



# YEAR IN REVIEW

ECONOMIC & COMMUNITY  
DEVELOPMENT DEPARTMENT

# 2021

## OUR GOAL

# Where You Belong

*Economic Development is a process of targeted activities and programs that work to improve the economic well being and quality of life of a community by building local wealth, diversifying the economy, creating and retaining jobs, and building the local tax base.*

# 33,000

Town of Minto & Minto Chamber of Commerce Coupon Booklets printed and distributed across Minto and area in both June and November.



## 2021 COMMITTEES

### LOCAL

- Economic Development & Planning Committee
- Downtown Revitalization Committees: (Steering, Events & Beautification)
- Clifford Connects
- Harriston Rising
- All Aboard Palmerston
- Cultural Roundtable
- Palmerston Railway Heritage Museum
- Minto Youth Action Council
- Launch It Board
- Minto Farmers' Market Committee
- Health Care Professional Recruitment
- Chamber of Commerce Liaison
- Women of Wellington Saugeen Area
- Lions Medical Centre Board

### REGIONAL

- NW Joint Economic Development
- Wellington County MEDG
- Economic Developers Council of Ontario - Secretary
- Economic Developers Council of Ontario - Conference Planning Committee
- Saugeen Connects
- Taste Real - Farmers' Market Committee
- iHub Food Futures Committee
- Regional Chamber of Commerce Network





## OUR GOAL

# Where Your *Events* Belong

*The Town of Minto is proud to organize and assist with many community events to help promote our communities, businesses and residents!*

*This year, due to Covid-19, many events were forced to be cancelled, postponed, or re-configured to offer virtual or altered event experiences. 2021 was a year of adaptation, creativity, and resilience for the Town of Minto Economic Development Department and Downtown Organizations!*

# 61

EVENTS  
ORGANIZED  
AND EXECUTED

- Tri-Town Committee - Beat the Blues Scavenger Hunt
- Mayor's Virtual Breakfast
- Minto Farmers' Market Online Trivia Nights (x3) + Season's Grand Opening
- Minto Makers' Markets (x4)
- Newcomers' Pop-Up Events (x6)
- Diggin' the Deals & Strollin' the Streets (x2)
- Tri-Town Committee - Photo Scavenger Hunt
- Grand Openings (x7)
- Harriston Rising - Dying for a Night Out: Tie-Dye + Trivia (x2)
- Minto Youth Action Council - Outdoor Game Night
- Cultural Roundtable - Culture Days Events (x11)
- All Aboard Palmerston - Tiny Trains + Treats
- Harriston Rising - Sundaes on Sunday
- All Aboard Palmerston - Comedian Hypnotist
- Minto Youth Action Council - Costume Swap
- Harriston Rising - Halloween Haunt
- Harriston Rising - Ladies' Night
- All Aboard Palmerston - Light up the Park
- All Aboard Palmerston - Kris Kringle Market
- Clifford Connects - Christmas in the Street
- Minto Youth Action Council - Holiday Party
- Harriston Rising - Candyland Christmas with Mrs. Claus
- Harriston Rising - Harriston Shines

52  
Downtown  
Events

2  
Cultural/Volunteer  
Support Webinars

7  
Launchit  
Webinars

- Re-Engage, Re-Imagine and Retain Virtual Volunteer Workshop
- How to Restart Events - Zoom Webinar
- How to Use Canva for Businesses Pt 1 & 2 - Zoom Webinar
- Developing Business Resilience - Zoom Webinar
- Roadmap to Reopening - Zoom Webinar
- Deciding How to Register Your New Business - Zoom Webinar
- Vaccine Mandates for Customers + Staff: Your Questions Answered - Zoom Webinar
- How to Raise Your Rates - Zoom Webinar

ORGANIZED AND HOSTED DOZENS OF  
VIRTUAL + IN-PERSON EVENTS FOR  
BUSINESSES AND THE COMMUNITY



## OUR GOAL

# Where Your *Business* Belongs

*As strong supporters of economic development, the Town of Minto is proud of its reputation of being "open for business"!*

