

Economic Development and Culture Activity Report

April 2025

Economic Development

- Business outreach initiatives continue including:
 - o Promotion of the online [Business Connection form](#) to collect important data on our local businesses, helping the EDC division to better connect and serve our community.
 - o Celebration of business milestones:
 - Grand openings: Mathnasium, Oh My Glow Aesthetics, The Health Practice
 - Anniversaries: The Nest (1 year), Biota Pet Care (5 years), Bluebird Cafe and Grill (6 years), Pizza Depot (25 years), and BookLore (35 years).
 - New custom Love, Orangeville ribbon and giant scissors have been well-received by local businesses.
 - o Business visits with owners of Bluebird Café/The Nest and Leggett's Collison.
 - o Alignment with other Town divisions to understand how/when local businesses contact the Town.
- Promotion of the [Community Improvement Plan](#) is targeting property owners in Priority Zone 2 (along Centennial Road). A targeted mail out in March provided information about the program. An information session will be held on April 22.
- The [Tariff Resource webpage](#) is updated as required. Collaboration with Dufferin County and fellow lower-tier municipalities continues. We will continue to monitor potential impacts to our local business community and workforce.
- Orangeville and Area Job Fair is scheduled for October 2 at Best Western
- Business at Breakfast will be held in early November (date TBC) at Best Western

Small Business Enterprise Centre (SBEC)

- The October **Starter Company Plus** cohort completed their training program. Each of the five participants were awarded a \$3600 grant and have also received professional mentoring from a bookkeeper and a SEO consultant. Professional head shots and video business profiles of each business owner were also completed and will be used to help promote the Starter Company program.
- Applicants for the May cohort of **Starter Company Plus** are now being interviewed. Bi-weekly training will begin in May and will conclude at the end of October when the grant committee will meet to assess their business plans.
- Monthly **workshops** hosted by the SBEC included:
 - o Website Building Basics – February 11, 11 attendees
 - o How to Use SEO Effectively – March 18, 8 attendees
 - o Tax Tips for Sole Proprietors – April 9, 7 attendees
 - o Succession Planning for Small Businesses – May 27, 2025
- Applications for **Summer Company** opened on January 6 and close on May 16.
- The next **Concept to Commerce** group is set to start in May.
- The SBEC continues to host and moderate two monthly **Forum Groups** comprised of established local business owners.

Tourism and Culture

- Beginning in May, **visitor information services** will be offered at both library branches and a self-service area on the main floor at Alder Recreation Centre.
- The **Call for Artists** launched April 1 and applications will be accepted until May 15. Up to four pieces of artwork will be installed this year. Three boxes are located at 37 Armstrong, and the fourth is at Third Street and Fifth Avenue.
- An updated **visitor guide** will be printed in May. This year's guide will include QR codes, linking visitors to tools and resources on LoveOrangeville.ca. Two photoshoots have been completed to capture fresh images of local businesses and community members for the update.
- **Outreach to tourism businesses** continued with 70 visits to date. At each visit, we promote our suite of online tools ([new tourism directory](#), [new digital guide](#) and the [event calendar](#)). Outreach also included presentations to staff and BIA retailers.
- Staff continue to support **Dufferin County initiatives** by attending various tourism-related meetings, participating in the Explore Dufferin guide review process and the Explore Dufferin Investors Tour (E.D.I.T) [networking breakfast](#) and [bus tour](#) on April 23.
- Staff continue to support **Central Counties Tourism initiatives** by attending their tourism symposium and spring networking events, sitting on their Board of Directors and participating in the partnership funding review committee. There will be four intakes for partner funding this year.

Communications, Administration, and Infrastructure

- The Town of Orangeville became aware of a cybersecurity incident on February 27, 2025 and are actively collaborating with cybersecurity experts and local authorities to investigate the incident. There was little impact to services available through the EDC division. **Based on the data reviewed at this time, there is no evidence of broad-based public impact.**