

County of Wellington Credit Review

August 2026



Credit Review 2025

Socio Economic Profile

Jobs and Economy

Development Activity

Economic Development Focus and Highlights



Wellington County Economic Profile 2025

Population: 109,980*

2051 Population projection: 160,000

7 Municipalities surrounding the City of Guelph

Land: 2,609 *km*²

Assessment Base (\$M): 23,310

Unemployment Rate: 3.3%*

Households: 39,470*

Average Household Income: \$152,747

Businesses: 3,894

Labour Force: 63,227*

Employment: 61,133*

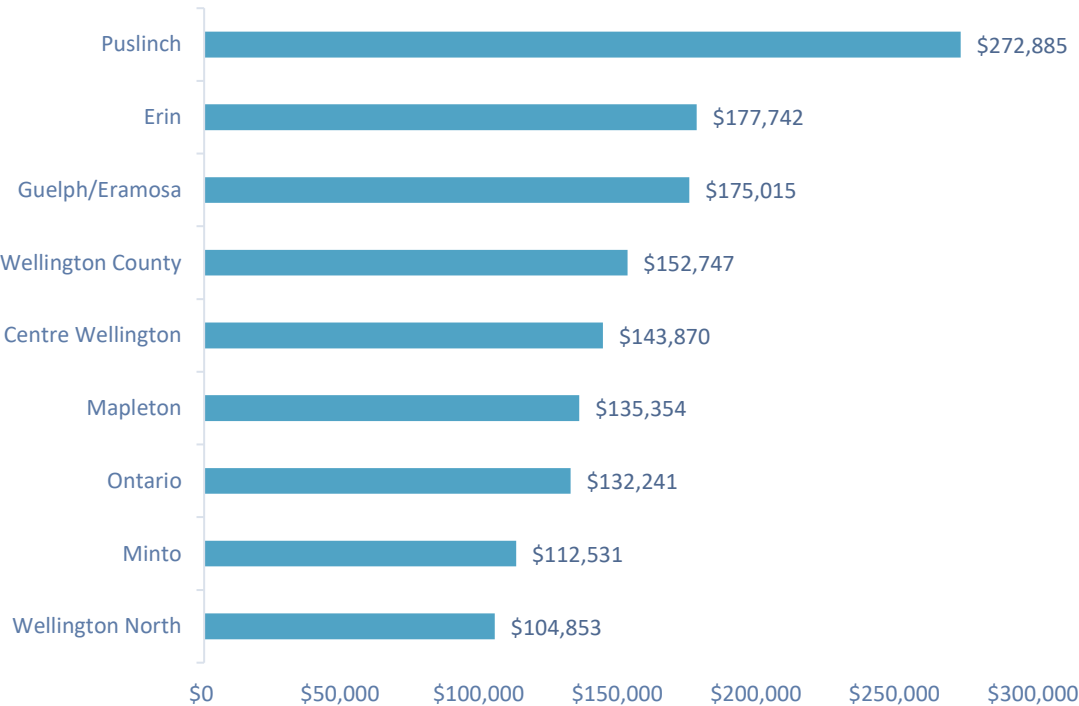
Value of Building Permits: \$531,196,001

*Value is configured to include data up until June 2026.

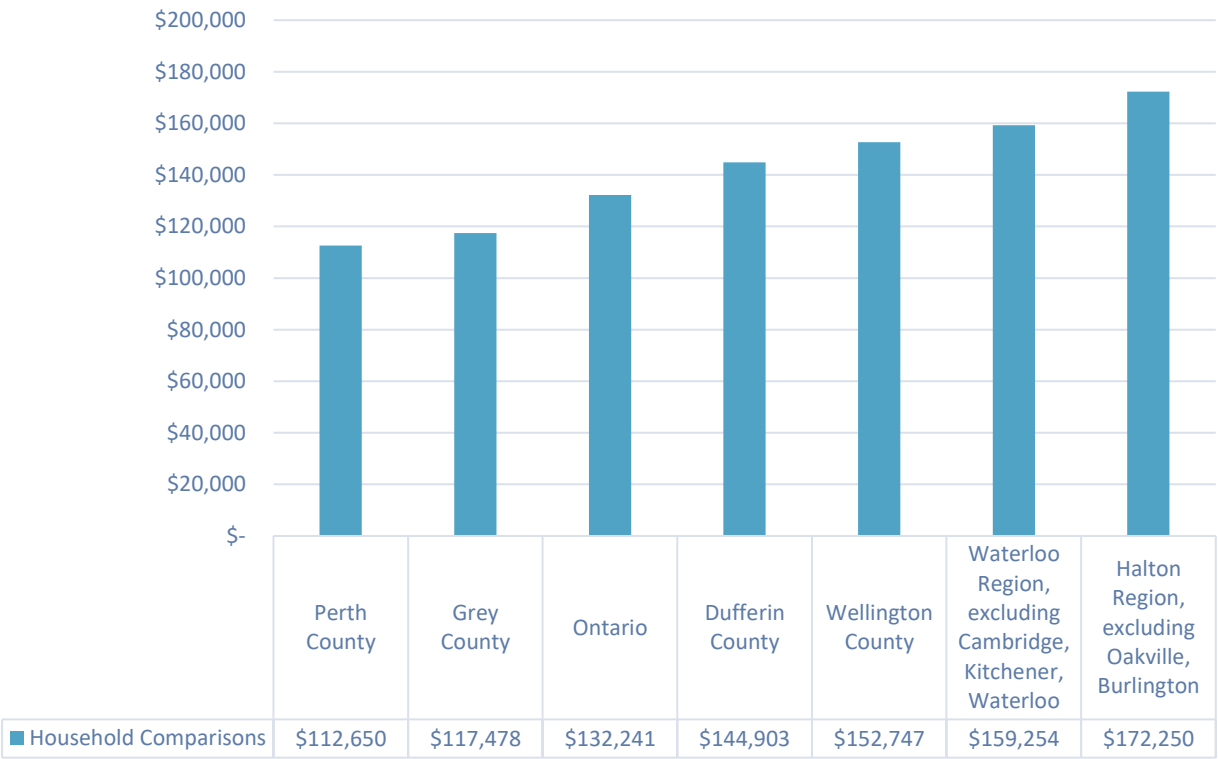


Average Household Income (2025)

Average Household Income (2025)



Average Total Income of Households Compared (2025)



GDP Estimates Based on Income

Municipality	Total GDP June 2026*	GDP per capita June 2026*
Township of Centre Wellington	\$2,000,160,744	\$56,104
Town of Erin	\$737,163,912	\$56,088
Township of Guelph/Eramosa	\$1,130,474,191	\$73,989
Township of Mapleton	\$458,808,131	\$39,255
Town of Minto	\$342,379,281	\$33,782
Township of Puslinch	\$866,455,604	\$98,506
Township of Wellington North	\$508,752,086	\$34,975
Wellington County	\$6,048,982,417	\$55,374

*GDP estimates based on income contains data up until June 2026.

