

**North Perth Economic Development Advisory Committee Meeting  
Agenda**

Date: November 6, 2024  
Time: 3:30 pm  
Location: North Perth Municipal Building  
Committee Room

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<b>1. Call to Order</b>	
<b>2. Land Acknowledgement Statement</b>	
<p>“We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land, may we all live with respect on this land and live in peace and friendship.”</p>	
<b>3. Approve Agenda / Additions to the Agenda</b>	
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<b>12. Adjournment</b>	

# North Perth Economic Development Advisory Committee Meeting Minutes

**Date:** September 11, 2024  
**Time:** 3:30 pm  
**Location:** North Perth Municipal Building  
Committee Room

**Members Present** Lee Anne Andriessen  
Todd Kasenberg  
Andrew Coghlin  
Alicia McClure  
David Meulensteen  
Tanya Terpstra  
Neil Anstett (Remote)

**Staff Present** Kim Kowch, North Perth Economic Development Officer  
Grace Murakami, North Perth Economic Development  
Coordinator (Recording Secretary)  
Jessica McLean, Manager of Strategic Initiatives  
Kriss Snell, Chief Administrative Officer  
Matt Cardiff, North Perth Agricultural Specialist  
Clara Leney, Perth County Tourism Officer

## 1. Call to Order

Chair Andriessen called the meeting to order at 3:31pm.

## 2. Land Acknowledgement Statement

“We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land; may we all live with respect on this land and live in peace and friendship.”

**3. Approve Agenda / Additions to the Agenda**

**Moved by:** Neil Anstett **Seconded by:** Andrew Coghlin

THAT: The agenda be approved.

**CARRIED.**

**4. Declarations of Pecuniary Interest**

There were none.

**5. Review and Approval of Previous Meeting Minutes**

**Moved by:** Alicia McClure **Seconded by:** Tanya Terpstra

THAT: The minutes of the May 21st, 2024, North Perth Economic Development Advisory Committee meeting be approved.

**CARRIED.**

**6. Correspondence**

The group reviewed items 6.1 NPAAAC Minutes and 6.2 Respectful Workplace Policy. It was asked that details from agenda item 9, the Roundtable Discussion, from the NPAAAC Minutes be shared with NPEDAC through a staff update to help inform and guide their initiatives.

**Moved by:** Andrew Coghlin **Seconded by:** Todd Kasenberg

THAT: The information from items 6.1 NPAAAC Minutes and 6.2 Respectful Workplace Policy be received for information.

**CARRIED.**

**7. Tourism / Destination Animation**

The North Perth Economic Development Officer presented the initial results of the North Perth Public Art Survey, there was strong overall engagement, though youth participation was lower than expected. Staff plan to focus on targeted outreach to address this.

Survey responses show strong interest in beautifying public spaces and choosing public art that can inspire and uplift.

The committee discussed the value of passive vs. interactive public art, the importance of creating art that fosters connection across age groups, and successful initiatives from other municipalities.

It was noted that partnerships with local artists and organizations could enhance the project.

The committee recommended including an \$80,000 budget allocation for the 2025 Capital Budget to support the Public Art Project.

**Moved by:** Alicia McClure **Seconded by:** Todd Kasenberg

THAT: Staff be directed to explore potential partnerships with local organizations as the Public Art project progresses.

AND THAT: Staff include \$80,000 in the 2025 Capital Budget process to be allocated for the North Perth Economic Development Advisory Committee's Public Art Project.

**CARRIED.**

**8. North Perth Economic Development Update (Kim Kowch)**

The North Perth Economic Development Officer (EDO) provided updates on several key initiatives, including the successful Character Square grand opening and the status of the Façade Improvement Program (FIP). Other updates covered Driftscape activities, including recent events and the Farm Gate Tour, as well as progress on the Workforce Attraction Branding Project. The EDO also discussed Set7 updates such as the partnership with the North Perth Library for newcomer conversation circles. Additionally, updates were shared on the Agricultural Excellence Strategy and ongoing developments related to the Housing Action Plan and Attainable Housing Initiative.

**Moved by:** Andrew Coghlin **Seconded by:** David Meulenstein

THAT: The North Perth Economic Development Update be received for information.

