

# Grey County Economic Development

OPPORTUNITY LIVES HERE

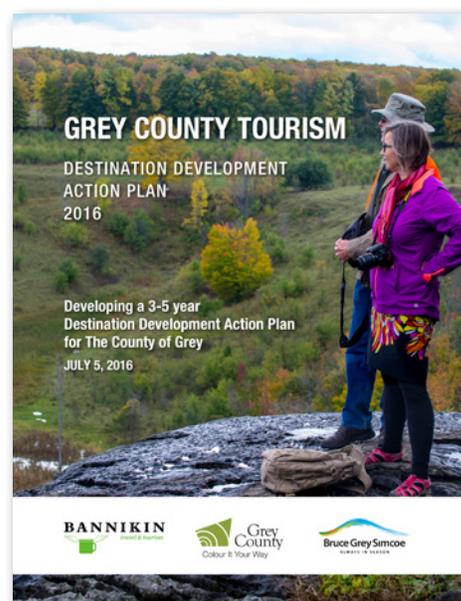
## GREY COUNTY APPROVES NEW TOURISM ACTION PLAN

On July 5, 2016 Grey County Council approved a new Destination Development Action Plan that will help grow tourism and strengthen Grey's reputation as a destination of choice in Ontario. The three-year plan focuses on activities under four pillars:

- Stakeholder Collaboration
- Destination Development
- Market Research and Tracking
- Resource Allocation at the County

"Tourism is a critical sector in Grey County's economy. It touches all of our communities and it's important we all work together to grow the benefits it brings," said Grey County Warden Al Barfoot.

A steering committee of external stakeholders and experienced consultants led the development of the strategy. Tourism partners participated in one-on-one interviews, online surveys, an information session, and a workshop. Gary Gingras, Chair of the Tourism Advisory Committee, says he's committed to putting the "Action" in Action Plan. "We had excellent feedback from our industry partners and now we're anxious to get started providing more value to tourism stakeholders," said Gingras. "Enhanced collaboration and improved data to support marketing and promotional efforts are key." Grey County will host a "Let's Talk Tourism"



session for industry partners on September 20th.

**The Grey County Tourism Destination Development Action Plan** is available online at [VisitGrey.ca](http://VisitGrey.ca)

Grey County Council reviewed the draft strategy in May and industry partners had a chance to share comments in early June.



## Ten young entrepreneurs start their businesses through Summer Company

With local dignitaries in attendance, ten businesses were officially launched at the kickoff celebration on Wednesday, June 29, 2016 at Joe Tomato's in Owen Sound.

The students then showcased their businesses later that morning at Staples in Owen Sound as part of Youth Entrepreneurship Day across the province.

This year's Summer Company participants will provide services such as lawn cutting, car detailing, ice cream, and photography. Other students will produce vegetables and pork, hand turned wooden bowls, hand painted greeting cards highlighting local endangered species, locally manufactured skateboards, custom painted skateboards and longboards, and home decor and furniture manufactured from recycled pallets. Summer Company is a program of the Ontario government and is administered by The Business Enterprise Centre – Owen Sound & Area.

## BLUEWATER WOOD ALLIANCE PLANT TOUR Attracts 34 Wood Companies!

Woodland Horizons in Drayton was host to 34 BWA member companies from across southwestern Ontario for a plant tour focus group on April 27. The focus group is a problem-solving exercise that engages members in common issues to help create solutions that can benefit all. This event explored labour cost tracking and also dealt with how technology (design software and Enterprise Resource Planning and scheduling software) can play a role, with members sharing challenges, solutions and its advantages.



## Butter Tarts & Buggies, Explore the Simpler Life launched in late May

Butter Tarts and Buggies: Explore the Simpler Life, is a new tourism experience developed in partnership with the Town of Minto and Townships of Southgate and Wellington North. The experience combines The Butter Tart Trail with the Mennonite culture of the former Horse and Buggy Trail. This new exciting offering promotes butter tart bakers, butter tart inspired items and related products including maple syrup. Explore Mennonite cultural offerings, local food at the farm, restaurants, retail stores, local handcrafted items, and the equine industry. Pick up a copy of the new Explore the Simpler Life brochure or check out [www.buttertartsandbuggies.com](http://www.buttertartsandbuggies.com)

