



AGENDA
ECONOMIC DEVELOPMENT COMMITTEE
September 12, 2023 9:00 AM

MEETING DETAILS

In-Person Location: Mulmur Township Offices, located at 758070 2nd Line East

Phone Connection: 1 647 374 4685 Canada / 1 647 558 0588 Canada

Video Connection: <https://us02web.zoom.us/j/84602248258>

Meeting ID: 846 0224 8258

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

Recommendation: THAT the agenda be approved.

3. MINUTES OF THE PREVIOUS MEETING

Recommendation: THAT the minutes of July 7, 2023 be approved.

4. DISCLOSURE OF PECUNIARY INTERESTS

Recommendation: If any member has a disclosure of pecuniary interest (direct or indirect) they can declare the nature thereof now, or at any time during the meeting

5. ADMINISTRATION

5.1 EDC Promotional Videos

- Agriculture, Food & Dining, Recreation, Personal Services

5.2 EDC Breakfast

6. INFORMATION

6.1 Orangeville Job Fair

6.2 2023 Summer Sandwich Smackdown Winner

7. ITEMS FOR FUTURE MEETINGS

8. ADJOURNMENT

THAT the meeting adjourns at _____ and meet again on _____, 2023 at _____, or at the call of the Chair.



ECONOMIC DEVELOPMENT COMMITTEE MINUTES July 7, 2023 – 9:30 AM

Present: Darryl Stansfield, Chair
Lisa Thomson
Janet Horner
Savannah Rogers
Roseann Knechtel, Secretary

Regrets: Diana Morris

1.0 CALL TO ORDER

The Chair called the meeting to order at 9:01 a.m.

2.0 APPROVAL OF THE AGENDA

Moved by Horner and Seconded by Thomson

THAT the agenda be approved.

CARRIED.

3.0 MINUTES OF THE PREVIOUS MEETING

Moved by Thomson and Seconded by Horner

THAT the minutes of May 24, 2023 are approved.

CARRIED.

4.0 DISCLOSURE OF PECUNIARY INTERESTS – NONE

5.0 ADMINISTRATION

5.1 EDC Breakfast recap

Members discussed the past Economic Development Breakfast and expressed happiness with the panel topics. Members reviewed the remaining 2023 budget.

Direction was given to organize a second EDC Breakfast on October 17, 2023 @ 730 a.m. focusing on the Employee Attraction and Retention. Direction was given to staff to book Maple Grove Market for the breakfast.

5.2 International Plowing Match

Members reviewed the costs of display and retail tables. Janet Horner will follow up with the County of Dufferin on the availability and supply of County booth space.

5.3 EDC Promotional Videos

Members discussed the creation of a strategy to share the videos on the Township's website and social media platforms. Committee members agreed to move forward with supporting markets that are already established for 2023 including those at Maple Grove Market and 2Dirty Aprons. Mulmur will notify the Dufferin Board of Trade of the market events for inclusion in promotional videos and photos.

Staff will advertise business application/nominations for the following four categories: agriculture, food/dining, recreation and personal services. Member requested staff obtain comparable quotes to ensure cost efficiencies.

5.4 Other

Members discussed purchasing a Dufferin Board of trade membership as part of the 2024 EDC budget.

Members discussed the current business directory on the website, and possible options to reimagine a directory. Members suggested the development of a shop local brochure for inclusion in the new resident welcome package. Direction was given to staff to investigate the analytics to the Mulmur Business Directory.

Discussion occurred on the creation of a Mulmur Business Centre at the Township Administrative Offices, including services such as business mail and meeting spaces. Direction was given to staff to investigate internet capacity, mail delivery and meeting space options for discussion at the next meeting.

7.0 ITEMS FOR FUTURE MEETINGS

7.1 2024 EDC Events – Amazing Race / Egg Hunt

7.2 Mulmur Promotional Videos

7.3 Mulmur Business Centre

7.4 EDC Breakfast

8.0 ADJOURNMENT

Moved by Horner and Seconded by Rogers

THAT Council adjourns the meeting at 10:30 a.m. to meet again on September 12, 2023, or at the call of the chair.

