



# 2018 Economic Development & Culture Report





The Town of Orangeville's Economic Development & Culture office is committed to fostering the economic vitality of our community. Identified as one of Orangeville's key strategic priorities, the economic growth of our Town will focus on developing and maintaining an attractive business environment and increasing tourism and cultural opportunities.

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# Economic Development Strategy Update



Orangeville's 2018 Economic Development Strategy was approved by Council in March and defined the Town's vision for economic development.

## Vision:

**Orangeville will sustain and enhance its strong economic, community, cultural, and environmental well-being.**

## Key Areas of Importance:

- Maintenance and enhancement of Orangeville's overall quality of life and small town appeal
- Protection of Orangeville's heritage, cultural and natural environment
- Balanced growth management for residential and employment uses while maintaining the community's historical character
- Provision of an economic development strategy that supports the retention and expansion of local businesses and seeks new opportunities
- Development of an equitable, efficient and accountable municipal service delivery system, that allows for regular public consultation

## Goals, Objectives & Actions:

- Create a positive framework for economic development
- Attract, retain and expand businesses
- Foster entrepreneurship
- Stimulate tourism and cultural development
- Further workforce development
- Market Orangeville



The report also recommended that economic development efforts in Orangeville focus on specific sectors and it defined actions to help build these areas.

## Sectors of Focus

### Tourism

Encourage expanded and enhanced tourism offerings and capacity, and delivery of memorable experiences to increase numbers of visitors to Orangeville.

### Creative Industries

Support growth, greater recognition, and external audience attraction for Orangeville's arts and culture sector.

### Manufacturing

Support business retention, growth and new investment attraction in Orangeville's manufacturing sector.

### Professional, Engineering, Information Technology, and Financial Services

Retain, grow and attract sector businesses to Orangeville.

Implementation of the strategy began immediately with action taken on some key recommendations including the launch of a Business Retention + Expansion program for the professional services sector, the expansion of Orangeville & Area Small Business Enterprise Centre services to include satellite services in Shelburne, completion of the tourism oriented way-finding sign program, and the launch of the Town's first Sustainability Plan.

# Economic Highlights



Economic Indicator	2017	2018
Total Employment <sup>1</sup>	12,436	12,621
Number of Businesses Operating <sup>2</sup>	2,757	2,642
Total Construction Value <sup>3</sup>	\$45,482,658	\$29,701,081
Residential <sup>4</sup>	\$39,600,508	\$13,114,131
Industrial, Commercial, Institutional <sup>5</sup>	\$5,882,150	\$16,586,950
Housing Resale Activity <sup>6</sup>	686	545
Average House Selling Price <sup>7</sup>	\$526,215	\$541,420
New Dwelling Units <sup>8</sup>	351	61
Unemployment Rate <sup>9</sup>	5.0%	4.2%

**Sources:** <sup>1-2</sup> OMAFRA Analyst Data EMSI 2018.3 | <sup>3-5,8</sup> Town of Orangeville Building Department, 2018 | <sup>6-7</sup> Market Watch, Toronto Real Estate Board, December 2017 & 2018  
<sup>9</sup> Government of Canada, El Economic Region of South Central Ontario 2018, Unemployment Rate & Benefit Table (December 9, 2018 to January 5, 2019)

## Economic Outlook Breakfast showcased business resources

Over 140 business leaders and community members attended the annual Economic Outlook Breakfast on November 6. Featuring James Marple, Director and Senior Economist at TD Bank Group, the 2018 event also included an opportunity for participants to learn about programs and incentives available to support local business owners. An expert panel included representatives from the Ministry of Economic Development, Job Creation, and Trade, Humber Institute of Technology and Advanced Learning, and Georgian College Career and Employment Community Services. Another 14 organizations provided information on programs, incentives and supports directly available to local businesses.

## Networking session hosted for local manufacturers

In partnership with the Excellence in Manufacturing Consortium (EMC), the Economic Development & Culture office hosted a networking breakfast for local manufacturers on September 27. More than 30 participants discussed issues affecting manufacturing, productivity and engagement opportunities.



## Orangeville & Area Job Fair attracted 650+ job seekers

As part of ongoing efforts to reduce local workforce shortages, the Town of Orangeville hosted its second community job fair on May 2 at the Best Western Plus Inn and Suites. Thirty-six local employers showcased their businesses and job opportunities to over 650 prospective employees. The event was undertaken in direct response to findings from the Business Retention + Expansion (BR+E) project that was completed with Orangeville’s manufacturing sector in 2016.

## BR+E launched to support professional services

Professional, Scientific and Technical Services (PST) were identified as a key sector of focus in the 2018 Economic Development Strategy Update. In late December, work began to launch a Business Retention + Expansion (BR+E) program for this sector. The program was launched in January 2019, with all Orangeville-based PST business owners encouraged to participate. Business visitations and comprehensive surveys will be conducted throughout 2019 to allow businesses to share information about their specific challenges and priorities. Results are expected to be released in 2020.

