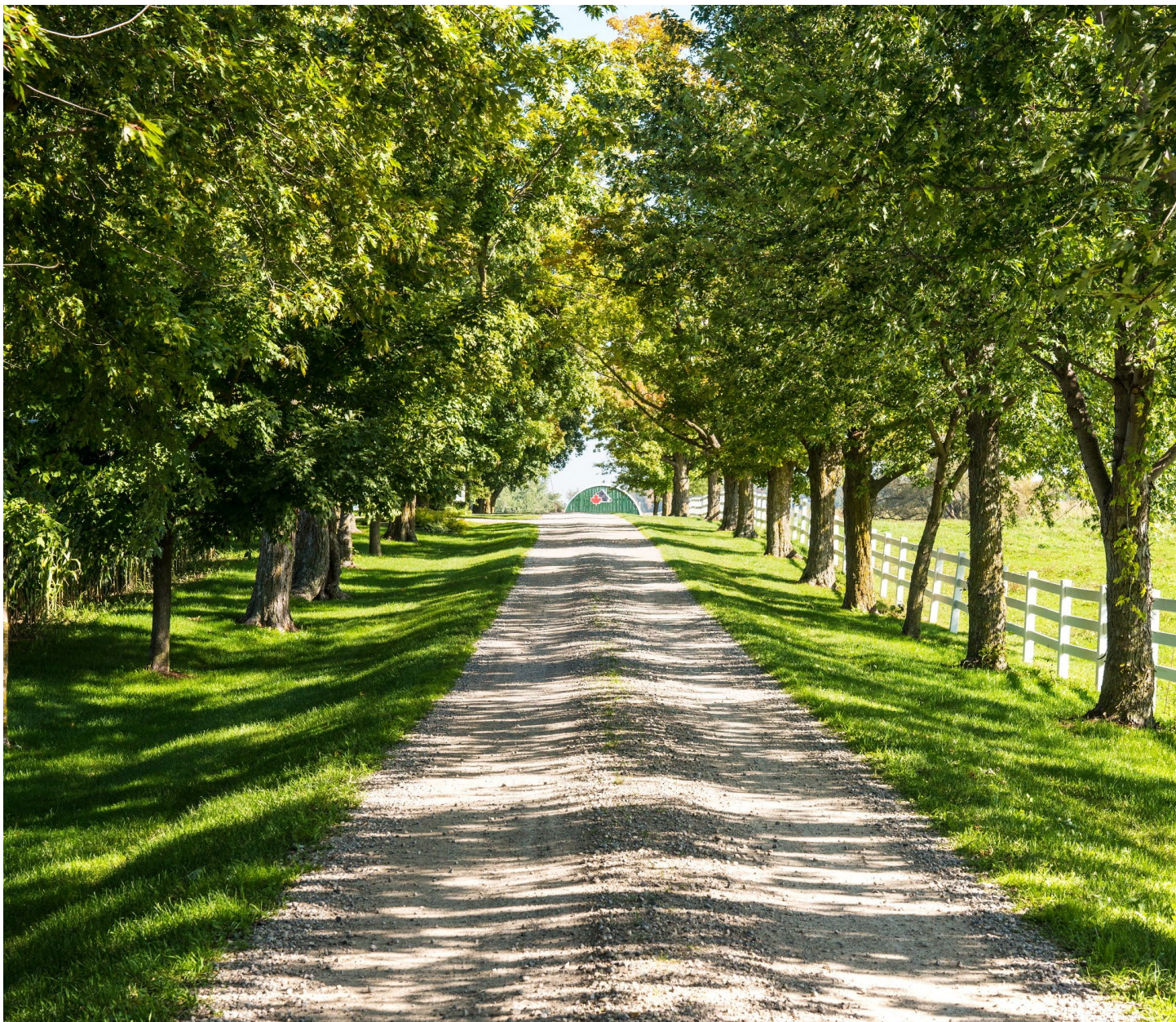




Economic Development Strategy

2026 - 2028

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Introduction

The 2026–2028 Economic Development Strategy outlines how the County’s Economic Development Division will support the conditions needed for communities and businesses to thrive. It balances economic opportunity with community well-being and reflects both local strengths and broader forces shaping our economy.

Global shifts, including advances in technology, changing trade patterns, demographic transitions, and climate pressures, continue to influence our local reality. While these factors are beyond our direct control, they reinforce the importance of resilience, adaptability, and forward-looking action at the community level.

This roadmap aligns with the County of Wellington’s corporate values and strategic plan, [Proudly Moving Forward Together](#). We recognize that thriving businesses depend on strong communities, and strong communities are sustained when businesses grow and create opportunities. Economic development for rural communities is not just about jobs and investment, but also about ensuring our communities are places where people choose to live, raise families, and contribute.

