



ECONOMIC & COMMUNITY DEVELOPMENT DEPARTMENT

YEAR IN REVIEW



OUR GOAL

Where You Belong

Economic development is about strengthening Minto's economy in ways that improve everyday life. Through targeted programs and partnerships, it focuses on building local wealth, supporting and growing businesses, creating and retaining jobs, and ensuring our community remains vibrant, resilient, and sustainable.



2025 COMMITTEES

Local

- Economic Development & Planning Committee
- Downtown Revitalization Committees:
(Steering, Events, & Beautification)
Clifford Connects
Harriston Rising
All Aboard Palmerston
- Cultural Roundtable
- Diversity, Equity, & Inclusion Committee
- Launch It Board
- Minto Farmers' Market Committee
- Palmerston Railway Heritage Museum
- Health Care Professional Recruitment
- Minto Chamber of Commerce
- Lions Medical Centre Board

Regional

- NW Joint Economic Development
- Wellington County Economic Development
- Economic Developers Council of Ontario
- EDCO Liaison on the Economic Developers Association of Canada
- Saugeen Connects, including Women of Wellington Saugeen Area (WOWSA)
- Taste Real - Farmers' Market Committee
- Western Ontario Municipal Conference Committee

19 Committees!



OUR GOAL

Where Your Events Belong

The Town of Minto is proud to organize and support a wide range of community events that celebrate our people, businesses, and vibrant neighborhoods.

96 EVENTS ORGANIZED AND EXECUTED



Town of Minto

- Pitchit
- Meet Your Neighbours Welcome Picnic
- Northern Wellington Works
- Find your Next Job: Resources & Networking
- Reel Viewing Party
- BR&E Breakfast



Minto Cultural Roundtable

- Cultural Symposium
- Cultural Roundtable Joint Meeting
- Culture Days Events (x15)
- Saugeen Culture Bus



Diversity, Equity, & Inclusion Committee

- Black Heritage Month Celebration
- Indigenous Celebration
- Community Accessibility Presentation
- Clothing Swap
- Pride Events (x2)



Minto Chamber of Commerce

- Mayor's Breakfast
- Annual General Meeting
- Grand Openings (x8)
- Youth Summer Market
- Jingle & Mingle Holiday Social



Launchit

- Homegrown
- Training Experiences (x15)
- Walk, Sip, & Shop Business Tour
- WOWSA events (X10)



Minto Farmers' Market

- Trivia Nights (x3)
- Grand Opening & Taichi Workshop
- Strawberry Social
- Family Day & Teddy Bear Picnic
- Food Day Canada
- Library Day
- Corn Roast at the Market
- Fall Fun Day



Railway Committee

- Teddy Bear Picnic
- Palmerston Homecoming



All Aboard Palmerston

- Community Clean-Up
- Raleway Festival
- Light up the Park
- Kris Kringle Market



Clifford Connects

- Let's Get Connected, Clifford!
- Community Clean-Up
- Carnival Celebration
- Creatures of Clifford
- Halloween Harvest
- Clifford's Winter Magic Market



Harriston Rising

- Community Clean-Up
- Egg Scramble
- Street Party
- Halloween Haunt
- Candy Canes & Cocktails

