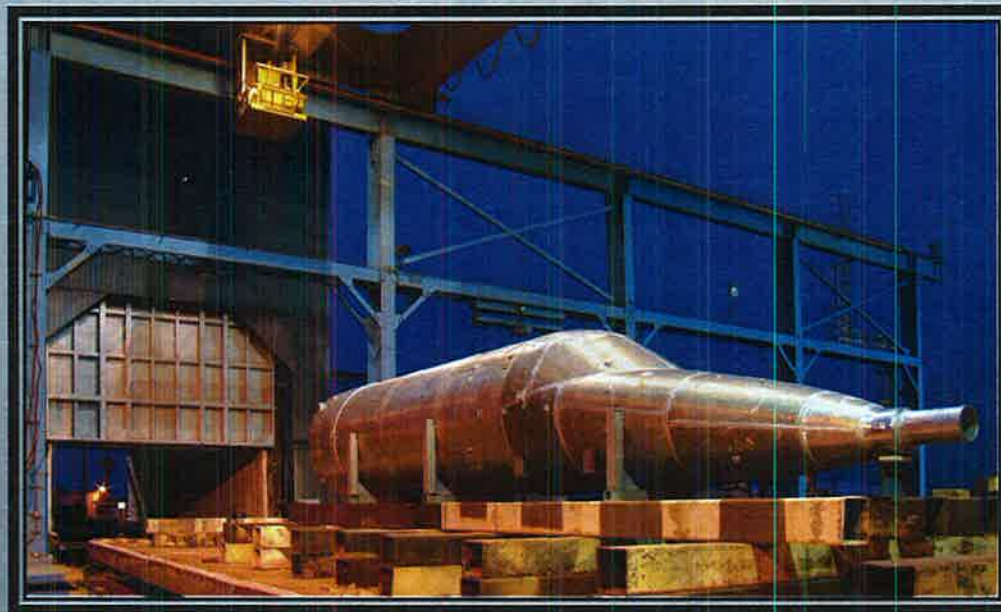


Township of Puslinch Council
Jana Burns
Director of Economic Development
April 6, 2016



ECONOMIC DEVELOPMENT

1. Why ED?
2. Puslinch from an ED perspective
3. County ED – Business support
4. County ED – Programming and promotion



Aberfoyle Metal Treater

Economic Development: Jobs, Wealth, Resilience.

Increased employment

Enhanced standard of living

Business confidence

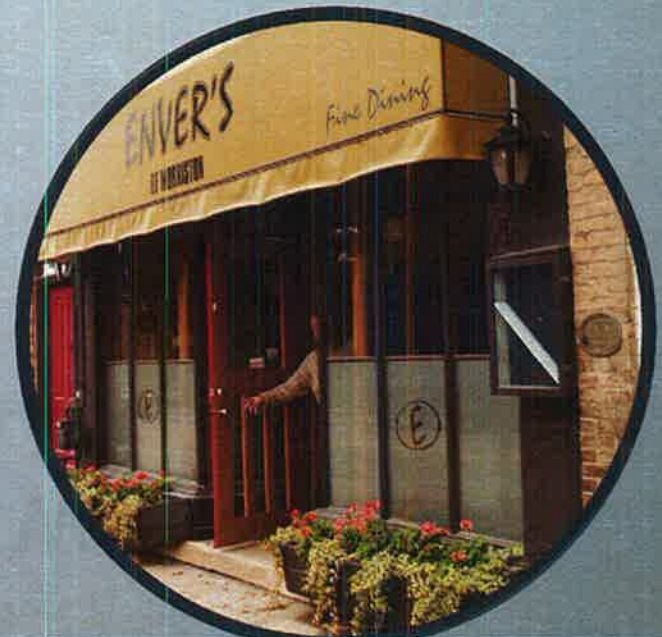
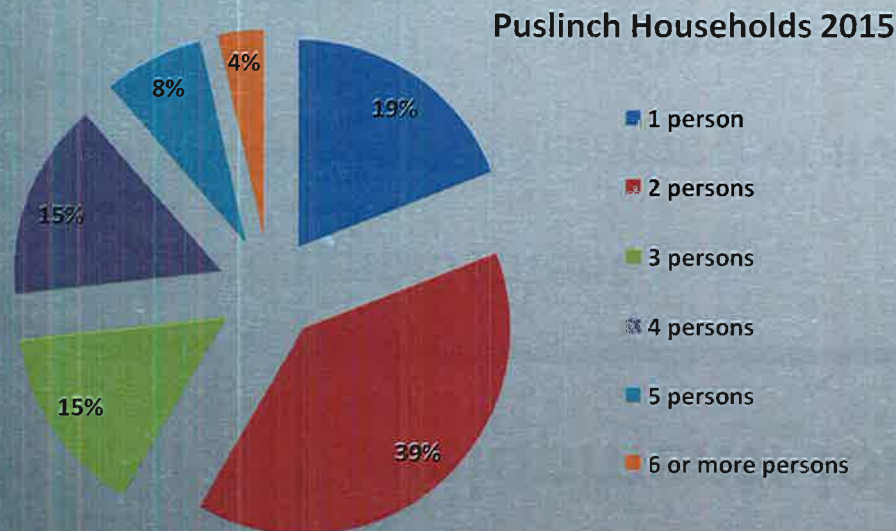
Tax revenues

Infrastructure and services



Puslinch Demography 2015

- 7,660 residents (8.1%)
- 48 median age
- 57% post secondary education (47%)
- 2,643 private dwellings (8%)
- \$930,646 average home value (44% higher)
- \$144,691 average household total income (36% higher)



