



Agenda
Economic Development and Culture Committee Meeting

June 17, 2025, 8:00 a.m.

Electronic and In-Person Participation - Access Orangeville

The Corporation of the Town of Orangeville

(Chair and Secretary at Town Hall - 87 Broadway)

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: (803 889 985#)

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 Jbryan@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 Acknowledgment

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. Minutes of Previous Meeting

Recommendations:

That the minutes of the following meeting are received for information:

4.1 2025-04-15 Economic Development and Culture Committee Meeting Minutes

5. Presentations

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- 5.1 East/West Broadway Corridor Planning Study - J.L. Richards & Associates Ltd
- 6. Working Group Reports
 - 6.1 Arts & Culture
 - 6.1.1 Call for Artists Selections
Recommendations:
 - 6.2 Business Outreach
- 7. Items for Discussion and Reports
 - 7.1 Economic Development and Culture Activity Report, June 2025 7
 - 7.2 2024 Economic Development and Culture Annual Report 9
- 8. Correspondence
- 9. Announcements
 - 9.1 Member Sectorial Updates
 - Councillor Andrews - Council
 - J. Patterson - Orangeville BIA
 - D. Morris - Dufferin Board of Trade
 - L. Horne - Orangeville and District Real Estate Board
 - J. Small - Public member
 - J. Large - Public member
 - S. Waqar - Public member
- 10. Date of Next Meeting

The next meeting is scheduled for Tuesday, September 16, 2025, at 8 a.m.
- 11. Adjournment



Minutes of Economic Development and Culture Committee Meeting

April 15, 2025, 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 Town Hall - 87 Broadway)
Orangeville, Ontario**

Members Present: Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA
D. Morris, Dufferin Board of Trade
J. Large, Business Community Representative
J. Small, Public Member

Members Absent: L. Horne, Orangeville Real Estate Board
S. Waqar, Public Member

Staff Present: K. Lemire, Manager, Economic Development & Culture
J. Bryan, Business Services Assistant

1. Call to Order

The meeting was called to order at 8 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgment

The Chair acknowledged the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. The Chair also recognized that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

4. Minutes of Previous Meeting

2025-004

Moved by J. Patterson

That the minutes of the following meeting are received for information:

4.1 2025-02-18 - Economic Development and Culture Committee - Minutes

5. Working Group Reports

5.1 Arts & Culture

The 2025 Call for Artists is now open and will include up to four new installations. The submission deadline is May 15. As in past years, an Arts and Culture working group will select artwork to be installed. J. Andrews, J. Small, and J. Large offered to be part of the working group. A meeting will be scheduled for the week of May 26.

J. Andrews highlighted the value of the program, emphasizing its positive impact on the Town's curb appeal and overall beautification. He noted that such initiatives can enhance the attractiveness of the area, potentially increasing interest in local property investment.

5.2 Business Outreach

J. Andrews spoke about the importance of continued business outreach, noting that building relationships with local business owners helps the committee better understand challenges and opportunities. He shared that through outreach, he has gained valuable insights about the local business community.

K. Lemire distributed the revised Business Connections postcards, which include QR codes linking to the online business connection form and the orangevillebusiness.ca website that outlines available programs and support services.

K. Lemire mentioned that the new ceremonial large scissors and "Love Orangeville" branded ribbon have both been well received by new businesses during grand opening celebrations.

K. Lemire has been actively reaching out to larger local employers in the area to offer opportunities for discussion and support.

6. Items for Discussion and Reports

6.1 Economic Development and Culture Activity Report, April 2025

K. Lemire invited committee members to contact the EDC division should they have any questions or require further details.

6.2 Tariff Resources and Discussion

K. Lemire outlined the five key priorities that the EDC division will be focusing on to support the local business community as it navigates through the ongoing tariff situation. These include promoting “buy local”, connecting businesses with resources, reinforcing support for tourism and the arts, monitoring workforce impacts, and nurturing productivity, particularly with small businesses and entrepreneurs. Committee members shared insights about the current challenges they are observing within their respective sectors. The discussion centered around the evolving tariff issues, with members noting that tariffs are often misunderstood. It was collectively acknowledged that due to frequent changes, it remains difficult to assess their long-term impact on local businesses.

