



# 2016 Economic Development Report



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# 2016

at a Glance

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 **2,692**  
Businesses

 New Businesses  
**75+**

 **13,369**  
Employees

**81%** of manufacturing  
businesses rated  
Orangeville as a  
good or excellent place to do business



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 **\$157,000**  
in grants awarded to  
small business owners

 **602**  
Business consultations

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 **SEVEN** new  
pieces of  
public art

 **150,000+**  
visitors & residents attended 10  
community events & festivals

# A message from the Mayor



Like a jewel overlooking Ontario's GTA, Orangeville's strength is multifaceted. Our town is possibly the most perfect small town in Ontario. With a strong economic base, vibrant art community and robust construction sector, we continue to grow surely and steadily while keeping our small-town friendliness. The stats and figures contained in this report bear witness to Orangeville's economic strength and vitality. 2,692 businesses employ over 13 thousand people, making our town's 3.8% unemployment rate far below Ontario's average of 6.4%.

Recent successes such as Quality Cheese's 64,000 sq.ft. plant, featuring state of the art production technology, continue to drive our economy. With our full time economic development team, it's no surprise to see that 81% rate Orangeville as a good to excellent place to do business. \$157,000 in grants have been successfully captured for our

Town's businesses and our ED team continuously works to strengthen and improve our business environment for new and existing businesses alike.

Beyond those figures is a community rich in diversity and neighbourly spirit that makes for a safe and secure area to raise a family or to launch a new venture. Various events are held throughout the year attracting over 150,000 visitors annually. I'm excited to see our town's continuing success, and I hope you enjoy reading this report highlighting Orangeville's many economic achievements.

Jeremy D Williams  
Mayor of Orangeville

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# Economic Highlights

Economic Indicator	2015	2016
Total Employment <sup>1</sup>	13,234	13,369
Number of Businesses Operating <sup>2</sup>	2,613	2,692
Total Construction Value <sup>3</sup>	\$41,670,050	\$42,859,240
Residential <sup>4</sup>	\$23,654,550	\$23,021,240
Industrial <sup>5</sup>	\$2,666,500	\$530,000
Commercial <sup>6</sup>	\$2,409,000	\$7,588,000
Institutional <sup>7</sup>	\$12,940,000	\$11,720,000
Housing Resale Activity <sup>8</sup>	704	686
Average House Selling Price <sup>9</sup>	\$393,957	\$437,557
New Dwelling Units <sup>10</sup>	134	122
Unemployment Rate <sup>11</sup>	5.6%	3.8%

Sources:

<sup>1-2</sup> OMAFRA Analyst Data EMSI 2016.3

<sup>3-7,10</sup> Town of Orangeville Building Department, 2015-2016

<sup>8-9</sup> Market Watch, Toronto Real Estate Board, December 2016

<sup>11</sup> Government of Canada, El Economic Region of South Central Ontario 2016, Unemployment Rate & Benefit Table.

## Economic Outlook Breakfast



The annual Economic Outlook Breakfast on October 20 featured Derek Burleton, Vice President and Deputy Chief Economist of TD Bank Group. Over 100 business leaders and community members attended the engaging and informative session.

## Orangeville is one of Canada's Top 10

The Town of Orangeville was number four on the 2016 ranking of Canada's Best Places for Business – Top 10 Most Affordable, as selected by Canadian Business and PROFIT. The ranking factored in more than 20 indicators of cost, market trends and business friendliness collected from various sources and participating municipalities. The ranking is designed to help entrepreneurs and executives make smart decisions on where to start, expand or relocate their enterprises.

# Sector Performance

## strategic plan



Orangeville Forward

Jobs by Sector	2015	2016
Agriculture, forestry, fishing and hunting	56	57
Utilities	150	152
Construction	731	740
Manufacturing	1,717	1,774
Wholesale trade	193	192
Retail trade	2,414	2,420
Transportation and warehousing	99	97
Information and cultural industries	441	458
Finance and insurance	370	368
Real estate and rental and leasing	97	96
Professional, scientific and technical services	466	467
Administrative and support, waste management and remediation services	572	565
Educational services	887	894
Health care and social assistance	1,923	1,945
Arts, entertainment and recreation	210	213
Accommodation and food services	1,459	1,470
Other services (except public administration)	678	688
Public administration	569	572
Unclassified	200	202
	<b>13,234</b>	<b>13,369</b>

**Source:** OMAFRA Analyst Data EMSI 2016.3

**Note:** EMSI data is constantly updated as new data becomes available to ensure accuracy and consistency. As a result, variances exist between the 2015 data above versus the data reported in the 2015 Economic Development Report. The above chart reflects the most up-to-date data available for 2015 and 2016.

