



IDEAS & TACTICS

for Small Urban Revitalization



Presented by :
Belinda Wick-Graham

April 27th, 2023

About Minto

Amalgamated in 1999

- Comprised of the Village of Clifford, Towns of Harriston & Palmerston and the the former Minto Township

Population (2021)

- 9,094
4.9% increase

Size

- 300.69 sq. km

Main Industries

- Manufacturing & Agriculture



Tactic #1

Data Collection

Between 2006 – 2008 a large number of surveys and data was collected and continues to be collected on an on-going basis



www.town.minto.on.ca

First Impressions Community Exchange Business Mix Analysis

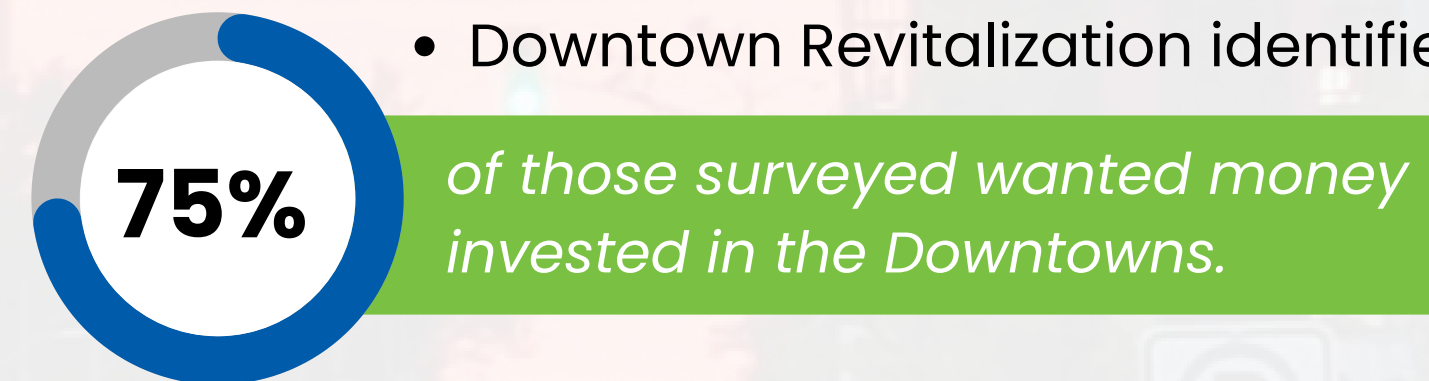
- Vacancy Rates
Clifford 16%, Harriston 18%, Palmerston 18%

Resident Survey

- **83.4%** of Clifford residents **rarely** shop in Clifford
- **38.5%** of Palmerston residents **rarely** shop in Palmerston
- **24.3%** of Harriston residents **rarely** shop in Harriston

Business Retention & Expansion Survey

- Downtown Revitalization identified as a priority



Customer Origin Survey & Trade Area Report Matrix Online Diagnostic

- Community survey identified improvements that needed to be made: **refurbish main streets, shop local, increased job and shopping diversity**

Streetscape Plans and Community Meetings

Photos
Speak
1,000
words



Tactic #2

Positioning the Community for Business



Investment
Attraction
Packages

Share
the
Data!

Tactic #2

Positioning the Community for Business



The screenshot shows the 'move to minto' website with a navigation bar including 'HOUSES', 'WORK', 'LIVING', 'BUSINESS', 'MEET THE LOCALS', and a 'GET IN TOUCH' button. The main content area features six community stories, each with a photo, a title, a short paragraph, and a 'Read More' link.

- "Minto is a good place to start a family"**
In 2017, Christopher and Jean Ruela thought they were making a temporary move to Palmerston from Burlington for better jobs. Five years later they're still here, now with two kids in tow.
- From Jamaica to Palmerston**
Kelsey and Adrian Campbell chose small town peace and quiet over big city amenities to raise their three children.
- How a derailed afternoon drive led this couple to Palmerston**
Jennifer and Nikola got lost on an afternoon drive – and just couldn't stop visiting Palmerston.
- A calmer lifestyle drew these retirees to Harriston**
"Be prepared for a lot less of the rat race," says Harriston resident Tony Stroud.
- Coming home to Minto**
Aaron and Taylor Keunen returned to their Minto roots to grow their businesses and family.
- Following love all the way to Minto**
Caitlyn and Andrew Turton moved back to Minto from Alberta, and have built their life in Palmerston.

