

Economic Development & Culture Summary

January to November 2021



Client Interactions:

Inquiries	5380*	Workshops/presentations	25**
Consultations	569*	Registered Participants	575**

*To October 31, 2021

**To November 2, 2021

Events and Workshops:

The Winter/Spring workshop series (January – May) offered six free, virtual events that covered topics such as taxes, insurance, online marketing, developing a mandatory COVID Workplace Safety Plan, and starting a small business. The Fall workshop series (September – November) was also presented virtually. The four events addressed digital marketing, sales, and WSIB.

Throughout the year, online learning opportunities offered by other SBECs, partners, and credible organizations were also posted on the Business Events calendar to ensure that clients had access to a wide range of resources. Presentations were also made at virtual events hosted by local partners including Dufferin County, Dufferin Women in Business, and the Workforce Planning Board.

On October 14, Terry O'Reilly, marketing guru and host of CBC radio program Under the Influence, presented "Jump the Fence: The Power of Counterintuitive Thinking." The live, virtual discussion encouraged participants to apply creative thinking to solve business problems. FedDev Ontario supported the event.

The annual Economic Outlook Summit was presented virtually on November 2 in partnership with TD Bank Group. The live event featured a keynote address by James Marple of TD Bank Group as well as a presentation by Perry Meeker, owner of The Hatter, who shared his experiences in managing a hard-hit hospitality-based business during the pandemic. The recording is available on the Town of Orangeville's YouTube channel and has received more than 150 views.

Publications:

	Timing	Average Distribution	Average Open Rate
Business Connections Newsletter	Feb/May/Oct*	1,600 recipients	33%
Arts & Culture Newsletter	Monthly	1,200 recipients	41%

New Businesses:

Name	Location	Name	Location
Suite Six - Orangeville	172 Broadway	Recess Play	150 First Street
Biegel's Stone Oven Pizza	1-312 Broadway	Hempire House	59 First Street
UPS Store	8-229 Broadway	Broadway Cannabis	71 Broadway
Centennial Road Eatery	3-76 Centennial Road	M & J's African Grocery	121 First Street
Broadway Family Chiropractic & Wellness	Dr. Jamshed Rahim	Paramount Cannabis Company	G-C -520 Riddell Road
The Green Cloud Cannabis	3- 281 Broadway	Georgian Shores Catering	1-280 Broadway
The Old Mill Hub	28 Mill Street	J's DIY	2-85 Broadway
Marshalls	150 First Street	Chariots of Simcoe	324 Broadway
Spot 420 The Cannabis Store	4B – 88 First Street	Chafford 200 Medical Centre	195 Broadway
Orangeville Flowers	2B - 121 First Street	The Wellness Lab	295A Broadway
Domestic Divas	112-28 Mill Street	Broadway Gold Exchange	68 Broadway
Wightman	4B-95 First Street	A Seven Eleven Taxi Inc.	8-229 Broadway
Thistle & Rose	171 Broadway	Dentures Done Right	295 Broadway

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Eco Tank Canada	104- 685 Riddell Road	Alex Gold Crown Ltd.	295D Broadway
Revival Furniture	1-19 Robb Boulevard	barBurrito	12-489 Broadway
Ontario Packaging Centres Inc.	3-70 Centennial Road	Past Glories of Toad Hollow & Company	78 John Street
Style Day Salon & Spa	285 Broadway	Shwapp	103-28 Mill Street
Customworx	5-78 Centennial Road	Wicked Shop Local	17 Armstrong Street
Headwaters Heating & Cooling	10-29 Centennial Road	Mo'Cha Bubble Tea	160 Broadway

Note: excludes home based ventures established during the reporting period.

Major Initiatives:

Economic Development

Work to examine development-related items for the properties located at **82, 86-90 Broadway** continued. As requested by Council, in 2021 an Economic Impact Study was completed and submitted to Council in August (closed session). The study demonstrated that economic benefits that could be derived from two development scenarios. The Economic Development office also oversaw completion of Phase 1 and 2 ESAs on the properties and results indicated that no requirement for remediation existed. A Downtown Paid Parking Review was also completed in November and will be presented to Council in January 2022. Next steps to be determined pending Council direction.

The preparation of a new and expanded **Community Improvement Plan** began in March. Sierra Planning & Management was hired to develop the plan. In addition to a background review, the consultant conducted 1-1 interviews and meetings with stakeholders and various Town committees throughout the spring and summer months. A Virtual Open House was held on November 16 to provide an update on the plan, present draft potential incentive programs under consideration and to receive community input. Following this meeting, the consultant will work to flesh out the incentive programs and complete the draft CIP for consideration by the Ministry and then by Council. The final CIP is anticipated for delivery to Council Q1/2 2022.

