

YEAR IN REVIEW

ECONOMIC DEVELOPMENT
& TOURISM DEPARTMENT

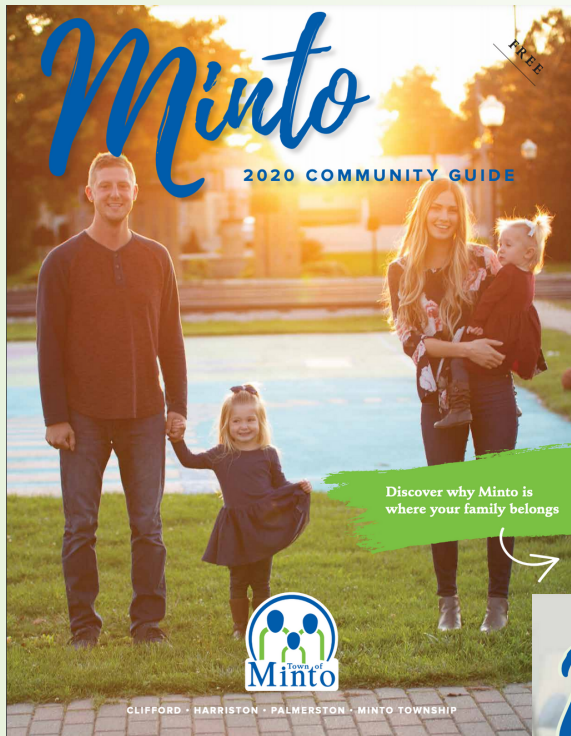
2020

OUR GOAL

Where You Belong

Economic Development is a process of targeted activities and programs that work to improve the economic well being and quality of life of a community by building local wealth, diversifying the economy, creating and retaining jobs, and building the local tax base.

6,500 Town of Minto Community Guides printed and distributed across Minto



7,500

Town of Minto Holiday Shopping and Event Guides printed and distributed across Minto and area



2020 COMMITTEES

LOCAL

- Economic Development & Planning Committee
- Downtown Revitalization Committees: (Steering, Events & Beautification)
 - Clifford Connects
 - Harriston Rising
 - All Aboard Palmerston
- Cultural Roundtable
- Palmerston Railway Heritage Museum
- Launch It Board
- Minto Farmers' Market Committee
- Health Care Professional Recruitment
- Chamber of Commerce Liaison

REGIONAL

- Wellington County Municipal Economic Development Group
- Economic Developers Council of Ontario - Board Member
- Economic Developers Council of Ontario - Conference Co-Chair
- Women of Wellington and Saugeen Area (WOWSA)
- Saugeen Connects



Committees went virtual!

OUR GOAL

Where Your *Events* Belong



The Town of Minto is proud to organize and assist with many community events to help promote our communities, businesses and residents!

This year, due to Covid-19, many events were forced to be cancelled, postponed, or re-configured to offer virtual event experiences. More than any year, 2020 was a year of adaptation and creativity for the Town of Minto Economic Development Department and Downtown Organizations!



15

EVENTS
ORGANIZED
AND EXECUTED

- Clifford Connects - These Booths Were Made for Talking Virtual Unveiling
- Minto Culture Days
- Live2Lead - A Virtual Event
- WOWSA Virtual Events (x3)
- Minto Makers' Market: Fall Markets (x3)
- Minto Farmers' Market - Facebook Live Trivia
- Harriston Rising - Music in the Park
- Harriston Rising - Mural Mania
- Minto Storefront Makeovers on Shoestring Budgets -Your Town Rising Virtual Video Event
- Virtual Colouring Contest
- Downtown groups - Yarn Bomb Egg Hunt
- All Aboard Palmerston - Norgan Mural unveiling
- Multiple Downtown Business Grand Openings



ORGANIZED AND HOSTED
DOZENS OF VIRTUAL EVENTS
FOR BUSINESSES

ORGANIZED WEEKLY TOWN OF
MINTO COMMUNITY UPDATES
ON FACEBOOK LIVE

OUR GOAL

Where Your *Business* Belongs

As strong supporters of economic development, the Town of Minto is proud of its reputation of being "open for business"!