- Video Profiles
- Ambassadors





Tactic #3

Recruitment Tools

PitchIt!

- **Purpose:** Attract new businesses, help existing businesses to expand and increase awareness of resources available.
- Yearly Project Budget: **\$2,500**
- Over **\$30,000** in cash and prizes awarded each year (entering year 11)
- **Resulted** in new businesses, increased square footage downtown, increased local procurement and increase in jobs



"As a business, we are grateful for the opportunity that the Town of Minto has provided. We have worked hard as a team to launch TNT Fishing Lures and grow both in Canada and Internationally. We look forward to all the future holds"
~ 2022 Winners TNT Fishing Lures

Tactic #3

Recruitment Tools



Tour the Town

- Designed to introduce entrepreneurs to available properties in the downtown cores
- Project Budget: \$2,000
- Held in the Spring & Fall
- Resource Centre



Property for Sale/Rent



21-23-25 Elora St. S.
Clifford

Sale: \$299,000
Rent: \$1,000/mth + utilities

Size:
42' X 106' – 3,400 useable square footage

Description:
Large brick building with steel siding. Old retail and funeral home usage. Detached 5 bay garage, 3 bedroom residence. Available, well maintained, excellent condition.

Contact:
Murray Garrett, Owner
Phone Number: 519-327-8360
Email: garrett@wightman.ca



Recruitment Tours

Downtown Ambassadors

- Visit the communities in search of targeted businesses to expand.

Learn how to spot them!



Tactic #4 **Community Improvement Program**

Grants for

- Façade
- Signage
- Structural
- Patio
- Public Art



Tactic #4 Community Improvement Program

Structural
Improvement
Grants

The Old Post
Cafe
Post Script

Matching
Grants up to
\$40,000!



Tactic #4 Community Improvement Program

Facade &
Signage
Improvement
Grants

Matching
Grants up to
\$3000
for façade.

Matching
Grants up to
\$1000
for signage.

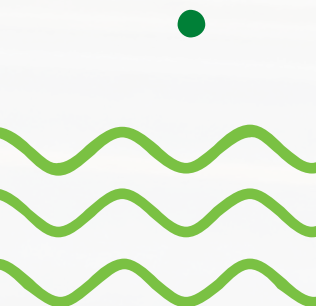


Tactic #4 Community Improvement Program

Facade &
Signage
Improvement
Grants

Matching
Grants up to
\$3000
for façade.

Matching
Grants up to
\$1000
for signage.

