



Managing Director of  
Planning &  
Development Services

Manager of Economic  
Development

# ECONOMIC DEVELOPMENT

## WHAT WE DO

Economic Development is responsible for the following:

- Encourage and facilitate business retention, expansion, and attraction;
- Promote and market the sale of land in the Centre Wellington Business Park;
- Promote and administer the Community Improvement Plan to encourage new development and investments;
- Collaborate with key stakeholders - such as BIA's, Chamber of Commerce, Wellington Waterloo Community Futures, and the Wellington Federation of Agriculture;
- Provide economic and community information - demographics and statistics to promote Centre Wellington; and,
- Navigate funding programs and business support resources for start-ups.

## KEY FACTS

- 1 2021 Population: 31,307
- 2 2021 Average Household Income: \$113,655
- 3 2021 Labour Force: 17,673
- 4 2019: \$2.4 billion in total export revenues flowing into Centre Wellington
- 5 2019: \$3.5 billion sales for all businesses in Centre Wellington

## NUMBER OF STAFF:

1



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## CURRENT & UPCOMING PROJECTS

- ✓ New Centre Wellington Business Park in North Fergus
- ✓ Review of the Centre Wellington Community Improvement Plan in conjunction with the County of Wellington
- ✓ Creation of a Centre Wellington Business Park Handbook
- ✓ Finalize Land Sales Pricing Policy for Employment Lands
- ✓ Develop a Centre Wellington Agriculture On-Site Diversification Handbook



# TOP QUESTIONS ASKED

1

## **I want to expand my business, does the Township have any land available?**

Contact the Township's economic development staff with information on the business requirements and staff will provide information on the land sales process for the business owner.

2

## **Is there any space for my business to rent or purchase?**

Contact the Township's economic development staff with requirements related to the amount of space and location and they will provide options based on what is available in the marketplace that meet those needs.

3

## **Is there help with starting a business in Centre Wellington?**

Visit the Township website. Under "Doing Business", you will find many supports including "Township Financial Incentives" and "Start and Grow Your Business".

In addition to the Township's supports, you can contact the Business Centre Guelph-Wellington located in Guelph, Ontario for one-on-one assistance in creating business plans and providing general business support.

4

## **Can I get help from the Township to fix up my storefront?**

Contact the Township's economic development staff about eligibility requirements for the Community Improvement Plan or visit our website (see "Township Financial Incentives" under "Doing Business").

5

## **What is the Economic Development Strategic Action Plan?**

A plan to guide and inform Economic Development Activities that supports the local economy and address issues that have been identified by the business community.