Puslinch Economy

- 67.9% participation rate (70%)
- 3.9% unemployment rate
- 89% travel outside Puslinch for work
- 20.47 minute average commute
- 4,756 jobs (15.6%)
- 13% of businesses are in Puslinch

Top
Industries

Manufacturing
Construction
**Transportation and
warehousing**
Wholesale trade
**Other services (except public
administration)**



Contract Express

2012 to 2014	Job Change	Industry
Centre Wellington	332	Farms, Motor vehicle parts manufacturing, Boiler, tank and shipping container manufacturing, Offices of physicians
Erin	150	Other personal services, Foundation, structure, and building exterior contractors, Remediation and waste services
Guelph/Eramosa	245	Building finishing contractors, Farms, Management and technical consulting services
Mapleton	214	Farms, Animal food manufacturing, restaurant and eating places
Minto	104	Farms, General medical and surgical hospitals, Taxi services, Plastic products manufacturing
Puslinch	49	Agricultural wholesale, Management and technical consulting services, other personal services
Wellington North	502	Farms, Motor vehicle parts manufacturing, Building finishing contractors
County of Wellington	1596	

Population Densities

Municipality / County	Estimated Population	Land Area sq. km.	Density per sq. km.
Bruce County	66,102	4,021	16
Dufferin County	56,881	1,442	39
Oxford County	90,481	2,049	44
Essex County	177,720	1,673	106
Cambridge	133,880	113	1,185
Guelph	128,926	87	1,482
Waterloo	102,076	64	1,595
Kitchener	233,721	137	1,706
Average	123,723	1,198	772
Median	115,501	790	646
Wellington County	93,620	2,657	35

Large area, low density.



More infrastructure funded by fewer residents.

Weighted Assessment Composition

Municipality	Residential	Multi-Residential	Commercial	Industrial	Pipeline	Farmland	Managed Forest
<u>Urban Municipalities</u>							
Cambridge	61.5%	6.0%	23.1%	9.1%	0.2%	0.1%	0.0%
Guelph	64.6%	7.4%	18.9%	8.8%	0.3%	0.0%	0.0%
Kitchener	66.5%	10.6%	20.0%	2.8%	0.0%	0.0%	0.0%
Waterloo	66.2%	7.4%	22.0%	4.2%	0.2%	0.0%	0.0%
Average	64.7%	7.9%	21.0%	6.3%	0.2%	0.0%	0.0%
Median	65.4%	7.4%	21.0%	6.5%	0.2%	0.0%	0.0%
<u>Counties</u>							
Bruce County	84.6%	1.0%	8.0%	2.3%	0.1%	3.9%	0.0%
Dufferin County	81.8%	2.8%	9.4%	3.5%	0.2%	2.2%	0.2%
Essex County	80.2%	1.5%	8.0%	6.5%	0.8%	3.0%	0.0%
Oxford County	64.1%	3.7%	13.6%	11.0%	2.1%	5.4%	0.0%
Average	77.7%	2.3%	9.8%	5.8%	0.8%	3.6%	0.1%
Median	81.0%	2.2%	8.7%	5.0%	0.5%	3.4%	0.0%
Wellington County	78.9%	1.6%	7.9%	6.1%	0.6%	4.9%	0.1%

Wellington County

Residential



Multi-residential

Farmland

85.3% of assessment base

Challenge: the \$26M/yr farmland property tax rebate must be funded from all other classes.

County ED – Return on Investment



2015 EDCO
Sector
Investment
Profiles



2015 Ontario Culinary Tourism Event of the Year
(Taste Real Food Fest)

2015 BR+E International Awards:

1. Programme Design
2. Economic Impact



Home

Certifications

Membership

Home

County of Wellington enjoys success with BRE strategies

Submitted by brei on Wed, 12/02/2015 - 16:10

The County of Wellington in Ontario, Canada, embarked on the BRE journey beginning in 2013. Two years later, the county has reaped significant rewards with the candle on the cake represented by two BREI awards at the BREI Annual Conference in 2014.

However, their momentum did not end. In October of 2015, the county began interviews with 150 businesses in their 14 downtowns in addition to 15 foreign owned businesses. Most notably, they have created the first ever foreign owned business questionnaire, vetted by the Department of Foreign Affairs, Trade and Development and the Ontario Ministry of Agriculture, Food and Rural Affairs.

Following the direction of BREI and using the Ontario Ministry of Agriculture, Food and Rural Affairs toolkit, the



County-Managed BR+E Process

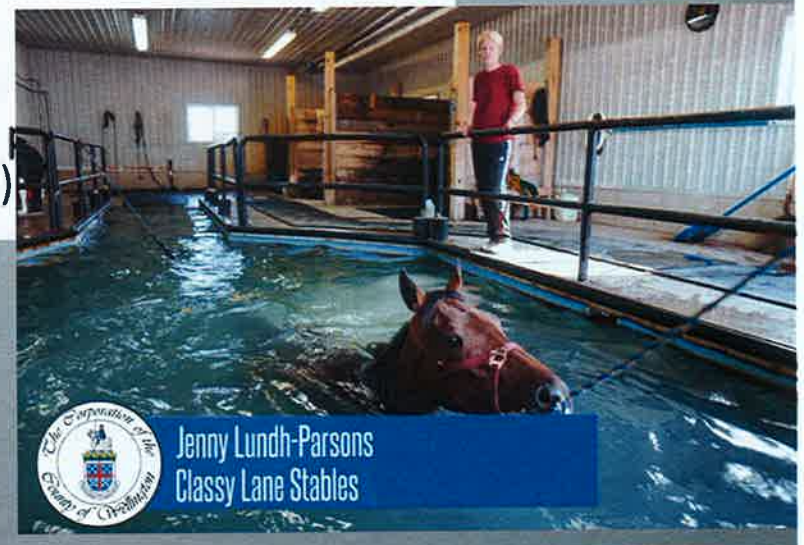
175,000

County ED – Leveraged \$

The County of Wellington has been proactive in taking leadership in economic development planning (funding leveraged):

