

# Orangeville Annual Economic Development Report 2014





- 2 Mayor's Message
- 3 2014 Economic Highlights
- 4 Sector Performance
- 5 2014 Commercial, Industrial & Institutional Market Overview
- 9 The Downtown
- 11 Entrepreneurship in Orangeville
- 12 Youth Entrepreneurship
- 13 Tourism Development
- 15 Arts & Culture



# Mayor's Message



Orangeville is a strong and resilient community within the GTA that, through hard work, continues to retain the atmosphere of a small town. Located close to the major markets of Toronto and the Northeastern United States we have a varied economic base that continues to grow. Our unemployment levels are well below the provincial average. Our June year over year growth of new businesses was a very healthy 10.9%. This is a success story built on the efforts of our Economic Development team's dedication to providing support to new businesses while working hard to retain those already calling Orangeville home.

Looking ahead, we have identified several sectors of growth that we are seeking to foster. As our location can be considered the bridge between the GTA and the rural farm areas beyond, we have targeted the food industry as being perfectly suited for Orangeville. Recent successes such as Woolwich Dairy and the new Quality Cheese factory give concrete examples of this. Sports tourism is another sector of special interest. The addition of the Howard Johnson's along with the existing Best Western and a planned 5 storey hotel at Riddell Village provide accommodation availability. This is key to building Sports Tourism. Recent upgrades to our recreation centres, Rotary soccer field and the upcoming Lion's Sports Park fields will give this sector a solid footing for growth in the future.

Economic Development staff have worked hard towards these goals and I encourage you to read this document to see just how they are accomplishing this. Economic Development is a team effort. Not just across the various town departments but also by forging links to provincial and federal agencies to leverage the programs and funding opportunities available. As a town, we are also working collaboratively with our neighbours to utilize county assets.

The future of Orangeville is bright! On behalf of staff and council I present you with the 2014 Economic Development Annual Report.

Jeremy D Williams

Mayor of Orangeville

# 2014 Economic Highlights

- The Town of Orangeville's economy continued to strengthen in 2014. Job creation increased by 1.8% from 2013, outpacing the provincial average of 0.4%<sup>1</sup>. The additional 264 jobs created in 2014 showcase the strengthening economic state of the community<sup>2</sup>.
- The Town of Orangeville also welcomed 162 new businesses to the community (increasing from 1867 in 2013 to 2019 in 2014) including Sport Chek, HomeSense, Caledon Woodworks, and The ReStore<sup>3</sup>. **The total number of businesses operating in Orangeville grew by 10.9% in 2014.**
- The Town of Orangeville's new website was launched with improved accessibility features as well as new pages to support tourism, arts and culture, business, and the community.
- Orangeville's diversity of employment opportunities, cultural attractions and resources for businesses make it a natural choice for living and working.



Economic Indicator	2013	2014
Total Employment <sup>4</sup>	12,643	12,907
Number of Businesses Operating <sup>5</sup>	1821	2019
Total Construction Value <sup>6</sup>	\$43,782,221	\$29,371,640
Residential Construction Value <sup>7</sup>	\$17,398,221	\$20,487,640
Industrial Construction Value <sup>8</sup>	\$680,000	\$720,000
Commercial Construction Value <sup>9</sup>	\$15,755,000	\$6,394,000
Institutional Construction Value <sup>10</sup>	\$9,949,000	\$1,770,000
Housing Resale Activity <sup>11</sup>	630	607
Average House Selling Price <sup>12</sup>	\$345,342	\$363,773
New Dwelling Units <sup>13</sup>	65	121
Unemployment Rate by % <sup>14</sup>	5.3	5.2

Source:  
<sup>1,3,4</sup> OMAFRA Analyst Data EMSI 2014.3  
<sup>2</sup> OMAFRA Analyst Data EMSI 2014.1  
<sup>5</sup> Business Data Patterns, June 2013 & June 2014  
<sup>6-10</sup> Town of Orangeville Building Department  
<sup>11-12</sup> Market Watch, Toronto Real Estate Board, December 2014  
<sup>13</sup> Town of Orangeville Building Department  
<sup>14</sup> Employment & Social Development Canada, El Economic Region of South Central Ontario 2014

