



2022

YEAR IN REVIEW

ECONOMIC &
COMMUNITY
DEVELOPMENT
DEPARTMENT



OUR GOAL

Where You Belong

Economic Development is a process of targeted activities and programs that work to improve the economic well being and quality of life of a community by building local wealth, diversifying the economy, creating and retaining jobs, and building the local tax base.

**MINTO SPREADS
KINDNESS**

\$7,600

donated by Town of Minto Businesses & Residents for the Minto Spreads Kindness Campaign to purchase gift cards to support local restaurants.



Gift cards + local treats were given as Random Acts of Kindness to thank our amazing community members + workers including:

- Palmerston District Hospital Staff
- Staff & Residents at Caressant Care & Royal Terrace Staff
- Various volunteers at Meals on Wheels & Blessings to You
- Teachers & Staff at Minto-Clifford and Palmerston Public Schools, and Norwell D.S.S.
- Various Minto Residents



Everyone was encouraged to #PassitOn and continue spreading kindness to those around them!

2022 COMMITTEES

LOCAL

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

REGIONAL

- FM 88.7 The River Board
- NW Joint Economic Development
- Wellington County Economic Development
- Economic Developers Council of Ontario - Treasurer
- Economic Developers Council of Ontario - Membership & Professional Development Committees
- Saugeen Connects including Women of Wellington Saugeen Area
- Taste Real - Farmers' Market Committee
- iHub Food Futures Committee
- Regional Chamber of Commerce Network



OUR GOAL

Where Your *Events* Belong

The Town of Minto is proud to organize and assist with many community events to help promote our communities, businesses and residents!

88

EVENTS
ORGANIZED
AND EXECUTED

- Mayor's Breakfast
- Chamber of Commerce AGM
- Minto Farmers' Market Online Trivia Nights (x3)
- Minto Makers' Markets (x6)
- Newcomers' Welcome Reception
- Grand Openings (x8)
- Harriston Rising - Egg Scramble
- Supporting Performing Arts in Rural Communities (SPARC) Workshops (x4)
- Minto Youth Action Council - Tie-Dye with MYAC
- Minto Youth Action Council - Formal Wear Swap
- Minto Farmers' Market - Grand Opening
- Minto Farmers' Market - Strawberry Social
- All Aboard Palmerston - Raleway Festival
- Minto Youth Action Council - Pride Cupcake Decorating
- Railway Committee - Memorial Dedication
- Minto Farmers' Market - Family Day
- Minto Youth Action Council - Farmers' Market Tie-Dye
- Clifford Connects - Carnival Celebration
- Minto Farmers' Market - Library Day
- Harriston Rising - Sundaes on Sunday
- Harriston Rising - Street Party
- Railway Committee - Cook Car Grand Opening
- Chamber of Commerce - Summer BBQ
- Minto Farmers' Market - Corn Roast at the Palmerston Fair
- Minto Farmers' Market - Fall Fun
- Cultural Roundtable - Culture Days Events (x16)
- Minto Youth Action Council - Pumpkin Painting
- Mayor George Bridge Retirement Celebration



- Celebrate our Downtowns
- All Aboard Palmerston - Tiny Trains Travel the Town
- Minto Youth Action Council - Halloween Costume Swap
- Harriston Rising - Halloween Haunt
- Harriston Rising - Ladies' Night
- All Aboard Palmerston - Light up the Park
- All Aboard Palmerston - Kris Kringle Market
- Clifford Connects - Christmas in the Street
- Minto Youth Action Council - Lip Scrub Workshop
- Harriston Rising - Let's Light it Up
- Minto Youth Action Council - Holiday Party
- Jingle & Mingle Chamber Holiday Social
- Fire & Ice

15 LAUNCHIT WORKSHOPS

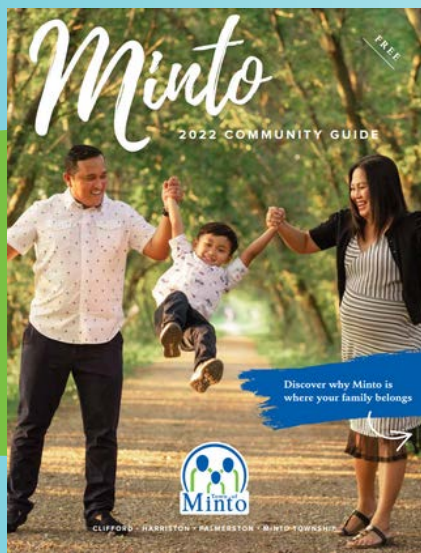
- Sip & See
- CEO Days (x6)
- New Business Review & Pitch Camp
- Perth-Wellington Provincial Election Debate
- Mini Branding Photo Session
- Back to Basics: A Road Map to Simple Safety Solutions
- Elevate your Customer Service Game
- The Do's & Don'ts of Job Postings
- Addressing Workforce Challenges with ICL Immigration