- ✓ 2012 Economic Development Strategy
- ✓ 2013-2016 Economic Development Strategy Implementation Plan
- ✓ 2013 Wellington Workforce Strategy (\$10,000)
- ✓ 2013 Wellington Business Directory (\$2,500)
- ✓ 2014 Wellington ED Webpage, business video testimonials (\$15,000)
- ✓ 2014 Business Resource Map
- ✓ 2014 Sector Investment Profiles (\$30,000)
- ✓ 2014 Countywide Business Retention and Expansion initiative with 278 in person business interviews (\$25,000)
- ✓ Quarterly Wellington In Business News e-newsletters and business visits
- ✓ 2015 Talent Attraction Initiative (\$18,000)
- ✓ 2016 Wellington Signage Strategy (\$35,000)

These have been **planned, deliberate steps** that have and focused programming. (**\$117,500 total leveraged**)





GREYFRIARS COMMUNITY HOSPITAL



THE CENTRE OF INTEGRATIVE MEDICINE

THIS IS Wellington County

A highly livable community—the perfect home for Health Care and Wellness businesses



WILSONS FARM AND EQUIPMENT CO.



ANDERSON HORSE SERVICES



THIS IS Wellington County

An ideal location to develop, expand or relocate your agribusiness



CONCRETE PIPE



THIS IS Wellington County

An ideal location for manufacturing operations—from food processing to plastics to automotive parts



WELLINGTON RECYCLED SHEET AND PLATE CO.



WELLEY BATES GALLERY



HEART AND SOUL STRINGS



THIS IS Wellington County

An affordable, vibrant community—inspired living for creative professionals

County ED – Investment Attraction

- Site selection
- Business resources
- Grants and financing
- Incoming missions



Development Activity

When businesses make capital investments in Wellington County, it means they feel confident about the economy in Wellington County.

- Over \$1B in construction values 2010-2014
- 5 year average of \$206M

Ideal condition: having sufficient commercial and industrial development to offset the net increase in operating costs associated with residential development by providing employment opportunities.

Wellington: 56% residential 44% non-residential

County ED – Activities contributing to Wellington's Prosperity

1. Annual presentation to Standard and Poor's – County Credit Rating
2. Countywide Signage Plan
3. Taste Real Programme – business support, promotion and events.
4. IPM 2016 County Showcase
5. Countywide Incentives
6. Labour Mobility Study
7. Talent and Resident Attraction



Planning is underway! The Wellington County Showcase at the 2016 International Plowing Match and Expo will be sure to leave a lasting impression. The IPM 2016 site location is 6414 Wellington County Road 109, Town of Minto. Visit www.plowingmatch.org to learn more about the 2016 event.

Who is in the Wellington County showcase?

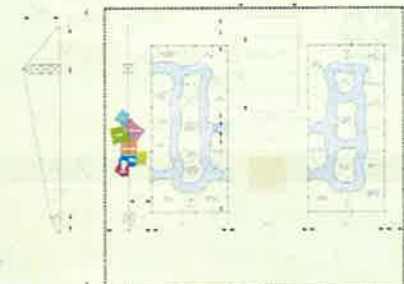
- County departments
- Municipal experiences
- Local music and entertainment
- Cultural demonstrations
- Made in Wellington features
- Wellington marketplace
- Tour the Taps: local food and drink
- Zipline over Wellington County



Special Events

- Taste Real Harvest Dinner
- Careers in Agriculture Day
- Future Farmers' Eve

Showcase Site Design





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Trending

Weather

Video

Canada

Kitchener-Waterloo

Photo Galleries

Wellington County bus tours attract 27 potential employees

The county chartered two buses to tour local businesses that needed skilled workers