OUR GOAL

Where Your *Family* Belongs

NEW RESIDENT
WELCOME PICNIC

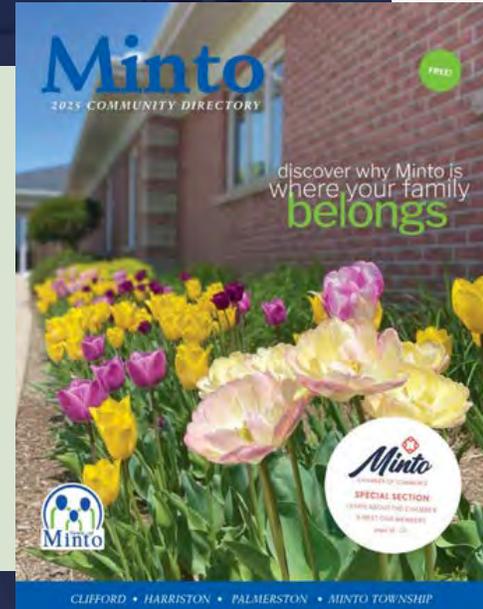
13 families
welcomed

- New Residents were encouraged to attend our Welcome Picnic to meet community groups + businesses, ask questions, and enjoy a day out in Minto!
- Hosted in partnership with the Harriston Kinsmen

Over
5,500

Community
Directories
created, produced,
& distributed.

*Collaboration with
Town of Minto &
Minto Chamber of
Commerce.*



OUR GOAL

Where *Visitors* Belong

- Began preparation for promotion to the “Daytripping” community
- Worked alongside the NDSS Communications Class to create “Spend the Day in Minto” videos

ON BY BIKE

- Collaborated with the County of Wellington and the downtown business community to work towards Minto becoming a bike-friendly community.
 - Hosted a business information session
 - Worked together to create a Minto biking trail that connected all three communities



**WELCOME
VISITORS!**

- Installed 6 Community Information Boxes in our downtowns
- Established 3 businesses as “Visitor Information Centres”
 - Palmerston: Norsco Sports & What’s the Occasion
 - Clifford: Mini Mart
 - Harriston: Magic Ice Cream Shoppe

OUR GOAL

Where Volunteers Belong

Volunteers are the heart of our community and in the Town of Minto, we couldn't be prouder of the amazing individuals who offer their time, skills, and energy to make our community a vibrant and welcoming place to live.

Over
100+

residents and/or
business owners
volunteer with the
Town of Minto!

The Economic Development Department is grateful for the incredible volunteers we work alongside to make Minto a place where everyone belongs!

COMMUNITY CALENDAR COLLABORATION

- Created and distributed monthly & weekly community event calendars
 - Monthly Calendars are distributed on social media, in businesses, libraries, and on our 6 community boards.
 - Weekly Calendars are shared on social media
- Compiled a master events list to share with groups to help with future event planning
- Maintained e-mail communication and networking group for volunteers to stay connected



OUR GOAL

Where Your Career Belongs

In Minto, economic development means creating opportunities close to home. We are proud to be a community where your career belongs and your contribution matters.

HEALTH CARE RECRUITMENT

- Actively participated in Recruitment Committee Meetings.
- Sat on the Minto Municipal Services Corporation.

NORTHERN WELLINGTON WORKS

- Partnered with the Career Education Council, Mapleton, & Wellington North to host a Job, Career and Volunteer Fair.

31
Exhibitors

630
Students



OUR GOAL

Where Your Business Belongs

As strong supporters of economic development, the Town of Minto is proud of its reputation of being "open for business"!



CORPORATE CALL PROGRAM

- The Economic Development & Planning Committee met quarterly and visited businesses in Minto to learn how we can better support them.
 - Pike Lake, Harriston Agromart, ReNew Real Estate & Finoro Homes.

2025 PITCH IT! 2.0 BUSINESS PLAN COMPETITION

- The competition was geared towards entrepreneurs who wanted to open, purchase, expand or relocate a business within the Town of Minto.
- **The winner of the 2025 Pitch It! 2.0 Business Plan Competition was *Feel Alive Home Junction***



Opening, Purchasing, Expanding or Relocating a Business in Minto?

