



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					
2017 Budget (Actual \$294,836 to Sept 2017)					\$434,035
Past & Projected (1%)		0.01			
2016	2017	2018	2019	2020	
\$443,709	\$ 434,035	\$ 434,981	\$ 439,331	\$ 443,724	
Budget Initiatives					
1. Reallocate Revenue Wellington County and reconcile other revenue					\$7,000
2. Wages and Benefits					\$18,000
3. Decrease LaunchIT expense					-\$8,300
4. Decrease Structural Grant Funding Community Improvement Plan					-\$20,000
5. Remove Certified Site Expenses and decrease legal					-\$4,000
6. Increase Expense Working with Youth Action Councils					\$6,000
7. Increase Data Town folio					\$3,000
8. Reconcile Various Expenses					-\$754
Proposed 2018 Budget					\$434,981

Budget to Actual Issues

As of September 30, 2017 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 2018 and Beyond

The Economic Development Department is at full staff for the second year in a row. One major change was increased responsibility in operations of the Palmerston Railway Heritage Museum. 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 had a strong second year, and added funds will sustain activities through 2018 and beyond. The partnership with Youth for North shows a budget increase supporting a Trillium application to continue that work, and important investment in local youth.

The Manager of Economic Development maintains designations with EDAC and IEDC so it is essential she attend these conferences especially when in-province. The Economic Development Assistant is continuing her training in these areas to achieve her designations.

Considerable success has been achieved with industrial land sales. The Business and Economic Manager is supporting secondary planning work in Palmerston to increase lot availability.

In 2018 the Department will be consolidating some of its meetings and website activities as per direction from the Economic Development and Planning Committee. This could include moving amalgamating Downtown Committees into the Chamber of Commerce and moving Cultural Roundtable and Economic Development and Planning to Escribe electronic meeting software. This will allow staff to focus less on administration and more on programming actions. Staff is looking at the number of events directly run by the Town to expand partnerships and increase facilitation role.



Service Measures

See attached

C.A.O. Clerk and Manager of Economic Development Recommendation

That the 2018 budget for Business and Economic Development be approved at \$434,981

