



Agenda

Economic Development and Culture Committee Meeting

February 13, 2024, 8:00 a.m.

Electronic and In-Person Participation - Economic Development and Culture Committee

The Corporation of the Town of Orangeville

(Chair and Secretary at 200 Lakeview Court, Upper Level)

Orangeville, Ontario

NOTICE

Members of the public wishing to view Economic Development and Culture Committee meetings will have the option to attend in-person or by calling 1-289-801-5774 and entering Conference ID: 747 512 000#

Please note that your full name and comments will be part of the public record and will be included in the minutes of the meeting.

Prior to the meeting, written comments may be sent to the Secretary of the Economic Development and Culture Committee by email at blusk@orangeville.ca. Such written comments will become part of the public record.

Accessibility Accommodations

If you require access to information in an alternate format, please contact the Clerk's division by phone at 519-941-0440 x 2242 or via email at clerksdept@orangeville.ca

Pages

1. **Call to Order**

2. **Disclosures of (Direct or Indirect) Pecuniary Interest**

3. **Land Acknowledgement**

We would like to acknowledge the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. We also recognize that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

4. **Adoption of Minutes of Previous Meeting**

2023-12-12 Economic Development and Culture Committee Minutes

Recommendations:

That the minutes of the following meeting are approved:

5. **Presentations**

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5.1 Tourism Strategy Update
Vicki Sword, Officer, Tourism and Culture

6. Working Group Reports

6.1 Arts & Culture

6.1.1 Working group member vacancy

6.2 Business Outreach

7. Items for Discussion and Reports

7.1 EDC Activity Report

8

8. Correspondence

9. Announcements

9.1 Member Sectorial Update

1. Councillor Andrews - Council
2. S. Brown - Dufferin Board of Trade
3. J. Patterson - Orangeville BIA
4. M. Vinden - Business community
5. L. Horne - Orangeville and District Real Estate Board
6. J. Small - Public member
7. S. Waqar - Public member

10. Date of Next Meeting

Tuesday, April 9, 2024 at 8:00 a.m.

11. Adjournment



Minutes of Economic Development and Culture

December 12, 2023, 8:00 a.m.

Electronic and In-Person Participation - Economic Development and Culture Committee

The Corporation of the Town of Orangeville
(Chair and Secretary at 200 Lakeview Court, Upper Level)
Orangeville, Ontario

- Members Present: Councillor Andrews
Chair S. Brown, Dufferin Board of Trade
L. Horne, Orangeville Real Estate Board
J. Patterson, Orangeville BIA, left at 8:55 a.m.
S. Waqar, Public member, arrived at 8:10 a.m.
- Members Absent: J. Small, Public member, regrets
M. Vinden, Business community, regrets
- Staff Present: H. Savage, Gen. Mgr., Community Services, arrived at 8:40 a.m.
K. Lemire, Mgr., Economic Development & Culture
B. Lusk, Administrative Assistant

1. Call to Order

Chair Brown called the meeting to order at 8:03 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Adoption of Minutes of Previous Meeting

2023-019

Moved By J. Patterson

That the minutes of the following meeting are approved:

4. Presentations

None.

5. Working Group Reports

5.1 Arts & Culture

K. Lemire said that the Arts & Culture Working Group will support the activities that are outlined in the 2024 Economic Development and Culture Committee Work Plan. She said they will contribute to the selection process for the 2024 Call for Artists, and they will support staff in planning an Arts and Culture event.

6. Items for Discussion and Reports

6.1 Business Outreach

Chair Brown shared his research on Doors Open Ontario and proposed an event that would engage the community through the history of buildings that were once major businesses in Orangeville. He suggested that current manufacturing businesses could also offer tours to attract potential employees into the skilled labour force. He outlined the resources required to participate in a Doors Open Ontario event.

Councillor Andrews said that the Heritage Committee has funding for specific initiatives. He said that the EDC Committee could discuss this idea with Heritage Orangeville to see if there was interest in collaborating. A committee member could attend the next meeting.

K. Lemire stated that there may be significant resources required to organize a Doors Open Ontario day. She suggested that the Committee could pursue other ways to interact with business owners.

She said that the EDC office had conducted Business Retention and Expansion programs in the Manufacturing (2016), and the Professional, Scientific and Technical Services (2019) sectors. K. Lemire said that there may be an opportunity to initiate business outreach and follow-up conversations. She proposed that a working group under this committee could be established to meet outside of regular meetings to take a lead in this work. The working group would be responsible for establishing

business connections, gathering feedback regarding the owners' current needs, and providing information about support and services offered by the Town, including the Community Improvement Plan incentives. K. Lemire said the working group could provide progress reports to the whole committee.

K. Lemire said the working group may be composed of a maximum of three people and could start their small group discussions in January.

Chair Brown asked for volunteers for a working group to lead this initiative.

2023-020

Moved By S. Brown

That Councillor Andrews, Chair S. Brown and L. Horne are appointed to the Business Outreach Working Group.