This plan is grounded in action. Over the next three years, we will focus on sustaining the sectors that define us, strengthening the partnerships that support us, and attracting the people and investment that will carry us into the future.



Acknowledgements

This strategy document is the product of many voices and shared commitment. It was shaped through conversations with business leaders, municipal partners, community organizations, and residents who care deeply about the future of the County.

We are especially grateful to our member municipalities, who brought forward their unique local perspectives and helped us identify common regional goals.

We also thank the many businesses, entrepreneurs, and farmers who took time to share their perspectives. This division believes in boots-on-the-ground connection to our economic front doors and practices this through regular Business Retention and Expansion (BRE) interviews, field visits, and familiarization tours. Speaking with business owners and employees offers practical insight and reminds us that economic development is most successful when it reflects real needs and respects lived experience.

Finally, we acknowledge the contributions of community partners, including service organizations, and educational institutions to volunteers and cultural groups, who understand that prosperity is built on more than economic measures alone. Together, they remind us that strong communities and strong economies are inseparable.

In particular, we would like to thank:

- Councillor Jeff Duncan, Chair Economic Development Committee, County of Wellington
- Scott Wilson, CAO, County of Wellington
- County staff: Communications, Planning, Climate Change, and IT departments
- Members of the Wellington Municipal Economic Development Group:
 - Amy Grose, Township of Mapleton
 - Belinda Wick-Graham, Town of Minto
 - Caitlyn Turton and Karen Rennie, Township of Centre Wellington
 - Ian Roger, Guelph/Eramosa Township
 - Laura Emery, Township of Puslinch
 - Marina Mato, Town of Erin
 - Robyn Mulder, Township of Wellington North
 - Alex Jaworiwski, City of Guelph
 - Alex Miller, Boundless Accelerator
 - Charlene Hofbauer, Workforce Planning Board of Waterloo Wellington Dufferin
 - Kristel Manes, Business Centre Guelph-Wellington
 - Janet Harrop, Wellington Federation of Agriculture
 - Jenna Deboer and Jane Shaw, Wellington Waterloo Community Futures
 - Leen Al-Habash, Guelph-Wellington Local Immigration Partnership
 - Rose Austin, Saugeen Economic Development Corporation
 - Ryan Tompkins, Ontario Ministry of Economic Development, Job Creation and Trade
 - Stephen Barath, Federal Economic Development Agency for Southern Ontario
 - Tova Davidson, Sustainable Waterloo Region
 - Karen Mitchell, Regional Tourism Organization 4

Economic Development Team



The County Economic Development division is composed of the Manager, two Economic Development Officers, two Economic Coordinators, and an Economic Development Assistant. The team works in partnership with the Smart Cities Office, which consists of a Smart Cities Manager and an Agricultural Coordinator. Both managers report to the Wellington Place Administrator and present to the Economic Development Committee on a monthly basis.

Together, staff deliver business support services, manage countywide programmes, lead economic planning, and coordinate events. In addition to funding provided to community support agencies, each member municipality receives \$35,000 annually in BR+E funding to support local priorities.

Economic Development Strategy

The Economic Development division leads and participates in activities that grow, develop, and promote Wellington County. The County differentiates itself from member municipal economic development efforts as the County perspective is regional and beyond:

1. Leading countywide initiatives such as tourism, workforce development (trades and healthcare), BR+E, community improvement funding, and transit.
2. Advancing international investment attraction in collaboration with provincial, federal, and regional partners, such as the Ontario Food Cluster.
3. Aligning local priorities with broader regional initiatives, including participation in groups such as the Western Ontario Wardens' Caucus.
4. Supporting initiatives that exceed local capacity or are better delivered at a regional scale.



Wellington County Economic Development Group



Formed in 2012, the Wellington Economic Development Group (WEDG) was created to convene regular conversations with organizations that support local businesses.

The group meets once a month to provide updates on funding programmes, resources, challenges, events and key metrics. This collaboration helps align messaging, identify opportunities for joint initiatives, and helps to better support businesses across the County.

The WEDG includes representatives from federal and provincial ministries, various regional business support agencies, an agricultural sector representative, as well as County and Member Municipal Economic Development staff.