Jobs by Sector	2017	2018
Agriculture, forestry, fishing and hunting	17	15
Utilities	146	147
Construction	615	623
Manufacturing	1,195	1,190
Wholesale trade	353	366
Retail trade	2,235	2,241
Transportation and warehousing	147	153
Information and cultural industries	236	230
Finance and insurance	414	423
Real estate and rental and leasing	106	111
Professional, scientific and technical services	586	615
Administrative and support, waste management and remediation services	716	730
Educational services	781	784
Health care and social assistance	1,881	1,941
Arts, entertainment and recreation	97	94
Accommodation and food services	1,547	1,598
Other services (except public administration)	542	536
Public administration	565	565
Unclassified	255	259
	<b>12,436</b>	<b>12,621</b>

Source: OMAFRA Analyst Data EMSI 2018.3

Note: EMSI data is constantly updated as new data becomes available to ensure accuracy and consistency. As a result, variances exist between the 2017 data above versus the data reported in the 2017 Economic Development Report. The above chart reflects the most up-to-date data available for 2017 and 2018.

# Business Openings & Milestones

## Florentina Foods broke ground at new Orangeville location

In October, Florentina Foods Ltd. broke ground on its new manufacturing facility at 165 Centennial Road. In May 2017, the company purchased approximately 4.1 acres of Town-owned land where it plans to erect an approximate 61,000 square foot building. Florentina Foods Ltd. specializes in the manufacture of frozen entrees and other food products for several large-scale retail and food services clients throughout North America. Upon opening, the business is expected to create 60 to 80 new jobs.



Florentina Foods partners Noumi Dvir and Dave Shram at the official ground-breaking ceremony



**Sanoh Canada Ltd.** celebrated 20 years of business in Orangeville in April. The manufacturer is an industry-leading supplier specializing in tubular products for automotive applications. The company's Orangeville location is one of 10 locations in North America and employs approximately 100 people.

## More than 2,600 businesses operated in Orangeville in 2018, including these new and expanded locations:

**Liberty Tax Service** moved to a new location at 64 Broadway and celebrated with a grand re-opening in January.

**Party City** opened at 55 Fourth Avenue in July. The retailer is one of over 900 company-owned and franchise stores located throughout North America.

**Citrus Dance** celebrated its grand re-opening at its new location at 51 Town Line in September. The space features three state-of-the-art studios.

**Orangetheory Fitness** offers one-hour, full body workouts using heart-rate based interval training. Their new location at 225 Centennial Road opened in November.

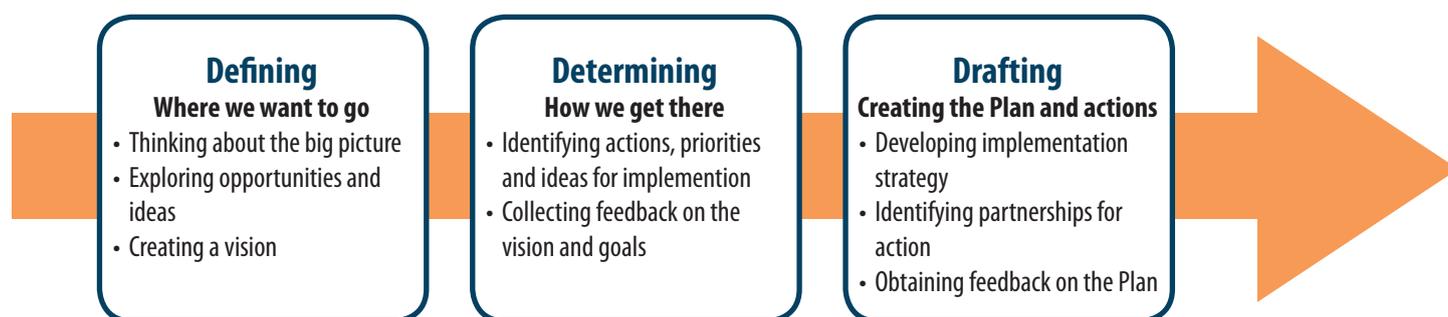
**Stacked Pancake House** is a family breakfast and lunch hotspot that combines quality food with quality service. The Orangeville franchise opened in November at 276 Broadway.

# Sustainable Neighbourhood Action Plan

Led by the Economic Development & Culture office, the development of a Sustainable Neighbourhood Action Plan (SNAP) began in August with partnership funding of up to \$46,400 through the Federation of Canadian Municipalities' Green Municipal Fund.

The SNAP will promote and guide the Town's strategies, goals and targets for a sustainable future, integrating the environmental, economic, social, and cultural pillars of sustainability. Numerous community engagement sessions were held in the Fall, giving businesses, residents, and other stakeholders the opportunity to share their ideas.