Demographics: Populations & Households

Municipality	Population 2026	Population 2051	Households 2026	Households 2051
Centre Wellington	35,650	58,200	13,600	22,130
Erin	15,180	26,300	5,280	9,200
Guelph/Eramosa	14,540	14,700	4,960	5,110
Mapleton	11,610	15,100	3,400	4,820
Minto	9,830	15,200	3,620	5,460
Puslinch	8,550	10,000	3,000	3,560
Wellington North	14,640	20,500	5,630	7,660
Total	109,980	160,000	39,470	57,940



Population grew YOY
2.2%

Number of households
grew YOY **3.1%**

Labour Force by Municipality (2025)

Municipality	Labour Force 2025*	% of County Labour Force
Township of Centre Wellington	20,056	31.7%
Town of Erin	8,239	13.0%
Township of Guelph/Eramosa	9,704	15.3%
Township of Mapleton	6,488	10.3%
Town of Minto	5,465	8.6%
Township of Puslinch	5,473	8.7%
Township of Wellington North	7,802	12.3%
Wellington County	63,227	100.0%

*Labour Force 2025 data is configured to include data up until June 2026.

Wellington County Total Labour Force: 61,818 (2024) vs. 63,227 (2025) – grew 2.3% (1% 2024)



Labour Force - Major Sectors

NAICS Code	Description	2024 Labour Force	2025 Labour Force	2024-2025 Δ#	2024-2025 Δ%	% of Total Employment
31-33	Manufacturing	8,684	8,897	213	2.5%	14.1%
23	Construction	6,514	6,667	153	2.3%	10.5%
62	Health Care and Social Assistance	6,447	6,609	162	2.5%	10.5%
44-45	Retail Trade	6,051	6,194	143	2.4%	9.8%
11	Agriculture, Forestry, Fishing and Hunting	4,920	5,040	120	2.4%	8.0%
54	Professional, Scientific and Technical Services	4,257	4,339	82	1.9%	6.9%
61	Educational Services	4,222	4,304	82	1.9%	6.8%
48-49	Transportation and Warehousing	2,838	2,911	73	2.6%	4.6%
41	Wholesale Trade	2,713	2,767	54	2.0%	4.4%
81	Other Services (except public administration)	2,683	2,737	54	2.0%	4.3%
91	Public Administration	2,402	2,452	50	2.1%	3.9%
72	Accommodation and Food Services	2,324	2,381	57	2.5%	3.8%
56	Administration and Support, Waste Management and Remediation Services	2,277	2,328	51	2.2%	3.7%
52	Finance and Insurance	1,973	2,016	43	2.2%	3.2%
71	Arts, Entertainment and Recreation	883	899	16	1.8%	1.4%
53	Real Estate and Rental Leasing	829	845	16	1.9%	1.3%
51	Information and Cultural Industries	744	761	17	2.3%	1.2%
N/A	Non-classified Industries	652	665	13	2.0%	1.1%
22	Utilities	282	287	5	1.8%	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	62	65	3	4.8%	0.1%
55	Management of Companies and Enterprises	60	61	1	1.7%	0.1%
	Total	61,818	63,227	1,409	2.3%	100%

Jobs (Incl. Self Employed) - Major Sectors

NAICS Code	Description	2024 Jobs	2025 Jobs	2024-2025 Δ#	2024-2025 Δ%	% of Total Employment
31-33	Manufacturing	8,279	8,159	(120)	(1.4%)	14.4%
23	Construction	6,804	6,226	(577)	(8.5%)	11.0%
62	Health Care and Social Assistance	5,216	5,305	89	1.7%	9.4%
44-45	Retail Trade	4,164	4,123	(41)	(1.0%)	7.3%
54	Professional, Scientific and Technical Services	3,554	3,697	143	4.0%	6.5%
11	Agriculture, Forestry, Fishing and Hunting	3,767	3,670	(97)	(2.6%)	6.5%
41	Wholesale Trade	3,689	3664	(25)	(0.7%)	6.5%
48-49	Transportation and Warehousing	3,241	3297	56	1.7%	5.8%
61	Educational Services	2,896	2893	(4)	(0.1%)	5.1%
72	Accommodation and Food Services	2,884	2848	(36)	(1.2%)	5.0%
56	Administration and Support, Waste Management and Remediation Services	2,335	2525	190	8.2%	4.5%
81	Other services (except public administration)	2,246	2521	275	12.2%	4.5%
91	Public administration	1,727	1784	57	3.3%	3.2%
52	Finance and Insurance	1,689	1732	43	2.6%	3.1%
71	Arts, Entertainment and Recreation	1,119	1209	90	8.0%	2.1%
53	Real Estate and Rental Leasing	950	934	(16)	(1.7%)	1.6%
N/A	Non-classified Industries	794	796	2	0.2%	1.4%
51	Information and Cultural Industries	660	692	31	4.8%	1.2%
21	Mining, Quarrying, and Oil and Gas Extraction	278	265	(14)	(4.9%)	0.5%
55	Management of Companies and Enterprises	170	163	(7)	(3.9%)	0.3%
22	Utilities	130	132	(0)	(0.0%)	0.2%
	Total	56,593	56,635	42	0.1%	100.0%

Business Growth (2025)