# DOWNTOWN REVITALIZATION PROJECT – Getting Ready To Launch!

Downtown Owen Sound always looks wonderful in the summer. It's looking even better now with all of the new stores and services that opened this past year including two new downtown condo projects that are under construction or nearly completed. Given this exciting momentum, it makes sense to re-tool our marketing efforts to grow existing businesses and attract new investment. The Economic Development and Tourism division in partnership with Downtown Improvement Area, The Business Enterprise Centre – Owen Sound and Area, and OMAFRA, are undertaking a 'Downtown Revitalization Project'. The project will involve research on current customers, businesses and building owners, an analysis of the current retail mix, and investment opportunities. The end result will be a marketing analysis and an action plan geared to growing existing businesses and attracting new businesses.



*Downtown Owen Sound Fresh First Friday Event.*



## Terrace Wood BUSINESS TOUR

The Economic Development Business Tour rolled into Meaford on May 3 to check out TerraceWood, a new boutique neighbourhood being built by Third Line homes. Built in partnership with Holmes Approved Homes, they support health and wellness, optimize energy efficiency and have a minimal carbon footprint.

# MEAFORD'S Big Red Chairs

The Municipality of Meaford has strategically placed 10 of its famous Big Red Chairs around the region to highlight amazingly scenic views and interesting historic locations. The chairs were made in partnership with local youth in Drew Ferris' classes at Georgian Bay Secondary School.

You can check out a Big Red Chair at each of the 10 sites: Leith Beach, Station Hill, Irish Mountain Lookout, Fred Raper Park, Beautiful Joe Park, Memorial Park, Coffin Ridge, Grey Roots Museum & Archives, Bognor Marsh, and Fox Harley Davidson. Visiting all 10 sites is a great way to discover the Municipality of Meaford and Ontario's beautiful Georgian Bay region! If visitors are looking to further their exploration, history information and nearby attractions can be found on the back of every chair.

Big Red Chair experiences can be shared online using #meafordchairs or emailing photos to [tourism@meaford.ca](mailto:tourism@meaford.ca). Pick up a brochure or check out **Big Red Chair** and start exploring!



## SOUTHGATE RECEIVES ONTARIO INFRASTRUCTURE FUNDING

Ontario is providing up to \$936,000 to the Township of Southgate to rehabilitate Sideroad 7, including road widening and the replacement of a bridge. This project is one of 17 approved in Western Ontario through the 2015-2016 round of the Ontario Community Infrastructure Fund, for a total provincial investment of more than \$22 million.

## NEW HOUSING DEVELOPMENT is coming to Dundalk

Flato, a GTA housing developer from Markham, has purchased several large blocks of land in the south end of Dundalk to develop a new subdivision of 570 homes. This is the largest development in the history of Dundalk. The development is currently going through the subdivision approval process. The first phase of the development saw 70 homes sold to buyers in Mississauga in only 2 days. Construction of the homes should begin later this year when they have their approvals in place. When all 570 homes are occupied, it is expected to increase Dundalk's population by 50%.

<http://edgewoodgreens.ca/>



# Update on the WIARTON KEPPEL INTERNATIONAL AIRPORT (WKIA)

By Jim Norton, Advisory Committee member

As an International Airport, WKIA offers Customs Clearing services to arrivals, and is also a Certified Airport unlike most other Regional Airports. This means it is regularly inspected by Transport Canada and conforms to very strict safety and security standards.

This time last year the WKIA was in a state of flux. Georgian Bluffs Council made a bold move and bought out its co-owners share of the airport from South Bruce Peninsula. While taking some flak for this move, Georgian Bluffs believes this facility is critical to the entire region of Grey and Bruce and beyond.

Once in control of the Airport, Georgian Bluffs Council pulled together an Advisory Committee of Council representation, Airport Management and representatives from the public. Supporters were asked to submit a letter of interest to the Council, and I was chosen to participate on the committee as a member from the public.

Since our committee's first meeting on July 27, 2015, we have discovered and re-confirmed how vital the WKIA is to everyone living in the area and visiting the area. The Economic Impact in a dated study revealed that it contributes 5.5 million dollars annually to the region. Emergency services such as air ambulance cannot be measured in dollars. It is a vital communications centre and air traffic aid for Pearson



*Air Ambulance Pickup*

International. Its potential to grow and support aviation business at the WKIA is huge.