**CARRIED.**

**9. Perth County Economic Development Update (Clara Leney)**

The Perth County Economic Development update highlighted several key business and tourism initiatives. This included two successful business tours at Listowel Technology Inc. and Between The Lines, as well as updates to the Perth County website, featuring an enhanced business directory. The Perth County Business Retention & Expansion (BR&E) program highlighted thirty-one business features, with nine located in North Perth. The sixteenth Signature Experience at Apple Bottom Orchard in North Perth was also

announced. Other updates included a comprehensive overhaul of the Farm Gate Map, a data analysis project measuring tourism's economic impact, and the Shareworthy Moments initiative. Additionally, the PC Connect transport service update sparked group discussions about the program's future, goals, and operational costs.

**Moved by:** Andrew Coghlin **Seconded by:** Tanya Terpstra

THAT: The Perth County Economic Development Update be received for information.

**CARRIED.**

**10. Sector / Citizen Contributions (Chair)**

Discussion by committee members included the Façade Improvement Program and its impact since the start of the program, as well as Physician recruitment, noting the need for strong local efforts and how community vibrancy can help attract doctors.

**11. Adjournment**

**Moved by:** Alicia Mclure **Seconded by:** David Meulenstein

THAT: The NPEDAC adjourns the meeting at 5:07p.m.

**CARRIED.**

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CHAIR (Lee Anne Andriessen)

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SECRETARY (Grace Murakami)

## North Perth Economic Development Advisory Committee (NPEDAC)

### Proposed 2025 Meeting Dates

1. Wednesday, January 8<sup>th</sup>, 2025, at 3:30pm.
2. Wednesday, March 5<sup>th</sup>, 2025, at 3:30pm.
3. Wednesday, May 7<sup>th</sup>, 2025, at 3:30pm.
4. Wednesday, September 10<sup>th</sup>, 2025, at 3:30pm.
5. Wednesday, November 5<sup>th</sup>, 2025, at 3:30pm.

# North Perth Economic Development Advisory Committee (NPEDAC)

Strategic Initiatives Department – Economic Development Division

Economic Development Report – Nov 6, 2024

## **Community Improvement Plan (CIP) - Streetscape**

### Listowel Downtown Parkette and Downtown Enhancements

Official signage and Character Square public art and decorative elements are included in 2025 Capital budget considerations at \$30,000. Feedback from the Public Art engagement process will inform art selection in addition to the vision statement for the square to be a gathering place that is welcoming and promotes belonging and social connection to North Perth. A variety of events have utilized the space and positive feedback from user groups has been received.

A Façade concept for 104 Wallace Ave to enhance the downtown core and building façade is nearing completion and will be presented for Council consideration before the end of 2024. The designs will integrate downtown commercial design guidelines and workforce attraction place branding to support youth and workforce attraction. The facade updates are a component of the RED application focused on innovation and business development – see below. Façade design installation is planned for 2025.

### Façade Improvement Program (FIP)

The Façade Improvement Program (FIP) has recently seen the successful completion of three projects: two in Listowel and one in Atwood. These projects have had a noticeable positive impact on the community, with feedback indicating appreciation for the aesthetic enhancements.

The application deadline for the 2024 FIP is December 2nd, with plans to reopen in February 2025. During the interim period, staff will continue to engage with interested businesses, though no new applications will be approved until the program reopens. Staff are actively engaging with businesses interested in submitting their applications in February 2025. Among the most popular project elements with applicants continue to be signage enhancements, improved lighting, and accessibility upgrades. These improvements not only boost the visual appeal of local businesses but also contribute to creating a more welcoming and accessible community environment.

## **Workforce / Youth Attraction and Retention**

### Driftscape App

In October, the North Perth Autumn Activity Guide was launched on Driftscape. This guide encouraged the use of local trails to enjoy fall foliage, seasonal attractions like apple picking and pumpkin patches, seasonal flavours at local bakeries and cafés, and events such as the Atwood Witches Walk. The guide has quickly become one of the most popular Points Of Interest (POI) on the app, with over 260 interactions. Promotion for the Autumn Activity Guide included local radio ads, the Listowel Chamber of Commerce digital billboard, posters at key locations and social media. Building on this success, staff have developed a similarly styled North Perth Holiday Highlights guide to promote shopping at local markets, holiday events like parades, winter activities such as public skating, and a local Christmas tree farm. The Holiday Highlights Guide will run through until the end of December. Users can search **#HolidayHighlights** **#HolidayGuide** to view the guide.

