

County of Wellington Credit Review

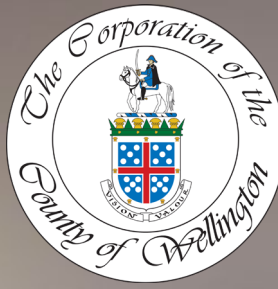
July 2024





Credit Review 2023

- ✓ Socio Economic Profile
- ✓ Jobs and Economy
- ✓ Municipal and County Investments
- ✓ Development Activity
- ✓ Outlook
- ✓ Economic Development Focus and Highlights

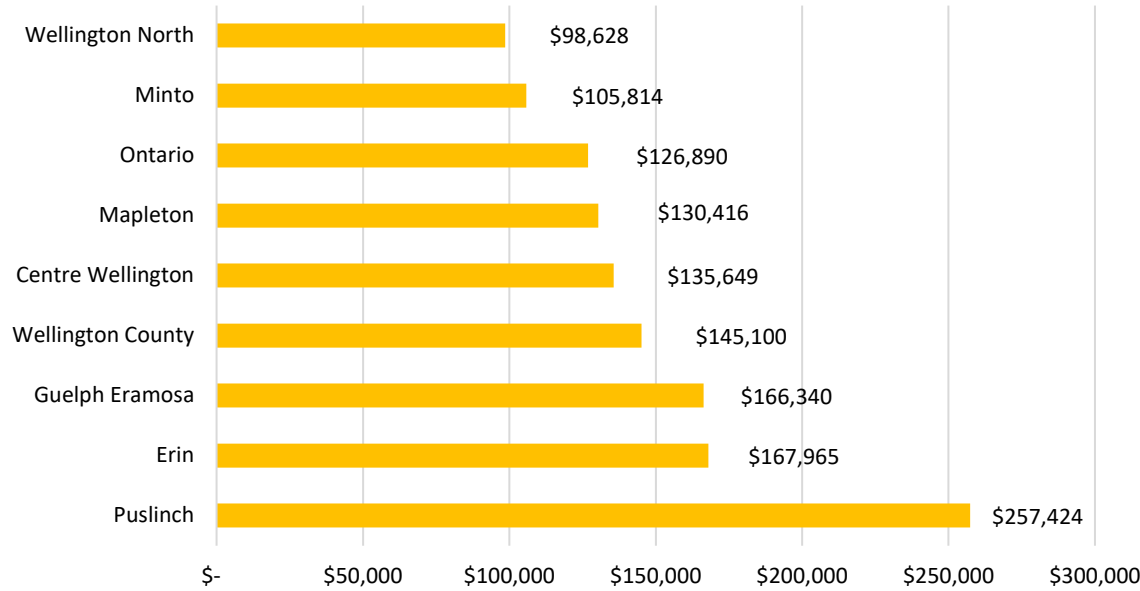


Wellington County Economic Profile 2023

- Population: 106,320
- 2051 Population projection 160,000
- 7 Municipalities surrounding the City of Guelph
- Land: 2,609 km²
- Assessment Base (\$M): 20,843
- Unemployment Rate: 3.3%*
- Households: 37,750
- Average Household Income: \$145,100*
- Businesses: 3,876
- Labour Force: 61,213*
- Employment: 60,568*
- Value of Building Permits: \$642,737,581

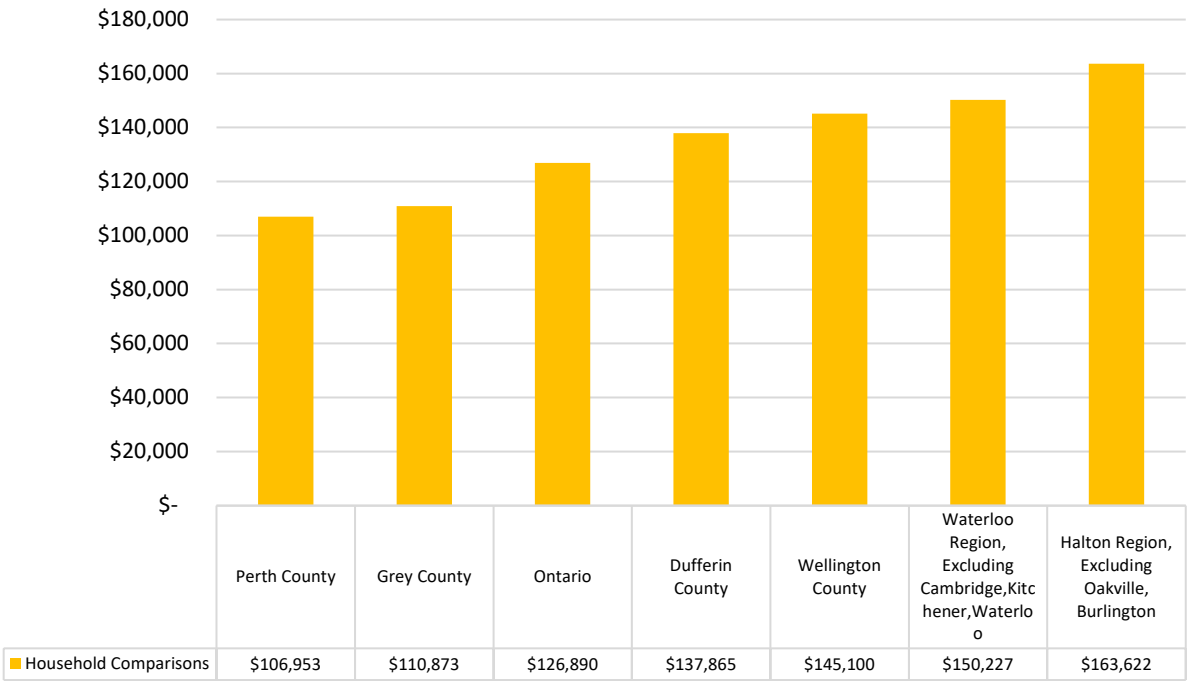
Average Household Income (2023)

Average Household Income (2023)



NOTE*:Average Household Income 2023 Data is configured to include data up until June 2024.