Currently, the Advisory Committee is engaged in a fundraising campaign to advance capital airport infrastructure requirement, and is working with a professional airport consulting firm to guide us strategically toward optimum utilization of this regional asset.

Both Grey and Bruce Counties Economic Development and Tourism groups are engaged and supporting our efforts through signage and information sharing. For more information on the WKIA please visit: <http://wiartonairport.ca/>

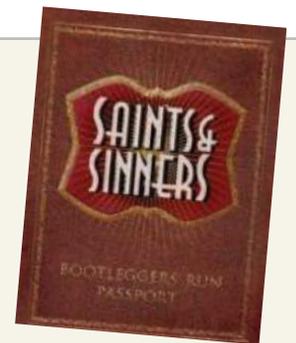
## SAINTS & SINNERS

The Saints & Sinners: Bootleggers' Run Trail project expansion is well underway. We have started distributing our 70,000 maps to participating businesses, cultural and municipal partners and tourism information centres. This year's map is a passport: we're encouraging people to add a sticker to the map at each location they visit for a chance to win prizes. The advantage of creating a stickered passport is that the outcomes are measurable: we can measure the number of completed and returned maps, and we can also count the numbers of stickers distributed for an accurate count of how many people visited each location.

The 2016 Saints & Sinners trail officially launched on June 12 with the Taste of the Trail event at Grey Roots Museum & Archives. The event

— a partnership between Grey County Economic Development and Grey Roots Museum & Archives - featured beverages from 14 of the 17 members plus delicious local food, live music, a book launch and heritage interpretation in Moreston Heritage Village. The event attracted 346 paid attendees plus dozens of volunteers, media and other VIPs. Saints & Sinners merchandise including tee-shirts, growlers and tumblers, were also sold at the event.

If you would like to distribute Saints & Sinners passport maps, please contact Philly Markowitz at [philly.markowitz@grey.ca](mailto:philly.markowitz@grey.ca) or 519-376-3365 x6125.





From left to right - Kathy Ackerman & Tina Artuso (Best Friends), Renata Peto (The Halliday House Senior's Lodge), Elly Ward (No Nuts About Us), Patrick Lahey (Work Hard Dream Big), Melinda Leifso (Chesley Daycare), Deb Summers & Danielle Valiquette (Pony Express Girls), Sarah Martyn & Kayli Hall Elwood (Penetangore Wellness)

# OVER \$50,000 INVESTED AT THE HAWKS' NEST

The first ever Hawks' Nest packed the Kincardine Beach Pavilion on June 21st, entertaining an audience of over 270 people. The 'Dragon's Den' inspired competition covering the areas of Grey, Bruce, Wellington North, Minto and the City of Owen Sound, saw seven entrepreneurs pitch their business ideas to the Hawks or local angel investors. Hawks Ashley & Lesya Chapman from Chapman's Ice Cream (Markdale), Kevin Kelly from Bruce Power (Tiverton), Dr. Bob McFarlane from McFarlane Health Facility (Mount Forest), Tony Solecki from Caframo Ltd. (Warton), and Sandy Gott from Ice River Springs Water Company (Feversham) committed to invest \$5,000 in the entrepreneurs during the evening totaling a minimum of \$25,000.

The first Hawks' Nest competition was deemed a huge success by the presenting partners. Negotiations resulted in over \$47,500 in investments including; grants, loans and partnerships, as well \$3,500 was presented for the

People's Choice Award. As well, all seven entrepreneurs walked away with valuable advice and feedback from the six high profile business leaders.

Rose Austin, General Manager for Saugeen Economic Development Corporation is "pleased with the new partnerships formed with the Hawks and the participation of the sponsors, as without these the project would not have been so successful. Small business is the backbone of our communities and with all the people involved in the Hawks' Nest, we can't fail."

Barb Fisher, General Manager for Bruce Community Futures Development Corporation addressed the audience saying, "We're thrilled with the results and hope to do it again next year." Rose and Barb would like to congratulate all the entrepreneurs and thank everyone who helped to make this first event a success.

## AG 4.0: THE NEXT BIG THING

NOVEMBER 2-3, 2016  
MEAFORD HALL

Grey County is home to exceptional innovation in agriculture, food and rural entrepreneurship. That's why we're shining a spotlight on creative technological innovation in agriculture with a new event:

We're calling it "Ag 4.0: The Next Big Thing." This two-day Summit and Innovation Tour will provide opportunities for producers to learn from fellow agricultural innovators, as well as create an environment where agricultural and food producers can connect and problem-solve with professionals from the creative and technological fields. Please join us this November 2-3 at Meaford Hall for what is sure to be a great event!