- The competition continued to be geared towards entrepreneurs that wanted to open, purchase, expand or re-locate a business within the Town of Minto.
- There is prizing for the winner and all finalists, along with a pool of prizing that could be customized based on the needs of the finalists.
- Thanks to the support of our generous community sponsors close to \$25,000 in cash and prizes.
- Five entries were received and three finalists submitted full business plans and made presentations to the judges earlier this year.
- The winner of the 2020 Pitch It! 2.0 Business Plan Competition was Clifford Takeout Pizza, which is owned by Sean and Carolyn Lemay. The other finalists included Unique Fashions & Treasures and Jiggers BBQ Sauce.



\$539,000
Commercial:
5 permits

Town of Minto Community Improvement Plan

- 14 Approved Applications
- \$35,243.48 in Grants Awarded
- \$160,411.36 in Projects Completed
- \$1:\$3.56 Return on Investment

County of Wellington Community Improvement Plan

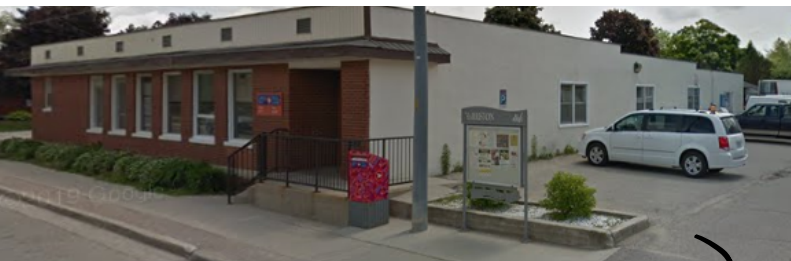
- \$7,500 - Old Post Cafe Patio
- \$5,000 - Glen & Jennifer Hall - Downtown Housing
- \$5,000 - Dietrich Family (Kidding Around, Post Office, Don Hamilton Royal Le Page Realty) - Facade Improvements



Industrial
Land Sales
2 sold
2 pending



\$874,000
Industrial:
4 permits



OUR GOAL

Where Your Dollars Belong

"Every time you spend money you are casting a vote for the kind of world you want". - Anna Lappe



25 Shirts Purchased 35 Masks Purchased

\$2,000 In Locally Loyal Dollars Distributed to Shoppers to spend in Minto's Downtowns

A big thank you to Clifford Rotary, Harriston Kinsmen and the Palmerston Lions for sponsoring Locally Loyal Dollars and prizes for Minto!



Loyalty Dollars

Redeemable at Participating Businesses in Minto

Dear Merchant, please accept this gift certificate and contact the Minto Chamber of Commerce to be reimbursed.
info@minto-chamber.on.ca
 T/T: 519-444-8487

\$10



Wear the Mask and Win

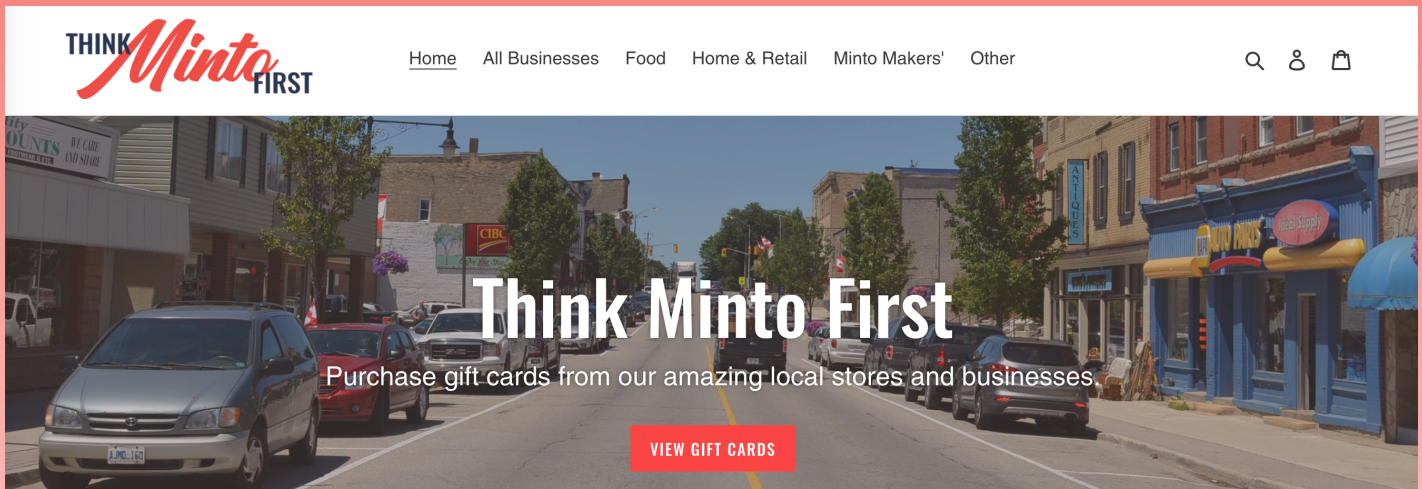
POST A PICTURE OF YOU WEARING MASK INSIDE A BUSINESS WITH #LOCALLYLOYALMINTO FOR A CHANCE TO WIN ONE OF THREE \$100 PRIZE PACKS



