

Town of Erin

Downtown Erin and Hillsburgh Visitation Project



Purpose of Business Visitation Project



1. Identifying the needs, concerns, and opportunities of existing local businesses.



2. Understanding future plans of downtown businesses regarding expansion, relocation, or retention and assessing where assistance can be provided.



3. Establishing effective communication channels with local businesses.



4. Introducing the County's Economic Development Division as a resource to support your business, projects, and future growth.



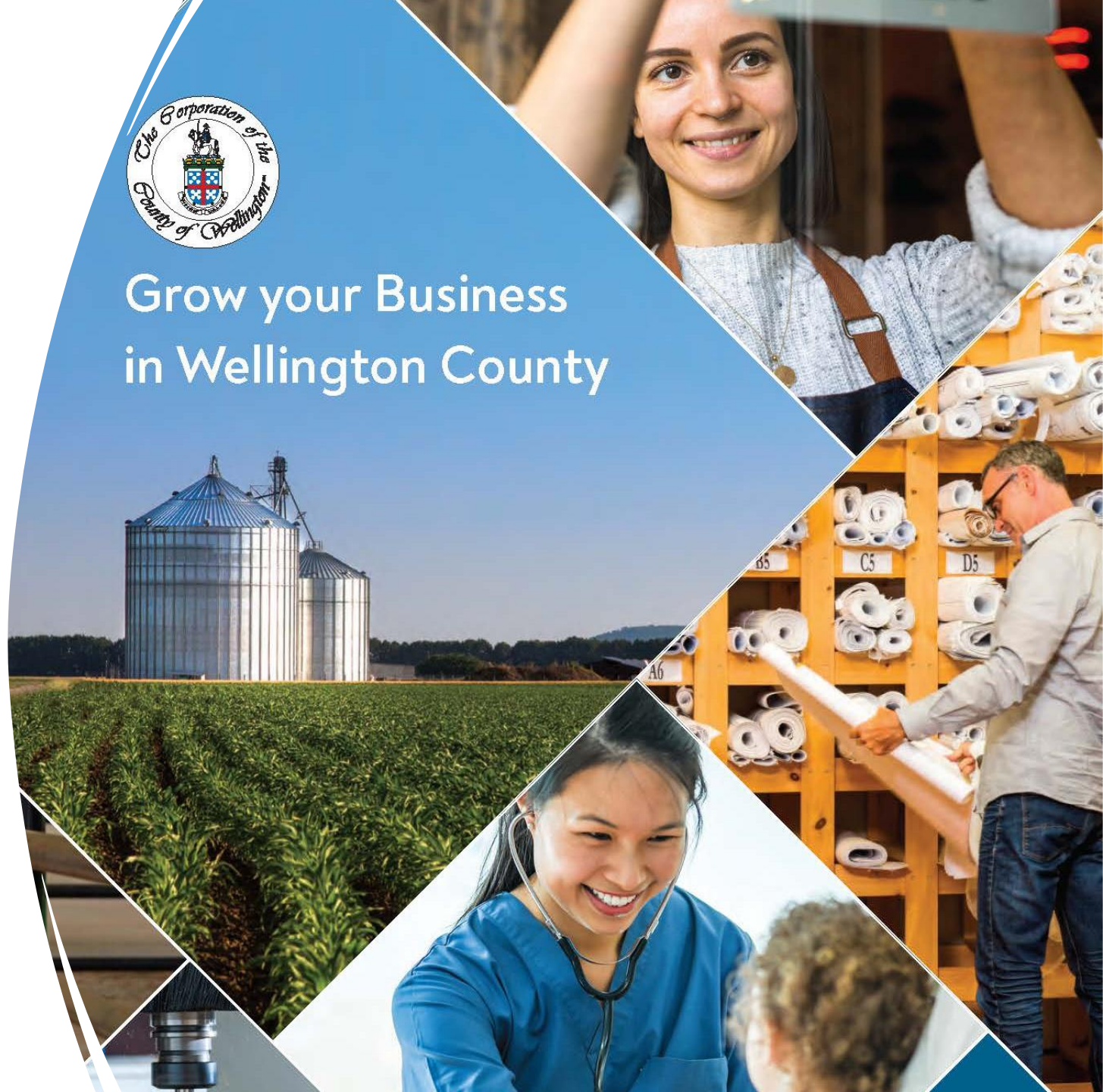
5. Understanding goals and interests related to downtown revitalization efforts.

Business Visitation Project

- 20 businesses interviews
- Businesses resource materials and brochures distributed
- Specific follow up with businesses
- Feedback has been analyzed and summarized to maintain anonymity
- All businesses invited to Business Brunch



