

# County of Wellington Credit Review

August 2023



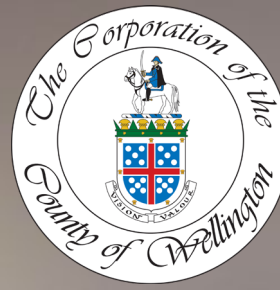




# Credit Review 2023

- ✓ Socio Economic Profile
- ✓ Jobs and Economy
- ✓ Municipal and County Investments
- ✓ Development Activity
- ✓ Outlook
- ✓ Economic Development Focus and Highlights





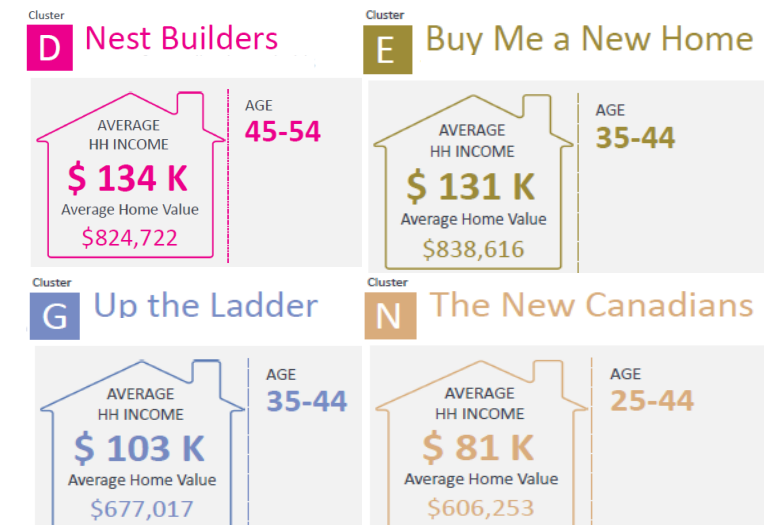
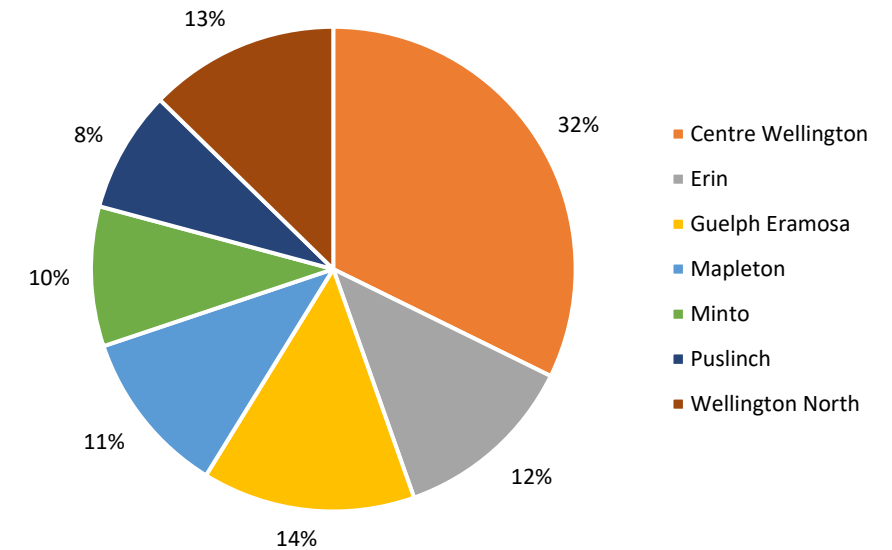
## Wellington County Economic Profile 2022

- ▶ **Population: 102,588\***
- ▶ **2051 Population projection 160,000**
- ▶ **7 Municipalities surrounding the City of Guelph**
- ▶ **Land: 2,609 km<sup>2</sup>**
- ▶ **Assessment Base (\$M): 20,480**
- ▶ **Unemployment Rate: 2.54%\***
- ▶ **Households: 36,888\***
- ▶ **Average Household Income: \$140,459**
- ▶ **Businesses: 3,425**
- ▶ **Labour Force: 59,854\***
- ▶ **Employment: 59,224\***
- ▶ **Value of Building Permits: \$706M**

# Demographics: Population + Households

Municipality	Population 2022*	Population 2051	Households 2022*	Households 2051
Centre Wellington	33,107	58,900	12,620	22,400
Erin	12,636	26,300	4,393	9,200
Guelph Eramosa	14,579	14,700	5,022	5,110
Mapleton	11,339	14,400	3,383	4,540
Minto	9,569	15,200	3,572	5,460
Puslinch	8,344	10,000	2,949	3,560
Wellington North	13,014	20,500	4,949	7,660
<b>Wellington County</b>	<b>102,588</b>	<b>160,000</b>	<b>36,888</b>	<b>57,930</b>

