

# Economic Development and Culture Activity Report

## August 2024

### Economic Development

- The [2023 Annual Report](#) was published in August. The report evaluates the community's economic vitality and includes key indicators such as the number of businesses and jobs. These statistics are complemented by a review of initiatives and events supported by the EDC office.
- The **Economic Development and Culture Strategy** is now being drafted, using insights and information gained during stakeholder engagement and community analysis. The strategy is expected to be presented to Council in November.
- Upcoming events include:
  - o **Orangeville and Area Job Fair** – Tuesday, October 1, 3 to 7 p.m. at the Best Western
    - Employer registration is now open; \$100 per booth
  - o **Business at Breakfast** (formerly Economic Outlook Breakfast) – Thursday, November 7, 7:30 to 9:30 a.m. at Monora Park
    - Complimentary tickets are available for EDC Committee members; please confirm to Betty Ann by October 30
- Promotion and execution of the [Community Improvement Plan](#) continues in collaboration with Planning and Communications.
- The position of Coordinator, Marketing and Projects has been filled by Becky Ewald while Ashley Noseworthy is on maternity leave.

### Small Business Enterprise Centre (SBEC)

- Five local student entrepreneurs participated in the [Summer Company](#) program and successfully completed the requirements to receive \$3000 grants.
- Eight participants have been selected for the July cohort of [Starter Company](#).
  - o A second cohort will begin in October, with applications being accepted until September 15.
- Monthly [workshops](#) are planned until December and cover relevant topics for business owners.
- After a successful spring event, a second [Ask the Expert Expo](#) is planned for Thursday, October 24. Local experts will offer free advice about professional topics including legal, financing, accounting, insurance, and digital marketing.

### Tourism and Culture

- The Town supported new and returning annual events throughout the summer including the Orangeville Blues and Jazz Festival and the Dufferin Film Festival.
- A tree sculpture – [The Nurse](#) – was installed in partnership with the local IODE and replaces a similar sculpture that was removed due to damage and deterioration.
- Repairs were completed on two public art pieces, Mr. Lacrosse tree sculpture at Tony Rose Sports Centre and the Teamwork utility box at the corner of Elizabeth Street and First Street.
- Staff continued to support Dufferin County initiatives by attending various tourism-related meetings and workshops and will participate in Explore Dufferin Investors Tour on September 25.
- Dates for the RBC Canadian Open are confirmed for June 2 to 8, 2025 and staff continue to investigate way to support this event locally.

### Communications, Administration, and Infrastructure

- Wayfinding sign repairs were completed in June with additional repairs scheduled for the Fall.
- The 2024 work plan for the EDC Committee will be prepared for review at the November meeting.
- A review of the Town website is being conducted to ensure all information is up-to-date and accessible.