Grow your Business
in Wellington County

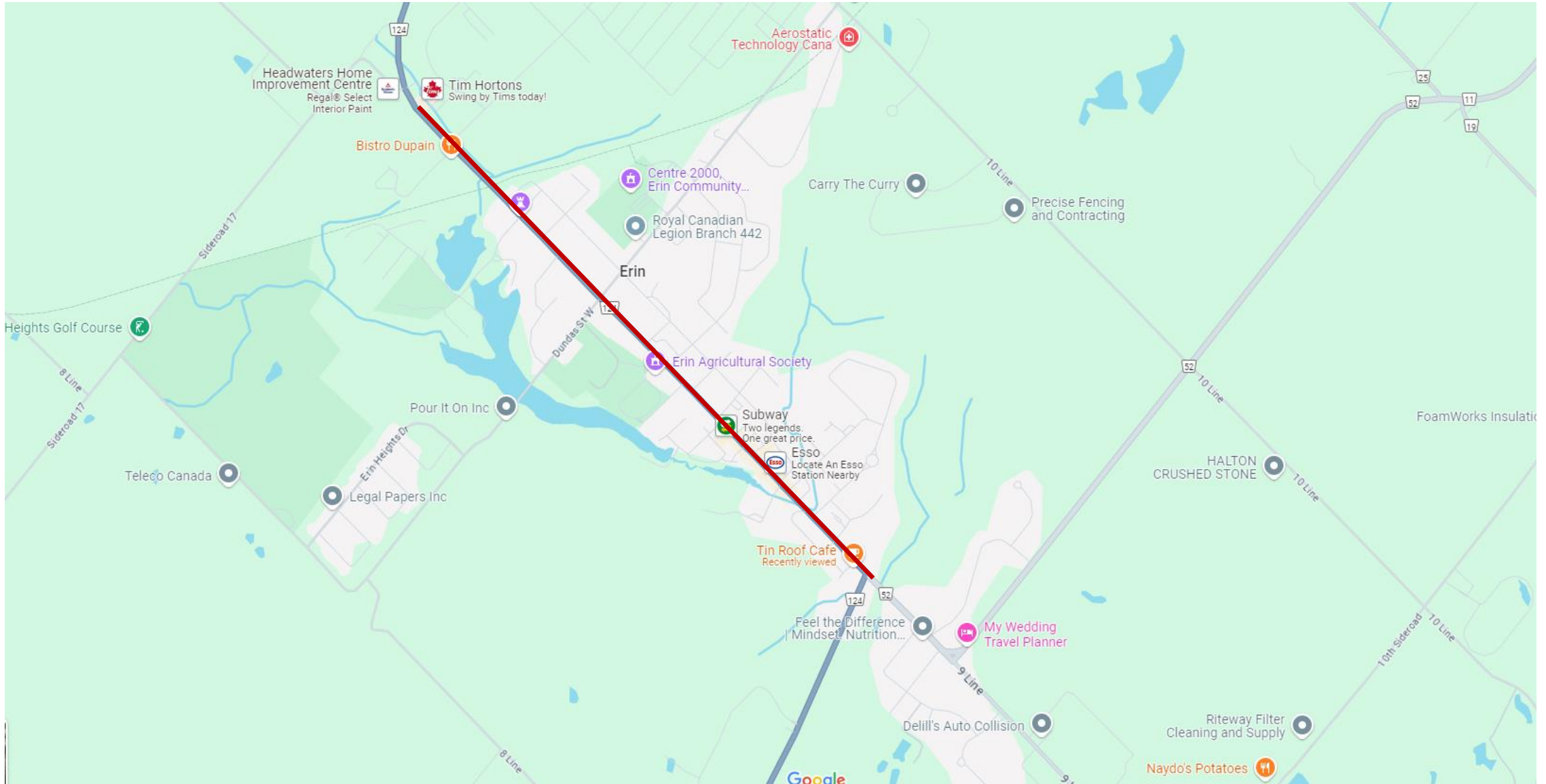




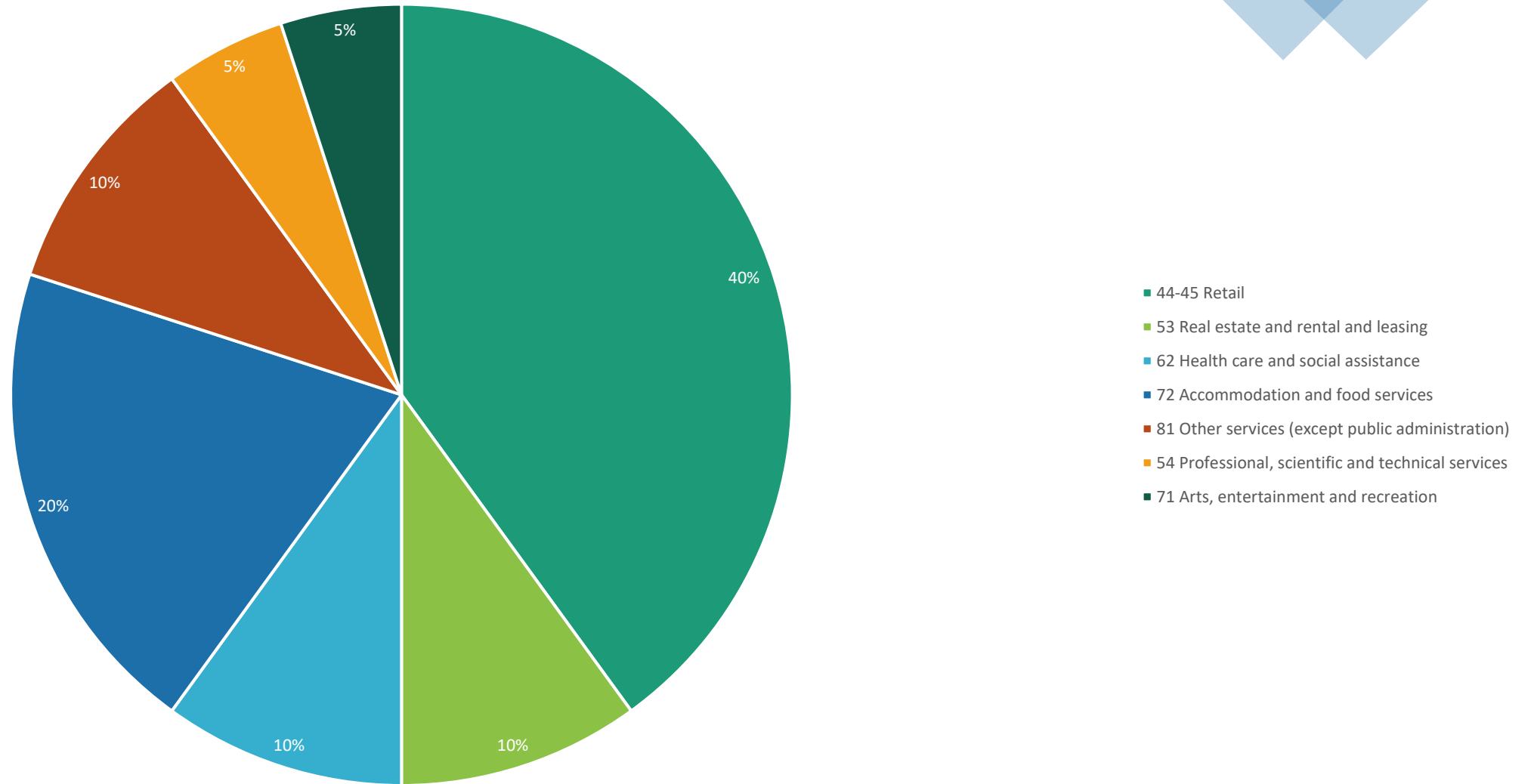
Business Interview Results



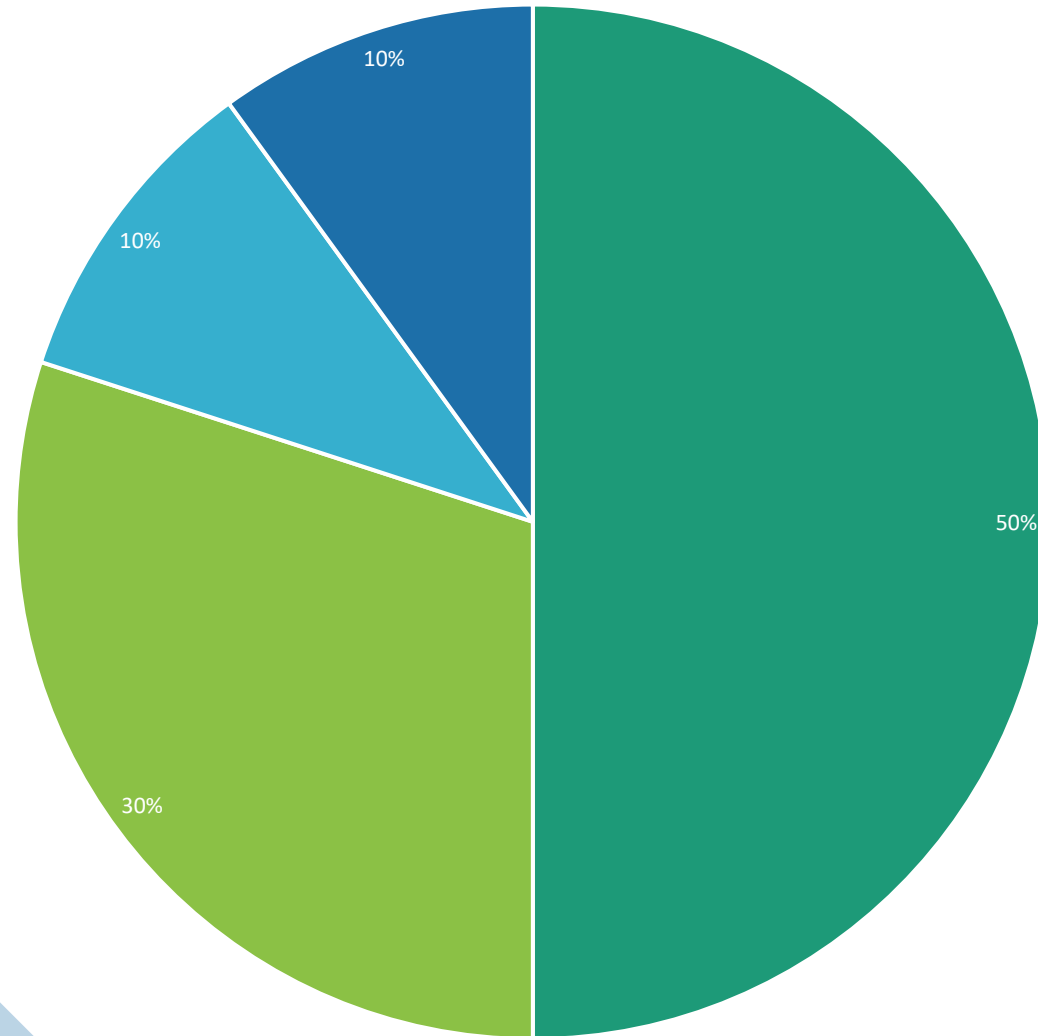