### Town of Minto Community Improvement Plan

- Grand Total of 9 Grants Approved
- Total Amount of \$59 371.91

### County of Wellington Community Improvement Plan

- \$20,000 - JEMA Homes

### Industrial Land

- 4 lots sold in Palmerston Industrial Park
- Welcome
  - Hammond Manufacturing
  - Kridak Developments
  - Great Canadian Homes
  - NACK Reinforcing Steel Services Inc.
- 3 lots pending sale in Harriston Industrial Park in 2022



**\$1,037,457**  
Commercial:  
8 permits

**\$4,755,000**  
Industrial:  
8 permits

**26.1**  
acres sold

**4.5**  
acres  
pending



Noble Family Rd.,  
Palmerston  
Industrial Park



Future site of  
Hammond  
Manufacturing



OUR GOAL

# Where Your *Family* Belongs

*"I love this community! Minto is a place of love & strength!"*  
- Michelle Brown, resident of Minto



Solidarity  
March  
June 2021

Hundreds  
of  
Attendees

31  
Families  
welcomed

NEWCOMERS POP-UP! RECEPTIONS  
TOWN OF MINTO

6  
Pop-Up  
Booths

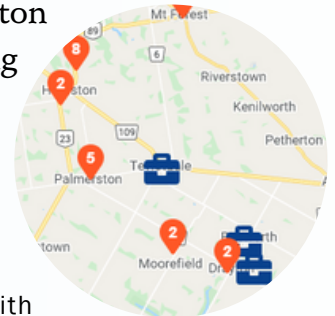


OUR GOAL

# Where Your *Career* Belongs

North Wellington  
Jobs & Housing  
Portal

- Northern Wellington Jobs & Housing connects job & home seekers with opportunities and properties in the communities of Northern Wellington.
- Our interactive map and listings portal is a one-stop location for the region's employment and property listings, connecting you with the job you need and accommodations for sale or rent nearby



Move to Minto Video  
Coordination + Production

- 2 days of filming
- Over 20 businesses + community attractions in Minto captured on video
- 1 inspirational video motivating those to Move to Minto



## Health Professional Recruitment

- Worked with the Harriston Lions Community Medical Centre Corporation to expand the Harriston Lions Medical Centre to assist in recruitment efforts of 1-2 Doctors/Nurse Practitioners.
- Collaborate with the Health Professional Recruitment Committee by providing photos and content for the new Recruitment Website.
- Construction planned for 2022





OUR GOAL

# Where Your Dollars Belong

"When you shop small, you are backing the small businesses that strengthen and diversify our communities"  
- Elizabeth Rutledge

\$3,500  
+ various swag

In Locally Loyal Dollars  
Distributed to Shoppers  
to spend in Minto's  
Downtowns



\$2,500  
In Think Minto First Gift Cards  
distributed as prizes for various  
contests to those supporting  
Locally Loyal Minto!

## Social Media Contests

- Mother's Day
- Father's Day
- #LocallyLoyalMinto (x5)
- Share your Snaps

## Giveaways

- Weekly Prize Patrol
- Diggin' the Deals (x2)
- Holiday Events (x3)



"I just wanted to say a sincere thank you for all the work you and your co-partners did for the lead-up to, and during Saturday's Diggin' Deals. In particular we all appreciated what you did to help us make the Garden Festival a success."

- Willa and Linda, members of the  
Harriston Horticultural Society

THE RETURN OF  
**Diggin' the Deals &**  
STROLLING THE STREETS  
LET'S PUMP IT  
UP A NOTCH!