In 2016, the Town embarked on the development of a Strategic Plan with the goal of outlining critical priorities for the municipality and to guide the Town's efforts over the next five years. Engagement of the community was an important part of the process and in 2016, this was achieved through the completion of 556 public surveys, two stakeholder consultations, and Council and staff workshops. The Strategic Plan was adopted by Council in July 2017.

## Quality Cheese opens in Orangeville



After purchasing a 64,000-square foot facility at 40 Centennial Road in 2015, Quality Cheese Inc. opened its Orangeville operations in 2016. As part of the grand opening celebrations in April, the Government of Canada announced funding of up to \$2 million to support the installation of state-of-the-art equipment at the new location. The funds were made available through FedDev Ontario's Investing in Business Growth and Productivity initiative and will help Quality Cheese Inc. increase its competitiveness and expand its production capabilities. Upon completion, the project is expected to create up to 20 additional full-time jobs in Orangeville.

# Industrial, Institutional & Commercial Activity



**Total Industrial Value:**  
**\$530,000**

Business Name	Address	Value
Alllestis Ltd.	48 Centennial Rd. Unit 14	\$5,000
Andrew Wildeboer	10 Centennial Rd.	\$150,000
Epic Watkins Ltd.	48 Centennial Rd. Unit 16	\$375,000

**Source:** Town of Orangeville Building Department, 2016  
All permits were for additions



**Total Institutional Value:**  
**\$11,720,000**

Business Name	Address	Value
Headwaters Health Care Centre	100-150 Rolling Hills Drive	\$10,000,000
Kerry's Place Autism Service	58A First Street	\$9,000
Town of Orangeville - Mill Street Library	144 Broadway	\$255,000
Town of Orangeville - Orangeville Lions Club Sports Park*	120 Diane Drive	\$1,300,000
Town of Orangeville - Tony Rose	6 Northmen Way	\$65,000
UGDSB - ILPS	50 Oak Ridge Road	\$35,000
UGDSB - ODSS	22 Faulkner Street	\$30,000
UGDSB - PEPS	51 Elizabeth Street	\$6,000
Westminster United Church	247 Broadway	\$50,000

**Source:** Town of Orangeville Building Department, 2016  
**\* New buildings. All other permits were for additions**



## Total Commercial Value: \$7,588,000

Business Name	Address	Value
1581715 Ontario Ltd.	685 Riddell Road, Unit 103	\$70,000
1697506 Ontario Ltd.	71 Broadway	\$17,000
1751188 Ontario Inc.	1 Elizabeth Street	\$450,000
2416289 Ontario Ltd. - Soulyve	34 Mill Street	\$20,000
2479092 Ontario Inc. - AutoSport	326 Broadway	\$15,000
Anderson Kevin John	117 Broadway	\$30,000
Children's Aid Society	655 Riddell Road	\$10,000
Choice Properties C/O CP REI	50 Fourth Ave, Unit 110	\$53,000
Compustat Consultants Inc.	67 First Street	\$25,000
Dods & McNair Funeral Home Ltd.	21-23 First Street	\$40,000
Frank Gray Holdings Ltd.- Johanis' Karate School	229 Broadway	\$50,000
Joepi LTD	273 Broadway	\$10,000
McDonald's Restaurant	23 Broadway	\$750,000
Orangeville Mall Property - Michaels	150 First Street	\$750,000
Rasda Holdings Ltd. - Bar Burrito	75 First Street, Unit 1A	\$75,000
Regimbal Maurice John	16 Church Street	\$4,000
Riddell Park Place Inc. - McDonald's*	515 Riddell Road	\$1,200,000
Riddell Park Place Inc. - Riddell Park Pharmacy*	515 Riddell Road	\$75,000
Riddell Park Place Inc. - St. Louis Bar & Grill*	515 Riddell Road	\$790,000
Riddell Park Place Inc. - Sunset Grill*	515 Riddell Road	\$775,000
Riddell Park Place Inc. - Ultramar*	515 Riddell Road	\$766,000
RioCan Holdings Inc.	95 First Street	\$6,000
RioCan Holdings Inc. - Kelsey's	85-115 Fifth Avenue	\$500,000
RioCan Holdings Inc. - Walmart	95 First Street	\$500,000
Roofmart (Canada) Limited	18 Green Street	\$458,000
Westside Market - LCBO	510 Riddell Road	\$9,000
Westside Market Village - Pet Valu	502 Riddell Road	\$90,000
Wilpar Lake Investments Ltd. - The Sunflower School	9 Town Line	\$50,000

