



Budget by Service

Department Name: Economic Development Department

Section: Administration

Budget Code: 10 9100

Staff: 2

FTE: 2

Strategic Position 4.0 Pursue initiatives that improve the Town's economy, increase employment opportunities, enhance the skilled workforce, increase competitiveness, attract investment and maintain affordability for local residents and business.

Actions: 4.1 Sustainable Growth 4.2 Labour Market 4.3 Serviced Land 4.4 Creative Economy 4.5 Retention & Attraction 4.6 Healthy Downtowns 4.7 Community Improvement 4.9 Family Friendly 4.10 Agricultural /Cultural Incubators 4.11 Skilled Trades

Responsibility: Deliver programs and initiatives to encourage business growth.

| Operating Budget Summary | | | | | |
|---|-----------|------------|------------|------------|------------------|
| 2016 Budget (Actual \$287,030.37 to Sept 2016) | | | | | \$443,709 |
| Past & Projected (1%) | | 0.01 | | | |
| 2015 | 2016 | 2017 | 2018 | 2019 | |
| \$411,940 | \$443,709 | \$ 437,036 | \$ 441,406 | \$ 445,820 | |
| Budget Initiatives | | | | | |
| 1. Reconcile revenue and reserves | | | | | \$1,000 |
| 2. Increase Wages and Benefits | | | | | \$46,000 |
| 3. Reconcile various conference, mileage and similar expenses | | | | | \$750 |
| 4. Decrease Cultural Roundtable | | | | | -\$5,000 |
| 5. Decrease Workforce training | | | | | -\$5,000 |
| 6. Decrease CIP structural budget | | | | | -\$20,000 |
| 7. Computer Hardware/Software | | | | | \$2,000 |
| 8. Decrease Principal and Interest Payments | | | | | -\$29,423 |
| 9. Reduction in Alumni Attraction Expenses | | | | | -\$7,500 |
| 10. Increase in Website Development | | | | | \$2,500 |
| 11. Addition of Youth Action Council | | | | | \$5,000 |
| 12. Add Ontario 150 budget | | | | | \$3,000 |
| Proposed 2017 Budget | | | | | \$437,036 |

Budget to Actual Issues

As of September 30, 2016 we are under budget largely due to the fact that many of the CIP project grants will be paid out after this date. Otherwise we see no issues with being on budget.

Issues for 2017 and Beyond

The Economic Development Department looks forward to 2017 and being at full staff for the first time in 3 years. The increase in wages in this budget is largely a result of the tourism staffing budget being combined with economic development under this budget and having full time support vs. part time.

Several large CIP projects have been completed and as a result we felt the program would not suffer from being brought back in-line with the original intended budget.

The Minto Youth Action Council has gotten off to a strong start. The \$5,000 reduction in Cultural Roundtable budget has been allocated to the Minto Youth Action Council to implement actions as they recommend.

2017 marks a unique year in Economic Development in that all three Economic Development Associations (EDCO, EDAC and IEDC) will all hold their annual conferences in Ontario. The Manager of Economic Development maintains designations with EDAC and IEDC so it is essential she attend these conferences especially when in-province.

Much of the tangible Alumni Attraction pieces have been developed but promotion of this area will increase only at a lesser expense.

Workforce attraction continues to be an area of importance. With the County of Wellington taking a lead on talent attraction budget has been reduced, but efforts will continue to focus on this area.

The Town has successfully completed the Certified Sites program, and as a result will actively be promoting with the Province of Ontario the 14 acre site in the Palmerston Industrial Park.



Service Measures

See attached

CAO/Clerk and Manager of Economic Development Recommendation

That the 2017 budget for Business and Economic Development be approved at **\$417,036**