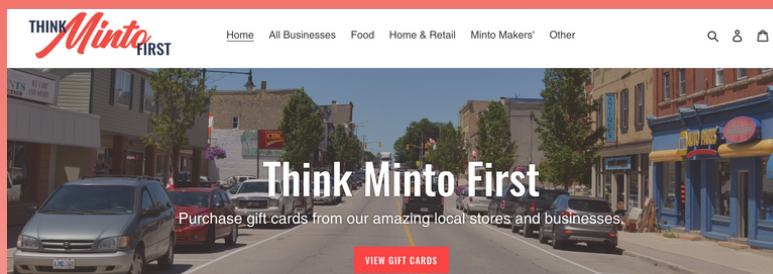


## OUR GOAL

# Where Your Dollars Belong

# \$16,500

Generated  
in Sales  
& injected directly  
into businesses.



2021 - 2023 Chamber Board  
1st Virtual AGM

Because of your generous support, from 2019-2021  
Minto Organizations sold **\$75,000** in gift certificates

2021 Initiatives also included

- Support for Essential Workers
- Mayor's Breakfast
- #LocallyLoyalMinto
- 2 x Coupon Books
- Social Media Business Promotions
- Business Spotlight for Every Member
- Access to Funding/Grants and Resources

Fundraising  
**\$19,000**  
and keeping  
dollars local!

# 260

Businesses &  
Organizations as  
members

# Over 15,000

Rapid Test Kits  
Delivered to  
Minto Businesses

Received  
**\$95,000**  
Shop Local  
Grant

# 18

Wightman & 88.7  
The River  
Interviews

# 7

Grand Openings  
in 2021

# 64

Grand Openings  
since 2014



*"We decided to walk away from our prior business in the restaurant industry and open up another business in the health & wellness industry. This all happened within months and because of the town offering up resources and connected us with their network of professionals, we managed to close up and start anew with ease. We are proof that this community rallies behind you and makes sure you are set up for success!"*

*~ Jennifer Rudinac, Owner of Feel Alive Wellness Station*

OUR GOAL

# Where Your *Business* Belongs

*As strong supporters of economic development, the Town of Minto is proud of its reputation of being "open for business"!*



50  
Virtual  
Events

1542  
Attendees

1000+  
Views of  
Recorded Events

64  
Advisory  
Meetings

2014-Present  
6082  
People have used  
LaunchIt  
Space/Services

124  
Customized  
Business  
Assistance

*Celebrating  
7 Years!*



## *In with the new...*

Business is always changing  
and so are we!

LaunchIt reached out to  
businesses in 2020 to best  
determine how we can  
better serve them. After  
receiving the results, we  
organized several virtual  
training workshops in 2021  
and are planning more in  
2022.

- Grant & Funding Opportunities
- COVID-19 Response Information and Support
- Digital Marketing & Social Media Training
- Growing your Business and Marketing
- E-Commerce & Advertising
- Raising Rates for Business
- Working from Home
- Bridges to Better Business Series
- Leadership Development
- How to Use Canva
- Customized 1 on 1 assistance

*#letsdolaunchit*

## 2021 TENANTS

Betty McTague *Chiroprapist*

Melissa Miller *Local Smiles  
RDH*

Infrastructure Ontario

Service Squad Staff *Digital Main  
Street*

Sarah Thompson *Big Bark  
Digital*

Lisa Toose

Student Study Space





## M I N T O *Makers' Market*

- 4 Minto Makers' Markets
- Network of over 60 Makers'
- LaunchIt is the Gateway to Northern Wellington Business Workstream for the Circular Food Economy.



**iHub**  
OUR FOOD FUTURE  
GUELPH - WELLINGTON

**DIGITAL  
MAIN ST.**

**89**  
Businesses  
Received

**\$222,500**  
In Digital  
Transformation  
Grants

- 89 Businesses received \$222,500 in Digital Transformation Grants
- 114 Business consultations
- Minto, Wellington North & Mapleton

**NORTHERN WELLINGTON  
ECONOMIC DEVELOPMENT  
PARTNERSHIP**



Meet Ashley!