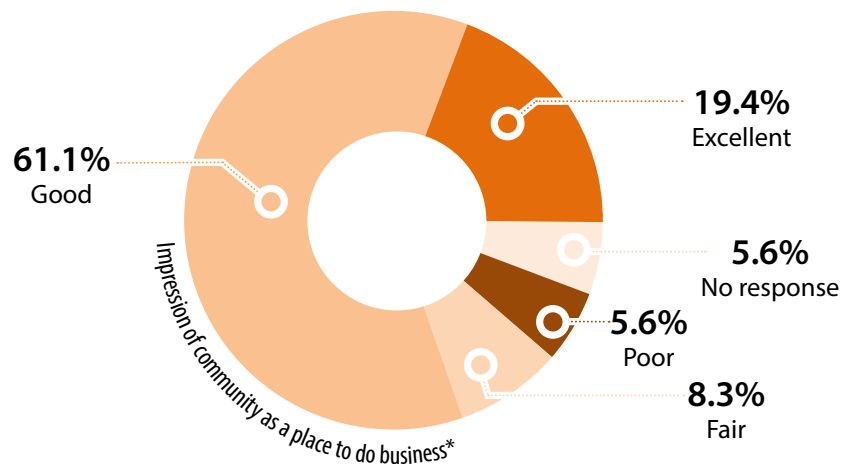
**Source:** Town of Orangeville Building Department, 2016

**\*New buildings. All other permits were for additions**

# Business Retention + Expansion Program

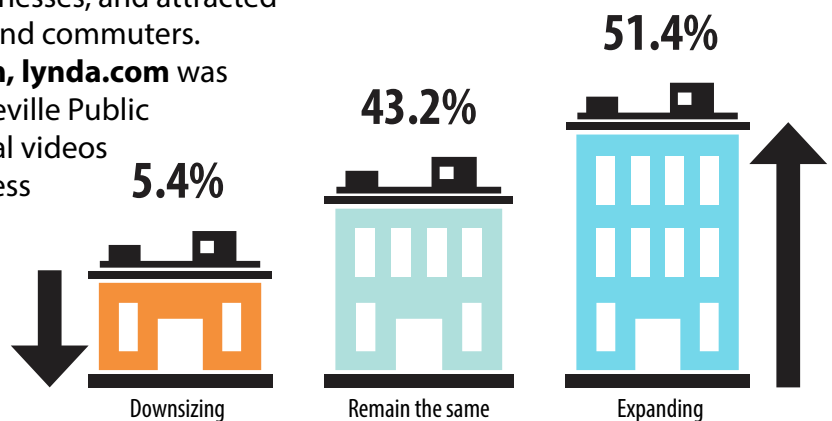
In November, Council endorsed the Business Retention and Expansion (BR+E) Program Survey Results and Action Plan for the Town's manufacturing sector. The program, launched in the fall of 2015, was completed to identify issues of concern and to examine opportunities to help local manufacturing businesses with growth and expansion efforts, labour market requirements, export market development, and research and development undertakings.

This was the first BR+E project undertaken by the Town of Orangeville and it included business visitations and the completion of comprehensive surveys to identify business needs, opportunities, and issues. With a participation rate of 75 percent, Orangeville's manufacturing business leaders were very engaged. The information collected is being used to address urgent problems, connect businesses with relevant support programs and services, and to identify gaps where business programs and resources could be improved or created to support economic development strategies within the community.



## Four actions identified in the BR+E were implemented in 2016:

- A **Manufacturing Day in Dufferin County** was hosted in November with students from across the Dufferin region to increase awareness and knowledge of opportunities in the manufacturing sector. KTH Shelburne Manufacturing Inc. and Data Cable Co. Inc. shared information and insights with participants. The event was hosted in partnership with Upper Grand District School Board and Workforce Planning Board of Waterloo Wellington Dufferin.
- A **Community Job Fair** held in November featured more than 20 local employers, representing a diverse selection of local businesses, and attracted approximately 440 prospective job seekers and commuters.
- **Free access to the online training platform, lynda.com** was made available to all members of the Orangeville Public Library. Lynda.com offers 5,000+ instructional videos across a variety of relevant topics that business owners can now access free of charge.
- A **Workforce Planning Committee** was formed to examine local workforce issues and solutions.