OUR GOAL

Where Your Dollars Belong **\$11,000** Generated in Sales

"When you shop small, you are backing the small businesses that strengthen and diversify our communities" - Elizabeth Rutledge



We asked 400+ businesses...



How can we help?

- Check-in conversations
- Up to date COVID-19 resources
- Funding opportunities
- Connection to local, provincial and federal government
- Care and concern for businesses, owners and staff



"I want to let you know just how comforting and reassuring it is to have you and your Minto team leading us through the challenges and complexity of the Covid times. You rock."
- Michael Hendricks, The Old Post



- Harriston Kinsmen added gazebos to Tannery Park
- Light Balls Hung in Tannery Park
- Speaker System installed downtown
- New Street Furniture
- 4 New Businesses
- Decorating Kits for Autumn and Winter planters
- Mural Mania: 4 new murals painted downtown
- Harriston Shines Event
- Holiday Hanger Contest
- Yarn Ice Cream Cone Hunt
- Sundaes on Sunday Event
- Partnered with Minto Pride Committee for Pride month decorations

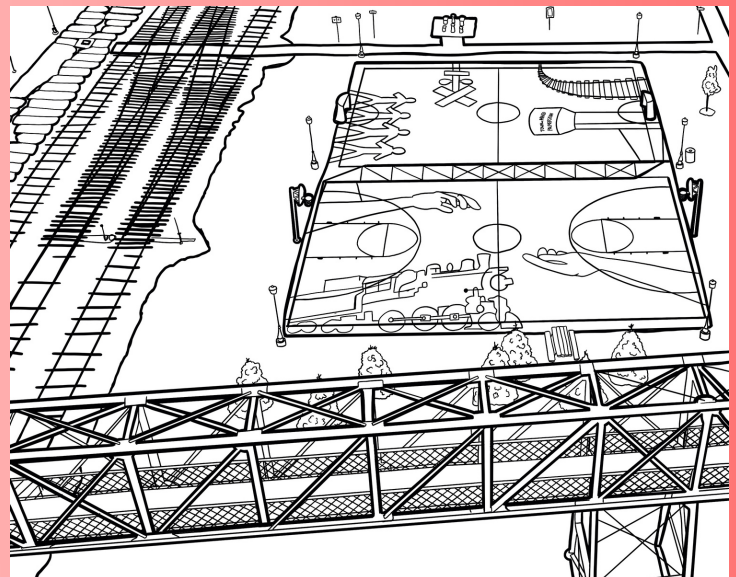


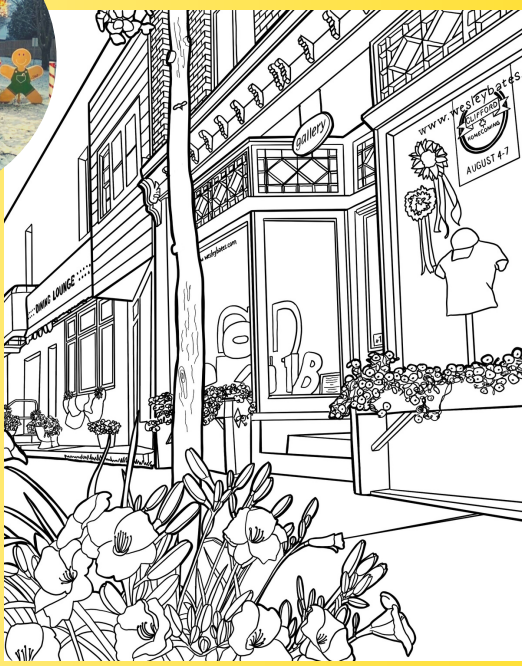
960
Instagram Followers
since July 5, 2019





- All Aboard Palmerston was initiated in June 2019 after a walkabout and brainstorming session with Your Town Rising consultants and is a grass roots, community led movement to revitalize downtown Palmerston!
- Facebook Group created
- Speaker System installed downtown
- New banners downtown
- 3 New Businesses
- AAP Charcuterie Board fundraiser
- Norgan Mural by Stephanie Hood unveiled
- Beautification Committee decorated key downtown areas for the seasons, including winter planters
- Shop Palmerston campaign
- New Street Furniture
- Fall and Winter Decorating Contests
- Partnered with Minto Pride Committee for Pride month decorations





- Clifford Connects was initiated in October 2019 after several community meetings and is a grass roots, community led movement to revitalize downtown Clifford!
- Progress to Clifford Rotary Celebration Square - added Gazebo thanks to Clifford Rotary Club