Wellington County Population Breakdown per Municipality

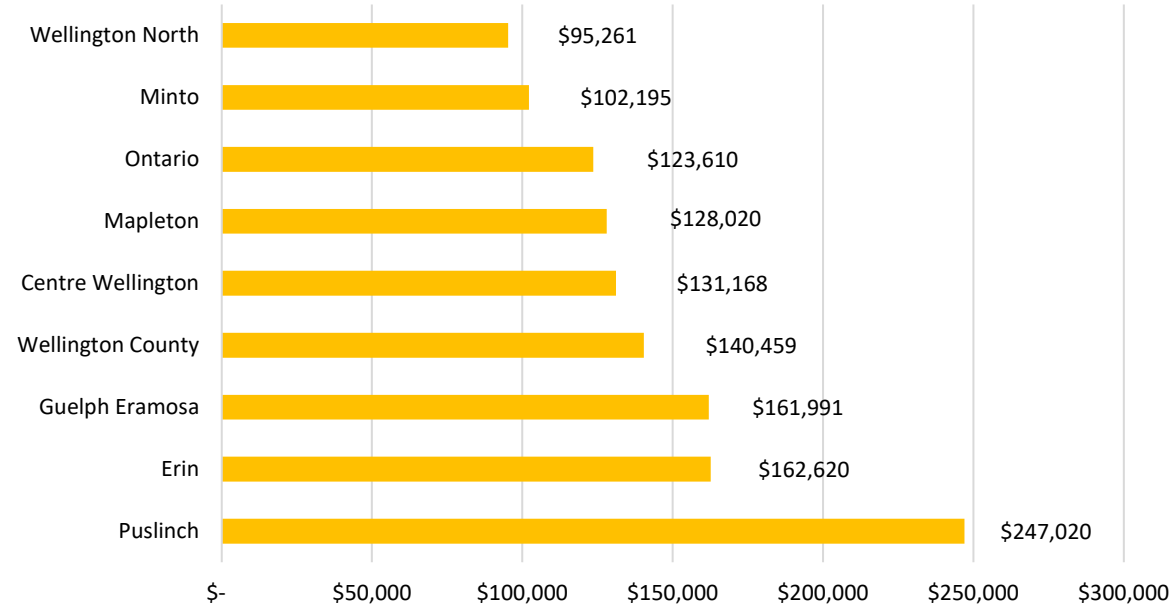


\*Note: Population and Households 2022 Data is configured to include data up until June 2023. The 2051 population and household numbers are draft and are based on growth management work completed to date. The County will be finalizing the forecasts through an Official Plan amendment to the County Official Plan and are subject to change.

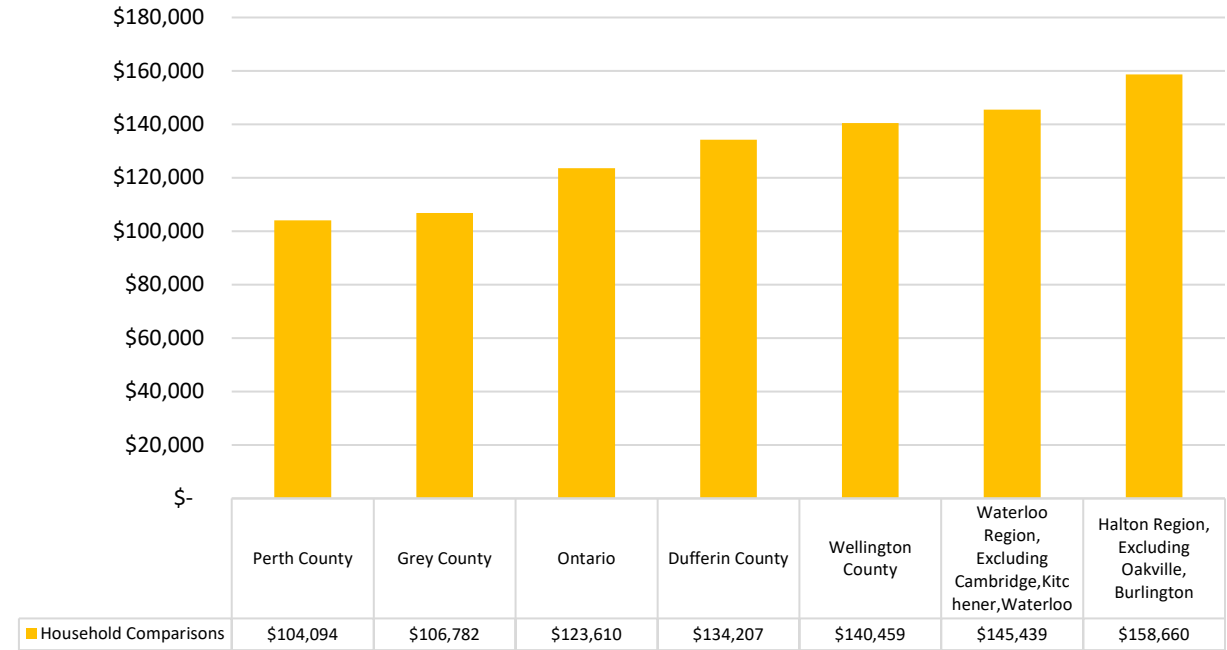


# Average Household Income (2022)

## Average Household Income (2022)



## Average Total Income of Households Compared (2022)



NOTE\*: Average Household Income 2022 Data is configured to include data up until June 2023.



# Labour Force by Municipality (2022)

Municipality	Labour Force 2022	% of County Labour Force
Centre Wellington	18,891	31.6%
Erin	7,982	13.3%
Guelph Eramosa	9,154	15.3%
Mapleton	6,350	10.6%
Minto	5,251	8.8%
Puslinch	5,090	8.5%
Wellington North	7,135	11.9%
<b>Wellington County</b>	<b>59,854</b>	<b>100.0%</b>

- ▶ Wellington County  
Total Labour Force:  
58,164 (2021)  
59,854 (2022)
- ▶ 2.9% increase

NOTE: \*Labour Force 2022 Data is configured to include data up until June 2023.





# Major Sectors of Employment (2021-2022)

NAICS	Description	Jobs 2021	Jobs 2022	2021 - 2022 # Change	2021 - 2022 % Change	% of Total Employment
31-33	Manufacturing	8,921	8,430	-491	-5.5%	14.1%
23	Construction	5,106	6,317	1,211	23.7%	10.5%
62	Health Care and Social Assistance	5,059	6,226	1,167	23.1%	10.4%
44-45	Retail Trade	5,363	5,862	499	9.3%	9.8%
11	Agriculture, Forestry, Fishing and Hunting	4,335	4,827	492	11.0%	8.1%
54	Professional, Scientific and Technical Services	3,499	4,104	605	17.3%	6.8%
61	Educational Services	4,258	4,086	-172	-4.0%	6.8%
91	Public Administration*	3,111	3,013	-98	-3.2%	5.0%
48-49	Transportation and Warehousing	2,458	2,741	283	11.5%	4.6%
41	Wholesale Trade	2,802	2,625	-177	-6.3%	4.4%
81	Other Services (except Public Administration)	2,463	2,606	143	5.8%	4.3%
72	Accommodation and Food Services	2,417	2,248	-169	-7.0%	3.8%
56	Administration and Support, Waste Management and Remediation Services	2,372	2,199	-173	-7.3%	3.7%
52	Finance and Insurance	2,226	1,900	-326	-21.0%	3.2%
71	Arts, Entertainment and Recreation	1,133	847	-286	-25.2%	1.4%
53	Real Estate and Rental and Leasing	993	784	-209	-21.0%	1.3%
51	Information and cultural industries	748	714	-34	-4.5%	1.2%
22	Utilities	410	277	-133	-32.4%	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	139	57	-82	-59.0%	0.1%
55	Management of companies and enterprises	96	57	-39	-40.6%	0.1%
	<b>Total</b>	<b>57,909</b>	<b>59,920</b>	<b>2,011</b>	<b>3.0%</b>	<b>100.0%</b>