Wellington Economic Development Group Organization Members

Boundless Accelerator (BA)

Provides mentorship and business support programmes and services geared towards innovative enterprises.

boundlessaccelerator.ca

Business Centre Guelph-Wellington (BCGW)

Serves as an entry point for entrepreneurs, providing advice and support for businesses to expand and grow.

guelphbusiness.com

Federal Economic Development Agency for Southern Ontario (FedDev Ontario)

Offers grants and programmes to help businesses and organizations grow and compete.

feddev-ontario.canada.ca

Guelph-Wellington Local Immigration Partnership (GWLIP)

Focused on improving immigrant integration. Support and research have included: housing barriers, refugee settlement, and neighbourhood snapshots.

guelphwellingtonlip.ca

Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT)

Responsible for programmes to attract and retain business and economic development.

ontario.ca/page/ministry-economic-development-job-creation-trade

Ontario Ministry of Rural Affairs (OMRA)

Rural Economic Development advisors support rural communities by developing and delivering programmes, tools, and resources that foster economic growth.

ontario.ca/page/ministry-rural-affairs

Saugeen Economic Development Corporation (SEDC)

Provides business support through loans, grants and workshops – covering Minto and Wellington North

sbdc.ca

Sustainable Waterloo Region (SWR)

A social enterprise nonprofit offering environmentally and economically sustainable business support.

sustainablewaterlooregion.ca

Wellington Federation of Agriculture (WFA)

Support farmers' economic, environmental and social well-being, liaising through the Ontario Federation of Agriculture to advocate at various levels of government.

wfofa.on.ca

Wellington Waterloo Community Futures (WWCF)

Supporting rural businesses through loans, grants and workshops – covering Centre Wellington, Erin, Guelph/Eramosa, Mapleton, Puslinch and rural Waterloo Region.

wwcf.ca

Workforce Planning Board of Waterloo Wellington Dufferin (WFPB)

Leads local workforce development by identifying local labour market needs, trends, and priorities. Works with communities and stakeholders to develop action plans to address identified issues and needs.

workforceplanningboard.com



Setting the Scene

Economic trends at the global, national, and provincial levels shape the opportunities and challenges for rural Ontario. Understanding these forces helps us position the County to respond effectively and lead into areas of strength.

Global Outlook

Across the world, supply chains continue to adjust due to the disruptions of recent years. Businesses are seeking more reliable and local sources of inputs, creating new opportunities for Canadian producers. At the same time, climate change is affecting agricultural production and infrastructure planning everywhere, placing resilience and sustainability at the center of economic decision-making. Advances in digital technology and artificial intelligence are reshaping industries at a pace that requires ongoing adaptation.

Canadian Context

Nationally, immigration remains Canada's strongest driver of population growth and labour force renewal. This creates opportunities for communities that can welcome and integrate newcomers. However, affordability challenges in housing and childcare are pressing across the country, with direct impacts on labour force participation and business competitiveness. Canada's agri-food sector continues to play a vital role in both domestic food security and export markets, positioning rural regions as critical to the nation's prosperity.

Ontario's Economy

In Ontario, growth is concentrated in the Greater Toronto Area, yet rural regions are playing a larger role in supplying land, labour, and resources. Infrastructure, from highways and energy grids to broadband networks, is increasingly recognized as essential for rural economic competitiveness. Ontario's energy transition is creating both opportunities for investment in renewable projects and challenges around affordability and grid capacity. The province is also prioritizing skilled trades and healthcare workforce development, both of which are highly relevant for our County.

Local Perspective

Within this broader picture, the County sits at an intersection of tradition and transition. Agriculture and manufacturing remain our foundation, but both face pressures from workforce shortages, rising costs, and climate impacts. At the same time, new opportunities are emerging in agri-food innovation, health services, and tourism. There has also been a general shift in demographics as urban people who desire and are financially able to move choose a rural setting. The appeal of small-town living, combined with proximity to major markets, positions the County as a location of choice for residents and businesses, provided that housing, infrastructure, and community amenities keep pace.