To save the date, please visit [grey.ca/smart](http://grey.ca/smart) or register directly at [connectedcounty-smartag.eventbrite.ca](http://connectedcounty-smartag.eventbrite.ca)

For more information or to learn about opportunities to participate, contact Ashleigh Weeden at 519-372-0219 ext. 1255 or [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca)

# SWIFT recommended by Minister Duguid for federal funding

The SouthWest Integrated Fibre Technology (SWIFT) Network Initiative continues to move forward in its campaign to build a holistic fibre-optic network for all of Western Ontario and Niagara Region. The project received a positive boost earlier this year with the Minister of Development, Employment and Infrastructure Brad Duguid recommending the project to receive the federal funding the initiative applied for in 2015.

SWIFT is a project initiated by the Western Ontario Wardens' Caucus (WOWC) and its partners (City of Orillia, Town of Caledon, the Region of Niagara, Grey Bruce Health Services, and Georgian College) to build an ultra high-speed fibre optic regional broadband network for everyone in Western Ontario.

SWIFT will be open access for all providers and users, and rates will be published for all to see. Ongoing competition and full transparency generates more selection, better services, more choices and lower prices.

For more information about SWIFT, please visit [www.swiftnetwork.ca](http://www.swiftnetwork.ca) or contact Geoff Hogan at [geoff.hogan@grey.ca](mailto:geoff.hogan@grey.ca) or 519-376-2277.

## DO YOU HAVE AN INTERESTING IDEA, BUSINESS, OR STORY THAT WE SHOULD KNOW ABOUT? LET US KNOW!

If you're interested in being part of the Connected County initiative and would like the work you're doing to promote innovative, sustainable and inclusive prosperity, please let us know. A major part of the Connected County initiative is collecting and sharing the stories of the great things happening across our region. Whether you're building an interesting new business or leading a community initiative, we'd love to profile you and your work at [grey.ca/smart](http://grey.ca/smart) as we work to showcase the diverse talent and incredible initiatives happening right here in Grey County to both our local communities and to the world. To share your story, contact Ashleigh Weeden at 519-372-0219 ext. 1255 or [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca)

CONNECTED  
COUNTY

## WE ASKED, THEY TOLD US: GREY COUNTY INTERNET SERVICE SURVEY

This winter, we asked Grey County residents and businesses whether they had access to affordable, high-speed Internet. We received over 1200 responses to the short survey from January until April and are currently analyzing the results in order to help inform investments in this critical infrastructure. Grey County is building a "Connected County" to ensure all residents, visitors and businesses have access to high-speed connections. Public input is essential for achieving this goal. Survey responses will be used to identify service gaps and develop a plan to address them. For more information or to learn about Grey County's leadership in rural and regional broadband initiatives, please contact Ashleigh Weeden at [ashleigh.weeden@grey.ca](mailto:ashleigh.weeden@grey.ca) or 519-372-0219 ext. 1255.

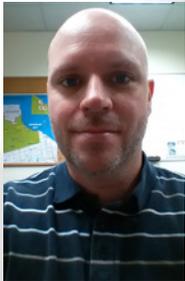
# JOIN US... FOR BREAKFAST

## RENEW MEAFORD with Stephen Murray

Wednesday September 14, 2016

Meaford Hall 7:30AM – 9:30AM

Breakfast Provided RSVP no later than September 2



**Stephen Murray,**  
**Economic Development Officer**  
**with the Municipality of Meaford**

Stephen Murray has been the Economic Development Officer with the Municipality of Meaford since May of 2014. One of the priorities that was identified was to improve the strength of the urban core, where 1 in 5 storefronts were vacant. Stephen identified and implemented Renew Meaford, which is based on the successful Renew New Tecumseth model.

