



**Corporation of the County of Wellington**  
**Economic Development Committee**  
**Minutes**

May 16, 2023  
County Administration Centre  
Guthrie Room

Present:                   Warden Andy Lennox  
                              Councillor Jeff Duncan (Chair)  
                              Councillor Diane Ballantyne  
                              Councillor Doug Breen  
                              Councillor Matthew Bulner

Also Present:            Councillor Campbell Cork

Staff:                    Jennifer Adams, County Clerk  
                              Jana Burns, Director, Economic Development  
                              Eleanor Ciceri, Information Management Student  
                              Justine Dainard, Smart Cities Project Manager  
                              Ken DeHart, County Treasurer  
                              Christina Mann, Manager, Economic Development  
                              Scott Wilson, CAO

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**1.     Call to Order**

At 10:00 am, the Chair called the meeting to order.

**2.     Declaration of Pecuniary Interest**

There were no declarations of pecuniary interest.

**3. Delegation:**

3.1 Kristel Manes, Executive Director, Business Centre Guelph Wellington

1/5/23

**Moved by:** Councillor Bulmer

**Seconded by:** Councillor Breen

That the Overview of Services presentation by Kristel Manes, Executive Director, Business Centre Guelph Wellington be received for information.

**Carried**

**4. Economic Development Financial Statements as of April 30, 2023**

2/5/23

**Moved by:** Councillor Ballantyne

**Seconded by:** Warden Lennox

That the Financial Statements as of April 30, 2023 for Economic Development be approved.

**Carried**

**5. Smart Cities Office – May 2023 update**

3/5/23

**Moved by:** Councillor Ballantyne

**Seconded by:** Councillor Bulmer

That the Economic Development Committee receive the Smart Cities Office report for information.

**Carried**

**6. Economic Development Update**

4/5/23

**Moved by:** Councillor Ballantyne

**Seconded by:** Councillor Breen

That the County of Wellington Economic Development Update for May 2023 be received for information.

**Carried**

**7. Adjournment**

At 11:51 am, the Chair adjourned the meeting until June 27, 2023 or at the call of the Chair.

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Jeff Duncan

Chair

Economic Development Committee



# Get To Know BCGW

How the Business Centre Guelph - Wellington helps support Small Business in the region

# Mandate

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- ✔ To build and support entrepreneurs
- ✔ To provide the entry point for entrepreneurship in Guelph and Wellington County, helping individuals get into business for themselves
- ✔ To support the growth strategies of existing small businesses in our region so that they are relevant and competitive in the marketplace





# Who we represent

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- ✔ 70% of funding comes from Ministry of Economic Development, Job Creation and Trade (Provincial)
- ✔ 20% From City of Guelph, County of Wellington and Centre Wellington
- ✔ 10% comes from new fee for service offerings
- ✔ 1 of 47 Small Business Centres across Ontario
- ✔ Founding Board member of SBC Ontario
- ✔ Representation on Boards of Trade, BIA's, County of Wellington Committee, CWEconomic Development Task Force, Grow Guelph, Smart Cities business stream and Regional Innovation Centre Committees



## Founding Partners



WELLINGTON  
COUNTY



## Funding Partners



WELLINGTON  
COUNTY



# Partners



# Our Team



# Consultations

- ✔ Each confidential consultation is specific to the business needs
- ✔ We offer a range of expertise including, human resources, marketing, accounting, succession planning and growth strategies
- ✔ Our advisors will often recommend what clients can do next to best move forward
- ✔ Based on the consultation, they may be eligible to participate within one of our grant programs (Triage)

# Start Up Programs

## Business 101



2-hour monthly workshop



An informational session for getting started in business



Introduction to a business model canvas



Overview of required items prior to starting a business

## Stepping Into Business

- ▼ 6-week program
- ▼ Completed business model canvas
- ▼ Completed user persona and customer journey map
- ▼ Completed financial projections