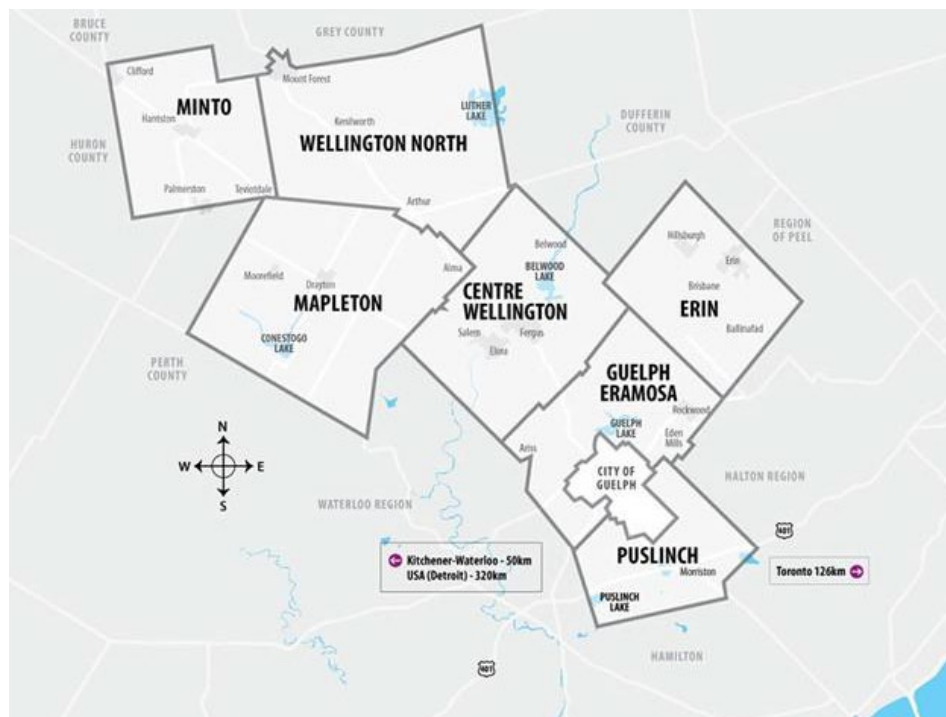
Local Economy

Wellington County is in Southwestern Ontario, just over one hundred kilometres west of Toronto. Wellington County is the upper-tier municipality of seven member municipalities. The County is home to 109,000 residents and expects its population to grow to 160,000 by 2051, a 47% increase.

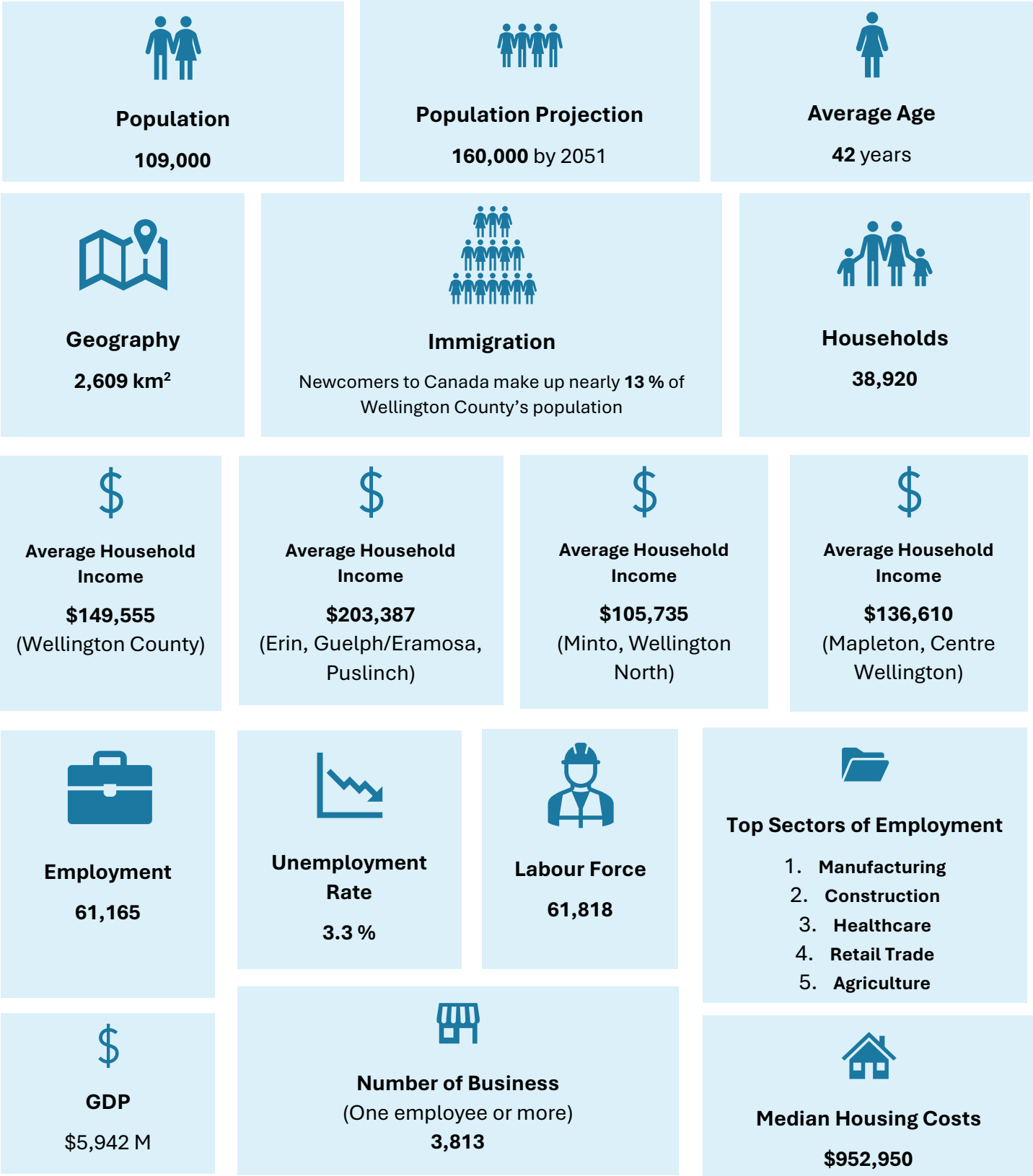
The County is close to major highway corridors such as Highway 6, 7, 9, and 401; and significant air, freight, and deep-sea ports. This central location allows for ground access to over 200 million within a 12-hour drive and the quick movement of goods to international markets. In addition, the County has access to a well-trained workforce due to its proximity to multiple post-secondary institutions nearby, such as the University of Guelph, University of Waterloo, Wilfrid Laurier University, and Conestoga College.

