

# YEAR IN REVIEW





# 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.*

Over  
**6,000**  
Town of Minto  
Community Guides  
created, produced, &  
distributed.



## 2023 COMMITTEES

**30** 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
- Palmerston Railway Heritage Museum
- Minto Youth Action Council
- Launch It Board
- Minto Farmers' Market Committee
- Health Care Professional Recruitment
- Minto Chamber of Commerce
- Lions Medical Centre Board

### REGIONAL

- FM 88.7 The River Board
- NW Joint Economic Development
- Wellington County Economic Development
- Economic Developers Council of Ontario - Vice President
- Economic Developers Council of Ontario - Co-Chair Professional Development
- Saugeen Connects including Women of Wellington Saugeen Area (WOWSA)
- 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!*

# 95

**EVENTS  
ORGANIZED  
AND EXECUTED**



#### Town of Minto

- Newcomers' Welcome Reception
- Minto Makers' Markets (x10)
- Celebrate our Downtowns: 1st Impressions
- Fire & Ice



#### Minto Cultural Roundtable

- Solidarity Event
- Celebrate Kindness in Islam
- Culture Days Events (x13)



#### All Aboard Palmerston

- Raleway Festival
- Tiny Trains Travel the World
- Light up the Park
- Kris Kringle Market
- Rockin' Old Christmas Dinner & Dance



#### Clifford Connects

- Carnival Celebration
- Creatures of Clifford
- 150th Celebrations (x3)
- Christmas in the Street



#### Harriston Rising

- Chili Cook-Off
- Egg Scramble
- Community Care Clean-Up
- Sundaes in the Street
- Street Party
- Halloween Haunt
- Candy Canes & Cocktails
- Hometown Christmas



#### Minto Farmers' Market

- Trivia Nights (x3)
- Grand Opening
- Strawberry Social
- Family Day
- Library Day
- Corn Roast at the Palmerston Fair
- Fall Fun



#### Railway Committee

- Bench & Tree Dedication
- Donation Day



#### Minto Youth Action Council

- Winter Carnival
- Bad Movie Night
- Formal Wear Swap
- Happy Little Paint Night
- Dino Sculpting Contest
- Outdoor Game Night
- Welcome Back Mini Games
- Ghost Paintings
- Halloween Costume Swap



#### Minto Chamber of Commerce

- Mayor's Breakfast
- Annual General Meeting
- Grand Openings (x11)
- Member Appreciation BBQ
- Jingle & Mingle Holiday Social



#### Launchit

- Sip & See Open House
- Training Experiences (x12)



OUR GOAL

# Where Your Family Belongs

## Welcome

NEWCOMERS' RECEPTION  
TOWN OF MINTO

30 families welcomed.

- Newcomers' were encouraged to attend our Welcome Event to meet community groups + businesses, ask questions about Minto & enjoy snacks and live local music!
- Partnership with the Palmerston Agricultural Society's Fall Fair.

## move to minto

### KITCHENER HOME SHOW

- Showcased our community to raise awareness about our municipality, its new developments, & the benefits of relocating!



### MOVE TO MINTO CAMPAIGN

- Recipients of the Workforce Development & Resident Attraction award (Rural Division) at the 2023 Economic Developers Council of Ontario (EDCO) Awards of Excellence presented at the annual Conference
- Big thanks to our partners Memory Tree Productions & Creative Worth Branding and Design for showcasing Minto as a place #WhereYourFamilyBelongs

See the stats!





## Results from Digital Marketing Campaign

Powered by **OSiM**

**1.5M**  
Total Ad  
Placements

Over  
**45,000**  
interactions!



See Why They Chose Minto

Read why these families chose Minto as their new home.

Learn More >



Visit Us At The KW Home & Garden Show, Booth B407, And...

Learn More >



Meet Your New Neighbours

When we say you belong here, we really mean it.

Ads were seen in the following locations

- Kitchener
- Brampton
- Guelph
- Cambridge
- Waterloo
- Guelph/Eramosa
- Woolwich
- Centre Wellington
- Elora
- Fergus



Over  
**28,000**  
Video Views!