CBC News Posted: Nov 23, 2015 8:00 AM ET | Last Updated: Nov 23, 2015 8:00 AM ET



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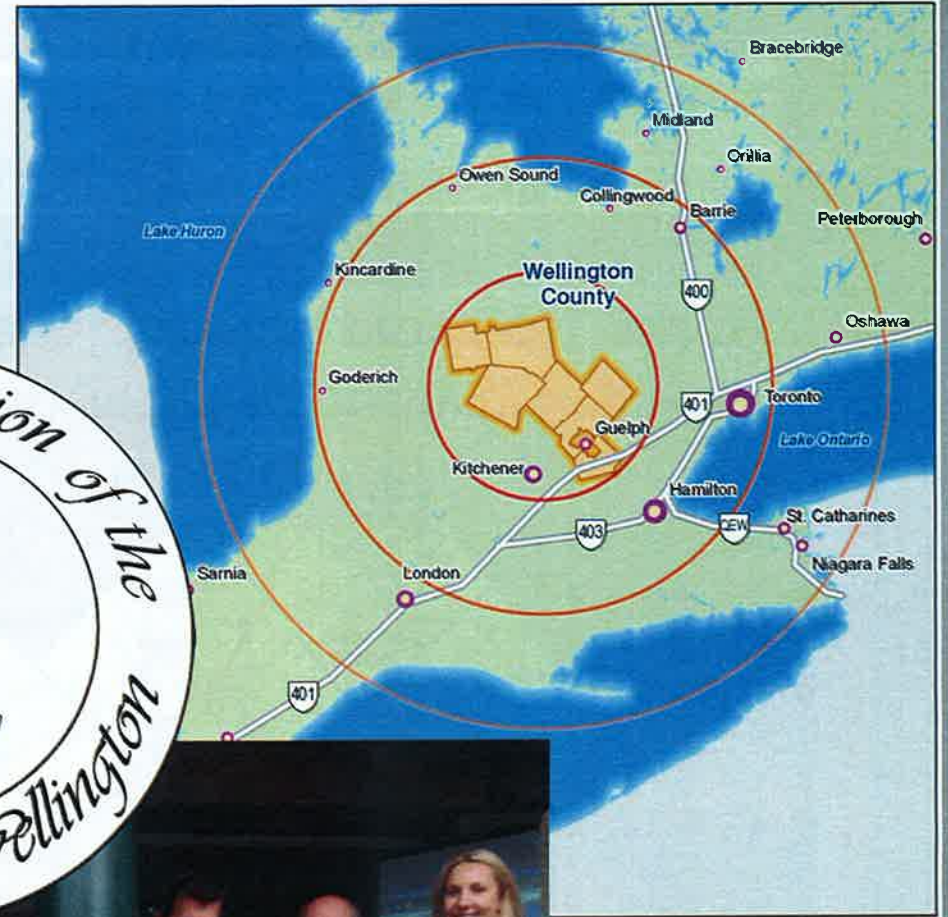
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PROTECT YOUR EYES
AND YOUR LENSES
Crizal AGAINST



Thank you!
Jana Burns
Director of Economic Development
April 6, 2016

- 7 municipalities
- Head of government in Guelph
- 7 individual councils with a mayor
- 16 members of County Council



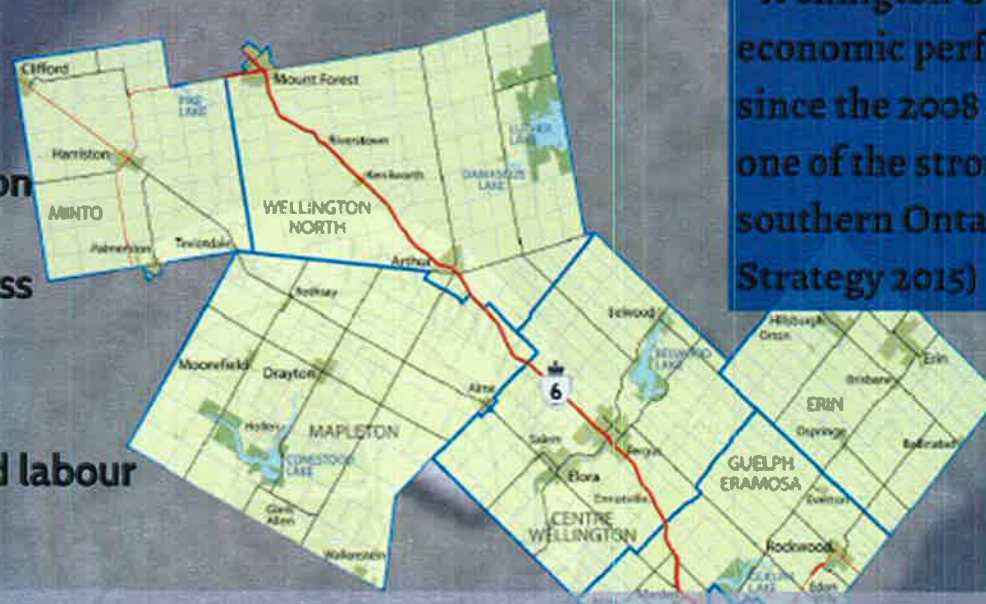
Wellington's Economy

WHY Wellington?

- Strategic location
- Proximity to market
- Quality transportation infrastructure
- Cost of doing business

Employer Challenges?

- Hydro costs
- Availability of skilled labour
- Affordable housing
- Help
- Transportation



"Wellington County's economic performance since the 2008 downturn is one of the strongest in southern Ontario." (IA Strategy 2015)

- Job growth since recession 16%
- Higher than provincial productivity per person
- Unemployment 2% below provincial average

	2012	2013	2014	2015 (YTD)
Unemployment rate (%) Wellington	4.1	5.4	4.7	4.4
Unemployment rate (%) ER3540	6.6	6.4	5.8	5.3
Unemployment rate (%) Ontario	7.9	7.6	7.3	6.8

Manufacturing

- Largest sector 7,281 jobs (17% of all Wellington jobs)
- 15% growth from 2009 (cf 2% decline in Ontario)
- High concentration LQ 1.8 (double provincial avg)

Sub-sectors of significant concentration and growth:

- Motor Vehicle Parts
- Animal Food
- Agricultural machinery
- Plastics
- Food and Bev
- Non-Food (wood, non-ferrous metal, cement, ventilation, heating)

Employment at most existing manufacturers has grown, with some firms undertaking notable expansions over the past five years (Wellington Investment Attraction Strategy 2015)

“Wellington is forecast to experience steady industrial growth over the long term, job growth related to small/medium scale technology intensive manufacturing.” (Watson & Associates Economists Ltd. 2015)