The County of Wellington has a vibrant economy, with key employment sectors being manufacturing, healthcare, construction retail, and agriculture. Of the jobs in Wellington County, the manufacturing sector employs 14%, healthcare and construction employ 11%, retail 10% and agriculture 8%.

Agriculture is central to Wellington County's economy. The County is home to over 2,600 farms, with 81% of soils classified as Class 1-3 under the Canadian Land Inventory. Alongside large-scale operations, more than 350 farms produce fruits and vegetables. The County represents 12% of Ontario's dairy production, 10% of poultry and egg farming, and 8% of hog production. From production to processing, the full agri-food value chain is present, supported by institutions such as the University of Guelph, known for its leadership in agricultural research, education, and innovation.



Data Dashboard



*2025 data displayed

Background

This strategy was created over the course of a year through a collaborative process.

Economic Development staff began in spring 2025 by reviewing progress and milestones from the current plan. Next, staff surveyed municipal partners, sector representatives, and business support agencies, asking for feedback on short- and long-term priorities as well as areas of concern.

Two staff workshops were held to define our workplans and priorities, and to refine the guiding framework; these workshops included representatives from other County departments, such as Communications and IT.

Once in draft form, the new strategy was shared at the Wellington Municipal Economic Development Group, where further feedback was gathered.

Finally, the plan was shared once more with other County departments and key stakeholders, to ensure it was fully aligned with the corporation as a whole.



New Economic Development Strategy

Themes

The team identified five key themes which will set our strategic priorities and guide our work:

1. Thriving and Expanding Businesses.
2. Investment Readiness and Attraction.
3. Wellington County as a Destination.
4. Resilient and Connected Communities.
5. Excellence in Communication and Engagement.



While these overarching themes will act as our navigational stars, we also recognize that our work is to build constellations, creating patterns of connection which encompass and reflect more than a single destination. To illustrate this, we have included callout boxes which tell stories of how individual projects or programmes address multiple aims.

1. Thriving and Expanding Businesses

Successful local businesses are the bread and butter of economic development. To deliver on this core mandate requires open communication, a well-prepared workforce, and strong connections to markets.

We have identified three clear goals which will define success:

1A: Business Retention and Expansion (BR+E) activities ensure that businesses have the resources, tools, and skills to thrive in Wellington County.

1B: Wellington County boasts a skilled, adaptable, and resilient workforce that meets the needs of local employers.

1C: Local businesses and products are promoted through Shop Local initiatives.

Each of these goals will be met through more deeply defined actions, which are presented in greater detail on the following pages.



Goal 1A. Business Retention and Expansion (BR+E) activities ensure that Businesses have the resources, tools, and skills to thrive in Wellington County.

Actions include:

- Support member municipalities with BR+E engagement and research, depending on local needs and priorities.
- Support member municipalities with BR+E implementation activities based on local BR+E results.
- Maintain a municipal BR+E implementation fund with scheduled reviews of funding levels.
- Connect businesses with resources, tools, and events to help access international and interprovincial markets.
- Collaborate and support partner organizations which provide tools and programming to the local business community, with a scheduled review of funding and metrics.
- Educate Wellington County businesses and service providers about the Community Improvement Plan (CIP) Funding available at the Member Municipal and County levels.
- Review and revise County Community Improvement Funding Programme reflecting updated priorities.
- Promote succession planning awareness and resources, deliver opportunities for business owners to learn and prepare for transition, and work with partners to fill gaps in available supports.



Goal 1B. Wellington County boasts a skilled, adaptable, and resilient workforce that meets the needs of local employers.

Actions include:

- Promote apprenticeships in in-demand skilled trades and develop programmes to support participation.
- Connect job seekers with employment services and training programmes.
- Connect employers with services and resources to assist with attracting and retaining talent.
- Develop an attractive community profile that attracts healthcare professionals to support the needs of Wellington County communities.
- Develop and distribute youth outreach and engagement materials to strengthen and promote awareness of local opportunities.



Goal 1C: Local Businesses and Products are promoted through Shop Local initiatives.