We can help!

pitch it
BUSINESS COMPETITION



3
Finalists!

- The finalists (in no particular order):
 - Owl's Nest Holistic School
 - ACE Landscaping



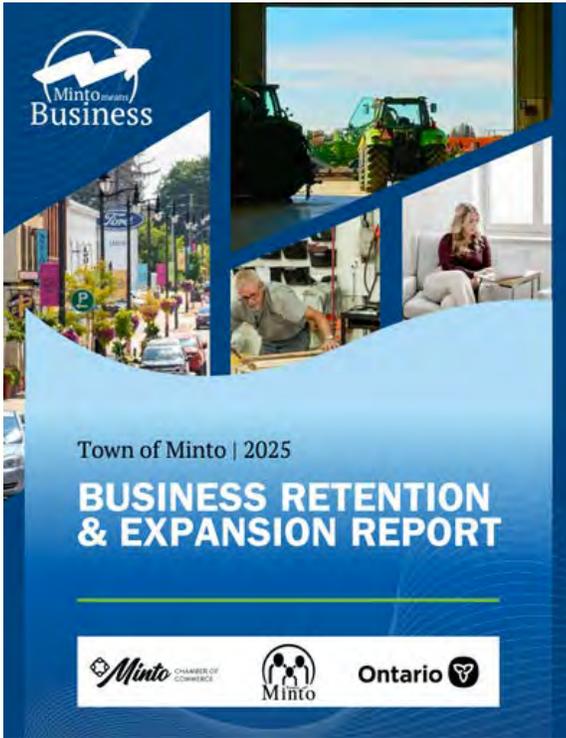
Over
\$19,000

in cash & prizes donated by our community sponsors!



MOVE TO MINTO BUSINESS ATTRACTION CAMPAIGN

- Awarded the Business Attraction & Retention - Rural Division award at the 2025 EDCO Conference
- Awarded the Award of Excellence in Business Retention, Recruitment and Expansion at OBIAA Conference



BUSINESS RETENTION & EXPANSION PROJECT

82
Surveys
Completed

- June 2025: The EDPC reviewed the project and identified key questions
- July & August: Economic Development Staff conducted 1:1 interviews with businesses
- September & October: The EDPC reviewed data and prepared action plans to address the survey-determined priorities.
- November: Results were shared with the business community.

The resulting action plan continues to be implemented by Economic Development Department staff and the EDPC.

TARIFF SUPPORT

- Participated in numerous Tariff Support Groups to provide support and guidance to businesses.
- Created the Tariff support page on our website.
- Made direct calls to larger Minto businesses who may have been impacted by Tariffs, connecting them to resources.

NEW COMMUNITY IMPROVEMENT PLAN PROGRAM

- Created the new CIP program which resulted in several new programs, including:
 - Interior Leasehold Improvement Grant
 - Licenses Home Child Care Grant
 - Updated Tax Increment Equivalent Grant to include new mixed-use multi-residential development.

- **Grand Total of 12 Grants Approved**
 - \$ 20,000.23 granted resulting in \$87,525.10 in improvements

INDUSTRIAL LAND SALES

- 3 Extensions to Building Covenants granted in 2025

\$790,000

Commercial:
9 permits

\$2.9 million
Industrial:
3 permits



LAUNCHIT MINTO

BUSINESS
EXPLORATION
CENTRE

LaunchIt Minto is dedicated to helping entrepreneurs and small business owners turn their ideas into reality. Whether you're starting from scratch, scaling up, or exploring new opportunities, LaunchIt provides mentorship, resources, and a collaborative space to fuel your success. With workshops, networking events, and expert guidance, we're here to support innovation and growth in Minto.



Special thank you to our key funding partner, the County of Wellington.

