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# 2017

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## Orangeville at a Glance

 **2,757**  
Businesses

 New Businesses  
**65+**

 **13,706**  
Employees

 **+255**  
New Jobs

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 **\$69,000**  
in grants awarded to  
small business owners

 **572**  
Business consultations

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 **SIX new**  
pieces of  
public art

 **8,500+**  
tourism inquiries

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# A message from the Mayor



Like a jewel overlooking Ontario's GTA, Orangeville's strength is multifaceted. Our town is possibly the most perfect small town in Canada. With a solid and varied economic base, vibrant art community and robust construction sector, we continue to grow in strength while keeping our small-town atmosphere. The stats and figures contained in this report bear witness to Orangeville's economic strength and vitality. 2,757 businesses employing over 13 thousand people, shows a local economy exceeding the provincial average. Manufacturing over the 2011/2016 period grew an astounding 18.8% in Orangeville, compared to a 1% increase province-wide during the same timeframe. Success stories such as Florentina Foods' new soon-to-be-built processing plant on their 4-acre site highlight that growth. Headwaters Health Care's latest expansion of 8,700 square feet makes our hospital the region's biggest and best health care facility. Our full-time economic development team continues to assist new and existing businesses. A new

Economic Strategy Plan will forge strong relationships with our business community and will serve our local economy well into the future.

Beyond those impressive stats, is a community rich in diversity and neighbourly spirit that makes for a safe and secure community to raise a family or to launch a new venture. Various events are held throughout the year attracting over 150,000 visitors annually. Orangeville continues to drive our county's economy, providing 66% of Dufferin's jobs. I'm excited to see our town's continuing success, and I hope you enjoy reading this report highlighting Orangeville's many economic achievements.

Jeremy D Williams  
Mayor of Orangeville

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# Economic Highlights

Economic Indicator	2016	2017
Total Employment <sup>1</sup>	13,451	13,706
Number of Businesses Operating <sup>2</sup>	2,692	2,757
Total Construction Value <sup>3</sup>	\$42,859,240	\$45,482,658
Residential <sup>4</sup>	\$23,021,240	\$39,600,508
Industrial, Commercial, Institutional <sup>5</sup>	\$19,838,000	\$5,882,150
Housing Resale Activity <sup>6</sup>	678	686
Average House Selling Price <sup>7</sup>	\$450,085	\$526,215
New Dwelling Units <sup>8</sup>	122	351
Unemployment Rate <sup>9</sup>	3.8%	5.0%

Sources:

<sup>1-2</sup> OMAFRA Analyst Data EMSI 2017.3

<sup>3-5,8</sup> Town of Orangeville Building Department, 2017

<sup>6-7</sup> Market Watch, Toronto Real Estate Board, December 2016 & December 2017

<sup>9</sup> Government of Canada, EI Economic Region of South Central Ontario 2017, Unemployment Rate & Benefit Table. (for the period of December 3, 2017 to January 6, 2018)

## Economic Outlook Breakfast



The annual Economic Outlook Breakfast on October 17 featured Derek Burleton, Vice President and Deputy Chief Economist of TD Bank Group. A well-received panel of business owners shared their insights into the local economy. Panelists included Paul Nelson of The Data Cable Co. Inc., Margorie Grime of Royal LePage RCR Realty and Buddy Pitt of Orangeville Home Hardware Building Centre. More than 100 business leaders and community members attended the engaging and informative session.

## Town of Orangeville partnered to deliver Manufacturing Day 2017

Manufacturing Day is an annual event that provides students and job seekers with the opportunity to tour manufacturing facilities and learn about career options in this sector. Presented by the Workforce Planning Board of Waterloo Wellington Dufferin, the 2017 event was held on October 6. The Dufferin area tour provided 60 students and 17 additional job seekers with occupational information and exposure to four local manufacturers.



# Sector Performance

Jobs by Sector	2016	2017
Agriculture, forestry, fishing and hunting	54	55
Utilities	206	214
Construction	567	578
Manufacturing	1,528	1,543
Wholesale trade	214	219
Retail trade	2,548	2,584
Transportation and warehousing	127	131
Information and cultural industries	630	656
Finance and insurance	541	556
Real estate and rental and leasing	107	105
Professional, scientific and technical services	497	516
Administrative and support, waste management and remediation services	577	558
Educational services	629	621
Health care and social assistance	2,273	2,390
Arts, entertainment and recreation	204	208
Accommodation and food services	1,387	1,412
Other services (except public administration)	579	571
Public administration	547	546
Unclassified	238	243
	<b>13,451</b>	<b>13,706</b>

Source: OMAFRA Analyst Data EMSI 2017.3

Note: EMSI data is constantly updated as new data becomes available to ensure accuracy and consistency. As a result, variances exist between the 2016 data above versus the data reported in the 2016 Economic Development Report. The above chart reflects the most up-to-date data available for 2016 and 2017.

