

Town of Orangeville Economic Development & Culture

Annual Report 2023

Economic Development and Culture priorities

- Create a positive and flexible environment to support the attraction, retention and expansion of businesses
- Nurture entrepreneurship across all sectors
- Enhance tourism and cultural opportunities
- Support workforce development
- Engage with businesses through events, initiatives, and communication efforts



2023 Annual Report



An annual review helps the EDC office to:

- Measure growth and competitiveness in our business community
- Identify trends, challenges, and opportunities
- Support business owners with data to inform decisions and assess the local market
- Summarize the results of the EDC office's projects and initiatives

Key economic indicators

Economic Indicator	2020	2021	2022	2023
Total Employment ¹	15,238	15,751	16,637	17,087
Number of Businesses Operating ²	2,578	2,598	2,789	2,937
Unemployment Rate ³	7.7%	4.9%	5.0%	6.0%

- Total employment grew by 3%, surpassing Ontario's 2% growth rate
- A 5% increase in the number of businesses was led by a diverse and solid base of small and entrepreneurial enterprises
- Unemployment rate grew to 6%, slightly above the provincial rate of 5.6%
- ICI development represented 84% of the year's construction value

Our business community

- Five sectors consistently represent 60% of Orangeville’s total employment
- Job growth was most notable in three sectors:
 - Health care and social assistance
 - Construction
 - Finance and insurance
- However, some smaller sectors also experienced relevant growth
 - Arts, entertainment and recreation
 - Information and cultural industries

Sector	2022	2023	Change	Change
Health care and social assistance	2,617	2,785	168	6%
Retail trade	2,721	2,717	-4	-0.01%
Accommodation and food service	1,664	1,684	20	1%
Manufacturing	1,605	1,596	-9	-0.05%
Construction	1,378	1,469	91	7%
Professional, scientific and technical services	715	739	24	3%
Finance and insurance	665	690	25	4%
Arts, entertainment and recreation	270	292	22	8%
Information and cultural industries	172	183	11	6%
Total jobs (all sectors)	16,637	17,087	450	3%

Developing a Resilient Business Community

2023 projects and initiatives

- Launched Localintel, an interactive online resource for detailed information about Orangeville's economic indicators, demographics, and location advantages
- Supported promotion of Community Improvement Plan (CIP)
- Hosted business-focused events including Orangeville & Area Job Fair and Economic Outlook Breakfast
- Enhanced ongoing communication efforts to better target business community

Indicator	2023
General Networking	848
Seminars, Presentations and Events	707
Business Outreach	321
Partnership Outreach	264
Total	2,140

Fostering Tourism and Culture

2023 projects and initiatives

- Added four new utility boxes and two tree sculptures to public art collection
- Enhanced digital guide to promote public art and heritage tours
- Hosted “Connect to Create” event for local artists and creative entrepreneurs
- Installed new digital tourism sign and promoted 42 tourism-related events
- Collaborated with Dufferin County to welcome 68,000+ attendees to the IPM



Supporting Small Business

2023 projects and initiatives

- Continued to offer free guidance and resources to existing businesses and aspiring entrepreneurs through the Orangeville & Area Small Business Enterprise Centre (SBEC)
- Executed Starter Company and Summer Company programs
 - \$38,500 in grant funding distributed to 10 entrepreneurs
- Supported Digital Main Street program
 - 94 local businesses leveraged \$235,000 in grant funding

Indicator	2023
General Inquiries	5,190
Business Consultations	483
Seminars, Presentations and Events	17
Event Registrations	345
Business Start-ups	94
Job Created	315

2024 Activities

- Create a new Economic Development and Culture Strategy
- Continue to deliver Small Business Enterprise Centre services and leverage additional provincial funding
- Host business workshops, Ask the Expert Expo, Job Fair, and Economic Outlook Breakfast
- Continue to execute Tourism Strategy and Love, Orangeville marketing plan
- Support promotion of CIP

Thank you!

For more information:

Read: 2023 Economic Development and Culture Report

Visit: orangevillebusiness.ca

Contact: edo@orangeville.ca