20 TRAINING & EVENTS FOR BUSINESSES

- Mastering Outlook
- Crime Prevention Series - De-escalation Techniques
- Crime Prevention Series - Developing an Emergency Preparedness Plan
- Learn Canva from a Professional Designer
- Crime Prevention Series - Through Environmental Design
- Pitch It - Business Training Branding Sessions
- Amplify Your Motivation
- Fraud Talk - CrimebStoppers Guelph Wellington
- Nervous System Downregulation Session
- Social Media Engagement & Success for Small Business Owners
- The Pivot Play Book
- Smarter Marketing & Productivity - How to use AI in your Business
- Social Media Success - Hands-On Creation Content Lab
- QuickBooks Basics for Business Owners Part 1
- Cash Flow & Growth Solutions
- QuickBooks Basics for Business Owners Part 2
- Thrive Together Business Networking
- Walk, Sip & Shop Business Tour



2014-Present
8,683
People have used
Launchit
Space/Services

824
Attendees

10
Customized
Business
Assistance



2025 TENANTS

- Infrastructure Ontario
- Kyra Ash Nutrition
- TK Creative Studio
- Occasional Rentals & Event Space Rentals

Co-Working - Over 25 sessions booked



#letsdolaunchit



RELOCATED TO THE OLD POST

- Relocated to 39 Elora St., Harriston, Unit 2, in the Old Post, Centre for Business & Creativity in February 2025.
- Held a photoshoot with existing tenants to promote the co-working and office rental spaces.



25
co-working,
boardroom &
private office
rentals

- Hosted 6 private events, including:
 - May's Cafe at the Old Post, Mother's Day Brunch
 - Brass Ridge Acres & May's Cafe at the Old Post's Coffee & Tulips
 - Town of Minto, Pitchit! Business Plan Competition
 - Minto Chamber Business After 5 sessions *& more!*



MENTORSHIP PROGRAM

10
Business
consulting
sessions

- LaunchIt's mentorship program pairs established business owners to local mentors with experience to help mentees solve existing challenges in their business and identify areas for growth and refinement.



a gathering for female rural business owners
**Hosted the second annual conference on
June 12, 2025**

- Featured two panels - total of 9 Speakers
 - Planting Seeds (in business 1-5 years)
 - Keep it Growing (in business 10+ years)
- Offered two break-out sessions to Meet the Experts, in the following areas:
 - Funding, Legal, Insurance, Banking, Bookkeeping, Accounting, Social & Branding, Public Relations
- Offered complimentary Headshots
- Also included break-out brainstorming sessions, networking opportunities, lunch, and snacks.

SOLD OUT!

100
Attendees



- Received honourable mentions in two categories: Business Attraction & Retention (Rural) and Excellence in Rural Economic Development for the 2025 Economic Developers Council of Ontario's (EDCO) Awards of Excellence



Minto

CHAMBER OF COMMERCE

155
Businesses &
Organizations as
members

8
Grand Openings
in 2025

107
Grand
Openings
since 2014

The Minto Chamber of Commerce is a strong advocate for local businesses, fostering connections and creating opportunities for growth. By providing networking events, business resources, and community-driven initiatives, the Chamber helps businesses of all sizes thrive. Whether you're a start-up or an established company, the Chamber is your partner in success, working to strengthen the local economy and support a vibrant business community.

2025 INITIATIVES & EVENTS

- Addressing Workforce Challenges
- Mayor's Breakfast
- What's Happening Minto Show - Monthly
- Think Minto First Gift Card Program
- Think Minto First Fundraising Program
- Think Minto Brain Battle
- Social Media Business Promotions
- Business Spotlight for Every Member
- Access to Funding/Grants and Resources
- Members Survey and Strategic Plan
- Updated Community Directory
- Online Bill Payment
- Norwell Bursary
- Enhanced Business Advocacy
- Regional Chamber Group
- New Business Ribbon Cuttings
- New Resident Welcome Picnic
- Youth Summer Market
- Chamber Connects Referral Group
- Business After 5 Networking Sessions
- Holiday Social
- Annual General Meeting
- Business Excellence Recognitions
- 3 Summer Community Events
in partnership with the Town of Minto
- 4 Winter Community Events
in partnership with the Town of Minto

2025 CHAMBER BOARD OF DIRECTORS

20

Wightman &
88.7 The River
Interviews

5,500
Directories
distributed

2025 CHAMBER DIRECTORY

- Redesigned by Creative Worth Branding & Design
- Now combined with the Town of Minto Community Guide



Downtown Minto

In 2025, we continued to support and enhance Minto's downtowns - Harriston, Palmerston, and Clifford - through business initiatives, community events, and streetscape improvements, keeping our downtowns vibrant, welcoming, and full of local charm.