## Florentina Foods selected Orangeville for manufacturing facility

In June, Florentina Foods Ltd. announced its purchase of 4.076 acres of Town-owned land at the northwest corner of C Line and Centennial Road. The food-based manufacturing company specializes in processing frozen entrees and other food products for several large-scale retail and food service clients throughout North America. The Orangeville site is the company's third location and upon completion, the 50,000 to 75,000-square-foot manufacturing facility is expected to initially employ approximately 60 people.

## TFI Aerospace featured on How It's Made

TFI Aerospace Corporation, a manufacturer of aerospace fasteners located in Orangeville, welcomed a film crew from the Discovery Channel television series 'How It's Made' in March. The series showcases the manufacturing process of various items and selected TFI Aerospace because of the company's unique product.



# Strategic Plans and Priorities

## Strategic Plan adopted by the Town

**Orangeville Forward**, a strategic action plan for the municipality, was approved in July. The plan's goal is to guide the responsible use of resources, ensure effective and efficient municipal service delivery and to create accountability to citizens, Council and stakeholders. The plan includes a community-wide vision: "Orangeville is an inclusive community that respects its heritage, natural environment and small town appeal while embracing the future with a progressive and innovative spirit". Five key priority areas and related actions were identified for implementation and will help drive the municipality forward over the next several years.

### Priority Areas

Municipal services

Strong governance

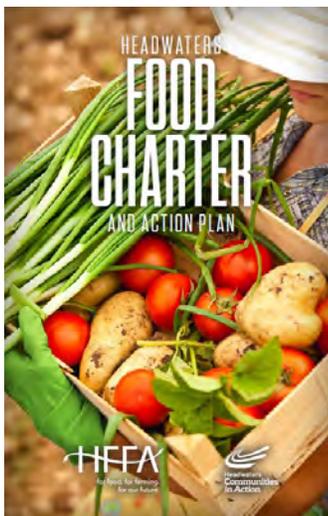
Economic vitality

Community stewardship

Sustainable infrastructure

## Economic Development Strategy Update

In 2017, the Town embarked on an update of its Economic Development Strategy. The review was undertaken in parallel with the development of the Dufferin County Economic Development Strategic Plan to ensure complementary goals and objectives. Orangeville's plan provides an overview of the Town based on the updated 2016 Census Canada data and sets out key economic development roles and actions to help move economic development forward over the next several years. The update was adopted by Council on March 19, 2018.



## Headwaters Food Charter and Action Plan launched

Headwaters Food and Farming Alliance (HFFA), a collective of local organizations that support food and farming in our local region, created a Food Charter and Action Plan for the community. The collaborative document was endorsed by Dufferin councils, including the Town of Orangeville. The plan outlines values, principles, and priorities for food and farming in the Headwaters area and includes goals to strengthen the region's economic vitality and to celebrate its culture. One of the first actions executed was the publication of a new Farm Fresh print and online guide to local food producers in the Headwaters region.

# Five Year Review

## 2011 to 2016

**The 2016 Census Canada data was released throughout 2017. The data provided an opportunity to examine longer term trends and gain interesting insights into the community.**

As the largest urban centre in Dufferin, Orangeville is home to almost one-half of the County's population and grew 3.3% from 2011 to 2016. Orangeville also remains a relatively young community, with an average age of 38.7 years compared to the Ontario average of 41 years.

Orangeville maintains its position as the major business hub for Dufferin with approximately 66% of the County's jobs located here.

Jobs grew by 7.9% in Orangeville from 2011 to 2016 (1,175 jobs) – more than double the Town's population growth, and a higher rate than Ontario's growth of 6.6%.

Growth in manufacturing was particularly strong with a job increase of 18.8% compared to less than 1% in Ontario between the last two census periods. Other sectors experiencing noteworthy growth included information and cultural industries, accommodation and food services, construction, public administration, and educational services.