Digital Main Street  
Service Squad

- Minto, Mapleton and Wellington North
- Minto and Mapleton formed a paid partnership including mentorship and collaboration
- LaunchIt services expanded to serve Northern Wellington and to share a business advisor
- Joint monthly ad in the Community News
- North Wellington Job & Housing Portal
- #LockdownLove Campaign







*"We really enjoyed walking by as a family and seeing the beautiful mural. We took pics! It's gorgeous!"*

*Nikki Dee, Minto Resident*



# 11

COMMITTEE  
MEMBERS

*Steering . Events . Beautification  
Cool Cones + Colour Zones*

## Beautification

- Completion of RED project
  - Pole wraps, info kiosks, parking signage installed
- Harriston Foodland Mural
- "Congrats Graduates" Photo Booths
- Entrance Sign enhancements
- Seasonal Downtown + Tannery Park Decor
  - Halloween
  - Candyland Christmas
- Autumn + Winter Planters

## Events!

- Beat the Blues Winter Scavenger Hunt
  - A Tri-Town Committee initiative
  - 32 participants + \$600 in prizes
- Tri-Town Photo Scavenger Hunt
- Harriston Newcomers Pop Ups (x2)
- Dying for a Night Out: Tie-Dye & Trivia (x2)
  - Created over 40 Harriston Rising T-Shirts with event attendees + youth from Harriston Day Camp
- Sundaes on Sunday at the Café at the Old Post
- Hosted Halloween Haunt
  - over 350 children and youth (+ adults) participated!
- Ladies' Night
- Candyland Christmas with Mrs. Claus
- Harriston Shines

# 1073

Instagram  
Followers since  
July 5, 2019

## Promotion

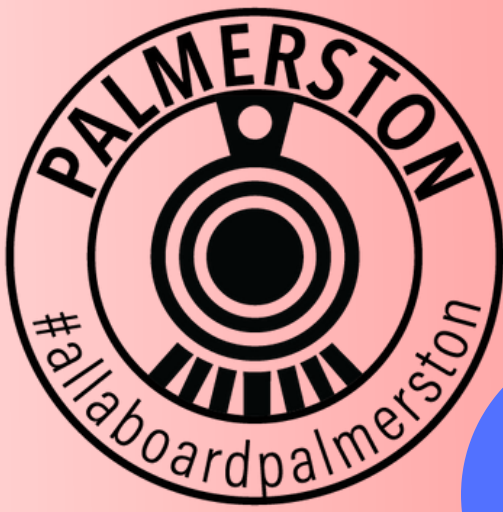
- Business Spotlights
- Events promotions
- Merch Sales



# Over 400

Halloween Haunt  
attendees!





839

Instagram  
Followers since  
July 31, 2019



14

COMMITTEE  
MEMBERS

*Steering . Events . Beautification  
All things railway + trains*

## Events!

- Beat the Blues Winter Scavenger Hunt
  - A Tri-Town Committee initiative
  - 32 participants + \$600 in prizes
- Tri-Town Photo Scavenger Hunt
- Palmerston Newcomers' Pop-Ups (x2)
- Tiny Trains + Treats
  - approximately 16 visited downtown businesses for treats!
- Comedian Hypnotist, Richard Cole
  - 51 attendees
  - \$2100 in local sponsors
- Light up the Park
- Kris Kringle Market
  - hundreds of attendees joined both holiday celebrations downtown Palmerston
- Fire & Ice (cancelled)



## Beautification

- Completion of RED project
  - Pole wraps, info kiosks, parking signage installed
- "Congrats Graduates" Photo Booths
- Palmerston Lions' Shed Mural
- Entrance Sign enhancements
- Seasonal Downtown Decor in partnership with Palmerston Ag Society
- Lights installed on Palmerston train, bridge, pavilion, and Railway Station
- Autumn + Winter Planters
- Snowflakes painted on business windows