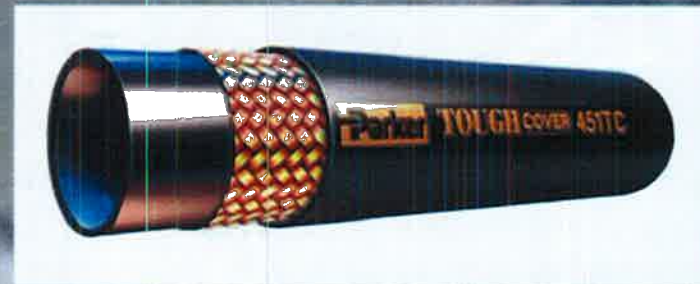


Quality Homes Kenilworth

Manufacturing in Wellington



Parker Hannifin Corporation



Thermoplastic industrial hosing

- \$13B company worldwide employing 58,000
- US owned
- Few competitors
- Expansion in 2013
- Projected sales expected to increase
- Challenged finding skilled people
- Floor staff well compensated, O/T, profit sharing and gym memberships paid for.
- Trade with US friendly countries, 85% of sales are related to exports.
- Why Wellington? good access to 401. Building, labour, utilities are less expensive than other places.

Agriculture in Wellington

- Highest number of farms in Ontario
- 2nd highest farm gate sales
- Niagara (grapes), Simcoe (muck soil), Grey/Bruce (pasture) -- Wellington still King of the diversified farm (contributes to Taste Real success)
- Ontario's chicken producing region (\$109M)
- More supply managed farms, more market gardens, great jobs (ie: Wallenstein Feed Mill PhD nutritionists balancing rations for feed medication).
- Substantial cluster advantages: equipment manufacturing, services, sales, accounting, insurance, health. Farmers come to Wellington for boots, dairy equipment, consulting services etc.



Wallenstein Feed and Supply Ltd.

- Rated Wellington as excellent place to do business
- In operation for over 35 years
- Canada's largest independent feed mill
- 2014 Expansion led to 20 new employees in 2014, 20 in 2015, 20 in 2016
- Communities top advantage as a place to do business is access to good employees

Concentration and Job Growth 2009-2014

- Biologists and related scientists
- Veterinarians
- Landscape and hort technicians and specialists
- Veterinary and animal health technicians and specialists
- Ag consultants and specialists
- Biological technologists and technicians

Agriculture

- 2nd largest sector 6,095 jobs (14% of all County jobs)
- 41% job growth from 2009 (cf 7% growth in Ontario)
- High concentration LQ 10.39 (10 times provincial avg)
- Significant gains in oilseed and grain farming
- Supply managed prices stable and/or rising

"Compared with the province, the number of farms in Wellington are decreasing at a slower rate and the size of farms are still smaller. This is a great position to be in."
(Gerry Horst, OMAFRA Regional Info Coordinator)

Farms down, Farm Receipts up (\$653.6 Million)

Industry Group	2011	2006	Change	Percent by Industry - 2011	Percent by Industry - 2006
Cattle ranching and farming	786	905	-119	31.3%	35.0%
Hog and pig farming	120	192	-72	4.8%	7.4%
Poultry and egg production	166	152	14	6.6%	5.9%
Sheep and goat farming	83	59	24	3.3%	2.3%
Other animal production	453	490	-37	18.0%	18.9%
Oilseed and grain farming	548	414	134	21.8%	16.0%
Vegetable and melon farming	22	25	-3	0.9%	1.0%
Fruit and tree nut farming	15	17	-2	0.6%	0.7%
Greenhouse, nursery and floriculture production	72	89	-17	2.9%	3.4%
Crop farming	246	245	1	9.8%	9.5%
Total Number of Farms	2,511	2,588	-77	100.0%	100.0%

Source: Census of Agriculture, 2011, 2006

Opportunities: soy varieties to answer food and industrial market requirements, volume crushing, ethnic markets, Taste Real, international leadership in research. Equine: highest number of horses in ON, industry diversity, skills and facilities.

Healthcare in Wellington

- 3,828 jobs (9% of all Wellington jobs)
- 17.5% growth from 2009 (cf 10% growth in Ontario)
- Location quotient 0.9
- Further development of Wellington Place will present opportunities to attract healthcare related businesses.

"The County's health care infrastructure; hospitals, long term care and clinics, is a vital asset, including when it comes to attracting and retaining talent." (Investment Attraction Strategy 2015)

Mango Tree Family Health Team

- Rated Community as excellent place to do business
- Will expand Puslinch location to add a pharmacy- 1,000 sqft. Added a nurse practitioner to Puslinch office.
- The outlook for this industry is growing, the main reason is due to aging population and the fact they became a Family Health Team which allows them to offer more services



Professional and Creative Services

- 2,210 jobs (5% of all County jobs)
- 17% growth from 2009 (cf 10.1% growth in Ontario)
- Location quotient 0.68
- 770 labour force 2014, increasing by 89 or 13% from 2009