Plans for the next 18 months"

\*Source: Results from Orangeville BR+E Survey



# Grand Openings

More than **75** businesses opened in Orangeville in 2016



## Riddell Park Place

Riddell Park Place, Orangeville's most recent commercial development, is located on the west end of Town at 515 Riddell Road. The 1,600-square metre development has a commercial construction value of over \$3 million and is home to five new businesses. Orangeville's second McDonald's location, Sunset Grill, and St. Louis Bar & Grill as well as Ultramar Gas bar and Riddell Park Pharmacy all opened for business in 2016.



## Michaels

In September, Michaels opened its doors at 150 First Street, as eager shoppers lined up outside before 9 a.m. Orangeville native Chris Hooper said he jumped at the opportunity to manage the new store. "I love Orangeville. We are going to show Orangeville what creative opportunities and customer service are all about."



## Cardboard Castles Children's Emporium

"Selecting Orangeville for my second retail location was like coming home to an old friend. I grew up here and was very excited to share Cardboard Castles Children's Emporium with this growing and vibrant community. I am excited to be able to meet the needs and requests of a new, particular, and diverse clientele and look forward to inspiring imaginations, young and old!" - Laurie Copeland, owner.



## Far Shot Recreation

"Starting a business meant we needed to stretch beyond ourselves. It was in Orangeville that we really saw programs, neighbours, and entrepreneurs band together to help and support each other. That's what gave us the courage to grab some bows, axes, and knives to chase after our dream. A dream to grow family and community in a different way!" - Sophie and Benn MacDonald, owners.

# Tourism in Orangeville



## Implementation of Way-Finding Signage continued

In November, 11 new municipal signs were installed as part of the ongoing implementation of the Town's way-finding signage program. The signs provide directions and information for visitors while increasing awareness of the Town's destinations, attractions, and amenities. The 2016 program was funded in partnership with the Orangeville Business Improvement Area and Central Counties Tourism.



## Town's Visitor Guide won Best Brochure Award

The Town of Orangeville's tourism brochure, created in collaboration with the Orangeville Business Improvement Area, was one of the five recipients of the 2016 Best Brochure Award presented by CTM Media Group, one of North America's largest distributors of tourism and visitor information. CTM distributes brochures to ONroute service centres and hotels throughout Canada and the United States. Orangeville's brochure was selected from 4,200 tourism brochures in more than 30 states and provinces.

## News

### Orangeville was featured in two prominent publications

#### Toronto Sun

December 2, 2016

Lots to do in little of Orangeville



#### Expedia.ca travel blog

June 8, 2016

10 best Towns  
Outside Niagara Falls

## Tourism Week

May 29 to June 5 was proclaimed as Tourism Week in Orangeville in celebration of the positive impact that tourism has on the community's quality of life and economy.

### Over 150,000 visitors and residents attended festivals and events hosted in Orangeville in 2016:

Orangeville Blues & Jazz Festival – 35,000  
Farmers' Market – 55,000, 2,300 weekly  
Winter Market – 11,000, 900 weekly  
Rotary Ribfest – 20,000

Founders' Day/The Urban Slide – 16,000  
Taste of Orangeville – 2,000  
Harvest Celebration – 6,000  
Moonlight Magic/Tractor Parade of Lights – 8,000

**Source:** Estimates provided by host organizations of each event.

# The Visitor Information Centre welcomed tourists to Orangeville



 **7706**  
General tourism inquiries

 **3779**  
Visitors outside of Orangeville

## Top Inquiries

 **3127**  
Directions/Maps

 **1165**  
Community/Other

 **1442**  
Arts & Culture

 **1146**  
Things to Do

 **1270**  
Credit Valley Explorer

 **1121**  
Tree Sculptures



Photo credit: JAW Photography

## Founders' Cup came to Orangeville

The Town of Orangeville and the Orangeville Junior B Northmen hosted the 2016 Founders' Cup from August 15 to 21. This was the first national championship to be held in Orangeville and brought together eight teams representing various Junior B provincial champions and association all-star teams from across Canada. The coveted championship title was won by our local team. The tournament created new tourism opportunities for Orangeville as the Town welcomed over 4,000 visitors directly related to the event.

