

YEAR IN REVIEW

ECONOMIC DEVELOPMENT & TOURISM DEPARTMENT

2017/2018



2017 / 2018 COMMITTEES

Local - 14

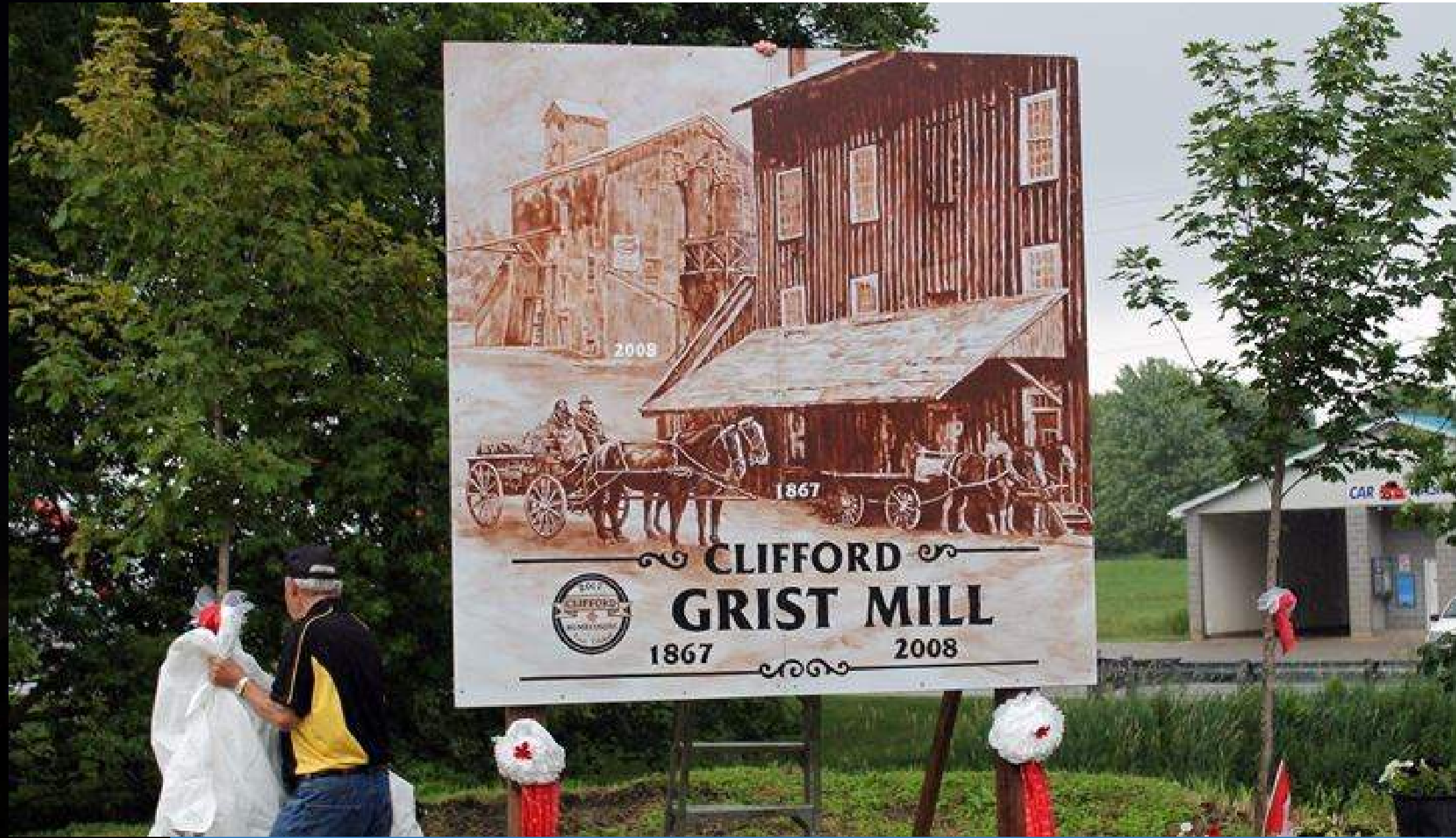
- Economic Development & Planning Committee
- Downtown Revitalization Committees: Clifford, Harriston, Palmerston
- Cultural Roundtable
- Palmerston Railway Museum
- Local Heritage Markers
- Minto Youth Action Council
- LaunchIt Minto
- Farmers' Market Committee
- Health Care Professional Recruitment
- Chamber of Commerce
- Women of Wellington Saugeen Area
- Lions Medical Centre Board
- Northern Wellington Young Professionals (2018)