Sources:

Statistics Canada, 2016 Census

OMAFRA Analyst Data, EMSI 2016.3.

OMAFRA Analyst Data, EMSI 2017.3.

### Population

28,900 people  
+3.3%

### Employment

+1,175 jobs  
+7.9%

### Business

+680 businesses  
+34%

**Manufacturing**  
+18.8% job growth

**Information &  
Cultural Industries**  
+60.7% job growth

# Business Openings

More than 60 businesses opened in Orangeville in 2017, including:



### 28 Mill Street

A speech and language clinic dedicated to assessing and treating toddlers, preschoolers and school-aged children with a variety of speech and language delays.



### 28 Mill Street, Unit 10

A creative marketing agency that caters to small and medium sized businesses.



### 450 Richardson Road

A manufacturer and retailer of all natural, handmade soaps, bath & body products.



## Headwaters Health Care Centre opened new Ambulatory Care Centre

Nearly one year after the breaking ground on its redevelopment project, Headwaters Health Care Centre's new Ambulatory Care Centre officially opened its doors to patients on September 18. The addition of 8,700 square feet was the first major expansion of the hospital since opening at the current location in 1997. The new wing will be home to high-demand clinics, services and programs such as dialysis, chemotherapy, minor procedures, orthopaedics, and plastics.

### New location for Economic Development/SBEC Office

In July, the Economic Development/SBEC Office moved to a new location at 200 Lakeview Court, above the Visitor Information Centre. Although the location of the office changed, services continued to support businesses in Orangeville and the surrounding area.



# Business Milestones

## Many local businesses celebrated significant anniversaries in 2017



### **Millennium1 Solutions - 40 years in business**

As an award-winning Business Process Outsourcer (BPO), Millennium1 Solutions delivers critical process solutions and operates as an extension of its clients' own businesses. Celebrating its 40-year anniversary was especially significant at the Orangeville office, the company's longest operating location. "Orangeville has all of the amenities that our company requires to operate a national business – a central location with close proximity to transportation hubs and a reliable local workforce that appreciates a small-town feel," said Jennie Bradley, Vice President of Operations.



### **Clorox Company of Canada - 50 years in business**

For 50 years, GLAD branded products have been manufactured in Orangeville. Clorox Company of Canada, GLAD brand owner since 1999, celebrated this significant milestone in September with the people who made this notable achievement possible. "It's more than celebrating the fact that we've been around 50 years," said Plant Manager Peter Reynolds. "It's about our people and the pride they have in the workplace and in the products that they make."



### **Dragonfly Arts on Broadway - 15 years in business**

This popular shop features the works of over 200 Canadian artists, many of them local, and has become known for its wide selection of unique art pieces and its superior customer service. On-site studios allow visitors to meet the artists and learn about their techniques. "Creating access to artists enriches our customer's experience," said owner and founder Joan Hope. "They feel more connected to the art and enjoy a deeper appreciation of how it is made."

# Tourism in Orangeville

## New gateway sign to welcome visitors

A new gateway sign was installed at the Town's entrance at Highway 9 East. Three other gateway signs were refreshed and had "welcome" added to them.

## Orangeville cited as a top day trip location

Orangeville was featured in a list of 25 day trips from Toronto by ToDoCanada.ca. It was recommended that visitors "Wander the streets of Orangeville and marvel at the creative beauty of 54 intricately carved tree sculptures! Whether you want to go on a self-guided heritage tour or explore this quaint town's thriving culinary scene, there is plenty to do in this town, so close to Toronto!"



## Videos highlighted top attractions

Five promotional videos were created to highlight some of Orangeville's top attractions. The videos were shared on social media and posted on orangevilletourism.ca and YouTube. Each video reached more than 2,500 users on Facebook and was widely shared amongst the online community. The videos featured the Farmers' Market, Island Lake Conservation Area, Rotary Ribfest, Taste of Orangeville, and Savour the Flavours Culinary Walking Tours.

## Itineraries offered ideas for tourists

Five itineraries were created for the orangevilletourism.ca website based on specific themes: family experiences, outdoor recreation, food, arts and culture, and group visits. Each itinerary is updated seasonally and outlines activities and attractions that offer memorable experiences for visitors all year long.