AGRICULTURE

Legal Name of Business	Business Operating Name	Website	Open-Ended Response
2460265 ONT Limited	Maple Grove Farm	www.maplegrovefarm.ca	What began as a humble strawberry you-pick farm has now grown into a bustling hub for fresh produce, farm-to-table meals, and exciting events. Our farm is run by a dedicated team of farmers, bakers, customer service and admin staff who are passionate about sustainable agriculture and bringing the freshest, most delicious produce to our community. We believe in the power of local food, and we work hard to cultivate a vibrant, welcoming space where people can come together to enjoy the bounty of the land.
Ontario Honey Creations	Ontario Honey Creations	https://www.ontariohoneycreations.com/	We started beekeeping as a hobby in 2012, which quickly grew into Ontario Honey Creations and by 2015 it was my full time job. In just over 10 years we have grown from just 2 hives to over 600 hives across Southern Ontario and the GTA. We specialize in raw terroir honey, Mead (honey wine), and education. We love welcoming people to our farm to get hands on experience beekeeping, learn about the important role honeybees play in our environment, and shop from our farm store which is filled with delicious local honey products. On our farm you can also find adorable Kunekune pigs, chickens, ducks, and so much more.
The Heritage Bee Company Inc.	Heritage Bee Co.	www.heritagebee.com	Since 2016, Heritage Bee Co. has been handcrafting premium honey products in Mulmur. We offer innovative flavours that are ethically and sustainably produced. Which in turn has amassed a large loyal customer following. Heritage Bee's gourmet honeys are sold through 100 retailers throughout Ontario. Expansion is underway across Canada. We also sell D2C (direct to consumer) through our online store and participate in markets and shows such as the One of A Kind Show. All products are made by hand in small batches by our beekeepers. We only produce and bottle 100% Ontario wildflower honey. It truly is world class and 'tastes like real honey'. Heritage Bee Co is one of only 2 Certified B Corp. beekeepers in Canada. We are proud to be a member of 1% for The Planet, giving back a percentage of our sales to the community. We are also members of the Ontario Beekeepers Association, Ontario Made, and Canadian Women in Food.
Peace Valley Ranch Limited	Peace Valley Ranch	www.pvrbeef.ca	Peace Valley Ranch Limited has been in the ranching business since 1965. Family owned and operated, we are a working horse and cattle ranch located in the high hills of Mulmur. We maintain our own Black Angus breeding herd and produce fantastic beef for your family. Our wide open spaces, home grown forage and a "Grass Fed" finish is our recipe for success. Our quality genetics guarantee a consistent tender beef, be it for the BBQ or as pot roast. We offer Sides, Split Sides and Mixed Quarters - custom cut, wrapped in butcher wrap, flash frozen and delivered to your home, available in May, August or October.
Fiddle Foot Farm	Fiddle Foot Farm	www.fiddlefootfarm.com	Graham and Amy moved to Mulmur Township in 2011 and established Fiddle Foot Farm. We grow 5.5 acres of organic vegetables which we sell in the fall and winter as locally as possible through our CSA (Community Supported Agriculture) membership program and online store custom orders. We also offer a wide variety of organically grown vegetable and flower seedling plants in the spring for home gardeners.

FOOD / DINING

Legal Name of Business	Business Operating Name	Website	Open-Ended Response
Primrose Projects	Superburger	www.superburger.ca	40 years serving burgers and more at the corner of 10 & 89.
1607737 ontario Inc	Champ burger		Hamburger restaurant.
Rosemont Hospitality Group	Rosemont General Store	www.Rgstore.ca	Rosemont general store is a fabulous local business that focus on delicious made in house food and baked goods as well as offering unique British grocery and candies and gifts as well as keeping a focus on local and Canadian makers and producers. We focus on sustainability and reducing waste and environmental impact