BEAUTIFICATION

- Sold 110 planters to decorate our downtown storefronts & sidewalks.
 - Purchased from Steckles, Stones & More, and Listowel Greenhouses
 - Thank you to Steckles for donating back a portion of the sales to our downtown committees!

PROMOTION

- Collaborated with the NDSS Communications Class to create promotional reels for each downtown, with themes like "Spend a Day", "Where to Eat", and "Where to Shop" to be utilized on our various social media platforms in 2026.

FUNDRAISING

- Over **\$20,000** fundraised to support our downtown events & projects!

LOCALLY LOYAL

- Highlighted all Minto Businesses through "Locally Loyal Minto" social media spotlights

DRIFTSCAPE

- Established the Town of Minto on the Driftscape App, to allow visitors to explore local arts, culture, and heritage in Minto.
- Promoted various businesses and events through the app
- Preserved 3 downtown walking tours on app, for visitors to learn local heritage through audio and text.
- For details, visit:
town.minto.on.ca/visitors/play/culture-tourism-map



Minto's Magical HOLIDAY TOWNS

A promotional initiative to tie together all holiday experiences in Minto with special deals, photo displays, events, the Bright Lights & Festive Nights walking trail, chances to win, and a holiday passport contest.

DOWNTOWN HOLIDAY PROMOTIONAL CAMPAIGN

- Holiday Passport Contest
 - 500 passports distributed across the Town of Minto
 - Featured exclusive deals by 24 businesses
- Over \$1500 in prizes, including the passport contest, Check-In to Win, Bright Lights & Festive Nights contest, & three town-specific shopping contests.

FARM
Acheson I
Gifts & Decorative Accents

Harriston Rising

Cool Cones + Colour Zones

13 COMMITTEE MEMBERS
Steering . Events . Beautification

Events!

- Egg-Scramble
 - Arts & crafts for Easter
 - Approximately 50 attendees
 - 3 colouring & business passport contest winners!
- Community Clean-Up
 - Completed by Norwell's CELP Class
- Harriston Street Party
 - All-day festivities including Leslie Motor's Car Show, Kids Zone, Business Decorating Contest, and more!
- Halloween Haunt
 - Over 300 children and youth (+ adults) participated!
- Candy Canes & Cocktails
 - Hundreds attended to shop & try fun cocktails at various participating restaurants

1,386

Instagram
Followers since
July 5, 2019

Fundraised

\$3,330

to support local
events

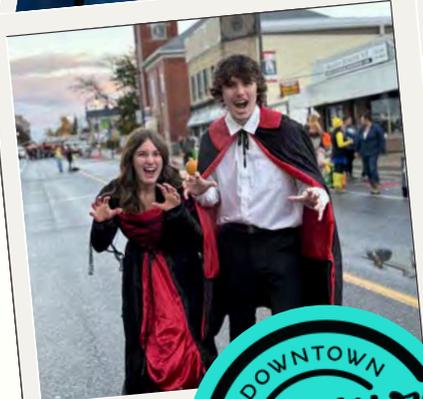


Promotion

- Event Promotions
- Holiday Passport Contest
- Participated in Minto's Magical Holiday Towns
- Chamber Brain Battle
- Worked with NDSS Communications Class to create promotional videos.

Beautification

- Spring, Fall + Winter Planters
- Additional Halloween & holiday décor
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements
- Cleaned & refinished downtown benches
- Added a new mural on the Leslie Motor's bridge
- Enhanced the Alleyway between the Town Hall Theatre and Homestyle Bites with a new mural
- Updated the mural on the Remax building with a new design



All Aboard Palmerston

Ontario's Railway Town

15 COMMITTEE MEMBERS
Steering . Events . Beautification



1,251
Instagram
Followers since
July 31, 2019

Events!