## Festivals & Events

**An impressive selection of festivals and events attracted visitors and residents to Orangeville throughout the year.**

- Orangeville Blues & Jazz Festival – 36,000
- Farmers' Market – 62,000, (2,500 weekly)
- Winter Market – 6,600, (550 weekly)
- Rotary Ribfest – 21,000
- Taste of Orangeville – 2,000
- Harvest Celebration – 8,000
- Moonlight Magic/Tractor Parade of Lights – 8,000
- Optimist Club of Orangeville Christmas in the Park - 25,000
- Brewzapalooza Beer Festival - 600

Source: Estimates provided by host organizations of each event.

## The Visitor Information Centre welcomed tourists to Orangeville

 **8,578**  
General tourism inquiries

 **3,859**  
Visitors from outside of Orangeville

### Top Inquiries

 **3,968**  
Directions/Maps

 **2,100**  
Arts & Culture

 **1,657**  
Tree Sculptures

 **1,452**  
Community/Other

 **1,157**  
Things to Do

 **1,151**  
Island Lake

## Tourism Week celebrated the role of arts and culture

May 28 to June 3 was proclaimed Tourism Week in the Town of Orangeville. This week recognized art as an important tourist attraction. The Mantis Queen, a new addition to the Town's growing public art collection, was installed at the Visitor Information Centre in April. The large-scale sculpture was anonymously donated to the Town by a local resident. The interactive sculpture was created by award-winning artist Ron Baird. Its location, in close proximity to Island Lake, allows more visitors to enjoy the art work within a complementary natural environment. Landscaping for the sculpture was donated by Glen Echo Nurseries. The Mantis Queen, along with other public artworks like utility boxes and tree sculptures, are popular with tourists and demonstrate the role of arts and culture in promoting tourism.



# Arts & Culture



## Celebration of the Arts recognized local artists

In 2017, the annual Mayor's Breakfast for the Arts was transformed into Celebration of the Arts, an evening reception that kicked off Culture Days in Orangeville. This free event was hosted at Town Hall and included the presentation of the Town's Arts and Culture Awards. Eight individuals, businesses, and organizations were recognized for their contributions to arts and culture in the community.



## Utility Box Art Display Program continued to grow

Five new utility boxes were transformed into colourful works of art through the 2017 Utility Box Art Display Program. Four boxes featured original works by local artists and the fifth box, sponsored by Meridian Credit Union, paid tribute to the popular Orangeville Blues & Jazz Festival. The program originated in 2016 to recognize local artists, celebrate the Town's culture and history, and promote Orangeville as an arts and culture hub for the region. The unique public art collection now includes eight pieces and up to six new locations are planned in 2018.

## In the community

Dufferin Arts Council hosted Celebrate the Arts on September 9. The 25th anniversary celebration featured events, performances, and open art studios at various locations along Broadway.

More than 1,000 people enjoyed two outdoor movie nights hosted by the Parks and Recreation Department at Alder Street Recreation Centre.

In May, a film production company shot episode portions of a television series entitled Slasher: Guilty Party. The series premiered on Netflix in October.

# New locations to experience arts & culture **Officially Opened**

## Island Lake Waterfront Amphitheatre officially opened

The official grand opening of the waterfront amphitheatre at Island Lake Conservation Area was celebrated on Canada Day. Although the floating stage was completed in 2015, the large roof that completed the stage was installed in 2017. Inaugural events held in 2017 included yoga classes, movie nights, and a production of Peter Pan performed by Theatre Orangeville's Young Drama Company. Four shows attracted an audience of 1,100.



## Mill Street Library renovations completed

The Orangeville Public Library celebrated the grand re-opening of the renovated Mill Street branch in January. The renovation included the creation of "Storyland" – an open children's space featuring artwork by local artists. A new accessible family washroom on the top level, two new private study spaces, energy efficient lighting, and new flooring were also added. The project received support from the Canada 150 Community Infrastructure Program, with the federal government providing \$91,000.



# Small Business Enterprise Centre

The Orangeville & Area Small Business Enterprise Centre offers free guidance and resources for start-up and existing small businesses in Dufferin County and surrounding areas. Entrepreneurs can access a variety of resources including:

- One-to-one meetings with a qualified business consultant
- Business planning support
- On-site business registrations
- Assistance with entrepreneurial programs
- Mentoring and networking opportunities
- Business training, seminars, and workshops
- Information on financing options, permits, licenses, government support, and
- Free access to a business resource library, computers, and Internet

## Programs

In 2017, three programs were offered to support local small business owners: Starter Company, Starter Company Plus, and Summer Company. Delivered by the SBEC on behalf of the Ministry of Economic Development and Growth, each program offers training, mentorship, business plan guidance, and funding opportunities to entrepreneurs who are looking to start or expand their businesses.