RECREATION

Legal Name of Business	Business Operating Name	Website	Open-Ended Response
Unicamp of Ontario incorporated	Unicamp of Ontario	www.Unicampofontario.ca	Unicamp is situated on 50 acres of forest, pond and meadow in the beautiful Mulmur Hills. Enjoy paddling and swimming in the spring-fed pond, delicious dining hall meals (vegetarian options at every meal), and free drop-in programs like tie dye and crafts, film nights, talent show, campfires, and yoga. We're located centrally about 1.5 hrs from downtown Toronto and less than one hour from Barrie or Collingwood.
MOC Operating LP	Mansfield Outdoor Centre	www.mansfieldoutdoorcentre.ca	Mansfield Outdoor Centre is a full service, four season property located in the heart of the Mulmur Hills, located just north of the village of Mansfield, Ontario. Our vast trail system is maintained year-round with mountain biking, trail running, hiking, snowshoeing, XC skiing, and fat biking. We also offer summer camps, outdoor education, and accommodation in the 'great outdoors'
Bruce Trail Conservancy	Bruce Trail Conservancy	www.brucetrail.org	The Bruce Trail Conservancy is one of Ontario's largest land trusts and the steward of Canada's oldest and longest marked footpath. We are a Canadian charity that conserves, restores and manages land along the Niagara Escarpment UNESCO World Biosphere to protect its ecosystems for the benefit of all. We are a member-driven, volunteer-based, charitable organization, governed by a 19-member board of directors. Working with each of our nine Bruce Trail Clubs -- including the Dufferin Hi-Land Club, which stewards the Bruce Trail in the Mulmur area -- we are committed to caring for the Bruce Trail and to preserving land along its route. We make this ribbon of wilderness available for all to freely explore by foot. Whether someone is a seasoned hiker or new to the Trail, a local resident or someone visiting for the day, the Bruce Trail aims to connect all explorers with the wonder of nature and the rich history and beauty of the Niagara Escarpment. We would be very excited and proud to be featured in your upcoming promotional video. If there is any further information we can provide, please do not hesitate to contact us.
Rawhide Adventures Inc.	Rawhide Adventures	www.rawhide-adventures.on.ca	Rawhide Adventures operates out of Peace Valley Ranch - a family run horse and cattle ranch. We offer pre-booked private trail-riding adventures exploring hundreds of acres of panoramic hill country on the back of some of the finest horses east of Calgary. Some days we need to do some ranching work: check water stations, move a cattle herd for grazing management...other days we just ride for the pure enjoyment of being on the back of a great horse. For the more experienced rider we also offer cattle clinics where you can learn the finer points of sorting and moving pairs.