Average Total Income of Households Compared (2023)



GDP Estimates Based on Income (2024)

Municipality	Total GDP June 2024	GDP per capita June 2024
Centre Wellington	\$1,894,949,627	\$54,674
Erin	\$708,865,913	\$54,879
Guelph Eramosa	\$1,091,059,143	\$72,084
Mapleton	\$443,339,936	\$38,484
Minto	\$321,832,944	\$32,847
Puslinch	\$827,663,841	\$95,817
Wellington North	\$452,560,581	\$34,030
Wellington County	\$5,740,271,984	\$54,129

NOTE: *GDP estimates based on income contains data up until June 2024.



Demographics: Population + Households

Municipality	Population 2024	Population 2051	Households 2024	Households 2051
Centre Wellington	35,040	58,200	13,230	22,130
Erin	12,650	26,300	4,320	9,200
Guelph Eramosa	14,550	14,700	4,920	5,110
Mapleton	11,480	15,100	3,330	4,820
Minto	9,740	15,200	3,570	5,460
Puslinch	8,500	10,000	2,970	3,560
Wellington North	14,340	20,500	5,440	7,660
Wellington County	106,320	160,000	37,750	57,940



Population grew YOY
0.9%

Number of
Households YOY
grew 0.8%

Labour Force by Municipality (2023)

Municipality	Labour Force 2023	% of County Labour Force
Centre Wellington	19,458	31.8%
Erin	8,052	13.2%
Guelph Eramosa	9,573	15.6%
Mapleton	6,359	10.4%
Minto	5,291	8.6%
Puslinch	5,333	8.7%
Wellington North	7,147	11.7%
Wellington County	61,213	100.0%



NOTE: *Labour Force 2022 Data is configured to include data up until June 2024.

- ▶ Wellington County Total Labour Force: 59,854 (2022) 61,213 (2023) grew 2.3%



Major Sectors of Employment (2022-2023)

NAICS	Description	Jobs 2022	Jobs 2023	2022 - 2023 # Change	2022 - 2023 % Change	% of Total Employment
31-33	Manufacturing	8,430	8,606	176	2.1%	14.0%
23	Construction	6,317	6,452	135	2.1%	10.5%
62	Health Care and Social Assistance	6,226	6,378	152	2.4%	10.4%
44-45	Retail Trade	5,862	5,996	134	2.3%	9.8%
11	Agriculture, Forestry, Fishing and Hunting	4,827	4,882	55	1.1%	8.0%
54	Professional, Scientific and Technical Services	4,104	4,214	110	2.7%	6.9%
61	Educational Services	4,086	4,186	100	2.4%	6.8%
91	Public Administration*	3,013	3,177	164	5.4%	5.2%
48-49	Transportation and Warehousing	2,741	2,804	63	2.2%	4.6%
41	Wholesale Trade	2,625	2,686	61	2.3%	4.4%
81	Other Services (except public administration)	2,606	2,661	55	2.1%	4.3%
72	Accommodation and Food Services	2,248	2,300	52	2.1%	3.7%
56	Administration and Support, Waste Management and Remediation Services	2,199	2,254	55	2.5%	3.7%
52	Finance and Insurance	1,900	1,950	50	2.6%	3.2%
71	Arts, Entertainment and Recreation	847	873	26	3.0%	1.4%
53	Real Estate and Rental and Leasing	784	819	35	4.4%	1.3%
51	Information and Cultural Industries	714	734	20	2.8%	1.2%
22	Utilities	277	281	4	1.4%	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	57	60	3	5.3%	0.1%
55	Management of Companies and Enterprises	57	59	2	3.5%	0.1%
	Total	59,920	61,372	1,452	2.4%	100.0%

Please note job totals may not add up due to municipal data categories with insufficient data

Business Growth (2023)

Source: Lightcast Analyst

Municipality	2022 Business 1+ employee	2023 Business 1+ employee	2022 Business Full Count	2023 Business Full count	Total Change Business (2022-2023) 1+ employee	Total Change Business (2022-2023) Full Count
Centre Wellington	980	1,178	3,308	4,105	198	797
Erin	398	417	1,274	1,353	19	79
Guelph/Eramosa	436	667	1,720	2,472	231	752
Mapleton	354	467	1,641	2,283	113	642
Minto	320	334	1,411	1,520	14	109
Puslinch	463	502	1,685	1,904	39	219
Wellington North	474	311	1,918	1,387	-163	-531
Wellington County	3,425	3,876	12,957	15,024	451	2,067

Number of businesses with one employee or more in 2023 was **3,876**. When including business with an indeterminate employee count, businesses total **15,024** in Wellington County.

Wellington County NEW Business

Centre Wellington

Art's Pasta
Aspire Physiotherapy & Pilates
Bonus Box Games
Burger King
Burnside Grooming Co.
Catalyst Digital
Community Café
DR Electrical Solutions Ltd.
Dutchess Sweets & Treats
Elora Botanical Spa
Fergus Chrysler Dodge Jeep Ram
Fergus Cookie Co.
Fromagerie Evelyn
H&R Industrial Services Inc.
Health Is Best Corp.
Little Falls Naturals Inc.
Magic Boba
Melanie's Music and Movement
Metal, Fire and Smoke
MTL Carpentry
Offsides Sports Bar & Grill
Pepper & Flow Pilates and Yoga Studio
Snap Foods
Soulshine Dance Arts Inc.
Spruce Custom Carpentry
The Barber Lounge
The Lazer Clinic
the neighbourhood

Thirteen Design Studio Inc.
This Luxe Play
Wellington Auto Glass
Wellington County Bookkeeping
Wellington Windows Pro Wash
Wicked Welly Farm & Apiary