7. Correspondence

8. Announcements

8.1 Member Sectorial Updates

J. Andrews provided an update on the Strong Mayor Powers, effective May 1, 2025, emphasizing Mayor Post’s commitment to continued collaboration with Council and staff to support good governance. J. Andrews also discussed a recent Council presentation from J.L. Richards on the East–West Corridor Study, focusing on enhancing the streetscape and connectivity between Orangeville’s east and west entrances and its downtown core. J. Andrews spoke about the Dufferin Federation of Agriculture’s efforts to highlight the agri-food sector’s economic and employment contributions to the region. The Affordable Housing Task Force is planning a Community Open House to gather input on Additional Dwelling and Residential Units as part of its 2025 workplan. Additionally, the County of Dufferin has established a new Equity Events Working Group to support and promote cultural events across the region, with further updates expected in the spring.

D. Morris provided an update on several upcoming events. She informed the committee that the Dufferin–Caledon Federal Election Debate would take place on April 15th at the Town of Orangeville’s Opera House. She

also shared details regarding the Business Excellence Awards Gala, scheduled for May 29 at the Best Western. This year's gala will feature a red and white theme to celebrate both Canada and the local business community, with seven uniquely handcrafted awards created by a local artist.

In addition, D. Morris announced her attendance at the Ontario Chamber of Commerce's 2025 Annual General Meeting in Windsor. She also noted that renovations due to the recent ice storms at the Biz Hub are nearing completion, with the final stages currently underway.

J. Patterson discussed the OBIA's Annual General Meeting, during which members were invited to provide feedback to help identify key issues. Based on the suggestions received, the OBIA is developing a work plan that includes a list of priorities to address within the current year, as well as a separate list of action items to be reviewed in the future.

J. Large informed the committee that his business is continuing to monitor the impacts of tariffs. He also noted that there were no current updates from the CIP Committee and that a meeting was scheduled for 12 p.m. on April 15.

9. Date of Next Meeting

The next meeting is scheduled for Tuesday, June 17, 2025, at 8 a.m.

10. Adjournment

The meeting adjourned at 9:42 a.m.

Economic Development and Culture Activity Report

June 2025

Economic Development

- Business outreach initiatives continued including:
 - o Promotion of the online [Business Connection form](#)
 - o Celebration of business milestones:
 - Grand openings: Eye Society, High Society, L.I.F.T. Athletic Centre, Minh's, FloorsPlus, Synergy Exteriors (new location)
 - Anniversaries: Plant.ed (1 year), The Chocolate Shop (20 years)
 - o Visits/discussions with Woodbridge Pallet, EE Controls, Roechling Industrial, and the Data Cable Company.
- Promotion of the [Community Improvement Plan](#) has included features of recently completed projects at Aardvark Music and Bluebird Café and Grill.
- The [Tariff Resource webpage](#) continues to be updated as required. An upcoming data collection initiative led by Dufferin County will focus on better understanding the local impact of tariffs, particularly among key sectors like manufacturing.
- Orangeville and Area Job Fair is scheduled for October 2 at Best Western.
- Business at Breakfast will be held in early November 5 at Best Western. Leslie Preston, Managing Director and Senior Economist at TD Economics, will be the keynote presenter.

Small Business Enterprise Centre (SBEC)

- The second 2025 cohort of **Starter Company Plus** includes five participants. The program will run until October when the grant committee meets to assess the final business plans.
- Monthly **workshops** hosted by the SBEC included:
 - o Tax Tips for Sole Proprietors – April 9, seven attendees
 - o Succession Planning for Small Businesses – May 27, eight attendees
 - o How to Boost the Value of your Business – June 19, 2025
- **Summer Company** interviews have commenced with a group of young, aspiring entrepreneurs. There were 27 applications submitted with five grants available. Selected applicants will begin the program by the end of June and operate their businesses through the summer. Participants will attend the Orangeville Farmers' Market on July 12 to promote their businesses to the community.
- **Concept to Commerce:** A new group of emerging business owners were invited to participate in the Concept to Commerce program and will work together to build their business ideas.
- The SBEC continues to host and moderate two monthly **Forum Groups** comprised of established local business owners.