- Speaker System installed downtown
- New lights on trees
- New Banners
- The latest public art project in the Town of Minto hit the streets in June. The Clifford Connects Committee, in partnership with the Minto Cultural Roundtable, launched “These Booths Were Made For Talking” and citizens and visitors were able to vote for their favourites.
 - For the project, six local artists added their art and craftwork to a three-dimensional metal telephone booth-like structure to create unique works of art. The base sculpture was created by Minto craftsman Andy Pridham of Weathered Design and Fabrication.
- Beautification Committee decorated key downtown areas for the seasons
- New benches downtown
- Facebook Page was created
- 2 New Businesses
- Letters to Santa
- Hoodie fundraiser with WC Smith
- Partnered with Minto Pride Committee for Pride month decorations

521
 Instagram Followers
 since November 6,
 2019

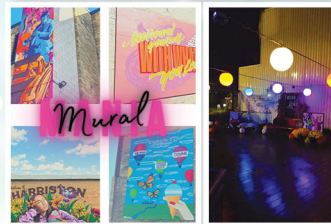
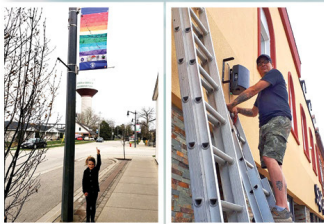
Thank You!

Minto - our towns are rising!

THE WHOLE PROJECT OVER 2 YEARS
IS CLOSE TO \$140,000.
1/3 FROM RED FUNDING.

plus

CONTRIBUTIONS FROM MINTO
BUSINESSES AND GROUPS TOTALLING
OVER **\$47,000!**



SERVICE CLUB / COMMUNITY GROUP CONTRIBUTIONS

Palmerston Lions Club.....	\$10,000
Palmerston Legion	\$5,000
Palmerston Kinettes.....	\$500
Harriston Kinsmen.....	\$10,000
Minto Arts Council	\$2,000
Minto Chamber of Commerce.....	\$6,000
Harriston Historical Society/ Wellington Historical Society.....	\$600
Harriston Horticultural Society.....	\$2,100
Clifford Rotary Club.....	\$500
Grey Wellington Theatre Guild.....	\$500

BUSINESS CONTRIBUTIONS

Harry Stones Social House.....	\$1,000	Shantz's Car Wash.....	\$400
McDonald Chiropractic.....	\$200	Cover Up's Flooring.....	\$200
Minto Self Storage.....	\$200	Palmerston Home Hardware.....	\$1,000
Grant's Service Centre.....	\$200	Harriston Home Hardware.....	\$1,000
OSIM.....	\$2,000	Harriston Home Hardware Appliance Centre.....	\$1,000
Bosman Homefront.....	\$3,000		

Follow us as we rise!