Erin

Bean Counters Erin Hills
Defender Public Relations
Elevation AV
Erin General Store & Refillery
Golden Hour Acupuncture
Over Here Community Arts
Adventure
Sunnyside Custom Apparel
Timex Barbershop
Woolen Mill Kitchen

Guelph/Eramosa

Hungry Horse Food Truck
Plain Jane Organics & Essentials
Rocky Sushi
The Bearded Barista

Puslinch

Bonus Solutions Inc.
Evelyn's Barkery
French Toast
Let It Be Halotherapy & Wellness
Centre Inc.
Rise and Shine Island Flavour

Mapleton

Drayton Chop House (new owner)
Farmstead Fence Supply Inc.
Mapleside Industries Inc.
Summer Rain Farm

Minto

Changing Hands
Cindy Lou's Diner
Clifford Food Market
Clifford Snack Shack
Dans Ma Bouche
Dulce Heaven Cookies & Scoops
Homestyle Bites and Catering
Lost Angels Barbershop
Meiklejohn Wellness House
Two Pines Herbals
V&M Construction Inc.
Violets in the Barn

Wellington North

Bogie Monster Vapeshop
Britts Corner Tack
Country Vape
Custom Signs & Graphics
Five for Snacking
Foodland
Greenwave Soccer
Lifetime Lumber Products
Pro Active Industrial Inc
Sandwich Club
SmallTown Detailing
Stonehenge Therapeutic
The Personal Empowerment Studio
The Physio Place
Tito's Pizza
V4 Vape
Wilson Corp
Woods Fletcher Collins



French Toast – Puslinch



Community Café – Centre Wellington



Wellington County Top Employers

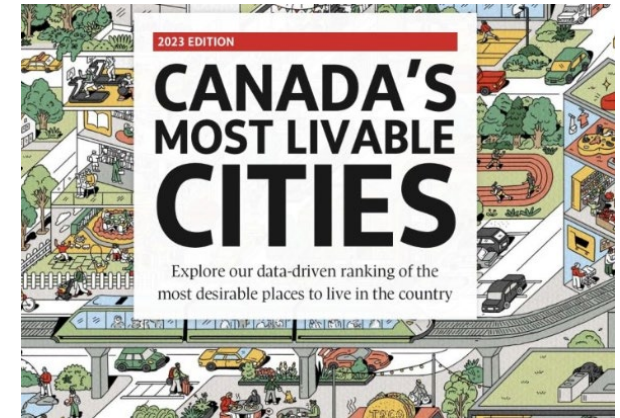
Source: Municipal EDOs/Employer Outreach

Bracket	Business	Sector	Municipality
1,000+	Upper Grand District Schoolboard	Education	Wellington County
	County of Wellington	Public Administration	Wellington County
	TG Minto	Manufacturing	Minto
700-799	Jefferson Elora Corporation	Manufacturing	Centre Wellington
500-599	Musashi Auto Parts Canada Inc.	Manufacturing	Wellington North
400-499	Groves Memorial Hospital	Health Care	Centre Wellington
300-399	Township of Centre Wellington	Public Administration	Centre Wellington
	Elora Mill Hotel & Spa	Accommodation & Food Services	Centre Wellington
200-299	Royal Canin Canada	Manufacturing	Puslinch
	Wallenstein Feed & Supply Ltd	Agriculture	Mapleton
	North Wellington Health Care	Health Care	Wellington North
	Polycorp Ltd.	Manufacturing	Centre Wellington
	Triton Water Canada Holdings	Manufacturing	Puslinch
	Dana Long Corp	Manufacturing	Wellington North
	Nexans Canada	Manufacturing	Centre Wellington
	Cascade Canada Ltd	Manufacturing	Puslinch
	Walinga Inc.	Transportation	Guelph Eramosa
	Mammoet Crane	Crane Rental, Heavy Lifting, Transport Specialist	Puslinch
	Viking-Cives Ltd.	Manufacturing	Wellington North
	Capital Paving Inc.	Construction	Puslinch
	Con-Cast Pipe Ltd.	Manufacturing	Puslinch
	Cooley Group	Manufacturing	Wellington North



Municipal Economic Development Efforts

- Municipal BR+E Fund, in 10 years has produced a total investment of \$4.8M in Wellington County
- Community Improvement Plans active in all seven municipalities
- County receives funding for countywide Downtown Revitalization Project
- North Wellington Health Care receives \$1.3 million in provincial funding
- Town of Erin Wastewater Treatment Plant construction work takes off
- Sales for North Fergus business park begins in September 2023
- The Donkey Sanctuary of Canada in the Township of Puslinch received the Global Federation of Animal Sanctuaries (GFAS) Outstanding Equine Sanctuary Award for 2023
- Mapleton and Centre Wellington make Globe and Mail's top 100 'Most Livable Cities' list.
- Elora & Fergus recognized for being one of the top participating communities in 2023's Culture Days festival
- Township of Puslinch collaborates with County of Wellington towards a Regionally Significant Economic Development Study Area Phase 1 for Employment Lands



2023 Development Activity Summary and Highlights



2023 New Residential Permits Issued

Source: County Planning, 2023 Performance Measures, Land Use Planning, 2023 Residential Development Monitoring Report

Municipality	Total Urban Unit Permits	Total Rural Unit Permits	Total Permits
Centre Wellington	260	8	268
<i>Low</i>	166	8	174
<i>Medium</i>	94	0	94
<i>High</i>	0	0	0
Town of Erin	1	16	17
<i>Low</i>	1	16	17
<i>Medium</i>	0	0	0
<i>High</i>	0	0	0
Guelph/Eramosa	1	16	17
<i>Low</i>	1	16	17
<i>Medium</i>	0	0	0
<i>High</i>	0	0	0
Mapleton	5	16	21
<i>Low</i>	5	16	21
<i>Medium</i>	0	0	0
<i>High</i>	0	0	0