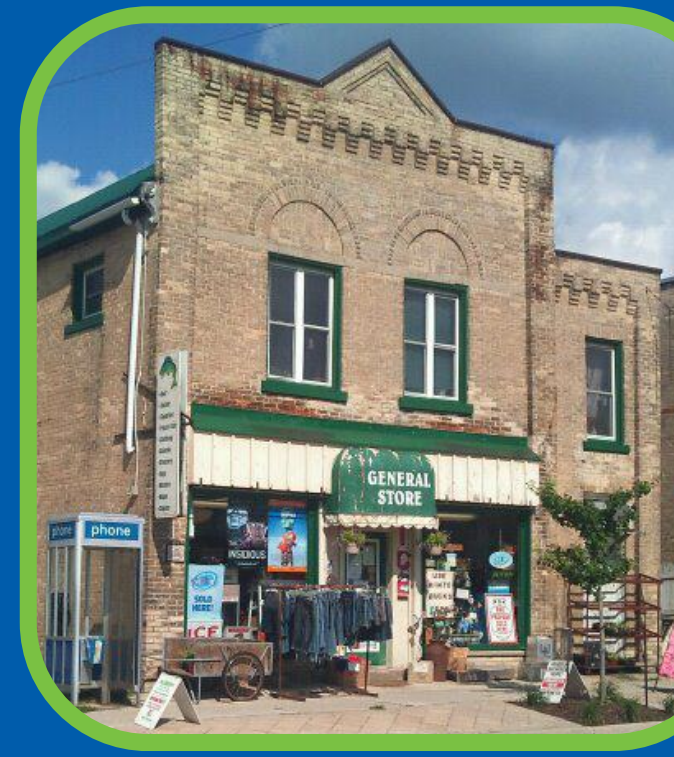


Community Improvement Plan 2009 - 2022

Total Construction Cost **\$1,530,552.81**

Total Grant Amount **\$474,803.71**

Leverage **\$1,135,712.77**



Tactic #5

Create an Entrepreneurial Environment

- Business Exploration Centre
- Partnership with Minto Chamber of Commerce
- Business Development Coordinator (Shared Staff with Minto Chamber)
- Training, Coaching, Mentorship
- Affordable Office Spaces
- Board & Meeting Room Rentals
- Partnerships



Tactic #6

Community Engagement & Partnerships



Tactic #6

Community Engagement & Partnerships



**Clifford
Connects**

cliffordconnects.ca

Clifford Rotary Celebration Square

Funded by

- The Government of Canada's Healthy Communities Initiative (\$28,623)
- Government of Canada's Community Revitalization Fund (\$65,335)
- Community Partners
 - Clifford Rotary Club (\$10,000)
 - Clifford Firefighters Association (\$5,000)



Tactic #6

Community Engagement & Partnerships



**Harriston
Rising**



Tactic #6

Community Engagement & Partnerships



**All Aboard
Palmerston**



Rural Economic Development (RED) Funding

The Town of Minto was successful in receiving RED Funding through the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

Downtown initiatives totaled nearly \$140,000 in funding over the past two years, with 1/3 from RED funding + another \$47,000 in contributions from Minto Businesses and community groups.

Projects included:



Murals



Banners



Outdoor Furniture



Downtown Speakers



Outdoor Lighting



Signage



Community Boards



Entrance Sign Enhancements



Pole Wraps



Tactic #7 Share the Story!



2022 YEAR IN REVIEW

ECONOMIC &
COMMUNITY
DEVELOPMENT
DEPARTMENT



Clifford Connects

11 COMMITTEE MEMBERS
Steering . Events . Beautification
Let's get talking about Clifford.

Events!

- Clifford Carnival Celebration
 - hundreds attended to shop and celebrate summer in Clifford

Harriston Rising

16 COMMITTEE MEMBERS
Steering . Events . Beautification
Cool Cones + Colour Zones

1135 Instagram Followers since July 5, 2019

Over 400 Halloween Haunt attendees!

Events!

- Egg-Scramble
 - 60 attendees
- 20 Minute Makeover - downtown
- Harriston Street Party
 - All day festivities complete with the Leslie Motors Car Show, food trucks, music & more.
- Sundaees on Sunday
 - \$130 in ice cream at the Magic Ice Cream Shoppe sponsored by Harriston Rising + music, photos, décor & boozy drinks at the Café at the Old Post
- Celebrate our Downtowns!
- Newcomers' Welcome Reception
- Hosted Halloween Haunt
 - over 350 children and youth (+ adults) participated!
- Ladies' Night
 - Over 10 Minto Makers'
 - 100 \$25 gift cards handed out
- Let's Light It Up
 - Hundreds of attendees

Promotion

- Business Highlights
- Volunteer Spotlights
- Events Promotions
- The Stockings were Hung: Shop & Win Contest
- Merch Sales (water bottles, sweaters, & t-shirts)

Beautification

- Valentine's & Easter Planter décor
- Spring, Fall + Winter Planters
- Additional lights & holiday décor

"What a fun night. Lots to see and purchase. Loved the fire pits and with the street closed made for a secure night of strolling. Great job Town of Allinto, Belinda, Somer and Erin on this event and to the Town's staff for helping set up and take down. Great team work. To all the businesses and vendors - wow and thank-you. Great fun!" - Rachie Butcher, Minto Residents re: Ladies' Night

All Aboard Palmerston

13 COMMITTEE MEMBERS
Steering . Events . Beautification
Ontario's Railway Town

990 Instagram Followers since July 31, 2019

Events!

