



Orangeville
Annual Economic
Development Report

2013



Mayor's Message

Incorporated in 1863, the Town of Orangeville celebrated its 150th birthday in 2013. Our sesquicentennial celebrations carried on throughout the year and provided many opportunities to re-connect with friends, meet new contacts, and celebrate the community attributes that help make Orangeville a great town. The celebration also provided an opportunity to reflect back on the Town's progress and to examine opportunities and plans for our continued success in the future.

It was the beauty of Orangeville - equipped with all of the amenities of a large urban centre within a natural rural environment - that helped attract a new manufacturer to Orangeville in 2013. Caledon Woodworks purchased a portion of the Town-owned employment lands in July 2013 and is in the process of building a new customized furniture manufacturing plant that will serve the GTA area. The Town continues to actively market the remaining two hectares of lands with manufacturing investment and job creation being a priority. Recognizing the current challenges faced by the manufacturing sector, the decision to purchase the employment lands in 2011 was made with a longer-term vision of securing opportunities for this sector over time. Despite the challenges faced by manufacturers today, manufacturing remains an integral part of our economy and experienced modest job growth of one per cent over the past year.

The Town's investment in its Central Business District through beautification efforts and an ongoing, active façade improvement program have made Orangeville's downtown the envy of many small communities across Ontario. In 2013, the Town continued to support its retail and tourism sectors by partnering with the Business Improvement Area to purchase property on the Town's main thoroughfare with the goal of creating additional parking in the downtown core. Construction on the new public health building also commenced in 2013 and when completed, will complement the architectural integrity of the Town's historic buildings while creating additional professional office space in the downtown core.

With development of the Orangeville Visitor Information Centre completed, delivery of visitor services from its high profile location at Broadway and Highway 10 commenced in early 2013. The Centre attracts visitors to the community and helps drive traffic to the Town's key tourism destinations, retail shops and recreational amenities. In addition to fielding 4,400 inquiries in 2013, progress was made in attracting group tours, with more than 60 tour groups visiting Orangeville to attend Theatre Orangeville, the Credit Valley Explorer, the tree sculptures, and spend time shopping and dining in the community.

Growth of the creative class has also been impressive in the past year. Most notably, jobs in the information and cultural industry grew by 26% over the past year, compared to a 5% growth rate across the province. These workers are important to our community. Earning higher than average wages, workers in the information and cultural industry are attracted to communities like Orangeville for the quality of life benefits, accessibility of high speed Internet and the cultural and recreational amenities the Town provides.

In the coming year, the Town of Orangeville will continue to work towards ensuring steady and diversified growth through new and existing investment opportunities, strengthening relationships with existing businesses, and forging new partnerships across all sectors to create opportunities for prosperity for all of our businesses and residents.



2013 Economic Highlights

Orangeville's economy remained relatively stable in 2013. While the total number of businesses operating in 2013 declined slightly, overall job creation improved. Mirroring the provincial average, the Town saw an overall increase in jobs of one per cent to a total of 12,643. Retail trade (with 2,448 jobs), Health Care and Social Services (1,869 jobs), and Manufacturing (1,430 jobs) continued to represent significant components of the local economy.¹

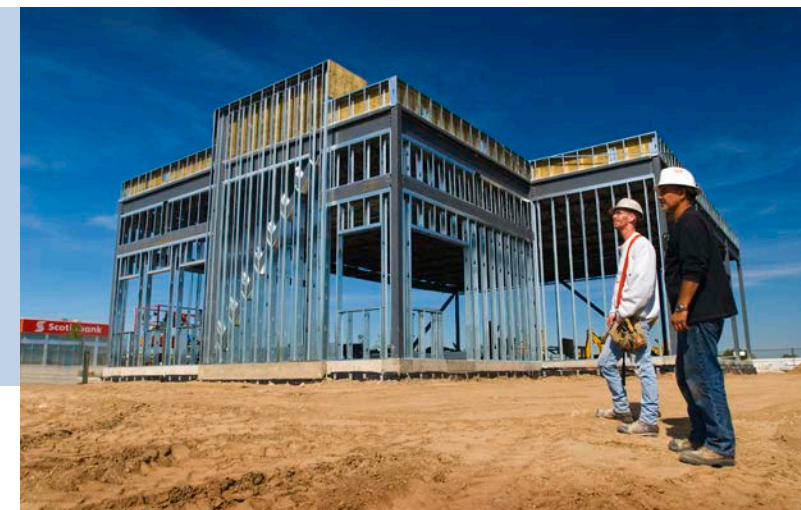
Emerging trends indicate that the Information and Culture, Educational Services and Accommodation and Food Services sectors are growing industries in Orangeville. Job growth in these three sectors far surpassed provincial averages.