PERSONAL SERVICES

Legal Name of Business	Business Operating Name	Website	Open-Ended Response
Foxingham Farm BNB	Shalani Ingham o/a Foxingham Farm bnb	www.foxinghamfarmbnb.ca	We are a local bnb operating for 11 years in the Township of Mulmur. We are in a historic 1890 farmhouse that has been fully renovated. We have high speed internet, air conditioning, 3 lovely bedrooms decorated in shabby chic Victoriana. Use of a parlour with tv and outdoor porch. The home is on 24 acres with beautiful paths cut for hiking and a spring fed pond.
Franco-Lloyd Real Estate Team			My husband Greg Lloyd is the 5th generation to reside in Mulmur Township and when we met we decided to begin our life together and raise a family in Mulmur Township. My real estate career (Grace Franco Lloyd) began in 1987 and I worked all of Dufferin County including Mulmur Township where I have sold many many properties over the last 35 years. Greg started working with me in 2008 after a 20 years career at Honda of Canada in Alliston. We pride our business on having a solid reputation built on honesty, knowledge and experience that benefits our clients in a completely satisfied real estate experience. We have "The client comes first mentality". We are known for our hard work and getting the job done!! We are very familiar with the area having lived in Mulmur most of our lives. We understand all aspects of country living like wells and septic tanks and farms. We are able to share our own experience with new people to the community. We know Mulmur like the back of our hand.
The Mansfield Beauty Bar	The Mansfield Beauty Bar		I'm Hairstylist/esthetian, offering services that include but are not limited to hair/lash/tanning/nails/waxing. Out of a suite in my own home. I would prefer not to disclose my address (rather just my #) for that very reason.
Ambient Aura Spa	Ambient Aura Spa	https://sites.google.com/view/ambientauraspa/home	I am an Esthetician, here to help with all things skin! I offer a wide range of services: mani & pedi, lash and brow tinting, Lash lift and brow laminations, waxing, body massages, and facials. I specialize in preventative and corrective treatments. I am currently 4x certified.
Debra Jones	Debra Jones	www.debrajones.ca	Award-winning holistic health practitioner, teacher, author, mentor with over 20 years experience. Registered Reiki Master with Criminal Injuries Compensation Board (CICB - Gov't Canada)
Rural Rescue Inc	Rural Rescue First Aid Training	www.ruralrescuetraining.com	Rural Rescue is your local full-service First Aid Training company. Founded by Savannah Rogers to offer engaging, memorable, and accessible first aid training and certifications to anyone that wants, needs, or desires it. As a Canadian Red Cross and Heart & Stroke accredited trainer Rural Rescue can offer WSIB Ontario standard courses and certifications for businesses, meet the requirements for nurses and healthcare professionals, and offer the required training for emergency first responders. We offer private and public courses. Both Savannah and her partner James were raised in Mulmur and are proud to raise their two girls in Mulmur. The two have big dreams and big hopes for a safe & even more caring community.... and world ;)
Kourtney's Therapy Services	KTS	https://www.facebook.com/KourtATRMT?mibextid=LQQJ4d	I am a registered massage therapist and an athletic therapist. I have a unique, cozy clinic space located near the Mansfield ski hill. I provide therapeutic massage and injury rehab. I am also an equine massage therapist too and will travel to local farms.
Dean's Tree Care Inc	Dean's Tree Care	www.deanstreecare.ca	Moved to Mulmur in 2018, we service from Caledon to Wasaga and Essa to Grand Valley. My brother is also a certified arborist and works alongside me, he lives in Shelburne. We have a ground crew of 3 males and 1 female. Paige is looking to become a certified arborist one day and break barriers in this male dominated field. Other than that we do crazy shit all day from climbing trees to prune them to removing them limb-by-limb to using our new spyder lift to remove trees too sick to climb. We also offer spraying and deep root feeding to help protect trees. Any questions don't hesitate to reach out. - cheers Zeke
Deans Tree Care	Deans Tree Care	www.deanstreecare.ca	I have been an arborist for 15 years my brother and I work together and offer services of all kind tree related. Planting and installing, plant health care and pests, pruning of shrubs and tree including hedges, power line trimming, removal of large and small trees in any condition or degree of hazard to structures, lot clearing and 24/7 storm damage services. We have been working with the county of Dufferin for 2 years now as well the town of Erin for 5 years maintaining roadway trees. We have a bucket truck, spider lift and multiple tree climbing arborists. Deans tree care would like to be more involved in our community!
Hounds and Hooves	Hounds & Hooves	www.houndsandhooves.ca	Personal animal care Dog walking / hikes Dog Training Pet Sitting (drop in and overnight) Farm help and sitting (livestock and horses)

Roseann Knechtel

Subject: FW: Quote for More Video Projects- Township of Mulmur

From: Sara May

Sent: Thursday, July 13, 2023 2:01 PM

To: Roseann Knechtel <rknechtel@mulmur.ca>

Subject: Re: Quote for More Video Projects- Township of Mulmur

Ok great! So does it make sense to you that this quote would apply to each category of businesses?

So for all four categories (if there are 3 businesses each) it would be $\$2373 \times 4 = \9492.00 (as an estimate for right now :))

Sara

Sara May

--

TRUE NATURE MEDIA

truenaturevideo@gmail.com

www.truenaturemedia.ca



Improving Community Engagement with Video Storytelling

Prepared for: Township of Mulmur

Contact: Roseann Knechtel

Date: June 10th 2022

Situation Appraisal

The Township of Mulmur has a desire to highlight local business and economic development in an engaging manner similar to what other municipalities have done. This requires promotional video content to drive awareness, encourage and attract new businesses, residents, and tourists. As a result, the Township desires to embark on a video project.

Now, you're looking for help with your content to support local business and economic development in Mulmur and need support from a company that can create engaging professional storytelling videos and support Town staff through the production process.

Storytelling videos will give the Township of Mulmur content for social media, paid media and the website, positioning Mulmur as an ideal location to live, work and play and increase awareness beyond the community. By showing how and why *Everything is better in Mulmur* you'll support local businesses while attracting new visitors, residents and businesses.

With your unique people, and beautiful landscape, and our Storytelling experience, we'll create memorable stories and engaging content to be loved and shared.