ORGANIZED AND HOSTED DOZENS OF
VIRTUAL + IN-PERSON EVENTS FOR
BUSINESSES AND THE COMMUNITY

OUR GOAL

Where Your *Family* Belongs

"Minto really is the place to be" ~ Sharon Wick, resident of Minto



Over
6,000
Town of Minto
Community
Guides
distributed.

31

Families
welcomed



NEWCOMERS' RECEPTION
TOWN OF MINTO

- Newcomers' were encouraged to attend our Welcome Event to meet community groups + businesses, ask questions about Minto & enjoy snacks and live local music!

OUR GOAL

Where Your *Hobbies* Belongs

No matter your interests, you can find a community here in Minto! Check out a few initiatives from 2022:

Year of the Garden

- In collaboration with the Public Works Dept. & the Clifford and Harriston Horticultural Societies to present
 - Year of the Garden, Garden of the Year Contest
 - Various awareness promotional efforts (social media, print, etc.)
 - Host giveaways & contests, including the Tallest Sunflower Competition, Favourite Community Garden Plot, etc.

"On behalf of the Hale family, thank you to everyone involved with the #YearOfTheGardenMinto competition. We would especially like to thank all the contestants who put in the countless hours keeping your gardens ready for viewing." ~ Tony Hale, Overall Winner of the Year of the Garden Contest.

Year of the Garden
Année du jardin

2022



SPARC

- Working with the Grey Wellington Theatre Guild, Minto Arts Council, and Supporting Performing Arts in Rural & Remote Communities to offer four workshops: How NOT to Put on a Show, Wellness for the Arts, Welcoming Everyone, Movers & Shakers: Networking & Promotion



In most small towns, you can expect to enjoy the slower side of life. But in Minto, we hustle hard to create communities where everyone feels like they're home.



Move to Minto Campaign

Minto is always growing to be the place where every family feels like they belong!

In 2022, working with local businesses, such as OSiM, Memory Tree Productions, Creative Worth Branding & Design, & various photographers, we launched a campaign to encourage those to consider Minto as their next home!

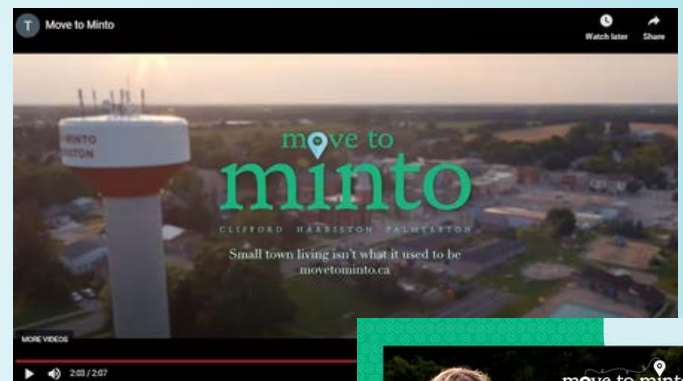
- Produced Move to Minto video with Memory Tree Productions
- Ran a 3-month Google Ad Campaign with OSiM Interactive
- Hosted various photoshoots with local photographers Delaney Norman, Jennifer Frayne, and Hilary Deanne
- Launched www.movetominto.ca with Creative Worth Branding & Design
- Updated large Billboard in Harriston
- Created a Resident Prospectus

416.3K
Total Ad
Placements

120
High Interest
Actions

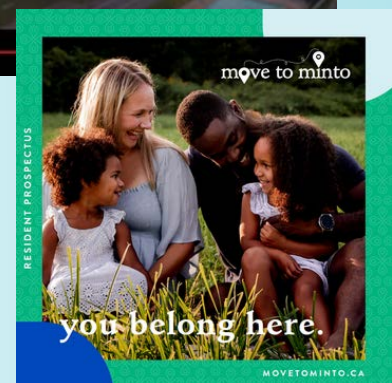
43.75K
Views on
15-sec video

3.7K
Views on
2-min video



An Award-Winning Campaign!