Municipality	2024 Businesses with Employees	2025 Businesses with Employees	Total Change in Businesses with Employees
Centre Wellington	1,110	1,121	+11
Erin	527	556	+29
Guelph/Eramosa	576	577	+1
Mapleton	449	437	-12
Minto	284	303	+19
Puslinch	466	473	+7
Wellington North	401	427	+26
Wellington County	3,813	3,894	+81

New Businesses in Wellington County

Centre Wellington

The Ayrshire Hotel
Bela Crema Bakery
Bobcat of Fergus
The Cloud District Vape Shop
Complete Landscaping Services
CW Co-Work
Dilli6ix
Eden Stables
The Engraving Company
Fergus Bike Rental
Fergus Fibreworks
Full Circle Psychotherapy
Hamro Village
Haley P's Frozen
Haynes Excavating
Joanie's Neighbourhood Restaurant
Lovely Steps Food Care
M & T Kuts
Mill Street Smash Burger
The Showroom
Storage Solutions Fergus

Strumien Financial Solutions
Taj Mahal Indian Cuisine
TC Repair
Thistle Jay Farm
Timeless Photobooths
Tony's Pizza
Vintage Blooms Bakery
The Wild and Free Cafe

Erin

4Cats Studio
Assured Plumbing
Bonito
Ehrin Coffee
Erin Machinery Repair
Moe's Barbershop
Outdoor Trails
Pet Valu
Precision Medifab
Punjabi Flavour House
SameDay Dental
Tito's Pizza
Wellington County Speech Therapy

Guelph/Eramosa

Broadway Farms Bed and Breakfast
Golden Ivy
Grounded Getaway
JK's Grill
Noel's Children's Centre

Mapleton

Beyond The Ring Equestrian
Heirloom Wellness Retreat
Nature Plus Eggs
Sweet Rose Accounting
Wellington Autocraft

Minto

Bellbottoms Backyard Flowers
Clark Ag Systems
Elegant Aesthetics
Inked Body Shop
The Lost Tattoo Studio
Luna Soul Collectives
Pilon's Marine & Powerboats

Ruby's Street Eatz
Small Town Pizza
Well Initiatives

Puslinch

The Rustic Oven

Wellington North

Arthur Barbershop
Canadian Tire
Clearance Binz
Fast Grubb
Fry Hard Chuck Wagon
Grandview Landscaping
Hair by Trina
Inkerman Tattoo
Lashes by Leyan
Main Street Barbershop
Mount Forest Mushrooms
Mount Forest Tandoori Grill
Panini and Pour Inc.
Sentry Door
Shoppers Drug Mart



Grand opening of Clark Ag Systems (Minto).



Grand opening of Well Initiatives (Minto).

Wellington County Top Employers

Bracket	Business	Sector	Municipality
1,000+	Upper Grand District School Board	Education	Wellington County
	County of Wellington	Public Administration	Wellington County
	TG Minto	Manufacturing	Minto
600-699	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
	Wallenstein Feed & Supply Ltd	Agriculture	Mapleton
200-299	North Wellington Health Care	Health Care	Wellington North
	Royal Canin Canada	Manufacturing	Puslinch
	Viking-Cives Ltd.	Manufacturing	Wellington North
	Polycorp Ltd.	Manufacturing	Centre Wellington
	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
	Capital Paving Inc.	Construction	Puslinch
	Con-Cast Pipe Ltd.	Manufacturing	Puslinch
	Cooley Group	Manufacturing	Wellington North
	Wightman Telecom	Telecommunications	Minto

A dirt road lined with trees and a white fence, leading to a green building in the distance.

Development Activity

Summary and Highlights

2025

2025 New Residential Permits Issued

Municipality	Total Urban Unit Permits	Total Rural Unit Permits	Total Permits	Municipality	Total Urban Unit Permits	Total Rural Unit Permits	Total Permits
Centre Wellington	80	5	85	Minto	13	4	17
Low	45	5	50	Low	8	4	12
Medium	14	0	14	Medium	4	0	4
High	21	0	21	High	1	0	1
Erin	236	11	247	Wellington North	46	4	50
Low	184	11	195	Low	9	4	13
Medium	52	0	52	Medium	37	0	37
High	0	0	0	High	0	0	0
Guelph/Eramosa	7	1	8	Puslinch	-1	8	7
Low	1	1	2	Low	-1	8	7
Medium	0	0	0	Medium	0	0	0
High	6	0	6	High	0	0	0
Mapleton	13	15	28	Wellington County	394	48	442
Low	8	10	18	Low	254	43	297
Medium	4	0	5	Medium	112	0	112
High	1	5	5	High	28	5	33

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
New Residential Permits	665	551	359	572	497	814	853	592	1093	442

2025 Residential Development Activity

Five-Year Summary – 2021-2025

Municipality	Residential Construction Values – 2021	Residential Construction Values – 2022	Residential Construction Values – 2023	Residential Construction Values – 2024	Residential Construction Values – 2025
Centre Wellington	\$235,528,054	\$176,305,492	\$152,463,070	\$76,573,990	\$80,162,529
Erin	\$32,243,507	\$35,356,006	\$28,700,000	\$334,350,000	\$103,684,464
Guelph/Eramosa	\$30,770,304	\$26,465,352	\$27,015,165	\$11,591,650	\$14,072,501
Mapleton	\$33,415,500	\$27,762,178	\$25,002,484	\$21,824,600	\$27,991,901
Minto	\$28,534,750	\$36,936,944	\$14,531,345	\$16,256,463	\$11,673,500
Puslinch	\$72,630,254	\$70,773,739	\$29,145,158	\$41,842,747	\$22,068,256
Wellington North	\$58,336,209	\$86,644,761	\$71,335,000	\$39,135,730	\$19,847,190
Total	\$491,408,690	\$460,244,472	\$348,192,222	\$541,575,180	\$279,500,341

