

ECONOMIC DEVELOPMENT & CULTURE REPORT 2023



The Town of Orangeville’s Economic Development and Culture office is committed to fostering the economic resiliency of our community. In 2023, our local economy continued its steady growth, overcoming prevalent market trends such as rising inflation and labour challenges. A 5% increase in the number of businesses was led by the Town’s diverse and solid base of small and entrepreneurial enterprises. Total employment grew by 3%, surpassing Ontario’s 2% growth rate and driven by jobs in health care, social assistance, and construction. Although housing activity declined and residential construction values were limited, there was significant local investment in ICI properties including expansions at Avalon Care Centre and Quality Cheese as well as new and renovated commercial spaces.

Jobs and Businesses

Economic Indicator	2020	2021	2022	2023
Total Employment ¹	15,238	15,751	16,637	17,087
Number of Businesses Operating ²	2,578	2,598	2,789	2,937
Unemployment Rate ³	7.7%	4.9%	5.0%	6.0%

Jobs in Key Sectors

Sector ⁹	2022	2023	Change
Health care and social assistance	2,617	2,785	168
Retail trade	2,721	2,717	-4
Accommodation and food service	1,664	1,684	20
Manufacturing	1,605	1,596	-9
Construction	1,378	1,469	91
Professional, scientific and technical services	715	739	24
Finance and insurance	665	690	25
Arts, entertainment and recreation	270	292	22
Information and cultural industries	172	183	11
Total jobs (all sectors)	16,637	17,087	450

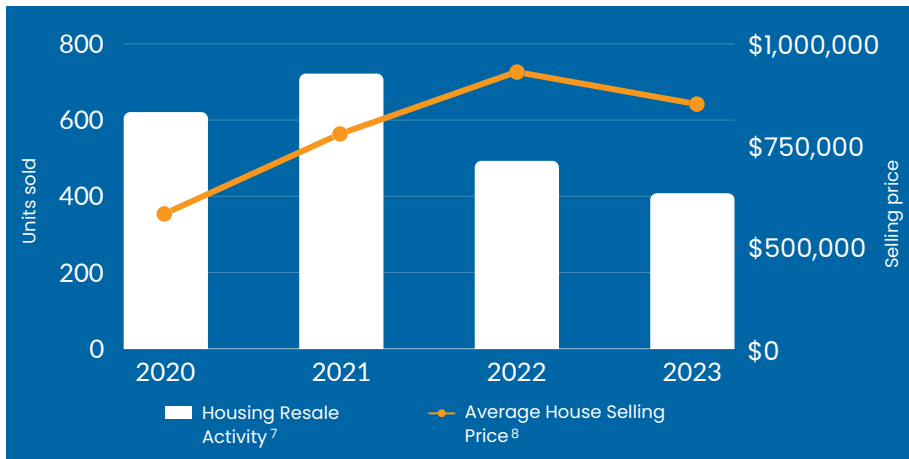
Construction

\$60,985,685
total construction value⁴

\$9,581,979
residential⁵

\$51,403,678
industrial, commercial, institutional⁶

Housing Resale Activity by Average Selling Price



Sources: 1-2, 9. OMAFRA Analyst Data EMSI 2024.1, employees and self-employed. | 3. Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, Kitchener-Waterloo-Barrie, unadjusted for seasonality, last five months. | 4-6. Town of Orangeville Building Department. 7-8. Market Watch, Toronto Real Estate Board, December 2020, 2021, 2022, 2023.



Quality Cheese

DEVELOPING A RESILIENT BUSINESS COMMUNITY

In 2024, economic development priorities included enhancing tourism and cultural opportunities, supporting workforce development, and nurturing entrepreneurship across all sectors. Outreach through events and initiatives was complemented by ongoing communication efforts and continued support for the specific needs of local business and property owners.

Outreach Connections

Indicator	2023
General Networking	848
Seminars, Presentations and Events	707
Business Outreach	321
Partnership Outreach	264
Total	2,140

Communication and Engagement



OrangevilleBusiness.ca

Avg Monthly Pageviews

44% increase | 2022: 1,248 | 2023: 1,803

Avg Monthly Users

51% increase | 2022: 605 | 2023: 912



e-Newsletter Recipients

SBEC Monthly

40.6% open rate | 2022: 1,886 | 2023: 1,874

Business Connections

38.7% open rate | 2022: 1,590 | 2023: 1,613



Social Media

Facebook Followers

12% increase | 2022: 1,402 | 2023: 1,569

KEY PROJECTS & INITIATIVES

- A new online tool, Localintel was launched on orangevillebusiness.ca. The interactive resource offers detailed information about Orangeville’s economic indicators, demographics, and location advantages. By transforming complex data into accessible, easy-to-understand charts and graphs, Localintel provides insights into the local market, supports business planning, and can help entrepreneurs make better decisions.
- Led by the Planning department, execution of the Community Improvement Plan (CIP) application process and promotion of its eight financial incentive programs were initiated in 2023, resulting in the approval of two applications. Strong interest from the business community in accessing CIP programs to support property improvements is anticipated for 2024 and beyond.
- Comedian Kate Davis presented “Connectivity through Humour” to over 100 participants on May 9. The event featured Kate’s light-hearted and engaging message about the importance of staying connected.
- Twenty-nine local employers participated in the Orangeville & Area Job Fair on October 17. A wide variety of local sectors were represented including manufacturing, health care, hospitality, and social services. Over 300 job seekers attended the event and 96% of participating businesses indicated they would attend a future job fair. The annual event has become an effective and reliable way for local businesses to meet potential candidates and promote their operations.
- In partnership with TD Bank Group, the annual Economic Outlook Breakfast was hosted on November 1. James Marple, Associate Vice President TD Economics presented a keynote address to an audience of 73 business leaders and community members. Results from a post-event survey were positive, with 95% of respondents indicating that they would attend again.



