



Business Retention and Expansion Project Results

Township of Puslinch





- September 2013 to February 2014
- In cooperation with each of the 7 municipalities
- 270 in person business interviews using the Ministry of Rural Affairs survey tool
- Evaluated the aggregated data and compiled the results to identify opportunities to help Wellington businesses



Why?

- Wellington Economic Development Strategy
- 76% of all new jobs and capital investment is attributed to existing businesses
- To understand our local economy
- To shape economic development focus
- Proactively assist and collaborate with business



Who Was Talking?



Manufacturing



Agriculture



Health Care



Creative Economy

+ Transportation



+ Downtowns



Who Was Listening?



Centre Wellington



Ontario

Ministry of Economic Development, Trade and Employment
Ministry of Rural Affairs



Local Immigration Partnership

Guelph-Wellington Business

Enterprise Centre



Workforce Planning Board
of Waterloo Wellington Dufferin



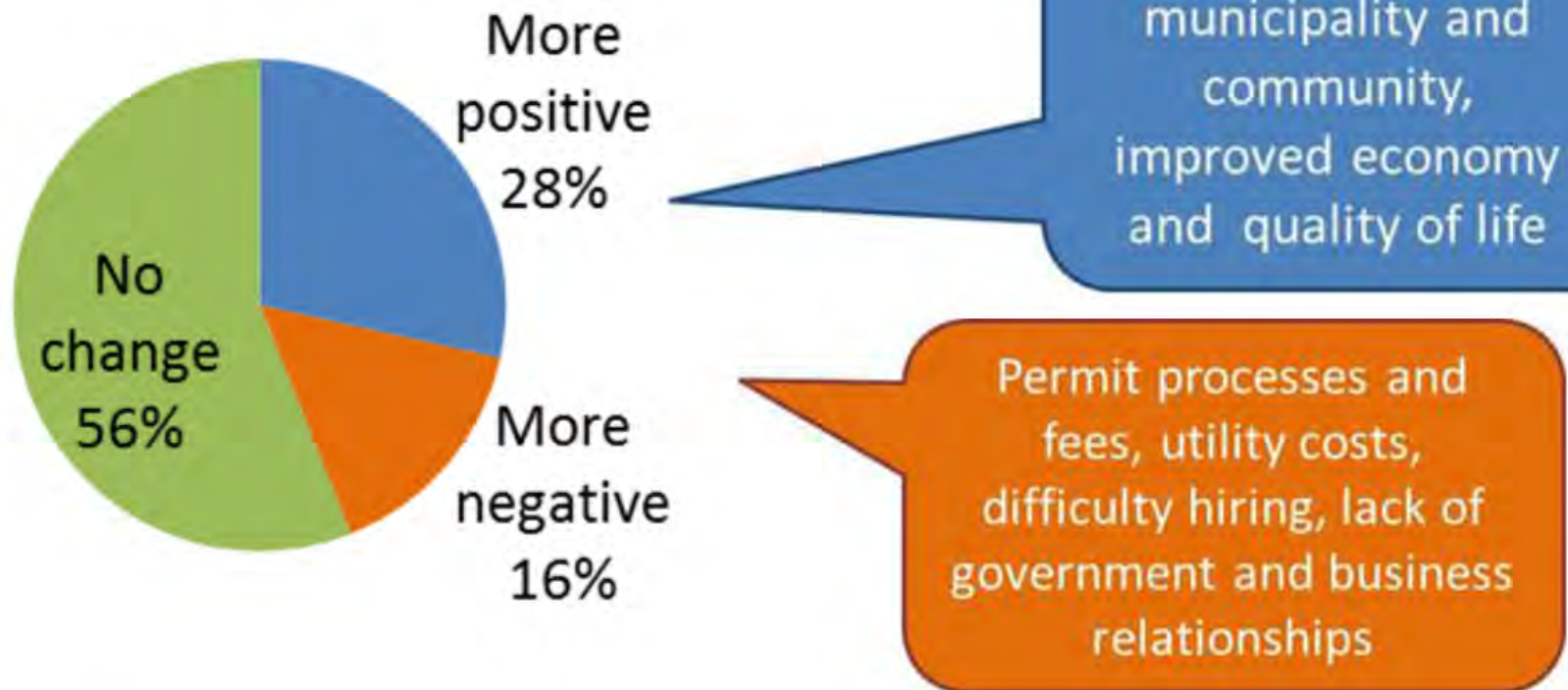
WFA

WELLINGTON FEDERATION OF AGRICULTURE

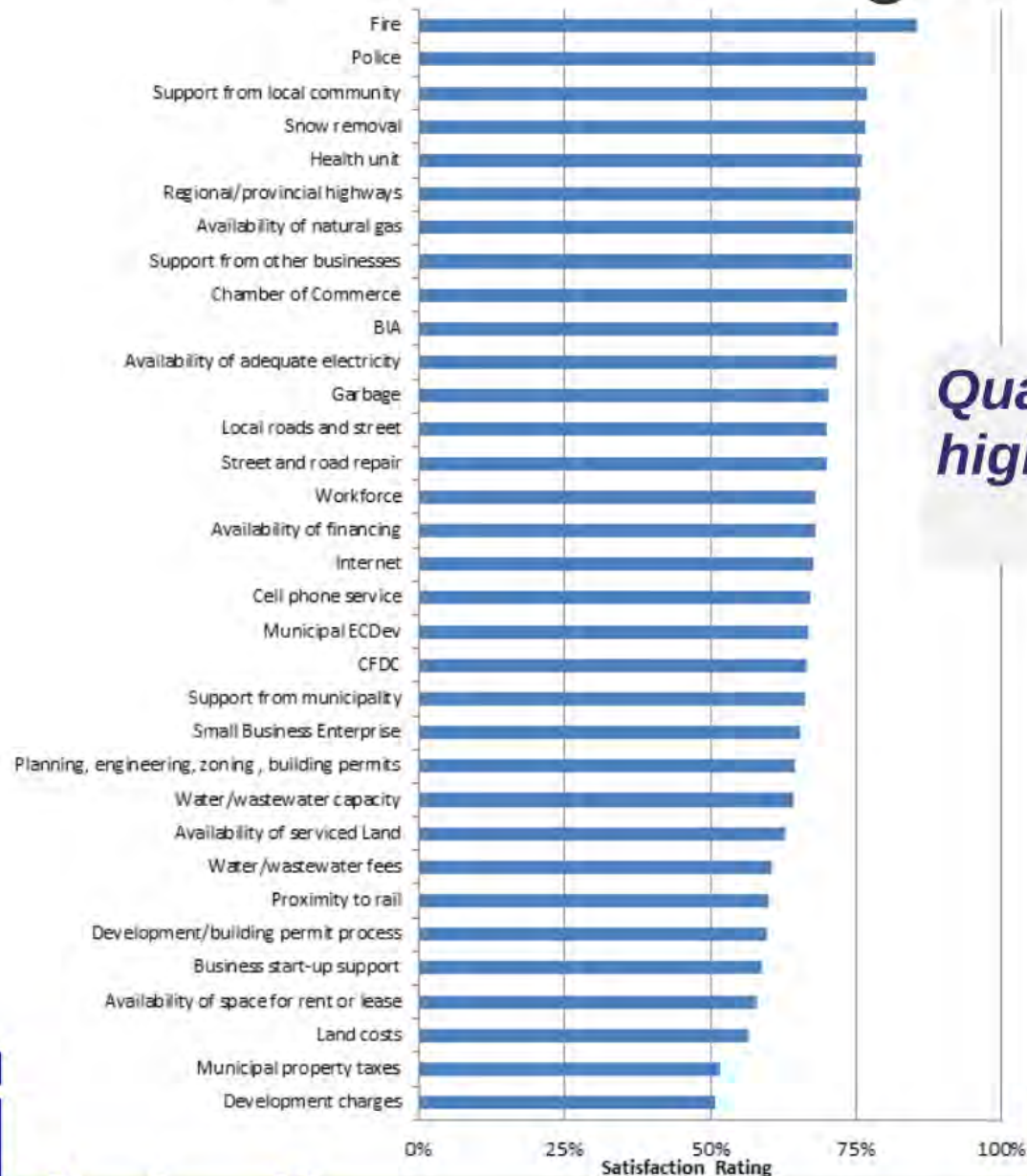


What Did We Hear? Business Climate

- 77% Wellington good/excellent as a place to do business
- More positive change in attitude



What Did We Hear? Factors in Doing Business



*Quality of life was the
highest scoring factor*



What Did We Hear?

Common Concerns/Lack of Awareness

- Space for rent or lease
- Financing
- Business start up support
- Hi-speed internet
- Adequate electricity and natural gas
- Development/building permit processes
- Development charges, taxes and land costs



What Did We Hear? Living Here



Libraries and farmers markets are valued as places to find out what is where in the community.

Common concerns in the areas of:

- Affordable housing options
- Public transit
- Child Care



What Did We Hear? Future Plans

48% plan to remain the same size

43% plan to expand

52% expect overall industry growth

58% project sales in next year to increase



What Did We Hear? Workforce

Businesses are concerned about the availability of qualified workers

	Availability of qualified workers	Stability of the workforce	Ability to attract and retain new employees
Poor	17%	8%	11%
Fair	24%	12%	20%
Good	34%	49%	40%
Excellent	12%	18%	13%



What Did We Hear? Jobs in Demand Now