# Existing/Growth Programs

## Starter Company +

- ✔ A customized implementation plan to solve challenges in your business
- ✔ Access to the "Ask the Professionals" networking event
- ✔ 1-on-1 business mentoring specific to your business/industry
- ✔ Group learning/networking opportunities with other participants
- ✔ Interact with a supportive network of other like-minded business owners
- ✔ Participants successful in completing the program will be awarded up to \$5000 in grant monies
- ✔ **\$80,000 awarded yearly to Starter Company+ graduates = \$400,000 reinvested in Guelph and Wellington County small businesses over last 5 years**

# Momentum Mentor Program

- 1 on 1 support from a Business Advisor to help client identify key areas of improvement in their business
- An intensive development and implementation plan for their business
- 1 on 1 meetings with a specially assigned Experienced Mentor to help them through the development plan
- Regular follow-up meetings with a Business Advisor to review the stage of their plan implementation
- Capacity to serve made possible by a **\$200,000** investment by the Ontario Trillium Foundation to provide support to 200 businesses (Guelph and Wellington county) in a year's time



## Specialty Programs

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- 1 on 1 support from the Digital Service Squad to help you identify key areas of improvement in your digital footprint
- Assistance, in partnership with 2H Media, to create your own digital transformation plan with a series of objectives and key performance indicators unique to your business
- A chance to apply for up to \$2,500 in grant funding
- 1500 businesses serviced over 4 years
- DMS 4.0 funded 166 businesses with \$2500 grants = **\$415,000** investment back into Guelph & Wellington County Businesses





# Summer Company

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- An award of up to \$3,000
- A first payment of up to \$1,500 for start - up costs
- A second payment of up to \$1,500 once you've successfully completed the program
- Hands-on coaching
- Mentoring from business leaders in your community and from your program provider
- \$33,000 awarded yearly to Summer Company student run businesses = **\$165,000** invested into Guelph & Wellington County students over last 5 years

## Our Impact April 2022– March 2023

Keep in mind that  
**40%** represents  
Wellington County  
Small Businesses

We have been in  
business for 23  
years, having  
provided services to  
over 20,000  
Business owners in  
both Guelph and  
Wellington County

PERFORMANCE METRICS	FORECAST	ACTUAL
# Inquiries (phone, walk ins, email, website)	22,750	20,419
# Client Consultations (Exploring Entrepreneurship)	250	119
# Client Consultations (Starting a Business)	300	173
# Existing Business Client Consultations	450	1257
# French Language Consultations	50	29
# Workshops/Seminars (Ministry stopped tracking)	N/A	198
# Workshop/Seminars Attendance/views (Ministry stopped tracking)	N/A	2904
# Businesses Started	220	206
# Businesses Purchased	20	17
# Businesses Expanded	100	193
# Businesses Sustained	200	1039
# Jobs Created	360	409



# New Offerings

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- We are regularly updating and increasing our offerings for all business types.
- Check out our monthly programming page to see upcoming topics and workshops.
- <https://www.guelphbusiness.com/events/>
- <https://www.guelphbusiness.com/programs/>

# Contact Us

## Phone

▼ Tel: 519-822-1260 Ext 3907

## Email

▼ [success@guelphbusiness.com](mailto:success@guelphbusiness.com)

## Website

▼ [www.guelphbusiness.com](http://www.guelphbusiness.com)

## Social Media



@bcguelphwell



/bcguelphwell



@BCGuelphWell



/BCGuelphWellington



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Justine Dainard, Smart Cities Project Manager  
**Date:** Tuesday, May 16, 2023  
**Subject:** Smart Cities Office – May 2023 update

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### Background:

Update on programmes within the Our Food Future project.

### Green Municipal Fund Guide

The Federation of Canadian Municipalities' Green Municipal Fund has just released their new **Guide to Catalyzing a Circular Economy in your Community**. The Our Food Future project is the key case study presented as a successful approach to implementing circular economy practices. This guide is now available across Canada as both a full length report and one-page summary (attached): [greenmunicipalfund.ca](https://greenmunicipalfund.ca).