| Account | Description | 2017 OPERATING BUDGET | | 2016 YTD Actual - Sept 30/16 | 2017 Budget | Budget Change |
|--------------|--|------------------------------------|------------------|------------------------------------|------------------|------------------|
| | | 2015 YTD Actual - Sept 30/15 | 2016 Budget | | | |
| 1091-00-5010 | Econ Dev Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5120 | Econ Dev Other Revenue | 2,263.94 | 0.00 | 225.00 | 0.00 | 0.00 |
| 1091-00-5130 | Econ Dev Rental Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5140 | Rural Summit Registration Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5150 | Pitch-It Partner Contributions | 2,000.00 | 2,500.00 | 2,500.00 | 2,500.00 | 0.00 |
| 1091-00-5152 | Creative Communities Prosp Fund Grant | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5154 | Cultural Roundtable Events | 189.34 | 0.00 | 562.50 | 0.00 | 0.00 |
| 1091-00-5156 | Wellington County Funding | 0.00 | 15,000.00 | 0.00 | 10,000.00 | -5,000.00 |
| 1091-00-5158 | Cultural CD Sales | 424.79 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5160 | Streetscape Partner Contributions | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5170 | Downtown Revit Advert Contributions | 9,441.46 | 5,000.00 | 600.30 | 3,000.00 | -2,000.00 |
| 1091-00-5510 | RED - Mktg & Invt Operational Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5512 | RED - Bus Ed Seminars Op Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5514 | RED - Specialized Trng Op Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5516 | RED - Rural Dwnst Summit Op Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5518 | Other Downtown Donations | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5520 | Green Municipal Fund | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-5862 | Govt Grants - Conditional | 0.00 | 0.00 | 5,978.59 | 1,000.00 | 1,000.00 |
| 1091-00-5899 | Transfers from Reserves | 20,000.00 | 20,000.00 | 20,000.00 | 25,000.00 | 5,000.00 |
| | Total Revenue | 34,319.53 | 42,500.00 | 29,866.39 | 41,500.00 | -1,000.00 |
| 1091-00-6010 | Wages | 52,287.79 | 72,000.00 | 58,778.00 | 110,000.00 | 38,000.00 |
| 1091-00-6011 | Wages - Part Time | 12,587.02 | 3,000.00 | 11,444.82 | 0.00 | -3,000.00 |
| 1091-00-6020 | Benefits-Full-Time | 20,461.46 | 23,000.00 | 21,112.85 | 38,000.00 | 15,000.00 |
| 1091-00-6021 | Benefits-Part-Time | 4,590.18 | 4,000.00 | 2,349.36 | 0.00 | -4,000.00 |
| 1091-00-6040 | Conferences | 2,791.44 | 3,000.00 | 2,654.73 | 5,500.00 | 2,500.00 |
| 1091-00-6042 | Meetings | 1,019.64 | 1,500.00 | 258.69 | 1,500.00 | 0.00 |
| 1091-00-6050 | Training | 959.68 | 1,500.00 | 486.33 | 1,500.00 | 0.00 |
| 1091-00-6060 | Mileage - Economic Development | 2,451.19 | 3,000.00 | 1,801.77 | 2,500.00 | -500.00 |
| 1091-00-6100 | Land Purchase | 0.00 | 750.00 | 0.00 | 0.00 | -750.00 |
| 1091-00-6110 | Legal Services | 3,221.30 | 3,500.00 | 68.69 | 2,500.00 | -1,000.00 |
| 1091-00-6140 | Engineering Services | 0.00 | 500.00 | 0.00 | 0.00 | -500.00 |
| 1091-00-6148 | Certified Site Expenses | 4,775.34 | 0.00 | 4,593.15 | 2,000.00 | 2,000.00 |
| 1091-00-6150 | Consulting Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6152 | Creative Cultural Plan | 7,446.30 | 0.00 | 279.84 | 0.00 | 0.00 |
| 1091-00-6153 | Creative Cultural Plan - CCPF Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6154 | Cultural Roundtable | 1,861.13 | 15,000.00 | 5,177.26 | 10,000.00 | -5,000.00 |
| 1091-00-6160 | Memberships | 570.54 | 2,000.00 | 1,060.77 | 1,350.00 | -650.00 |
| 1091-00-6210 | Support for Workforce Training | 3,782.19 | 10,000.00 | 1,576.69 | 5,000.00 | -5,000.00 |
| 1091-00-6250 | Chamber of Commerce Funding | 5,300.16 | 5,200.00 | 5,540.35 | 5,500.00 | 300.00 |
| 1091-00-6260 | Business Incubator Project | 20,000.00 | 25,000.00 | 25,000.00 | 25,000.00 | 0.00 |
| 1091-00-6270 | Business Ret & Exp Implementation | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6280 | Downtown Revitalization - Grants/Loans | 12,130.53 | 100,000.00 | 19,672.86 | 80,000.00 | -20,000.00 |
| 1091-00-6290 | Downtown Revitalization - Other | 29,412.81 | 15,000.00 | 10,424.90 | 15,000.00 | 0.00 |
| 1091-00-6320 | Property Maintenance Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6330 | Streetscape Design | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6340 | Façade Guidelines | 66.14 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6410 | Office Supplies | 254.65 | 500.00 | 383.81 | 500.00 | 0.00 |
| 1091-00-6440 | Office Equipment Rental/Maint. | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6450 | Computer Software/Hardware | 0.00 | 0.00 | 48.34 | 2,000.00 | 2,000.00 |
| 1091-00-6470 | Principal Debt Repayments | 118,076.84 | 125,063.43 | 93,563.43 | 99,404.35 | -25,659.08 |
| 1091-00-6480 | Interest on Long Term Debt | 18,391.48 | 33,746.05 | 17,707.39 | 29,981.21 | -3,764.84 |
| 1091-00-6482 | Accrued Interest on Long-Term Debt | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6510 | Publications & Data Received | 50.00 | 250.00 | 31.51 | 100.00 | -150.00 |
| 1091-00-6520 | Advertising | 1,479.93 | 5,000.00 | 3,779.95 | 5,000.00 | 0.00 |
| 1091-00-6521 | Marketing Attraction Expenses | 15,130.06 | 17,500.00 | 18,752.74 | 10,000.00 | -7,500.00 |
| 1091-00-6522 | Promotions | 407.13 | 2,500.00 | 22.49 | 2,500.00 | 0.00 |