2018 OPERATING BUDGET						
Account	Description	2016 YTD Actual - Sept 30/16	2016 YTD Actual	2017 Budget	2017 YTD Actual - Sept 30/17	2018 Budget
Economic Development						
1091-00-5010	Econ Dev Grants	0.00	0.00	0.00	0.00	0.00
1091-00-5120	Econ Dev Other Revenue	225.00	262.50	0.00	100.00	0.00
1091-00-5130	Econ Dev Rental Income	0.00	0.00	0.00	0.00	0.00
1091-00-5140	Downtown Donations	0.00	400.00	0.00	0.00	1,500.00
1091-00-5150	Pitch-It Partner Contributions	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00
1091-00-5152	Creative Communities Prosp Fund Gran	0.00	0.00	0.00	0.00	0.00
1091-00-5154	Cultural Roundtable Events	562.50	562.50	0.00	0.00	0.00
1091-00-5156	Wellington County Funding	0.00	15,000.00	10,000.00	10,000.00	0.00
1091-00-5158	Cultural CD Sales	0.00	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	600.30	3,060.30	3,000.00	75.00	3,000.00
1091-00-5510	MYAC - Revenue	0.00	0.00	0.00	250.14	2,500.00
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 Dwnt 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	1,000.00	0.00
1091-00-5520	Green Municipal Fund	0.00	0.00	0.00	0.00	0.00
1091-00-5862	Govt Grants - Conditional	5,978.59	5,978.59	1,000.00	0.00	0.00
1091-00-5899	Transfers from Reserves	20,000.00	20,000.00	25,000.00	25,000.00	25,000.00
	Total Revenue	29,866.39	47,763.89	41,500.00	38,925.14	34,500.00
1091-00-6010	Wages	58,778.00	76,086.80	110,000.00	95,050.00	125,000.00
1091-00-6011	Wages - Part Time	11,444.82	20,150.02	0.00	0.00	0.00
1091-00-6020	Benefits-Full-Time	21,112.85	26,227.93	38,000.00	27,847.69	41,000.00
1091-00-6021	Benefits-Part-Time	2,349.36	4,760.57	0.00	0.00	0.00
1091-00-6040	Conferences	2,654.73	2,734.10	5,500.00	3,692.45	5,500.00
1091-00-6042	Meetings	258.69	511.20	1,500.00	1,493.64	1,500.00
1091-00-6050	Training	486.33	1,115.21	1,500.00	2,084.16	3,000.00
1091-00-6060	Mileage - Economic Development	1,801.77	2,692.76	2,500.00	2,353.79	3,000.00
1091-00-6110	Legal Services	68.69	783.26	2,500.00	-13.10	500.00
1091-00-6140	Engineering Services	0.00	0.00	0.00	367.42	0.00
1091-00-6148	Certified Site Expenses	4,593.15	4,593.15	2,000.00	0.00	0.00
1091-00-6154	Cultural Roundtable	5,457.10	10,114.59	10,000.00	6,884.99	10,000.00
1091-00-6160	Memberships	1,060.77	1,785.08	1,350.00	1,125.11	1,350.00
1091-00-6210	Workforce Dev/Portal Promo	1,576.69	2,777.24	5,000.00	4,087.08	5,000.00
1091-00-6250	Chamber of Commerce Funding	5,540.35	5,607.89	5,500.00	5,285.09	5,500.00
1091-00-6260	Business Incubator Project	25,000.00	25,000.00	25,000.00	25,000.00	16,700.00
1091-00-6270	Business Ret & Exp Implementation	0.00	0.00	0.00	0.00	0.00
1091-00-6280	Downtown Revitalization - Grants/Loans	19,672.86	96,192.04	80,000.00	49,170.00	60,000.00
1091-00-6290	Downtown Revitalization - Other	10,424.90	10,473.74	15,000.00	4,339.55	15,000.00
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	Facade Guidelines	0.00	0.00	0.00	0.00	0.00
1091-00-6410	Office Supplies	383.81	398.05	500.00	364.59	500.00
1091-00-6440	Office Equipment Rental/Maint.	0.00	0.00	0.00	0.00	0.00
1091-00-6450	Computer Software/Hardware	48.34	48.34	2,000.00	431.23	500.00
1091-00-6470	Principal Debt Repayments	93,563.43	125,063.43	99,404.35	68,180.00	103,181.74
1091-00-6480	Interest on Long Term Debt	17,707.39	33,746.04	29,981.21	15,651.41	26,150.10
1091-00-6482	Accrued Interest on Long-Term Debt	0.00	-872.04	0.00	0.00	0.00
1091-00-6510	Publications & Data Received	31.51	194.33	100.00	0.00	0.00
1091-00-6520	Advertising	3,779.95	4,072.88	5,000.00	2,319.63	5,000.00
1091-00-6521	Marketing Attraction Expenses	18,752.74	18,854.06	10,000.00	2,394.72	10,000.00
1091-00-6522	Promotions	22.49	2,347.70	2,500.00	2,721.57	2,500.00
1091-00-6526	Downtown Revit Joint Advertising	0.00	3,964.97	5,000.00	35.62	5,000.00
1091-00-6528	Harriston Downtown Events	5,364.29	3,316.29	4,000.00	1,483.03	3,000.00
1091-00-6530	Telephone Services & Charges	308.66	503.98	1,000.00	842.95	1,100.00
1091-00-6540	Web-Site & Social Media	3,264.35	3,821.04	4,000.00	5,856.47	4,500.00
1091-00-6560	Data - Townfolio					3,000.00
1091-00-6601	Business Seminar Expenses	0.00	0.00	0.00	0.00	0.00
1091-00-6701	Bad Debts	0.00	0.00	0.00	97.85	0.00
1091-00-6810	Planning Costs	0.00	0.00	0.00	0.00	0.00
1091-00-6820	Property Taxes for Land	342.00	691.45	700.00	0.00	0.00
1091-03-6100	Palm CN Land Expenses	0.00	0.00	0.00	0.00	0.00
1091-00-6850	Miscellaneous Expenses	1,046.74	1,053.55	1,000.00	1,237.81	1,000.00
1091-00-6870	Youth Action Council	0.00	17.72	5,000.00	3,375.40	6,000.00
1091-00-6890	North 4 Youth	0.00	0.00	0.00	0.00	5,000.00
	Total Expenditures	316,896.76	488,827.37	475,535.56	333,760.15	469,481.84
Excess Revenue over/under Expenditures		-287,030.37	-441,063.48	-434,035.56	-294,835.01	-434,981.84

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%

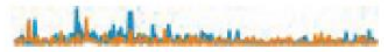
1,795 vs 1,629



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