### Events

The **Canadian Circular Economy Summit** will be taking place in Toronto June 19-20. Organized by Circular Economy Leadership Canada, this event is the first of its kind in Canada and will bring together leaders in both public and private sectors to discuss the acceleration of the circular economy. The Smart Cities Office has contributed to the design of some sessions and will be sharing our expertise on panels at this event. Tickets are available now, and Councillors or industry leaders are invited to attend: [www.circulareconomysummit.ca](https://www.circulareconomysummit.ca)

The **Annual Meeting of the Canadian Society of Soil Science** will be held June 26-29 at Dalhousie University, Nova Scotia. Jordan Grigg will be presenting a session on our Experimental Acres regenerative farming pilot and its success as a municipal model of support for agricultural soil health.

### Recommendation:

That the Economic Development Committee receive the Smart Cities Office report for information.

Respectfully submitted,

A handwritten signature in black ink that reads 'Justine Dainard'.

Justine Dainard  
Smart Cities Project Manager





GREEN  
MUNICIPAL  
FUND

FONDS  
MUNICIPAL  
VERT

# Build a circular economy initiative in your municipality

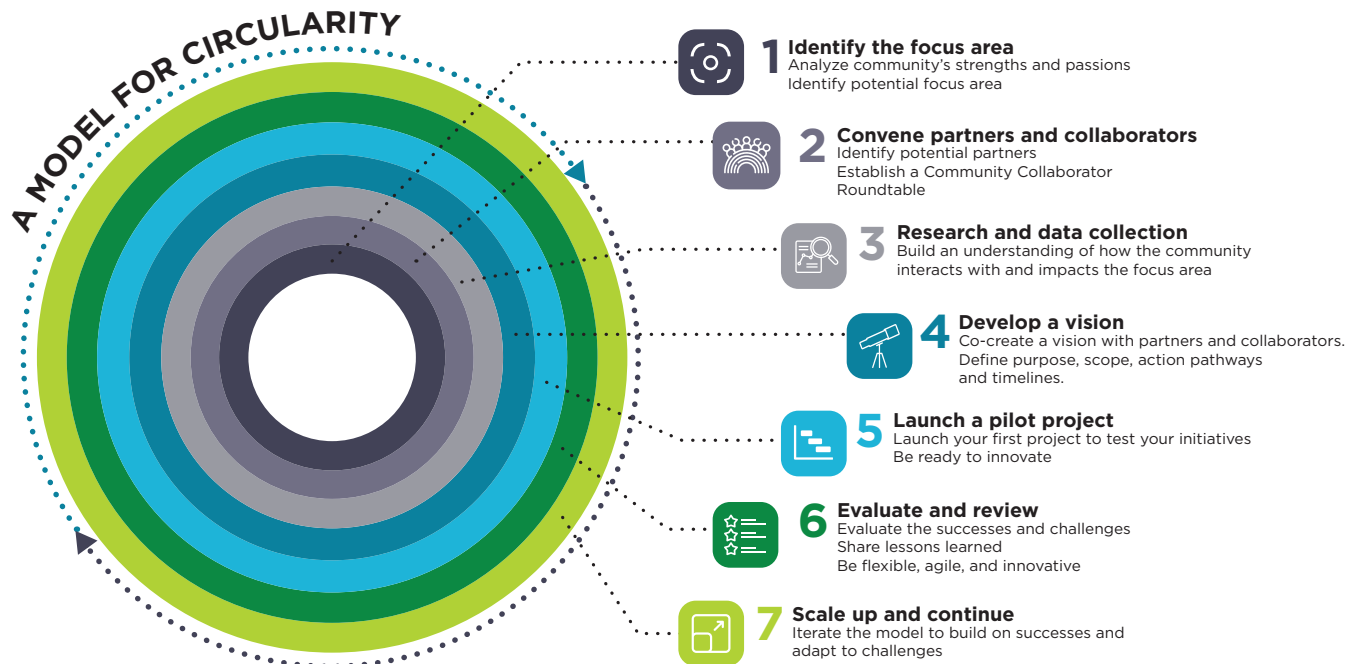
**Why a circular economy:** To tackle pressing environmental challenges like the climate crisis, biodiversity loss and plastic pollution, humanity must drastically reduce how much we consume and waste. Building a circular economy (CE)—an economy in which materials are constantly reused

and recycled, rather than thrown away—is essential to tackle these pressing issues. Circular economy initiatives create resilience, increase productivity, create new economic opportunities, and have the potential to address social inequities.