2017/2018 COMMITTEES

Regional - 10

- NW Joint Economic Development
- Renew Northern Wellington
- Butter Tarts & Buggies
- Wellington County MEDG
- Taste Real Guelph Wellington
- Economic Developers Council of Ontario Conference Planning Committee
- Hawk's Nest
- North for Youth Committee
- Saugeen Connects

A total of 23 Committees

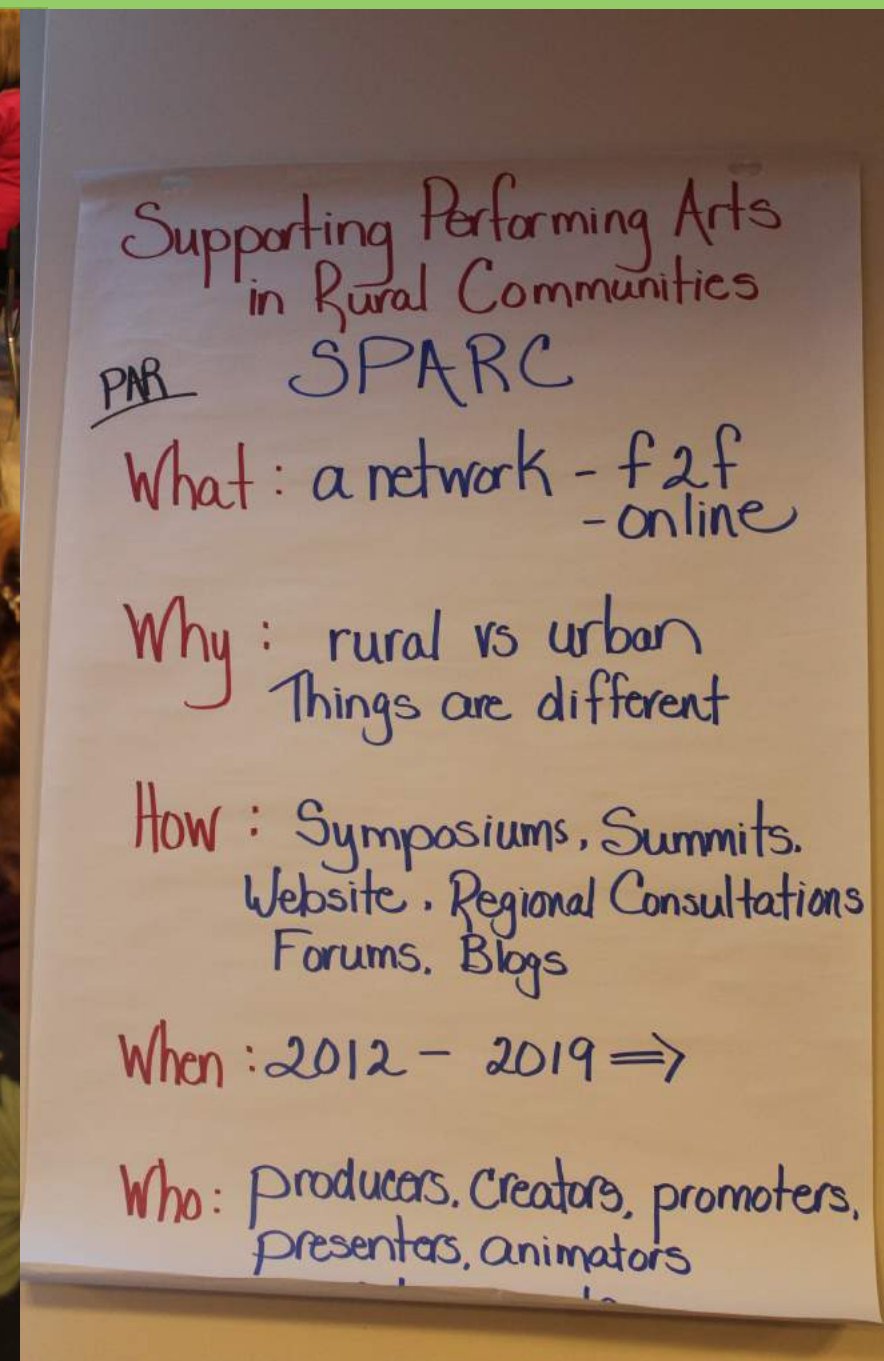


CLIFFORD HOMECOMING 2017

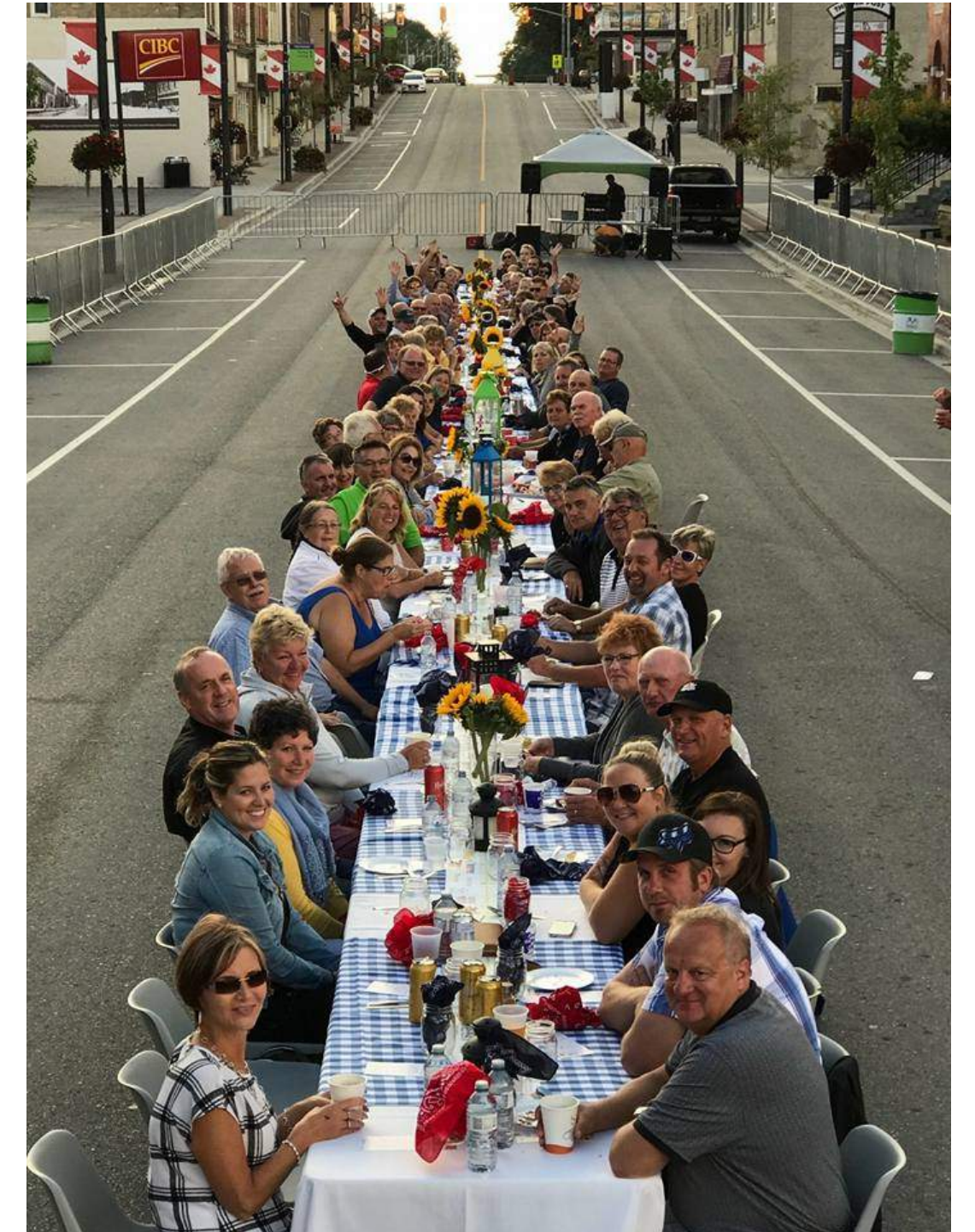
- Grant writing - over \$24,000.00
- Marketing & Implementation
- Clifford Grist Mill Mural downtown
(Local Heritage Markers and Clifford DRC)