Municipality	Total Urban Unit Permits	Total Rural Unit Permits	Total Permits
Town of Minto	18	7	25
<i>Low</i>	12	7	19
<i>Medium</i>	6	0	6
<i>High</i>	0	0	0
Wellington North	219	14	233
<i>Low</i>	84	14	98
<i>Medium</i>	97	0	97
<i>High</i>	38	0	38
Puslinch	0	11	11
<i>Low</i>	0	11	11
<i>Medium</i>	0	0	0
<i>High</i>	0	0	0

County Total	504	88	592
<i>Low</i>	269	88	357
<i>Medium</i>	197	0	197
<i>High</i>	38	0	38

Year	2016	2017	2018	2019	2020	2021	2022	2023
New Residential Permits	665	551	359	572	497	814	853	592



2023 Residential Development Activity

5 years 2019-2023

Municipality	Residential Construction Values 2019	Residential Construction Values 2020	Residential Construction Values 2021	Residential Construction Values 2022	Residential Construction Values 2023
Centre Wellington	\$116,203,982	\$99,333,835	\$235,528,054	\$176,305,492	\$152,463,070
Erin	\$9,723,351	\$20,000,000	\$32,243,507	\$35,356,006	\$28,700,000
Guelph/Eramosa	\$44,693,486	\$40,252,918	\$30,770,304	\$26,465,352	\$27,015,165
Mapleton	\$15,382,600	\$20,947,000	\$33,415,500	\$27,762,178	\$25,002,484
Minto	\$19,622,000	\$19,019,322	\$28,534,750	\$36,936,944	\$14,531,345
Puslinch	\$51,223,868	\$47,184,784	\$72,630,254	\$70,773,739	\$29,145,158
Wellington North	\$12,223,950	\$18,448,900	\$58,336,209	\$86,644,761	\$71,335,000
Total	\$269,073,237	\$265,186,759	\$491,408,690	\$460,244,472	\$348,192,222



Residential Highlights

- 8-unit development (Guelph) – County Housing Services Division – supportive youth housing (Wyndham House)
- 32-unit development (Guelph) – County Housing Services Division – permanent supportive housing for adults
- 65-unit development (Guelph) – County Housing Services Division – affordable housing units for seniors
- Maitland Meadows (Minto) – 2 Single Family Detached, 1 Semi, and 1 6-unit Townhome
- Wellington Road 19/West of 3rd Line (Fergus) - 118 private home development by Geranium Homes approved
- 350 Wellington Road 7 (Salem) – 271 townhouses (with up to 280 granted approval)
- 77 McQueen Blvd. (Fergus) – 100-unit apartment building by Westminster Hills Ltd. approved
- 175 Geddes St. (Elora) – rezoning and construction underway for 4 storey apartment building (19 res. and 2 commercial units)
- Beachcroft Investments Inc. moving ahead with 799-unit subdivision plan (Hillsburgh)
- Solmar subdivision (Erin) – 1,469 residential lots/units under construction
- 2022-2027 growth for Arthur continues – 1 subdivision with 200 units and 1 with 180 units
- 2022-2027 growth for Mount Forest continues – 1 subdivision with 441 units and 1 with 180 units
- Fox Run Phase 2 and Audrey Meadows/George Good Subdivision work continues in Puslinch
- Township of Puslinch receives 4 new subdivision proposals in 2023



Geranium Homes Development –
Fergus Golf Club



Maitland Meadows – 6-unit
townhome development

2023 Agricultural Development Activity

5 years 2019-2023

Municipality	Agricultural Construction Values 2019	Agricultural Construction Values 2020	Agricultural Construction Values 2021	Agricultural Construction Values 2022	Agricultural Construction Values 2023
Centre Wellington	\$21,568,000	\$10,107,580	\$17,879,000	\$6,752,558	\$17,879,000
Erin	\$1,801,500	\$330,000	\$683,000	\$3,664,999	\$2,500,000
Guelph/Eramosa	\$3,009,771	\$2,600,000	\$3,678,000	\$6,527,500	\$2,492,000
Mapleton	\$21,700,370	\$24,145,250	\$26,563,700	\$20,078,200	\$22,755,199
Minto	\$6,189,000	\$5,343,860	\$3,727,600	\$11,969,000	\$6,568,500
Puslinch	\$295,000	\$707,900	\$3,792,000	\$3,980,495	\$72,175
Wellington North	\$13,237,300	\$11,012,000	\$14,051,600	\$18,397,150	\$28,884,300
Total	\$67,800,941	\$54,246,590	\$70,374,900	\$71,369,902	\$81,151,174



Agricultural Highlights

- Wallenstein Feed and Supply begins construction on new mill (Mapleton)
- New Ontario Swine Research Centre opens in Elora (Centre Wellington)
- Horton Bros constructs new elevator (Minto)
- Frank Ruest constructs new shop and storage facility (Minto)
- Lester Bearinger develops new hog barn (Minto)
- Weberway invests \$300,000 for expansion (Minto)
- Harriston Agromart invests \$995,000 for expansion (Minto)
- Share Farm Supplies opens second location in Wellington County (Erin)
- Agrisan Specialty Chemical & Pharmaceutical invests \$1.3 million for expansion (Wellington North)



New Ontario Swine Research Centre



Lester Bearinger – New Hog Barn

2023 Industrial Development Activity

5 years 2019-2023

Municipality	Industrial Construction Values 2019	Industrial Construction Values 2020	Industrial Construction Values 2021	Industrial Construction Values 2022	Industrial Construction Values 2023
Centre Wellington	\$10,900,000	\$10,232,533	\$47,566,500	\$7,240,000	\$12,367,200
Erin	\$0	\$2,300,000	\$4,300,000	\$119,097,000	\$0
Guelph/Eramosa	\$4,498,000	\$32,930,000	\$5,109,500	\$550,000	\$277,000
Mapleton	\$4,337,500	\$3,540,000	\$7,742,000	\$2,990,000	\$18,083,000
Minto	\$5,506,000	\$910,000	\$4,755,000	\$21,025,000	\$6,470,000
Puslinch	\$0	\$0	\$0	\$0	\$120,303,000
Wellington North	\$8,515,000	\$6,705,000	\$5,927,500	\$1,780,000	\$16,062,000
Total	\$33,756,500	\$56,617,533	\$75,400,500	\$152,682,000	\$173,562,200