Analysis to Actions



New Actions to Help Business Networking and Training

- Support existing and develop new business networking opportunities
- Offer/cross promote training workshops across Wellington
- Host a Wellington Business Symposium

135 businesses expressed a desire for training (ie: leadership, health and safety, specific skills)

Figure 8: Assistance and Opportunities of Interest to Businesses



Training barriers?
Cost and local availability



New Actions to Help Business Infrastructure to Advocacy

- Complete First Impressions and Municipal Community Improvement Plans
- Discuss opportunities for encouraging residential/commercial mix downtown
- Advocate/communicate BR+E results with various ministries
- Explore alternative affordable housing options
- Encourage consistency in municipal business development services
- Explore and promote financing options beyond the traditional bank



New Actions to Help Business Workforce Skills Gap

- Identify skill gap programmes
- Link companies with apprentices through appropriate agencies
- Introduce careers demanded and available locally to grade 10 students showing full career path



New Actions to Help Business Promotion

- Promote Wellington (investing and lifestyle)
- Familiarization Tours (sector and general investment)
- Greater promotion of Wellington Waterloo CFDC and GWBEC
- Wayfinding Signage



Actions Already Underway

- Proactive response to business enquiries
- Investment profiles for our four key sectors
- Economic Development webpage with video testimonials, interactive businesses directory and e-newsletter
- Participate in trade conventions
- Assessment of cost-shared rural transportation models
- Vacant land/building inventory
- Continue to develop the Taste Real Local Food prgm



BR+E Local Implementation Fund



COUNTY OF WELLINGTON

BUSINESS RETENTION AND EXPANSION MUNICIPAL IMPLEMENTATION FUND



April 2014

Implementation Fund

The County of Wellington, together with the seven municipalities recently completed 270 business interviews in four strategic sectors as part of the Wellington Business Retention and Expansion project. The BR+E Local Implementation Fund provides the municipalities the opportunity to access funding for the direct execution of BR+E recommendations for activities that enhance the local economy.