- The Communicator Awards – Award of Excellence
- Economic Developers Association of Canada – Marketing Award – Brand Identity
- Economic Developers Council of Ontario – Winner Marketing Award - Resident & Workforce Attraction



"We lived in Burlington before we decided to come to Palmerston because of good job opportunities. As we settled, we realized that living in a small town presented us a better quality of life. It is not as stressful as compared to the city. We feel secure living in a quiet and safe neighbourhood. The people are warm and welcome cultural diversity"
~ Christopher & Jean Ruela, Residents of Minto

OUR GOAL

Where Your Career Belongs

"Minto has vibrant community life and a full slate of stores and services in a beautiful setting." - Caitlin Hall, owner of Reroot Organic Farm



Newly renovated!
Lions' Medical Centre in Harriston!

A Day in a Life Series

A partnership between the Waterloo, Wellington, Dufferin Workforce Planning Board, Career Education Council, Business & Education Partnership of Waterloo Region, and the Town of Minto

- This video series highlighted the daily life of key in-demand occupations to help provide real-time and real-life insights to potential job seekers.
- Businesses featured from Minto include: TG Minto, Palmerston Hospital, and C&M Seeds.

First Job Campaign

- This video series encouraged industry professionals and new Canadians within the Waterloo, Wellington, Dufferin area to share the important skills their first job taught them.



Health Care Recruitment

- Assisted with the new North Wellington Health Care Recruitment Video
- Actively participated in Recruitment Committee Meetings
- Sat on the Minto Municipal Services Corporation & assisted with the expansion of the Lions Medical Centre and recruitment of new tenants.

NORTHERN WELLINGTON ECONOMIC DEVELOPMENT PARTNERSHIP



- Minto, Mapleton and Wellington North
- Minto and Mapleton formed a partnership including mentorship and collaboration
- LaunchIt services expanded to serve Northern Wellington and to share a business advisor
- Joint monthly ads in the Community News
- North Wellington Job & Housing Portal
- #LockdownLove Campaign



North Wellington Jobs & Housing Portal

- Northern Wellington Jobs & Housing connects job & home seekers with opportunities and properties in the communities of Northern Wellington.
- Our interactive map and listings portal is a one-stop location for the region's employment and property listings, connecting you with the job you need and accommodations for sale or rent nearby.



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"!



Winners: TNT Fishing Lures
owners, Ty Henry & Tia Biro



"As a business, we are grateful for the opportunity that the Town of Minto has provided. We have worked hard as a team to launch TNT Fishing Lures and grow both in Canada and Internationally. We look forward to all the future holds"

2022 Pitch It! 2.0 Business Plan Competition

- The competition was geared towards entrepreneurs that wanted to open, purchase, or relocate a business within the Town of Minto.
- Thanks to the support of our generous community sponsors, we were pleased to offer our biggest pool of prizes to date, with over \$32,000 in cash and prizes to be awarded to winners & finalists.
- The three finalists, TNT Fishing Lures, Building Bridges Adult Day Program, and Café at the Old Post, submitted full business plans and made presentations in late June.
- **The winners of the 2022 Pitch It! 2.0 Business Plan Competition was TNT Fishing Lures!**

Town of Minto Community Improvement Plan

- Grand Total of 10 Grants Approved
- \$28,095.81 granted resulting in \$64,286.41 in improvements

Industrial Land

- 4 lots sold for expansions
 - Stones N More
 - Ontario Super Storage
 - Harriston Home Hardware
 - Multi Shelter Solutions
- 2 lots pending (7.8 acres) in 2023

\$4,977,689
Commercial:
7 permits



\$20,625,000
Industrial:
6 permits



5.5
acres sold

7.8
acres
pending



Palmerston
Industrial Park



Harriston
Industrial Park

OUR GOAL

Where Your Dollars Belong

Minto didn't invent the idea of shopping local but we are making it easier than ever to "Think Minto First".

With the new Think Minto First Gift Card, you can shop most of Minto's downtown stores and restaurants with one swipe. These two signature Chamber programs make a HUGE financial impact for local business.

Over \$12,000
in gift cards
SOLD from,
Dec 16-31,
2022!

Think Minto First Gift Card Program *Launched Dec 2022.*



GIFT CARD
ACCEPTED HERE

Think Minto First Gift Card is issued by Peoples Trust Company. Card funds are not insured by the Canada Deposit Insurance Corporation (CDIC) or any other government deposit insurer or agency. Funds do not expire, non-refundable and no cash access.

Purchase gift cards and learn more about this special partnership between the Minto Chamber and the Town of Minto at
www.minto-chamber.on.ca

Think Minto First
Fundraising Program
Raising funds on things you are buying already.