Tourism and Culture

- **Visitor information services** are now available at both library branches, and self-service areas are located on the main floor at Alder Recreation Centre and Town Hall.
- Applications for the **2025 Call for Artists** closed on May 15. Sixty-one submissions were received, including 24 from new artists. Four pieces of artwork will be installed – three locations near 37 Armstrong Street and one at the intersection of Third Street/Fifth Avenue.
- The updated Love, Orangeville [visitor guide](#) is now available. This year's guide includes QR codes, linking visitors to tools and resources on LoveOrangeville.ca.
- Various **advertising opportunities** were executed:
 - o Print ad in the Explore Dufferin guide ([see page 24](#))
 - o Social media ads for the 2025 [Festival guide](#)
 - o Print ad in the [Canada Travel Magazine](#)
 - 50,000 copies distributed in GTA newspapers
 - 25,000 copies in Globe & Mail – May 8
 - 10,000 copies in National Post – May 9
 - 15,000 copies in Toronto Star – May 11
 - o Billboard ad on the 401 Eastbound (Westbound facing screen) by Pearson Airport generated 80,000 impressions of a 10-second static commercial from May 12 to 18
- Investment in **content creation** focused on local businesses and itinerary ideas:
 - o Influencer visit: Sylvia Pond from Kitchener Waterloo – [Girl's Trip post](#), [Nest post](#)
 - o Photo shoots: The Craft, Plant.ed Café and Cafetown
 - o Video and photo shoot: Old Mill Hub businesses
- Staff continued to support **Dufferin County initiatives** by attending various tourism-related meetings, supporting in the [Explore Dufferin guide](#) review process, and participating in the Explore Dufferin Investors Tour (E.D.I.T) networking breakfast and bus tour on April 23.
- Staff continued to support **Central Counties Tourism initiatives** by attending the June 18 AGM, sitting on the Board of Directors, and participating in the [partnership funding](#) review committee.
- The Orangeville Blues and Jazz Festival **photo contest** ran from May 30 to June 8. Through a voting process on social media, three winners will each receive a \$100 gift card to an Orangeville business of their choice.
- Over 500 Love, Orangeville tote bags with the new visitor guide, a welcome card and the Explore Dufferin guide were provided to local accommodators - The Nest, Best Western and Hampton Inn - to distribute to guests during the **RBC Canadian Open** and the **Orangeville Blues and Jazz Festival**.

Communications, Administration, and Infrastructure

- Gateway sign maintenance and repair was completed and included updates to lighting at two signs at Riddell Road/County Road 9 and McCannell Avenue/Highway 10.
- Ella Roth accepted the position of Tourism Ambassador and started her summer tenure with the EDC team on June 2. Ella held the same position last summer and will support tourism efforts until the end of August.

ECONOMIC DEVELOPMENT AND CULTURE REPORT 2024



e. Hofmann Plastics Inc.

LOCAL ECONOMY MAINTAINS STEADY GROWTH IN 2024

Orangeville's business community continued to demonstrate its resiliency in 2024. Despite continued economic pressures such as rising costs, labour challenges, and tariff risks, the local economy prevailed. The number of businesses operating in Orangeville grew by 240, an 8% of increase over 2023. Entrepreneurial ventures represented 94% of the growth with notable increases in the professional services, transportation, real estate, and construction sectors. Total employment grew by 1%, comparable to both Dufferin County and Ontario, and concentrated in the local health care, education, professional services, and manufacturing sectors.

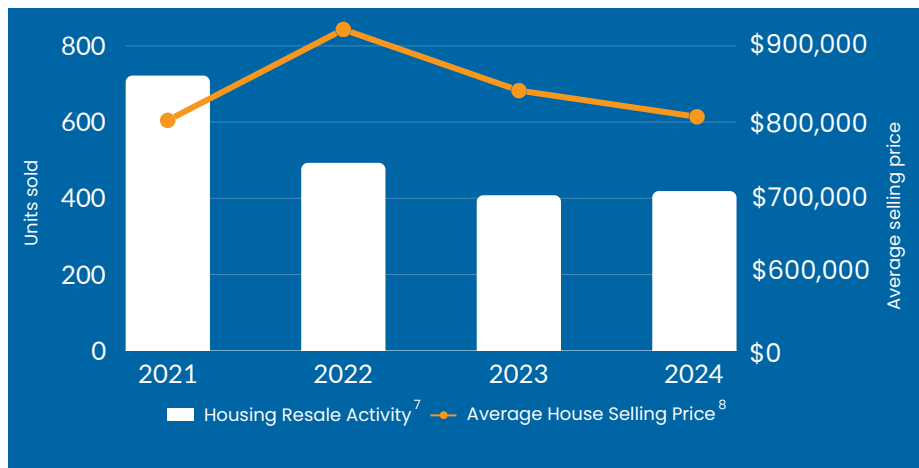
Jobs and Businesses

Economic Indicator	2021	2022	2023	2024
Total Employment ¹	15,751	16,637	17,564	17,802
Number of Businesses Operating ²	2,598	2,789	2,937	3,177
Unemployment Rate ³	4.9%	5.0%	6.0%	7.1%