## Summer Attraction Survey highlighted interest in live music

As an initial step in creating a Summer Attraction Strategy for Orangeville, a survey was completed to evaluate current cultural offerings and determine what other types of activities local and regional residents were interested in over the summer months. The survey was conducted in May and received 194 responses. Results demonstrated high interest in live music events and in 2017, the Town began working with local venues to promote their live performance opportunities.

# Arts & Culture



**Downtown utility boxes became public art**

The Utility Box Art Display Program originated in 2016 to recognize local artists, celebrate the Town’s culture and history, and to promote Orangeville as an arts and culture hub for the region.

In its inaugural year, the project transformed three utility boxes located in the Downtown district into public art pieces showcasing the work of local artists. The positive response to the 2016 program led to its continuation in 2017.



**Mill Creek was recognized for its historical importance**

Four new interpretative signs were posted along Mill Creek near the bridges on Mill, Bythia, and Wellington Streets. A project of Heritage Orangeville and the Arts and Culture Committee, the sign at each location tells a unique story about the importance of Mill Creek in the evolution of the Town.

The signage was designed to complement the Town’s tourism oriented way-finding signage.

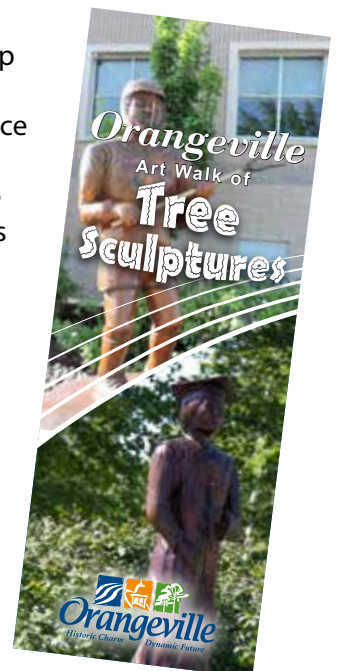


**New brochure and online map promoted Art Walk of Tree Sculptures**

Four new tree sculptures were unveiled in 2016 – The Graduate, The Moose, Mr. Lacrosse and Inclusive. To promote these additions as well as the other 50 tree sculptures included in the Art Walk, an updated edition of the tree sculpture brochure was published and a new web app was created.

Both the printed brochure and the web app provide information on the various artists as well as the location and background information on each sculpture.

The web app also allows mobile device users to listen to the descriptions and check in at each site via Facebook.



## IN THE COMMUNITY

The seventh Annual Mayor’s Breakfast for the Arts kicked off Culture Days, September 30 to October 2

The Town of Orangeville’s Parks and Recreation department hosted three Movie Nights in the Park at the Alder Sports Field

Two new performance venues were built in 2016: a stage at Westminster United Church and a floating stage at Island Lake Conservation Area

## Two programs supporting arts and culture-related businesses in Orangeville concluded in 2016 with outstanding results



### The artsVest program achieved great success in Orangeville

In 2015-2016, Orangeville was one of five Ontario municipalities to receive support from artsVest, a matching incentive and sponsorship training program designed to spark corporate engagement in arts and culture and build strong ties between public, private and cultural sectors.

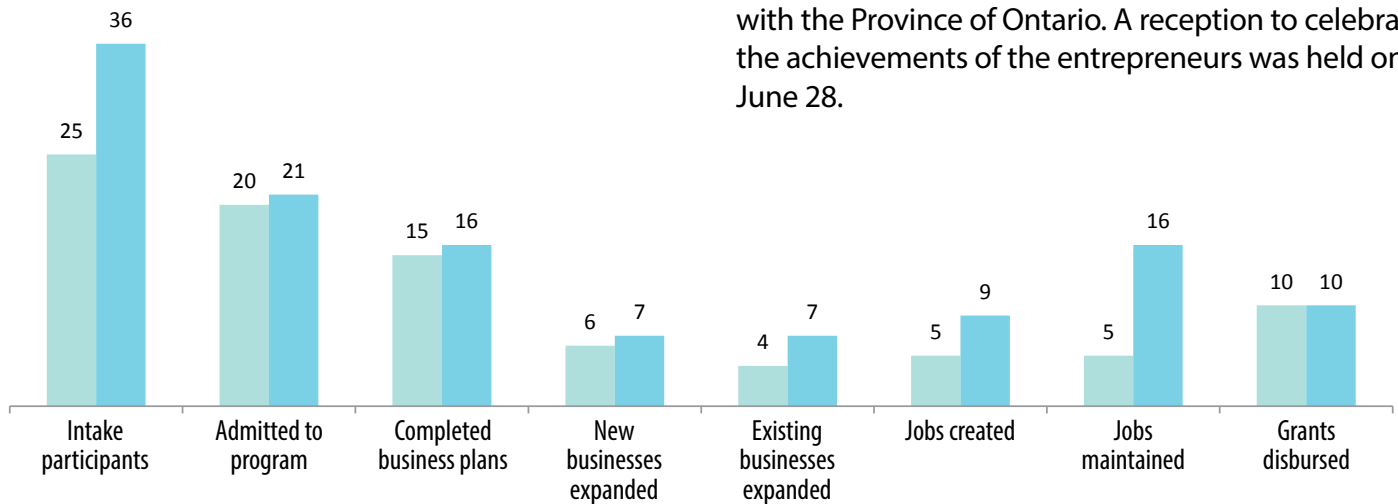
Through the program, five local arts organizations created 15 partnerships with local businesses and raised \$61,050 in sponsorship funding – more than triple the anticipated goal.