- Downtown Business Attraction Campaign was Made possible through contributions from the Rural Economic Development Grant (\$20,000), various partners (\$11,500), + Town of Minto (\$8,500)

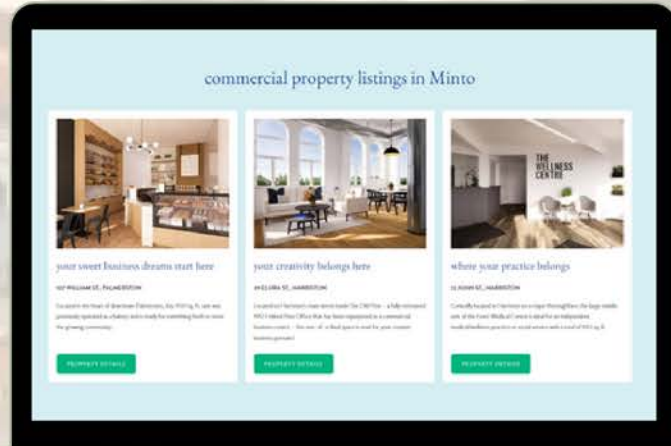
**Ontario**



## DOWNTOWN BUSINESS ATTRACTION CAMPAIGN

### Commercial Property Vacant Building Project

[movetominto.ca/commercial-property-listings-in-minto](https://movetominto.ca/commercial-property-listings-in-minto)



- Created to showcase the potential of vacant buildings in Minto. Each vacant storefront has
  - 1 Door Decal with QR Code linking to website
  - 1 Window Decal showcasing potential store layout
  - Property Sell Sheet & Website Page
    - Includes building statistics, square footage, available grants, neighbour testimonials, and property owner contact information

### Business Attraction Video

*Minto's business community has a reputation...for collaboration, creativity, and getting things done! Find out why Minto is where your business belongs.*

- Featuring various local business owners and the Town of Minto's own Director of Community & Economic Development, Belinda Wick-Graham



2,500+ Views on Youtube  
3,800+ Views on Instagram  
1,600+ Reach on Facebook





## OUR GOAL

# Where Your *Career* Belongs

## NORTHERN WELLINGTON WORKS

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

28

Exhibitors

## EXPLORE YOUR FUTURES

- Partnered with Career Education Council, Mapleton, & Wellington North to educate students in grades 1-8 on career opportunities in business & industry local to our area.

Over  
500

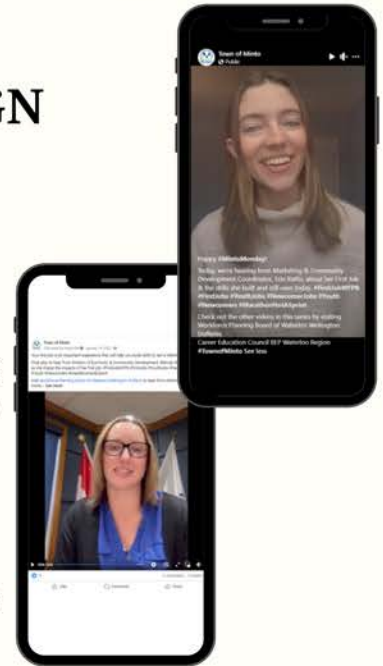
students  
attended.

24

Exhibitors

## FIRST JOB CAMPAIGN

- Participated in the First Jobs Campaign led by the Workforce Planning Board of Waterloo-Wellington-Dufferin.
- Shared stories of first jobs and first jobs in Canada to help youth, parents and newcomers understand how others' first jobs helped build skills and experience that led people to where they are today



## HEALTH CARE RECRUITMENT

- 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.

Welcomed  
Countryside  
Midwives  
to the Lions  
Medical Centre.



## NORTHERN 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.

86

8

17

86



## 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"!*

## 2023 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.
- The three finalists, Two Pines Herbals, owned and operated by Lior Sabach-Stewart, Sweeter Side Bakery owned by Samantha Moore from Palmerston, and Strengthening Connections Counselling Group, owned by Katrina Kriek and Linda Gray, from Palmerston submitted full business plans and made presentations in late June.
- **The winner of the 2023 Pitch It! 2.0 Business Plan Competition was Two Pines Herbals!**



## CORPORATE CALL PROGRAM

- The Economic Development Planning Committee met quarterly and visited businesses in Minto to learn how we can better support them.
  - Toured WC Smith Wholesale & Countryside Concrete

## TOWN OF MINTO COMMUNITY IMPROVEMENT PLAN

### Town of Minto Community Improvement Plan

- Grand Total of 11 Grants Approved
- \$16,618.58 granted resulting in \$31,633.95 in improvements

### Industrial Land

- 1 lot sold
  - Well Initiatives
- 1 lot pending to be completed in 2024
  - BTJ Investments Ltd.





