



Agenda

Economic Development and Culture Committee Meeting

November 12, 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

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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**

2024-09-10 Economic Development and Culture Committee Minutes

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5. **Working Group Reports**

5.1 **Arts & Culture**

5.2 **Business Outreach**

6. Items for Discussion and Reports

6.1 Economic Development and Culture Activity Report, November 2024

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6.2 2024 Achievements and 2025 Work Plan

6.3 Meeting Schedule for 2025

Bi-monthly proposed meeting dates in 2025 (third Tuesday): January 21, March 18, June 17, September 16, November 18.

7. Correspondence

8. Announcements

8.1 Member Sectorial Update

1. Councillor Andrews - Council

2. D. Morris - Dufferin Board of Trade

3. J. Patterson - Orangeville BIA

4. L. Horne - Orangeville and District Real Estate Board

5. J. Small - Public member

6. S. Waqar - Public member

9. Date of Next Meeting

TBD.

10. Adjournment



Minutes of Economic Development and Culture Committee Meeting

September 10, 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

Members Present: Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA
D. Morris, Dufferin Board of Trade, virtual
J. Small, Public Member, virtual
S. Waqar, Public member, virtual

Members Absent: L. Horne, Orangeville Real Estate Board

Staff Present: K. Lemire, Mgr., Economic Development & Culture
B. Lusk, Administrative Assistant

1. Call to Order

Councillor Andrews called the meeting to order at 8 a.m. and welcomed guests M. Mair and I. Duff.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

Chair Councillor Andrews acknowledged the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. The chair 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

2024-008

Moved by J. Patterson

That the minutes of the following meeting are approved:

2024-06-11 Economic Development and Culture Committee

Carried

5. Presentations

5.1 Economic Development and Culture Strategic Plan Update

I. Duff, McSweeney & Associates Consulting provided an update on the progress of the Economic Development and Culture Strategy. He provided a review of the four-step process used by his firm to develop economic development strategies.

After completing the first two-steps with Orangeville and evaluating the input gathered from stakeholder engagement, the development of strategic actions is now underway. I. Duff commended K. Lemire and her team for providing consistent and challenging feedback through this process.

Three priority areas of focus have been identified in the proposed strategy - Culture and Tourism, Resilient Economy, and Small Business. Measurable and relevant actions will be drafted to support each of the areas.

The Economic Development and Culture Strategy Steering Committee will review the actions and provide their input to staff prior to McSweeney and Associates creating the final draft.

I. Duff said that the timeline for the delivery of the completed strategy is on track to be presented to Council in November.

K. Lemire said that with Council's approval of the Strategy, the implementation stage will begin and include timelines, budget, and resources. She said that annual progress reports will ensure that the Strategy implemented plan stays on track.

5.2 Community Improvement Plan Update

M. Mair, Planner, Development and Community Improvement, Infrastructure Services presented an update on the Community Improvement Plan (CIP) applications received since the CIP adoption by Council in July 2022.

He said that nine CIP applications have been approved since the Fall of 2023 with \$113,152 funding commitments for projects that will be paid upon work completion. Most applications have been for the Facade Improvement Grant, an application for the Accessibility Improvement Grant, and one Major Building Improvement and Conversion Grant. The total approved funding to date will leverage a total of \$331,498 in private investment as calculated through total estimated project costs.

M. Mair said that the remaining 2023-2024 funding of \$97,341.47 will remain available in a CIP Reserve Fund for 2024. He said that additional funds will be allocated to the CIP in 2025.

K. Lemire said that the role of the Economic Development and Culture office will be conducting outreach to build awareness of additional programs, particularly programs available for the industrial area (Zone 2).

M. Mair said that CIP annual report will include before and after pictures when presented to Council and will update program progress and demonstrate the tangible benefits.

6. Working Group Reports

6.1 Arts & Culture

There were no current activities to report.

6.2 Business Outreach

Councillor Andrews said that upon Council approval of the Economic Development and Culture Strategy, that the Business Outreach Working Group will have a guide for developing a business outreach plan.

7. Items for Discussion and Reports

7.1 Economic Development and Culture Activity Report, August 2024

The EDC Activity Report was received in the agenda package. K. Lemire highlighted the links to the 2023 Annual Report and Fall events.

K. Lemire announced that there are currently sixteen employers registered to participate in the Job Fair on October 1.

The Business at Breakfast event on Thursday, November 7 at 7:30 to 9:30 a.m. is a rebranded Economic Outlook Breakfast. K. Lemire said that Leslie Preston, Senior Economist, TD Economics will deliver an outlook on Canadian and global economies. K. Lemire said that the event will include a review of the local economy, and initiatives being led by the Town's Economic Development and Culture office.

She encouraged members to advise B. Lusk to reserve a seat if they plan to attend.

7.2 Affordable Housing Task Force

Councillor Andrews said that the Affordable Housing Task Force will meet for the first time on Thursday, September 12. The goals of the task force will be to research and identify potential grant funding opportunities that will stimulate affordable housing in Orangeville.

The task force will report to Council on current barriers of affordable housing initiatives, and they will review opportunities to increase the local affordable housing supply.

8. Correspondence

8.1 Business Community Committee Member Resignation

The Committee secretary received an email from M. Vinden stating that she wished to resign from the committee due to other time commitments.

2024-009

Moved by Councillor Andrews

That the Committee accept the resignation of Melissa Vinden, and

That the recruitment for a Business community member be requested to fill the vacancy.

Carried

9. Announcements

9.1 Member Sectorial Update

Councillor Andrews said that a busy summer of infrastructure activities should all be completed this Fall. He reflected on the positive impact that the improvements will have for the community.

