work of professional planners.

"To be great, a street must be a destination in its own right. Broadway fits the bill as an inviting place at the heart of Orangeville," said professional planner and contest juror Ben Petch. "Historic buildings, contextual redevelopment, and attention to the pedestrian experience combine in a unique place enjoyed daily by shoppers, workers and visitors alike. Institutional uses anchor the street and give it purpose, while restaurants, landscaping, and patios enable people to enjoy the space and enliven the street with activity. Festivals and events regularly invite people to experience the street, and contribute to Broadway's dynamic character. The jury was impressed by the central role Broadway plays in the community, along with the heritage character and streetscape design."



Pan Am Games Torch Relay

On June 12, the TORONTO 2015 Pan Am Games Torch arrived in Orangeville for a community celebration. Orangeville's community torchbearer was three-time World Champion and Olympic Gold & Silver Medalist and rower, Brian Price. With Pan Am events scheduled for Mono and Caledon, the Torch Relay Celebration was an opportunity to showcase the unique culture and heritage of the Town and a great way for the community to come together.



Way Finding Signage implemented

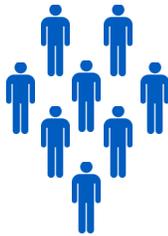
Eight municipal signs were installed in mid-December as part of the Town's new way-finding signage program. The signs of various sizes direct people to several Orangeville destinations, including Rotary Park, Credit Valley Train, historic downtown, Opera House Theatre, Farmers' Market, Visitor Centre, and Island Lake. Signage heightens awareness of community attractions, increasing spur-of-the-moment visits to attractions or encouraging a return visit.

In 2015, the Orangeville Visitor Information Centre reported:



6,830

General
Tourism
Inquiries



3,378
visitors from
outside of
Orangeville



530
Art Walk of
Tree Sculpture
Tourists

Source:
Orangeville Visitor Information Centre



May 31 to June 6, 2015 was proclaimed Tourism Week in Orangeville. Pictured: Bill Lidster from Credit Valley Conservation Authority, Mayor Williams, Economic Development Manager Ruth Phillips, and Director of Economic Development, Planning and Innovation Nancy Tuckett.

Arts & Culture



artsVest launches in Orangeville

In June 2015, Orangeville was selected as one of five regions in Ontario to participate in the 2015/16 artsVest initiative, a program designed to encourage private business investment in the arts and to build sustainable sponsor relationships within the community. Upon completion in 2016, the program had well exceeded expectations by raising \$61,050 in sponsorship funding—more than triple the original goal!



Orangeville Blues & Jazz Festival

The 13th annual Blues and Jazz Festival was a record-breaking event and a major success from a financial, artistic, and attendance perspective. With four days, five stages, 23 clubs and more than 80 acts, 2015 was one of the festival's biggest years to date. The weekend was expanded in 2015 to include the Memorial March – a traditional New Orleans style funeral march in celebration of life, which served as a memorial to the festival volunteers who have since passed.



Culture Days 2015

On September 25, 26 and 27, Orangeville joined communities across Ontario in celebrating Culture Days. Orangeville was host to more than 14 Culture Days events including free music lessons, art demonstrations and cultural activities in Alexandra Park, far exceeding previous years. Once again, the Culture Days weekend officially kicked off with the sixth annual Mayor's Breakfast for the Arts.

Headwaters Arts Festival Authors' Night

Each year, the Headwaters Arts Festival comes to the region with events and venues throughout Headwaters. In 2015, Orangeville was host to the Festival's prestigious Authors' Night event which took place in the Opera House. The event featured four authors, including Giller Prize winner Elizabeth Hay.



"On Location" in Orangeville

Cineflix Media visited Orangeville in April to shoot an episode for a new TV docudrama series called American Lawmen. Several local building facades were selected for the shoot, such as the Orangeville Public Library, the Town Hall, and the Playfair Dental Centre.