6.2 2024 Meeting Schedule (Proposed)

2023-021

Moved By Councillor Andrews

That the Economic Development and Culture Committee will schedule regular meetings to be held every second month in 2024. The following meeting dates for 2024 are: February 13, April 9, June 11, September 10, and November 12.

And, that the focus working groups will meet independently during alternate months.

7. Correspondence

None.

8. Announcements

8.1 Member sectorial Update

Councilor Andrews said that Council approved the 2024 budget with a 4.5% municipal tax increase. He said that Council granted Community Services two full-time equivalent positions for a Maker Space Specialist and a Fire Training Officer. The request for the development of a new Economic Development and Culture Strategy was also approved.

H. Savage said that this budget is responsible and addresses the need to increase reserves and ensure that critical Town amenities are maintained.

H. Savage explained how the establishment and staffing of a new Maker Space at the Mill Street Library will provide local businesses and individuals with specialized tools and training.

S. Brown said that the Dufferin Board of Trade will hold their next skills trade event in mid-October 2024. He announced that DBOT, Rotary Club and the Dufferin Home Builders Association will host the Industrial Luncheon on February 20 and that the guest speaker is Mark Cohon.

L. Horne reported that there are currently 82 residential homes listed, ranging in price from \$549K to \$2,399K. She noted that the number of listings had doubled since last year and that there were more price drops than new listings appearing some days. She reported that condominiums were priced from \$379K to \$779K.

In the last 30 days, 27 homes and two condominiums were sold. L. Horne said that 350 homes were sold year-to-date in 2023.

L. Horne said housing rental rates range from \$2,100 to \$4,200 per month. She said that three commercial properties were sold in November.

K. Lemire said that the buyers of 33 Centennial Road are relocating one of their divisions from Etobicoke and will employ approximately 200 people with many general labour positions.

Councillor Andrews said that housing affordability and supply continue to be issues in Orangeville. He said that there were 1,200 applicants for the 24 units available when SHIP opens at 236 First Street. He said that Sarah Properties located behind the Orangeville Mall is set to begin the development of six hundred units during the spring of 2024.

H. Savage said that the provincial government would be making an announcement on December 13 about the dissolution of the Region of Peel.

J. Patterson said that the OBIA 2024 budget discussion is scheduled for December 21 and that the funding of the 2024 Blues and Jazz Festival has already been approved to be at the same level as in 2023.

He said that the OBIA budget deliberations will include discussion about the best use of two downtown properties being funded by the BIA. The Board will consider how to maximize the benefits for downtown Orangeville businesses and the residents of Orangeville.

Councillor Andrews said that the Economic Development and Culture staff have a meeting with the Blues and Jazz Festival representatives to explore ways that the Town can support them.

9. Date of Next Meeting

The next meeting will be held on Tuesday, February 13, 2024.

10. Adjournment

The meeting adjourned at 9:55 a.m.

Economic Development and Culture Activity Report

January 2024

Economic Development

- Development of new Economic Development and Culture Strategy was approved in 2024 budget, RFP to be issued in February
- Promotion of the [Community Improvement Plan](#) and its financial incentives continues, led by Planning and supported by EDC and Communications

Small Business Enterprise Centre (SBEC)

- Orangeville's agreement with the Province to offer SBEC services has been extended to March 2025 with the same amount of funding/grants
- Applications for [Summer Company](#) and [Starter Company](#) programs are now open
- Three hands-on workshops planned
 - o February – Starting a Small Business
 - o March – Introduction to Canva
 - o April – Bookkeeping 101
- New event planned for May will connect local business owners with professional services in a Q&A roundtable setting
- The Digital Main Street (DMS) program was re-opened for three weeks in January to offer unspent grants to brick-and-mortar businesses
 - o Locally, 94 businesses have applied and 85 have been approved, providing over \$210,000 in funding to Orangeville and area

Tourism and Culture

- Love, Orangeville campaign will run from February 13 to March 17
 - o Love sign will be installed in front of Town Hall and contest will encourage residents and visitors to share why they love Orangeville
 - o Received funding through Central Counties Tourism to support this initiative
- New assets being developed for 2024 promotion – visitor guide, public art tours, etc.
- Recruitment for Tourism Ambassador summer student underway
- Collaborating with Dufferin County on its tourism initiatives including development of new tourism website, Explore Dufferin guide, and a working group to develop a Tourism Strategy
- Connect to Create event planned for April will give local artists and creative entrepreneurs an opportunity to network and learn with artist Chelsea Johnson
- Call for Artists for 2024 utility box installations will be announced by February

Communications, Administration, and Infrastructure

- Completed review and refresh of orangevillebusiness.ca webpage content
- Added new online tool – LocalIntel – to provide community information for prospective and existing businesses in a dynamic and visual way
 - o [Why Orangeville](#) – highlights Orangeville's location benefits and key features
 - o [Demographics](#) – displays specific information about Orangeville's economic indicators, population, workforce, and other relevant data
- Revised Communications Plan to broaden messaging and create more effective content
 - o Updated e-newsletter format and content
 - o Alignment with Town's communication tools, specifically social media and radio
- Repairs to wayfinding and gateway signs planned for Spring