# Sector Performance

In the past year, the Utilities sector in Orangeville saw significant job growth of 19% and the creation of 25 new jobs. The Administrative & Support Services sector also grew substantially, increasing by 13% and creating 74 new jobs.<sup>15</sup>

The Manufacturing and Health Care & Social Services sectors also contributed to job growth with the creation of an additional 57 and 69 jobs respectively.<sup>16</sup>



The annual Economic Outlook Breakfast was held October 20 in partnership with TD Bank. TD Vice President and Deputy Chief Economist Derek Burleton provided an economic update to more than 100 business and community leaders.



The Economic Development portfolio was assigned to Councillor Nick Garisto following the inauguration of the new council in late December.

Sector	2013 Jobs	2014 Jobs
Utilities	129	154
Administrative and support, waste management and remediation services	564	638
Real estate and rental and leasing	81	91
Wholesale trade	232	245
Construction	581	607
Professional, scientific and technical services	514	535
Manufacturing	1,437	1,494
Health care and social assistance	1,901	1,970
Other services (except public administration)	575	587
Transportation and warehousing	149	152
Finance and insurance	470	479
Agriculture, forestry, fishing and hunting	57	58
Public administration	535	539
Mining, quarrying, and oil and gas extraction	0	0
Management of companies and enterprises	0	0
Retail trade	2,484	2,479
Information and cultural industries	385	379
Accommodation and food services	1,390	1,359
Unclassified	206	199
Educational services	828	792
Arts, entertainment and recreation	158	151
<b>Total</b>	<b>12,676</b>	<b>12,907<sup>18</sup></b>

Source:  
<sup>15-18</sup> OMAFRA Analyst Data EMSI 2014.3

# 2014 Commercial, Industrial & Institutional Market Overview

**Commercial \$6,376,000**

<b>Business Name</b>	<b>Address</b>	<b>Permit Type</b>	<b>Value</b>
Pita Pit	40 Broadway	Addition	\$85,000
GNC	510 Riddell Road	Addition	\$65,000
Royal City Realty	26 Robb Boulevard	Addition	\$120,000
Home Sense & Sport Chek	150 First Street	Addition	\$2,700,000
Fromage	25 Mill Street	Addition	\$15,000
PetSmart	85-115 Fifth Avenue	Addition	\$300,000
Expedia Travel & Parivartan Yoga	229 Broadway	Addition	\$45,000
Dufferin Child & Family Services	655 Riddell Road	Addition	\$80,000
Core 77 Inc. / Route 145	145-147 Broadway	Addition	\$70,000
Anytime Fitness	224 Centennial Road	Addition	\$15,000
Regal Eye Care	50 Rolling Hills	Addition	\$60,000
Anytime Fitness	224 Centennial Road	Addition	\$120,000
Mr. Sub/Country Style Donuts	50 Rolling Hills	Addition	\$250,000
Envious Hair Studio	22-28 Mill Street	Addition	\$5,000
Orangeville Mall	150 First Street	Addition	\$40,000

**Commercial Continued**

<b>Business Name</b>	<b>Address</b>	<b>Permit Type</b>	<b>Value</b>
Sport Chek	150 First Street	Addition	\$1,500,000
Soulyve	34 Mill Street	Addition	\$20,000
Chopp Insurance	235 Broadway	Addition	\$5,000
Kumon	190-210 Broadway	Addition	\$10,000
Tipsy Toad	171-175 Broadway	Renovation	\$3,000
Embrace Nails & Spa	50 Rolling Hills	Addition	\$15,000
Westside Market Village	510, 520, 502 Riddell Road	Renovations	\$9,000
Westside Business Centre	225, 235, 225-245, 200-250 Centennial Road	Renovations	\$59,000
Theatre Orangeville	87 Broadway	Renovation	\$150,000
Van Harten Surveying	660 Riddell Road	Renovation	\$15,000
Aardvark Music & Culture	169 Broadway	Renovation	\$20,000
CIBC Bank	2 First Street	Renovation	\$279,000
TD Bank	89 Broadway	Renovation	\$5,000
Craft Happy	57 Broadway	Renovation	\$1,000
Rustik	199 Broadway	Renovation	\$5,000
Henry's Lawn & Garden Equipment	60 Braodway	Renovation	\$30,000
Orangeville Storage Ltd.	10 Stewart Court	Renovation	\$250,000
BIA Office	172 Broadway	Renovation	\$30,000