| | | | | | | |
|--------------|---|--------------------|--------------------|--------------------|--------------------|------------------|
| 1091-00-6524 | Trade Show Booth | 0.00 | 0.00 | 0.00 | | 0.00 |
| 1091-00-6526 | Downtown Revit Joint Advertising | 1,481.79 | 7,000.00 | 0.00 | 5,000.00 | -2,000.00 |
| 1091-00-6528 | Harriston Downtown Events | 0.00 | 2,500.00 | 5,364.29 | 4,000.00 | 1,500.00 |
| 1091-00-6530 | Telephone Services & Charges | 288.32 | 1,000.00 | 308.66 | 1,000.00 | 0.00 |
| 1091-00-6540 | CFRDC-Invt & Web-Site Development | 732.24 | 1,500.00 | 3,264.35 | 4,000.00 | 2,500.00 |
| 1091-00-6601 | Business Seminar Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6810 | Planning Costs | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6820 | Property Taxes for Land | 684.53 | 700.00 | 342.00 | 700.00 | 0.00 |
| 1091-03-6100 | Palm CN Land Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 1091-00-6850 | Miscellaneous Expenses | 439.05 | 1,000.00 | 1,046.74 | 1,000.00 | 0.00 |
| | Youth Action Council | 0.00 | 0.00 | 0.00 | 5,000.00 | |
| | Ontario 150th Partnership Contribution | | | | 3,000.00 | |
| | Total Expenditures | 343,130.86 | 486,209.48 | 316,896.76 | 478,535.56 | -7,673.92 |
| | | | | | | |
| | Excess Revenue over/under Expenditures | -308,811.33 | -443,709.48 | -287,030.37 | -437,035.56 | 6,673.92 |

2016 Economic Development/Tourism Service Measures

Community Meetings (Jan – November 30)

| | |
|--|----|
| Downtown Revitalization | 14 |
| Taste Real | 4 |
| County Ec. D/Joint EDC/IPM Showcase | 20 |
| Farmers' Markets | 3 |
| Chamber of Commerce | 7 |
| WOWSA | 7 |
| EDPC | 7 |
| Cultural Roundtable | 11 |
| Physician Recruitment | 3 |
| LaunchIt | 9 |
| Renew Northern Wellington | 3 |
| Hawk's Nest Advisory | 8 |
| Minto Youth Action /Planning/North for Youth | 11 |
| Railway Museum/Handcars | 9 |
| Heritage Markers | 2 |
| Butter Tarts & Buggies | 7 |