Economic Indicator

	2012	2013
Total Employment ²	12,483	12,643
Number of Businesses Operating ³	2008	1867
Total Construction Value ⁴	\$50,549,483	\$43,782,221
Residential Construction Value ⁵	\$34,836,198	\$17,398,221
Industrial Construction Value ⁶	\$3,250,285	\$680,000
Commercial Construction Value ⁷	\$10,577,000	\$15,755,000
Institutional Construction Value ⁸	\$1,886,000	\$9,949,000
Housing Resale Activity ⁹	615	630
Average House Selling Price ¹⁰	\$343,324	\$345,342
New Dwelling Units ¹¹	115	65
Unemployment Rate by % ¹²	5.4%	5.3%



Mayor Adams attended the Fall SIOR event on October 10 to help promote Orangeville to more than 200 industrial and commercial realtors and site selectors from across the GTA.



Working to make Orangeville even better, with a 100% exemption of non-residential development charges for most industrial uses, Orangeville demonstrates its commitment to industrial development. With the site plan completed and submission of a full permit application, time periods for permit issuance vary from 10-30 business days depending on the classification of the structure.

^{1,2}OMAFRA Analyst Data, EMSI 2014.1

³Business Data Patterns, December 2012 and December 2013

^{4,5,6}Orangeville Building Department, December 2012, December 2013

¹⁰Market Watch, Toronto Real Estate Board, December 2012 & December 2013

¹²Census Division 22, 23,40 Dufferin, Wellington and Huron Counties, Statistics Canada Labour Force Survey

2011 National Household Survey

Key Findings for Orangeville

Results of the 2011 National Household Survey were released in three installments throughout 2013. The survey was a voluntary questionnaire distributed to approximately 4.5 million households in Canada following the 2011 Census. The survey provided social and economic information on such topics as: immigration, citizenship, place of birth, ethnic origin, visible minorities, religion, Aboriginal peoples, labour, education, place of work, commuting to work, mobility and migration, language of work, income, earnings, housing and shelter costs. The 2011 voluntary survey was the first time that Statistics Canada had collected this data by voluntary survey as opposed to the previously mandatory long-form census.

97.4% of Orangeville's population were Canadian Citizens

Between 2006 and 2011, 305 immigrants arrived in Orangeville, with the majority of immigrants arriving from Asia

74% of households spend less than 30% of household total income on shelter costs

Average monthly costs for rented dwellings was \$954, and average monthly shelter costs for owned dwellings was \$1422

78.3% of households were privately owned

The average value of dwellings in Orangeville was \$310,461

Total population in the labour force was 15,945, demonstrating a 72.5% participation rate (aged 15 years and over)

8% of the total employed workers were self-employed

56.6% of the population aged 25 to 64 years held post-secondary education

Median commuting time for work was 25.6 minutes

The average before-tax family income was \$94,104

80.6% of total income came from employment income

Income Levels and Sector Performance 2013

In the past year, jobs in the Information and Culture sector increased by 26%, far exceeding the provincial sector growth rate of 5%. Jobs in Accommodation and Food Services also increased by 8%, compared to 3% at the provincial level. Growth in these sectors demonstrates a positive trend in the community and support the Town's recent investment in its tourism, arts and cultural activities.

The average earning in Orangeville was \$38,622 in 2013.

Educational Services also experienced a strong growth rate of 7%, compared to a provincial growth rate of 1%.

Sector	# of jobs
Information and Culture	360
Educational Services	811
Accommodation / Food	1302
Finance and Insurance	464
Unclassified	320
Retail Trade	2416
Manufacturing	1424
Transportation / Warehousing	142
Arts, Entertainment	157
Professional, Scientific, Technical	497
Construction	559
Health Care / Social Assistance	1861
Public Administration	538
Agriculture, Forestry	56
Other Services	560
Wholesale Trade	232
Admin. Services	572
Utilities	130
Real Estate	80

Source: OMAFRA Analyst Data, EMSI 2014.1



New promotional videos showcasing the community's business, tourist, and lifestyle benefits were created through the Town's Communications office in 2013 and launched on the Town's new website in early 2014.



The Town helps celebrate long-term business successes.