Please note job totals may not add up due to municipal data categories with insufficient data



# Business Growth (2022)

Source: Lightcast Analyst

Municipality	2021 Business 1+ employee	2022 Business 1+ employee	2021 Business Full Count	2022 Business Full count	Total Change Business (2021-2022) 1+ employee	Total Change Business (2021-2022) Full Count
Centre Wellington	1,002	980	3,349	3,308	-22	-41
Erin	465	398	1,588	1,274	-67	-314
Guelph/Eramosa	573	436	2,047	1,720	-137	-327
Mapleton	428	354	1,913	1,641	-74	-272
Minto	254	320	1,036	1,411	+66	+375
Puslinch	508	463	1,793	1,685	-45	-108
Wellington North	401	474	1,540	1,918	+73	+378
<b>Wellington County</b>	<b>3,631</b>	<b>3,425</b>	<b>13,266</b>	<b>12,957</b>	<b>-206</b>	<b>-309</b>

Number of businesses with one employee or more in 2022 was **3,425**. When including business with an indeterminate employee count, businesses total **12,957** in Wellington County.

# Wellington County NEW Business

## Centre Wellington

All Things Grow Market Garden  
Belwood Lake Blooms  
Brokerage - Elora  
Bubble Tea Room - Boba, Desserts & Ice Cream Bar  
Echoes on Templin  
Goodwill Fergus Donation Centre  
Highland Plumbing Services  
LaBaress Body Sugaring  
LaFONTANA Food Store (2023)  
Lowe's Towing and Recovery  
Osmow's Inc.  
Raelyn Hair Studio  
SAEDA Natural Wellness Shop  
Taylor Jones Creative Marketing (2023)  
Terre Bleu  
The Community  
The Outpost Bottle Shop  
The Scented Market  
Traditional Motors Company  
Watermaker  
Wellington Windows (2023)  
Willow and Sage Holistic Wellness  
YOUtopia Medical Spa

## Erin

Alma Street Animal Hospital  
Consumers Cannabis  
CO-UP  
Erin Chamber of Commerce  
Erin Hill Acres  
Farm to Paw  
Flame & Bricks  
Gensteel  
Green Grove Cannabis  
Hides in Hand  
Latam and Latam (2023)  
Pilates in Erin  
Quesada Burritos and Tacos  
Rural Commons  
Sharpe Farm Supplies Ltd. – Erin (2023)  
Spot420 The Cannabis Store  
Think3 Creative  
Trevco Steel Ltd.

## Guelph/Eramosa

Agape Farms  
Gardner's Gardens and Goats  
Happy Tails Grooming and Pet Boutique  
Homegrown Roots (2023)  
Humble and Hair

## MC Cattle Co

Rural Roots Artisan Shop (2023)  
The Black Cat Salon

## Puslinch

Flow State Bike Company  
Foret Mushrooms  
Little Lake Market  
Morrison Medical Clinic  
Morrison Pharmacy  
No Filter Med Spa  
Reunion  
The Cabbage Patch Farm

## Mapleton

ACG Small Engine Repair  
Brooklyn Rose Co.  
Country Chic Aesthetics  
Furever Country Grooming  
Home Sweet Home Spa  
Skydome Transit Services

## Minto

Building Better Bridges Adult Day Program  
Cindy Lou's Diner  
Clifford Country Store  
Penny's Deli

## Skylynn Boutique

Snack Shack  
TnT Fishing Lures  
VIP Cannabis Co.

## Wellington North

Ace Hardware  
Blonde Design Co.  
CP Massage and Wellness  
Frayed Ends Hair Salon  
Fur Sure Dog Grooming and Pet Care Services  
Gifted Equestrian  
Hair by Jenny  
Hear Canada  
IDE Canada Inc.  
Indep  
Ironwood Carpentry  
McEwens Gas Bar  
Mount Forest Shawarma  
Mr. Sub  
Papa V's  
Personal Empowerment Studio  
Resilient Health Strategies  
Simple Nails  
Tippy Fox Bar & Grill Mount Forest  
endent Auto



Erin Hill Acres, Hillsburgh



Rural Commons, Erin





# Wellington County Top Employers

Source: Municipal EDOs/Employer Outreach

Bracket	Business	Sector	Municipality
1,000 +	Upper Grand District Schoolboard	Education	Wellington County
	County of Wellington	Public Administration	Wellington County
900+	TG Minto	Manufacturing	Minto
600-699	Jefferson Elora Corporation	Manufacturing	Centre Wellington
500-599	Mammoet Crane	Crane Rental, Heavy Lifting, Transport Specialist	Puslinch
	Musashi Auto Parts Canada Inc.	Manufacturing	Wellington North
300-399	Dana Long Corp	Manufacturing	Wellington North
	Township of Centre Wellington	Public Administration	Centre Wellington
	Groves Memorial Hospital	Health Care	Centre Wellington
	Elora Mill Hotel & Spa	Accommodation & Food Services	Centre Wellington
200-299	Wallenstein Feed & Supply Ltd	Agriculture	Mapleton
	Con-Cast Pipe Ltd.	Manufacturing	Puslinch
	Cascade Canada Ltd.	Manufacturing	Puslinch
	Triton Water Canada Holdings	Manufacturing	Puslinch
	Nexans Canada Inc.	Manufacturing	Centre Wellington
	Royal Canin Canada	Manufacturing	Puslinch
	Polycorp Ltd.	Manufacturing	Centre Wellington
	Walinga Inc.	Transportation	Guelph/Eramosa
	North Wellington Health Care	Health Care	Wellington North
	Capital Paving Inc.	Construction	Puslinch



# Municipal Economic Development Efforts

- Municipal BR+E Fund, in 9 years has produced a total investment of \$4.24M in Wellington County.
  - 2022 municipal projects support by the fund include: Shuttle Bus, Business Park Quick Facts (Centre Wellington), Christmas Market, Professional Development for the Creative Sector, Erin Life Magazine (Erin), CIP Funding and Promotion, Networking Breakfast (Guelph/Eramosa), CIP Funding, Downtown Drayton Mural (Mapleton), LaunchIt Business Centre (Minto), CIP Amendment and Funding (Puslinch), CIP Funding, Streetscaping, Arthur 150<sup>th</sup> Anniversary Celebrations (Wellington North).
- Community Improvement Plans active in all seven municipalities.
- Erin Chamber of Commerce re-activated in 2022.
- Wastewater project for Town of Erin and Hillsburgh is underway.
- Think Minto First Gift Card Program launched in 2022.
- Puslinch continues with their Township Annual Economic Development Open House event
- Wellington North 3<sup>rd</sup> yr of Advancing Women Economically (AWE) webinar series promoting the advancement of women. 50 women have taken the program since inception, 3<sup>rd</sup> yr also Student Startup Prgm promoting youth entrepreneurship, with 147 youth entrepreneurs having received funding and training support.