\$97,100
in gift certificates.

| Minto CHAMBER OF COMMERCE | | THINK MINTO FIRST! FUNDRAISING PROGRAM | |
|-----------------------------|---------------|--|---------------|
| YOUR PURCHASE SUPPORTS THE: | | HARRISTON & DISTRICT HORTICULTURAL SOCIETY | |
| AUTOMOTIVE | | | |
| 10% | ---\$39.00--- | 10% | ---\$25.00--- |
| Lovlie Motors | \$50.00 | Harriston Home Hardware | \$50.00 |
| 73 Elara St. S. Harriston | \$100.00 | 18 Elara St. S. Harriston | \$100.00 |
| CONTINUED | | | |
| 10% | ---\$25.00--- | 5% | ---\$25.00--- |
| Grant's Service Centre | \$50.00 | Home Hardware Appliance | \$50.00 |
| 55 Minto Rd. Palmerston | \$100.00 | 78 Mill St. S. Harriston | \$100.00 |
| CONTINUED | | | |
| 10% | ---\$25.00--- | 20% | ---\$25.00--- |
| Doug's Auto Service | \$50.00 | Stone's N More | \$50.00 |
| 193 Elara St. S. Harriston | \$100.00 | 5973 Hwy 9 Harriston | \$100.00 |
| CONTINUED | | | |
| 5% | ---\$50.00--- | 10% | ---\$25.00--- |
| Edge Automotive | \$50.00 | Norco & What's The Occasion | \$50.00 |
| 528 Main St. E. Palmerston | \$100.00 | 295 Main St. W. Palmerston | \$100.00 |
| CONTINUED | | | |
| 5% | ---\$39.50--- | 10% | ---\$39.50--- |
| Palmerston Feedland | \$50.00 | Elara St. Flowers | \$50.00 |
| 105 Main St. Palmerston | \$100.00 | 92 Elara St. S. Harriston | \$100.00 |
| CONTINUED | | | |
| 10% | ---\$25.00--- | 10% | ---\$25.00--- |
| Acheson's Pharmasave | \$50.00 | Teenie Tiny Tots | \$50.00 |
| 16 Elara St. S. Harriston | \$100.00 | 218 Main St. W. Palmerston | \$100.00 |
| CONTINUED | | | |
| 10% | ---\$39.50--- | 5% | ---\$25.00--- |
| Reroot Organic Farm | \$50.00 | Family Home Health Care | \$50.00 |
| 5642 11th Line, Harriston | \$100.00 | 337 Main St. W. Palmerston | \$100.00 |
| CONTINUED | | | |
| 5% | ---\$25.00--- | 10% | ---\$25.00--- |
| Evergreen Variety | \$50.00 | Palmerston Home Hardware | \$50.00 |
| 50 Elara St. S. Harriston | \$100.00 | 104 William St. Palmerston | \$100.00 |
| CONTINUED | | | |
| 5% | ---\$10.00--- | 10% | ---\$50.00--- |
| Scop-In Bulk Food | \$25.00 | Unique Fashions N Treasures | \$50.00 |
| 30 Elara St. Harriston | \$50.00 | 6 Elara St. Harriston | \$100.00 |
| CONTINUED | | | |
| 10% | ---\$10.00--- | 10% | ---\$25.00--- |
| Fresh Start Bakery | \$25.00 | Kidding Around | \$50.00 |
| 107 William St. Palmerston | \$50.00 | 44 Arthur St. E. Harriston | \$100.00 |
| CONTINUED | | | |
| 10% | ---\$10.00--- | 10% | ---\$25.00--- |
| Orange Grove Drive | \$10.00 | Rex N Duke's Pet Supplies | \$50.00 |
| 125 Main St. W. Palmerston | \$10.00 | 253 Main St. W. Palmerston | \$100.00 |
| CONTINUED | | | |
| 5% | ---\$25.00--- | 10% | ---\$50.00--- |
| Home Front Inc. | \$50.00 | Real Nuts Stuff | \$50.00 |
| Palmerston | \$100.00 | 42 Elara St. S. Harriston | \$100.00 |
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| Palmerston | \$100.00 | 42 Elara St. S. Harriston | \$100.00 |
| CONTINUED | | | |
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| CONTINUED | | | |
| 5% | | | |

OUR GOAL

Where Your Dollars Belong

100% of membership dues are spent locally to support, grow and promote local business. We do this in-person through our main street presence, with networking events, seasonal promotions and advertising campaigns. Running a business today is never straight forward, so we're here to help assist and support our members.