"To be honest, I had never heard of Orangeville before I came here to work on contract with the local theatre. I left after my contract was over, but I loved the town; there was something about it that felt like home. Theatre Orangeville gave me the chance to really grow. David Nairn gave me my first professional design 9 years ago, and a couple of years later, my first main stage design. That's the great thing about Theatre Orangeville; they believe in fostering the growth and development of their staff. Orangeville has the perfect small town feel where artists know each other's names, all because the arts community is so strong. I encourage my peers to come here because of the community's investment in its arts and culture development."
– **Beckie Morris, R & S Creative and Theatre Orangeville**

The Business of Food



2015 Food Entrepreneurs event attendees



Exhibitors at the 2015 Food Entrepreneurs event

Support for Food Entrepreneurship

In 2015, food entrepreneurs were in the spotlight through a series of events and opportunities offered by the Economic Development Office. The year kicked off with the very successful and engaging, “Food Entrepreneurs: Preserving Our Heritage; Creating Our Future”. The event welcomed 175 food entrepreneurs and aspiring business owners to hear the engaging success stories of Woolwich Dairy Goat Cheese and Hockley Valley Coffee Roasters along with expert advice from various food industry professionals. The day showcased 20 established food businesses including local farmers, stores, and manufacturers from the region. A collaboration between the Town of Orangeville Economic Development/SBEC office, Georgian College, Headwaters Food and Farming Alliance, Dufferin.Biz, Headwaters Communities in Action, and Orangeville BIA, the full day seminar provided opportunities for local food business owners to share new ideas and learn tips and techniques for cultivating success.

Coming soon to Orangeville: Quality Cheese

Quality Cheese Inc. announced in 2015 that Orangeville would be the site of the company’s new manufacturing location. The Vaughan-based, award-winning Canadian cheese manufacturer purchased the facility at 40 Centennial Road in Orangeville and took possession in March 2015. A significant number of interior renovations were undertaken in 2015 with the goal of opening for operation in spring 2016.



“To witness the growth of Orangeville first hand has been incredible, especially when it comes to the culinary scene. We now have four local restaurants that have been featured on the Food Network, which is so impressive for a town of our size. The wonderful people of Orangeville have embraced our unique cuisine with open arms, and the support has been tremendous. It’s a place with so much going for it, and so much future potential and opportunity as well.”

– Phil Dewar, Soulyve

In 2015, the Orangeville Farmer's Market brought:



2,805
average
visitors daily



70,000
visitors
annually



\$469,225
in primary
producer sales



Source:
Orangeville Business Improvement Area, 2015

Taste of Orangeville

The Orangeville Business Improvement Area hosted the annual Taste of Orangeville event in August 2015. The Great Taste Fashion Show was held on Friday, August 14 and the Woolwich Dairy Taste of Orangeville & Open Doors Sidewalk Sale ran on Saturday, August 15. The weekend brought 1,656 visitors to Downtown Orangeville to enjoy new fall fashions, the best in local shopping, great summer sales, delicious local food, and live music.



Small Business Enterprise Centre



“We are thrilled that the fabulous food shops and restaurants in the downtown core took a chance on us in starting our food tour business. People always ask me, “Orangeville? What’s in Orangeville?” and I say, “Come and visit; you wouldn’t believe what’s here! Oh, and you’ll be back!”
 – Irene Whitten, *Savour the Flavours*



Mr. Sub and Country Style grand opening



Small Business Month Proclamation



Beauty Supply Outlet reopening

SBEC Services

The Orangeville & Area Small Business Enterprise Centre (SBEC) services all of Dufferin County and neighbouring jurisdictions. It is a valued resource in the business community, providing small businesses with advice, information, mentorship, training, and free resources to support business success. In 2015, the SBEC hosted 25 seminars and events led by local business experts on everything from business taxes to exporting to marketing and customer service. Almost 800 entrepreneurs attended the various sessions. The SBEC also helped to register 117 businesses which created more than 400 new jobs. Throughout the year, the service provided 626 in-depth consultations to local business owners, and fielded 3,178 inquiries.

Small businesses are integral to the Canadian economy, employing half of all private sector employees and contributing 40% to the private sector Gross Domestic Product (GDP).¹³

Source:

¹³ Canada’s Economic Action Plan



New SBEC promotional rack cards developed in 2015

Partnerships

The Orangeville & Area SBEC is proud to have community and government partners who work together to ensure the highest level of service is provided to Orangeville and area businesses. In 2015, the Town of Orangeville entered into a partnership with Georgian College, the Dufferin Board of Trade (DBOT), and the Headwaters Food and Farming Alliance to mount an ambitious Food Entrepreneurship event that provided training, mentorship and networking opportunities to more than 175 participants. Additional partnership events included the Workplace Safety Education and Training initiative co-ordinated in partnership with the DBOT, Humber College, Georgian College, and the Dufferin Homebuilders' Association, and an innovation seminar series in partnership with the Ontario Centres of Excellence, Innovation Guelph, SOFII, DBOT, and the Henry Bernick Entrepreneurship Centre. Over the next fiscal year, the SBEC will continue to nurture these partnerships and explore new and innovative ways to work with area organizations to increase business development in the region.