Industrial/Manufacturing Highlights

- MPI Print officially opens new 200,000 sqft facility in Mount Forest (Wellington North)
- Carquest invests \$1 million into new build construction in Arthur (Wellington North)
- Stirling Marathon completes 50,000 sqft addition in Elora (Centre Wellington)
- Newdon Industries completes \$1.1 million dollar plant addition in Fergus (Centre Wellington)
- Well Initiatives Ltd. announces \$4 million expansion (Minto)



Stirling Marathon – Centre Wellington



Well Initiatives Ltd. Expansion – Minto

2023 Commercial Development Activity

5 years 2019-2023

	Commercial Construction Values 2019	Commercial Construction Values 2020	Commercial Construction Values 2021	Commercial Construction Values 2022	Commercial Construction Values 2023
Centre Wellington	\$26,553,800	\$5,713,700	\$5,364,165	\$2,074,040	\$3,127,235
Erin	\$75,000	\$300,000	\$880,000	\$1,705,000	\$200,000
Guelph/Eramosa	\$67,500	\$2,328,000	Industrial/commercial permit value shown in industrial total	\$189,960	\$410,000
Mapleton	\$1,645,000	\$1,426,000	\$2,783,000	\$2,023,999	\$1,250,000
Minto	\$2,158,000	\$689,000	\$1,037,475	\$4,977,689	\$6,102,000
Puslinch	\$7,895,000	\$1,485,000	\$3,554,475	\$237,235	\$485,000
Wellington North	\$3,421,300	\$1,230,000	\$1,516,625	\$3,220,460	\$10,226,250
Total	\$41,815,600	\$13,171,700	\$15,135,740	\$14,428,383	\$21,800,485



Commercial Development Highlights

- Sobey's (Foodland store) 27,000 sqft. development completed in Mount Forest (Wellington North)
- Harriston Agromart develops new storage building and heated shop (Minto)
- Pike Lake Office invests \$685,000 in new addition (Minto)
- Moonfleet Poultry invests in repair shop and wash bay with offices (Minto)
- Wellington Road 7 property in Elora gets a holding provision lifted – makes way for McDonalds drive-thru restaurant (Centre Wellington)



Sobey's (Foodland store) development plan – Mount Forest

Source: Wellington Advertiser



Moonfleet Poultry

2023 Institutional Development Activity

5 years 2019-2023

Municipality	Institutional Construction Values 2019	Institutional Construction Values 2020	Institutional Construction Values 2021	Institutional Construction Values 2022	Institutional Construction Values 2023
Centre Wellington	\$1,326,000	\$621,170	\$720,000	\$6,710,000	\$7,464,000
Erin	\$350,000	\$30,000	\$0	\$150,000	\$7,000,000
Guelph/Eramosa	\$46,186	\$0	\$2,631,000	\$304,865	\$2,442,500
Mapleton	\$615,000	\$613,800	\$140,000	\$120,000	\$0
Minto	\$1,420,000	\$300,000	\$280,000	\$475,000	\$1,005,000
Puslinch	\$0	\$0	\$0	\$0	\$0
Wellington North	\$14,614,300	\$250,000	\$493,000	\$315,000	\$120,000
Total	\$18,371,486	\$1,814,970	\$4,264,000	\$8,074,865	\$18,031,500



Institutional Development Highlights

- Wellington County Roads Garage in Arthur has design approved (Wellington North)
- St. Joseph Catholic School in Fergus' plans for an addition proceeds to tender
- Rockyvale Meeting House (Minto)
- Seven Bridges Schoolhouse (Minto)
- Sunrise Echo Schoolhouse (Minto)
- Wellington County Library Branch (new construction) (Erin)
- Rockmosa Park upgrades completed (Guelph/Eramosa)
- County of Wellington Indigenous Gathering Circle completed (Centre Wellington)
- Elora Centre for the Arts outdoor performance pavilion completed (Centre Wellington)
- Wellington County Museum and Archives – new playground completed (Centre Wellington)
- Rivermead building in Eden Mills reopens after renovations (Guelph/Eramosa)
- County of Wellington purchases 3 properties just over \$5.5 million for future office and parking needs
- Boreham Park and Puslinch Community Centre Park renovations and upgrades completed (Puslinch)



Wellington County Roads Garage Design - Arthur



Elora Centre for the Arts

2024 Investment Highlights

Residential:

- 32-unit development – Housing Services Division – permanent supportive housing
- 28-unit development – Housing Services Division – transitional housing (with supports)
- 12-unit development – Housing Services Division – transitional housing (with supports)
- Mixed-use three-story building (28 residential units) (Guelph/Eramosa)
- Two low-rise apartment buildings under construction (Guelph/Eramosa)
- 32 stacked townhouse units in Fergus (Centre Wellington)

Commercial:

- New grocery store under construction in Rockwood (Guelph/Eramosa)
- Petro Canada redeveloping in Arthur (Wellington North)

Agricultural:

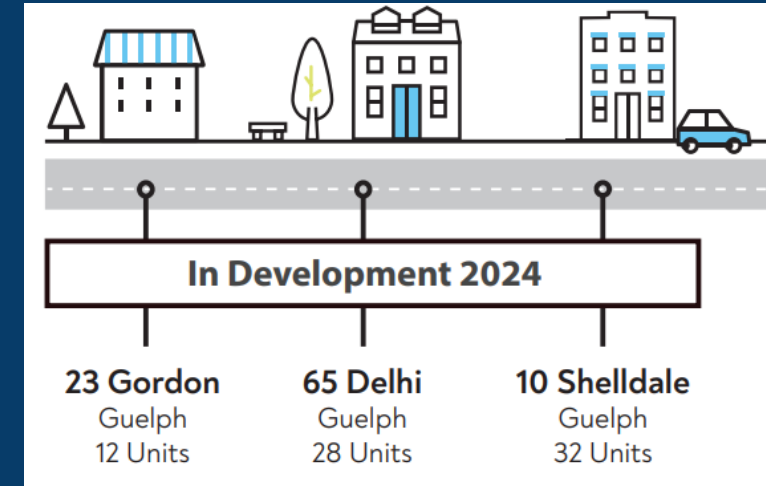
- All Treat Farms/Walker Industries completing new packaging plant in Arthur (Wellington North)
- Maple Lane Farm Service doubling the size of its operations (Wellington North)

Industrial:

- Town of Minto council approves sale of land for industrial mall in Palmerston
- Harriston Super Storage expansion (Minto)
- Well Initiatives Ltd. begins new build in Palmerston Industrial Park (Minto)
- J&P Brothers Ltd. Industrial Plaza investment grows (Minto)
- CP Industries developing new 17,000 sqft warehouse (Centre Wellington)
- Hammond Manufacturing developing new 100,000 sqft manufacturing facility (Centre Wellington)
- Danby proposes investment in Township of Puslinch
- Former Schneider property in site application process with the Township of Puslinch

Institutional:

- Township of Puslinch receives funding to upgrade 2 parks
- Multi million-dollar renovations at Town of Erin's Centre 2000 & Arena
- Boundary Review process for new school in Centre Wellington



County of Wellington – Housing Services Division 2024 developments



Super Storage – Minto

NEED A RIDE?

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- 2 Enter your pick-up and drop-off addresses.
- 3 Choose a time between 6:00 am and 7:00 pm, Monday to Friday.
- 4 Book and pay for your trip with a credit card.

Find out more at www.ridewell.ca

Ride Well Transportation Pilot

- ▶ 2023 serviced 8,861 rides vs. 2022 serviced 5,776 rides, resulting in an increase of 53% in service growth.
 - ▶ An average ridesharing rate of 26%
- ▶ Short-term recommendations and review completed by Dillon Consulting in March 2024.
- ▶ July 2024 – approval to increase service hours from 38 to 52 to address growing demand.
- ▶ Long-term service review to be completed in September 2024.



Attainable Housing

- ▶ County Housing Taskforce
- ▶ Attainable Housing Pilot Project
- ▶ Updates to County Official Plan
 - ▶ Additional Residential Units (ARUs)
 - ▶ Policy language – greater housing type varieties
 - ▶ Support use of Community Planning Permit System (CPPS)
- ▶ Local ARU stories



County of Wellington @wellingtncounty
Do you have an Additional Residential Unit (ARU) in your home or on your property?

- ✓ Basement apartments
- ✓ Secondary suites
- ✓ Garage conversions
- ✓ & More

Share your ARU experience to inform our attainable housing campaign:
<http://ow.ly/az1v50NmJMp>
pic.twitter.com/mm83DhgzC



Invest WELL Community Improvement Programme (CIP)

2023 Highlights

- ▶ 5 Projects Approved in 2023
- ▶ \$34,000 County Investment
- ▶ \$26,413.48 Member Municipality Investment
- ▶ Total project values: \$2,704,712.60
- ▶ Completed assessment and renewal of Invest Well priorities, goals, and funding

New Community Improvement Grant Priorities (as of October 2023)

1. Use Land Strategically
2. Improve Buildings and Infrastructure
3. Diversify the Economy
4. Provide Affordable Housing
5. Promote Tourism
6. Incorporate Sustainability



Tullamore Lavender Co - Mapleton



Dan Michael Investments - Erin

Connectivity Expansion (SWIFT):

- ▶ All Southwestern Integrated Fibre Technology projects completed in 2023
- ▶ Infrastructure value >\$12.9M
- ▶ Additional 3,085 premises offered service

Connectivity Advocacy:

- ▶ Continue to work with Rural Broadband Working Group
- ▶ Continue the public speed test campaign
- ▶ Information for businesses and residents seeking solutions
- ▶ Collaborating with SWIFT and CIRA to identify underserved areas

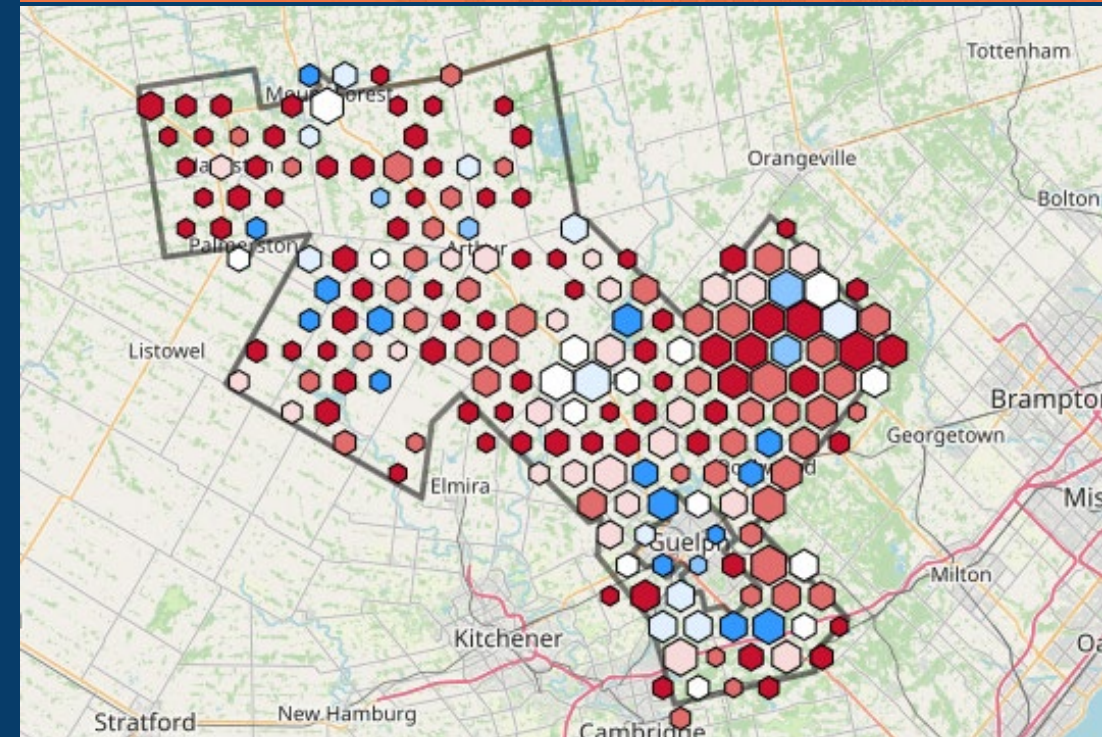
Available at www.wellington.ca/Internet:

- CIRA Speed Test
- Connectivity Guidebook
- Internet enquiries form



Faster internet is coming...

ARE YOU ON THE MAP?



Our Food Future

- Project completed in December 2023
 - Over \$41 million invested – private and public funding sources
- Experimental Acres Handbook produced in November 2023
- Final Report – Seeding Circularity in Communities – released in December 2023
- Wellington County becomes the only municipality to be a collaborative partner of the \$9.3M federally funded 2023 Living Laboratories Initiative
- Finalist in AAFC's Food Waste Reduction Challenge
- Circular Cities and Regions cohort member
- Guelph-Wellington selected to host North America's first Circular Economy Hotspot in 2024

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An Initiative of



Lead Funders



Corporate Funders



Delivery Partners



Congratulations to everyone involved in this transformative community initiative.

The Our Food Future project started in 2019 as a seed of an idea: can data, partnership, and imagination lead us back to a more circular food system? One with sustainability, equity, and innovation at the core? With local governments taking the lead?

A bold bid to Infrastructure Canada's Smart Cities Challenge led to \$10 million in funding over four years to plant this seed and help it grow.

And how it grew! From greenhouse gas (GHG) emissions reductions equal to removing tens of thousands of cars from the roads, to ground-breaking programs that are keeping thousands of tonnes of food from landfill, to helping feed people in our community. The project has realized tremendous accomplishments in just four years.

The program succeeded despite navigating around extraordinary circumstances, namely the COVID-19 pandemic and its aftereffects including growing food insecurity, inflation, and economic uncertainty. Our Food Future and Circular Opportunity Innovation Launchpad (COIL) were among our community's essential supports, championing and funding circular innovation for food businesses, leading programs making and delivering healthy meals to families, and sparking a new interest in growing food at home, and in neighbourhoods.

The secret recipe has been the size of this proverbial kitchen: the project has seen unprecedented collaboration, co-led by the City of Guelph and the County of Wellington and involving hundreds of stakeholders across the region: local policymakers, businesses, researchers, nonprofit organizations, and community builders. We all came together with a united passion to make a difference, and set the stage for permanent, system-level change.

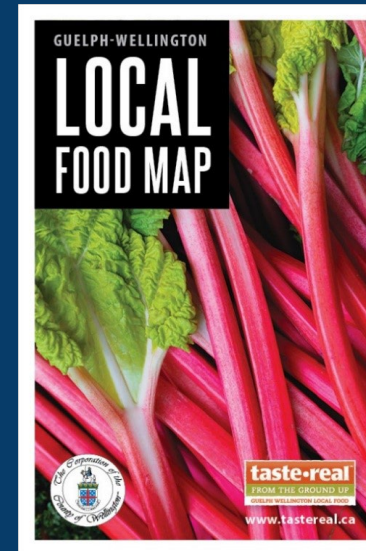
As this phase of the work concludes, that stage has been set: embedding circular principles in local programs, policies, and especially in the hearts of our community. We have a clear mandate for long-term impact.

Mayor Cam Guthrie,
City of Guelph

Warden Andy Lennox,
County of Wellington

Taste Real Local Food

- ▶ Taste Real participants: 209 in 2023
- ▶ Taste Real Programming
 - ▶ Taste Real Food Experience Guide and promotional brochures, including the updated 2023 Local Food Map
 - ▶ Rural Romp events
 - ▶ Seasonal Campaigns
 - ▶ Business consultations and supports
 - ▶ Guelph Wellington Circular Box collaboration - \$3,162.00 sales
- ▶ Farmers' Market Programming
 - ▶ Farmers' Market Trail
 - ▶ Farmers' Market Boxes - \$26,525.00 sales
 - ▶ Holiday Farmers' Market Box - \$16,466 sales
 - ▶ Food Day Canada cross promotion



Tourism & Events

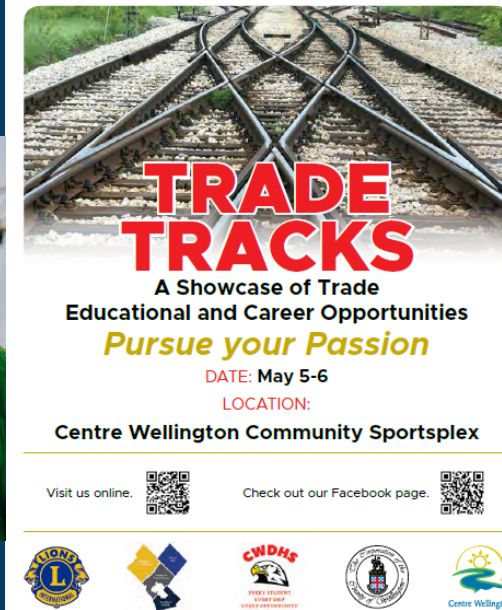
- ▶ Feast On the Farm
- ▶ Winter Adventures Campaign
- ▶ Holiday Happenings Campaign
- ▶ Ag Finance Day
- ▶ 2023 Royal Winter Fair
- ▶ Recipient of an Economic Development Association of Canada Marketing Award for a series of descriptive videos promoting local Wellington County Tourism
- ▶ Tourism Pay-to-Play signage continues with 35 participating businesses
- ▶ Wellington County Tourism Strategy published in January 2023
- ▶ Wellington County Cycling Tourism Routes 2023 Report developed