8
Grand Openings
in 2022

72
Grand Openings
since 2014

Minto
CHAMBER OF COMMERCE
2023 BUSINESS DIRECTORY

2022 INITIATIVES AND EVENTS INCLUDED:

- Addressing Workforce Challenges
- Mayor's Breakfast
- What's Happening Minto Show - Monthly
- Think Minto First Gift Card Program
- Think Minto First Fundraising Program
- Social Media Business Promotions
- Business Spotlight for Every Member
- Access to Funding/Grants and Resources
- Members Survey and Strategic Plan
- NEW Updated Business Directory
- Online Bill Payment
- Norwell Bursary
- Enhanced Business Advocacy
- Regional Chamber Group
- New Business Ribbon Cuttings
- Member Appreciation BBQ
- Holiday Social
- Annual General Meeting
- 3 Summer Community Events - in partnership with the Town
- 3 Winter Community Events - in partnership with the Town

NEW LOOK FOR THE BOOK



260
Businesses &
Organizations as
members

28
Wightman & 88.7
The River
Interviews

"There is an incredible amount of support for entrepreneurs here in Minto thanks to the team at Launchit Minto and the Minto Chamber Of Commerce. I was offered so much guidance and support to help me navigate through one of the most challenging endeavours I have ever faced. I am humbled to know there are people who want to see me succeed and care so much about the future of our community. The most important thing I have learned through this experience as a young person and entrepreneur is that I can feel confident and excited about the future here in Minto."

Tim Earnshaw, AttachPro Welding



OUR GOAL

Where Your *Business* Belongs

We thank LaunchIt for the many opportunities to connect, network and learn. They share current resources and information so that we hear about funding and B2B opportunities relevant to our business. - Marla



15
Training
Events

62
Customized
Business
Assistance

292
Attendees

46
Advisory
Meetings

2014-Present
6699
People have used
Launchit
Space/Services



2022 TENANTS

Betty McTague

Chiropodist

Melissa Miller

Local Smiles RDH

Infrastructure Ontario

Service Squad Staff

Digital Main Street

Robin Ross

Rovin Goats

Occasional Rentals

Growing!

2022 Training & Events for Business

- Sip & See Social
- Monthly CEO Day
- New Business Review
- Mini Branding Photo Session
- Health & Safety Series
- Customer Service
- Workforce Challenges
- Job Postings
- Digital Marketing
- Social Media Content
- Makers' Market
- Bookkeeping Basics
- Mental Health in the Workplace



MENTORSHIP PROGRAM

Northern Wellington Businesses

Calling all new #NorthernWellington businesses - join the Mentorship Program to be paired with an experienced mentor for coaching, advice, ideas & inspiration to help your business **THRIVE**! Co-working & Collaboration opportunities included. *Stay tuned for more details.*

Celebrating 8 Years!

#letsdolaunch

OUR GOAL

Where Your *Business* Belongs

The Town of Minto is always eager to support businesses of all types and sizes. Whether you are an entrepreneur starting a new venture, a brick and mortar store looking to expand, an established business seeking new opportunities, or a home-preneur looking to turn your passion into a successful operation, we're here to lend a helping hand.

Through the Minto Chamber of Commerce and LaunchIt, Businesses are able to access various opportunities and partnerships.



Brick & Mortar

Digital Main Street



104 Businesses Received \$260,000 In Digital Transformation Grants

- 104 Businesses received \$260,000 in Digital Transformation Grants
- 285 Business consultations
- Minto, Wellington North & Mapleton
- 4.0 Part 2 of the grant re-opened Jan. 2023



- Digital Service Squad representative: Nelia Ricardo-Woodiany!
- Collaborated with local businesses to provide the guidance & tools to bring their operations into the digital age!



OBIAA

Ontario

tabia

Canada

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario

Entrepreneurs

- LaunchIt is the Gateway to Northern Wellington Business Workstream for the Circular Food Economy.
- This initiative aims to establish Canada's first circular food economy, with a focus on nutritious food access, waste elimination, and reduced environmental impact.



Home-preneurs



M I N T O *Makers' Market*

- 6 Minto Makers' Markets hosted in 2022
- Network of over 60 Makers' from Minto and beyond.

Harriston Rising



16

COMMITTEE
MEMBERS

*Steering . Events . Beautification
Cool Cones + Colour Zones*

1135

Instagram
Followers since
July 5, 2019

Events!

- Egg-Scramble
 - 60 attendees
- 20 Minute Makeover - downtown
- Harriston Street Party
 - All day festivities complete with the Leslie Motors Car Show, food trucks, music & more.
- Sundaes on Sunday
 - \$130 in ice cream at the Magic Ice Cream Shoppe sponsored by Harriston Rising + music, photos, décor & boozy drinks at the Café at the Old Post
- Celebrate our Townships!
- Newcomers' Welcome Reception
- Hosted Halloween Haunt
 - over 350 children and youth (+ adults) participated!
- Ladies' Night
 - Over 10 Minto Makers'
 - 100 \$25 gift cards handed out
- Let's Light It Up
 - Hundreds of attendees

Over
400

Halloween Haunt
attendees!