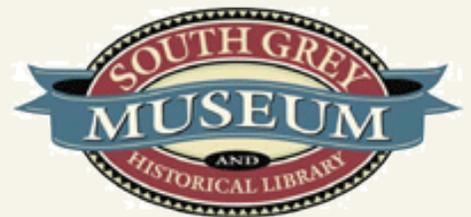


RSVP at <https://renewmeaford16.eventbrite.ca>

Questions: Call 519-376-3365, ext. 6108

[www.grey.ca/economic-development](http://www.grey.ca/economic-development)

## SOUTH GREY MUSEUM SPEAKER SERIES DRAWS CROWDS



The popular annual speaker series at the South Grey Museum in Grey Highlands is underway. On July 27, marine historian Paul Carroll will bring the tale of The Wexford, which sank in Lake Huron in the great storm of 1913. August 24th will see aboriginal constitutional issues author and teacher Nathan Tidridge offer his insights into reconciliation and the crown in Canada.

September 28th will see author Sandra Joyce

tell the tale of her family's home child past as she relates her research into her father's journey as a home child in WWII, from her book The Street Arab. On October 26th we will learn about our ancient cliff-face cedars from ecologist and author Peter Kelly, who has scaled the sides of the Niagara Escarpment looking at our ancient forests.

The year's series will wrap on November 23rd

as local speaker coordinator Barry Penhale, a former publisher and writer, brings tales from Canada's history and the many people he has known over the years to the podium.

Admission to the evenings are \$7 per person and \$5 for members. For more information on this and other programs at the museum, see the website at [southgreymuseum.ca](http://southgreymuseum.ca) or email [museum@greyhighlands.ca](mailto:museum@greyhighlands.ca).

# RECOLOUR GREY –

What should Grey County look like in five, 10, or even 20 years?



Recolour Grey is the name of Grey County's five-year review of the County Official Plan. Recolour Grey challenges everyone to think 20 years into their future and envision the County the way they want to see it.

What is the County Official Plan? The County Official Plan sets goals related to development, communities and our natural resources. This plan divides the county into different land uses (agricultural, wetland, urban, etc.) and sets policies for each designation.

The Official Plan is active for 20 years and is revised every few years to ensure it is effective and relevant. Now is a perfect time to "recolour" the plan to ensure it's meeting the expectations of the Grey County's diverse communities.

The success of Recolour Grey relies on meaningful public input and everyone can contribute. It doesn't matter if you are young or old, a resident of Grey or a visitor. We want your input to help us preserve what matters most and to grow opportunities for the next 20 years. Stay Connected : [www.grey.ca/services/planning-development/recolour-grey/](http://www.grey.ca/services/planning-development/recolour-grey/) Follow us on Twitter (<https://twitter.com/RecolourGrey>), like us on Facebook ([www.facebook.com/recolourgrey/](http://www.facebook.com/recolourgrey/)), or by emailing comments to [recolour@grey.ca](mailto:recolour@grey.ca)

## When Will Recolour Grey Finish?

The timeline for Recolour Grey will depend on the amount of feedback we get from the community. We expect the project will wrap up by the end of 2017 but deadlines may be adjusted to ensure it is done right. Grey County is committed to keeping everyone informed and involved every step of the way!

## ONTARIO TRILLIUM FOUNDATION INFORMATION SESSION

TOWN OF THE BLUE MOUNTAINS - Thursday, July 21,  
from 4-6 pm at the Beaver Valley Community Centre  
58 Alfred St W, Thornbury, The Blue Mountains, ON N0H 2P0



This hands-on session will provide an overview of Ontario Trillium Foundation's granting program with a focus on The Top Ten Reasons applications do not move forward. Presented by Aly Boltman, OTF Program Manager for Grey, Bruce, Huron, Perth. **Pre-register now!**

## SAVE THE DATE: TRANSITION SMART

**NOVEMBER 19 & 20**

Transition Smart – Farmers to Processors is specialized training for farmers who want to develop on-farm value-added products and are looking for the tools to get started. This practical two-day course was created through a strategic partnership between Georgian College and the Agri-Food Management Institute, and will be offered in Grey County on November 19 and 20.

Contact Philly Markowitz  
[philly.markowitz@grey.ca](mailto:philly.markowitz@grey.ca) or 519-376-3365 x6125 for more information.

## Local Food STRATEGIC PLAN

Grey County is pleased to have received Rural Economic Development funding to undertake a strategic plan for local food. Starting this fall we will undertake a process of community engagement to get a clear picture of the local food system in Grey, and to better understand where there may be gaps or duplication of effort. The goal of the plan is to focus our attention on the areas with the highest potential for positive economic impact and to develop a comprehensive work plan to aid us with implementation.