Speaking Engagements

EDCO Annual Conference, Toronto
OBIAA Annual Conference, London
Walkerton BIA
Vibrant Villages Conference, Neustadt

Assessment Levels

| | |
|-----------------|---|
| 2016 Commercial | 68,709,595 |
| 2015 Commercial | 62,995,731 |
| 2014 Commercial | 60,349,492 |
| 2013 Commercial | 56,158,560 |
| 2012 Commercial | 56,668,335 |
| 2016 Industrial | 21,223,720 |
| 2015 Industrial | 20,925,347 (appeals for lower assessment) |
| 2014 Industrial | 21,195,204 |
| 2013 Industrial | 21,438,000 |
| 2012 Industrial | 10,059,546 |

Building Permits

| | | |
|---------------------------------|----|-------------|
| 2016 Commercial (As of Oct. 31) | 3 | \$605,000 |
| 2015 Commercial (As of Oct. 31) | 8 | \$140,000 |
| 2014 Commercial | 9 | \$2,343,000 |
| 2013 Commercial | 12 | \$1,406,000 |
| 2012 Commercial | 4 | \$427,000 |
| 2016 Industrial (As of Oct. 31) | 5 | \$700,000 |
| 2015 Industrial (As of Oct. 31) | 4 | \$1,500,000 |
| 2014 Industrial | 8 | \$3,138,000 |
| 2013 Industrial | 4 | \$3,208,000 |
| 2012 Industrial | 4 | \$2,600,000 |

Façade & Signage Grants Distributed (As of September 30) \$77,662.40
Façade & Signage Leverage Ratio \$1: \$2.64

Website Statistics

Town of Minto

Sessions

35.62%

52,595 vs 38,782



Users

51.16%

32,423 vs 21,449



Page Views

12.34%

122,683 vs 109,208



Pages/Session

-17.16%

2.33 vs 2.82



Avg. Session Duration

-28.34%

00:01:42 vs 00:02:22



Bounce Rate

16.74%

56.77% vs 48.63%



% New Sessions

12.90%

59.89% vs 53.05%



LiveandWork Minto

Sessions

31.56%

11,034 vs 8,387



Users

39.38%

6,827 vs 4,898



Page Views

15.63%

52,485 vs 45,390



Pages/Session

-12.11%

4.76 vs 5.41



Avg. Session Duration

-32.29%

00:01:58 vs 00:02:54



Bounce Rate

-4.94%

33.64% vs 35.39%



% New Sessions

3.13%

60.20% vs 58.38%



Minto ED

Sessions

18.90%

2,315 vs 1,947



Users

10.19%

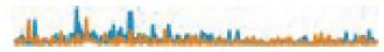
1,795 vs 1,629



Page Views

38.86%

6,707 vs 4,830



Pages/Session

16.79%

2.90 vs 2.48



Avg. Session Duration

51.76%

00:02:29 vs 00:01:38



Bounce Rate

-4.76%

62.42% vs 65.54%



% New Sessions

-6.94%

76.33% vs 82.02%



Come Home to Minto

Sessions

100.00%

674 vs 0



Users

100.00%

542 vs 0



Page Views

100.00%

1,213 vs 0



Pages/Session

100.00%

1.80 vs 0.00



Avg. Session Duration

100.00%

00:01:30 vs 00:00:00



Bounce Rate

100.00%

76.26% vs 0.00%



% New Sessions

100.00%

80.42% vs 0.00%



Treasures of Minto

Sessions

-37.64%

6,438 vs 10,324



Users

-38.34%

5,412 vs 8,777



Pageviews

-27.53%

12,694 vs 17,517



Pages / Session

16.21%

1.97 vs 1.70



Avg. Session Duration

-2.22%

00:01:11 vs 00:01:13



Bounce Rate

2.01%

79.85% vs 78.28%



% New Sessions

-0.93%

83.57% vs 84.35%



SOCIAL MEDIA:

Facebook Likes (as of November 21): 1,362

Twitter Followers: 948

You Tube View:

Instagram Followers : 326