**Why municipalities:** As institutions with a central role in their communities, municipalities can support local businesses and organizations in transitioning to circularity while accomplishing economic development, climate action and waste reduction goals. Municipalities can also access provincial and federal funding that can catalyze local circular economy initiatives.

**What municipalities can do:** This *seven-step model*, which draws on lessons from a successful circular economy initiative in the City of Guelph and County of Wellington, outlines how municipalities of all sizes can develop and grow a circular economy vision and initiative.

## A MODEL FOR CIRCULARITY



## Ready to get started?

- Read the guide *Catalyzing a circular economy in your community* for more information on how to implement the model.
- Connect with other local governments and circular economy experts in the *Circular Cities and Regions Initiative*. To learn more about the program and how to apply, visit the [CCRI website](#).

Visit the full guide [here](#)

A program of/  
Un programme de la

**FCM**

FEDERATION  
OF CANADIAN  
MUNICIPALITIES

FÉDÉRATION  
CANADIENNE DES  
MUNICIPALITÉS

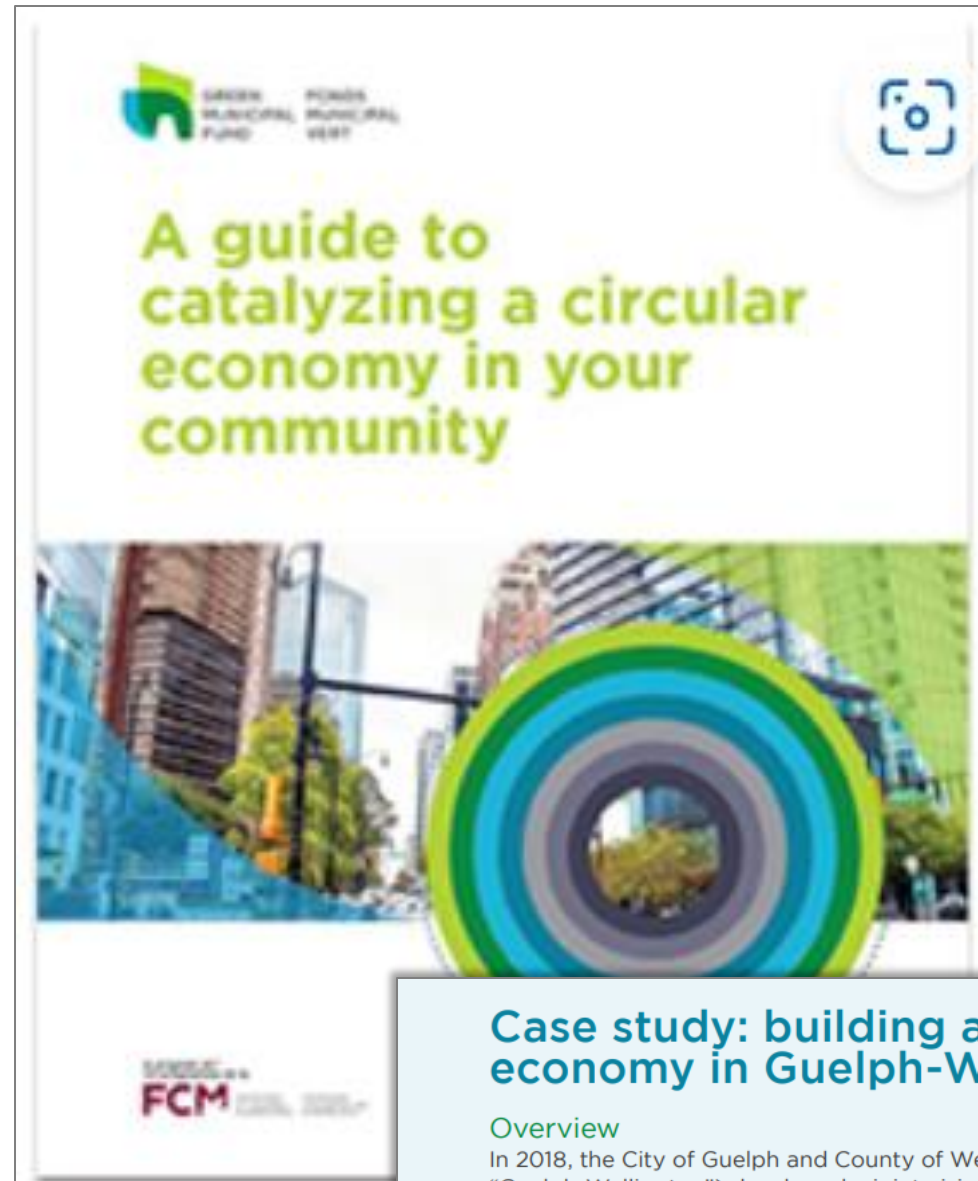
# SMART CITIES OFFICE

## MAY 2023



# FEDERATION OF CANADIAN MUNICIPALITIES

## GREEN MUNICIPAL FUND



### Case study: building a circular economy in Guelph-Wellington

#### Overview

In 2018, the City of Guelph and County of Wellington (referred to as "Guelph-Wellington") developed a joint vision to build the first modern circular food economy in Canada. The communities sought to reimagine how they produce, distribute, sell and consume food.