OUR GOAL

# Where Your Business Belongs

*"I am the first business to take on the opportunity provided by the TryIt Retail Program and it was a great learning experience and I highly recommend other people take advantage of this fantastic opportunity"*

*~ Jan Campbell, owner of Eh-2-Zed*

LAUNCHIT  
MINTO

*Celebrating  
9 Years!*



439  
Attendees

2014-Present

7138

People have used  
Launchit  
Space/Service

49

Customized  
Business  
Assistance



## 2023 TENANTS

Betty McTague  
Melissa Miller  
Infrastructure Ontario  
Service Squad Staff  
Jan Campbell  
Occasional Rentals

Chiroprapist  
Local Smiles RDH  
Digital Main Street  
Eh-2-Zed  
Growing!

## MENTORSHIP PROGRAM

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.

## 13 TRAINING & EVENTS FOR BUSINESSES

- Open House Sip n See
- Instagram How To
- Maximizing Google Search for your Business
- Maximizing Google Business Profiles
- Managing DM's
- Business 101
- Boost Your Business with TikTok x2
- Level Up Your Web Presence
- How to Do a Job Posting
- Unravelling the Workforce: Employee Retention
- Learn Canva from a Pro
- Utilizing AI Technology



#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

## DIGITAL MAIN ST.



131

Businesses  
Received

\$327,500

In Digital  
Transformation  
Grants

- 131 Businesses received \$327,500 in Digital Transformation Grants
- 355 Business consultations
- Minto, Wellington North & Mapleton
- 4.0 Part 2 finished in March 2024



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



## TRY IT RETAIL

- Launched the TRYIT Retail Program, a retail incubator for local small businesses.
- Aimed to support and empower local entrepreneurs in testing their retail concepts and products.

*First participant was Jan Campbell, owner & operator of Eh-2-Zed!*

- Stay tuned for the next tenants in 2024!

## SHOPSPY



BE BOLD. BE BRAVE.  
BE SUCCESSFUL.

10

Businesses  
Participated

5

Secret  
Shoppers

- ShopSpy is free program by Launchit designed to enhance customer experience for businesses.
- Through anonymous secret shoppers, it evaluates cleanliness, employee behavior, efficiency, managerial presence, and overall appeal. After assessment, businesses receive detailed reports and access to consultants for recommendations. 10 businesses received ShopSpy reports in 2023.



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



## 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.



84

Grand Openings  
since 2014

11

Grand Openings  
in 2023

## 2023 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
- NEW Updated Community 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 of Minto*
- 3 Winter Community Events  
*in partnership with the Town of Minto*

193

Businesses &  
Organizations as  
members

45

Wightman & 88.7  
The River  
Interviews



## 2022-23 CHAMBER DIRECTORY

- Redesigned by  
CreativeWorth & Designs



6,500

Directories  
distributed



# Where Your *Dollars* Belong

# THINK MINTO FIRST

Launched Dec 2022:

## A young girl with blonde hair in a ponytail, wearing a purple t-shirt, stands next to an older woman with short white hair and glasses, wearing a pink shirt. They are both looking at a rack of colorful clothing in a store. The woman is pointing at a piece of clothing on the rack. In the background, other clothing items and a person are visible.