## Promotion

- Facebook group created
- Events promotions
- Merch Sales + giveaways



*"Fantastic night last night. The rain did not stop the crowds.  
Great job + hats off to the organizers!"*

*~ Kathie Butcher, Minto Resident, re: Kris Kringle Market*



# 11 COMMITTEE MEMBERS

*Steering . Events . Beautification  
Let's get talking about Clifford.*

## Events!

- Beat the Blues Winter Scavenger Hunt
  - A Tri-Town Committee initiative
  - 32 participants + \$600 in prizes
- Tri-Town Photo Scavenger Hunt
- Clifford Newcomers' Events (x2)
- Clifford Christmas in the Street

## Promotion

- Events promotions
- Merch Fundraiser with WC Smith
  - hoodies, shirts, + hats



607

Instagram  
Followers since  
Nov 6, 2019



## Beautification

- Completion of RED project
  - Info kiosks + parking signage installed
- Site Plan development for Celebration Square
  - Applied for funding to the Canadian Healthy Communities Initiative + Canadian Community Revitalization Fund
- "Congrats Graduates" Photo Booths
- Entrance Sign enhancements
- Seasonal Downtown + Celebration Square Decor (in partnership with Minto Fire)
- Autumn + Winter Planters
- New lights on trees



*"The Committee needs an amazing round of applause! The planters in the summer were amazing. The lighting is awesome and Christmas is magical in Clifford. This little town has come alive! Great job to all those committed to the improvement. It shows and you should be proud!"*

*~Laurie Maxwell, Minto Resident*



# RED GRANT 2021 PROJECTS



Information  
Kiosks in all 3  
Downtowns

Wayfinding  
Signage in all 3  
Downtowns

New Pole  
Wrap  
Decor

Railway  
themed lights  
in Palmerston



Entrance Sign  
Enhancements



# RED GRANT 2020 PROJECTS

- 5 murals (4 in Harriston, 1 in Palmerston)
- Additions to Tannery Park
  - Light Balls, new furniture + gazebo
- New Street Furniture
- New Banners in all three Downtowns
- Speaker Systems installed in all three Downtowns with custom radio loops from 88.7 The River





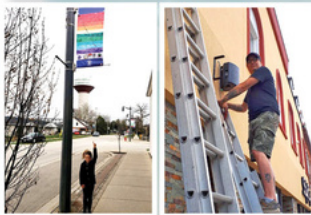
# Thank You!

*Minto - our towns are rising!*

THE WHOLE PROJECT OVER 2 YEARS  
IS CLOSE TO \$140,000.  
1/3 FROM RED FUNDING.

*plus*

CONTRIBUTIONS FROM MINTO  
BUSINESSES AND GROUPS TOTTALLING  
OVER **\$47,000!**



## SERVICE CLUB / COMMUNITY GROUP CONTRIBUTIONS

Palmerston Lions Club.....	<b>\$10,000</b>
Palmerston Legion .....	<b>\$5,000</b>
Palmerston Kinettes.....	<b>\$500</b>
Harriston Kinsmen.....	<b>\$10,000</b>
Minto Arts Council .....	<b>\$2,000</b>
Minto Chamber of Commerce.....	<b>\$6,000</b>
Harriston Historical Society/ Wellington Historical Society.....	<b>\$600</b>
Harriston Horticultural Society.....	<b>\$2,100</b>
Clifford Rotary Club.....	<b>\$500</b>
Grey Wellington Theatre Guild.....	<b>\$500</b>

## BUSINESS CONTRIBUTIONS

Harry Stones Social House.....	<b>\$1,000</b>	Shantz's Car Wash.....	<b>\$400</b>
McDonald Chiropractic.....	<b>\$200</b>	Cover Up's Flooring .....	<b>\$200</b>
Minto Self Storage .....	<b>\$200</b>	Palmerston Home Hardware .....	<b>\$1,000</b>
Grant's Service Centre .....	<b>\$200</b>	Harriston Home Hardware.....	<b>\$1,000</b>
OSIM.....	<b>\$2,000</b>	Harriston Home Hardware Appliance Centre.....	<b>\$1,000</b>
Bosman Homefront.....	<b>\$3,000</b>		