He reported that Council received the final renovation cost for the Alder Pool and that cost recovery measures will be investigated. Council is reconsidering resuming the internal collection of parking ticket fines to streamline the process from the Provincial Offences Authority.

Councillor Andrews said that each department is preparing for the Town's 2025 budget. He said that Council will review the management of fleet vehicles in the new budget.

D. Morris, Dufferin Board of Trade said that it has completed its work with the County of Dufferin on the stakeholder engagement for its Economic Development Strategy. The DBOT helped to host workshops that offered the public an opportunity to provide insights and contributions to the County's Strategy.

She said that more than thirty-three businesses have received free training and promotion through participation in the Level Up project that recognizes socially conscious businesses in Dufferin.

The annual DBOT golf tournament held on August 22 had good weather and 85 golfers.

D. Morris said that the Dream Career Event will be held on October 9 at the Orangeville Agricultural Centre. This event combines two successful initiatives offered by the DBOT for Skilled Trades and Career Pathways. The event exposes local grade 8 and high school students to potential career opportunities.

J. Patterson, representing the BIA said that the successful summer events and the Farmers' Market continue to draw visitors to downtown Orangeville. He said that the current film shoot and the construction along Broadway has been disruptive to businesses.

J. Patterson noted that there have been staffing changes in the BIA office and member changes on the BIA Board.

A report provided by L. Horne, Orangeville Real Estate Board, was read by B. Lusk. Currently there are 109 residential properties listed ranging in price between \$700,000 and \$2,299,900. In the past 60 days, there were nine residential properties sold. Twenty condominiums are listed ranging in price between \$369K and \$700K. In the past 60 days, three condominiums were sold in a \$500K to 600K price range. The report said that 14 commercial properties are listed for sale, but that there were no commercial properties sold in the past 60 days.

J. Small said that arts and culture organizations are struggling due to decreased funding opportunities offered by the government. She said that these organizations are challenged to diversify revenue sources to continue their existence. She identified the long-term impact on the economy and tourism if consistent and ample funding cannot be sourced. She said that individual donors are rechanneling their support away from the arts in favour of homelessness, food scarcity and other social needs.

S. Waqar commented that new Canadians are challenged to find housing because they do not have credit or reference history to secure a rental property. She said that navigating the job market is another barrier for many coming to Canada who have the hands-on skills but lack training to present themselves to potential employers.

10. Date of Next Meeting

The next meeting will be on Tuesday, November 12, 2024 at 8:00 a.m.

11. Adjournment

The meeting adjourned at 9:32 a.m.

Economic Development and Culture Activity Report

November 2024

Economic Development

- The **Economic Development and Culture Strategy** has been finalized and will be presented to Council on November 18. Upon adoption, an implementation plan will begin immediately and identify actions to be completed in 2025.
- The **Orangeville and Area Job Fair** was held on Tuesday, October 1.
 - o 335 job seekers and 26 employers participated in the event
 - o 95% of employers said they would participate again
 - o 51% of job seekers were Orangeville residents
- **Business at Breakfast** (formerly Economic Outlook Breakfast) is scheduled for November 7 in partnership with TD Bank Group.
- Applications for incentives offered through the [Community Improvement Plan](#) have declined since the summer. Promotion is ongoing, but will be revamped in 2025 with a focus on targeted communications about specific programs to target areas.
- A Hallmark Christmas movie - Trading Up Christmas – was filmed in downtown Orangeville in September. A survey was conducted to understand the impact of the film to local businesses and the community. A complete post-game analysis will be completed to determine how/if to support future film requests.
- In response to ongoing parking challenges in downtown Orangeville, a new online resource has been created to highlight the location of parking spaces. When finalized, the tool will be promoted to residents, businesses, and visitors.
- Staff continued to support Dufferin County initiatives by providing input on the new Economic Development Strategy and Tourism Strategy Addendum. Both are expected to be presented to County Council in November.

Small Business Enterprise Centre (SBEC)

- The July Starter Company Plus cohort completed their training program. The grant committee will meet on November 27 to allocate funding to the six applicants.
- Five applicants have been selected to participate in the October cohort of Starter Company Plus. Their bi-weekly training will begin on November 6.
- AI Secrets for Small Business Success workshop was held on September 18 with 11 attendees. A hybrid workshop, Introduction to Canva, was held on October 22 with 21 participants.
- Two additional workshops are scheduled for the remainder of 2024
 - o Building your Brand Online - November 13
 - o Intellectual Property - December 3
- Ask the Expert Expo was cancelled due to low registrations.
- The SBEC coordinator attended ODSS to review student's business plans and promote Summer Company.

Tourism and Culture

- A [new digital guide](#) was 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.
- [Two new utility box art installations](#) were completed, increasing the collection to 35 locations.

- In August, Council made the decision to close the Visitor Information Centre due to changing visitor behaviour and decreased usage. Staff is working with Theatre Orangeville to close the centre by December 20. Alternative ways to find visitor information are being communicated and a satellite downtown location is being considered. The EDC office will offer visitor services during regular operating hours.
- To attract out-of-region visitors to Orangeville, a targeted tourism marketing campaign was delivered to the GTA through [BlogTO](#) (October 18) and [Curiosity](#) (October 17). The ads drove traffic to a dedicated webpage on the LoveOrangeville.ca website ([October in Orangeville](#)) and to other linked pages. An unpaid feature published through [Curiosity](#) on September 13 saw webpage traffic increase to over 2,100 visitors in one month.

Communications, Administration, and Infrastructure

- Staff training and updates to the EDC office's CRM was completed to improve data analysis and reporting.