The Town's 2013 EDC Business Breakfast was held on October 23 in partnership with the TD Bank. General Rick Hillier was the keynote speaker to a sold-out crowd of 205 business and community leaders.

2013 Industrial, Commercial and Residential Market Overview

Industrial Activity \$680,000

Business Name	Address	Permit Type	Value
2123114 Ontario Inc.	5-48 Centennial Road	Addition	\$15,000
Tire Discounter Group	95 John Street	Addition	\$10,000
DS Handling Systems Ltd.	595 Riddell Road	Addition	\$50,000
PolyOne Canada	17 Tideman Drive	Addition	\$5,000
Caledon Woodworks	195 Centennial Road	New	\$600,000

Commercial \$15,840,900

1 Elizabeth Medical Building	1 Elizabeth Street	New	\$2,000,000
Riddell Car Wash	640 Riddell Road	New	\$225,000
Wellington Dufferin Health Unit	178-184 Broadway	New	\$5,800,000
Riocan Holdings - temporary	85-115 Fifth Avenue	Addition	\$900
Zehrs	50 Fourth Avenue	Addition	\$9,000
BRICK	225-245 Centennial	Addition	\$2,000
Walmart	93-37 First Street	Addition	\$5,005,000
Town of Orangeville	275 Alder Street	Addition	\$5,000
Optrust	225-245 Centennial	Addition	\$1,000
Smith Concrete Forming	685 Riddell Road	Addition	\$45,000
Edelbrock County Office	30 Centre Street	Addition	\$20,000
Becker Milk Company Limited	108 Dawson Road	Addition	\$70,000
Secure Insurance Solutions	685 Riddell Road	Addition	\$20,000
Flight Deck	34 Mill Street	Addition	\$50,000
Jeffer's Pharmacy	1 Elizabeth Street	Addition	\$50,000
Sobeys	500 Riddell Road	Addition	\$21,000
Fabricland	224 Centennial	Addition	\$76,000
Sunvale Homes	200 Lakeview Court	Addition	\$80,000
Wishart Kenneth	169 Broadway	Addition	\$3,000
Jungle Oasis	695 Riddell Road	Addition	\$88,000
GFL Environmental	19 Commerce Road	Addition	\$750,000
Just Be Customized	117 Broadway	Addition	\$15,000
Potter David	75 Broadway	Addition	\$40,000
Cooperators Insurance	235 Broadway	Addition	\$140,000
Sunshine School Daycare	32 First Street	Addition	\$100,000
Duong Phung	121 Broadway	Addition	\$1,000
Hasty Market	312 Broadway	Addition	\$10,000

Commercial continued

Business Name	Address	Permit Type	Value
Up Yer Kilt	114 Broadway	Addition	\$180,000
Hogeys	275 Alder Street	Addition	\$5,000
Home Depot Holdings	49 Fourth Avenue	Addition	\$75,000
Orangeville Citizen	10 First Street	Addition	\$10,000
R J Burnside & Assoc	15 Town Line	Addition	\$5,000
JB Panda Chinese Restaurant	115-125 First Street	Addition	\$90,000
Better Health Clinic	229 Broadway	Addition	\$100,000
Dhanju Ent.Inc (Gas Station)	17 Town Line	Addition	\$16,000
Imagine Hair Salon	190-210 Broadway	Addition	\$2,500
Flight Deck	34 Mill Street	Addition	\$500
Meridian Bank	190-210- Broadway	Addition	\$240,000
TrafficHawk	229 Broadway	Addition	\$35,000
Orangeville Hearing Clinic	15 Elizabeth Street	Addition	\$10,000
Altered Native	218 Broadway	Addition	\$35,000
Tim Hortons	40 Broadway	Addition	\$337,000
Tim Hortons	40 Broadway	Demolition	\$65,000
Best Western Inn & Suites	5-7 Buena Vista	Addition	\$5,000
Pharmacy	170 Lakeview Court	Addition	\$3,000