*Follow us as we rise!*

**WATCH FOR OUR 2021 PROJECTS:** Railway Themed Christmas Lights,  
Information Kiosks, Entrance Sign Enhancements and Wayfinding Signage



SIGN UP FOR OUR NEWSLETTER  
<https://www.allaboardpalmerston.ca/news>



SIGN UP FOR OUR NEWSLETTER  
<https://www.harristonrising.ca/news>

## #CLIFFORDCONNECTS



SIGN UP FOR OUR NEWSLETTER  
<https://www.cliffordconnects.ca/news>







# PALMERSTON

## RAILWAY HERITAGE MUSEUM

- Grants Received
  - County of Wellington Grant: \$2000
  - Young Canada Works
- 1 Summer Student Hired
- Social Media interactions
  - 1,166 Page Likes on Facebook
  - 382 Followers on Instagram
  - Thank you to Diane Gilbertson for creating content & maintaining Facebook!
- Demographics of Visitors
  - Families
  - People from Toronto/other city centres
  - Railway fans and former Railway employees
  - locals
- Decking project completed by the Palmerston Lions
- New sign, in partnership with the Minto Farmers' Market, was installed



494  
Total  
Visitors

Saturdays  
Busiest day  
of the week

\$394  
Total  
Souvenir  
Sales

1,253  
Items  
Accessioned  
in 2021

3,705  
Total Items  
Accessioned



754  
Instagram  
Account  
Followers

\$2885  
County Market  
Bucks Received

15  
Regular season  
vendors

3  
Trivia Nights  
Hosted

996  
Facebook Page  
Likes

- 2287 singles/groups attended throughout the season
- 4 monthly newsletters
- Partnership with Taste Real
  - Market Box
    - Minto sold out at 50 boxes!
  - Market Trail
    - 43 passports completed resulting in additional market attendees
- Additional Promotions
  - Musician Spotlights
  - Pluck & Produce Prize Packs
  - Pre-Order Service
  - Mail-Out Postcards



# REGIONAL PARTNERSHIPS

*Partnership: Opportunities increase when you help others win. A little win for a partner is a little win for you.*



The SEDC welcomed three new partners, and now encompasses 8 area municipalities; Brockton, Hanover, Minto, Wellington North and West Grey, Aaran-Elderslie, South Bruce, and Mapleton. The partnership continued to collaborate and positively impact area economic growth, support youth retention and development, support growth and retention of businesses; and to integrate efforts to leverage immigrant attraction to the area as residents, workers, entrepreneurs, business owners, operators and investors.



NOW LED BY  
SAUGEEN  
CONNECTS

The Women of Wellington Saugeen Area (WOWSA) aims to inspire, empower and connect professional women and female-identifying entrepreneurs in the County of Wellington and Saugeen River region in Ontario by providing creative education and networking events.

AWE  
Program

23

women  
entrepreneurs  
participated



The Saugeen Student Start Up Program (SSUP) provided the opportunity for students in this region in Grades 6-12 to try self-employment during their summer holidays,

50  
Businesses

59  
Youth

8

Youth from  
Minto

NICOLE'S  
BAKED

\$19,250

RECEIVED FROM RURAL ECONOMIC DEVELOPMENT  
FUNDING TO OPERATE

"ADVANCING WOMEN  
ECONOMICALLY"

10-Part  
Webinar Series  
Supporting  
Female  
Entrepreneurs

5-Part  
Succession  
Planning  
Webinar Series

Benefitted  
19  
People

from  
14  
Businesses



# VOLUNTEER SUPPORT

*"Volunteers do not necessarily have the time, they just have the heart."*



Minto's Cultural Roundtable was created to provide guidance and input related to culture and to implement the Cultural Plan for Minto.