*These two signature Chamber programs make a HUGE financial impact for local business.*



# Harriston Rising

Cool Cones + Colour Zones

## 11

COMMITTEE MEMBERS

*Steering . Events . Beautification*

### Events!

- Chili Cook-Off
  - 7 businesses cooked chili
  - 53 in attendance
  - \$335 in donations
  - Sponsored by Bean Growers Ontario
- Egg-Scramble
  - Arts & Crafts for Easter
  - Sold out at 50 attendees
- Community Care Clean-Up
  - Partnership with RBC & Penny's Deli
- Harriston Street Party
  - All day festivities including Leslie Motor's Car Show, Kids Zone, Sundaes on the Street, Buffet on the Boulevard. + Street Dance.
- Halloween Haunt
  - Over 350 children and youth (+ adults) participated!
- Candy Canes & Cocktails
  - Updated Ladies' Night event with fun drinks & shopping.
- Harriston Hometown Christmas
  - New holiday event with Minto Fire.

## 1,200

*Instagram  
Followers since  
July 5, 2019*



Winners of the 2023 Chili Cook-Off - Eric Cox Sanitation



### Promotion

- Events Promotions
- Holiday Passport Contest
- Merch Sales (water bottles, sweaters, & t-shirts)

### Beautification

- NEW Mural by BlazeWorks
- Valentine's & Easter Planter décor
- Spring, Fall + Winter Planters
- Additional Halloween & holiday décor
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements



# All Aboard Palmerston

Ontario's Railway Town

## 22 COMMITTEE MEMBERS

*Steering . Events . Beautification*

### Events!

- Railway Festival
  - 9 beer, wine and spirit vendors
  - Over 300 attendees
  - Raised over \$800 to support the Railway Museum & All Aboard Palmerston
- Tiny Trains Travel the World
  - 12 stations at businesses with activities themed around different countries
  - 35 kids participated
- Light up the Park
  - Partnered with the Palmerston Lions to kick-off the holidays with hundreds gathered in the Lions' Park
- Kris Kringle Market
  - Hundreds of attendees & over 40 Minto makers' lined the streets
- Rockin' Old Christmas Dinner & Dance
  - Sold out event for businesses & community members to celebrate the holidays.
- Fire & Ice
  - Hundreds gathered to ring in the New Year & Minto's 25th Anniversary Celebrations in Palmerston.

### Beautification

- Downtown Clean-Up with CELP crew
- Spring, Fall + Winter Planters
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements
- Trendy Train Refresh
- Barn Quilt Display & Planter
- Poppy Project on the Old 81 Train

### Promotion

- Events Promotions
- Downtown Door Hanger
- All Aboard the Shopping Express Contest



## 1,068

*Instagram  
Followers since  
July 31, 2019*





# Clifford Connects

*Let's get talking about Clifford.*



## 8

### COMMITTEE MEMBERS *Steering . Events . Beautification*

#### Events!

- Clifford Carnival Celebration
  - Hundreds attended to shop and celebrate summer in Clifford.
- Pop-Up Minto Makers' Markets
  - Held 4 Minto Makers' Markets with over 10 vendors at each market.
- Creatures of Clifford
  - Decorated the town with "Minto Minions" & held a pumpkin carving competition
- Clifford Christmas in the Street
  - Partnership with Minto Fire to bring Christmas cheer to Clifford.

#### Promotion

- Events Promotions
- Joint Door Hanger with Clifford Rotary & Clifford Horticultural Society
- Holiday Passport Contest

Celebrated Clifford's 150th Anniversary with the Harriston Historical Society

- 150 km for the 150th
- History Chats in Clifford
- Clifford Scavenger Hunt
- Clifford History Walk
- Heritage Plaques Downtown

#### Beautification

- Seasonal Downtown + Celebration Square Décor
- Summer, Autumn + Winter Planters
- Refreshed Sidewalk Stencils & Entrance Sign Enhancements
- NEW Barn Quilt display for the 150th

#### Let's Get Connected

- Hosted a community meeting with attendees encompassing 9 community groups & 3 businesses in Clifford to discuss how we can collaborate & connect in 2023 and beyond!

## 737

*Instagram  
Followers since  
Nov 6, 2019*







# PALMERSTON

## RAILWAY HERITAGE MUSEUM

1,862  
Total  
Visitors

Busiest  
season to  
date!

390  
Handcar Rides  
(highest ever!)

\$4,319

in Donations to  
the Caboose  
Restoration  
Project.

