

## 4.0 Economic Development Programs in Nearby Communities & Comparative Overview

|                | Wellington Economic Development  | Simcoe Economic Development  | Haldimand Economic Development & Tourism  |
|----------------|--|--|---|
| Staffing       | 6  | 6 Economic Development & 5 Tourism (please note Local Immigration Partnership is in Social Services Division)  | 5.5   |
| Municipalities | 7  | 16 (not including Barrie / Orillia/Base Borden)  | 5 major population centres  |
| Programs       | <ul style="list-style-type: none"> <li>• BR&amp;E</li> <li>• Tourism - Festivals &amp; Events</li> <li>• Investment Attraction</li> <li>• Taste Real</li> <li>• Workforce Development including Talent Attraction</li> </ul>   | <ul style="list-style-type: none"> <li>• BR&amp;E</li> <li>• Tourism – Visitor Attraction</li> <li>• Growing &amp; Supporting</li> <li>• Investment Attraction</li> <li>• Talent development</li> </ul>  | <ul style="list-style-type: none"> <li>• BR&amp;E</li> <li>• Downtown Development</li> <li>• Investment Attraction</li> <li>• Rural Development</li> <li>• Tourism</li> </ul> |
| Projects       | <ul style="list-style-type: none"> <li>• Signage</li> <li>• SWIFT</li> <li>• Connect to Innovate Program (Innovation, Science and Economic Development Canada) for internet</li> <li>• BR&amp;E Implementation Fund - \$175K - \$25K/Twp. annually for BR&amp;E, local CIP's, cultural plans, local signage etc.</li> <li>• CIP evaluation - \$50K consultant from 2016</li> <li>• Talent Attraction – Immigrants / International Students - \$100K/ 2 yrs</li> <li>• Youth/Rural Labour Market - \$63.5K</li> </ul> | <ul style="list-style-type: none"> <li>• Land inventory</li> <li>• Investment Attraction – Value Proposition and Lead Generation projects</li> <li>• Market investment readiness</li> <li>• Familiarization tours</li> <li>• Food entrepreneurship support through education and training</li> <li>• Commercial kitchen mapping</li> <li>• Job Central</li> <li>• Skilled trade recruitment/Labour Market Partnership/Skilled Trades Expo</li> <li>• Manufacturing Forums</li> <li>• In-Market Entrepreneurship support pilot</li> <li>• Support the municipal ecosystem</li> <li>• After care investment program</li> </ul> | 2017 ICCI Funding approved for: <ul style="list-style-type: none"> <li>• Community Profile</li> <li>• FDI Training</li> <li>• FDI Website</li> </ul>                          |

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|--------------------|---|--|---|
| <b>Incentives</b>  | Evaluating a CIP Program that allows for support to lower tier municipalities individual CIP Programs.                                  | <ul style="list-style-type: none"> <li>• Transitional Funding Program for municipalities (for municipal partners only)</li> <li>• Destination Marketing Funding (for municipal partners only)</li> <li>• County’s Industrial Abatement Program</li> <li>• Town of Innisfil CIP</li> <li>• Town of Bradford-West Gwillimbury CIP</li> <li>• Town of New Tecumseth CIP</li> <li>• Town of Midland CIP</li> <li>• Partner municipalities also have arts/culture or community development grants</li> </ul> <a href="#">Arts, Culture and Heritage (Build, Natural and Environmental) Grant Program.</a> | <ul style="list-style-type: none"> <li>• Downtown Financial Incentives Community Improvement Plan</li> <li>• Tourism &amp; Agriculture Directional Signage Program</li> <li>• Rural Water Quality Program</li> <li>• Rural Business and Tourism Community Improvement Plan</li> </ul> |
| <b>Investments</b> | Maple Leaf Foods, Jefferson Elora, TG Minto, Musashi Auto Parts Inc, Nestle   | <ul style="list-style-type: none"> <li>• Honda expansion (2015, 2016)</li> <li>• MedReleaf (2016)</li> <li>• PharmaCan (Peace Natures)</li> <li>• Georgian College new center in Advanced Technology and Research</li> <li>• Georgian Bay Biomed</li> </ul>  | 200 Wind Turbines, Samsung Solar 1,000 acre project   |
| <b>Budgets</b>     | <ul style="list-style-type: none"> <li>• \$1,120,000</li> <li>• \$600K – core funding</li> <li>• \$520K – auxiliary projects</li> </ul> | \$2.6 million including staffing and a \$1.384 million transfer to reserves for future economic development initiatives/\$400,000 for the Transitional Funding Program to the local municipalities<br>(Please note tourism is a separate independent budget)   | \$630,000   |

