

2022 ECONOMIC DEVELOPMENT & CULTURE REPORT

The Town of Orangeville's Economic Development & Culture office aims to foster our community's economic growth by taking an active role in the attraction, retention, and expansion of local businesses. Identified as one of Orangeville's strategic goals, the economic resilience of our Town relies on the successful creation of a supportive and flexible ecosystem for businesses. Fostering entrepreneurship, stimulating tourism and cultural development, and demonstrating Orangeville's competitive advantages are specific priorities that help to attract investors, tourists, and talent to our community. These objectives continued to guide the work of Orangeville's Economic Development & Culture office throughout 2022.

2022 ECONOMIC INDICATORS

During 2022, Orangeville's business community continued to show signs of recovery from the COVID-19 pandemic. A 7% increase in total employment and a steady unemployment rate were both positive trends. This was complemented by a 7% increase in the number of businesses operating in Orangeville, surpassing pre-COVID levels and led by a growing base of small and entrepreneurial enterprises. Job growth across all key sectors was especially promising in tourism-related industries, which were some of the hardest-hit during the pandemic. Construction values re-bounded and housing prices continued to climb, although units sold saw a marked decrease from previous years.

Jobs and Businesses

Indicator	2019	2020	2021	2022
Total Employment ¹	14,722	13,223	13,744	14,699
Number of Businesses Operating ²	2,613	2,578	2,598	2,789
Unemployment Rate ³	4.5%	7.7%	4.9%	5.0%

Construction



\$84,878,527
total construction value⁴

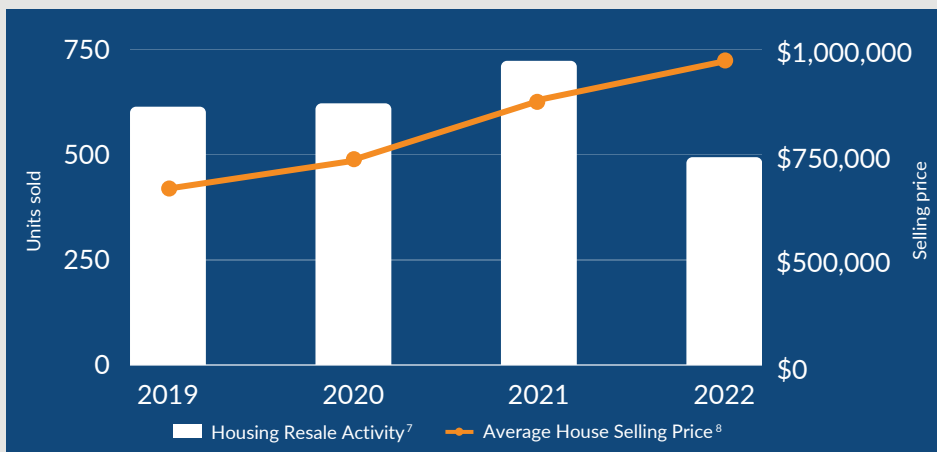


\$59,734,756
residential included 113 new dwelling units⁵



\$25,143,771
industrial, commercial, institutional⁶

Housing Resale Activity by Average Selling Price



Jobs in Key Sectors

Sector	2021	2022	Change
Retail trade	2,528	2,635	107
Health care and social assistance	2,228	2,337	109
Accommodation and food service	1,268	1,535	267
Manufacturing	1,545	1,591	46
Professional, scientific and technical services	528	570	42
Finance and insurance	502	527	25
Information and cultural industries	140	145	5
Arts, entertainment and recreation	149	198	49
Total jobs (all sectors)	13,744	14,699	955

Sources: 1-2. OMAFRA Analyst Data EMSI 2023.1 | 3. Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, Kitchener-Waterloo-Barrie, unadjusted for seasonality, last five months. | 4-6. Town of Orangeville Building Department. | 7-8. Market Watch, Toronto Real Estate Board, December 2019, 2020, 2021, 2022.

KEY PROJECTS & INITIATIVES



Community Improvement Plan

A new Community Improvement Plan was adopted in July to encourage economic growth, sustainable development, and enhancement of underutilized areas. New incentives and programs will be implemented and promoted beginning in Fall 2023.