### County of Grey Economic Development Office

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Owen Sound, Ontario N4K 5N6

877 • 733 • 4739  
[ecdev@grey.ca](mailto:ecdev@grey.ca) • [investingrey.ca](http://investingrey.ca)

# DOWNTOWN HANOVER Emerges This Summer

You've heard us talk about Hanover as the entertainment district, but let us introduce you to our emerging downtown district. Here are the top five things you need to know about what's happening in Downtown Hanover this summer!

1. Our Façade Incentive Program is now in its third year! 28 projects complete and six under way for 2016. PLUS phase one of streetscape implementation is on the docket. It's all coming together... you should see it for yourself!
2. The Summer BBQ Series is celebrating its fourth year in the Downtown Parkette! Join us every Thursday in July and August for a BBQ lunch, just \$5 from 11:30am to 1:30pm. A different community group hosts the BBQs each week and all proceeds are invested back in our community.
3. We're thrilled to introduce Eat Well Market – a local farmer's market taking over Heritage Square every Friday from June 3 to October 7, 12pm to 4pm. Over 12 vendors food-only vendors are eager to serve you from their farm to your fork!
4. We're also excited to announce an all new Sidewalk Sale Series happening every Friday and Saturday in Downtown Hanover



- through July and August. We have eight blocks of amazing businesses excited to pitch a tent and help you find something nifty.
5. The Hanover Sights & Sounds Festival has been refreshed and squeezed into four full days of awesome from July 21 to 24. The Band Tour Pub Crawl returns in 2016 and the 2nd Annual Keg & Cork: Beer, Wine and Cider Festival is gaining some serious attention. See you at Hanover's Biggest Block Party!
- For these happenings and more, visit [www.hanover.ca](http://www.hanover.ca)

## Getting Ahead Programs in Grey County



Since 2009, there have been 21 Getting Ahead Programs run throughout Grey County and 159 people have graduated. Partners include Grey County, the Adult Learning Centre, and the United Way. Three programs are planned for 2016, including one currently running in Owen Sound, a program in Durham commencing in July and another Owen Sound program in the fall.

The Getting Ahead program is a Bridges out of Poverty initiative based on the work of Dr. Ruby K. Payne, Phil DeVol and Teri Dreussi Smith who co-authored the book Bridges out of Poverty.

The 15 session program is designed to help people living on the lower rungs of the economic ladder create their own path for making a stable, secure life for themselves and their family. It is a partnership based on mutual respect with people to address poverty in a systematic way.

Participants of Getting Ahead need to be ready to make the change to a more stable environment. In Getting Ahead they are considered investigators: they do the work to discover the solutions and they are in charge of their own change.

Graduates have gone on to post-secondary

education; joined the work force; further participated in the program as cofacilitators. Several are involved with the local Poverty Task force participating in Community Voices. They are consulted and engaged for advice on the work of the Task Force and its housing, income, food security and transportation working groups.

The graduates leave with the desire to build a brighter future as reflected in the following comments from graduates: "Realizing where I wanted to be in life was the first step but not the final one", and "Graduation means that I will be completing this challenge and now I can face new challenges."

# Local Businesses Continue to Thrive and Grow in Town of The Blue Mountains



## ON THE ROCKS, A COMMUNITY LONGTABLE DINNER

Regional businesses came together to create a new signature event in the Town of The Blue Mountains on Sunday, June 26. Styled as a community longtable dinner, the On the Rocks event also served as the launch of “Come to Our Table”, the South Georgian Bay Community Cookbook featuring local chefs, producers and their recipes.

The event brought together some of the area’s finest chefs to craft an exclusive menu showcasing exquisite farm-to-table dishes. Casey Thomson, proprietor of The Cheese Shop in Thornbury, and a key organizer of this event says, “This event celebrates the entrepreneurial spirit and cooperation of chefs and community alike. It has brought producers, chefs, local business and the community together to create something quite unique to The Blue Mountains.”

Despite a raging rainstorm that roared through during the appetizer course, attendees at the 200-seat longtable situated at the Thornbury pier were in great spirits and enjoyed food, drinks and entertainment in style.

This spring, the community of Thornbury in Town of The Blue Mountains, had a number of major development projects come to fruition. It’s been an exciting year for the community, with development taking place at Bruce Street and at the west end, on Arthur Street West.