|                                     |   |  |  |
|-------------------------------------|---|--|--|
| <b>Other Funding</b>                | <ul style="list-style-type: none"> <li>• RED Program, ICCI</li> <li>• \$100K from Ministry of Citizenship &amp; Immigration for a Program to Facilitate Talent Attraction for Immigration and International Students (2 years)</li> <li>• \$63,500 from the Canada 150 Fund for Youth and Rural Communities Labour Market</li> </ul>  | ICCI   | ICCI, OMAFRA   |
| <b>Formal external partnerships</b> | <ul style="list-style-type: none"> <li>• Waterloo Wellington Community Futures - \$30K</li> <li>• Innovation Guelph - \$20K</li> <li>• Business Centre Guelph-Wellington - \$25K</li> <li>• Saugeen Economic Development Corporation - \$5K</li> <li>• Western Ontario Wardens Caucus</li> <li>• Ontario Food Cluster - \$4K</li> <li>• University of Guelph, City of Guelph, Wellington County – Vitagora trade mission, Dijon, France; hosted Ontario-European Forum: Connecting Agri-Food Businesses for Investment and Trade</li> </ul> | <ul style="list-style-type: none"> <li>• EDCO Investment Alliance</li> <li>• Ontario Food Cluster</li> <li>• BruceGreySimcoe (RTO7)</li> <li>• Excellence in Manufacturing (EMC)</li> <li>• Canadian Manufacturers and Exporters (CME)</li> <li>• EDCO Manufacturing Network</li> <li>• Georgian College</li> <li>• Lakehead University</li> <li>• Simcoe Muskoka District Workforce Development Board</li> <li>• Local Community Development Corporations (4)</li> <li>• Local Business Enterprise Centres (2)</li> <li>• Henry Bernick Entrepreneur Centre (Georgian College)</li> </ul> | <ul style="list-style-type: none"> <li>• EDCO Investment Alliance (previous, no longer a member)</li> <li>• South Western Ontario Tourism</li> <li>• Cruise the Coast</li> </ul> |
| <b>Targeted sectors</b>             | <ul style="list-style-type: none"> <li>• Agriculture</li> <li>• Creative</li> <li>• Healthcare</li> <li>• Manufacturing</li> </ul>  | <ul style="list-style-type: none"> <li>• Agriculture and Agri-Food</li> <li>• Manufacturing</li> <li>• Tourism</li> </ul>  | <ul style="list-style-type: none"> <li>• Agribusiness</li> <li>• Heavy, Service and Selected Light Industries</li> <li>• Food, Film, Tourism</li> </ul>                          |
| <b>Reporting Structure</b>          | CAO's Office  | CAO - Engineering, Planning & Environment Division - Planning, Development & Tourism Department - Individual Offices of Economic Development or Tourism  | General Manager, Planning & Development  |

### Dufferin County Compared to Other Selected Counties for Key Economic Indicators

| Indicator                       | Dufferin | Wellington Without Guelph | Simcoe Without Barrie | Haldimand |
|---------------------------------|----------|---------------------------|-----------------------|-----------|
| Number of Jobs - 2016           | 24,354   | 44,609                    | 135,024               | 20,861    |
| Job Growth (2011 - 2016)        | 8.3%     | 12.9%                     | 7.3%                  | 6.6%      |
| Population - 2016               | 61,735   | 90,932                    | 338,216               | 45,608    |
| Population growth (2011 - 2016) | 8.5%     | 4.9%                      | 7.5%                  | 1.6%      |
| Land Area (Sq. km.)             | 1,486.31 | 2,573.26                  | 4,781.77              | 1,251.54  |
| Jobs to Population Ratio        | 0.39     | 0.49                      | 0.40                  | 0.46      |

#### Key Takeaways:

All three selected counties have completed Economic Development Strategies; Simcoe – 2011, Wellington – 2012 and Haldimand – 2016.

While the characteristics of each County are not identical, they provide some valuable guidance and considerations as Dufferin County moves forward in its Economic Development Strategy.

All counties have a mix of rural and urban settlements with longtime established clusters of agriculture, manufacturing and tourism. With the changing economy, each has looked to develop programs that utilize specific assets and develop incentives to promote and grow. Availability of serviced employment lands varies greatly, however there is an understanding of this need and the associated investment readiness requirements.

Community Improvement Plans are utilized as an important tool by all counties, whether at the lower tier or to be further supported by the county. Haldimand and Simcoe Counties have unique incentives, targeting specific segments, over and above geographic downtown or commercial areas.