**A total of \$8,866,000 was spent on commercial, industrial and institutional building activity**

# 2014 Commercial, Industrial & Institutional Market Overview<sup>19</sup>

## Industrial Activity \$720,000

Business Name	Address	Permit Type	Value
Clorox Company of Canada	101 John Street	Addition	\$70,000
Nova Cheese Inc.	425 Richardson Road	Addition	\$500,000
Röchling Engineering Plastics	21 Tideman Drive	Addition	\$150,000

## Institutional \$1,770,000

Fendley Park Splash Pad	11 Fendley Road	New	\$534,000
Orangeville & District Senior Centre	26 Bythia Street	Addition	\$20,000
Montgomery Public School	70 Montgomery Boulevard	Renovation	\$140,000
Lord Dufferin Dental	32 First Street	Renovation	\$95,000
Alder Street Recreation Centre	275 Alder Street	Renovation	\$60,000
Tony Rose Memorial Sports Centre	6 Northmen Way	Renovation	\$843,000
Westminster United Church	247 Broadway	Renovation	\$3,000
Tony Rose Memorial Sports Centre	6 Northmen Way	Renovation	\$71,000
OSPCA Shelter	650 Riddell Road	Renovation	\$4,000

Source:

<sup>19</sup> Orangeville Building Department 2014



- Various businesses completed renovations or expansions.
- Renovations to Orangeville Mall created space for two new retail businesses – Home Sense and Sport Chek.
- Merchants on Mill Street continued to operate while approximately \$450,000 of much-needed infrastructure improvements were made along Mill Street.



Home Sense underwent renovations



Woolwich Dairy added a milk bay to its operation



Construction on Mill Street

The opening of Home Sense and Sport Chek created an estimated 130 full and part-time jobs

# The Downtown

## Taste of Orangeville

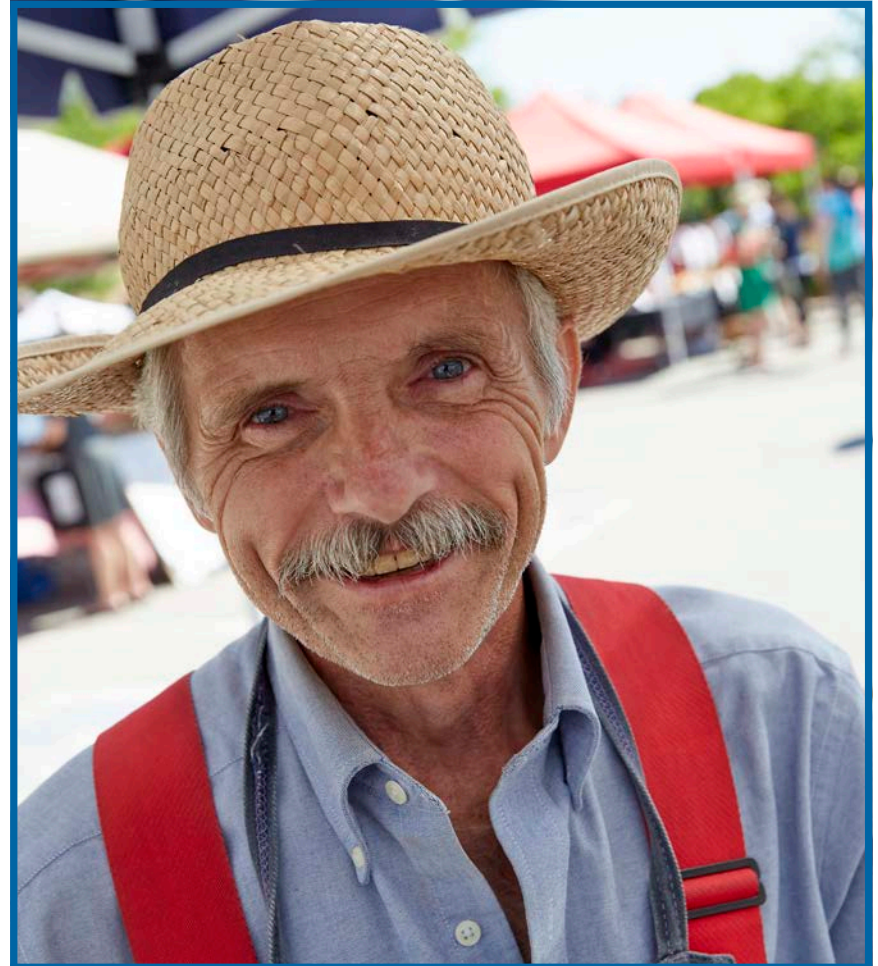
On August 16, Orangeville's restaurants welcomed guests to sample fare from various Orangeville restaurants including Bluebird Café, Mill Creek Pub, Soulyve, and Forage. The event included live music, shopping and a beer tent and allowed guests to experience all the best that Orangeville has to offer.