**REGISTRATION  
OPEN NOW**

# **Circular Economy Summit**

**June 19-20, 2023**

**Toronto**



# EXPERIMENTAL ACRES PROMOTION



**Canadian Society of Soil Science**

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**Société Canadienne de la Science du Sol**

June 26-29, Nova Scotia



Fields in  
focus:

## ALL SORTS ACRES, GREY COUNTY

**PROJECT:** Using waste wool pellets as a slow-release fertilizer during hedge row establishment

**RESEARCH:** How do trees planted using wool pellets compare to those planted using a bioplastic weed barrier and a control treatment?

**OUTCOME:** To determine the efficacy of wool pellets as a slow-release fertilizer in tree establishment

## Fields in focus:

### AM BRAIGH FARM, DUFFERIN COUNTY

- PROJECT:** Monitoring of cover cropping on market garden plots (year 2)
- RESEARCH:** Can cover crops be used as a tool to reduce labour associated with creating compost on farm?  
Will subsequent crops benefit from cover crops in the same way as compost?
- OUTCOME:** To compare yield and to reduce labour costs



A photograph of a field of broccoli plants. The large, green, waxy leaves are covered in small droplets of dew. In the center, a small, yellow, developing broccoli head is visible. A semi-transparent rectangular box with a thin green border is centered over the image, containing the text "THANK YOU" in a bold, black, sans-serif font.