What is the boundary of Downtown Erin and Hillsburgh?



Industry Breakdown of Surveyed Businesses



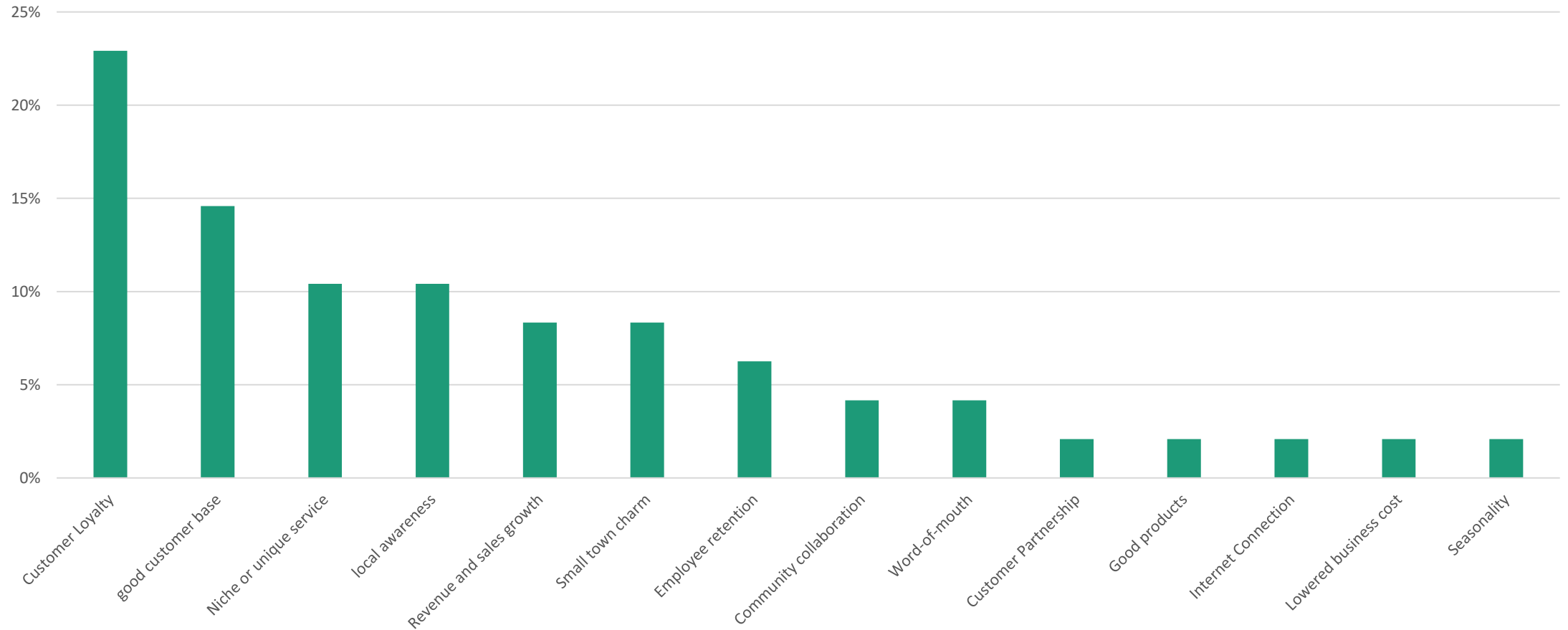
Percentage of full-time employees in Downtown Erin and Hillsburgh