Residential Highlights

New Subdivision and Condominium Applications/Proposals

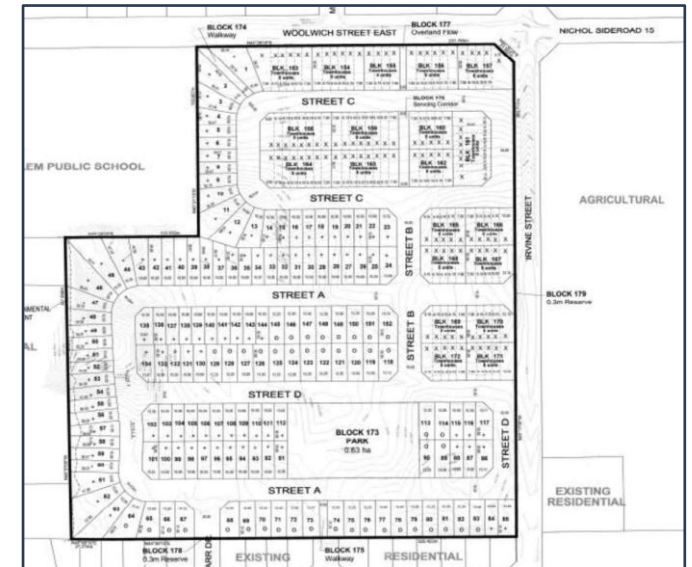
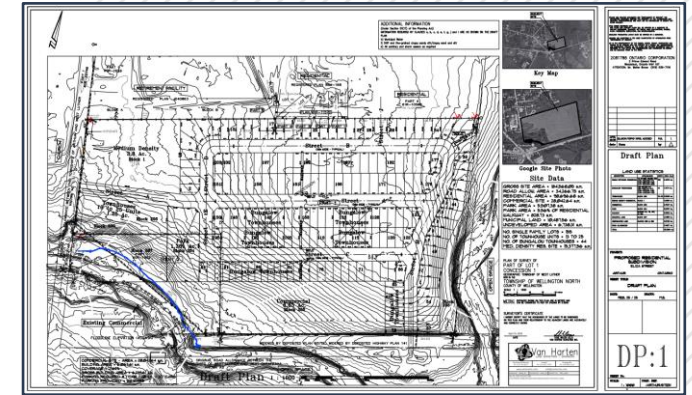
- Sarah Properties Inc. – 224 housing units proposed (Wellington North), see top image
- Tribute/Sorbara Arthur Holdings Inc. – 866 housing units proposed (Wellington North)
- Fergus South Inc. – 322 housing units proposed (Centre Wellington)
- Polocorp Inc. – 535 housing units proposed (Centre Wellington)
- Elora Sands Development Inc. – 691 housing units proposed (Centre Wellington)

Increased Residential Density Developments

- 461 Wellington Street East – New 12-unit stacked townhomes (Wellington North)
- 323-339 Arthur Street – New 5-unit townhouse complex (Wellington North)
- 401 Jane Street – New 4-unit residential townhome (Minto)
- 122 Bedell Drive – New 5-unit townhouse (Mapleton)
- 144 Alma Street – New 6-unit apartment building (Mapleton)

Approved Subdivision and Condominium Applications

- Solmar Development Corp – 1700 residential units including single detached, semi-detached and townhouse units (Erin)
- Elora Ridge Developments – 40 single detached residential lots (Centre Wellington)
- Cachet Developments (Elora) Inc. – 155 single detached and 131 townhouse units (Centre Wellington), see bottom image



2025 Agricultural Development Activity

Five-Year Summary – 2021-2025

Municipality	Agricultural Construction Values – 2021	Agricultural Construction Values – 2022	Agricultural Construction Values – 2023	Agricultural Construction Values – 2024	Agricultural Construction Values – 2025
Centre Wellington	\$17,879,000	\$6,752,558	\$17,879,000	\$8,116,250	\$11,028,550
Erin	\$683,000	\$3,664,999	\$2,500,000	\$3,000,000	\$685,000
Guelph/Eramosa	\$3,678,000	\$6,527,500	\$2,492,000	\$3,157,000	\$6,404,100
Mapleton	\$26,563,700	\$20,078,200	\$22,755,199	\$30,036,601	\$59,064,000
Minto	\$3,727,600	\$11,969,000	\$6,568,500	\$10,975,000	\$9,061,000
Puslinch	\$3,792,000	\$3,980,495	\$72,175	\$1,019,714	\$2,021,000
Wellington North	\$14,051,600	\$18,397,150	\$28,884,300	\$21,447,100	\$16,266,912
Total	\$70,374,900	\$71,369,902	\$81,151,174	\$77,751,665	\$104,530,562

Agricultural Highlights

Centre Wellington

- 4,507 sq m broiler barn
- 3,250 sq m layer barn
- 817 sq m calf barn
- 785 sq m dairy barn addition

Erin

- 256 sq m deep winter greenhouse

Guelph/Eramosa

- 2,597 sq m dairy barn
- 1,300 sq m cattle barn
- 690 sq m dairy facility addition

Minto

- 2,890 sq m beef barn
- 2,341 sq m beef barn
- 1,756 sq m dairy barn addition

Mapleton

- 3,288 sq m dairy barn
- 2,945 sq m beef barn (includes solid manure storage)
- 2,650 sq m dairy barn
- 1,704 sq m sow farrowing facility
- 1,680 sq m dairy barn addition
- 1,323 sq m broiler barn
- 840 sq m layer barn

Puslinch

- 1,746 sq m equine breeding facility addition

Wellington North

- 2,984 sq m dairy barn
- 2,917 sq m broiler barn
- 1,448 sq m dairy barn addition
- 983 sq m weaner barn



Wallenstein Supply & Feed Ltd. Mill 5. **Note:** Permit value included under industrial activity.