**THANK YOU**





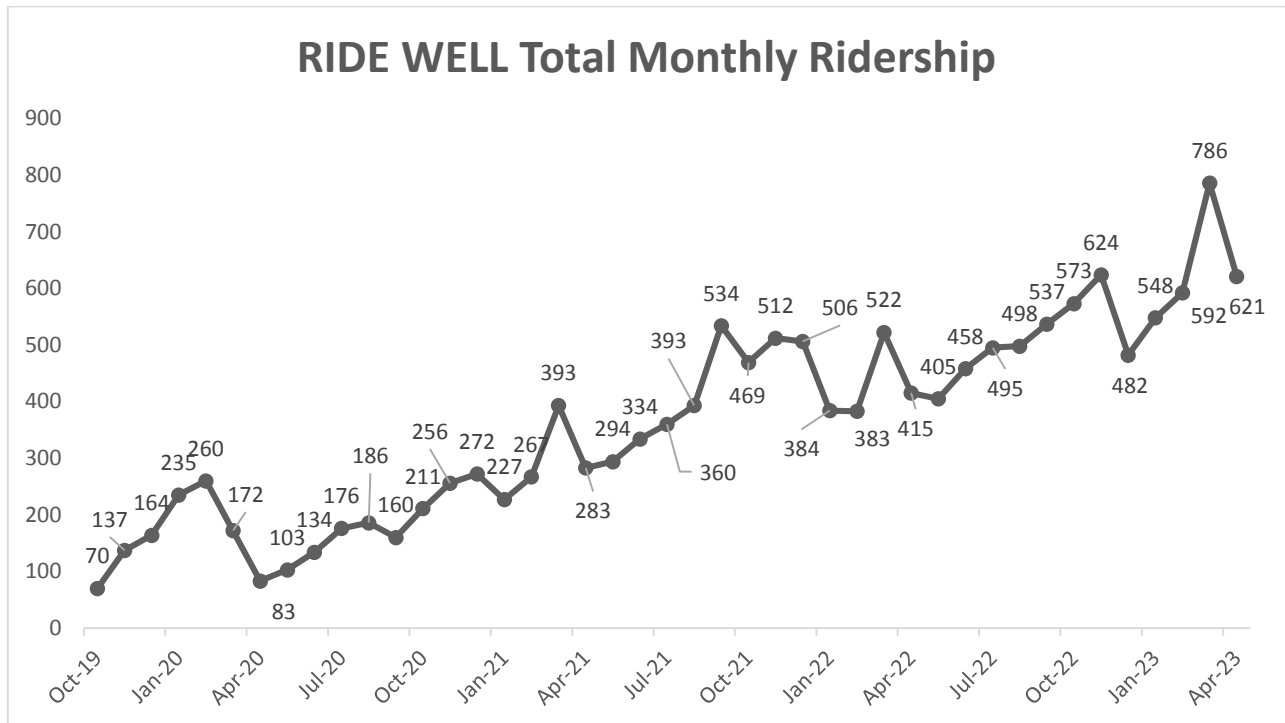
# COUNTY OF WELLINGTON

## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Christina Mann, Manager of Economic Development  
**Date:** Tuesday, May 16, 2023  
**Subject:** Economic Development Report

### Ride Well

In April, 621 total rides were completed, representing a month-to-month reduction of 165 rides from March. It is worth noting that April had just 19 operating days compared to 23 in March, so a monthly total decline is expected. There were 33 average rides per day in April, which is only 1 less than the 34 recorded in March 2023. The below chart illustrates the total ridership since launch:



Staff are confident that demand for the service continues to be strong. The following table provides a summary of performance over the last quarter:

Month	Rides/ Bookings	Passengers /Seats	Unique users	New users	Average rides per user	Average Rides Per Day	New accounts registered
February 2023	592	614	106	29	5.6	31	45
March 2023	786	821	120	20	6.6	34	69
April 2023	621	650	108	22	5.8	33	60

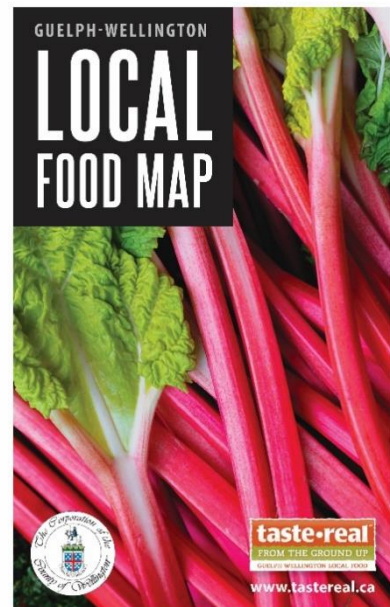
Staff attended the Ontario Transportation Expo in Mississauga. The Expo hosts transportation vendors such as capital equipment suppliers, software providers, and multi-passenger fleet providers (coach buses, EV buses, etc.). James was invited to speak as a panelist on April 19 as part of the session: Rural Transit Workshop: Addressing the Needs of the “Part-time Transit Manager”.