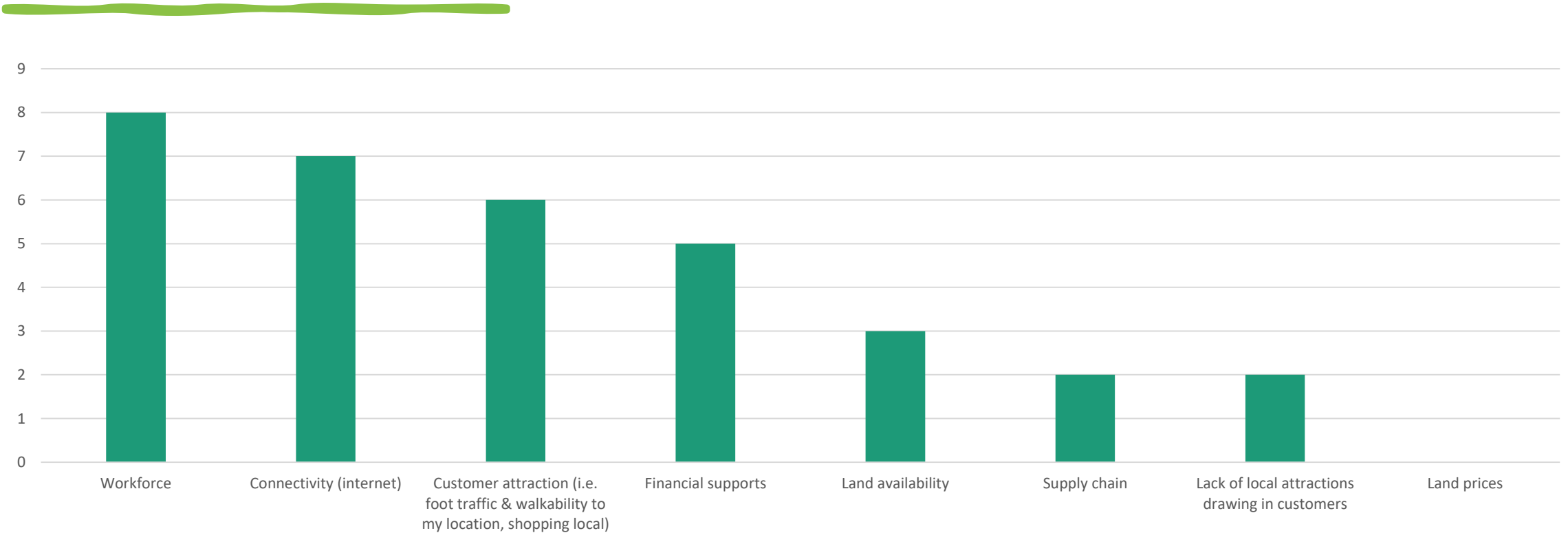
- 0 to 4
- 5 to 9
- 9 to 25
- 25+

General Business Climate

What is going well in your business?



What are your biggest challenges?



Other identified Challenges for Erin

- Construction-related challenges
- Inflation
- Parking
- Marketing
- Theft
- Accessibility
- High Minimum Wage
- Increase in tax
- Lack of signage
- Rent/Leasing
- Loss of small-town charm
- Space restrictions
- Supply Chain
- Tariffs
- Town can be unopen to changes





What are your future projects, plans, or aspirations?

Business Expansion and Growth

- Business scale up
- Expansion of services or products offered
- Open new business locations
- Relocate to bigger facility

Infrastructure and Facility Improvements

- Building and façade improvements
- Expanding within the existing business if extra room is available
- Outdoor patios

Staffing and Personnel

- Hire additional staff



What are your future projects, plans, or aspirations?