SPARC REGIONAL MEETING 2017

- Hosted at the Harriston Library Branch
- 70 in attendance within a 2 hour radius of Minto
- Regional Committee formed with base in Minto
- Planning a Conference in Harriston October 2018



HARRISTON STREET PARTY, SAVOUR IN THE STREET & STREET DANCE



- Street Party: Growing each year with lots of support from the community
- Savour in the Street: over 100 in attendance in 2017 with spots for 200 in 2018
- Street Dance: 256 in attendance

HOLIDAY SHOPPING & EVENT GUIDE

- First edition in 2017 in partnership with the Minto Chamber of Commerce and the Harriston & Palmerston Downtown Revitalization Committees
- 7000 copies mailed out
- Combined all holiday events in Minto taking place in November & December
- Included shopping passports

Minto Holiday Events ❄️		Minto Holiday Events ❄️	
NOVEMBER			
Holly Berry Bazaar United Church Women at Knox United Friday November 3rd and Saturday November 4th Friday from 5-8 PM, and Saturday from 10 AM to 2 PM Knox United Church, 11 Allan Street East, Clifford		Breakfast with Santa Optimist Club Town of Minto Sunday November 12 ~ 8:00 AM - 10:30 AM Palmerston and District Community Centre	
Christmas Craft Show Saturday November 4 ~ 10:00 AM - 4:00 PM Palmerston Arena		Pop Up Store Monday November 13 - December 9, 2017 9:00 AM - 5:00 PM LaunchIt Minto, 1 Elora St. N. Unit 4, Harriston	
Paper Crafting: Get Ready for Christmas (Adult) Harriston Branch, Wellington County Library Saturday November 4 ~ 10:30 AM 88 Mill Street, Harriston		Light up the Town Tuesday November 14, 2017 ~ 7:00 pm Tannery Park, Harriston	
Open House - Alpaca Time Wednesday and Thursday November 4 & 5 10:00 AM - 3:00 PM		Harriston Ladies Night Wednesday November 16, 2017 5:00 pm - 9:00 pm Harriston	
Minto Arts Council Christmas Show & Silent Auction November 9 - December 2, 2017 Minto Art Gallery		Light up the Park Presented by the Palmerston Downtown Revitalization Committee & the Palmerston Lions Club Friday November 17, 2017 7:00 PM - 8:30 PM At Lions Heritage Park & Palmerston Railway Heritage Museum	
Palmerston Junior Broomball Sign Making Event Palmerston Junior Broomball Thursday November 9-7:00 PM		Comedy on Stage: Things My Mother Taught Me Grey-Wellington Theatre Guild November 17, 23, 24, & 25 at 7:30 PM November 18 8:00 PM after Santa Claus parade Matinee November 19 2:00 PM Town Hall Theatre, 68 Elora St S, Harriston	
Winter Carnival Clifford Recreation Association Saturday November 11 ~ 1:00 PM - 7:00 PM Clifford Arena		Palmerston and District Hospital Auxiliary Bazaar Palmerston and District Hospital Auxiliary Saturday, November 18, 2017 9:00 AM - 1:00 PM Palmerston and District Community Centre	
		Annual Lasagne Luncheon - Bake Sale - Bazaar Knox-Calvin Presbyterian Church Saturday November 18 ~ 11:00 AM - 1:00 PM 135 Elora St. S. Harriston	
		Showing of Rudolph the Red Nosed Reindeer The Crown Harriston Saturday November 18 ~ 6:00 PM	
		Harriston Christmas Parade Harriston Firefighters Association Saturday November 18 ~ 7:00 PM	
		Norwell Christmas Shopping Night Norwell D.S.S. Wednesday November 22 6:00 PM - 8:00 PM Norwell District Secondary School	
		PA Day Evergreen Decoration (All Ages) Harriston Branch, Wellington County Library Friday November 24 ~ 10:30 AM 88 Mill Street, Harriston	
		Clifford Jingle Hike Ontario Early Years Centre Friday November 24 ~ 1:30 PM - 2:30 PM Clifford Rotary Park (across from arena)	
		Free Community Christmas Dinner Whites Road Pentecostal Church Saturday November 25th ~ 5:00 PM 9171 Wellington Road 5 just outside of Harriston	
		Christmas Party Mixer for Minto Businesses Harriston Legion Saturday November 25 6:00 PM- 12:00 AM	
		Clifford Christmas Parade Clifford Firefighters Association November 25 ~ 7:00 PM Elora Street, Clifford	
		Palmerston Merchants' Christmas Open House Wednesday November 29, 2017 9:00 AM - 8:00 PM Palmerston	
		Live Show: The Larry Mercy Trio Norgan Theatre Wednesday November 30 ~ 8:00 PM	
		DECEMBER	
		Christmas Rocks House Tour Curling Club Saturday December 2 10:00 AM - 5:00 PM	
		Clifford Curling Funspiel Clifford Firefighters Association Saturday December 2, 2017 ~ 9:00 AM Clifford Arena	
		Paper Crafting: Get Ready for Christmas (Adult) Harriston Branch, Wellington County Library Saturday December 2 ~ 10:30 AM 88 Mill Street, Harriston	
		Breakfast with Santa Gamma Jo's Restaurant Saturday December 2 3-11 Elora St N, Clifford	
		Palmerston Christmas Parade Palmerston Firefighters Association December 2 ~ 7:00 PM	