Actions include:

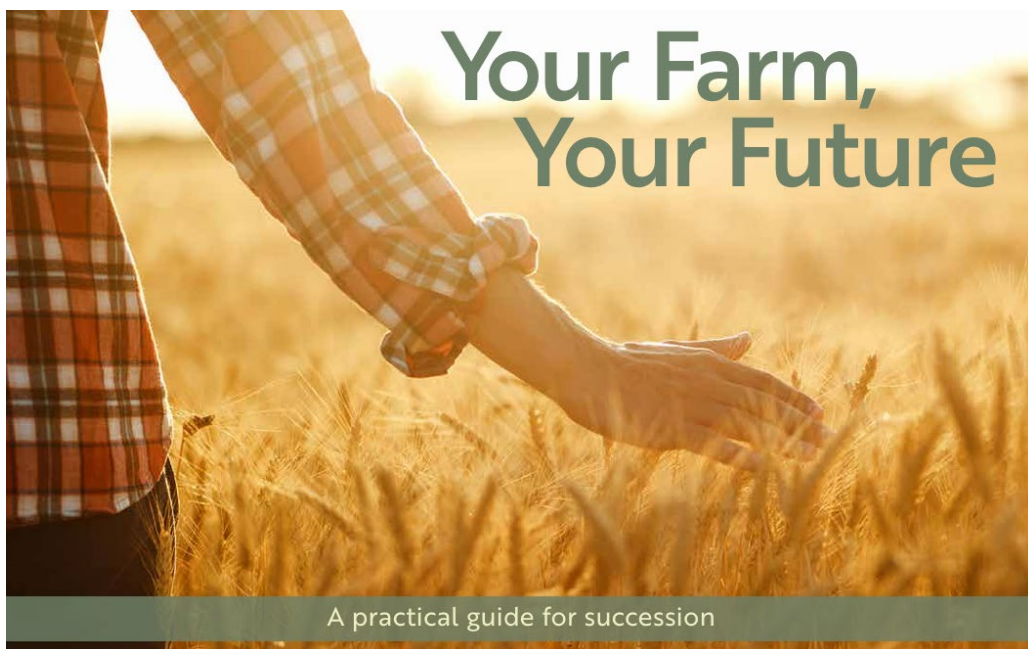
- Promote local products and businesses through seasonal campaigns and respond to specific economic changes by maintaining an up-to-date business directory and business profiles.
- Coordinate the Taste Real Programme to strengthen and promote local farm and food businesses and products further elevating Wellington County's strong local food network.
- Facilitate the Farmers' Market Network and lead collaborative initiatives to promote local businesses and farmers' markets as destinations within rural communities.
- Actively investigate creative opportunities to showcase Wellington County businesses and products.

Succession planning: meeting goals 1A, 1B, 4B

In 2025 the County launched a suite of succession planning tools and information supports for the agricultural sector. Knowing that many of our 2600+ farms are facing a change in management in the next decade made it imperative to promote smooth and successful transitions.

However, this challenge is not unique to agriculture. In Canada, 73% of registered businesses have fewer than 10 employees (per ISED), and with our national population rapidly aging it can be expected that this small business segment will be a large part of a retirement wave. These hands-on owners and employers now face the added responsibility of transferring management, arranging to sell, or simply closing shop.

Decisions made in haste or with incomplete information can have costly consequences. By directing business owners to resources as they are nearing this transition, we can encourage well-planned continuity and increase stability for our local workforce and their customers.



2. Investment Readiness and Attraction

This is something we heard loud and clear – there is a clear opportunity to define and streamline our role in Investment Readiness and Attraction, and the timing has never been better.

To be successful will mean reaching two goals by 2028:

2A: Wellington County is prepared for investment readiness.

2B: Investment opportunities are efficiently addressed, and new investments are actively pursued in line with County Priorities.

In the actions which follow, investment readiness will be addressed through staff training, asset mapping, and a better understanding of future employment lands.

Attracting investment will require a new dedicated webpage, a streamlined process, and updated campaign materials.



Goal 2A. Wellington County is prepared for investment readiness.

Actions include:

- Develop a targeted investment readiness and attraction strategy, including a gap analysis. Key priorities may include navigation of zoning and planning processes, infrastructure assets/needs, and supply chain diversification opportunities.
- Contribute to employment land studies to ensure availability to accommodate growth while keeping local, provincial, federal and foreign direct investment priorities in mind (i.e., protecting agricultural land).
- Investigate opportunities to make publicly and privately owned employment lands investment ready (infrastructure funding for FDI, greenfield and brownfield sites)
- Develop an internal system for accessing site inventories of available lands and properties suitable for new investment opportunities.
- Build capacity by training staff on investment attraction processes, strategies and best practices.

Goal 2B. Investment opportunities are efficiently addressed, and new investments are actively pursued in line with County priorities

Actions include:

- Provide a streamlined intake process and effectively manage relationships with investors looking at opportunities in collaboration with member municipalities.
- Create a dedicated investment attraction webpage that contains regional information of interest to site selectors.
- Develop an investment campaign and targeted materials that align with County priorities and promote Wellington County to potential local, provincial, federal and foreign direct investors.
- Proactively engage in collaborative sector specific lead generation, attend trade shows and participate in marketing campaigns to promote local, provincial, federal and foreign investment opportunities.