2025 Industrial Development Activity

Five-Year Summary – 2021-2025

Municipality	Industrial Construction Values – 2021	Industrial Construction Values – 2022	Industrial Construction Values – 2023	Industrial Construction Values – 2024	Industrial Construction Values – 2025
Centre Wellington	\$47,566,500	\$7,240,000	\$12,367,200	\$13,955,000	\$21,206,500
Erin	\$4,300,000	\$119,097,000	\$0	\$1,000,000	\$0
Guelph/Eramosa	\$5,109,500	\$550,000	\$277,000	\$5,510,000	\$7,070,000
Mapleton	\$7,742,000	\$2,990,000	\$18,083,000	\$4,165,000	\$4,190,244
Minto	\$4,755,000	\$21,025,000	\$6,470,000	\$685,000	\$2,935,000
Puslinch	\$0	\$0	\$120,303,000	\$0	\$2,455,000
Wellington North	\$5,927,500	\$1,780,000	\$16,062,000	\$47,055,000	\$1,960,000
Total	\$75,400,500	\$152,682,000	\$173,562,200	\$72,370,000	\$39,816,744

Manufacturing and Industrial Highlights

- \$15M Jefferson Elora Corporation expansion (Centre Wellington)
- \$6M Doyle Transportation warehouse construction (Guelph/Eramosa)
- \$3.1M Xanadu Homes is building a new facility to consolidate operations into one building (Centre Wellington)
- \$2M Wallenstein Feed & Supply garage addition for truck repair (Mapleton)
- \$ 1.8M Langs Dehy constructed a new 120x140 foot building (Minto)
- \$1M Proposed new 2,300 sqm industrial building (Wellington North)
- \$875K Cascade Canada invested in a rooftop solar generator (Puslinch)
- \$700K Deboer's Farm Equipment to expand their facility and show room (Centre Wellington)
- \$700K Skydome Transit Services proposed an addition to their existing facility (Mapleton)



Wallenstein Supply & Feed Ltd. trucks. In 2025, a garage addition for truck repair took place, following the addition of Mill 5 in 2024.

2025 Commercial Development Activity

Five-Year Summary – 2021-2025

Municipality	Commercial Construction Values – 2021	Commercial Construction Values – 2022	Commercial Construction Values – 2023	Commercial Construction Values – 2024	Commercial Construction Values – 2025
Centre Wellington	\$5,364,165	\$2,074,040	\$3,127,235	\$12,453,146	\$12,116,075
Erin	\$880,000	\$1,705,000	\$200,000	\$5,000,000	\$795,000
Guelph/Eramosa	Industrial/commercial permit value shown in industrial total	\$189,960	\$410,000	\$298,000	\$1,209,000
Mapleton	\$2,783,000	\$2,023,999	\$1,250,000	\$674,000	\$124,998
Minto	\$1,037,475	\$4,977,689	\$6,102,000	\$1,226,600	\$1,021,980
Puslinch	\$3,554,475	\$237,235	\$485,000	\$1,850,000	\$430,000
Wellington North	\$1,516,625	\$3,220,460	\$10,226,250	\$5,610,000	\$6,127,001
Total	\$15,135,740	\$14,428,383	\$21,800,485	\$27,111,746	\$21,824,054

Commercial Highlights

- \$5.8M Shoppers Drug Mart (Wellington North)
- \$5M Pearle Hospitality's multi-unit commercial development (Centre Wellington)
- \$1.8M Bert's Service Centre addition (Centre Wellington)
- \$1.75M Belwood Estates by Geranium Homes development sales office (Centre Wellington)
- \$850K Kat Florence Hotel renovation (Centre Wellington)



New Shoppers Drug Mart in Mount Forest.

2025 Institutional Development Activity

Five-Year Summary – 2021-2025

Municipality	Institutional Construction Values – 2021	Institutional Construction Values – 2022	Institutional Construction Values – 2023	Institutional Construction Values – 2024	Institutional Construction Values – 2025
Centre Wellington	\$720,000	\$6,710,000	\$7,464,000	\$20,706,200	\$43,220,800
Erin	\$0	\$150,000	\$7,000,000	\$2,000,000	\$7,071,000
Guelph/Eramosa	\$2,631,000	\$304,865	\$2,442,500	\$384,000	\$20,000
Mapleton	\$140,000	\$120,000	\$0	\$1,685,000	\$33,716,500
Minto	\$280,000	\$475,000	\$1,005,000	\$5,116,200	\$111,000
Puslinch	\$0	\$0	\$0	\$685,000	\$645,000
Wellington North	\$493,000	\$315,000	\$120,000	\$4,585,000	\$740,000
Total	\$4,264,000	\$8,074,865	\$18,031,500	\$31,050,200	\$85,524,300

Institutional Highlights

- New Township of Centre Wellington operations centre (Centre Wellington)
- Elora Waste Facility upgrades (Centre Wellington)
- New blower and control building for wastewater treatment plant and sewage pumping station (Mapleton)
- Installation of new well pump in Moorefield (Mapleton)
- New well pump house (Erin)
- Addition to existing Wellington Place childcare facility (Centre Wellington)
- Air conditioning upgrades to Wellington Terrace Long Term Care Home (Centre Wellington)
- Upgrades to Morriston Park Nursing Home's sprinkler system (Puslinch)
- Laying of foundation for new Catholic school and childcare facility (Mapleton)
- Renovations to Arthur municipal office (Wellington North)
- New Wellington County Library branch (Erin)
- New Grand River Public School in Fergus (Centre Wellington)
- New Wellington County Arthur Garage (Wellington North)



Erin Village Branch Library at its official grand opening March 11, 2026.



Wellington Place Child Care facility, which is currently undergoing an addition to create new childcare spaces.

An aerial photograph of a rural farm. In the upper left, there is a large, light-colored stone barn with a dark roof. To its right is a circular riding arena with a wooden fence. The foreground and middle ground are filled with numerous long, rectangular greenhouses arranged in neat rows. The background shows a dense line of trees. The entire image has a soft, hazy overlay, and a semi-transparent circular graphic with diagonal lines is visible in the top right corner.

Wellington County Economic Development

Focus and Highlights

2025

Business Retention and Expansion (BR+E)

2025 BR+E Projects

- Supported business interviews in a variety of sectors:
 - 82 interviews/surveys – Town of Minto
 - 43 interviews – Township of Wellington North
 - 17 interviews – Township of Puslinch
- Trade and Tariff portal launched, providing relevant resources, information, and timely updates
- Hosted monthly tariff check-in meetings
- Presented at business breakfasts

Municipal BR+E Fund

- \$175,000 distributed to member municipalities to execute BR+E activities
 - Downtown revitalization
 - Business incubation and support workshops
 - Workforce training
 - Regional marketing and promotion
 - Newcomer, employment and investment attraction
 - Youth engagement
 - Strategic economic planning/feasibility studies