# 2022 Development Activity Summary and Highlights





# 2022 New Residential Permits Issued

Source: County Planning, 2022 Performance Measures, Land Use Planning

Municipality	Single Detached	Semi Detached	Row House	Apartment	Total
Centre Wellington	236	76	114	0	426
Erin	34	0	0	0	34
Guelph-Eramosa	10	0	1	16	27
Mapleton	24	0	0	0	24
Minto	30	4	30	0	64
Puslinch	34	0	0	0	34
Wellington North	113	30	33	68	244
<b>Wellington County</b>	<b>481</b>	<b>110</b>	<b>178</b>	<b>84</b>	<b>853</b>



Year	2015	2016	2017	2018	2019	2020	2021	2022
New Residential Permits	431	665	551	359	572	497	814	853





# 2022 Residential Development Activity

## 5 years 2018-2022

Municipality	Residential Construction Values 2018	Residential Construction Values 2019	Residential Construction Values 2020	Residential Construction Values 2021	Residential Construction Values 2022
Centre Wellington	\$52,183,667	\$116,203,982	\$99,333,835	\$235,528,054	\$176,305,492
Erin	\$9,955,000	\$9,723,351	\$20,000,000	\$32,243,507	\$35,356,006
Guelph/Eramosa	\$22,127,000	\$44,693,486	\$40,252,918	\$30,770,304	\$26,465,352
Mapleton	\$20,390,550	\$15,382,600	\$20,947,000	\$33,415,500	\$27,762,178
Minto	\$19,035,000	\$19,622,000	\$19,019,322	\$28,534,750	\$36,936,944
Puslinch	\$56,533,879	\$51,223,868	\$47,184,784	\$72,630,254	\$70,773,739
Wellington North	\$17,934,700	\$12,223,950	\$18,448,900	\$58,336,209	\$86,644,761
<b>Total</b>	<b>\$179,808,301</b>	<b>\$269,073,237</b>	<b>\$265,186,759</b>	<b>\$491,408,690</b>	<b>\$460,244,472</b>



# Residential Highlights

- 'Move to Minto Campaign' wins multiple awards
- In pre-con/build out: Clifford 440 units, Palmerston 885, Harriston 440.
- Solmar 1,395-unit subdivision in Erin in development, plus 130 potential affordable housing units and seniors accommodations.
- Currently have a 213 residential unit sub-division that is near completion on the infrastructure
- 350 St. Andrew St W - Fergus → Proposed 5 story 36 unit residential with ground floor commercial
- Geddes/Moir St - Elora → Proposed 4 story residential with ground floor commercial
- 223 St. Andrew St E - Fergus → Proposed 5 story residential with ground floor commercial
- 465 Garafraxa St W - Fergus → Proposed 32 stacked townhomes
- Fergus Golf Course Club Redevelopment → Proposed 118 residential dwellings
- 77 McQueen Blvd - Fergus → Proposed 4 storey apartment building – north, Proposed 2 storey street townhouses –South, Proposed Service commercial - East



Move to Minto Campaign



Heritage Lake Estates Site Map

Source: Claxton + Marsh 2023

# 2022 Agricultural Development Activity

## 5 years 2018-2022

Municipality	Agricultural Construction Values 2018	Agricultural Construction Values 2019	Agricultural Construction Values 2020	Agricultural Construction Values 2021	Agricultural Construction Values 2022
Centre Wellington	\$19,803,400	\$21,568,000	\$10,107,580	\$17,879,000	\$6,752,558
Erin	\$2,151,900	\$1,801,500	\$330,000	\$683,000	\$3,664,999
Guelph/Eramosa	\$1,992,000	\$3,009,771	\$2,600,000	\$3,678,000	\$6,527,500
Mapleton	\$31,006,660	\$21,700,370	\$24,145,250	\$26,563,700	\$20,078,200
Minto	\$11,951,000	\$6,189,000	\$5,343,860	\$3,727,600	\$11,969,000
Puslinch	\$2,090,224	\$295,000	\$707,900	\$3,792,000	\$3,980,495
Wellington North	\$14,030,400	\$13,237,300	\$11,012,000	\$14,051,600	\$18,397,150
<b>Total</b>	<b>\$83,025,584</b>	<b>\$67,800,941</b>	<b>\$54,246,590</b>	<b>\$70,374,900</b>	<b>\$71,369,902</b>