- Grants Received
  - County of Wellington Grant: \$2000
  - Young Canada Works - \$7,388.85
  - Donations towards the Caboose Restoration - \$4,319
- 3 Summer Students Hired
- Social Media interactions
  - 1,500 Followers on Facebook
  - 463 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
- Hosted Railway Festival with All Aboard Palmerston
- Hosted Bench & Tree Dedication & Donation Day with the Wellington County Museum and Archives

6,123

Total Items  
Accessioned

\$1,266

in Souvenir  
Sales!

1,537

Items  
Accessioned  
in 2023







**3,700**  
attended the  
market in  
2023.

**29**  
Full-time &  
Rotating  
Vendors

**\$2,640**  
Raised at  
Market Trivia

**\$4375**  
County Market  
Bucks Received



**\$400**  
Donated to  
the Railway  
Museum



**920**  
Instagram  
Account  
Followers



**1,429**  
Facebook  
Followers

- Hosted Strawberry Social, Family Day + Breakfast, Library Day, and Fall Fun events & collaborated with Palmerston Ag Society to put on the Corn on the Cob Eating Competition and Taste Real for Food Day Canada.
- Market Student, Ella Raynard, returned to ensure each market day ran smoothly.
- Partnership with Taste Real
  - Market Box
    - Minto sold 47 boxes leading to an additional \$2803 directly to Minto Farmers'
    - In total, 445 boxes were sold, amounting to an additional \$26,255 for 82 vendors from all eight markets.
    - \$1010 was raised through donations from the Market Bucks programme.
  - Holiday Market Box
    - 184 boxes sold resulting in over \$16,466 going straight to 18 different local businesses in Wellington County!
  - Market Trail
    - 20 passports completed resulting in additional market attendees.
- Promotions include mailed postcards, radio, print & social ads, coffee & lemonade by donation, draws and prizes.
- Grants received:
  - County of Wellington - \$2000
  - Cultural Roundtable - \$300





Partnered with the Grove Palmerston Youth Advisory Council.



Held meetings the 1st & 3rd Mondays of every month at the Grove Palmerston.



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



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



Hosted Various Events including a Winter Carnival, Bad Movie Night, Formal Wear Pop-Up, Happy Little Paint Night, Outdoor Game Night, Dino Sculpting Contest, Welcome Back Mini Games, Ghost Painting Night, & Halloween Costume Swap.



Sponsored Nerf Wars at the Clifford Carnival & Photo Booth at the Harriston Street Party.

4-5

Rotating Youth Members



## COME HOME TO MINTO

- Attended Norwell DSS to connect with graduating students & provide a small present to remind students to spread their wings but remember their home roots.





# Diversity, Equity, & Inclusion Committee

8

Committee Members

8

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

- Developed & Approved the Committee's Mandate
- Began planning a Community Pantry to help with food insecurity
  - Trial run in Clifford with support of the Clifford Rotary & Clifford Country Store.
- Supported Inclusive Art Project by Minto Pride
- Initial work to develop "Support Circles" in the community
- Identified four Cultural Months through educational and celebratory social media campaigns: October as Islamic Heritage Month, September for Indigenous celebrations, February as Black History Month, and June as Pride Month.
- Began working towards joining the Coalition of Inclusive Municipalities
  - Provided Educational Seminars for Council Members

3

Educational Events

4

Cultural Months Celebrated

5

Guest Speakers

## Events

- Co-planned "Tastes of Minto" event with the Harriston Ag Society at the Harriston-Minto Fall Fair
- Launched a new series of events aimed to educate the community & celebrate various cultures called "Cultural Connects: A Diversity Learning Series"
  - Solidarity Event
  - Kindness in Islam

## Education

- Invited guest speakers to meetings to educate our Committee:
  - DEI 101
  - Minto Food Banks
  - Syrian Culture
  - Rural Women's Support Group
  - Mount Forest Family Health Team





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.*

## VOLUNTEER CONNECTIONS

- Held a Community Connection night with Clifford Volunteer Organizations
- Coordinated visits by Business Development Coordinator to learn how we can better support our volunteer groups.
- Partnered with various organizations to enhance summer festivities, holiday events, and connected groups with newcomers.



## SUPPORTED VOLUNTEER PROJECT COORDINATOR



The Minto Arts Council received a grant to hire, Lynn Jamieson, to learn how we can best support our amazing volunteer groups in Minto.