WATCH FOR OUR 2021 PROJECTS: Railway Themed Christmas Lights,
Information Kiosks, Entrance Sign Enhancements and Wayfinding Signage

No 012345 

**#ALLABOARD
PALMERSTON**

 @allaboardpalmerston

 @allaboardpalmerston

 allaboardpalmerston.ca

PALMERSTON

SIGN UP FOR OUR NEWSLETTER
<https://www.allaboardpalmerston.ca/news>

 **#HARRISTON
RISING**

 @harristonrising

 harristonrising.ca

HARRISTON



SIGN UP FOR OUR NEWSLETTER
<https://www.harristonrising.ca/news>

#CLIFFORDCONNECTS



SIGN UP FOR OUR NEWSLETTER
<https://www.cliffordconnects.ca/news>



RED GRANT 2020 PROJECTS

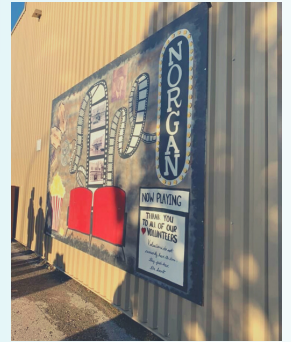
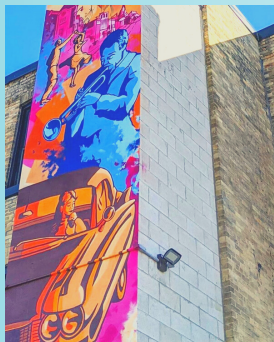
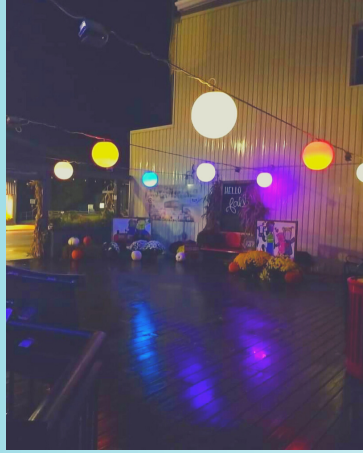
New Banners in
all 3
Downtowns

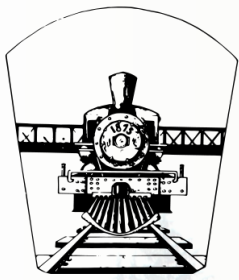
Speaker Systems
installed in all 3
Downtowns with
custom radio loops
from 88.7 The River

New
Street
Furniture

Tannery Park
additions -
Lights Balls,
new furniture
and gazebo

5
Murals





PALMERSTON

RAILWAY HERITAGE MUSEUM

- Two Summer Students Hired
- Summer Student Manual Updates
- Summary of Cataloguing:
 - Objects: 730 (approximately 900 pictures attached)
 - Books: 90
 - Photos: 67
- Canadian Heritage Emergency Support Fund
 - The Museums Assistance Program (MAP) provides financial assistance to organizations in order to allow them to continue to care for their heritage collections. Grant was approved.
- Total Attendance
 - Adults: 228
 - Children: 110
- Decking replaced with interlocking brick thanks to the Palmerston Lions
- New sign being purchased in collaboration with the Minto Farmers' Market
- PastPerfect
 - Palmerston Railway Heritage Museum: Online Collections

338
Total Attendance

Saturdays
Busiest day of the week



10
regular season vendors

928
Facebook Page Follows

2
Trivia Nights Hosted

589
Instagram Account Followers

REGIONAL PARTNERSHIPS

Partnership: Opportunities increase when you help others win. A little win for a partner is a little win for you.