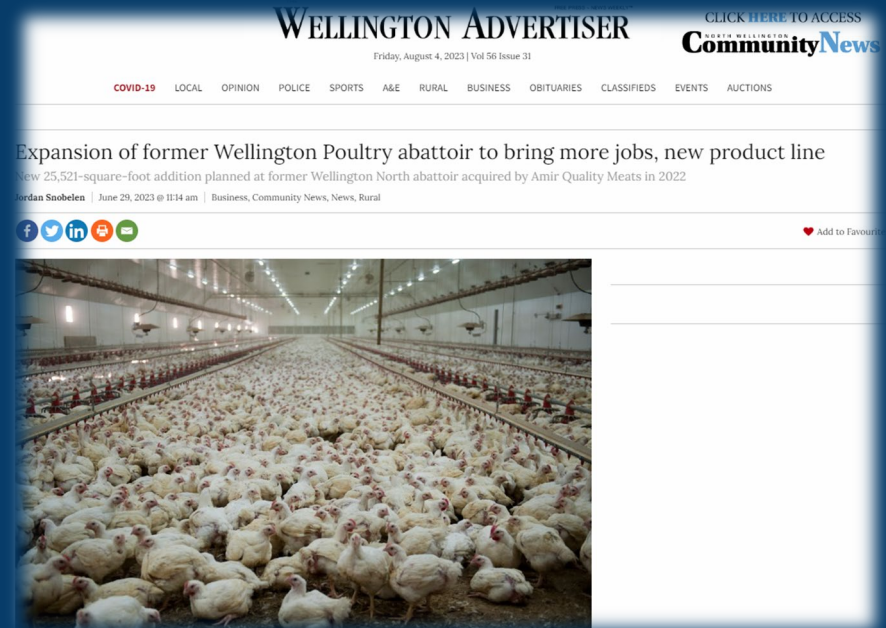


# Agricultural Highlights

- Minto Ag. and Moonfleet Poultry expansions (combined value of \$5M)
- All Treat farms in Arthur – construction of new 34,000 sqft. packaging plant
- SEMEX expansion in Guelph/Eramosa
- Donkey Sanctuary in Puslinch \$1,500,000 expansion – new barn and expansion of existing barn
- Wallenstein Feed expansion – new silo
- Amir Quality Meats



Wallenstein Feed Expansion



Source: Wellington Advertiser

# 2022 Industrial Development Activity 5 years 2018-2022

Municipality	Industrial Construction Values 2018	Industrial Construction Values 2019	Industrial Construction Values 2020	Industrial Construction Values 2021	Industrial Construction Values 2022
Centre Wellington	\$884,000	\$10,900,000	\$10,232,533	\$47,566,500	<b>\$7,240,000</b>
Erin	\$1,018,000	\$0	\$2,300,000	\$4,300,000	<b>\$119,097,000</b>
Guelph/Eramosa	\$5,120,000	\$4,498,000	\$32,930,000	\$5,109,500	<b>\$550,000</b>
Mapleton	\$28,449,850	\$4,337,500	\$3,540,000	\$7,742,000	<b>\$2,990,000</b>
Minto	\$1,930,000	\$5,506,000	\$910,000	\$4,755,000	<b>\$21,025,000</b>
Puslinch	\$0	\$0	\$0	\$0	<b>\$0</b>
Wellington North	\$8,407,500	\$8,515,000	\$6,705,000	\$5,927,500	<b>\$1,780,000</b>
<b>Total</b>	<b>\$45,809,350</b>	<b>\$33,756,500</b>	<b>\$56,617,533</b>	<b>\$75,400,500</b>	<b>\$152,682,000</b>



# Industrial/Manufacturing Highlights

- Centre Wellington Business Park
- Stirling Marathon announces \$10 million expansion
- 3 Minto industrial/manufacturing expansions valuing at \$4,125,000
- New Drayton Water Tower installed
- Petro Canada being redeveloped in Arthur
- 3 Mapleton industrial/manufacturing expansions valuing at \$1,899,000
- Construction begins on Highway 6/Hanlon Expressway Midblock Interchange

Highway 6/Hanlon Expressway Midblock Interchange



**CWBP**  
CENTRE WELLINGTON BUSINESS PARK

## INVEST IN CW

6418 FIRST LINE, FERGUS, ON COMING IN 2022

### FEATURES

**MUNICIPAL SERVICES**  
Water, Sewer, Hydro, Natural Gas with Fibre optic service

**CURRENT USE**  
Vacant, with servicing underway

**ZONING**  
General Industrial (M1)

**LEGAL DESCRIPTION**  
TBD

**ACREAGE**  
Lots ranging from 1 to 5 acres

**RAIL ACCESS**  
No

**TERMS**  
Subject to Township's condition of purchase

**PRICE: TBD**

### The Centre Wellington Advantage

1. Access to local and global markets
2. Proximity to major urban centres of Kitchener-Waterloo, Guelph and Toronto
3. Within 30 km of 3 world class universities
4. Quality skilled local talent base
5. Full fibre connectivity
6. Unique mix of urban and rural areas
7. Towns of Elera and Fergus offer a delightful mix of heritage buildings and storefronts
8. A strong business support network
9. A diverse agriculture, manufacturing and retail sector
10. Proactive approach to planning and development



**George Borovilos**  
Manager of Economic Development  
Township of Centre Wellington  
1 MacDonald Square, Elera, ON, N0B 1S0  
gborovilos@centrewellington.ca

Office: 519-846-9691 x304  
Cell: 226.821.5984

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[www.centrewellington.ca](http://www.centrewellington.ca)





Source: Wellington Advertiser



# 2022 Commercial Development Activity

## 5 years 2018-2022

	Commercial Construction Values 2018	Commercial Construction Values 2019	Commercial Construction Values 2020	Commercial Construction Values 2021	Commercial Construction Values 2022
Centre Wellington	\$11,721,166	\$26,553,800	\$5,713,700	\$5,364,165	<b>\$2,074,040</b>
Erin	\$79,950	\$75,000	\$300,000	\$880,000	<b>\$1,705,000</b>
Guelph/Eramosa	\$131,000	\$67,500	\$2,328,000	Industrial/commercial permit value shown in industrial total	<b>\$189,960</b>
Mapleton	\$982,000	\$1,645,000	\$1,426,000	\$2,783,000	<b>\$2,023,999</b>
Minto	\$328,000	\$2,158,000	\$689,000	\$1,037,475	<b>\$4,977,689</b>
Puslinch	\$4,852,281	\$7,895,000	\$1,485,000	\$3,554,475	<b>\$237,235</b>
Wellington North	\$4,108,250	\$3,421,300	\$1,230,000	\$1,516,625	<b>\$3,220,460</b>
<b>Total</b>	<b>\$22,202,647</b>	<b>\$41,815,600</b>	<b>\$13,171,700</b>	<b>\$15,135,740</b>	<b>\$14,428,383</b>



# Commercial Development Highlights

- Sobey's (Foodland store) 27,000 sqft. development under construction in Mount Forest
- 104 businesses received Digital Transformation Grants in North Wellington (Minto, Wellington North, Mapleton)
- 2 Minto commercial business expansions valuing at \$160,000
- 2 Mapleton commercial business expansions valuing at \$500,000
- 1 Puslinch commercial business expansion valuing at \$32,000
- 3 Erin commercial business expansions



Sobey's (Foodland store) development plan – Mount Forest

Source: Wellington Advertiser

Digital Transformation Grants in North Wellington  
104 business recipients  
(\$260,000 value)