### Cultural Entrepreneurship Program resulted in successful creative businesses

Focused on the arts and culture sector, the Cultural Entrepreneurship Program offered enhanced training, mentorship, and business planning support to 21 local entrepreneurs. In addition to building their skills, participating business owners also competed for grants of up to \$5,000 to help launch or expand their ventures.

The dedicated entrepreneurs achieved results that far exceeded the program's targets and resulted in \$50,000 of grant funding directly invested in local businesses through a competitive grant process. The program was a pilot project delivered in partnership with the Province of Ontario. A reception to celebrate the achievements of the entrepreneurs was held on June 28.



**Cultural Entrepreneurship Program Results**

Legend: ■ Goal ■ Actual

# Small Business Enterprise Centre

The Orangeville & Area Small Business Enterprise Centre supports businesses in Dufferin County and neighbouring areas with a variety of resources, including:

- Business plan consultations and one-to-one advice
- On-site business registration assistance
- Business training, seminars, and workshops
- Mentorship and networking opportunities
- Information on financing options, permits, licenses, government support, and
- Free access to a business resource library, computers, and Internet



## Programs

### Starter Company

Launched in September 2014, the Starter Company program was funded by the Province of Ontario to provide entrepreneurial youth with support to help them launch or expand their own full-time businesses. In 2016, 34 entrepreneurs were accepted into the program, 15 started their own businesses, and 12 received \$5000 grants to support their ventures.

### Summer Company

The Summer Company program has helped dozens of area youth get a start in small business. Offered in partnership with the Province of Ontario, Summer Company provides entrepreneurial training, mentorship, and grants of up to \$3,000 to eligible students who plan to start-up and run their own businesses over the summer. In 2016, eight students started their own businesses with the support of the program.

 **3247**  
General Inquiries

 **106**  
Business Start-ups

 **602**  
Business Consultations

 **208**  
Jobs Created

 **32**  
Workshops & Events

 **918**  
Event Attendees

## Events



### Summer Company at Staples

Summer Company business owners had an opportunity to showcase their products and services with display space hosted by Staples in Orangeville. Store manager Tina Marshall also provided an information session on customer service for the participants.



### Small Business Month

October 2016 was proclaimed as Small Business Month to celebrate and support entrepreneurs in building successful and innovative businesses.

### 2016 Bridges to Better Business: SeniorPreneurship

The theme of the Bridges to Better Business event on November 3 focused on becoming a post-career entrepreneur. Popular media personality Dini Petty and business consultant Wendy Mayhew both shared experiences from their own entrepreneurial endeavours.

## DID YOU KNOW?



Throughout the year, over 25 volunteer mentors contributed their unique expertise to SBEC programs and shared relevant experience and insights with participants.

## Partners

The Orangeville & Area SBEC worked along with the Orangeville Economic Development office and many community partners to ensure small business services are fully accessible and well distributed. Some of our key partners in 2016 included:

- Ministry of Research & Innovation
- Ministry of Economic Development & Growth
- County of Dufferin
- Town of Shelburne
- Dufferin Board of Trade
- Centre for Business & Economic Development
- TD Bank
- Georgian College
- Humber College
- Innovation Guelph
- Ontario Centres of Excellence
- Ontario Network of Entrepreneurship
- Export Development Canada