Mark Grice created a welcoming sign for the Doors Open/ Taste of Orangeville event



Taste of Orangeville was a popular downtown event in August



The 2014 Farmers' Market ran weekly outdoors from May 10 to October 25. A winter market was added and ran bi-weekly from Nov 8. The market saw 52,721 people throughout the season with an average of just over 2,100 guests per week.

# Façade Improvement Projects 2014

Orangeville’s Downtown Heritage District Façade Assistance Program grants were first dispersed in 1999 as an incentive for building and business owners to preserve the architectural heritage in the Central Business District. In 2014, a total of \$91,060.56 was spent in façade improvements in the Central Business District in

an effort to maintain the visual and historic appeal of the downtown. The Town of Orangeville invested \$23,315.83 and leveraged an additional \$67,744.73 to revitalize the downtown and support the local business community.



145 Broadway before and after more than \$15,000 of façade improvements



## Historic Façade Spending in BIA District 2014<sup>20</sup>

Address	Grant	Private Investment
169 Broadway	\$5,371.23	\$49,563.64
151-151A Broadway	\$3, 638.45	\$3,638.45
145 Broadway	\$7,627.50	\$7,627.50
163 Broadway	\$3,903.65	\$4,140.14
2 Wellington Street	\$2,775.00	\$2,775.00
<b>Total</b>	<b>\$23,315.83</b>	<b>\$67,744.73</b>



2014 marked the third time that a downtown Orangeville restaurant was featured on “You Gotta Eat Here”. The Barley Vine Rail joined Soulyve and Philadelphia Kitchen as featured restaurants on the show.

Source:  
<sup>20</sup> Town of Orangeville Economic Development, Planning and Innovation Department 2014

# Entrepreneurship in Orangeville

## Services

The Orangeville & Area Small Business Enterprise Centre (SBEC) provides assistance with the development and expansion of new and existing businesses in and around the Town of Orangeville by fielding general inquiries and providing business registration services, in-depth consultations, workshops, and events geared to helping local entrepreneurs succeed.

Small business is a major driving force in our economy and is responsible for a significant amount of private sector employment in Orangeville and across the province.

## Partnerships

The Orangeville & Area SBEC values the strong support of The Town of Orangeville and its partners, including the Ministry of Economic Development, Employment and Infrastructure, Ministry of Research and Innovation, County of Dufferin, Town of Shelburne, Centre for Business and Economic Development, Greater Dufferin Area Chamber of Commerce, and TD Canada Trust. These partners make it possible for the SBEC to offer the excellent services that our business community has come to rely on.



The Orangeville & Area SBEC hosted an arts-oriented Bridges to Better Business in November. This event welcomed 60 local professionals to hear Janice Price, CEO of the Luminato Festival, share her insight into developing an audience for arts-based businesses.