Minto

Holiday Shopping & Event Guide

Get your holiday shopping done locally!

Special shopping events, coupons & promotions inside!

Full list of community holidays events inside!





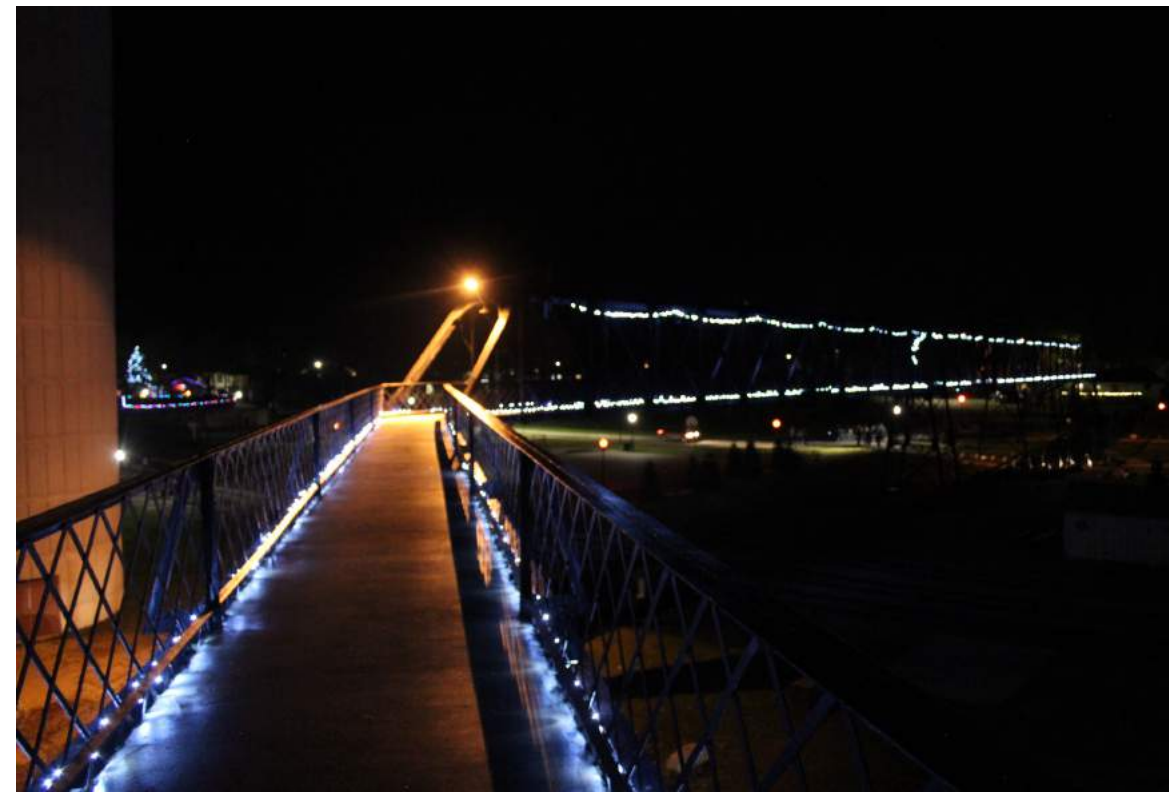
www.town.minto.on.ca



LIGHT UP THE TOWN & HARRISTON LADIES NIGHT

- Over 100 people in attendance at Tannery Park and Library
- Minto Clifford Choir
- 127 passports submitted for Ladies' Night
- Pop Up Store with 10 vendors at LaunchIt
- Shoppers from: Harriston, Palmerston, Clifford, Holstein, Gowanstown, Mount Forest, Listowel, Atwood, Drayton, Hanover, Guelph, Minto Pines, Kitchener, Moorefield, Fergus, Waterloo, Arthur





PALMERSTON MERCHANTS CHRISTMAS OPEN HOUSE, LIVING WINDOWS & LIGHT UP THE PARK

- New Holiday Bingo to promote holiday shopping throughout the season
- New living window performances
- Fantastic turnout to Light Up the Park with approximately ~350 in attendance

FIRE & ICE



MINTO FARMERS' MARKET

- A single market for Minto - located at Palmerston Heritage Railway Museum
- Vendors numbers growing each year - mix of farmers and local artisans
- 13 Vendors in 2017 & 16 Vendors in 2018
- Added Instagram account
- Collaborating with Wellington County Social Services through the Market Bucks Program which has benefited both the recipients and the vendors
- Successful events, including the annual Corn Roast and Corn on the Cob eating contest that the vendors come together to offer to the community