# 2022 Institutional Development Activity

## 5 years 2018-2022

Municipality	Institutional Construction Values 2018	Institutional Construction Values 2019	Institutional Construction Values 2020	Institutional Construction Values 2021	Institutional Construction Values 2022
Centre Wellington	\$123,781,000	\$1,326,000	\$621,170	\$720,000	\$6,710,000
Erin	\$246,000	\$350,000	\$30,000	\$0	\$150,000
Guelph/Eramosa	\$483,980	\$46,186	\$0	\$2,631,000	\$304,865
Mapleton	\$6,000	\$615,000	\$613,800	\$140,000	\$120,000
Minto	\$240,000	\$1,420,000	\$300,000	\$280,000	\$475,000
Puslinch	\$0	\$0	\$0	\$0	\$0
Wellington North	\$255,000	\$14,614,300	\$250,000	\$493,000	\$315,000
<b>Total</b>	<b>\$125,011,980</b>	<b>\$18,371,486</b>	<b>\$1,814,970</b>	<b>\$4,264,000</b>	<b>\$8,074,865</b>





# Institutional Development Highlights

- EarlyON Child and Family Centre – Rockwood Grand Opening
- County acquired the Grist Mill property for the new Erin Library Branch
- Mini Master Plan @ Wellington Place: Indigenous Medicine Garden and Sacred Circle
- St. Joseph Catholic Elementary School in Fergus receives funds for expansion
- Elora Centre for the Arts expansion plans move forward

EarlyON Child and Family Centre - Rockwood



Source: Wellington Advertiser

Wellington Place: Indigenous Gathering Circle



Elora Centre for the Arts expansion: concept drawing



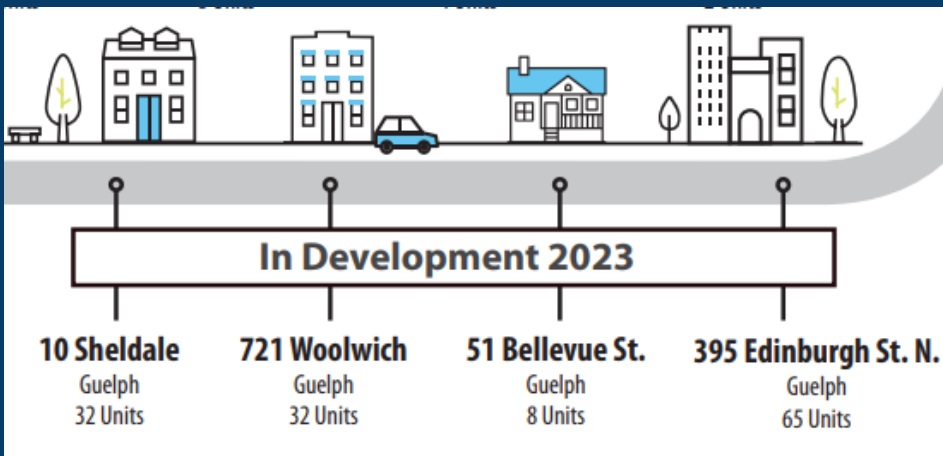
Source: Wellington Advertiser



Province of Ontario: \$13.5 million investment - Poultry Research Station in Elora

## Investments happening in 2023

- UofG/OMAFRA/Agriculture Research Institute of Ontario building a \$13.5M Poultry Research Station in Elora
- Wellington County becomes the only municipality as a part of the \$9.3M federally funded 2023 Living Laboratories Initiative
- Development of 137 social housing units in Guelph
- Centre Wellington Business Park – Servicing and Site Preparations



2023 development of 137 social housing units

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- 4 Book and pay for your trip with a credit card.



 **Ontario** 

Find out more at [www.ridewell.ca](http://www.ridewell.ca)

## Ride Well Transportation Pilot

- ▶ 2022 serviced 5,776 rides vs. 2021 serviced 4,572 rides, resulting in an increase of 26% in service growth.
- ▶ Return to Rideshare on April 4, 2022; Since ridesharing was reintroduced, 19% of rides were shared between service users.
- ▶ Late 2022 brought in two additional part-time casual drivers
- ▶ Service Review in 2022 with Dillon Consulting Inc. 2022 looking at sustainability and service delivery model.
- ▶ July 2023 – increased service hours from 31 to 38 to accommodate demand
- ▶ Long-term service review to be completed in 2024.





## Attainable Housing

- ▶ Public Awareness Campaign
- ▶ Update the County Official Plan to permit Additional Residential Units (ARUs)
- ▶ County Attainable Housing Taskforce
- ▶ Supporting member municipal efforts
- ▶ Update County Official Plan to encourage diversity in Housing



[wellington.ca/livehere](https://wellington.ca/livehere)



## Invest WELL Community Improvement Programme (CIP)

### 2022 Invest WELL Highlights

- ▶ 6 Projects Approved in 2022
- ▶ \$30,000 County Investment
- ▶ \$26,867.25 Member Municipality Investment
- ▶ Total project values: \$169,266.64

### Invest WELL Priorities

1. Use Land Strategically
2. Provide Rental Housing
3. Improve Buildings and Infrastructure
4. Diversify the Economy
5. Promote Tourism

CIP Review will be finalized in 2023. Incorporates housing and sustainability.



Bistro Reunion – Downtown Morriston



Excel Fine Cars – Downtown Erin



## Connectivity Expansion (SWIFT):

- ▶ All Southwestern Integrated Fibre Technology projects due for completion by fall 2023
- ▶ Infrastructure value >\$12.9M
- ▶ Additional 3,085 premises offered service

## Connectivity Advocacy:

- ▶ Formation of the Rural Broadband Working Group
- ▶ Launch of the public speed test campaign
- ▶ Information for businesses and residents seeking solutions
- ▶ Partnership with Digital Equity Coalition