## THORNBURY SQUARE

This site, on the south side of Arthur Street West (Hwy 26) was developed as a local retail centre within the community. One of the most anticipated openings was the new Foodland. On opening day, residents flocked to the store: the spacious interior, attention to design and extensive local food offerings were very well received. Many residents remarked on the exterior as well, and welcomed the historical photos of the Town that adorn the north-facing wall. On the same property, the LCBO opened its doors. George Soleas, the LCBO’s acting president and CEO, who was on hand during the opening ceremony on May 4, pointed out that the new store had double the display space, and offers a wide variety of new products including many local offerings.

## ULTRAMAR

Across the road, the new Ultramar opened, and is quickly becoming a hot take-out spot for many in the area. In keeping with local design guidelines, the new Ultramar has chosen to use a brick façade and incorporates traditional brickwork patterns on the roof supports in the gas pump area.

## THE CORNER CAFÉ AND GRILL AND CULINARY DESIGNS

The Corner Café and Grill takes pride of place in the newly refurbished building that was long host to Wong’s Chinese Restaurant. Of particular interest has been the restoration of the iconic building at the corner of Bruce Street. Most of the windows have been replaced, restoring the original arched shape, and the brickwork has been repointed, repaired and rebuilt where necessary. The building also houses the relocated “Culinary Designs”, which offers extensive catering options as well as a fresh menu of local food prepared in an open kitchen.

As a result of this growth, a significant number of jobs have been added to the local economy, including supervisory and management positions. This trend is continuing for 2016 with exciting businesses looking to grow or join us in the Town.

# Grey Highlands LAUNCHES CULTURAL CHANNEL

The Grey Highlands Public Library, in partnership with the South Grey Museum, the Municipality of Grey Highlands and Markdale Communications, is pleased to present The Grey Highlands Cultural Channel.

The channel provides an additional access point for the promotion of community events, cultural programming, and heritage information. The Grey Highlands Cultural Channel is just one of several components through which the partnership seeks to increase the creative environment and enhance the sustainability of our community and cultural sector.

## VISIT US ON CHANNEL 251

Channel 251 content may also be accessed online via YouTube at “Grey Highlands Cultural Channel”

*The generous financial support of the Ontario Trillium Foundation is gratefully acknowledged for this project.*



## CENTRE SUITES ON 3<sup>RD</sup> AVENUE, OWEN SOUND BUSINESS TOUR

Warden Barfoot joined staff from many business and municipal organizations across Owen Sound and Grey County for an informative tour of **Centre Suites on 3rd Avenue.**



## LOCAL FOOD PROMOTION

This year, Grey County became a member of the Ontario Culinary Tourism Alliance (the membership was previously held by the Grey Bruce Agriculture & Culinary Association). OCTA works to create economic resiliency for Ontario food producers through a number of programs that support agri-culinary tourism including: research, workshops, assessment and mapping tools, the Feast ON restaurant designation program, and marketing efforts. We look forward to working closely with OCTA to support and promote our businesses in 2016.

We have also partnered with the Greenbelt on the 2016 Brewery Discovery Routes map. The map links our local Saints & Sinners-affiliated breweries, wineries and cideries to restaurants, farmers' markets and natural points of interest like waterfalls, scenic lookouts and beaches. Over 250,000 maps were produced and distributed throughout the GTA and across southern Ontario to promote tourism and local food and drink in and around the Greenbelt area.

Grey County continued with outreach efforts at farmers' markets during Local Food Week, June 6 to 12. As we did in 2015, we distributed information about our local farms and the economic, social and health benefits of buying locally-produced foods.

For more information about any of these promotions, please contact Philly Markowitz at [philly.markowitz@grey.ca](mailto:philly.markowitz@grey.ca) or 519-376-3365 x6125.



## Skilled Trades – Hands On” 2016

The Women/Men In Trades event is a poverty reduction project designed for economically marginalized women and men to gain hands-on experience in trades so they may consider an occupation in this sector as a path to acquire income security. Based on a similar project for secondary school students through the Ontario Youth Apprenticeship Program (OYAP), the Trades event is an opportunity for men and women to try their hand at carpentry, electrical, and welding occupations. The event was held at the Owen Sound campus of Georgian College May 5 & 6, 2016. College staff had projects

available for participants to work on using appropriate tools and equipment.