## The Orangeville & Area SBEC:

- Assisted with 136 business start-ups
- Assisted with the creation of 216 jobs
- Completed 587 in-depth consultations
- Provided training to almost 800 business owners through the delivery of 18 seminars and events



Councillor Mary Rose proclaimed October 2014 as Small Business Month in the Town of Orangeville

# Youth Entrepreneurship

## Starter Company Program

In 2014, the Province of Ontario announced funding to assist young entrepreneurs who were not returning to school, in the start-up or expansion of their businesses. Following the announcement in March, the Orangeville & Area SBEC launched a successful Starter Company Program to provide training, mentorship and financial awards to entrepreneurs between the ages of 18 and 29. In 2014, 12 entrepreneurs received training and mentorship as they prepared for grant submissions of up to \$5,000 to support their developing businesses. The SBEC was proud to be able to work with such talented young entrepreneurs and the business mentors who volunteer their time.

## Summer Company Program

Three students successfully completed the 2014 Summer Company Program. These young business owners, aged 15 to 29, ran their summer ventures and returned to school in September with a new awareness of challenges involved in running a business. In addition to operating full-time businesses, Summer Company participants received training, mentorship, and grants of up to \$3000.

## Dufferin Young Professionals Network

The Orangeville & Area SBEC continued to support the Dufferin Young Professionals networking group in partnership with Greater Dufferin Area Chamber of Commerce, Georgian College, Humber College, and local entrepreneurs. Five engaging and informative events promoting entrepreneurship and professional development were delivered in 2014.

## Career Pathways

The Economic Development office once again supported the Career Pathways event held at the Orangeville Agricultural Society on October 6th, 2014. The event provided Grade 8 students with opportunities to discover future job options as they prepared for high school. More than 1,200 students participated. The Orangeville and Area SBEC provided information about the skills required for successful business ownership.



Starter Company client Jeff Lemon of Cycling Elements



Summer Company participant Spencer Wedgwood, Property Workz



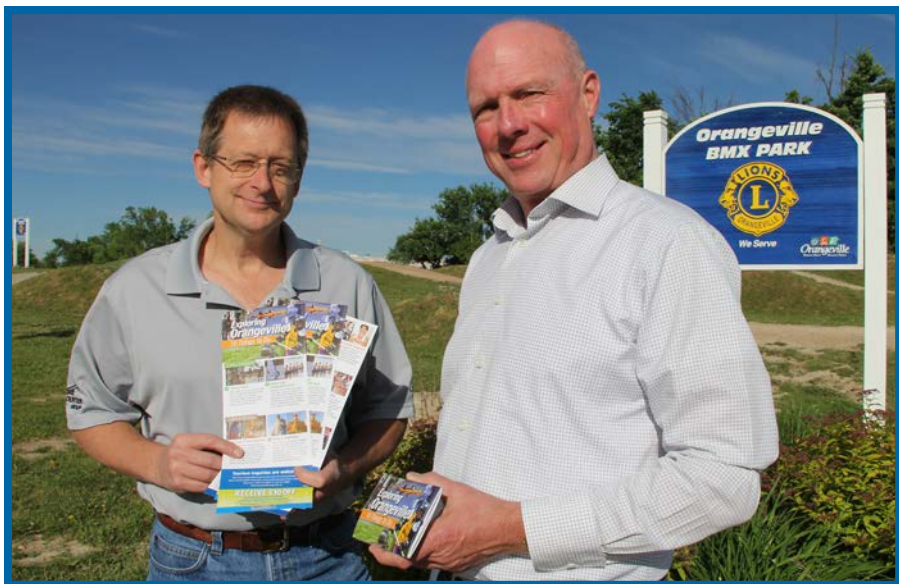
Dufferin Young Professionals December Networking event

**16 young entrepreneurs received training through the new Starter Company Program**

# Tourism Development

## Sports Tourism

Efforts to launch a sports tourism strategy were initiated with the delivery of a Sports Tourism Workshop in April. The day-long event was hosted by the Town of Orangeville for local and neighbouring Economic Development partners and relevant sports groups. A new marketing brochure “10 Things to do in Orangeville” was produced and approximately 10,000 copies were distributed to visiting sports teams throughout the year. The Town also supported a bid by the Northmen Junior B Lacrosse Association to host the 2016 Founders Cup, and Council established a reserve fund to support tournament bids and sports initiatives by the Town’s sport organizations.