- Raleway Festival
 - 8 beer, wine, and spirit vendors
 - Over 400 attendees
 - Raised over \$2,400 to support the Railway Museum & All Aboard Palmerston
- Light up the Park
 - Partnered with the Palmerston Lions to kick off the holidays with over 1000 gathered in the Lions' Park
- Kris Kringle Market
 - Hundreds of attendees & over 50 Minto Makers lined the streets

Promotion

- Event Promotions
- Logo on Curling Club ice
- All Aboard the Shopping Express Contest
- Participated in Minto's Magical Holiday Towns
- Chamber Brain Battle
- Set up Norsco/What's the Occasion as Visitor Information Centre
- Worked with NDSS Communications Class to create promotional videos.

Beautification

- Downtown Clean-Up with Buildings Bridges Adult Day Program & Norwell's CELP program
- Summer, Fall + Winter Decor and Planters
- Refreshed Sidewalk Stencils
- Poppy Project on the Old 81 Train
- Rebranded AAP colours
- Updated downtown banners
- Contributed to the new Sports Clubs mural

BRIGHT LIGHTS & Festive Nights

- Added 3 additional lights to the "Bright Lights & Festive Nights" Walking Light Trail, in conjunction with the Palmerston Lions



Fundraised
\$12,592
to support local
events

Clifford Connects

Let's get talking about Clifford.



11 COMMITTEE MEMBERS

Steering . Events . Beautification

Events!

- Clifford Carnival Celebration
 - With the street shut down, hundreds attended to shop and celebrate summer in Clifford.
- Creatures of Clifford
 - Decorated the town with "Creatures of Clifford"
 - Hosted a Halloween Decorating Competition
- Halloween Harvest
 - Hosted the first Halloween downtown event with hundreds in attendance
- Clifford Winter Magic Market
 - Partnership with Minto Fire to bring holiday cheer to Clifford.

Beautification

- Seasonal Downtown + Celebration Square Décor
- Summer, Autumn + Winter Planters
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements

Promotion

- Event Promotions
- Holiday Passport Contest
- Participated in Minto's Magical Holiday Towns
- Chamber Brain Battle
- Set up Clifford Mini Mart as Visitor Information Centre
- Purchased a new outdoor billboard
- Worked with NDSS Communications Class to create promotional videos.

829

Instagram
Followers since
Nov 6, 2019

Fundraised
\$4,350
to support local
events





PALMERSTON

RAILWAY HERITAGE MUSEUM

- Grants Received
 - County of Wellington Grant: \$2,000
 - Young Canada Works: \$8,199.24
- 3 Summer Students Hired
- Social Media interactions
 - 1,900 Followers on Facebook
 - 540 Followers on Instagram
 - Thank you to Diane Gilbertson for creating content & maintaining Facebook!
- Demographics of Visitors
 - Families, People from Toronto/other city centres, Railway fans and former Railway employees, & Locals
- Created new displays & received donated items
- Events
 - Raleway Festival with All Aboard Palmerston
 - Teddy Bear Picnic in collaboration with the Minto Farmers' Market Family Day event
- Hosted a documentary Film Crew for a week, who produced "Trains at War"
- Created a draft Film Policy
- Began work on the Grain Car (Box Car) in collaboration with the Palmerston Agricultural Society
- Vandalism and Security concerns resulted in a pilot "blink camera" being installed

1,681
Total
Visitors

\$6,452

in Donations to
the Caboose
Restoration
Project.

\$11,388

in RED funding
for the Caboose
Restoration
Project

For a total of

\$22,827

in Donations
over two years.