Community Improvement Funding

	2024	2025
Number of Businesses	6	9
Total County Investment	\$64,260	\$92,500
Total Member Municipality Investment	\$31,091	\$69,744
Total Private Investment	\$5,964,622	\$644,201
Total Return on Investment	\$1.00 : \$62.55*	\$1.00 : \$4.02

*elevated 2024 ROI due to a significant industrial building project



Façade improvements made to MacDonal Home Appliances Inc. in Wellington North



Completed renovations to Fardoire in Mapleton



Façade improvement project, 29 Elora St in Clifford – new home of the Minto Mind Space

RIDE WELL Rural Transit



- 11,326 rides serviced in 2025 vs. 9,757 in 2024 – **16% YOY increase**
- Pilot service concluded March 31, 2025
- Accessible vehicle introduced May 2025, increasing vehicle supply and providing seamless user experience to passengers with mobility aids
- Transit Specialist to be hired to manage growing transit demands
- [Four County Study](#) underway to investigate an integrated transit system across Grey, Bruce, Dufferin, and Wellington Counties – final report in Fall 2026
- [Centre Wellington Transit Feasibility Study](#) – final report presented June 2026

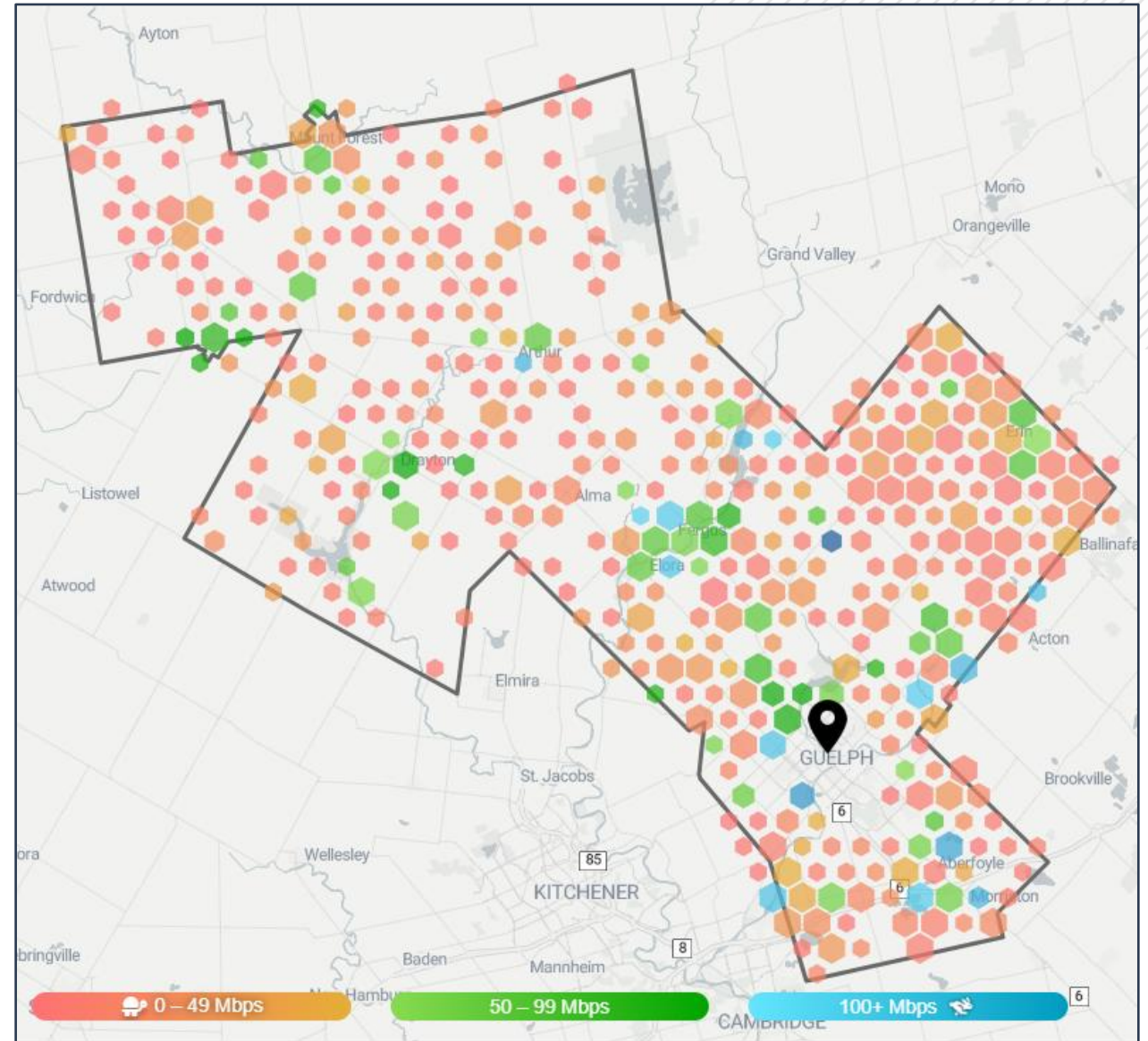
Rural Internet

- Rogers high-speed fibreoptic expansion continues, with work underway in the south and east of the County.
- Collaboration with SWIFT and CIRA to identify under-served areas.
- Public WiFi map expanded to more areas of the County.