The event was a collaboration of the Grey and Bruce County Social Services departments which deliver Ontario Works as well as the Family Y Owen Sound and VPI, which deliver Employment Ontario services for Grey and Bruce counties respectively. Additional funding support was provided by Ontario Power Generation and the Four County Labour Market Planning Board.

## EmployerOne Survey Results are in!

Results from the Four County Labour Market Planning Board's (FCLMPB) second annual EmployerOne Survey are in. Employers have identified work ethic, self-motivation, teamwork and customer service skills as the top competencies lacking in today's workers looking for employment.

Business response almost doubled in Grey County with 153 responding! The importance of soft skills, including work ethic, self-motivation and

communication, is still an issue for employers. While hard to fill jobs include a wide range of occupations, some requiring post-secondary education, they also include general labourer positions.

The survey findings, which is shared with educators, local governments and Employment Ontario Service Providers, can be viewed at: <http://www.planningboard.ca/reports/employerone-survey-observations/>



Your Workforce. Our Future.



Serving Bruce Grey Huron Perth

# Colour it Local business exp

## Friday September 30, 2016

Harry Lumley Bayshore Community Centre, Owen Sound

**Book Now  
to be an Exhibitor!**

**\$50 per booth  
includes attendance  
for 2 participants**

### Agenda:

9:00 am - 11:30 am...	Exhibitor Set Up
12:00 pm.....	Launch and Lunch with Keynote Speaker
1:30 pm.....	Tradeshow Change Up Part 1 (Participants only)
2:30 pm.....	Tradeshow Change Up Part 2 (Participants only)
3:30 pm.....	Break/Refreshments/Networking
4:00 pm - 7:00 pm.....	Open to the Public
7:00 pm.....	Tear Down

### Keynote Speaker: Rick Smith

**If marketing decisions were black and white, we'd all know what to do.**

In this talk Rick helps you filter out the noise and simplify steps you can take to understand and implement strategies to attract business.



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# BLAZING NEW TRAILS

*“I didn’t move here to grow switchgrass, I moved here because I loved the land. Then I started looking for a crop that was a good fit. Grey County offered great value within striking distance of the city. I couldn’t help but dream of the ski trails I could build on this property.”*



**EGGIMANN FARMS**    **URS EGGIMANN**  
*Switchgrass Producer, Eggimann Farms  
Holland Centre, Ontario*

Born and educated in Switzerland, Urs Eggimann and his wife Else came to Canada in 1975, planning to stay for 2 years. 41 years later, the couple is farming 120 acres of Grey County land, focusing their energy on switchgrass. Urs is one of the largest Ontario producers and has become an advocate and researcher for the biomass industry and its potential growth in Grey County.

“The environmental benefits of switchgrass were the immediate draw but the more I learned, I realized there were real opportunities. Grey County is a darn good place to grow switchgrass. We have a lot of marginal land where switchgrass performs and other crops might not. Wouldn’t it be great to create a new opportunity for the farming community up here? That’s my mission.”

Not only does Urs farm his land, during the winter he regularly skis the 11 kilometres of winding trails he’s carved through the bush and surrounding land.



# FOR THE LOVE OF LOCAL



*“We’re big believers in making a life you don’t need a vacation from. Where we lived before, we worked more than full-time just to sustain the farm. Here, we can farm normal hours and still be involved in the community. We love that the community wants to build relationships with local farmers and support local food.”*



**ANITA, BRIAN, RAYLEEN AND NICOLE DEJONG**  
*DeJong Acres and Sweet Things From DeJong Acres  
Lake Charles, Ontario*

When Anita and Brian DeJong wanted to expand production on their Grand Valley farm they looked north for affordable land instead. “We needed land and barns to house our flock so we could produce right away,” explains Anita. “We got better land at a better price here with the convenience of Owen Sound for farm supplies and amenities.”

Their new home came with great recreational opportunities too. “We learned more about the landscape, the recreational activities and the schools. We love that the girls can easily go for a swim at Big Bay or take the canoe out on the lake.”

The farm is a true family affair. You’ll find sheep, rabbits, ducks, geese, turkeys, laying hens, honeybees and maple syrup. They operate an on-farm store—Sweet Things From DeJong Acres—year round. During the summer months, the family hits local farmer’s markets selling their wares and operating their farm-to-table food truck.