The plan, with a release date of June 2019, provides a realistic and ambitious direction, setting measurable goals and realistic actions to implement across all areas of the organization.



**SNAP Themes**

- Climate Change & Energy
- Land Use & Planning
- Transportation System
- Environment & Natural Resources
- Corporate and Fiscal
- Economic Development & Culture
- Social Well-being

# Tourism Initiatives



## Electric vehicle charging station introduced downtown

In partnership with Orangeville Hydro and the Orangeville BIA, the Town installed an electric vehicle charger in June. Located in the municipal parking lot at 86 Broadway, the charging station can serve two parking spaces and is available for public use 24 hours a day, seven days a week. Electric vehicles have been gaining popularity due to their environmental benefits and many electric vehicle owners make their travelling decisions with the availability of charging infrastructure front of mind, especially in rural areas of Ontario. The charger encourages visitations to the community while demonstrating the Town's concern for our environment.

## Roger Brooks visited Orangeville

In November, a Destination Assessment was conducted by Roger Brooks, a renowned tourism expert. Initiated by the Orangeville BIA, the assessment provided an unbiased overview of Orangeville through the eyes of a visitor. Brooks' extensive list of findings and recommendations will help define and prioritize initiatives to foster tourism in Orangeville.

## Festivals & events fostered tourism

Orangeville's impressive selection of festivals and events attracted both visitors and locals to our community.

Event	Estimated Attendance
Orangeville Blues & Jazz Festival	36,000
Farmers' Market	48,000 (2,000 weekly)
Winter Market	7,200 (600 bi-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's Christmas in the Park	25,000

## Orangeville Blues & Jazz Festival continued award-winning streak

For an eighth consecutive year, the Orangeville Blues and Jazz Festival was recognized by Festival and Events Ontario (FEO) as one of the 2018 Top 100 Festivals and Events in Ontario. Festivals and events of all kinds from every corner of Ontario were represented in the submissions – from community festivals to internationally recognized events.



## Implementation of Way-Finding signage completed

Fourteen new municipal signs were installed and completed the Town’s way-finding signage program. The signs provide directions and information for visitors while increasing awareness of the Town’s destinations, attractions, and amenities. The 2018 program was funded in partnership with Central Counties Tourism and the Orangeville Business Improvement Area. The Mill Creek signage program also wrapped up in 2018 with an additional three signs installed.

## Island Lake officially named

In September, the Ontario Geographic Names Board (OGNB) officially changed the name of the body of water on Orangeville’s eastern border. Originally known as the Orangeville Reservoir when it was created in the 1970s, it has been known locally as Island Lake for years, named after the Island family who had previously owned and farmed the land. The name will now be distributed by the OGNB for use on official maps and documents. In 2018, over 222,000 visitors experienced the expanding variety of activities offered at Island Lake Conservation Area including events at the newly-erected amphitheatre stage, kayaking, canoeing, paddleboarding, and fishing activities.

Orangeville’s  
Visitor Information Centre  
welcomed tourists

 **6,599**  
General tourism inquiries

 **2,730**  
Visitors from outside of Orangeville

Top Inquiries

 **3,465**  
Directions/Maps

 **2,008**  
Arts & Culture

 **1,390**  
Community/Other

 **1,281**  
Tree Sculptures

 **1,147**  
Island Lake

 **1,066**  
Things to Do & Events

# Arts & Culture



## Orangeville won big at Communities in Bloom

Orangeville was the winner of the 10,001-30,000 population category in the national Communities in Bloom (CiB) contest. The Town achieved a Five-Bloom Silver rating and a special mention for the Friendship Gardens at the Headwaters Health Care Centre, as announced September 29 at the National/International Symposium and Awards Ceremonies in Strathcona County, Alberta. The Town competed in the finals with Leamington, Ontario and Grand Falls-Windsor, Newfoundland.



## Town presented Arts & Culture Awards

2018 marked the ninth year that the Town celebrated arts and culture in the community with the presentation of the annual Arts and Culture Awards. Eight individuals, businesses, and organizations were recognized for their contributions to arts and culture in the community. Hosted on September 27, the evening celebration at the Town Hall Opera House also served as a kick-off to Culture Days.



## Four new tree sculptures unveiled

In 2018, four new tree sculptures were added to the Town's collection - Nature's Unity, Community Spirit, The Dragon Timber, and Tree of Life. A popular attraction for both visitors and residents, the Art Walk of Tree Sculptures features more than 50 art pieces created by 19 different artists.