Public resources

Available at: www.wellington.ca/Internet

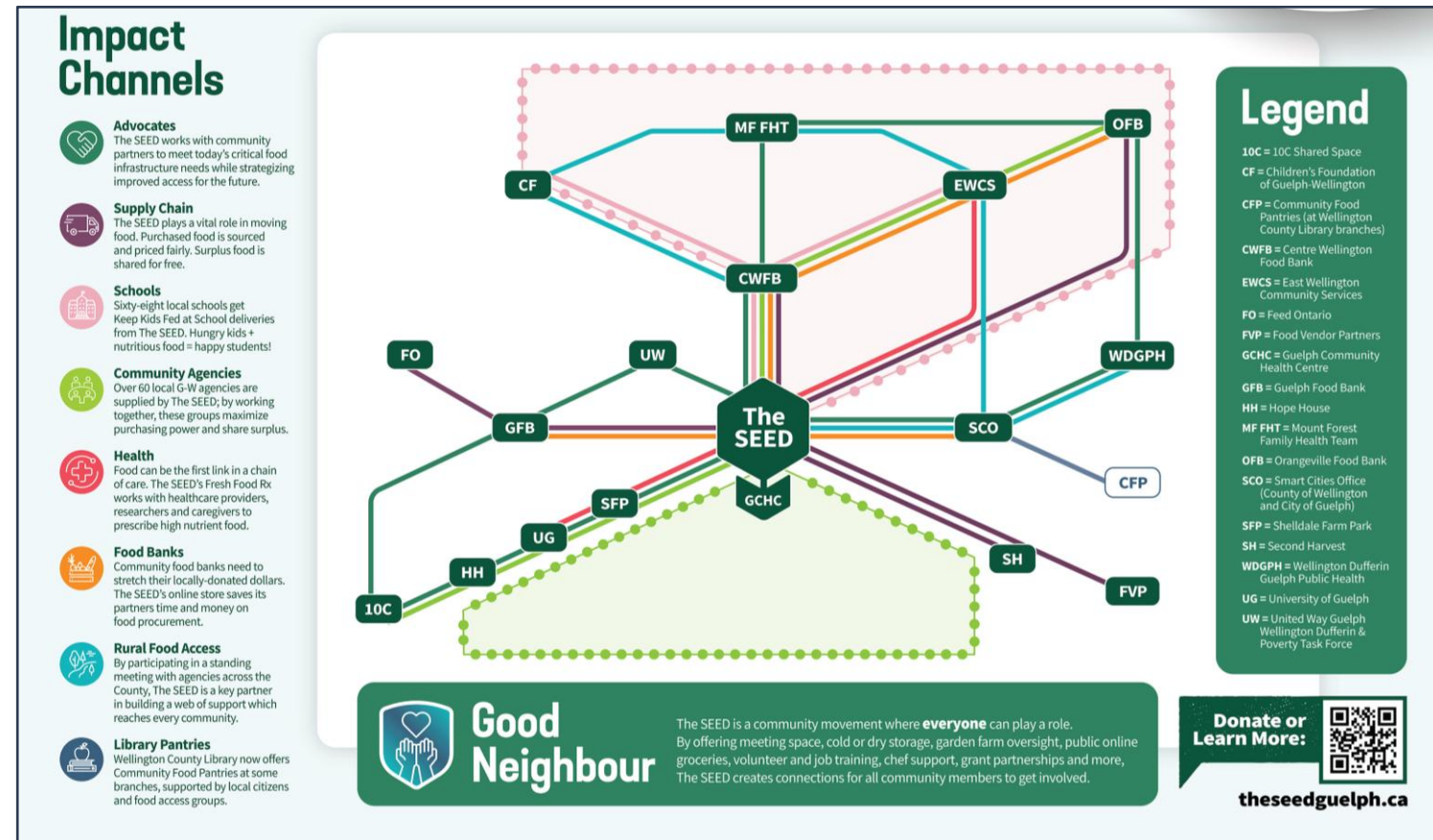
- CIRA Speed Test
- Ontario High-Speed Project map
- Connectivity Guidebook
- Internet enquiries form



Smart Cities Office

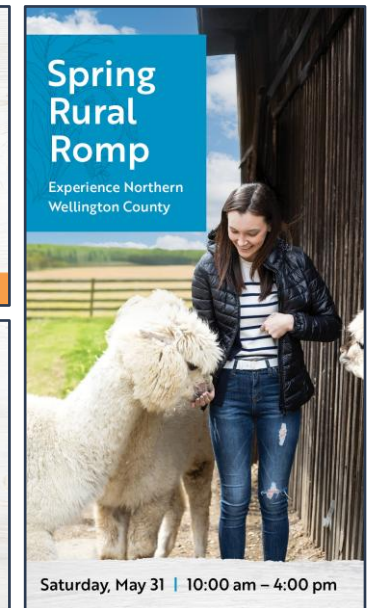
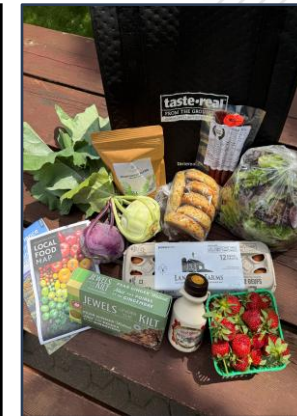
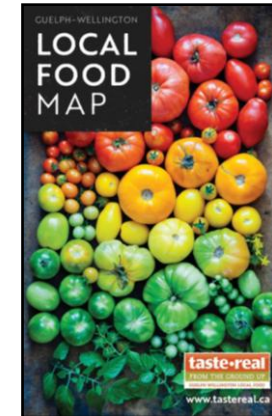
The Smart Cities Office (SCO) strengthens food access, community resiliency and agri-food sector support.

- The SCO co-chaired communities of practice for the County's food access organizations, including local Food Banks, building better infrastructure mapping and logistics efficiencies for members.
- The Experimental Acres agriculture support programme won the Economic Developers Council of Ontario (EDCO) **Award of Excellence** in Rural Economic Development.
- The **Your Farm Your Future** farm succession guidebook was launched, followed by a sold-out series of in-person workshops. Resources are available at: www.wellington.ca/transitionplanning



Taste Real Local Food

- Taste Real participants: 204 in 2025
- Taste Real Programming
 - Promotional brochure distribution, including the updated 2025 Local Food Map
 - Rural Romp events featuring 36 farm and food businesses
 - Seasonal marketing campaigns
 - Business consultations and supports
- Farmers' Market Programming
 - Farmers' Market Trail and Passport
 - 453 Farmers' Market Boxes distributed, generating \$32,457 in sales for local vendors
 - Food Day Canada cross promotion



Tourism & Events

- New Wellington County Tourism Experience Development Grant was launched
- Guelph-Wellington Tourism Networking Event - “Pitch and Publish” with 59 attendees
- Developed the new Thrift Store Trail, which also highlights circular economy and reuse centres
- Two Familiarization (FAM) Tours, including the development of a dual sided Visitor Info Card
- Promotion of Wellington County’s Signature Cycling Routes, featuring 100 businesses and destinations
- County booths and brochures at community and municipal events
- Ongoing Tourism campaigns:
 - Weird and Wonderful in Wellington County
 - Date Our Downtowns
 - Winter Adventures
 - Holiday Happenings
 - Top 5 Things to do in Wellington County This Week
 - Online Events Calendar – over 600 listings
 - Tourism Pay-to-Play signage with 42 unique participating businesses across 34 panel locations