Route 145 celebrates 1 year anniversary



Rodney Hough, Stefan Wiesen and Councillor Scott Wilson at the BIA AGM

In 2015, the Orangeville & Area Small Business Enterprise Centre reported:



Mark's grand re-opening



E-Business Toolkit workshop

3,178 general inquiries	117 business start-ups
626 business consultations	403 jobs created
25 workshops & events	793 event attendees

Youth Entrepreneurship



Starter Company participant Jamie-Lee Higginson appears on Dragon's Den in December 2015



Starter Company Program

The Starter Company Program exists to provide promising young entrepreneurs in Dufferin County with the tools and resources required to grow their

businesses. The program provides youth with one-to-one and group mentorship sessions with local business leaders, business training through the SBEC's workshop series, and opportunities to apply for up to \$5,000 in grant funding to support the entrepreneur's business development and growth. 2015 was an incredibly successful year for the Starter Company entrepreneurs.

In 2015, the Starter Company Program in Orangeville:

- provided local young entrepreneurs with **\$30,000 in grant funding**;
- delivered business **training to 12 entrepreneurs**;
- **created 7 additional jobs** in the local community;
- **expanded 3 businesses** through storefront creation and new manufacturing space;
- **created 2 new businesses** from the ground up;
- had a client **appear on Dragon's Den and receive a deal** from Michael Wekerle.



Starter Company grant recipients with Mayor Williams and SBEC staff



Dufferin Young Professionals

The Dufferin Young Professionals group organized five events in 2015 with special guest speakers on a variety of business topics including family-run businesses, increasing profits, fraud prevention/risk management and market concepts. The group also organized a local business tour of two enterprises owned by young professionals.



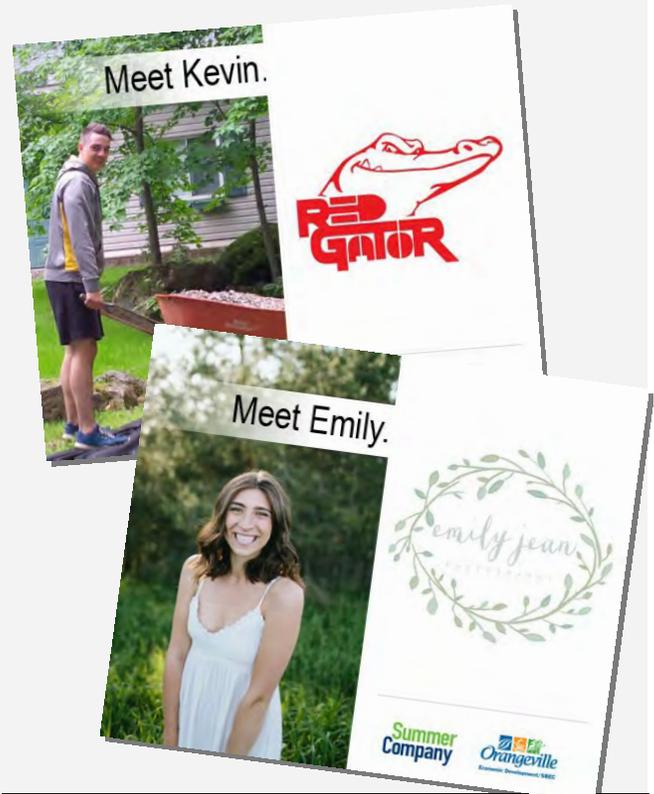
“The SBEC / Starter Company Program took my small flame of a dream and turned it into a wild fire. Through the many resources, mentors, meetings, networking, funding, and all-around support, SBEC gave Buffalo Feathers the ability to expand my vision of up-cycled clothing and create a unique fashion company. Without SBEC I would still be dreaming. Now, I am living!”

– Leah Evans, Buffalo Feathers

Summer Company

Summer Company Program

The Orangeville & Area SBEC co-ordinated the popular Summer Company program in partnership with the Ontario Ministry of Economic Development Employment and Infrastructure (MEDEI). Six young entrepreneurs took up the challenge to start a business and be their own bosses. Businesses included Insta Computers, Emily Jean Photography, Equestrian Stable Services, Imperial Auto Detailing, Chick a Boom Fitness and Nutrition, and Red Gator Property Maintenance. All participants made respectable profits and successfully completed the program, returning to school with a new set of entrepreneurial skills.



“Meet” social media campaign launched to promote Summer Company enrollment



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