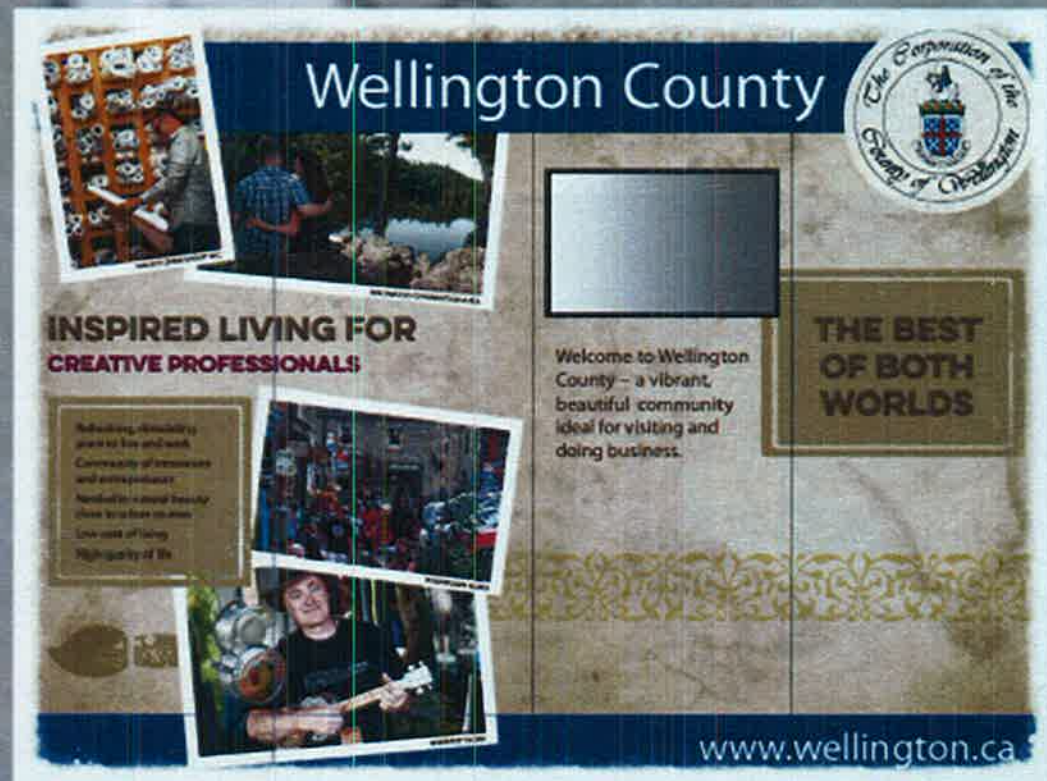
4% annual growth forecast to 2022,
compared to 2.5% avg for other industries.

Wellington is exceptionally well placed to attract
creative and independent individuals. These
people will be looking for:

- digitally and geographically accessible locations
- rural and small town environments
- nearby urban amenities
- reasonable access to a major international
airport and
- access to services and shopping

(Wellington Investment Attraction Study)

These occupations
include professional,
scientific and technical
services, educational
services and information
and cultural industries.



The graphic is a promotional poster for Wellington County. At the top, it says "Wellington County" in a serif font. To the right is the official seal of the Corporation of the County of Wellington. Below the title, there are several photographs: a person working on a wooden structure, a person in a field, a person in a workshop, and a person playing a guitar. A central text box reads "INSPIRED LIVING FOR CREATIVE PROFESSIONALS!". To the right of this, another box says "THE BEST OF BOTH WORLDS". Below the central text, a box lists benefits: "Relaxing, beautiful views to live and work", "Community of businesses and entrepreneurs", "Proximity to major roads", "Low cost of living", and "High quality of life". At the bottom right, a box says "Welcome to Wellington County - a vibrant, beautiful community ideal for visiting and doing business." The website "www.wellington.ca" is at the bottom.

Wellington County

The Corporation of the County of Wellington

INSPIRED LIVING FOR
CREATIVE PROFESSIONALS!

Relaxing, beautiful views to live and work
Community of businesses and entrepreneurs
Proximity to major roads
Low cost of living
High quality of life