- Funded through the Government of Canada's Community Services Recovery Fund.
  - Rising Up: Helping Minto Organizations Become More Sustainable"
- Supports the following 8 organizations
  - Minto Arts Council - lead organization
  - Harriston Historical Society
  - Grey Wellington Theatre Guild
  - Palmerston Lions Club
  - Clifford Rotary Club
  - Clifford Horticultural Society
  - Harriston Horticultural Society
  - The Crown Harriston



SEPTEMBER 22ND - OCTOBER 15TH

Hosted  
**13**  
Events

- Celebrated Arts & Culture in our Community by hosting or collaborating on various free events.
- Minto was recognized in the top 10 Participating communities in 2023 for Towns and Rural Areas by Culture Days Ontario

## #EmbraceEquity

March 8th, 2023

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



- |                    |                   |                 |
|--------------------|-------------------|-----------------|
| • Deanna Glazema   | • Kim Delaney     | • Sam Gibson    |
| • Nicole Hymers    | • Christina Labbe | • Carly Orgyzlo |
| • Amy Habermehl    | • Ashley Freeman  | • Ashley Fox    |
| • Jenn Oelschlagel | • Faith Smits     |                 |



OUR GOAL

# Where Collaboration Belongs

## REGIONAL PARTNERSHIPS

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



### SAUGEEN CONNECTS

Saugeen Connects 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 our 2023-2024*

*Regional Advisory Workforce Collaboration*



Hosted  
**8**  
networking  
events

### 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.

### AWE Program

**18**  
women  
entrepreneurs  
participated

Hosted  
**10**  
impactful  
webinars

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,



**58**  
Businesses

**60**  
Youth

**27**  
Youth from  
Minto

Ran  
**25**  
businesses

Rea Wepppler,  
R.W. Calf Co.







**LOCAL  
Love**

**14  
Submissions**

## NORTHERN WELLINGTON PARTNERSHIP

- 2 joint monthly ads in the Community News: Culture Page & Economic Development Page
- #LocalLove Campaign where community members were encouraged to share positive stories experienced in our local areas, shared both on social media and in the Community News.

**\$1500  
in Prizes!**

*Total Gift Cards to residents to spend at Businesses throughout northern Wellington.*

**5 x \$100**

*Gift Cards to Minto Businesses specifically.*

*"I would just like to share how wonderful Dr. Wielgosz is from the Minto-Mapleton Family Health Team. She is empathetic, gentle and deeply caring towards her patients...Minto is so fortunate to have her as a family physician."*  
~Jessica Klip, Minto Resident

## FIRST IMPRESSIONS COMMUNITY EXCHANGES

- The three downtown revitalization committees partnered with the Town of Caledon to participate in OMAFRA's First Impressions Community Exchange Program AKA FICE
- Visited each other's communities and downtowns to provide feedback on things such as beautification and appearance, services, accessibility, inclusivity, tourism, and entertainment
- Palmerston ↔ Caledon East
- Harriston ↔ Bolton
- Clifford ↔ Alton
- Each Community reported back to provide positive notes, potential opportunities, and suggestions to improve our communities going forward!



**ECONOMIC  
DEVELOPERS  
COUNCIL OF  
ONTARIO**

- Belinda Wick-Graham was the 2023 Vice President of EDCO and Co-Chair of the Professional Development Committee

## PRESENTATIONS

- OSUM Conference - (Ontario Small Urban Municipalities) - Ideas and Tactics for Small Urban Revitalization
- Erin Chamber of Commerce - Successfully Surviving a Big Dig
- OMAFRA Downtown Communities of Practice - Downtown Revitalization Best Practice.



## JOINT CULTURAL ROUNDTABLE

- Hosted Hanover & Wellington North Cultural Roundtables for a session of connecting, collaborating, and brainstorming.





# Social Media

@townofminto

+294

BRAND AWARENESS  
GROWTH

Overall new follower  
growth since  
December 2022.

145

YouTube  
Subscribers



INSTAGRAM

1,687  
followers

+109 SINCE DEC 2022



FACEBOOK

3,996  
followers

+161 SINCE DEC 2022



TWITTER

1,745  
followers

+24 SINCE DEC 2022

# 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*





# STAFF



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