Workforce Development

Hosted jobseeker, student and youth employment events

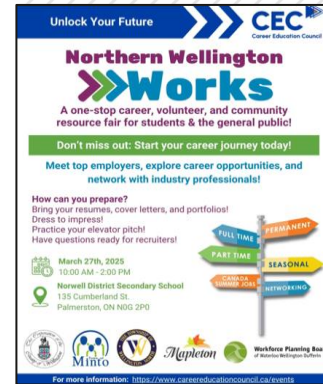
- Trade Tracks Showcase
- Annual North Wellington Works Job Fair
- Guelph-Wellington Career Pathways
- Saugeen Student Start Up Program
- Community Futures Waterloo-Wellington Student Start Up Program

Supported employer through information sessions hosted by WIN and WPB:

- Reimagining Your Recruitment Practices (Guelph-Wellington)
- Med Connect: Bridging Careers in Healthcare
- Building a Workforce that Works Across Cultures

Advanced Welcoming Communities initiatives to attract and retain talent

- Contributed to GW Welcoming Communities Strategy
- Welcoming Week social media campaign
- Hosted Poor House Tours and Destination Wellington exhibit
- Hosted annual Multicultural Festival



Investment Attraction



- Continued partnership with Ontario Food Cluster
- Developed an economic development strategy with action items for investment readiness
- Awarded \$54,000 in federal grant through the CanExport Community Investment Program in May 2026 for Investment Strategy development

Western Ontario Warden's Caucus (WOWC)

Strong regional focus, networking and information sharing.

Four priorities of focus:

1. Infrastructure Development and Funding
2. Housing Affordability and Availability
3. Workforce Development and Preservation
4. Mental Health Services and Support



Municipal Economic Development Efforts

Centre Wellington

- Completed Economic Development and Tourism Strategy Plan
- Established new governing board for Centre Wellington Economic Development and Tourism Municipal Services Corporation
- Undertaking updates of tourism signage policy
- Approved three CIP grant applications under updated CIP programme



Erin

- Ran a *Discover Erin* Instagram Reel campaign, which received award recognition from EDAC, in connection with distributing 2,000 copies of *Discover Erin* magazine
- Conducted Equine (2025) and Agriculture (2026) BR+E campaign
- Reviewed and updated CIP for ongoing relevance
 - Approved \$10,000 in applications, released \$29,000 in funding
- Advanced broadband connectivity by identifying coverage gaps in partnership with the County of Wellington
- Fostered training, networking and collaboration via partnerships with Erin Chamber and Central Counties Tourism, including participation in first annual Erin Home and Garden Show

Municipal Economic Development Efforts

Guelph/Eramosa

- Utilizing County BR+E funding to:
 - Create new gateway and directional signage
 - Invest in downtown improvements, based on the 2024 Downtown Assessment by Your Town Rising
 - Update promotional Community Improvement Plan (CIP) materials, in connection with an ongoing business breakfast that provides information directly to local businesses

Mapleton

- Hosted Mapleton 150 celebrations
- Launched redesigned website, improving user experience for residents
- Hosted EmpowerHER workshop series, Culture Days, and newcomers' reception (renamed "Welcome to Mapleton")
- Released Economic Development and Arts, Culture and Tourism Master Plan
- Awarded \$20,000 in CIP grants to three businesses
- Ran social media campaigns in support of local businesses, such as Keep It Local and Mapleton Means Business



Municipal Economic Development Efforts

Minto

- Organized 96 community and business events, including a New Resident Welcome Picnic and Northern Wellington Works, and creation of “Spend a Day in Minto” videos
- Produced and distributed over 5,500 community guides
- Launched a new CIP, creating new programmes for businesses to receive funding – approved 12 grant applications, resulting in over \$87,000 in improvements
- Completed 82 BR+E surveys
- LaunchIt Minto relocated headquarters to downtown Harriston
- Ran a corporate call programme and the 2025 PitchIt! 2.0 Business Plan competition, with three finalists



Municipal Economic Development Efforts

Wellington North

- Conducted a Downtown/Retail BR+E campaign
- Youth entrepreneurship programme (SSUP), hosted by SEDC, celebrating its sixth year – nine Wellington North youth made up the 50 participants from across Saugeen
- Hosted first annual Wellington North and Southgate Job Fair, with over 500 grade 9 and 10 students in attendance
- Launch of first Business Resource Event, in partnership with Minto and Mapleton – 53 attendees, including 22 service providers and 24 business attendees
- Approved 11 CIP grant applications
- Received funding from Ontario Seniors Grant to deliver more programming for seniors

Puslinch

- Hosted second annual Puslinch Community Showcase
- Utilized BR+E funding from the County to support local businesses in Puslinch. Specifically using funds to:
 - Create a Business Community Guide
 - Build upon a robust business directory with Puslinch Profile Features



2026 Economic Development Highlights

- Release of 2026-2028 Economic Development Strategy
- Hosted networking event – Tourism: The Missing Pieces
- Supported Wellington North and Southgate Job Fair
- Supported Waterloo-Wellington Community Futures and Saugeen EDC Student Start-Up Program
- Annual Spring Rural Romp and Fall Rural Romp
- Presented on Experimental Acres to Climate Action Partnership
- Received \$54,000 Can Export Grant
- Received Green Resilience Project Grant (\$3,000) for food access work
- Participated in 32 meetings to pitch Ontario to global food and beverage manufacturers as part of the Ontario Food Cluster's presence
- Hosted FIFA watch party at WCMA
- Presented Smart Cities workshop for Middlesex County
- Hosted 4th annual Multicultural Festival
- Received IEDC gold award for Your Farm, Your Future succession planning guidebook
- Wellington North BR+E Projects: Manufacturing and Agriculture
- Hosting EDCO's Southwestern Regional Professional Development Event
- Hosting WOWC Ontario West Municipal Conference and Funder's Forum event





Thank You!

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www.wellington.ca