Aardvark Music & Culture

FOSTERING TOURISM AND CULTURE

Ongoing implementation of the Tourism Strategy and Action Plan and execution of an annual marketing plan contributed to increased visitor traffic in 2023. Key activities included continued promotion of the Love, Orangeville brand, development of new local experiences, and collaboration with local partners, organizations, and businesses to foster tourism in and around Orangeville.

Visitation Statistics

Total Visits*

20% increase | 2022: 6,301,890
2023: 7,572,783

8

Number of times a tourist visits our downtown per year

Total Tourist Visits (>40 km)*

31% increase | 2022: 1,162,054
2023: 1,522,884

42

Number of times a local visits our downtown per year

Total Tourist Spend (>40 km)**

35% increase | 2022: \$135,986,727
2023: \$184,865,533

Jobs Supported**

33% increase | 2022: 911
2023: 1,215

Communication and Engagement



LoveOrangeville.ca

Avg Monthly Pageviews
29% increase | 2022: 5,574
2023: 7,189

Avg Monthly Users
32% increase | 2022: 2,443
2023: 3,235



Monthly e-Newsletter

Recipients
12% increase | 2022: 1,396
2023: 1,568

Engagement
55% open rate



Social Media

Facebook Followers
30% increase | 2022: 835
2023: 1,087

Instagram Followers
43% increase | 2022: 1,326
2023: 1,894

*Downtown Orangeville Central Counties Tourism geo-fence data.

**Data from TRIEM for Dufferin County based on downtown Orangeville Central Counties Tourism geo-fence data.

KEY PROJECTS & INITIATIVES

- A new event - Connect to Create with Chelsea Johnson - was held on October 4. Twenty local artists and creative entrepreneurs participated in the interactive session.
- Four new utility boxes and two tree sculptures were added to Orangeville's public art collection.
- New itineraries, enhanced tours, and family-focused activities were created to encourage engagement with Orangeville's historic landmarks and local attractions.
- A marketing plan supported the ongoing promotion of the Love, Orangeville brand. Key initiatives included expanded video and photo content, and social media campaigns.
- A digital tourism sign was installed in front of the Visitor Information Centre in July and promoted 42 tourism-related events.
- The International Plowing Match was hosted in the Township of Amaranth in September. Town staff collaborated with Dufferin County to welcome attendees, offer tourism information, and deliver branded giveaways. Over 68,000 people attended the event.
- A digital guide to promote public art, historic buildings, and self-guided walking tours was migrated from an external app to an internal platform, reducing costs and creating efficiencies.



Orangeville Foot Clinic

SUPPORTING SMALL BUSINESS

The Orangeville & Area Small Business Enterprise Centre (SBEC) continued to support start-up and existing businesses in Dufferin County and neighbouring areas with free guidance and resources, including:

- Personalized business consultations
- Business plan reviews
- Guidance on licenses, permits, regulations and government support programs
- Assistance with business registration
- Mentoring and networking opportunities
- Workshops and events
- Satellite office in Shelburne (twice monthly)

PROGRAMS AND SERVICES



Starter Company Plus

\$28,000 in grants, six participants

This program supports enterprising people over eighteen years of age who want to start, grow, or buy a small business.



Summer Company

\$10,500 in grants, four participants

Summer Company assists youth entrepreneurs who are interested in launching and operating a summer business.



Concept to Commerce

10 sessions over 20 weeks, 7 participants

This start-up program is designed for new entrepreneurs who are looking to take an idea from concept through to the launch of their venture.



Forum Program

Monthly meetings, six participants

Held as a member-led, confidential, small peer group, this program offers the opportunity to foster valuable connections, share experiences, and find solutions to business hurdles.

Businesses (left to right): The Hair Lab, Dunk Disposal, JAKL KIDS, and Rural Rescue First Aid Training

Outreach Connections

Indicator	2023
General Inquiries	5,190
Business Consultations	483
Seminars, Presentations and Events	17
Event Registrations	345
Business Start-ups	94
Job Created	315

Digital Main Street

	2019/2020	2020/2021	2021/2022	2023/2024
Participants	25	46	64	94
Grant funding	\$62,500	\$115,000	\$160,000	\$235,000

In 2023, 94 local businesses leveraged the Digital Main Street (DMS) program and earned grants of \$2,500 each to improve their online presence and digital capabilities. A Digital Services Co-ordinator served as a free local resource to promote the DMS program to business owners and support their applications. Four rounds of the DMS program have been successfully offered in Orangeville, supporting Dufferin County businesses with over \$570,000 in funding.

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Please contact us for an accessible version of this document.