The committee does this by supporting community-led solutions to issues identified by the Roundtable and larger community, encouraging leadership and innovation, facilitating networking and information exchange, serving as a board for ideas and action, reviewing culture-related policies, and integrating cultural development plans into related town plans.



## \$6,550

provided to 15 groups via

- Zoom Pro Accounts
- PPE Support
- Advertising & Promotion Support



- Volunteer Spotlights
- Promotional Videos
- Training Webinars
- Volunteer Resource Lists & Online Portal
- Transition of volunteer/support to organizations to post/manage

IN 2021  
WE CELEBRATED

- Karen Dowler
- Wendy Cormack
- Amy Habermehl
- Janelle Hill
- Peggy Raftis



## INTERNATIONAL WOMEN'S DAY

March 8th, 2021

To recognize the resilient women-led businesses and leaders in Minto, members of the community were asked to nominate extraordinary women to receive a social media shout out & a gift card!



New Meeting Location at  
The Grove Palmerston



Regrouped with 5-10 new youth  
attending meetings regularly.



Reviewed & updated values and  
goals of the Committee



Introduced "Content Creator"  
Positions to ensure all  
communication is youth driven



Filmed a promotion video to attract  
more members thanks to Minto's  
Cultural Roundtable!



Volunteered at the Harriston  
Halloween Haunt



Hosted Various Events

- Outdoor Games Night
- Halloween Costume Swap
- Christmas Party

### ***MYAC Mandate***

- 1. Support safe spaces for youth in the community.*
- 2. Raise awareness about issues that matter to youth by developing partnerships & collaborating with community organizations.*
- 3. Advocate, recognize, and support diverse youth voices in the community.*



# Social Media

@townofminto

+406

BRAND AWARENESS

GROWTH

Overall new follower  
growth since  
December 2020.

126

YouTube  
Subscribers



18

@ 9



11



25



INSTAGRAM

1,460  
followers

+60 SINCE DEC 2020



FACEBOOK

3,463  
followers

+305 SINCE DEC 2020



TWITTER

1,661  
followers

+41 SINCE DEC 2020

Additionally...

17

**SOCIAL MEDIA  
ACCOUNTS MANAGED**

## FACEBOOK

- Town of Minto
- Minto Farmers' Market
- Minto Youth Action Council
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market
- Monitor Palmerston Railway Heritage Museum

## INSTAGRAM

- Town of Minto
- Minto Farmers' Market
- Minto Youth Action Council
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market



MINTO  
Makers' Market





1

## PRESENTATION

- PRESENTATION: OMAFRA Fundamentals  
Team re: Downtown Revitalization

2

## FEATURES

- Locally Loyal Minto in "Ontario EcDev Responses to Covid-19" commissioned by EDCO
- Locally Loyal Minto in "Covid-19 and Rural Economic Development in Canada: Impacts, Responses, and Recovery".



### ECONOMIC DEVELOPERS COUNCIL OF ONTARIO



- Belinda Wick-Graham is now the secretary for EDCO + is the Co-Chair of the 2021 Conference.



*"We relocated to this region to feel closer to home. We did not count on finding the outstanding assistance of the Town of Minto, including Belinda and Economic Development finding the perfect property, her ongoing assistance and patronage, Somer and the Chamber of Commerce and Launchit and their crew that help with networking and connections, the help and guidance to find programs and opportunities, to using the Community Kitchen in Clifford. We appreciate everything you do and have helped us with. Small Business should only grow here with this help and your own ideas. We love this area and this network of people have helped to make that happen."*

*~ Pete and Marla, The Barrel House*



# STAFF



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LAUNCHIT  
BUSINESS EXPLORATION CENTRE



Ashley Noble  
Digital Main Street Service Squad



## YEAR IN REVIEW

ECONOMIC & COMMUNITY  
DEVELOPMENT DEPARTMENT

# 2021