Institutional \$10,035,500

UGDSB - Spencer St. Public	15 Spencer Avenue	New	\$4,500,000
UGDSB - Parkinson Central ES	120 Lawrence Ave	Addition	\$475,000
UGDSB - Credit Meadows ES	220 Blind Line	Addition	\$625,000
UGDSB - Island Lake ES	50 Oak Ridge Dr	Addition	\$95,000
UGDSB - Princess Elizabeth ES	51 Elizabeth St	Addition	\$2,503,000
UGDSB - Westside SS	300 Alder Street	Addition	\$9,000
UGDSB - ODSS	22 Faulkner St.	Addition	\$475,000
UGDSB - Montgomery PS	70 Montgomery Blvd	Demolition	\$43,000
UGDSB - Westside SS	300 Alder Street	Demolition	\$43,500
Westminster United Church	247 Broadway	Addition	\$190,500
Pentecostal Church	556 Broadway	Addition	\$600,000
Headwaters Health Care Centre	100 Rolling Hills Dr	Addition	\$130,000
Avalon Retirement Home	355 Broadway	Addition	\$200,000
Highlands Youth For Christ	9 Centre Street	Addition	\$3,500
Kerry's Place Autism Services	58A First Street	Addition	\$15,000
Town of Orangeville - Fire Station	10 Dawson Road	Addition	\$25,000
Town of Orangeville - Alder Rec	275 Alder Street	Addition	\$3,000
Town of Orangeville - Library	144 Broadway	Addition	\$100,000

The Downtown

Downtown Revitalization

A revitalized commercial district creates optimism, employment opportunities, stability, and a reliable tax base for the municipality. Orangeville's Downtown Heritage District Façade Assistance Program was created in 1998 as an incentive for building and business owners to preserve the architectural heritage in the Central Business District.

The quality of heritage buildings has always been a source of pride for businesses in Orangeville. Investing in façade improvements has been proven to have a positive economic benefit and Orangeville's downtown core is frequently cited as an example of excellence across the Province.

In 2013, a total of \$108,961 was spent in façade improvements in the Central Business District. The Town of Orangeville invested \$29,962 in the Façade Assistance Program, and leveraged investment of an additional \$78,999 to revitalize the historic downtown area and support our local business community.

Façade Projects included:

Address	Grant	Private Investment
148-158 Broadway	\$5,500	\$6,433
22-28 Mill Street	\$10,000	\$58,027
195 Broadway	\$1,450	\$1,527
10 First Street	\$8,384	\$8,384
169 Broadway	\$4,628	\$4,628

Façade improvements help to create high demand for space in the Central Business District.

Several new businesses were launched in the BIA district in 2013, including: Barley Vine Rail Co., Lavender Blue Catering, Just Be Customized, Coldwell Banker, Framed X Design, Cash 4 You, Co-operators, Bearly Worn, Stranded Hair Studio, Orchid Hair Salon, Kitchen Art, Cunningham Massage, Blown Away, Rogue Citrus, Mortgage Architects, Son of a Chef, and Up Yer Kilt.



Construction on the new Wellington-Dufferin-Guelph Health Unit commenced in 2013.



The 2013 Outdoor Farmers' Market opened on May 11.

Farmers' Market

From May 11 to October 26, the outdoor Orangeville Farmers' Market invited visitors rain or shine each Saturday from 8 a.m. to 1 p.m. The market attracted between 3000 to 5000 visitors each week and 53 vendors participated on a full or part-season basis.

In 2013, four monthly markets were also offered during the winter months inside Town Hall, and plans exist to expand these dates in 2014.



150 Birthday Bash

The highlight of Orangeville's year-long sesquicentennial celebrations was the Birthday Bash held on July 6. Approximately 20,000 guests attended the various events and provided a great economic boost for local stores and eateries. From a free breakfast and lunch to a kid's zone, heritage walking tours, art exhibit, unique projection show, theatrical productions, and concerts, the Birthday Bash was a huge success.

Taste Of Orangeville/Doors Open – August 17-18



Four historical buildings (Orangeville Town Hall, Orangeville Public Library, Westminster United Church, and St. Mark's Anglican Church) were open on August 17 and 18 as part of the Doors Open Ontario program. The 2013 program also featured a free heritage walking tour of Orangeville's downtown. On August 17, the Doors Open event was complemented by a sidewalk sale and the inaugural Taste of Orangeville event which featured samplings from several great Orangeville eateries (participants in 2013 included One99, Mochaberry, White Truffle, Soulyve, Mill Creek Pub, Corriander, Bluebird Café, and Forage).



Orangeville Blues and Jazz Festival May 31 - June 2

In 2013, Orangeville's Blues & Jazz Festival was awarded one of the top 100 festivals and events in Ontario by Festival and Events Ontario for the third year in a row. This popular annual event attracted 30,000 people to 26 venues throughout the three-day event.