- 200 tickets sold
- Donation to various groups including the Minto Youth Action Council and Palmerston Railway Heritage Museum



Yoga in the Pak
9AM - 10AM



PALMERSTON RAILWAY HERITAGE MUSEUM

- Continued implementation of County Museum Plan
- Cataloging museum collection
- 922 daily visitors May-July 26 (2018)
- 194 Handcar Rides and 34 Train Rides

HANDCAR RACES

- 7 teams participated

MINTO YOUTH ACTION COUNCIL

2017

- 9 members
- Celebrated 1st birthday on October 12, 2017
- Created an Action Plan
- Met with various community groups
- Amazing Race at the Harriston Street Party
- Installed "YOUth Should Know" youth community boards in all 3 Minto arenas

2018

- 14 members - 10 active members
- Grad/Prom Dress Swap Pop Up Shoppe
- Created a Terms of Reference
- New Youth Space in LaunchIt
- Consulted with City of Stratford, Centre Wellington and Perth East about starting Youth Councils
- Adult Allies presenting at MBA Symposium in October



NORTHERN WELLINGTON YOUTH CONNECTIONS

- Beginning of May during National Youth Week
- 2017 - 100 Grade 10 students from Norwell & Wellington Heights
- 2018 - 200 Grade 9 students from Norwell & Wellington Heights
- Partnership with Wellington North & Mapleton
- Sessions: Entrepreneurship, Trades, Mental Health, Wellness, Resume Writing, Working in Wellington