82, 86-90 Broadway

Work continued to understand this development opportunity, including a \$160,000 2023 capital budget approval for consulting services to move the project forward. While changing conditions put this initiative on hold in 2023, it represents a significant economic development opportunity for Orangeville and will remain top-of-mind for future consideration.



Broadway Bricks

The Broadway Bricks project was completed in October to improve infrastructure and increase accessibility in downtown Orangeville. A \$100,000 grant was secured through the Tourism Relief Fund to support the project.



Economic Outlook Summit

Held virtually on Tuesday, November 8, the event featured a keynote address by Leslie Preston, Managing Director and Senior Economist with TD Bank Group. The online presentation was viewed over 100 times.

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FOSTERING TOURISM & CULTURE

Ongoing implementation of the Tourism Strategy and Action Plan led to the creation of assets and tools intended to showcase and promote Orangeville's tourism-related businesses and cultural offerings.

Visitor Information Centre Results

General Tourism Inquiries	Visitors from outside Orangeville
22% increase 2021 - 1,637 2022 - 2,005	21% increase 2021 - 1,037 2022 - 1,276



KEY PROJECTS & INITIATIVES

- A new tourism brand – Love, Orangeville – was launched in January, establishing a consistent and authentic foundation for all communications and promotions related to tourism in Orangeville.
- A dedicated microsite - www.loveorangeville.ca - was developed to act as the key communication tool for the brand and showcased new photo and video assets featuring local business owners and community members.
- Love, Orangeville was applied to promotional tools such as a visitor guide, downtown banners, and social media to help build awareness of the brand.
- New geo-fence data was purchased to provide insights into the demographics of visitors to downtown Orangeville and will be used as a benchmark to track the success of the tourism initiatives beginning in 2023.
- The 13th annual Town of Orangeville Arts & Culture Awards were presented in September and recognized the contributions of 28 nominees in eight award categories.
- The Economic Development and Culture office assumed responsibility for the tree sculpture program and now manages all elements of Orangeville's public art collection. Five local art displays and one tree sculpture were installed in 2022.

SUPPORTING SMALL BUSINESS

The Orangeville & Area Small Business Enterprise Centre (SBEC) continued to provide free guidance and resources for start-up and existing businesses in Dufferin County. Facilitating access to grants and funding was important to support recovery efforts.

Key Indicators

Indicator	2022
General inquiries	5,228
Business Consultations	570
Seminars, Presentations and Events	15
Event Registrations	428
Business Start-ups*	74
Jobs Created	389

*Includes start-ups resulting from Summer Company

Grants and Funding

\$34,000 **\$6,000** **\$100,000**

Starter Company Plus
Participants - 19

Summer Company
Participants - 3

My Main Street
Participants - 10

My Main Street Supports Local Businesses

Through the My Main Street, Local Business Accelerator program, 10 local business owners received market research reports specific to their venture. Each were selected to receive \$10,000 in non-repayable funding to assist with the delivery of their new growth strategy. The program was led by the Economic Developers Council of Ontario with an overall Government of Canada investment of \$23.25 million, through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario).

KEY PROJECTS & INITIATIVES

- A new two-year Transfer Payment Agreement was finalized with the Ministry of Economic Development Job Creation and Trade for the continued operation of the Orangeville & Area SBEC. The provincial funding of \$312,560 (\$156,280 per year) supports the delivery of SBEC services as well as the Starter Company Plus and Summer Company programs in partnership with the Town of Orangeville and its other partners.
- New programs were launched to offer specialized guidance to 11 entrepreneurs. The Concept to Commerce start-up program provided group training, mentorship, and individual guidance to entrepreneurs looking for structured support to launch their ventures and a new Small Business Forum offered peer networking opportunities for entrepreneurs at all stages of business development.
- Donald Burns, The Restaurant Coach™ and leading authority in the hospitality industry delivered a virtual presentation in May to an audience of 100 online participants.
- The SBEC's satellite location in Shelburne resumed operations in May to offer convenient access to small business owners in north Dufferin County.

Town of Orangeville Economic Development and Culture

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