Promotion

- Business Highlights
- Volunteer Spotlights
- Events Promotions
- The Stockings were Hung: Shop & Win Contest
- Merch Sales (water bottles, sweaters, & t-shirts)

Beautification

- Valentine's & Easter Planter décor
- Spring, Fall + Winter Planters
- Additional lights & holiday décor

"What a fun night. Lots to see and purchase. Loved the fire pits and with the street closed made for a secure night of strolling. Great job Town of Minto, Belinda, Somer and Erin on this event and to the Town staff for helping set up and take down. Great team work. To all the businesses and vendors - wow and thank you. Great fun." ~ Kathie Butcher, Minto Resident, re: Ladies' Night

All Aboard Palmerston

13

COMMITTEE
MEMBERS

*Steering . Events . Beautification
Ontario's Railway Town*



Events!

- Raleway Festival
 - 8 beer, cider, wine and spirit vendors
 - Over 400 attendees!
 - Raised over \$5000 to support All Aboard Palmerston, Railway Museum, Scouts, Kinettes, & Optimists!
- Tiny Trains Travel the Town
 - 10 stations around Palmerston with activities and treats!
- Celebrate our Downtowns!
- Light up the Park
 - hundreds gathered to kick-start the holiday season in the Lions' Park.
- Kris Kringle Market
 - hundreds of attendees & over 60 Minto makers' lined the streets
- Fire & Ice

Beautification

- New metal flowers in Lions Park
- Orange pole wraps for National Truth & Reconciliation Day
- New Mural on Palmerston Pool
- Seasonal Downtown Décor (in partnership with Palmerston Ag Society)
- Spring, Autumn + Winter Planters
- Spring & Winter window painting
- Sponsored Norman Street Historical plaques
- Refreshed the paint on the Palmerston Basketball Court mural (in partnership with Building Bridges Adult Day Program).



Promotion

- Business Highlights
- Volunteer Spotlights
- Events Promotions
- All Aboard the Shopping Express: Shop & Win Contest

990

Instagram
Followers since
July 31, 2019



"So beautiful! [The All Aboard Palmerston Beautification Committee] is awesome! Thanks for making our hometown so special!"
~ Angela Grace, Minto Resident re: downtown décor.

Clifford Connects



11

COMMITTEE
MEMBERS

*Steering . Events . Beautification
Let's get talking about Clifford.*

Events!

- Clifford Carnival Celebration
 - hundreds attended to shop and celebrate summer in Clifford.
- Celebrate our Downtowns!
- Clifford Christmas in the Street
 - Partnership with Minto Fire to bring Christmas cheer to Clifford.

Promotion

- Business Highlights
- Volunteer Spotlights
- Events Promotions
- Mail-out Flyers
- Presents from the North Pole: Shop & Win Contest
- Merch Fundraiser with WC Smith
 - hoodies, shirts, + hats



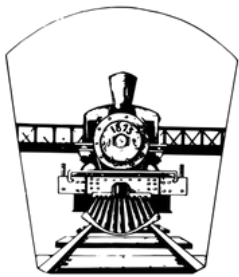
607

Instagram
Followers since
Nov 6, 2019



Beautification

- Completed the renovations of Clifford Rotary Celebration Square
 - Funded by the Healthy Communities Initiative (\$28,623) & Canada Community Revitalization Fund (\$65,335), and a special thanks to local sponsors Clifford Rotary and Clifford Fire Fighters Association!
- Seasonal Downtown + Celebration Square Décor (in partnership with Minto Fire)
- Summer, Autumn + Winter Planters
- Sidewalk Stencils with Clifford logo
- Christmas Lights for Celebration Square



PALMERSTON

RAILWAY HERITAGE MUSEUM

- Grants Received
 - County of Wellington Grant: \$2000
 - Young Canada Works - \$5,050
 - Museum Assistance Program - \$4,000
- \$10,000 USD donation from the family of Dr. Ronald S. Horning
- 2 Summer Students Hired
- Social Media interactions
 - 1,400 Followers on Facebook
 - 431 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
- Cook Car Renovation Completed
- Created new displays
- Hosted Railway Festival
- Hosted Memorial Dedication in honour of Gordon McCallum and W. Stewart Nicholson



1,813
Total
Visitors

Busiest
season to
date!