*The Caboose Restoration
Project could not have been
completed without our
dedicated and hardworking
community volunteers.*

*Thank you so much for your
time & effort.*

248

Handcar
Rides

53

Mini-Train
Rides

\$750

in Souvenir
Sales!





Over
3,000
attended the
market in
2025.

31
Full-time &
Rotating
Vendors

\$3,285
Raised at
Market Trivia



\$2240
County Market
Bucks Received

- Hosted Strawberry Social, Family Day + Breakfast, Library Day, Food Day Canada, Corn Roast, and Fall Fun events
- Collaborated with artisans to host various workshops at the Market
- Market Student, Collin Day, managed the market each week to ensure the day ran smoothly.
- Partnership with Taste Real
 - 4th Season of Market Boxes
 - Minto sold 43 boxes leading to an additional \$2,562 directly to Minto Farmers'
 - Holiday Market Box
 - 262 boxes sold, resulting in over \$15,458 going straight to different local businesses in Wellington County!
 - \$425 was raised through donations from the Market Bucks programme.
 - Market Trail
 - 24 Passports submitted
 - Passports led people through all 7 markets in Wellington County
- Promotions included radio, print, social ads, coffee & lemonade by donation, draws, and prizes.
- Grants received:
 - County of Wellington: \$2000
 - Coffee & Lemonade Sponsor: \$250

\$400
Donated to
the Railway
Museum



1,060
Instagram
Account
Followers

1,580
Facebook
Followers

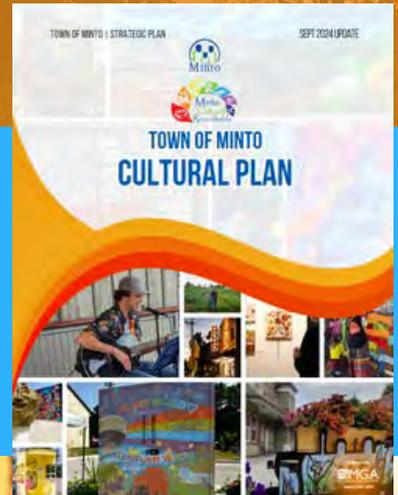




14
Committee
Members

- Partnered with various organizations to enhance summer festivities, holiday events, and connect groups with newcomers.
- Completed 100 surveys from youth about volunteering in Minto.

Continued to implement the Cultural Master Plan and fulfil goals created in 2024!



- Partnered with Hanover and Wellington North
 - Hosted the Cultural Symposium in Harriston
 - Hosted the Saugeen Culture Bus.
 - Sold out at 50 people
 - Included 6 stops around the region



MINTO CULTURE DAYS
SEPTMEBER 20TH - OCTOBER 13TH

Promoted
15
Events



- Celebrated Arts & Culture in our Community by hosting or collaborating on various free events.
- Accepted 5 applications for Culture Days Micro-Grants

- Promoted cultural assets with a cultural guide & brochures distributed through the GWTG, MAC, and other tourist centres
- Distributed 25,000 copies of the Saugeen Culture Days Guide



DIVERSITY, EQUITY & INCLUSION COMMITTEE

TOWN OF MINTO

12
Committee
Members

3
Guest
Speakers

9
Meetings
Held

Created in 2023, the DEI Committee undertakes projects & hosts events to ensure Minto lives up to its commitment to be a welcoming and inclusive rural community.