# North Perth Economic Development Advisory Committee (NPEDAC)

## Strategic Initiatives Department – Economic Development Division

### Economic Development Report – Nov 6, 2024

The North Perth Farm Gate Tour continued to be successful throughout October and officially concluded on November 1st. With positive feedback, strong interaction on the app, and support from Perth County, staff are eager to see this tour revisited in 2025.

Additionally, Driftscape promotions were shared with Listowel District Secondary School, with plans to explore further opportunities to integrate Driftscape with student activities. Promotional materials have been prepared to be distributed at schools during staff visits, to raise awareness of the app and related initiatives.

Staff continue to promote Driftscape through various channels, including the Inkerman St. digital billboard and printed flyers/posters distributed in key community locations. While in-app interactions have increased, staff are still actively working to broaden Driftscape's reach and user event/attraction submissions. Use **#exploreNP** in the Driftscape app to find all North Perth Content.

### North Perth Workforce Attraction Employment Branding project

The North Perth Workforce Attraction Employment Branding implementation continues with the public launch to businesses, stakeholders and community organizations starting mid November 2024. NPEDAC members will have a tour of the digital resources and website platform at the November meeting. North Perth's employment landscape brand will stimulate employer branding and workforce attraction and retention across North Perth businesses with training, mentorship, tools and resources.

Workforce attraction branding tools available to all business include at : 1) Photography library; 2) Dedicated webpage with downloadable content, assets, and tools; 3) Promotional videos; 4) Shareable social tools and templates; 5) Banners to borrow (pillars, map, and sector specific); 8) Talent Attraction in North Perth 101 Webinar for employers; 6) Signature placemaking collateral and swag; 7) Other marketing support: web copy, digital screen animations for meetings/ career fairs and employee onboarding. Tools and resources will evolve based upon employer needs and feedback.

Student outreach planning is underway including classroom brand promotion and North Perth career opportunities commencing early in 2025. Business sector representatives will be incorporated into the sessions starting annually and tentatively biannually in the future.

Mentorship by Trajectory Brand Inc. consultants to integrate and maximize the placebrand tools will be available to 10 businesses that show interest. Staff will be trained to supply this service going forward to build sustainability across business sizes and sectors.

North Perth's 4 brand pillars that tell North Perth's place brand story in an authentic, relevant and compelling way for workforce attraction and attention are:

**1) Cultivating Careers** – We grow great careers here from leading Ag tech and food producers to next gen business builders ready to make their mark. Tap into powerful career supports including reskilling & upskilling programs.

**2) Well-connected advantages-** All the comforts of county living with easy access to shopping, dining, learning & healthcare...well connected for business & pleasure with trails, lakes & ski hills close by.

**3) Hometown belonging** - A hometown to call your own – with neighbours from down the road and around the globe – where community celebrations and collaborations build belonging.

**4) Champions of opportunity** - Committed to creating sustainable futures for our youth, residents and businesses with do - things -differently ingenuity.



# North Perth Economic Development Advisory Committee (NPEDAC)

Strategic Initiatives Department – Economic Development Division

Economic Development Report – Nov 6, 2024

## Set7 Skills and Technology North Perth and Region:

Staff completed and submitted an application to the Skills Development Fund (SDF) round 5 in October to support 1 year of skilled trades and home daycare programming alongside the existing Set7 courses.

Set7 has partnered with North Perth Public Library to host drop-in conversation circles on Thursday evenings. Staff and volunteers participated in a training session in October and the Conversation Circles will begin bi-weekly on November 14. The program is open to any adults who are looking to practice their conversational English. Upcoming dates include November 14 & 28 and December 12, with plans to continue until March 2025 (poster attached).

ESL classes at Steve Kerr Memorial Complex are ongoing as well as the class continuing in Palmerston. A successful Safe Food Handling course was held on October 3 in Listowel.