## Community Improvement Programme

A new Invest WELL CIP application was approved for Tullamore Lavender Co. to undertake an on-farm diversified agricultural use project funded through the Invest MORE programme. Tullamore is a small-scale lavender farm located at the northeast border of Mapleton. The owners plan to expand into on-farm retail and on-farm experiences. The CIP funding will support converting part of the drying shed into a new on-farm retail store, including façade updates, a solar panel, electricity hookup, and new signage.

## Local Food Map

The New **Taste Real Local Food Map** will hit the shelves at the end of May. The publication features 165 farm and food businesses; these include 90 farms, 8 farmers’ markets, 34 retail and wholesale, 15 local craft beverages, and 22 restaurants and cafes. The map, first published in 2005, remains a popular guide for locals and tourists discovering local food businesses in Wellington County and Guelph. 30,000 copies will be distributed regionally, at events and across the province via select travel centres.



## Rural Romp

Preparations are in full swing for the Spring **Rural Romp** held in Northern Wellington County on Saturday, May 27, from 10:00 am to 4:00 pm. Along with enjoying a variety of on-site activities, visitors are encouraged to participate in a Treasure Hunt activity answering a location-specific question at each Romp Stop with a possibility of winning a prize. The activity also provides staff with the opportunity to collect feedback and visitor data for this event.

## Farmers’ Markets

In addition to the **Farmers’ Market Trail**, staff are partnering with all eight Wellington County and Guelph farmers’ markets to bring back the award-winning **Taste Real Farmers’ Market Box Series** for this year. The popular programme features a curated box of goods from a different market every two weeks and aims to highlight the unique flavour of each market, showcase new vendors and products, and promote local markets as destinations for outstanding local food. Wellington County and Guelph residents can order these boxes online and pick them up at convenient pick-up locations or choose home delivery. The box series provides an additional revenue opportunity for market vendors – in 2022, \$26,623 went directly to local food vendors (not including the Holiday Farmers’ Market Box revenue).





## Experience Wellington

With the seasonal increase in festival and events across the County, staff are working with municipal partners to update the online events calendar for 2023. The events calendar is a key tool to promote public events, tours, or experiences offered by local businesses and organizations throughout Wellington County. The **Top 5 Things To Do In Wellington County This Week** Social Media campaign is set to start on Victoria Day weekend featuring a weekly selection of events and activities to increase attendance and drive additional traffic to the Experience Wellington website.

## Housing

The first story highlighting Additional Residential Units (ARUs) in Wellington County will be published in the Wellington Advertiser and online in May with a second story to be released in June. These stories will feature real-life examples of County residents who have added an ARU to their existing homes to create additional housing options.

## Skilled Trades

Staff supported the **Trade Tracks** skilled trade event held on May 5 and 6 at the Centre Wellington Sportsplex which enjoyed excellent attendance. Over 1,500 high school students attended on the Friday from the local school boards with some buses arriving from as far away as Burlington, Owen Sound, and Stratford. On Saturday, the event saw a turn out of over 600 attendees, primarily from Wellington County and Guelph, with some travelling from Waterloo, Mississauga, and Toronto. Saturday's audience saw a mix of adult job seekers, parents with high school students, and families with younger children interested in exploring the exhibits. Overall, 51 businesses and organizations participated in this event, many offering interactive displays, hands-on activities, such as a welding station, operating a backhoe, a painting simulator, and a station to change spark plugs.

The event received overwhelmingly positive feedback from exhibitors, students, teachers, and the public and plans are underway for a 2024 event. Based on exhibitor feedback collected at the event, most are excited to return next year, and at least nine additional businesses expressed interest in attending.