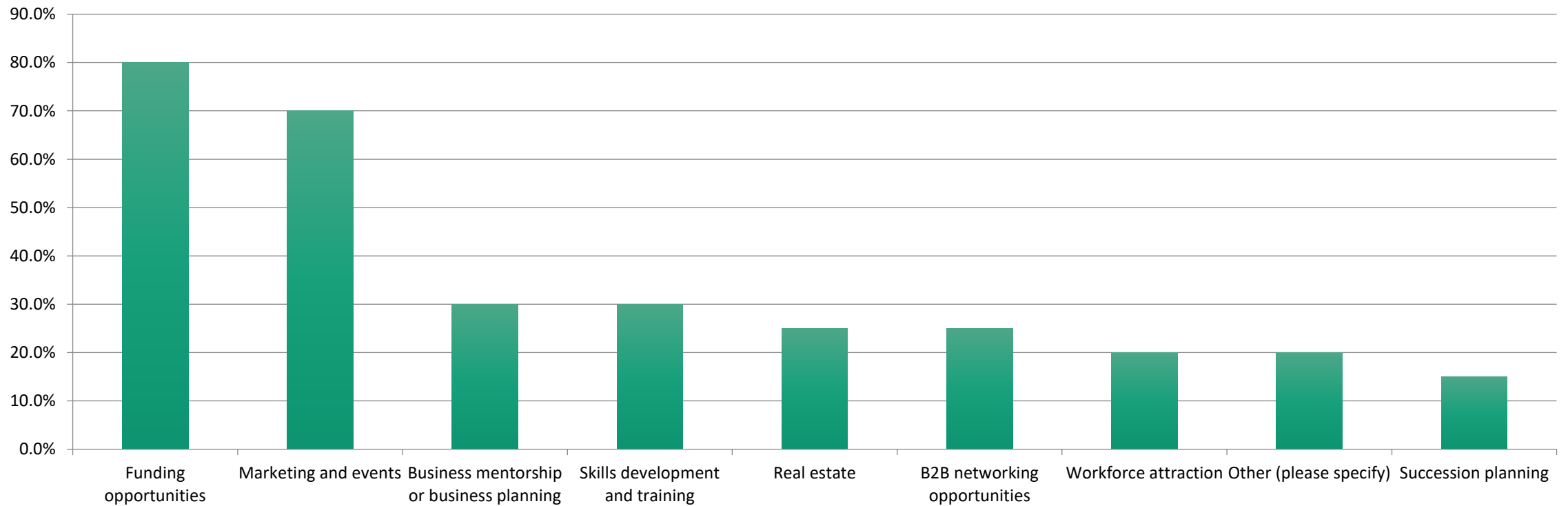
Marketing and Public Relations

- Business milestone celebrations
- Public education and marketing of services/products

Other

- Retirement

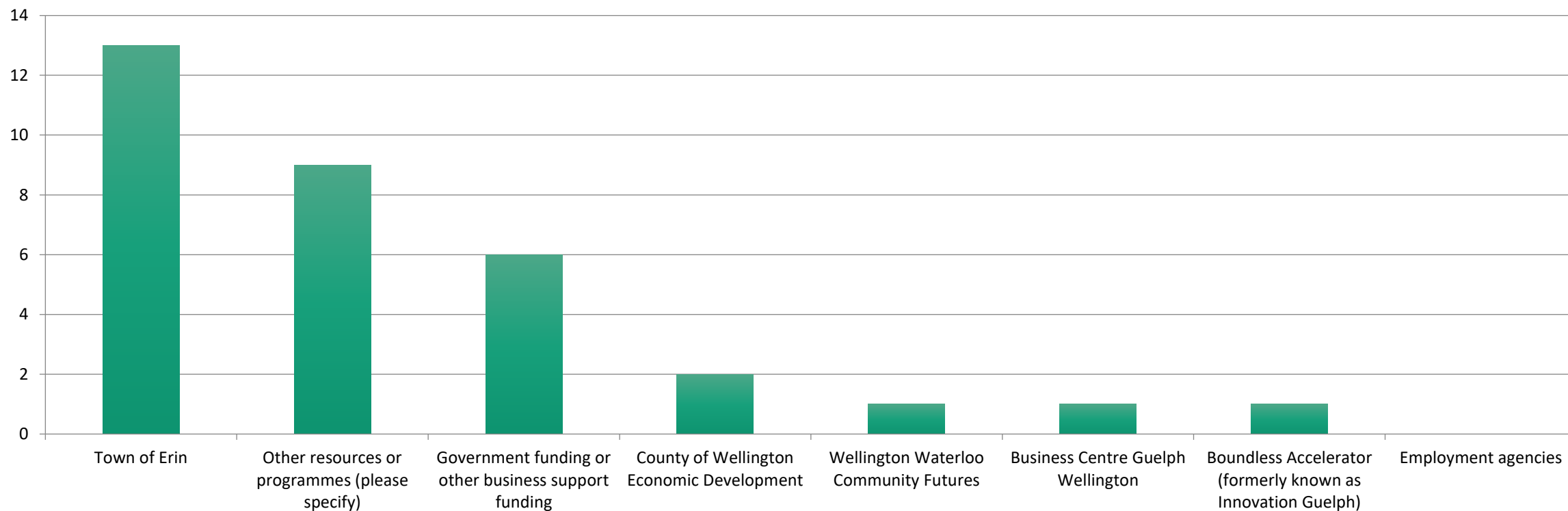
What kind of supports do you need to achieve these goals?



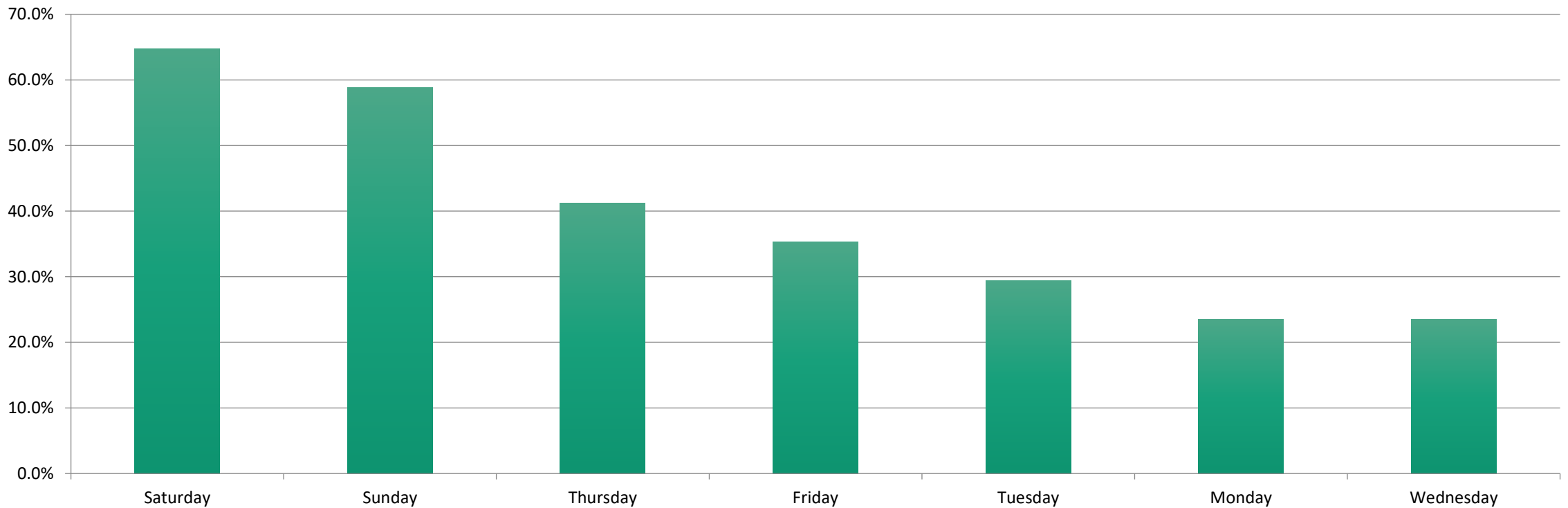
Have you connected with any of the following resources?