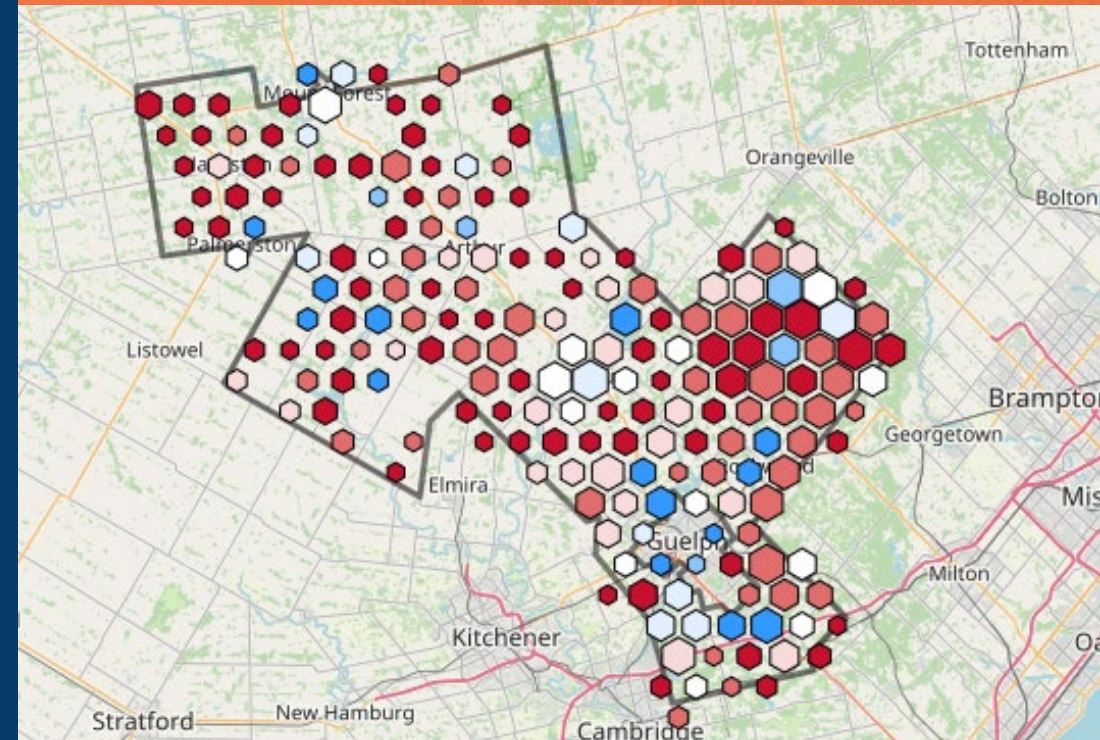
Available at [www.wellington.ca/Internet](http://www.wellington.ca/Internet):

- CIRA Speed Test
- Connectivity Guidebook
- Internet enquiries form



### Faster internet is coming...

**ARE YOU ON THE MAP?**





## Our Food Future

- ▶ Attracted an additional \$1.2 million in private sector funding
- ▶ Winner of the Federation of Canadian Municipalities Sustainable Communities Award
- ▶ Milan Food Pact Award Recognition - Industrial, Commercial and Institutional (ICI) sector organic waste pilot
- ▶ Experimental Acres Pilot expands to Dufferin and Grey Counties
- ▶ \$100,000 Scotiabank Net Zero Research Fund Grant – Regenerative Agriculture Work
- ▶ Annual Report released in January 2023



### Connecting the Dots

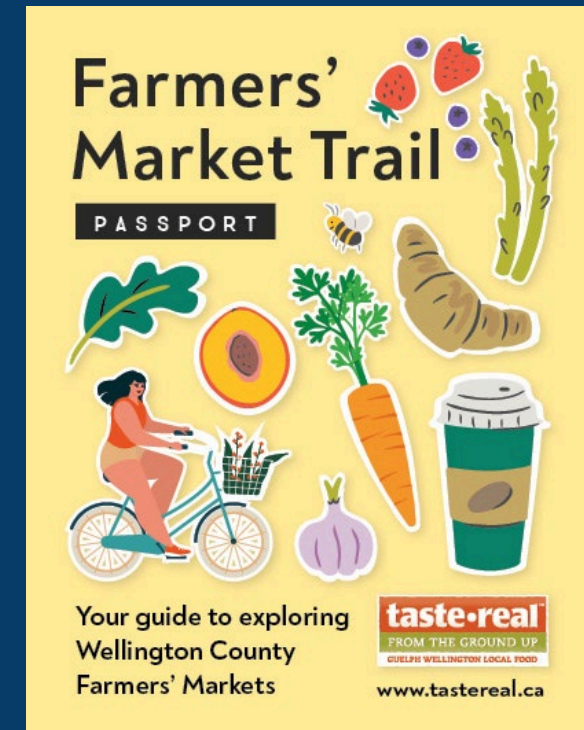
Local government and community collaborating toward a circular future

Annual Report 2022  
January 2023



## Taste Real Local Food

- ▶ Taste Real participants: 205 in 2022
- ▶ Taste Real Programming
  - ▶ Taste Real Local Food Map and promotional brochures, including the new Food Experience Guide
  - ▶ Rural Romp
  - ▶ Seasonal campaigns
  - ▶ Business consultations and supports
- ▶ Farmers' Market Programming
  - ▶ Farmers' Market Trail
  - ▶ Farmers' Market Boxes - \$28,133 in sales
  - ▶ Holiday Farmers' Market Box - \$15,958 in sales





# Tourism & Events

- ▶ Production of eleven themed tourism videos
- ▶ Development of Ontario's first Craft Gin Trail
- ▶ Winter Adventures Campaign
- ▶ Cycle Tourism Assessment
- ▶ Tourism Pay-to-Play signage continues



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AYR & STRATFORD



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CALL TOLL FREE:  
1-877-242-6353