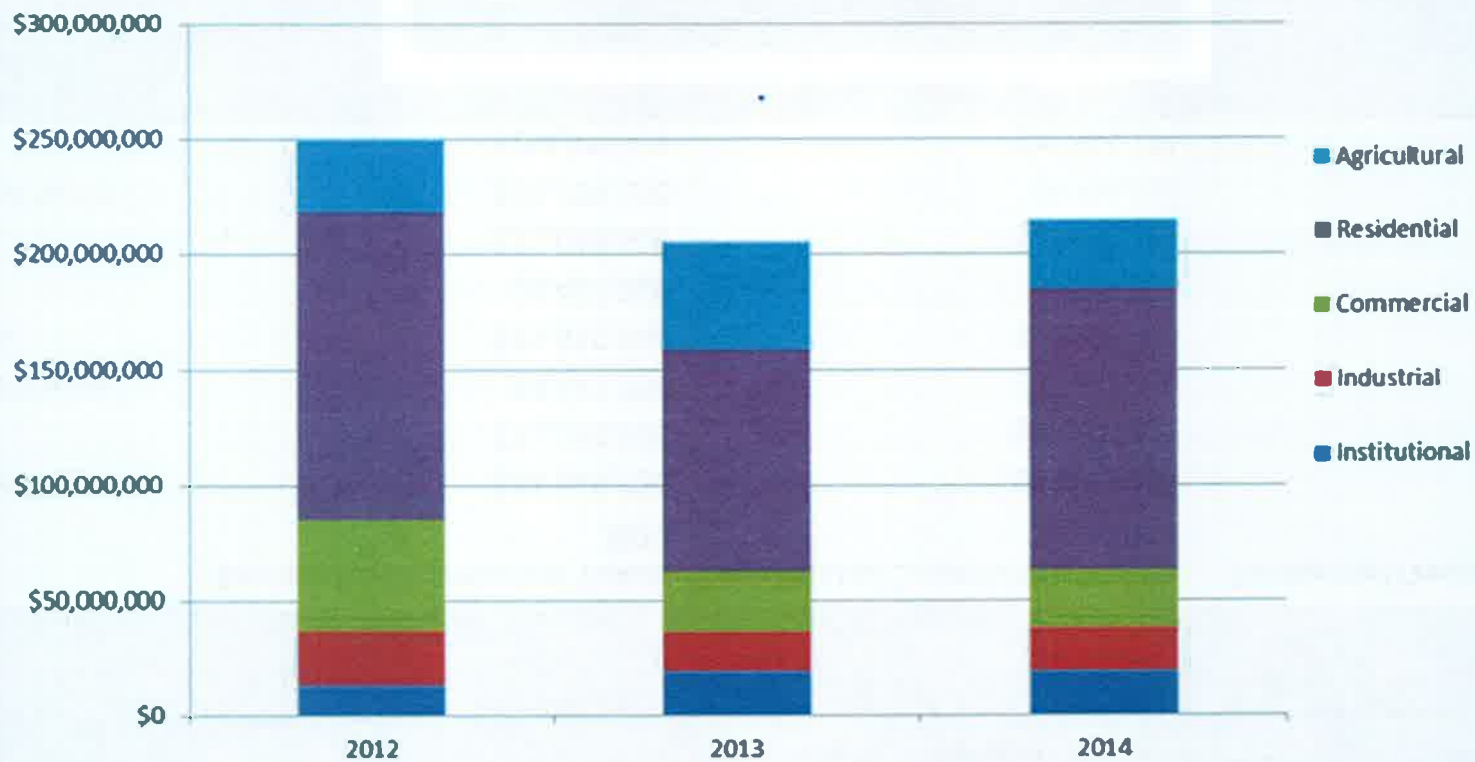
THE BEST OF BOTH WORLDS

Welcome to Wellington County - a vibrant, beautiful community ideal for visiting and doing business.

www.wellington.ca

Wellington Historical Building Activity

Wellington Building Permit Values 2012-2014



Residential Development Activity 2014

	Residential Construction Values 2012	Residential Construction Values 2013	Residential Construction Values 2014
Centre Wellington	\$48,663,330	\$23,818,880	\$43,395,868
Erin	\$21,335,350	\$13,204,531	\$15,927,481
Guelph/Eramosa	\$4,641,000	\$11,077,700	\$15,482,615
Mapleton	\$11,910,949	\$10,859,998	\$11,911,460
Minto	\$8,489,000	\$7,209,000	\$7,251,000
Puslinch	\$22,048,500	\$22,065,325	\$19,635,450
Wellington North	\$16,789,200	\$9,330,700	\$8,550,000
Total	\$133,877,329	\$97,566,134	\$122,153,874



Agricultural Development Activity 2014

	Agricultural Construction Values 2012	Agricultural Construction Values 2013	Agricultural Construction Values 2014
Centre Wellington	\$6,101,500	\$26,783,000	\$5,593,500
Erin	\$4,727,500	\$2,603,700	\$1,801,750
Guelph/Eramosa	\$1,958,600	\$1,630,000	\$2,528,000
Mapleton	\$11,367,237	\$8,817,927	\$11,882,835
Minto	\$3,396,000	\$2,662,000	\$1,045,000
Puslinch	\$388,000	\$0	\$0
Wellington North	\$7,859,780	\$3,181,100	\$6,880,600
Total	\$31,498,617	\$45,677,727	\$29,731,685

Centre Wellington	new bunker silo, grain storage, 3 new broiler barns, riding arena, farm and storage shops.
Erin	New grain storage, horse barn, 4 new horse stalls, riding arena.
Guelph/Eramosa	(ag storage building) (new dairy barn) (Pig barn) (Chicken barn)
Mapleton	(3 new chicken barns, \$600,000 each, rebuilds, 2 new dairy barns, 2 new turkey barns, new hog barn)
Wellington North	(poultry barn, calf barn, 1 new manure storage, one shift from res to com ag)

Commercial Development Activity

	Commercial Construction Values 2012	Commercial Construction Values 2013	Commercial Construction Values 2014
Centre Wellington	\$8,914,370	\$3,154,000	\$2,751,400
Erin	\$51,000	\$1,405,000	\$2,014,000
Guelph/Eramosa	\$200,000	\$6,175,000	\$12,725,000
Mapleton	\$372,000	\$100,000	\$202,000
Minto	\$427,000	\$1,306,000	\$2,343,000
Puslinch	\$37,597,000	\$13,526,000	\$4,020,000
Wellington North	\$461,391	\$212,690	\$846,000
Total	\$48,022,761	\$25,878,690	\$24,901,400

Centre Wellington	\$875,000 expansion of Eloquip on Wellington Rd 7 (custom light aluminum truck bodies); \$1m new storage building at Dixon Home Hardware;
Erin	Osprings gas and variety rebuilt after fire (\$1.8M), new pizza shop (new gas station going in across Tim's in Erin 2015)
Guelph/Eramosa	Two Wheel Motorsport (ATV, Bikes, Sleds new retail and repair), FloChem (\$3M chemical industrial super structure, privately owned Cdn chem distrn co providing commodity chems and can do blends), Truck fabrication facility, GenCor renovated office,
Mapleton	New restaurant, new coffee shop, Marvin Weber Inc. kitchen showroom
Minto	Esso Gasbar – New Commercial Building - \$700,000 (opening in 2015), Tim Hortons – New Commercial Building - \$650,000 (new business 38 employees), Mac's – New Commercial Building - \$500,000
Puslinch	Greater Toronto Transit (building addition to bus storage \$4M) Tridam Inc (logistics solutions co, interior renos)
Wellington North	Smaller commercial renos