3. Wellington County as a Destination

Visitor numbers in Wellington County are on the rise, with both our beautiful outdoors spaces and destination sites in demand. Supporting visitors through themed trails, maps, local business directories, and promotion of local events has been successful.

The two goals for success reflect our plan to both widen and deepen support:

3A: Visitor experiences and infrastructure are enhanced and travel beyond traditional hotspots grows.

3B: Tourism businesses, organizations, and Wellington County as a destination are effectively promoted.



Goal 3A. Visitor experiences and infrastructure are enhanced and travel beyond traditional hotspots grows.

Actions include:

- Collaborate with communities across Wellington County on tourism planning and promotion activities, elevating lesser-known tourism destinations and experiences.
- Support tourism accessibility through connecting businesses to opportunities for site and accessibility upgrades as well as coordinated marketing and information sharing.
- Continue offering and tailoring the Wellington Tourism Experience Development Grant to increase the quantity and quality of rural tourism experiences across the County and reflect on annual feedback.
- Strengthen the tourism network by hosting learning and networking events that foster collaboration and support the development of authentic, high-quality visitor experiences.
- Support the development of regional tourism trails (heritage, agri-food, outdoor adventure) and signature experiences.
- Address the gaps in tourism accommodation with an aim to increase overnight stays and visitor spending.
- Educate key stakeholders and front-line tourism staff about Wellington County's experiences and businesses to strengthen cross-promotion efforts through familiarization tours and online training modules.

○



Goal 3B. Tourism businesses, organizations, and Wellington County as a destination are effectively promoted.

Actions include:

- Create and contribute content to tourism marketing materials (New Tourism Guide, revised trails guide, visitor map).
- Cultivate partnerships and promotional opportunities to market Wellington County as a must visit destination.
- Develop itineraries for group visits and provide materials/tour ideas for events (conferences, sports tournaments), accommodation providers and sector recruitment efforts.
- Enhance tourism wayfinding through elements such as tourism information panels, online maps.
- Facilitate and increase uptake in the Tourism Signage programme and leverage underused space on panels to promote County tourism.
- Increase and enhance the visitor experience on the tourism website/pages and social media channels.



4. Resilient and Connected Communities

This theme focuses on the physical and social infrastructure needed for rural resiliency. Sometimes less tangible than business support, community development is nonetheless a vital ingredient in maintaining stability which enables everyone to thrive.

Municipalities are challenged with guiding residents through multi-crises over which we often have little control: the impacts of climate change, the pressures of affordability (include rising costs for food, utilities, and housing), the uncertainty of shifting geopolitical landscapes. We also know that these entangled pressures can have a cascade effect on our residents' stability. The [Feed Ontario Hunger Report 2025](#) points to food access as the canary in the coalmine, noting that “when food bank visits go up, homelessness follows... and healthcare costs increase”. The report continues:

“Poverty erodes the trust people have in supportive systems and institutions... A sense of shared responsibility begins to break down, and it becomes harder to build and sustain the kind of safe and stable neighbourhoods where everyone can thrive”

By supporting community development actions as a coordinated effort, we can enhance the way people connect with one another and the ease with which they access resources, planning a future where we can all thrive.

We will know we are closer to having resilient and connected communities if we can meet the following goals:

4A: Transportation options help people move more easily throughout and beyond the County.

4B: Wellington's food systems are future-ready.

4C: Social infrastructure and climate-ready resiliency are supported.

Building resiliency will require grass roots consultation, working with residents to understand what supports are needed in each community. Alongside this, we can help local businesses deepen their energy, water, and supply chain efficiencies through coaching in circular economy practices. By partnering with business agencies, academic institutions, and not-for-profit organizations, the County can nurture resiliency by connecting and coordinating resources with long-term strengths in mind.



Goal 4A. Transportation options help people move more easily throughout and beyond the County.

Actions include:

- Maintain current Ride Well services and grow ridership through education and marketing.
- Increase utilization of Accessible vehicles through education and marketing.
- Hire a Transit Coordinator to lead Ride Well operations and facilitate strategic transit initiatives within the County of Wellington.
- Continue to assess transit needs in Wellington County and evolve the service based on resident needs, available funding, and partnership opportunities with transit partners.
- Collaborate with member municipalities, neighbouring regions, and partner agencies and services (including GO Transit, Metrolinx) to enable stronger, more connected, rural transportation systems.

Goal 4B. Wellington's food systems are future-ready.