Construction



Housing Resale Activity by Average Selling Price



Sources: 1-2, 9. OMAFRA Analyst Data Lightcast 2025.1, employees and self-employed. | 3. Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, Kitchener-Waterloo-Barrie, unadjusted for seasonality, last five months. | 4-6. Town of Orangeville Building Department. | 7-8. Market Watch, Toronto Real Estate Board, December 2021, 2022, 2023, 2024.

Jobs in Select Sectors

Sector	2023	2024	Change
Health care and social assistance	2,834	2,940	106
Retail trade	2,846	2,822	-24
Accommodation and food service	1,804	1,792	-12
Manufacturing	1,494	1,538	44
Construction	1,533	1,503	-30
Educational services	1,165	1,219	54
Professional, scientific and technical services	727	764	37
Finance and insurance	700	716	16
Real estate, rental and leasing	399	421	22
Transportation and warehousing	313	332	18
Arts, entertainment and recreation	281	300	19
Information and cultural industries	204	189	-15
Total jobs (all sectors)	17,564	17,802	238

CONNECTING, BUILDING, AND ENHANCING ORANGEVILLE



JDC Custom Homes

A NEW STRATEGY FOR ECONOMIC DEVELOPMENT AND CULTURE

In May, the development of a five-year Economic Development and Culture (EDC) Strategy began. Led by McSweeney and Associates Consulting Inc., the process included a Steering Committee comprised of representatives from the Town, the Orangeville Business Improvement Area, and Dufferin County. Extensive analysis of Orangeville’s community was complemented by quantitative and qualitative engagement with many local stakeholders through the use of a variety of outreach methods.

The final EDC Strategy is built around three themes: CONNECT with Orangeville, ENHANCE Orangeville and BUILD Orangeville. It also identifies three priority focus areas: Business Community Resiliency, Small Business, and Tourism and Culture. Using this framework, the EDC Strategy outlines 39 specific actions and explains the rationale behind each one. In crafting this strategy, the Town of Orangeville has created a realistic and actionable plan to build on its existing assets and become a community of choice for business investment, retention, and growth.



Developing a resilient business community



Supporting small business



Fostering Tourism and Culture

OUTREACH CONNECTIONS

Indicator	2024
General Networking	917
Seminars, Presentations and Events	1,027
Business Outreach	1,488
Partnership Outreach	856
Total	4,288

COMMUNICATION AND ENGAGEMENT



e-Newsletter Recipients

Business Connections
23.4% | **2024: 2,037**
open rate | 2023: 1,874



OrangevilleBusiness.ca

Monthly Pageviews (avg)
10% | **2024: 1,980**
increase | 2023: 1,803



Social Media

Facebook Followers
8% | **2024: 1,692**
increase | 2023: 1,569

Monthly Users (avg)

5% | **2024: 956**
increase | 2023: 912

EVENTS AND NETWORKING

**Orangeville & Area
Job Fair**
October 1
26 employers
330+ job seekers

Connect to Create
May 29
11 participants
Led by artist
Chelsea Johnson

Business at Breakfast
November 7
109 attendees
Hosted in partnership with
TD Bank Group

Real Estate Roundtable
November 26
80 attendees
Hosted with Orangeville &
District Real Estate Board

PROJECTS AND INITIATIVES

- Implementation of the Community Improvement Plan continued in 2024, managed by the Planning division with promotional support by the EDC team. Since initiation in late 2023, 13 applications were received and 9 approvals issued, resulting in grant funding of \$112,402 and local private investment of \$331,998.
- Staff supported a variety of Dufferin County initiatives and provided input on its new Economic Development Strategy and Tourism Strategy Addendum.
- Wayfinding and gateway signage were repaired and maintained to ensure consistency and longevity of these valuable assets.

FOSTERING TOURISM AND CULTURE



Rustik Local Bistro

Guided by the Tourism Strategy and Action Plan, support for Orangeville's tourism sector included the development of content, experiences, and tools that leveraged the growing awareness of the Love, Orangeville brand. Collaboration with local partners, organizations, and businesses led to stronger relationships and new opportunities to foster tourism and culture, in and around Orangeville.