Other resources:

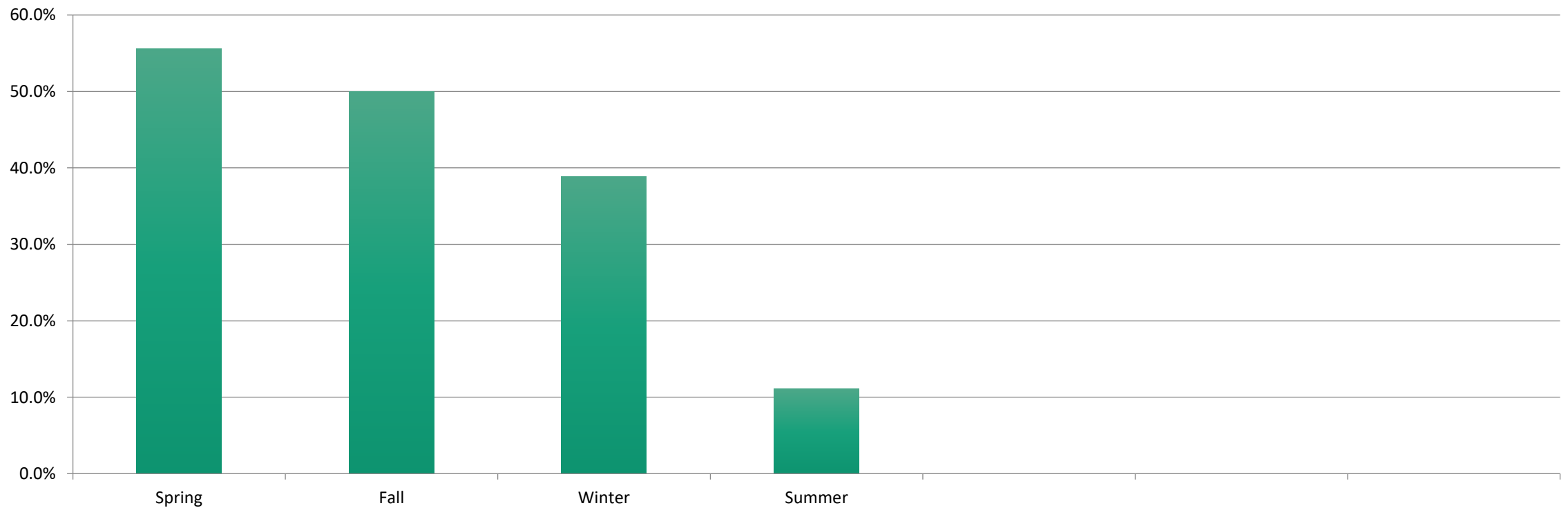
- Erin Chamber of Commerce
- Orangeville Economic Development



What are the Busiest Days of the Week in Erin?

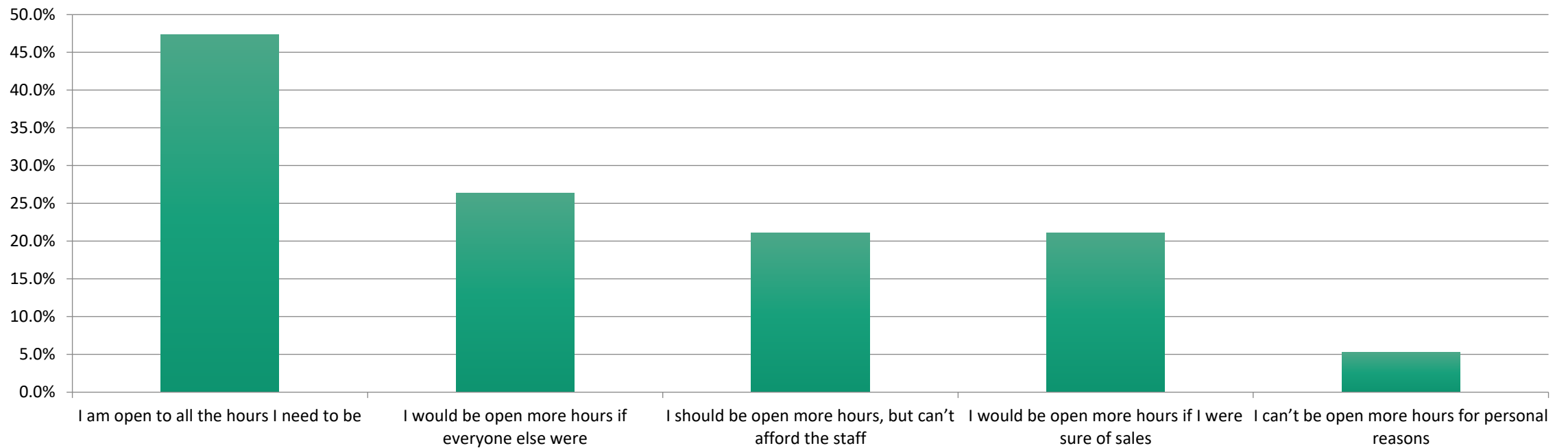



What are the Busiest Times of the Year in Erin?