Outcomes

The outcomes of our work together will include:

- Creating memorable content and stories that make residents feel proud.
- Delivering content to be used on multiple platforms over time to attract new visitors, residents and businesses.

Value

The value of this project is multifold, including:

- Showcasing what makes Mulmur special and unique
- Showing support for local business by the Town
- Improved awareness of Mulmur as a place to live and work
- Attracting visitors to the area by highlighting attractions
- Creating connection between the Town and the community
- Economic Development of the Town



Options for working together

There are three levels of working together that can be effective for this project, depending on the amount of content you desire. Custom packages are also available.

Option 1) Basic Storytelling Video Package

This option is best for single project requirement or small business.

- One 2-3 minute video featuring 2-3 businesses, One 1 minute edit from the longer version
- 1-2 days filming on location
- Closed captioning for accessibility
- Exporting in landscape and square formats for different platforms.

Fees \$3000 plus HST

Option 2) Storytelling Videos and Photography Package

This option is best for organisations that need more content for a short campaign.

- Two 2-3 minute videos featuring 2-3 businesses, Two 1 minute edits from the longer version
- 2-3 days filming on location
- Closed captioning for accessibility
- Exporting in landscape and square formats for different platforms.
- Professional photography of each location and portraits of the people at work.
- Drone and/or time-lapse footage .

Fees \$6500 plus HST

Option 3) Storytelling Content Complete Package

This option is best for creating a bank of content that can be used for a longer duration of time and platforms.

- Two 2-3 minute video featuring 2-3 businesses, Two 1 minute edits from the longer version
- 2-3 days filming on location
- Closed captioning for accessibility
- Exporting in landscape and square formats for different platforms.
- Professional photography of each location and portraits of the people at work.
- Drone and/or time-lapse footage .
- 4-6 individual video edits 1 minute each.
- 4-6 written articles for blogs, newsletters, website, magazines, brochures.

Fees \$9000 plus HST



Next steps

If you choose to go ahead we will supply a contract and 50% deposit invoice and begin pre-production planning.

Past work social proof

See our five star Google Reviews [here](#)

For samples of our portfolio go to www.theartofstorytelling.com

Diana Morris - Dufferin Board of Trade

The Art of Storytelling is an amazing local business to do work with. They took the time to learn what we wanted, and communicated with us every step of the way. They were flexible with scheduling issues we had, and the finished product is outstanding.

Sheila Duncan - Town of Orangeville

The Town of Orangeville has engaged The Art of Storytelling in a couple of recent video projects and the response has been totally positive. The team is incredibly professional, is pleasant to work with, and delivers an outstanding production. They are obviously committed to quality work and to customer satisfaction. Their work is top-notch!

Carol Maitland - Town of Shelburne

Through Innovation Guelph Community Collaboration Project, Miranda O'Connor and her team worked with Shelburne businesses to create a video to promote "support local" businesses. Her team was extremely professional and the quality of the story telling was excellent.

About The Art of Storytelling

We see things differently – and have the ability to amplify the unique things that residents take for granted about the place they live. Through stories we bring a destination brand to life in a way that create a sense of belonging – a desire to participate. When your mission is to attract, facilitate and retain direct investment or tourism, our mission is to help you tell that story through video and photography.

We have produced similar videos for Dufferin County, Dufferin Board of Trade, Downtown Orangeville BIA, Headwaters Tourism, Town of Orangeville, Town of Shelburne, Town of Grand Valley, and overseas for the Inbound Investment Company of Trinidad and Tobago (InvesTT), and the Tourism Development Company of Trinidad and Tobago.



EDC BREAKFAST

WEDNESDAY
OCTOBER 18, 2023
@THE TOWNSHIP OFFICE
7:30AM

WEDNESDAY
OCT 18
7:30 AM
\$10

CATERED BY



Join us to learn about Employee Attraction and Retention in the area.

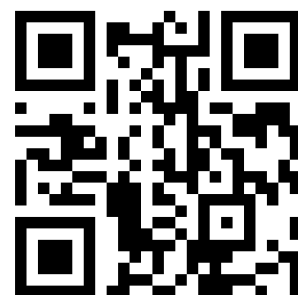
Featuring guest speakers from:

- Dufferin Board of Trade
- Georgian College
- Workforce Planning Board

They will be sharing their expertise and insights on how to attract and retain top talent in our community.