# 2022 Highlights



## Winter Adventures



Explore

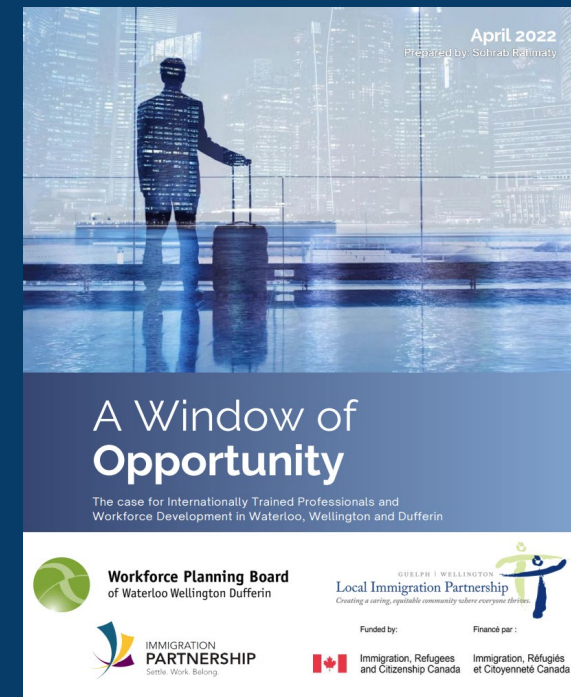
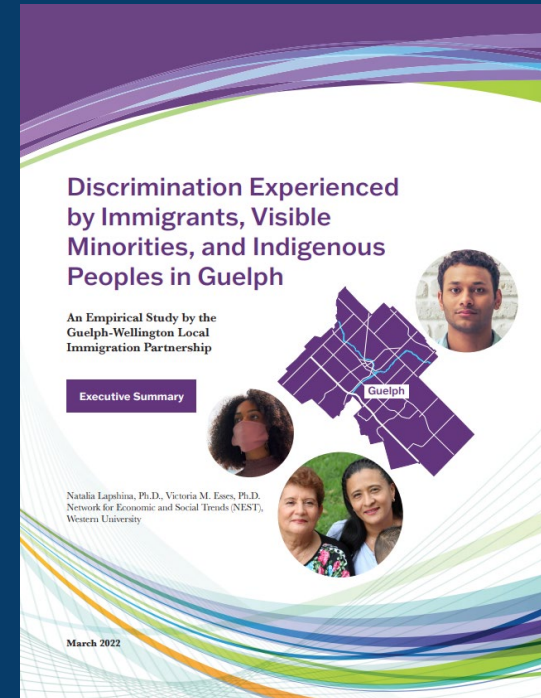
# Ontario By Bike!

Stop at bicycle friendly places to eat, visit & sleep.



## Talent Attraction, Newcomer & Workforce Support

- ▶ Guelph-Wellington Local Immigration Partnership (LIP) Empirical Study - Discrimination Experienced by Immigrants, Visible Minorities, and Indigenous Peoples in Guelph
- ▶ Guelph-Wellington Local Immigration Partnership (LIP) and Workforce Planning Board – Waterloo, Wellington, Dufferin Research Report - A Window of Opportunity: The case for Internationally Trained Professionals and Workforce Development in Waterloo, Wellington and Dufferin
- ▶ Ongoing connections and collaborations with the Workforce Planning Board – Waterloo, Wellington, Dufferin

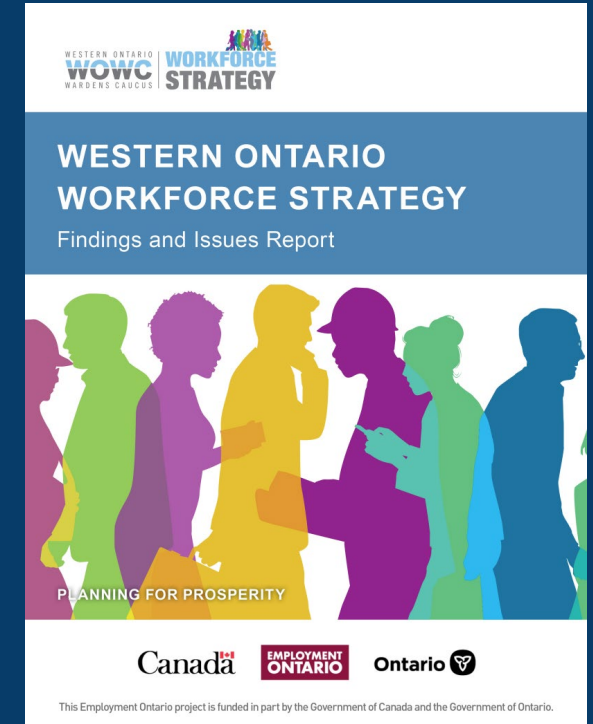


# Western Ontario Warden's Caucus (WOWC)

2022 Highlights

- Three priorities of focus:
  1. Housing
  2. Workforce to Support Economic Growth
  3. Mental Health, Addictions & Homelessness
- 2022 WOWC Workforce Strategy and the Workforce Planning Objectives
- Strong regional focus, networking and information sharing.

WESTERN ONTARIO  
**WOWC**  
WARDENS CAUCUS



# 2023 Highlights

# 2023 Highlights

- Recipient of the 2022 International Economic Development Council (IEDC) Silver Award – Taste Real Farmers' Market Box Series
- January 2023: Experience Wellington Tourism Strategy Completed
- April 2023: County of Wellington receives funding approval to begin the County-Wide Downtown Revitalization Programme Project
- April 2023: Centre Wellington Council approves housing initiative for medical professionals
- May 2023: Spring Rural Romp
- May 2023: Farmers' Market Trail Launch
- May 2023: Top 5 Things to do in Wellington County this Week
- May 2023: Trade Tracks Skilled Trades Event
- May/June 2023: Local County ARU stories published



Trade Tracks



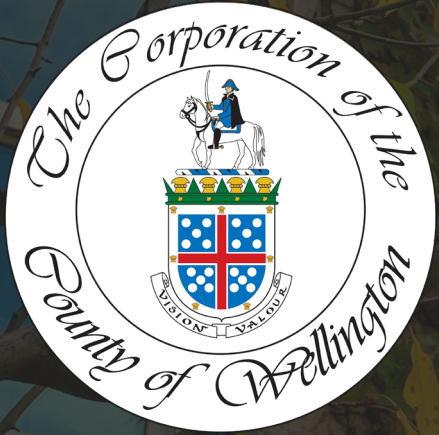
# 2023 Highlights

- June 2023: New Local Food Map
- July 2023: Launch of Wellington Welcomes campaign
- August 2023: Recipe Series Launched with Local Farmers' Market – Food Day Canada
- September 8-17, 2023: Welcoming Week, hosted by the Guelph-Wellington Local Immigration Partnership
- September 23, 2023: First ever Wellington County Multicultural Festival
- October 2023: Hosting the Culinary Tourism Alliance 'Feast on the Farm'
- November 3-12, 2023: Royal Winter Fair

# 2023 Highlights







**Jana Burns**

Wellington Place  
Administrator

County of Wellington

janab@wellington.ca

1.519.837.2600 x5222

[www.wellington.ca](http://www.wellington.ca)