What are your thoughts on store hours?

Percent





What are common questions from customers/clients?

- Service related
- Store hours
- What is there to do in Erin?
- Business specific
- Can we use your washroom?
- Product Specific
- What's going on in town?
- When are all the other stores are going to be open?
- Where can we eat?
- What stores are there?
- Where are the hiking trails?

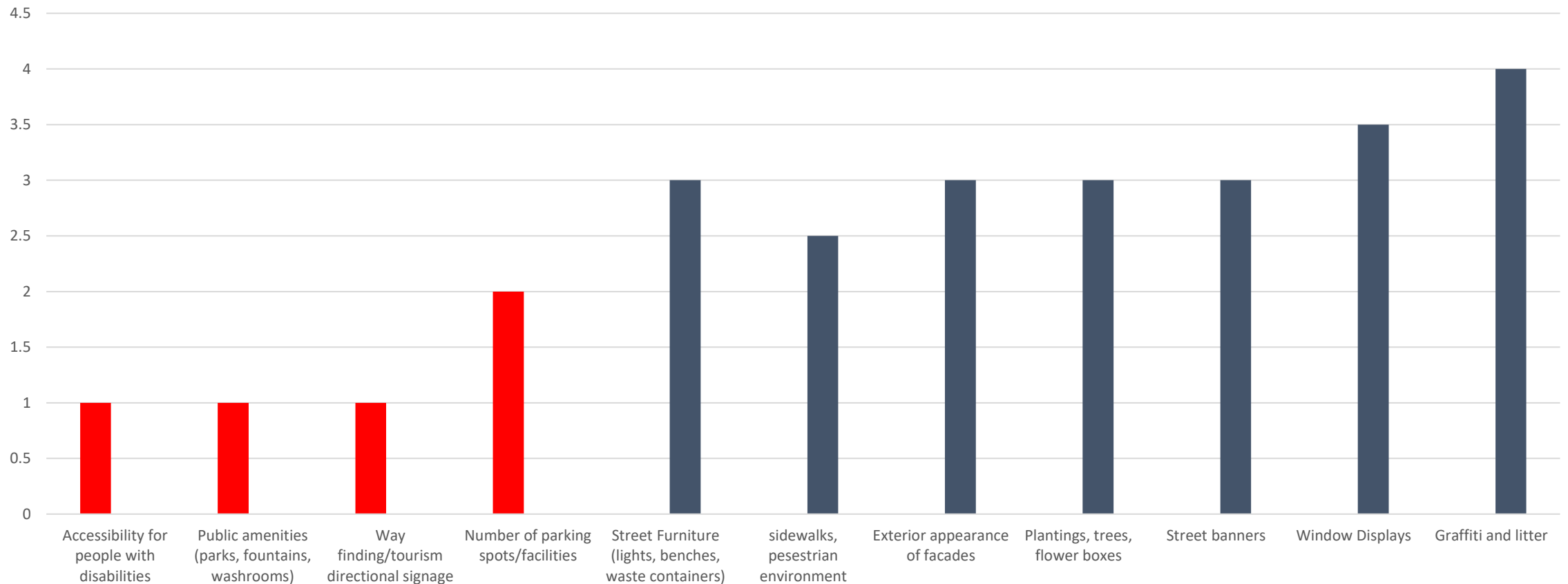




What do you think is great or unique about Erin and Hillsburgh? What is its Identity?

- Small-town Charm
- Sense of Community
- Local support
- Unique products
- Downtown
- Fall Fair
- Old town feel
- Proximity to GTA
- Safety
- Warm and Welcoming

How do business owners rate downtown facilities?





Recommended changes in downtown Erin

Signage

There is a strong need for more and better signage, including directional and tourism signage.

Parking

Many comments highlight the need for more parking spaces and better management of existing parking.

Accessibility

Improving accessibility for pedestrians and making buildings more wheelchair-friendly is a significant concern.

Street Furniture

There is a desire for more benches, seating, and other street furniture to enhance the downtown area.

Window Displays

Putting in a little bit more effort to take it from great to spectacular



Recommended changes in downtown Erin

Washrooms

The need for more public washrooms, especially in the downtown area, is frequently mentioned.

Lighting

Better and brighter lighting is needed to improve safety and visibility.

Garbage Bins

More garbage bins are needed to keep the area clean.

Snow Removal

Effective snow removal services are important for maintaining accessibility and safety.

Streetscaping

Enhancing the aesthetic appeal of the streets with trees, flower boxes, and better facades is a common theme.

Crosswalks

Better crosswalks are needed to ensure pedestrian safety.



Recommended changes in downtown Erin

Library/Arena

Improvements to the library and arena facilities are desired.

Water Stations/Fountains

More water stations and fountains are desired for convenience.

What type of investment would you like to see (how can we make it better?)

- **Increase Business and Retail**
- **Host Community Events**
- **Develop Infrastructure and Facilities**
- **Improve Traffic and Safety**
- **Promote Health and Food**
- **Enhance Tourism and Visibility**
- **Other Investments:**
 - Upgrade building Facades





Thank You!

Alain Aloy-Sadakane

Economic Development Coordinator

County of Wellington

alaina@wellington.ca

James Vaclavek

Economic Development Officer

County of Wellington

jamesv@wellington.ca

Christina Mann

Manager of Economic Development

County of Wellington

christinam@wellington.ca

Downtown BR+E Action Plan

Addressing Business Needs and
Enhancing Downtown Erin and
Hillsburgh



Immediate Actions – Business Needs (0-12 months)

01



DIGITAL
MARKETING
SUPPORT:
PROMOTIONAL
REELS PROJECT

02



PRINT
MARKETING:
TOWN MAGAZINE

03



PROVIDE
OPPORTUNITIES
TO CONNECT
WITH BUSINESS
RESOURCES

Immediate Actions – Downtown Enhancements (0-12 months)