Rodney Hough and Councillor Scott Wilson launch the Sports Tourism brochure “10 Things to do in Orangeville”



Northmen Junior B lacrosse team



Manager of Economic Development Ruth Phillips and Director of Economic Development Nancy Tuckett join Councillor Sylvia Bradley to declare June Tourism Month

4,315 people visited the Visitor Information Centre and the centre addressed a total of 5,632 inquiries



## Visitor Information Centre

The Visitor Information Centre welcomed guests from around the world with the majority of those guests coming from Southwestern Ontario. Staff at the Visitor Information Centre fielded 5,632 inquiries with 80% from walk-in traffic. Inquiries about arts and cultural events and tours, the Credit Valley Explorer, and Island Lake were among the most requested information. Bus tours increased from 2013 with 590 people enjoying Theatre Orangeville or Tree Sculpture tours.

Source:  
<sup>21</sup> Town of Orangeville Cultural Plan 2014



The popular Credit Valley Explorer hosted 14,198 guests on 66 excursions in 2014



Deputy Mayor Warren Maycock celebrates Moonlight Magic downtown Orangeville

## Collaborating for Tourism Success

The Town of Orangeville continued to build initiatives geared towards lengthening, and increasing visits to the community through the development of tourism itineraries and packages. Theatre Orangeville, the Credit Valley Explorer and local restaurants collaborated to deliver the popular “Triple Treat” tour, which included a journey on the CVE, a meal at a local restaurant, and a show provided by Theatre Orangeville. The “Triple Treat” was offered three times in 2014, bringing 239 visitors to the theatre and downtown core.

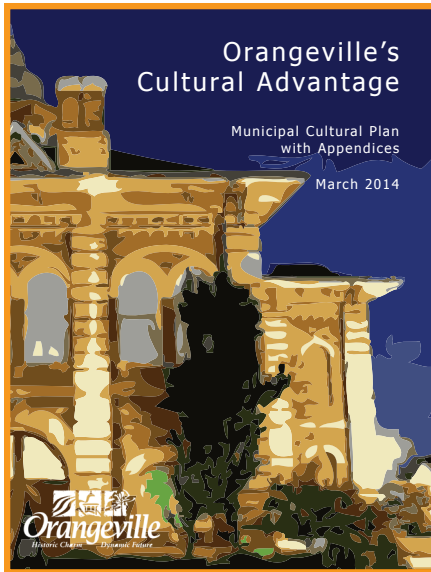
## Town of Orangeville Way-Finding Plan

A municipal directional way-finding master plan was finalized and approved by Council in September. The plan was completed with partnership funding of \$28,000 from Central Counties Tourism Association, the Town of Orangeville, the Orangeville BIA, Theatre Orangeville, and the Credit Valley Explorer. The plan, when implemented, will increase the awareness of and attendance to attractions within the community, while also helping visitors to find destinations as efficiently as possible.

## First Impressions Community Exchange

Economic Development, Planning and Innovation staff and Economic Development Committee members participated in the First Impressions Community Exchange Program with representatives from the community of St. Jacobs to better understand how people view and experience the community from a tourism perspective. Positive feedback was received on the vibrant and beautiful downtown area, tree sculpture tours, historic façades, commitment to heritage, and outstanding dining options. Suggestions for improved way-finding signage and increased opportunities on the Credit Valley Explorer were also made.

# Arts & Culture



## Orangeville's Cultural Advantage

In March, the Town of Orangeville launched its first municipal cultural plan, "Orangeville's Cultural Advantage" as well as a cultural map and inventory. The plan outlines the strengths of the arts and culture sector in Orangeville as well as opportunities for expanding the impact of arts and culture in the community. The study found that arts and culture have a significant impact on the local economy, including: the creation of 398 full-time equivalent jobs in

Orangeville/Dufferin County, approximately \$3.15 million per year in visitor spending, and \$13.8 million in gross domestic product. The report demonstrated how the Town of Orangeville could further capitalize on the arts and culture sector and provide increased access to cultural events.