354

Handcar Rides
(highest ever!)

\$663

Total
Souvenir
Sales

2,047

Items
Accessioned
in 2022

4,586

Total Items
Accessioned

Get Real!

Minto Farmers' Market

823

Instagram
Account
Followers

11

Events
Hosted!

- Hosted Strawberry Social, Family Day, Library Day, Corn Roast, and Fall Fun events & collaborated with Public Works Dept to host Sunflower Competition and EarlyON Centre for Kids Day.
- Partnership with Taste Real
 - Market Box
 - Minto sold out at 56 boxes!
 - In total, 422 boxes were sold, amounting to an additional \$28,133 for all eight markets.
 - Holiday Market Box
 - Over \$44,000 going straight to local businesses in Wellington County!
 - Market Trail
 - 38 passports completed resulting in additional market attendees
- Promotions include mailed postcards, radio, print & social ads, coffee & lemonade by donation, draws and prizes.
- Grants recieved:
 - County of Wellington - \$2000
 - Cultural Roundtable - \$500

Over
\$2000

County Market
Bucks Received

\$1420

Raised at
Market Trivia

7

Regular Season
Vendors

1,300

Facebook Page
Likes

25

Rotating
Vendors

REGIONAL PARTNERSHIPS

Partnership: Opportunities increase when you help others win. A little win for a partner is a little win for you.



Saugeen Connects welcomed two new partners, and now encompasses 7 area municipalities and the Saugeen Economic Development Corporation; Brockton, Hanover, Minto, Wellington North, West Grey, Arran-Elderslie, 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.

SAUGEEN ECONOMIC DEVELOPMENT
REGIONAL ADVISORY COMMITTEE RECEIVED

\$61,687

FROM RURAL ECONOMIC DEVELOPMENT
(RED) GRANT FUNDING FOR
REGIONAL ADVISORY
WORKFORCE
COLLABORATION

NOW LED BY
SAUGEEN
CONNECTS



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.

10

women
entrepreneurs
participated

5

Hosted
in-person
events!



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,

39

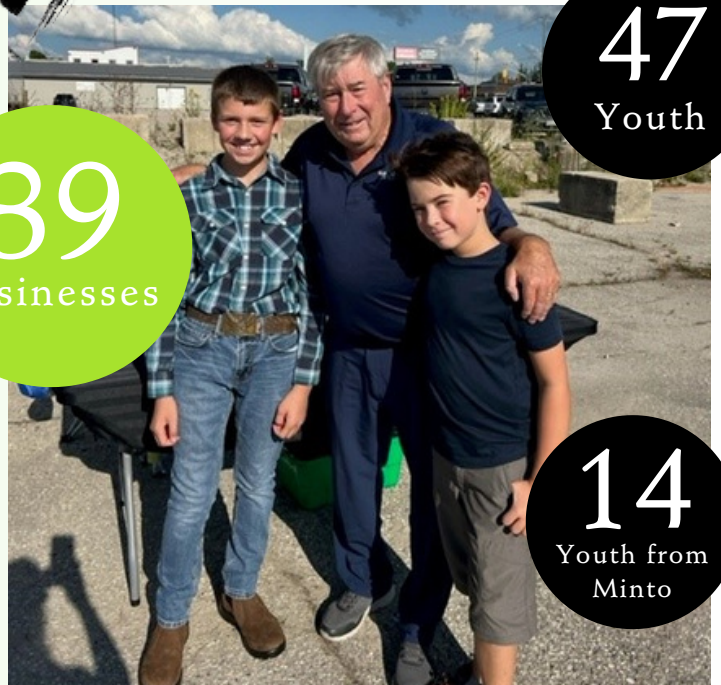
Businesses

47

Youth

14

Youth from
Minto



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M

VOLUNTEER SUPPORT

"Volunteers do not necessarily have the time, they just have the heart."

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. To show our gratitude and support, we prioritize collaborating with and appreciating our volunteers every step of the way. Our dedicated volunteers truly make Minto feel like a place to call home!



Volunteer Spotlights

- Celebrated 9 volunteers from various committees with social media shout-outs!

Volunteer Portal

- Provided support for volunteer organizations to post available positions on the Town of Minto volunteer portal.