01



STREETSCAPE
FURNISHING PLAN
TO INCLUDE
DOWNTOWN
SIGNAGE AND
LIGHTING

02



PURCHASE
ADDITIONAL STREET
FURNITURE

03



INCREASE TOWN
INVOLVEMENT IN
COMMUNITY
EVENTS

Mid - Long Term Actions Business Needs (1-5 years)

01



Identify areas lacking adequate broadband coverage by promoting the County's Internet Speed Testing portal and develop a plan to address gaps

02



Promote workforce resources and raise awareness of talent attraction initiatives in Wellington County

03



CIP Refresh: streamline access to funding, add a digital marketing grant, increase funding amounts for parking/landscaping

Mid - Long Term Actions Business Needs (1-5 years)

04



Conduct a target
sector study

05



Attend Main Street
Chamber Meetings

06



Collaborate with the
Chamber to support
and promote
business
development
seminars

Mid - Long Term Actions Downtown Enhancements (1-5 years)

01



Explore available funding sources, such as grants, to upgrade current washrooms to bathroom trailers

02



Work with property owners to repurpose underutilized spaces

03



Partner with local artists, musicians, and community groups to activate public spaces (e.g. Your Town Rising)

Town of Erin Community Improvement Plan (CIP)



TOWN OF
ERIN

CIP Financial Incentives

1. Planning Application & Building Permit Fee Grant
2. Façade & Signage Improvement Grant
3. Design & Study Grant
4. Building Improvement Grant
5. Accessibility Improvement Grant
6. Public Art Grant
7. Tax Increment Equivalent Grant (TIEG)
8. Downtown Housing Grant
9. Commercial Conversion Grant
10. Parking & Landscaping Improvement Grant



Eligibility Criteria - Property Type & Ownership

- You must be a property owner or tenant in a designated Community Improvement Project Area (CIPA)
- Tenants require written permission from the property owner
- Eligible properties: Mixed-use, commercial, and industrial properties
- Residential properties are NOT eligible, including home occupations or accessory uses to residential properties



Eligibility Criteria – Project Requirements



The improvement project must not have started before application approval.



Must align with urban design guidelines.



Must comply with current zoning, permitted uses, and Official Plan policies.



No outstanding tax arrears or unpaid obligations to the Town.

Application Process

1. **Pre-Consultation:** Contact the Economic Development Officer to schedule a meeting
2. **Submit Your Application:** Fill out the application form along with the following required materials:
 - Drawings (plans, sketches, elevations)
 - Two quotes for construction work
 - Current photos of the property
3. **Application Review:** The Town's CIP Review Panel evaluates your application
 - If approved: You'll sign an agreement with the Town
 - If not approved: You will be notified
4. **Begin Construction**



WELLINGTON
COUNTY

Invest Well Programmes



Wellington County Community Improvement Funding



Community Improvement Funding

The County tops up local municipal CIP funding for projects that align with our goals.

County CIP Goals:

- Using land effectively
- Housing
- Improving buildings
- Economic diversification
- Tourism
- Sustainability





Study Grant

- 100% of costs to a maximum of \$10,000 per study, and a maximum of 2 study grants per project
- Eligible studies include:
 - i) Urban design studies and architectural/design drawings;
 - ii) Heritage impact assessments;
 - iii) Concept plans and site plans;
 - iv) Structural analyses and evaluation of existing and proposed mechanical, electrical, and other building systems;
 - v) Energy efficiency and water conservation studies;
 - vi) Geothermal energy design studies;
 - vii) Blue/white/green roof studies;
 - viii) Low impact development (LID) engineering and design studies;
 - ix) Traffic impact assessments/studies;
 - x) Studies of microclimatic conditions (sun, shadow, wind);
 - xi) On-farm bio-digester feasibility and design studies;
 - xii) Phase Two environmental site assessments (ESA);
 - xiii) Designated substance and hazardous materials surveys;
 - xiv) Remedial work plans;
 - xv) Risk assessment/risk management plans;
 - xvi) Other site-specific studies which may be required by the Local Municipality or County at the time of pre-consultation or site plan approval

Minor Activity Grant

- 50% of eligible project costs up to a maximum of \$20,000
- Eligible projects may include:
 - Improvement/expansion projects
 - Creation housing units
 - Agricultural project
 - Green infrastructure
 - Tourism projects



Major Activity Grant

Annual grant to cover portion of the incremental tax increase following a project

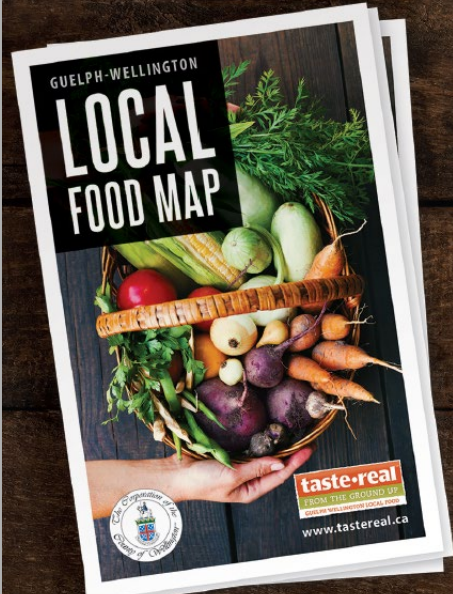
Year	County TIEG Amount as a % of the County Property Tax Increase (Increment) Resulting from the Project
1	100%
2	80%
3	60%
4	40%
5	20%

So how do I
apply?

Contact us!

Taste Real Local Food Map

SHOP LOCAL and support farms, farmers' markets, food retailers, restaurants, caterers, and other food businesses in Wellington County and Guelph.



See www.tastereal.ca for map pick-up locations and more information on local food and local food experiences.



www.tastereal.ca

Wellington County Economic Development

Other programs:

- Rural Transit (Ride Well)
- Tourism and local food (Taste Real)
- Talent attraction
- Tourism signage
- General business support
- And more!



WELLINGTON COUNTY'S RURAL TRANSIT SERVICE

Thank you!

James Vaclavek

Economic Development Officer

County of Wellington

jamesv@wellington.ca