PROJECTS

- Continued to implement the Committee’s Action Items
 - Working on a DEI Audit & Best Practice Guide
 - Food Pantries added to all three libraries
- Celebrated various commemorative holidays via social media.
- Became a member of the Coalition of Inclusive Municipalities
- Completed a Downtown Accessibility Audit



\$3000
Grant received
for Pride in the
Park

Thank you
ENBRIDGE



EVENTS

- “Cultural Connections: A Diversity Learning Series”
 - Black Heritage Month
 - Indigenous Celebration
- Clothing Swap
- Community Accessibility Presentation
- Pride in the Park
- DEI Films at the Norgan
 - *Superboys of Malegaon*
 - *Cry from a Diary of a Metis Child*
 - *Bill Reid Remembers*

EDUCATION

- Invited guest speakers to meetings to provide educational experiences to our committee members:
 - **Helping Newcomers Settle:** Terry and Krista Fisk from the Harriston Presbyterian Church and JoAnne Caughill from the James Street United Church in Palmerston
 - **Accessibility and Inclusivity:** Rachel Marks, Relaxed Performance Consultant & Executive Director SPARC
 - **Youth Wellness Hubs** - Tiffany Fagan, Team Lead, Youth Wellness Hubs - The Grove Youth Hub



REGIONAL PARTNERSHIPS



OUR GOAL

Where Collaboration Belongs

Shared success creates stronger opportunities for all.



SAUGEEN CONNECTS



Saugeen Economic Development Corporation
A Community Futures Development Corporation



Hosted **10** networking events
Over **240** attendees

WOWSA

The Women of Wellington Saugeen Area (WOWSA) aims to inspire, empower and connect professional women and female-identifying entrepreneurs in the County of Wellington and Saugeen River region in Ontario by providing creative education and networking events.

Saugeen Connects encompasses 5 area municipalities and the Saugeen Economic Development Corporation; Brockton, Hanover, Minto, Wellington North and South Bruce. The partnership continued to collaborate and positively impact area economic growth, support youth retention and development, support growth and retention of businesses; and to integrate efforts to leverage immigrant attraction to the area as residents, workers, entrepreneurs, business owners, operators, and investors.

The Saugeen Student Start Up Program (SSUP) provided the opportunity for students in this region in Grades 6-12 to try self-employment during their summer holidays.

Evan, owner & creator of The Barchewterie Box Company

51 Youth

47 Businesses Ran

19 Minto Businesses

Since the program began in 2019, 309 youth started 275 businesses.

29 sponsors

\$15,975 in funds supported the youth



NORTHERN WELLINGTON PARTNERSHIP

- Two joint monthly ads in the Community News: Culture Page & Economic Development Page.
- Hosted Northern Wellington Works



SAUGEEN CULTURAL ROUNDTABLE PARTNERSHIP

- Hosted a joint Cultural Roundtable meeting
- Hosted an annual Joint Symposium
- Hosted the Saugeen Culture Bus Tour



NORWELL DISTRICT SECONDARY SCHOOL

- Worked with Mapleton to sponsor Yearbooks for all graduating students as a graduation gift with the theme “Spread your Wings but Remember your Roots” to encourage students to come home to Minto/Mapleton.
- Collaborated with the Communications Class to create Promotional Reels for each downtown



PRESENTATIONS

- Muskoka Regional Workforce Development Strategy and Implementation Plan
 - Move to Minto Case Study
- EDCO Regional Event
 - Move to Minto
- Participated on the Awards Judging Panel for the Ontario Business Improvement Area Association



ECONOMIC DEVELOPERS COUNCIL OF ONTARIO

- Belinda Wick-Graham was the 2025 Past President of EDCO and EDCO Liaison on the Economic Developers Association of Canada

Social Media

@townofminto

+656

Brand Awareness
Growth

Overall new follower
growth since December
2024.

205
YouTube
Subscribers

+15 since Dec
2024



INSTAGRAM
2,045
followers

+184 SINCE DEC 2024

FACEBOOK
4,674
followers

+360 SINCE DEC 2024

LINKEDIN
556
followers

+97 SINCE DEC 2024

16

SOCIAL MEDIA
ACCOUNTS
MANAGED

Facebook

- Town of Minto
- Minto Farmers' Market
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market
- Monitor Palmerston Railway Heritage Museum

Instagram

- Town of Minto
- Minto Farmers' Market
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market
- Palmerston Railway Museum



STAFF



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