The SEDC and 5 area municipalities; Brockton, Hanover, Minto, Wellington North and West Grey continued to collaborate and positively impact area economic growth, support youth retention and development, support growth and retention of businesses; and to integrate efforts to leverage immigrant attraction to the area as residents, workers, entrepreneurs, business owners, operators and investors.



3 EVENTS



January 2020 (pre-pandemic)

The Women of Wellington Saugeen Area (WOWSA) aims to inspire, empower and connect professional women and female-identifying entrepreneurs in the County of Wellington and Saugeen River region in Ontario by providing creative education and networking events.

NORTHERN WELLINGTON ECONOMIC DEVELOPMENT PARTNERSHIP



- Minto, Mapleton and Wellington North
- Minto and Mapleton formed a paid partnership including mentorship and collaboration
- LaunchIt services expanded to serve Northern Wellington and to share a business advisor
- Joint monthly ad in the Community News



- Assisted the County of Wellington with Employer Engagement for potential RideWell Employer Service
- 6 Large Employers Engaged
- 66 Transit Surveys Completed

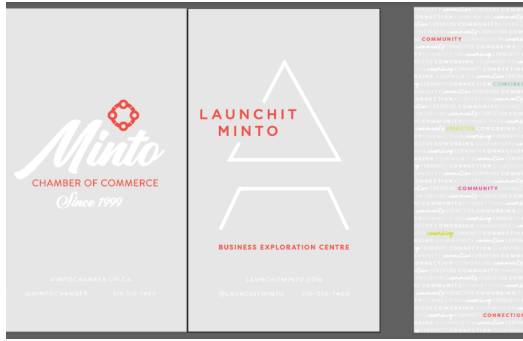
OUR GOAL

Where Your *Business* Belongs

As strong supporters of economic development, the Town of Minto is proud of its reputation of being "open for business"!

LAUNCHIT

BUSINESS EXPLORATION CENTRE



New branding roll out...

We expanded to serve Mapleton and Wellington North Townships in addition to Minto!

Launchit reached out to various entrepreneurs and homepreneurs this year to best determine how we can better serve them. After receiving the results, we organized several virtual training workshops in 2020 and are planning more in 2021.

- Grant & Funding Opportunities
- COVID-19 Response & Compliance for Businesses
- Digital Marketing & Social Media Training
- Growing your Business and Marketing
- E-Commerce
- Working from Home
- Human Resources
- Leadership Development
- Branding and Brand Clarity
- Customized 1 on 1 assistance

2020 Tenants

1. Kathie Butcher - Sunlife Financial
2. Annie MacDonald - Speech Pathologist
3. Katalin Bandi - The Alternative Path
4. Family Services Guelph Wellington
5. Infrastructure Ontario
6. Northern Wellington Municipal Youth Intern
7. Digital Main Street Service Squad Staff
8. Student Study Space
9. Minto Youth Action Council - Youth Space

Coming Soon:
Cindy Fallis - Speech Pathologist

#letsdolaunch



Homepreneur Stream: Home-based Businesses in Minto and surrounding area

- 3 Fall Makers' Markets
- 23 Makers' Boxes Sold \$2300 to Local Makers
- Network of 83 Homepreneurs

M I N T O *Makers' Market*



- 3 LIVE2LEAD events - 75 people attended
- Virtual Partners: Hanover & Wellington North

Meet Ashley!



- 50 Businesses applied for Digital Transformation Grant
- 124 Business Consultations
- DMS extended contract
- Next Steps: Assist businesses that could not apply to help them adopt digital technologies.



Minto - Wellington North & Mapleton



- 3 Minto businesses received Seeding Our Food Futures Grant.
- LaunchIt is the Gateway to Northern Wellington Business Workstream for the Circular Food Economy



"2020 has been a year of change and adaptation. Supporting the community and local businesses has become more important than ever. Because of the progressive and strong relationship the Minto Chamber has with the Town of Minto we were equipped to lead the way on several initiatives within Minto. We kicked off our #LocallyLoyalMinto campaign, sold \$11,000 in gift cards to businesses online and promoted businesses on every platform possible in an effort to educate the community on the importance of supporting local businesses. Well...all of our hard work seems to have paid off. Our businesses are reporting an increase in sales and spending and people are sharing stories of their great experiences with our business community."