Vacant industrial land located at **30 Centennial Road** was secured in Q2 2021 for the development of a new fire station. Once fire station plans are established and confirmed, this site could foster future industrial investment as well. Remediation of the site has also now been completed, enabling development to move forward.

Small Business:

The second **Digital Main Street (DMS) program** concluded in March and supported 46 area businesses (27 in Orangeville) with a total of \$115,000 in funding to improve their online capabilities. The program was re-introduced in August and the office received a grant of \$40,000 to deliver the third version of the program. A new DMS Co-ordinator was hired to promote the program to local businesses, support them in initiating digitalization activities, and help them to meet the application deadline of November 30. Thirty-five local businesses are on track to complete the application process, including 25 from Orangeville.

Three students participated in the **Summer Company Program** in 2021 and received grants totaling \$9,000.

Since January 2021, the **Starter Company Plus** program has assisted 47 active participants. The grant review committee has approved 8 grants and a total of \$23,500 has been distributed

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to small business owners year-to-date. The office anticipates that the remaining grant allocation of \$7,500 will be disbursed in December.

The **Virtual Business Advisory Service** program concluded in September. With one-time funding of \$32,000 from the Ontario Together Fund, local business owners were matched with professional experts who provided specialized, confidential, one-to-one guidance at no cost to the business. 190 participants benefited from over 280 advisory hours with experts in fields such as marketing, accounting, bookkeeping, law, and tourism. Response to the program was very positive and divisional operational funding was re-directed to supplement the high demand for the program.

Tourism / Arts & Culture:

In January, a five-year **Tourism Strategy & Action Plan** was adopted by Council. Implementation of the plan's Year One actions began immediately and included hiring a Tourism & Culture Officer (March), launching a tourism blog (May), expanding the photography inventory (September), and updating wayfinding signs (October).

A key action included in the Tourism Strategy was the development of a **new tourism brand**. In April, Aubs & Mugg Inc. was hired to complete the project, which included stakeholder engagement, competitive reviews, and design of the brand and its related elements. The new brand – Love, Orangeville – was adopted by Council on November 8. Staff will now trademark the brand and begin using it across various platforms to promote Orangeville as a destination. A **new tourism microsite** will launch in early 2022 and act as one of the brand's key communication tools and all related communication tools will be updated.

In June, an 18-month partnership with **Driftscape** was launched with funding support from Central Counties Tourism. The app is available for mobile and web and offers an interactive way for visitors and residents to discover Orangeville's public art, historic landmarks, and recreational activities. Augmented reality and self-guided tours are other key features.

The **2021 Call for Artists** was launched in March, providing an opportunity for local artists to submit original work to be displayed as public art. Eleven pieces were selected by the Cultural Plan Task Force in June, including five utility boxes and six mural installations at Alder Recreation Centre's walking track. The utility box installed at Alexandra Park was sponsored by Orangeville Hydro. Two additional utility boxes included a commissioned piece sponsored by the Northmen Lacrosse installed at Alder Street/Riddell Road and a piece created by the GLOW Youth Group installed at Mill Street and Broadway. Yet another public art piece – the Community Mosaic - was unveiled in late October and it represents the collective artistic efforts of 500 Orangeville residents, whose hand painted tiles combined to create one unique depiction of the Town.

The **2021 Arts & Culture Awards** were held virtually on October 7. For the second year, the awards ceremony was adapted to offer a pre-recorded online experience. The presentation showcased past award winners who announced the nominees from a variety of creative spaces in Orangeville. The event has been viewed over 430 times on YouTube and Facebook.

Continued Response to COVID-19:

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- Offered services via phone, email and video throughout the reporting period. When permitted by COVID guidelines, the office has been open by appointment.
- Ongoing update of COVID-19 business resources webpage with links and information about all relevant government measures and programs.
- Enhanced the Town's boulevard café process again for 2021 to allow restaurants to extend patios and increase outdoor dining capacity through to October.
- Two additional Digital Main Street Programs were delivered/initiated during the reporting period to support increased use of digitalization by local entrepreneurs.
- Enhanced virtual consulting delivered between January – September 2021 with \$32,000 funding by Provincial partner. Program offered enhanced guidance to entrepreneurs experiencing difficulties.
- An application has been made to the Local Business Accelerator Program – a one-year initiative designed to provide enhanced business support to downtown Orangeville area businesses. If approved for funding, the program will be delivered from March 2022 to February 2023. The program will be especially helpful as the Downtown reconstruction ensues in the fall 2022.