## More utility boxes transformed into public art

Five new locations were added to the Utility Box Art Display Program in 2018. The Call for Artists included specific themes to celebrate the significance of each location. In Alexandra Park, three utility boxes were wrapped in a poppy theme to honour the park's distinction as home of the Town's cenotaph and war memorial. Two boxes in Kay Cee Gardens paid tribute to the annual Christmas in the Park event. The fifth location, at Hansen Boulevard and Blind Line, depicted Rick Hansen's Man in Motion World tour. This unique public art collection launched in 2016 and now includes 13 colourful utility boxes wrapped in original artwork created by local artists.



## Cultural happenings around Town

Orangeville's first-ever poetry festival, **Day of the Poets**, was held on May 5. Led by Harry Posner, Dufferin County's Poet Laureate, the event featured poetry readings by 20 local and regional poets at four different venues in downtown Orangeville.

**Celebrate Your Awesome** was hosted on Mill Street on June 23. The inaugural event celebrated Pride & Diversity Day in Dufferin County and featured live entertainment, food trucks, art vendors, and more. A 2019 event was scheduled for June 22.

Theatre Orangeville's Young Drama Company presented **Robin Hood** at the Island Lake waterfront amphitheatre from August 24 to 26.

Dufferin Arts Council presented **Celebrate the Arts 2** during Culture Days weekend. The expanded four-day celebration built on the success of the 2017 event. A full schedule of concerts, sales, demonstrations, and performances was hosted at venues and businesses in downtown Orangeville.

Orangeville's Town Hall was featured on the cover of a debut book entitled **Haunted Town Halls**. Authored by Peter Roe, the publication tells ghostly stories about six municipal buildings in southern Ontario. The book was released on November 1.

# Small Business Enterprise Centre

## Services

The Orangeville & Area Small Business Enterprise Centre supports businesses in Dufferin County and neighbouring areas with free guidance and resources. Start-up and existing businesses can access a variety of resources including:

- Business plan consultations
- On-site business registration assistance
- Business training, seminars, and workshops
- Mentorship and networking opportunities
- Information on financing options, permits, licenses, government support, and
- Free access to a business resource library, computers, and Internet

## SBEC services expanded to Shelburne

The Orangeville & Area Small Business Enterprise Centre (SBEC) opened a new satellite location in Shelburne in January. The satellite office offers the same services, support, and resources that are provided in the main Orangeville office while providing convenient access for entrepreneurs located in north Dufferin County. The office is open every Tuesday afternoon at the Shelburne Employment Resource Centre located at the Mel Lloyd Centre.

## Events



### Mag Ruffman shares creative inspiration

The 2018 Bridges to Better Business event featured Mag Ruffman, a successful actress, entrepreneur and producer. The lunch and learn was held on April 25 and attracted a crowd of 85 business owners and community members, many from the arts and culture sector. Using her signature charm and humour, Mag offered guidance on how to find enrichment and inspiration while achieving success in entrepreneurial and personal endeavours.

 **3,298**  
General Inquiries

 **99**

Business Start-ups

 **612**

Business Consultations

 **198**

Jobs Created

 **39**

Workshops & Events

 **1111**

Event Attendees

# Programs

## Starter Company Plus

The Starter Company Plus program provides starting or expanding entrepreneurs with support. Training, mentorship, one-to-one consultations, and opportunities to compete for small business grants are offered to help business owners develop skills that will help build their success. In 2018, 70 entrepreneurs were accepted into the program and received valuable business training, 26 started their own businesses, and 10 received funding through this provincially funded program.



## Summer Company

The Summer Company program has helped dozens of area youth get a start in small business. Offered in partnership with the Province of Ontario, Summer Company provides entrepreneurial training, mentorship and grants of up to \$3,000 to eligible students who plan to start-up and run their own businesses over the summer. In 2018, six students started their own businesses with the support of the program. In June, they had the opportunity to set up booths at Staples in Orangeville to promote their businesses to local customers.



“The Starter Company Plus program provides new and expanding entrepreneurs with comprehensive resources that address their exact needs. Developing my business plan was a fabulous experience. Like so many other people just starting out, I had all of the information in my head. Now I have a professional document that will serve as a roadmap for my company’s growth. This is huge!”

**Heidi von der Gathen, Owner of Air & Earth Design**

“Community support means everything to a small business like mine and I feel so blessed to be part of such a great community. I’d like to thank the Orangeville & Area SBEC for all of its valuable knowledge, amazing seminars and enthusiastic support of my little dream.”

**Morriah Gilman, Owner of Tin & Turquoise Western Wear Boutique**

# Partnerships

By working with many community and government partners, the Orangeville Economic Development/ Orangeville & Area SBEC endeavours to provide fully accessible and well distributed services for small businesses. Some key partners in 2018 included:

- Ministry of Economic Development, Job Creation & Trade
- 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



TD Bank Group continued its support of the Economic Development/ SBEC office by sponsoring a \$5,000 Starter Company Plus grant and contributing \$5,000 to the annual Economic Outlook Breakfast.

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

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