John Mock, President of the Minto Chamber of Commerce

- Think Minto First online sales \$11,000
- Wightman and 88.7 The River Interviews
- 240 Businesses & Organizations are Members
- 2014-2019 57 Grand Openings
- 2020 - 6 Grand Openings
- Support for Essential Workers
- #LocallyLoyalMinto
- Social Media Business Promotions
- Access to Funding/Grants and Resources
- 400+ Check In Calls to Businesses
- BR&E Survey

Social Media

@townofminto



15 VIRTUAL COMMUNITY UPDATES

VIEWED BY

12,928 PEOPLE

+1,181

BRAND AWARENESS GROWTH

Overall new follower growth since December 2019.

107

YouTube Subscribers



INSTAGRAM

1,400 followers

+181 SINCE DEC 2019



FACEBOOK

3,158 followers

+877 SINCE DEC 2019



TWITTER

1,620 followers

+61 SINCE DEC 2019

Additionally...

16

SOCIAL MEDIA ACCOUNTS MANAGED

FACEBOOK

- Town of Minto
- Minto Farmers' Market
- Minto Youth Action Council
- Northern Wellington Young Professionals Network
- Launch It Minto
- Minto Makers' Market
- Monitor Palmerston Railway Heritage Museum

INSTAGRAM

- Town of Minto
- Minto Farmers' Market
- Minto Youth Action Council
- Northern Wellington Young Professionals Network
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market

Treasures of Minto

- Updated all website information, including business, group and volunteer information
- Integrated all information and mapping system to the Town of Minto Website



Engage Minto

- 4 Projects
- 3 Departments (Economic Development, Recreation & Treasury)



engage minto

3

PRESENTATIONS

- Economic Developers Council of Ontario (EDCO) Board Member Election
- University of Waterloo: Masters of Economic Development & Innovation Class
- Dufferin County
- University of Waterloo: EDAC Course
- Fostering Local Innovation
- Incubators

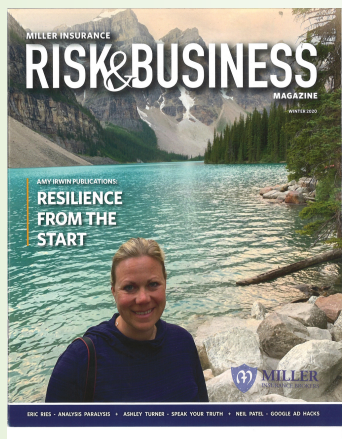


February 2020 (pre-pandemic)

The Town of Minto was invited by 13 Ways, an organization in Alberta founded by Doug Griffiths to help communities overcome their challenges, and implement effective strategies that lead to their success, to record a podcast!

Economic Development Manager, Belinda Wick-Graham + Marketing & Community Development Coordinator, Taylor Keunen, chatted with Doug Griffiths about the exciting community revitalization movements taking place in Harriston, Palmerston & Clifford!

"In a world where everything is Instagramable, it pays dividends to put beautification at the forefront of your community's economic development plans. Unfortunately, many communities across North America have yet to successfully adopt this strategy. That's why we have turned to Belinda and Taylor from Harriston Rising to learn the key takeaways and tips beneath their remarkable success in turning their town into an Instagrammable destination. And if you're thinking this all sounds superficial, just wait until you hear about the substantial return on investment for the community."



1 MAGAZINE FEATURE



Town of Minto: THOUGHTFUL ECONOMIC DEVELOPMENT AN ASSET IN TRYING TIMES

The project's progress to keep all of the business informed about what was going on. They also filled the exchange, one the way to local media outlets, and posted to YouTube so that the general public could stay informed about what was happening.

From the program was a prominent presence where participants would go around Harriston and visit a company to visit, including "Taggie" by Dulles. "Taggie" is Dulles' own cash, in some cases, as a special currency was distributed as a badge to promote and encourage "downsides" to check out the facilities.