## Arts and Culture Newsletter

In September, the Town's arts and culture e-newsletter was launched. The newsletter is distributed monthly to organizations, community groups, and interested stakeholders to inform them of upcoming events and cultural activities in Orangeville. Community groups hosting arts and culture events are invited to share their events in the newsletter.

[www.orangeville.ca/arts-culture-heritage/arts-culture-and-tourism](http://www.orangeville.ca/arts-culture-heritage/arts-culture-and-tourism)



## Orangeville Blues and Jazz Festival

Orangeville's Blues and Jazz Festival was held from June 6-8 in 2014 and was selected as one of the Top 100 Festivals and Events in Ontario for the fourth year in a row! The festival brings \$1.1 million of visitor spending to the town and surrounding areas<sup>22</sup>.



Car show on Broadway for Blues and Jazz Festival



Larry Kurtz performed on the Royal LePage main stage



## Aboriginal Day

On June 21, 2014 the first annual Aboriginal Day was held in the Town of Orangeville to showcase the traditions of First Nations, Inuit and Metis peoples of Canada. The event featured aboriginal food, hands on workshops, interactive round dancing, food and craft vendors and more.

## BLAST: Community in Concert

On June 21, Island Lake Conservation Area hosted its first outdoor concert titled BLAST: A Community in Concert, with support from the Town of Orangeville. The concert featured a variety of music including rock, classical, blues, folk, and jazz all performed by local musicians. A private company was hired to record decibel levels to help the municipalities and the conservation authority determine the feasibility of using Island Lake as an outdoor music venue.

## Mayor's Breakfast for the Arts

The fifth annual Mayor's Breakfast for the Arts was held on September 25 as a kick-off to Culture Days. The Mayor's Breakfast for the Arts celebrates artists, community organizations, and events that promote the arts in Orangeville.

## Culture Day in the Park

The first "Culture Day in the Park" was held on September 26 to help celebrate Culture Days and raise awareness of the impact that this sector has on the local economy.

## Legacy Project

Mono artist Ken Hall's Legacy project officially opened on December 19 at the Alder Street Recreation Centre. The artwork is a life size recreation of a whale skeleton made out of reclaimed cedar. The piece was created to be a compelling experience that invites visitors to explore the fragile nature of our complex ecosystems.



Club Art members celebrate at the Mayor's Breakfast for the Arts



Mayor Williams opens the Legacy project at the Alder Street Recreation Centre alongside local dignitaries

Source:

<sup>22</sup> [www.orangevillebluesandjazz.ca/history](http://www.orangevillebluesandjazz.ca/history)

<sup>23</sup> Orangeville's Cultural Advantage: Town of Orangeville's 2014 Municipal Cultural Plan and Map

# Contact

## Director of Economic Development, Planning & Innovation

Nancy Tuckett • ntuckett@orangeville.ca • 519-941-0440 Ext. 2249

## Manager of Economic Development, Small Business Enterprise Centre

Ruth Phillips • rphillips@orangeville.ca • 519-941-0440 Ext. 2291

## Small Business Enterprise Centre Co-ordinator

Ellen Sinclair • esinclair@orangeville.ca • 519-941-0440 Ext. 2270

## Administrative Assistant Economic Development Office, Small Business Enterprise Centre

Betty Ann Lusk • blusk@orangeville.ca • 519-941-0440 Ext. 2286

## Business, Tourism and Culture Co-ordinator

Cassandra Engineer • cengineer@orangeville.ca • 519-941-0440 Ext. 2258

## Youth Entrepreneurship Co-ordinator

Elizabeth Bryan • ebryan@orangeville.ca • 519-941-0440 Ext. 2757

# Connect

**Twitter: @OrangevilleED**

Followers: 2013: 414 • 2014: 706

**Facebook: Orangeville Economic Development & Tourism**

Likes: 2013: 94 • 2014: 196