Talent Attraction, Newcomer and Workforce Support

- ▶ 2023 Trade Tracks Event
- ▶ Launched the Wellington Welcomes campaign
- ▶ Hosted Wellington County's first multicultural festival
- ▶ September 8-17, 2023: Welcoming Week, hosted by the Guelph-Wellington Local Immigration Partnership
- ▶ Construction Bootcamp – CLAC & Conestoga College
- ▶ Ongoing connections and collaborations with the Workforce Planning Board – Waterloo, Wellington, Dufferin

2023 Highlights



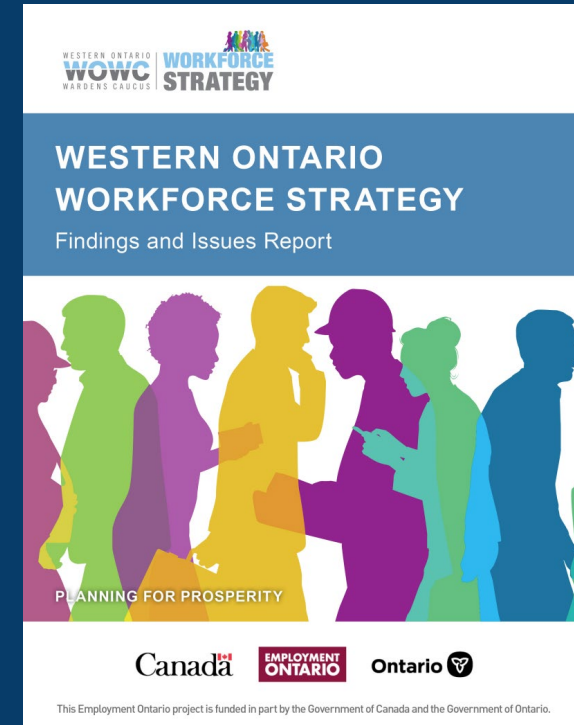
A Project of the South Wellington Community Lions
in association with Centre Wellington District High School

Western Ontario Warden's Caucus (WOWC)

2023 Highlights

- Three priorities of focus:
 1. Housing
 2. Workforce to Support Economic Growth
 3. Mental Health, Addictions & Homelessness
- 2022 WOWC Workforce Strategy and the Workforce Planning Objectives
- 2023 Workforce Conference
- Strong regional focus, networking and information sharing.

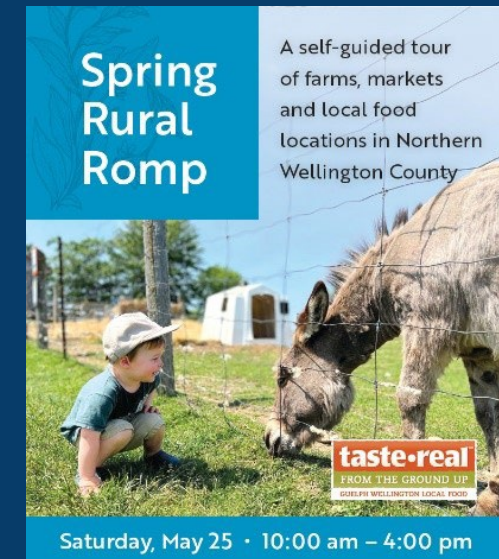
WESTERN ONTARIO
WOWC
WARDENS CAUCUS

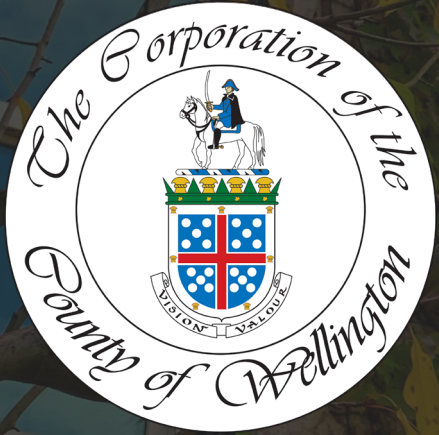


2024 Highlights

- Recipient of the 2023 Economic Developers Council of Ontario (EDCO) Award for Inclusive Community Based Initiatives and Programming - 'Wellington Welcomes' campaign
- Honorable Mention during the Economic Developers Council of Ontario (EDCO) Awards in the Innovation in Community Resiliency category - Wellington County's Ride Well Rural Transit
- February 2024: \$227,196 in additional funding from the Province was granted for Ride Well.
- February – March 2024: CLAC Construction Bootcamp
- May 2024: Spring Rural Romp
- May 2024: Farmers' Market Boxes and Trail Launch
- May 2024: Top 5 Things to do in Wellington County this Week
- June – August 2024: 'Dating our Downtowns' Campaign Launch
- June 2024: Circular Economy Hotspot
- June 2024: Integrated Uber functionality into the Ride Well platform.
- July 2024: New Food Experience Guide
- July 2024: 2nd Annual Multicultural Festival
- July 30, 2024: Food Day Canada - Elora's Longest BBQ
- August 2024: Cycling Tourism Routes Launch
- September 2024: Fall Rural Romp
- September 2024: Day in the Life videos
- Fall 2024: New Visitor Map

2023 Highlights





Jana Burns

Wellington Place
Administrator

County of Wellington

janab@wellington.ca

1.519.837.2600 x5222

www.wellington.ca