- Railway Festival
 - 8 beer, cider, wine and spirit vendors
 - Over 400 attendees!
 - Raised over \$5000 to support All Aboard Palmerston, Railway Museum, Scouts, Kinettes, & Optimists!
- Tiny Trains Travel the Town
 - 10 stations around Palmerston with activities and treats!
- Celebrate our Downtowns!
- Light up the Park
 - hundreds gathered to kick-start the holiday season in the Lions' Park.
- Kris Kringle Market
 - hundreds of attendees & over 60 Minto makers' lined the streets
- Fire & Ice

Beautification

- New metal flowers in Lions Park
- Orange pole wraps for National Truth & Reconciliation Day
- New Mural on Palmerston Pool
- Seasonal Downtown Décor (in partnership with Palmerston Ag Society)
- Spring, Autumn + Winter Planters
- Spring & Winter window painting
- Sponsored Norman Street Historical plaques
- Refreshed the paint on the Palmerston Basketball Court mural (in partnership with Building Bridges Adult Day Program).

Promotion

- Business Highlights
- Volunteer Spotlights
- Events Promotions
- All Aboard the Shopping Express: Shop & Win Contest

"So beautiful! [The All Aboard Palmerston Beautification Committee] is awesome! Thanks for making our hometown so special!" - Angela Grace, Minto Resident re: downtown décor.

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!

88 EVENTS ORGANIZED AND EXECUTED

- Mayor's Breakfast
- Chamber of Commerce AGM
- Minto Farmers' Market Online Trivia Nights (x3)
- Minto Makers' Markets (x6)
- Newcomers' Welcome Reception
- Grand Openings (x8)
- Harriston Rising - Egg Scramble
- Supporting Performing Arts in Rural Communities (SPARC) Workshops (x4)
- Minto Youth Action Council - Tie-Dye with MYAC
- Minto Youth Action Council - Formal Wear Swap
- Minto Farmers' Market - Grand Opening
- Minto Farmers' Market - Strawberry Social
- All Aboard Palmerston - Railway Festival
- Minto Youth Action Council - Pride Cupcake Decorating
- Railway Committee - Memorial Dedication
- Minto Farmers' Market - Family Day
- Minto Youth Action Council - Farmers' Market Tie-Dye
- Clifford Connects - Carnival Celebration
- Minto Farmers' Market - Library Day
- Harriston Rising - Sundaees on Sunday
- Harriston Rising - Street Party
- Railway Committee - Cook Car Grand Opening
- Chamber of Commerce - Summer BBQ
- Minto Farmers' Market - Corn Roast at the Palmerston Fair
- Minto Farmers' Market - Fall Fun
- Cultural Roundtable - Culture Days Events (x16)
- Minto Youth Action Council - Pumpkin Painting
- Mayor George Bridge Retirement Celebration

15 LAUNCHIT WORKSHOPS

- Sip & See
- CEO Days (x8)
- New Business Review & Pitch Camp
- Perth-Walton Provincial Election Debate
- Mini Branding Photo Session
- Back to Basics: A Road Map to Simple Safety Solutions
- Elevate your Customer Service Game
- The Dos & Don'ts of Job Postings
- Addressing Workforce Challenges with ICL Immigration

ORGANIZED AND HOSTED DOZENS OF VIRTUAL + IN-PERSON EVENTS FOR BUSINESSES AND THE COMMUNITY

www.town.minto.on.ca



Connect **with us!**



Belinda Wick-Graham

519-338-2511 ext. 241

belinda@town.minto.on.ca



Website

www.town.minto.on.ca