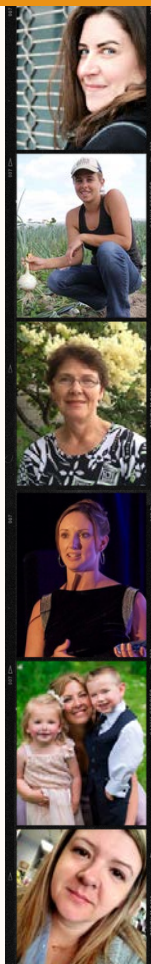
Collaborations

- Partnerships with the Clifford Horticultural Society & Harriston Horticultural Society to celebrate the Year of the Garden
- Collabs with Kinettes, Palmerston Scouts, and Optimists to attend and fundraise at various Minto events as Food Booths
- Collaborations with three downtown committees and various community groups, such as Clifford Rotary, Minto Fire, Palmerston Lions, Harriston Kinsmen, Harriston Masons and many more to amplify summer & winter events.

For me, the best part [of volunteering on All Aboard Palmerston] is the satisfaction of being a champion for the Town that I have called home since 1985. I have always felt and believed that Palmerston is a great place to live and do business, so to be able to be part of a committee to promote our Town is pretty satisfying." ~ All Aboard Palmerston Steering Committee Chair, Terry Cormack.

IN 2022
WE CELEBRATED

- Bonnie Whitehead
- Crystal Hartung
- Heather Watterworth
- Caitlin Hall
- Brenda Gartley
- Belinda Wick-Graham
- Caitlin King
- Angie Christensen



INTERNATIONAL WOMEN'S DAY

March 8th, 2022

To recognize the resilient women-led businesses and leaders in Minto, members of the community were asked to nominate extraordinary women to receive a social media shout out & a gift card!

#BreakTheBias



Recognized graduating youth,
Krysta Koepke with the MYAC
Bursary award!



Partnered with the Grove
Palmerston Youth Advisory Council.



Meetings held 1st & 3rd Mondays of
every month at the Grove Palmerston.



Core group of 4-5 youth with rotating
members attending meetings.



Planned our yearly budget for
events, projects, promotions, and
outreach.



Introduced Appreciation Program to
reward youth for attending, chairing,
recording minutes at meetings and more.



Hosted Various Events

- Outdoor Games Night
- Prom & Halloween Swaps
- Pumpkin Painting
- Tie-Dye Night
- Pride Cupcake Decorating
- Lip Scrub Workshop
- Holiday Party



Initiated Community Projects

- Delivered From Your Friend Care Packages to Youth in the community
- Launched Sports to Go Equipment Lending Library



Volunteered in the Community

- Harriston Rising Egg Scramble, Street Party, & Let's Light it Up
- Minto Farmers' Market Family Day
- Palmerston Light up the Park
- Clifford's Carnival Celebration

Social Media

@townofminto

+550

BRAND AWARENESS
GROWTH

Overall new follower
growth since
December 2020.

139

YouTube
Subscribers



INSTAGRAM

1,578
followers

+118 SINCE DEC 2021



FACEBOOK

3,835
followers

+372 SINCE DEC 2021



TWITTER

1,721
followers

+60 SINCE DEC 2021

Additionally...

17

**SOCIAL MEDIA
ACCOUNTS MANAGED**

FACEBOOK

- Town of Minto
- Minto Farmers' Market
- Minto Youth Action Council
- 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
- Minto Youth Action Council
- Launch It Minto
- All Aboard Palmerston
- Clifford Connects
- Harriston Rising
- Minto Makers' Market



MINTO
Makers Market





1

PRESENTATION

- Promoting Entrepreneurship and Stimulating Renewal in Small Towns - U of Waterloo Masters in Economic Development and Innovation Program



Locally Loyal
MINTO



"We decided to walk away from our prior business in the restaurant industry and open up another business in the health & wellness industry. This all happened within months and because of the Town offering up resources and connected us with their network of professionals, we managed to close up and start anew with ease. We are proof that this community rallies behind you and makes sure you are set up for success!"

*Jennifer & Nikola Rudinac
Owners of Feel Alive
Wellness Station*



ECONOMIC DEVELOPERS COUNCIL OF ONTARIO



- Belinda Wick-Graham was the 2022 Treasurer of EDCO, Co-Chair of the Professional Development Committee and Member of the Membership Committee



STAFF



Belinda Wick-Graham, BTS (Hons.), Ec.D. CEC.D.
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Somer Antonopoulos
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Business Development Coordinator
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N0G 1Z0
Office: 519-510-7400
T/T: 519-444-8487
info@launchitminto.com

LAUNCHIT
BUSINESS EXPLORATION CENTRE



Nelia Ricardo-Woodiany
Digital Main Street Service Squad



YEAR IN REVIEW

ECONOMIC & COMMUNITY
DEVELOPMENT DEPARTMENT

2022