VISITATION STATISTICS

Total Visits*

8% | **2024: 8,734,790**
increase | 2023: 8,060,428

Unique Visits*

20% | **2024: 319,825**
increase | 2023: 266,062

Total Tourist Visits (>40 km)*

20% | **2024: 2,026,380**
increase | 2023: 1,693,392

Unique Tourist Visits (>40 km)*

22% | **2024: 188,647**
increase | 2023: 154,930

Total Tourist Spend (>40 km)**

24% | **2024: \$181,477,529**
increase | 2023: \$146,472,767

Jobs Supported**

19% | **2024: 1,087**
increase | 2023: 912

*Central Counties Tourism geo-fence data

**Data from TRIEM for Dufferin County based on Central Counties Tourism geo-fence data

COMMUNICATION AND ENGAGEMENT



LoveOrangeville.ca

Monthly Pageviews (avg)

42% | **2024: 10,210**
increase | 2023: 7,189

Monthly Users (avg)

54% | **2024: 4,997**
increase | 2023: 3,235



Monthly e-Newsletter

Recipients

7% | **2024: 1,679**
increase | 2023: 1,568

Engagement

53%
open rate



Social Media

Facebook Followers

34% | **2024: 1,457**
increase | 2023: 1,087

Instagram Followers

33% | **2024: 2,516**
increase | 2023: 1,894

PROJECTS AND INITIATIVES

- Execution of the annual marketing plan included expansion and enhancement of photo and video assets, experience development, and continued support of the Love, Orangeville brand.
- A new digital guide and tourism directory were 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.
- Due to changing visitor behaviour and decreased usage, the Visitor Information Centre was closed in December.
- The popular digital sign located at 200 Lakeview Court helped to promote 35 community events. Page 11 of 12
- A new tree sculpture – The Nurse – was installed in partnership with the local IODE and replaced a similar sculpture that had been removed due to damage and deterioration.
- Two new utility box art installations were completed, increasing the collection to 35 locations. One installation was sponsored by Orangeville Hydro.
- A Hallmark Christmas movie – Trading Up Christmas – was filmed in downtown Orangeville in September. A post-event survey was conducted with the local business community and results were used to improve the film application review process for any future requests.
- New accommodation options – The Nest Suites and Hampton Inn & Suites – created new opportunities for local overnight stays.

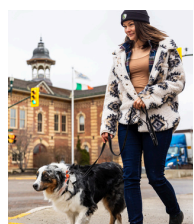
SUPPORTING SMALL BUSINESS



The Orangeville and Area Small Business Enterprise Centre (SBEC) continued to support start-up and existing businesses in Dufferin County and neighbouring areas with free guidance and resources, including:

- Personalized business consultations
- Business plan reviews
- Guidance on licenses, permits, regulations and government support programs
- Assistance with business registration
- Mentoring and networking opportunities
- Workshops and events
- Satellite office in Shelburne (twice monthly)

PROGRAMS AND SERVICES



Starter Company Plus

Eight participants

\$26,200 in grants, six grant recipients

This program supports enterprising people over eighteen years of age who want to start, grow, or buy a small business.



Summer Company

\$15,000 in grants, five participants

Summer Company assists youth entrepreneurs who are interested in launching and operating a summer business.



Concept to Commerce

10 sessions over 20 weeks, 5 participants

This start-up program is designed for new entrepreneurs who are looking to take an idea from concept through to the launch of their venture.



Forum Program

Monthly meetings, ten participants

These confidential peer groups foster valuable member connections and provide an opportunity to share experiences and find solutions.

Businesses (left to right): Biota Pet Care, In the Nick of Time, JAKL KIDS, and Strong Studio

OUTREACH CONNECTIONS

Indicator	2024
General Inquiries	5,601
Business Consultations	496
Seminars, Presentations and Events	9
Event Registrations	150
Business Start-ups	77
Job Created	271

WORKSHOPS AND EVENTS

In 2024, a new format for monthly workshops was introduced. Interactive “ask the expert” sessions featured local professionals in a small group setting. Topics included:

- Starting a Small Business
- Intro to Canva (two sessions)
- Bookkeeping
- QuickBooks
- AI Secrets for Business Success
- Building Your Brand Online
- Intellectual Property

On May 8, the Ask the Expert Expo gave 24 local business owners an opportunity to engage with five local professionals on a selection of important business topics.