In addition to supporting event organization on-site, staff had the opportunity to have conversations with local businesses, learning about their challenges and opportunities, and to offer support.



## Northern Wellington Career Fairs

Staff supported two career fairs in Northern Wellington County organized by the Career Education Council and regional partners. The **Explore Your Future in Wellington** youth event hosted in Mount Forest on April 18 was well attended. Over 500 grade eight students had the opportunity to explore the diverse career, employment, and community pathways available in Northern Wellington County. The **Wellington Works Job Fair** held in Palmerston on April 26 featured 20 exhibitors from across Northern Wellington County and was open to job seekers of all ages.



Inspire • Connect • Explore • Learn





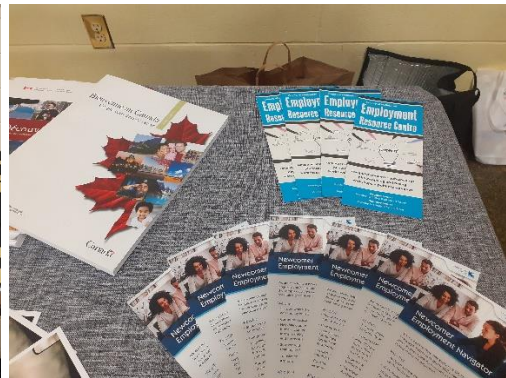
## Newcomer and Immigrant Outreach

Staff try to build relationships with local immigrant communities to better understand their needs and how to effectively communicate available services and resources to these groups. Through these interactions, a local community champion became aware of the County's Ride Well Rural Transit Programme and included it in the May edition of the Dhvani Newspaper, a South Asian print publication for the Indian Community

The newspaper is published in Gujarati, an Indian language with about 5000 print copies in circulation, and it is available online. A future publication in the Hindi language will follow in the coming months.



Staff also participated in the **Newcomer and Volunteer Celebrations** hosted by the Township of Wellington North on April 20 along with the County's Settlement Services Division. Attendees could pick up Newcomer Welcome Packages, information brochures and handouts in languages such as Arabic, Chinese, Spanish, Punjabi amongst others.



## Multicultural Event

Planning continues for the County's first Multicultural Event in September. The event date has moved to Saturday, September 23. This allows the festival to be featured in Centre Wellington's Culture Days line up of activities and avoids conflict with other local events to boost community participation. Twelve diverse cultural performances and live activities have been confirmed so far.

## Other Activities:

- Anuradha participated in the Guelph Wellington Local Immigration Partnership Welcoming Communities Committee on April 17.
- Staff connected job seekers with the Terrace for positions in Nutrition Services.
- Christina was interviewed by The Grand Radio about the Spring Rural Romp on May 4.
- Christina participated in an interview with My TV at the Trade Tracks event about the County's support of skilled trades on May 5.
- Staff is collaborating with the **Guelph Wellington Seniors Association (GWSA)** and **Wellington-Waterloo Community Futures (WWCF)** to host a webinar led by the **Ontario Age-Friendly Communities Outreach Programme** on May 29, at 9:30am. The information webinar is open to the public and participants can learn about AFC's and how our community would benefit.
- Ride Well advertisement was featured in the North Wellington Community News.
- In Business News e-newsletter was sent April 25.
- Experience Wellington e-newsletter was sent May 9.
- Taste Real Newsletter was sent May 11.
- Hailey Root and Katie Moyer started as Economic Development Summer Students on May 1.
- From April 19 – May 9, there were 36 enquiries including: Ride Well (13), Brochures (5), Taste Real (5), Business Directory (3), Business Support (2), General Enquiry (2), Newsletters (2) CIP (1), Festivals and Events (1), Housing (1), and Smart Cities (1).

That the Economic Development Committee approve the Economic Development May Report.

Respectfully submitted,



Christina Mann  
Manager of Economic Development