Footsteps from our Past Guide

Building on the trend of experiential holidays, in the Spring of 2013 the Town's Heritage Committee released "Footsteps from our Past" as part of the Town's 150 Celebrations. The guide helps to promote heritage tourism and attract visitors and residents to Orangeville.

The guide showcases the varied architecture of the community, highlights heritage buildings, and offers walking tour options. The booklet has been well received, and with interest growing in Canada's heritage places, the guide helps to attract visitors to the community by providing yet another heritage-related activity to undertake.

2013 Mayor's Breakfast for the Arts

First launched in 2010, the fourth annual Mayor's Breakfast for the Arts was held on September 26 to help kick off Culture Days (September 27-29). The Mayor's Breakfast for the Arts celebrates arts and culture in Orangeville and helps build awareness and participation in this growing sector. Seven awards were distributed to individuals who demonstrated leadership within the cultural sector.

With 120 guests in 2013, The Mayor's Breakfast for the Arts has grown by more than 30% since its inception.

Arts and Culture Committee

Formed in 2011, the Arts and Culture Committee served as a steering committee for the development of the Town's first cultural plan – Orangeville's Cultural Advantage. The project encompassed significant community engagement through consultations, interviews and discussions with stakeholders, interaction with residents and visitors, a comprehensive economic impact analysis, a SWOT analysis and detailed recommendations for action. The Cultural Plan was undertaken with funding support provided by the Province of Ontario and launched in March 2014.

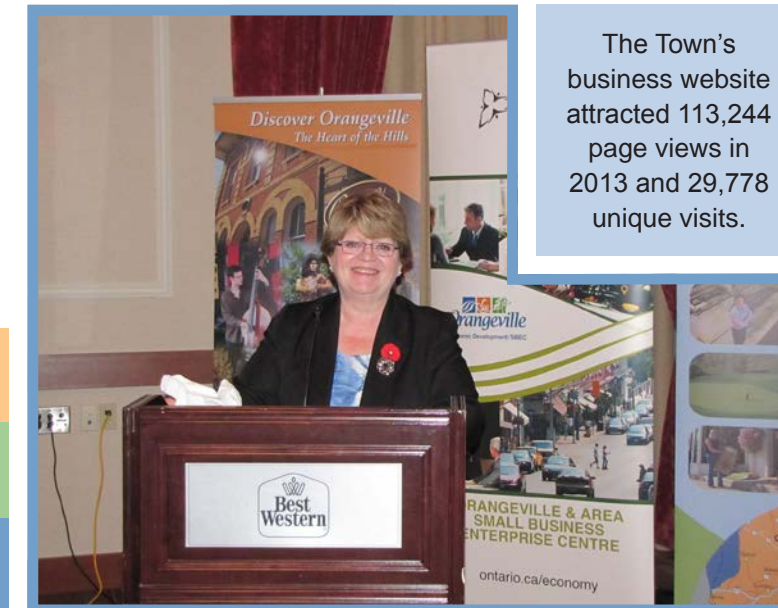
Theatre Orangeville and the Orangeville Opera House

The Town continued to provide a cultural initiatives grant to Theatre Orangeville of \$35,000 in 2013. The grant was made in recognition of Theatre Orangeville's contribution towards cultural and economic development in the Town of Orangeville and to assist with the costs associated with managing the Opera House on the Town's behalf. The Opera House underwent an estimated \$280,000 renovation in 2013. Numerous technical upgrades, new seating and accessibility improvements were made. The Opera House was booked for approximately 130 days in 2013 and attracted more than 21,000 visitors.

••• Three historic murals depicting scenes from Orangeville's past were updated in 2013. •••

The Orangeville & Area Small Business Enterprise Centre (SBEC) provides prospective entrepreneurs and small business owners in Orangeville and its surrounding communities with support, guidance, resources and information as they launch and grow their businesses locally. The Orangeville & Area SBEC celebrated its 10th anniversary of operation in 2013 and during the last decade has become an important community resource. In 2013, the SBEC:

- Assisted with the start-up of 158 new businesses and the creation of 330 jobs
- Fielded 1588 general business inquiries and conducted 605 in-depth consultations
- Delivered 20 seminars and events to more than 700 entrepreneurs



The Town's business website attracted 113,244 page views in 2013 and 29,778 unique visits.

The Orangeville & Area SBEC held its 11th annual Bridges to Better Business event on November 5. Attended by more than 65 entrepreneurs, the 2013 event featured sessions on trends affecting the future of business and resources for workforce development.