Industrial Development Activity 2014

	Industrial Construction Values 2012	Industrial Construction Values 2013	Industrial Construction Values 2014
Centre Wellington	\$10,554,100	\$420,000	\$6,633,900
Erin	\$1,465,000	\$1,655,700	\$1,472,000
Guelph/Eramosa	\$2,290,000	\$1,791,000	\$4,000,000
Mapleton	\$3,675,423	\$5,512,384	\$1,609,000
Minto	\$2,600,000	\$3,208,000	\$3,138,000
Puslinch	\$3,088,000	\$265,000	\$1,152,397
Wellington North	\$378,000	\$4,465,980	\$1,200,500
Total	\$24,050,523	\$17,318,064	\$19,205,797

Centre Wellington	\$2.7 m expansion of Jefferson Elora (OEM plant for auto body frame components), Soap company new office
Guelph/Eramosa	Car dealership and repair shop, Walinga Manufacturing (5,000sqft warehouse)
Mapleton	Bauman Sawmill lumber (sorting shed \$300,000) Wallenstein Feed & Supply addition (\$850,000), Norman Bauman industrial addition (manufacture farm and excavation equipment attachments)
Minto	TG Minto 42,080.43 sq. ft. Industrial Addition for new paint line, Grant's Service Centre – New Industrial Building (repair garage) - \$350,000, Grant's Mini Storage – New industrial Building (self storage) - \$100,000, Midwest Express Carwash – New Industrial Building (car wash) - \$300,000 John Martin – Industrial Addition (wood working shop expansion) - \$100,000
Puslinch	Mammoet maintenance building mezzanines
Wellington North	Industrial additions, second phase completions

Institutional Development Activity 2014

	Institutional Construction Values 2012	Institutional Construction Values 2013	Institutional Construction Values 2014
Centre Wellington	\$3,465,500	\$8,216,000	\$5,792,850
Erin	\$515,000	\$1,400,000	\$433,000
Guelph/Eramosa	\$1,101,000	\$7,038,000	\$11,589,750
Mapleton	\$0	\$720,000	\$6,000
Minto	\$7,492,000	\$705,000	\$581,000
Puslinch	\$23,000	\$0	\$0
Wellington North	\$289,430	\$659,550	\$305,000
Total	\$12,885,930	\$18,738,550	\$18,707,600

Centre Wellington \$1.3 m expansion of Victoria Seniors Centre; New Canadian reformed church in Fergus (foundation only)

Erin School interior renovations

Guelph/Eramosa Elementary Catholic school and public school Rockwood



Sacred Heart
Catholic
Elementary,
Rockwood

2016 Wellington ED Activities

Countywide Community Improvement Plan (CIP)



In the County's 2016 Budget, Economic Development included \$50,000 to explore the creation of a countywide incentives programme based on countywide priorities outside the scope of municipal CIPs. The duration of the study provides time for the remaining member municipalities to complete a local CIP. The County document would be based on the Official Plan, business retention and attraction project findings and the Investment Attraction Strategy. Countywide priorities might for example, include support for downtowns, affordable/high density housing, diversification of economic activity, employment land development, strengthening specific sectors and/or building conversions/expansions. The study would result in Wellington CIP framework as well as recommendations for integration into local CIPs and for adoption.



ENTER TO WIN

1 of 4 weekend getaways when you sign up for our Festivals and Events calendar between May 7 and Aug. 7, 2014.

FROM THE
GUELPH WELL

Fall Wellington Rural Romp



Saturday, September 27 • 10:00 am - 4:00 pm

A well-guided tour of farms and markets in Guelph and southern Wellington County.

- Meet the people who grow and produce your food
- Pick up fresh fall harvest produce and decorations
- Enter our online photo contest to win great prizes

Rain or shine! Visit www.tastereal.ca for route map and romp locations.

www.tastereal.ca

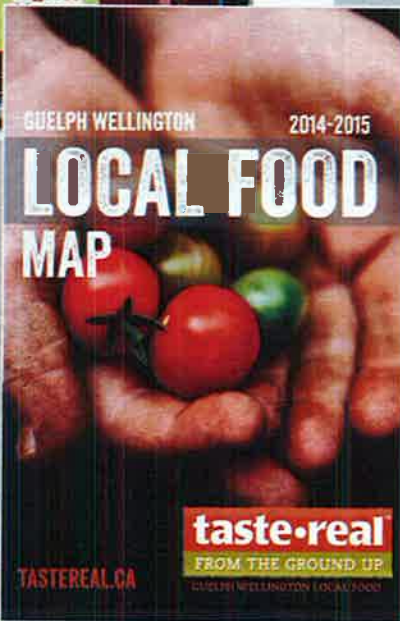
taste·real
FROM THE GROUND UP



GUELPH WELLINGTON

2014-2015

LOCAL FOOD MAP



TASTEREAL.CA

taste·real
FROM THE GROUND UP
GUELPH WELLINGTON LOCAL FOOD



Wellington County



Bring people
together
& build
community

THE BEST
OF BOTH
WORLDS

2016



WELLINGTON COUNTY
International Plowing Match & Rural Expo

**INTERNATIONAL PLOWING
MATCH AND RURAL EXPO**
SEPTEMBER 20-24, 2016 • MINTO, ON

Where tradition meets
innovation.
Largest show of its kind
in North America.
1,000 acres, 75,000
visitors and 600 vendors.
Live entertainment, cuisine,
top chefs, art, adoptions
and more. Explore the
best of the County!

Welcome to Wellington
County – a vibrant,
beautiful community
ideal for visiting and
doing business.

www.wellington.ca