- Expanded into Hanover 2017/2018 Season
- Partnered with Saugeen Economic Development Corporation for special event during Small Business Week



- Judged the Rhyze Awards
- reroot Organic - Caitlin Hall - received \$4,000



BUTTER TARTS & BUGGIES

- 2017 - Mapleton joined
- 2018 - West Grey joined
- 11 Minto Businesses
- Made an Instagram account
- Membership is now free for participating businesses & for two years
- Article in the New York Times

FALL FROLIC

- October 13, 14, 15, 2017
- 20 participating businesses
- Approximately 500 people in attendance



BUSINESS DEVELOPMENT

BUSINESS RETENTION & EXPANSION

- Continuing implementation of Minto Plan

ENTREPRENEURSHIP DEVELOPMENT

- Pitch It! Business Plan Competition(4 finalists) each year
- Renew Northern Wellington - 2 Openings in Minto

SAUGEEN CONNECTS

- Partnership with Hanover, Wellington North, Brockton

and West Grey

- Launch of Succession Matching
- Received RED funding over 2 years





PLANNING & INFRASTRUCTURE DEVELOPMENT

- Community Improvement Plan Administration & Reporting
- Provided \$70,716.08 in grants in 2017
- Total spent by property owners \$251,763.26 in 2017
- Leveraged \$211,765.40
- \$1: \$3.56

COMMUNITY REVITALIZATION

CLIFFORD DIGGIN' IT'

- Assisting the business community through communication, marketing and promotions
- Bi-weekly construction meetings



COOL CONES PUBLIC ART PROJECT

- CR & Harriston DRC joint initiative for Canada Packers Reunion and to encourage to stop and shop downtown
- 10 cones creatively painted by 9 artists (8 artists = Minto residents)
- Has resulted in one business offering ice cream and two unique Ice Cream Shops/café's opening downtown



COMMUNITY REVITALIZATION

MURALS

- Supplied a grant to Norwell through CR for public basketball court mural
- Mural for Clifford Homecoming through Local Heritage Markers Committee
- Mural in Harriston through Harriston DRC Committee



ROGER BROOKS REVIEW & RENEWED ACTION PLANS

- The Palmerston and Harriston DRC's attended or viewed the Roger Brooks Presentation in April 2018 and have since revamped and re-prioritized their Action Plans with more creative, beneficial, and branded ideas for the downtown cores



COMMUNITY REVITALIZATION

COMMUNITY GARDENS

- Clifford - 10
- Harriston - 23
- Palmerston - 20
- All plots are full



COMMUNITIES IN BLOOM

- 2017 Score:
87.7% Silver
- 2013 Score:
85% Bronze
- Special Mention:
Green Legacy Program



COMMUNITY REVITALIZATION

HEALTH CARE SERVICES

- Provide resources and support to the Recruitment Committee for healthcare professionals.

EDUCATION SERVICES

- Work with the Career Education Council & Norwell to match employment requirements with youth skills.

LOCAL IMMIGRATION PARTNERSHIP

- Work with the LIP to promote the benefits of hiring immigrants, by providing resources and information

FILIPINO ASSOCIATION

- June 2017, Mayor Bridge hosted a BBQ with the Filipino community, employers and organizations to welcome them and find out how we can work together to attract more Filipinos to Minto and how to make their transition to a rural community easier.



WORKFORCE DEVELOPMENT



SHOW ME THE WORKERS

Helping you connect with workforce resources for your business.

Resource Fair • Information Panel • Networking
April 25, 2018 • 5:30-8:30pm
Harriston Community Centre, 111 George Street

Attract Workers with Outside the Box Thinking
Connecting With Secondary/Post-Secondary Graduates
Best Tips for Advertising Job Posts
Using Your Website to Attract Employees
Support, Funding, Grant Opportunities
The Millennial Workforce Demographic
Using An Immigrant Workforce
Competing for Workers
EmployerOne Survey Results

\$15

TO REGISTER
Call 519.510.7400 or Visit
www.launchitminto.com



- Hosted in Harriston in partnership with the WWD Workforce Planning Board
- Connecting business owners with resources for connecting with the workforce to find employees