Youth Services

Summer Company

Four students successfully completed the 2013 Summer Company Program. These youth, aged 15-29 and returning to school in the fall, took advantage of the training, mentorship and grants of up to \$3000 provided through the program to launch their own summer ventures and gain entrepreneurial experience. The Summer Company Program is delivered in partnership with the Province of Ontario.

Ontario Network of Entrepreneurs (ONE)

In an effort to streamline services and cut red tape, the Orangeville & Area SBEC became part of the ONE network launched in 2013. The network is comprised of 57 SBEC offices, 17 Regional Innovation Centres (RICs) and the Provincial Business Advisory Services (BAS) and helps ensure that entrepreneurs of all sizes have the right resources at the right time to meet new challenges and take their businesses to the next level.

Young Professionals Networking Group

Initially launched in 2012 in partnership with the Greater Dufferin Chamber of Commerce, the Young Professionals Networking Group continued to gain momentum in 2013. Four networking/learning sessions were held throughout the year and provided professionals and entrepreneurs, aged 35 and under, with opportunities to learn and network in a casual environment.

Young Entrepreneurs: Make Your Pitch

The Orangeville & Area SBEC launched its initial "Make Your Pitch" program in 2013 in partnership with the Province of Ontario. This initiative encourages high school students to create a two-minute video to sell their business ideas – real or imaginary. The videos are then uploaded for a province-wide competition. The program provides a fun introduction to the opportunities available through business ownership.

Tourism Development



Visitor Information Centre

With the goal of growing the tourism sector and supporting local businesses, the new Visitor Information Centre was completed in late 2012 and commenced operations from the new Centre in January 2013. In its first year of operation, the centre fielded almost 4,400 inquiries, with 70% coming from walk-in traffic. Truly a community effort, the Town partnered with several Orangeville business leaders to develop the Visitor Information Centre, including J.D. (Doc) Gillies, Devonleigh Homes, Rayburn Construction, Greenwood Aggregates, Smith Concrete Forming, Orangeville Renovations and Roofing, and Edenwood Custom Furniture. A grand opening of the Visitor Information Centre was held on September 14.

Group Tours Growing

The attraction of bus tours was a focus of development by Visitor Services staff and in 2013, 12 tours were completed. The tours offered various customized itineraries for groups and included the introduction of a popular "Triple Treat" experience – a trip on the Credit Valley Explorer, lunch or dinner downtown, and a theatre performance. Guided tours of the Tree Sculptures are another popular request supported by Visitor Services Staff. The Credit Valley Explorer also experienced increased success in building its relationship with tour companies. In 2013, the tourist train accommodated approximately 50 tour buses carrying 2500 guests, primarily through fall and winter excursions.

Joint Marketing Initiatives

Several joint marketing initiatives were undertaken in 2013 to build awareness of Orangeville as a tourism destination. Collaborating with the Orangeville Business Improvement Area, Theatre Orangeville, and the Blues and Jazz Festival, gains were made in marketing the community's offerings throughout southern Ontario. Joint undertakings included creation and distribution of the Orangeville Visitor Guide to 48 tourist locations throughout the Hills of Headwaters region and to key locations across southwestern Ontario. Joint advertising was also undertaken in a number of publications, including the Best Western Visitor Guide, the Hockley Valley Golf Guide, Theatre Orangeville Anniversary Booklet, and the Drayton Theatre Guide.

As an initial step in developing a sports tourism strategy for the community, the Town partnered with Central Counties Tourism Association to develop a sports facility inventory in 2013. The inventory will be available in 2014.

Town of Orangeville Way-finding Plan

The development of a way-finding plan to direct tourists to major tourism attractions and destinations within the Town was undertaken in 2013 with \$14,000 in partnership funding from Central Counties Tourism Association. The plan will be completed in 2014 and when implemented, will increase awareness of local offerings, help drive tourism to the community, increase traffic to the Town's tourism operators, and also help reduce traffic congestion.

www.orangevilletourism.ca attracted 185,157 page views and 37,494 unique visits in 2013.



Councillor Sylvia Bradley proclaimed the week of June 10-16, 2013 as Tourism Week in Orangeville.



As part of its 150th birthday celebrations, The Town of Orangeville partnered with TD Friends of the Environment Foundation and Tree Canada to plant 150 trees in Orangeville in 2013. Urban landscaping projects like this help keep Orangeville attractive to residents and tourists alike.