Actions include:

- Offer the Experimental Acres programme to encourage soil health and biodiversity gains.
- Strengthen food access infrastructure across Wellington County and promote existing community assets that support the food ecosystem (including commercial kitchens, chef training, cold storage).
- Develop resources to ensure the agricultural sector can meet the challenges of the future in areas such as succession planning, cybersecurity, and agri-tech innovation.



Goal 4C. Social infrastructure and climate ready resilience are supported.

Actions include:

- Build partnerships to deliver circular economy business supports.
- Engage residents directly to co-develop community resiliency preparation.

The Experimental Acres: meeting goals 1A, 4C, 5A

Unpredictable weather is making farming harder. The Experimental Acres programme was designed to be a helping hand, de-risking the process of testing practices on farms which can build resilience in the face of climate shift. The programme provides evidence-based enquiry tools such as soil tests or tissue samples, social support in the form of field visits, and a small grant for cost-shared expenses. Since its launch in 2022 the programme has grown to encompass three counties, and over 40 farms have trialed regenerative agriculture practices such as rotation grazing and cover cropping.

Unlike other agricultural support programmes, the Experimental Acres is not prescriptive; farmers bring forward their own ideas about what practice might improve environmental and economic sustainability for their operation. This two-way engagement is key to enabling each farm to thrive in its own way.

Experimental Acres was awarded the 2025 Excellence in Rural Economic Development award by the Economic Developers Council of Ontario.



5. Excellence in Communication and Engagement

Finally, fundamental to achieving all our goals is the commitment to listen, learn, and share. By identifying communication and engagement as a key theme, we are acknowledging the essential nature of public service and community collaboration.

Success will mean we have reached these goals:

5A: Impactful, two-way engagement exists between Wellington County, businesses, and residents.

5B: Strong storytelling enables us to celebrate achievements and create memorable marketing.

5C: Wellington County's rich culture is celebrated and showcased through events.



Goal 5A. Impactful, two-way engagement exists between Wellington County, businesses, and residents.

Actions include:

- Enhance processes to efficiently respond to and track economic development enquiries.
- Create informative e-newsletters for key audience segments.
- Collaborate with member municipalities and local business support organizations to share timely information and collect input on key initiatives.
- Provide an economic development perspective on multi-departmental initiatives.
- Connect with residents and the business community face-to-face, using boots on the ground at local events and outreach opportunities.

5B. Strong storytelling enables us to celebrate achievements and create memorable marketing.

Actions include:

- Increase authentic photo and video asset inventory and make these available for storytelling.
- Formalize Wellington County Tourism 'Brand'.
- Share Wellington County economic development successes through industry and stakeholder events.
- Celebrate excellence in local economic development through the George Bridge award.
- Improve effective reach to specific audiences using new technology channels and communication tools.
- Create cohesive marketing materials and campaigns promoting Wellington County.
- Share successes and conduct familiarization tours to demonstrate the impact Economic Development initiatives have on the local business community.



Goal 5C. Wellington County's rich culture is celebrated and showcased through events.

Actions include:

- Signature events such as the Rural Romp and Multicultural Festival effectively promote the County as a place to live, work, and play.
- Maintain and promote the County's events calendar through targeted campaigns (Top 5 Things to do, Holiday Happenings) to showcase diverse and high-quality events across the County.
- Support initiatives that create welcoming and connected communities in Wellington County.

The Multicultural Festival: meeting goals 1C, 3B, 5C

The annual Multicultural Festival was launched in 2023 to celebrate the many cultures that make Wellington County such a special place. Held at the historic Wellington County Museum and Archives, the festival brings together local groups, performers, and community champions to share their traditions and connect with neighbours, both old and new. Every year, over a thousand people come together to enjoy global foods, watch performances and share experiences that help nurture friendships, understanding and a stronger sense of community. The festival also supports the County's goals of creating Welcoming Communities, bringing people from different cultures together and celebrating both old and new traditions, with plans to grow and include even more cultures in the future.



Reporting

The implementation of the strategy will take place throughout 2026 - 2028. Several of the actions outlined pertain to ongoing programming and activities, while others are specific, time limited projects to support current economic development priorities. Staff will report regularly to the Economic Development Committee to provide progress updates and provide year-end data in the annual Economic Development Highlights report.

The strategy serves as a guiding document and outlines a plan for the next three years. We understand that the economic landscape continues to evolve rapidly, which demands being nimble and flexible to ensure the outlined priorities address the ongoing needs of County businesses and communities. Changes to planned projects will be communicated to senior staff and the Economic Development Committee to ensure oversight and continued alignment.

Closing

Economic development is inherently collaborative. Success depends on strong partnerships with colleagues, member municipalities, and organizations across the region and province.

By working together, we can build a coordinated network of support that enables businesses and communities to thrive.

Thank you to everyone who contributed to this plan. We look forward to continuing this work together.

With thanks,

The Wellington County Economic Development Team