This is a great opportunity to network with local businesses and learn about the resources and programs available to support your workforce.

Don't miss out on this informative event!
RSVP by October 11th to reserve your spot.
Register on our website at www.mulmur.ca





EDC BREAKFAST

WEDNESDAY
OCTOBER 18, 2023
@THE TOWNSHIP OFFICE
7:30AM

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Join us as we learn about Employee Attraction and Retention in the area.

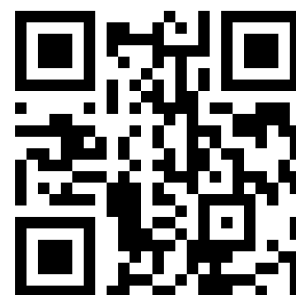
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A man with long hair in a blue sweater, a woman in a light blue shirt and dark pants, and a man with a beard in a white shirt are sitting on modern wooden stools. They are holding papers and smiling. The background is a light blue wall with a green curved graphic element on the left.

Orangeville & Area JOB FAIR



TUESDAY
OCTOBER 17, 2023



OPEN FROM
3 - 7 P.M.

Best Western Plus Orangeville Inn & Suites

BOOTH: \$100

Space is limited

FIND DETAILS AND REGISTER AT
ORANGEVILLE.CA/JOB-FAIR





Orangeville & Area Job Fair



An opportunity for local employers to connect with job seekers

Registration now open

Is your business hiring and looking for a way to fill positions with local talent? The Town of Orangeville's Economic Development & Culture office invites Dufferin County employers to participate in the Orangeville & Area Job Fair. The event provides the opportunity to connect with job seekers and promote current job openings.

Date: Tuesday, October 17, 2023

Time: 3 to 7 p.m.

Location: Best Western Plus Orangeville Inn & Suites (7 Buena Vista Drive, Orangeville, Ontario L9W 0A2)

Exhibitor registration

Employer booth spaces are available for the affordable rate of \$100.00 and include:

- an eight-foot space
- an eight-foot table with a tablecloth
- two chairs

- light refreshments
- listing on event website
- Wi-Fi
- electricity (to access electricity at your booth, please bring an extension cord and power bar)

Businesses must be located in Dufferin County to be eligible to participate. Booth space is limited and available on a first-come, first-served basis. [Register](#) online to reserve your booth. When registering, please include details about your company and available positions so we can provide details to potential job seekers and help to promote your participation.

Representatives from Georgian College's Centre for Career and Employment Services and the Upper Grand District School Board will be available to provide assistance and resources to job seekers. Participating employers can also learn about programs and incentives to support training and recruitment efforts.

[Register](#)

Frequently Asked Questions

How many people will attend the Orangeville & Area Job Fair?

Previous job fairs attracted between 400 and 600 people. The last in-person job fair was held in October 2019.

Is there a fee to attend?

Employer booth spaces are available for the affordable rate of \$100.00. The event is free for job seekers to attend.

Can I bring my trade show booth?

Yes! If you have a large-scale display that may require accommodation, please make note during your registration so we can adjust your placement if necessary.

Which industries will be represented?

We anticipate that the key industries represented will include manufacturing, health care, hospitality, social services, retail, and food service. Participating businesses will be featured on this webpage when participation is confirmed.

Why should my company attend?

Finding qualified, local candidates is a priority for many area businesses. The event supports local hiring efforts and is an opportunity to showcase the full-time and part-time positions that your business has available.

Is the event only open to Dufferin County employers?

Yes, only Dufferin County employers are invited to participate in the job fair. The Orangeville & Area Job Fair strives for representation from a variety of local businesses and reserves the right to make the final decision on which organizations are in attendance.

Is registration open to staffing agencies?

Recruitment and staffing agencies are not eligible to participate in the job fair.

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[Sign Up](#)

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Contact Us

Designed by eSolutionsGroup (<https://www.esolutionsgroup.ca>)

TOWNSHIP OF
MULMUR

SUMMER

SANDWICH

Smackdown

AND THE WINNER IS...



Burger
Bus

Healthy
Cravings