To get the word out, the Town of Minto purchased radio spots, a weekly newspaper and had a different every each week and gave for stores to post around town and, and in some cases, which each business was given a listing.

The new program with the various construction companies and engineers to offer the program. The idea was to have the wealth of those who were benefiting from the project with those who weren't.

Minto ended up receiving an Economic Development Council of Ontario award for public-private partnership as a result of the successful project.

Because of its success in Harriston, the campaign was duplicated two years later in

1. Belinda Wick-Graham, Economic Development Manager, Harriston "Mural Mural" mural highlighting the community's theme of "Small Town and Culture Zones"
2. Locally Owned Boutique Gift Shop - Handing shoppers for supporting local business
3. Detman Family enjoying one of their "Three Bucks" Wine Made for "Taggie" Wine Made for downtown Clifford

Minto
Mintown Rising

Clifford. The second construction project began in the business Clifford in the spring of 2017.

Following both projects, several downtown business owners publicly thanked the Town of Minto and the Minto Chamber of Commerce for their efforts. As a result of the program, many businesses were open for the first time in years.

Carrying out these successful projects will prepare the Town of Minto to address the economic impact of COVID-19 and a similar process was applied to down-up business in the town of the pandemic.

Partnerships with the Chamber and the downtown revitalization group in each community have been essential for the Town of Minto to implement its economic initiatives. Downtown revitalization groups in Harriston, Palmerston, and All About Palmerston are each made up of members, business owners, and other professionals who work together to support local businesses and the community at large.

The town also partnered with some of its larger service clubs—including the Clifford Rotary, the Harriston Skitizens, and the Palmerston Lions Club—to deliver an exclusive Locally Owned Minto shop-local campaign.

The Locally Owned campaign came about after the Town of Minto (based in Wellington, Ontario) became the first Public Health District in the Province of Ontario to implement a mandatory mask order. Initially, this was not well received by businesses that were unable with proceeds from a local shop-local campaign.

Factors and made having the "Locally Owned" program were made available with proceeds from a local shop-local campaign.

In addition to the mandatory program, the Town of Minto distributed—much like the "Taggie" program—own branded "Locally Owned" Dollars that were handed out along with the radio to thank people for coming to support their local businesses.

The town commissioned the production of several dollars that featured local businesses and presented the personal side of some of the business owners as neighbors and friends. They purchased radio ads and set up billboards around people that were in a safe place to shop and invest their money to support local businesses.

The Town of Minto operates Launch 1, a business exploration center where local business owners can receive free training, coaching, mentorship, and networking opportunities. When COVID-19, the Town of Minto partnered with the Township of North York to offer this service online and pay for quality speakers to provide visitors a low-cost participation. Over 200 business owners participated in its online.

Recently, the Town of Minto was awarded a Rural Economic Development grant from the Province of Ontario for a project that was rolled out this year and will continue into 2021. The grant consisted of over \$250,000 and consisted of over 200 projects with local service clubs and 250-300 additional businesses that were completed over the next two years.

Over the summer, they had rolled out the "Mural Mural" project that brought five murals over eight days. It was also used to commission a public art project in Clifford involving several phase books, which plan to be installed in the Clifford library. The town had the artists donate several phase books which were then placed around the downtown core as a tourist attraction.

No matter what circumstances the economy faces, there will be times of financial and all of its components keep engaging and finding new ways to be able to support its activity. With the second wave of COVID-19 on the rise, they are already thinking of innovative new ways to approach the next stage of these challenging times.

BELINDA WICK-GRAHAM
ECONOMIC DEVELOPMENT MANAGER

TAYLOR KEUNEN
COMMUNITY DEVELOPMENT COORDINATOR

3

GRANTS

- OMAFRA RED Grant: \$41,954
- Young Canada Works: \$6,773.76
- Summer Experience Program: \$3,658
- Canadian Heritage Emergency Support Fund: \$5,000

STAFF



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Ashley Noble
Digital Main Street Service Squad



Erin Raftis
Economic Development and Minto
Farmers' Market Summer Student

YEAR IN REVIEW

ECONOMIC DEVELOPMENT
& TOURISM DEPARTMENT

2020