### **Starter Company/Starter Company Plus**

Initiated in 2013, the four-year Starter Company program was geared to youth aged 18-29 who were not returning to school. Participants had the opportunity to earn \$5,000 grants to help start up or expand their ventures. In 2017, five Starter Company grants were awarded to local businesses and, upon program completion in March 2017, Starter Company had provided a total of \$110,000 in grant support. The program was expanded in April 2017, rebranded as Starter Company Plus, and opened to all entrepreneurs over the age of 18. The program has proven extremely popular, with 51 applications accepted and four grants awarded in 2017.

### **Summer Company**

The Summer Company program was available to youth between the ages of 15 and 29 who wanted to experience entrepreneurship over the summer months. In 2017, eight Summer Company grants of \$3,000 each were awarded for a total investment of \$24,000 in local student businesses.

 3,306

General Inquiries

 97

Business Start-ups

 572

Business Consultations

 204

Jobs Created

 32

Workshops & Events

 777

Event Attendees

# Events



## TD Bank Group Sponsorship

Representatives from TD Bank Group presented \$7,000 to the Economic Development/SBEC office in support of the new Starter Company Plus program and the Economic Outlook Breakfast held in October.



## Small Business Month

Small Business Month was proclaimed in October to support local entrepreneurs and recognize their contributions to the community.

## Food Entrepreneurship: From concept to kitchen to commercialization

On November 2, the 2017 Bridges to Better Business event featured Food Entrepreneurship: From concept to kitchen to commercialization. Over 70 delegates joined local business owners and industry experts to learn how to succeed in the flourishing food sector. Participants learned about the growing culinary tourism sector and heard from local entrepreneurs who shared best practices and offered guidance for new and expanding food sector business owners.

 A flyer for the event 'Food Entrepreneurship: From concept to kitchen to commercialization'. The flyer is blue and white with orange accents. It includes the following text:
 

- Food Entrepreneurship: From concept to kitchen to commercialization**
- Thursday, November 2, 2017 | 11:30 a.m. – 4:00 p.m.
- Monora Park Pavilion | \$30 (includes lunch & HST)
- FOOD STARTER** Building great food businesses. A representative of Food Starter will share proven strategies that will help food entrepreneurs get a strong start, cultivate steady growth and reap ultimate success.
- Learn how to succeed in the flourishing food sector**
- SOULYVE** HEADWATERS: Michele Harris of Headwaters Tourism & Phil Dewar of Soulyve will discuss the growing popularity of culinary tourism in Dufferin County.
- Learn best practices from these successful local food entrepreneurs**
- Scott Galt, Jennifer Galt, Ted Atch, Rob Lewis, Christopher Fagan, Laura J. Lumsden, Tracy, Laura Ryan, Christina Lumsden, Jenise Smith.
- 2017 Bridges to Better Business is presented by the Orangeville & Area Small Business Enterprise Centre and the Ministry of Research & Innovation.
- Register by Oct. 27, 2017 at: www.orangevillebusiness.ca/events 519-941-0440 Ext. 2200 or e-mail sbec@orangeville.ca
- Ontario Network of Entrepreneurship logo.
- Canada Business/Entrepreneurship Canada Ontario logo.

# Partnerships

The Orangeville Economic Development/SBEC office worked with many community and government partners throughout the year. Key partners in 2017 included:

- Ministry of Research & Innovation
- Ministry of Economic Development & Growth
- County of Dufferin
- TD Bank Group
- Town of Shelburne
- Dufferin Board of Trade
- Centre for Business & Economic Development
- Workforce Planning Board of Waterloo Wellington Dufferin
- Georgian College
- Humber College
- Innovation Guelph
- Ontario Centres of Excellence
- Ontario Network of Entrepreneurship
- Export Development Canada

**200 Lakeview Court  
Orangeville, Ontario**

[www.orangevillebusiness.ca](http://www.orangevillebusiness.ca)

[www.orangevilletourism.ca](http://www.orangevilletourism.ca)

Facebook: @OrangevilleEconomicDevelopmentTourism

Twitter: @OrangevilleED