- 7 graduates with possibility of 2 more by June
- 3 from TG Minto and 1 from Palmerston



- Users: 6,827 (increase of 39.38%)
- Page Views: 52, 485 (increase of 15.63%)
- Radio & Social Media Campagins

ALUMNI ATTRACTION

GRADUATING CLASS LUNCHEON & COMMENCEMENT GIFT

- Hosted a Graduation Luncheon for Norwell's Graduating Class of 2018 with help from Palmerston Lions' Club
- In partnership with Mapleton Township
- Created a video of Mayors & youth sharing what they like about Minto and why they did or will come back
- Gifting the students with notebooks at Norwell's Commencement in November 2018



RESIDENTIAL ATTRACTION

REALTOR & DEVELOPER'S BREAKFAST

- Hosted a breakfast brainstorming session at LaunchIt to gather insight on the demographics of new residents moving to Minto and what they are looking for
- Marketing plan implementation in 2019
- Welcome Reception for new residents - Palmerston September 2018

QUALITY HOMES & WRIGHTHAVEN

- Involvement and facilitation of meetings with residential developers to connect them with employers for housing



INVESTMENT ATTRACTION

8 lots sold

- Felix & Bernice Weber – Frank Lambier Court
- Grant & Amy Habermehl – Frank Lambier Court
- Alfred DeVries – Frank Lambier Court
- Shrimp Canada – Minto Road
- Krosinski Enterprises – Minto Road
- Sean Wheale – Minto Road
- Jim Horrigan - Frank Lambier Court
- Metzger Heating (2018) –
- Noble Family Road



METZGER
HEATING LTD.



Krosinski Enterprises Ltd.



MARKETING & COMMUNICATIONS

2017/2018 YEAR TO DATE PRESENTATIONS

April 2017 – OSUM Conference

August 2017 – Saugeen Economic Development (CFDC) Success BBQ

November 2017 – OMAFRA Downtown Communities of Practice

December 2017 – Bruce County Economic Development

January 2018 – Aaron – Elderslie Council

February 2018 – Minto Chamber AGM

February 2018 – Ministry of Culture Heritage Makes Sense Conference

April 2018 – OMAFRA Regional Economic Advisors

May 2018 – Strathroy- Caradoc Council Strategic Planning

May 2018 – University of Waterloo Economic Development Course on Incubators

Provided Economic Development Staffing Advice to the Town of Hanover, Municipality of Brockton, Municipality of Aaron-Elderslie and the Municipality of Grey Highlands

A total of 10 Presentations

MARKETING & COMMUNICATIONS

Social Media

-  Facebook - 1,890 Likes and 1,926 Followers
-  Twitter - 1,328 Followers
-  Instagram - 688 followers
-  YouTube - 67 subscribers and 95,195 total video views
-  LinkedIn - created a new business profile and will connect to Live & Work Portal

Also manage Social Media for: MYAC, Butter Tarts & Buggies, Minto Farmers' Market, NWYPN

Social Media Survey: 112 respondents rated our Social Media 4 out of 5 stars



NEW WEBSITE

- Launched the new Minto website on July 11, 2018
- Removed the MintoEd.com site and integrated information into the new website
- New community profile through Townfolio



Our website has a new look!



GOLD YOUTH FRIENDLY COMMUNITY DESIGNATION

- Awarded Gold Designation Youth Friendly Community from Play Works Ontario
- Submitted documentation for 9 of the 10 criteria
- Over 30 community groups/organizations assisted with the application process
- Recognized for outstanding commitment to providing youth with opportunities to be active contributors to their community through key criteria



EDCO AWARD

- On Wednesday February 7, 2018 Belinda Wick-Graham, Economic Development Manager, was named the recipient of EDCO's most prestigious award, the Joseph Montgomery Economic Development Achievement Award.
- The award is presented annually to a leader to celebrate his or her significant contribution to the economic development profession
- Making the achievement even more special is that she is the youngest person to win the award with the most letters of support.



Thank you for your continued support!

QUESTIONS AND/OR COMMENTS

MINTO ECONOMIC DEVELOPMENT DEPARTMENT