Set7 staff have been invited to speak at the upcoming Growing your Workforce Conference in Windsor on November 21 & 22 on the topic of 'Rural Solutions to Bridging Program Gaps' regarding our success of offering ESL classes in North Perth and surrounding regions.

Staff have been collaborating with EarlyOn staff to make updates to the Home Daycare curriculum before re-launching in early 2025.

## **Agriculture Excellence Strategy Implementation**

Staff continued implementation of the Agricultural Excellence Strategy. As harvest winds down, staff looks forward to engaging with local farms & Agri-businesses in the traditional 'meeting season' and develop further action items from the Agricultural Excellence Project for implementation in 2025. Some activities from the past 2 months include:

- Attended LDSS with Perth County Forestry By-Law Enforcement Officer to talk to the CASE class about woodlots and the connection with agriculture operations and accompanied them on an outing to a local woodlot.
- The Agricultural Specialist, along with help from the Economic Development Division, attended the ThinkAg event at LDSS during Ontario Agriculture Week. Participating students were asked to draw and connect the "North Perth Agrifood System", outlining all the different business sectors and employment opportunities within the municipality. The extensive career opportunities in Agriculture were the focus of the event.
- Continued support for the Huron-Perth Agricultural Science Centre as they take further steps to advance their project.
- Virtually attended the Municipal Agricultural Economic Development & Planning Forum
- Consulting & connecting with local farms & Agri-businesses on grant opportunities.
- Assisted with the Middle Maitland tree planting project along the trail in Gowanstown.
- North Perth is partnering with CAMH to bring a Guardian Network training session to the Elma Memorial Community Centre on November 13th. The Guardian Network is a volunteer, peer-driven community of mental health advocates that supports Ontario's farming community, giving community members the ag-focused strategies and tools to identify when someone is struggling with mental health or having thoughts of suicide.
- Continued development of initiatives and resources related to rural addressing signage and agriculture-focused public education. Concepts will be presented to the North Perth Agricultural and Agri-Business Advisory Committee prior to recommendations coming forward to North Perth Council.

# North Perth Economic Development Advisory Committee (NPEDAC)

Strategic Initiatives Department – Economic Development Division

Economic Development Report – Nov 6, 2024

## **Housing Action Plan**

The Municipality applied to Round 2 of the Housing Accelerator Fund in September. Announcements are pending and CMHC has not provided a timeline on when announcements should be expected. It is anticipated this round of funding will be highly competitive with up to 360 local governments across Canada applying for \$400 million of available funding. North Perth's application requested just over \$8 million in funding.

The North Perth Attainable Housing Community Improvement Plan was adopted by North Perth Council on August 12. The 2024 CIP Implementation Policy was approved by Council at the August 26th Council meeting. Council approved expansion of the Secondary CIPA (Community Improvement Project Area) at the October 7th Council meeting to include all villages and hamlets in North Perth. The Primary CIPA includes Listowel and Atwood.

Applications to the Attainable Housing CIP Financial Incentive Programs available in 2024 (e.g., Planning and Building Permit Fee Grant, Additional Residential Dwelling Unit Grant, and Tax Increment Equivalent Grant) are being accepted until December 2, 2024. Applications are evaluated on a first come, first served basis. The implementation program budget for 2024 is \$75,000. North Perth Council recently approved a CIP application that will support the construction of an apartment building in Listowel featuring 15 affordable rental units and 35 attainable rental units. More details on the Attainable Housing CIP and Financial Incentive Programs are available at [www.northperth.ca/housingCIP](http://www.northperth.ca/housingCIP).

Municipal housing-related projects/initiatives proposed for 2025 include continuation of the Attainable Housing CIP Financial Incentive Programs, including enhanced program marketing, development of pre-approved ADU building plans in collaboration with the Building Department, and development of a housing communications campaign.

## **Rural Economic Development (RED) Project Approval**

Initial components of the "North Perth Innovation and Business Centre" project are proposed in the 2025 budget and business plans. As shared previously, this is an approved RED project and will develop under-utilized space in a municipal building located in downtown Listowel (104 Wallace). In the future, the space will be used to offer business support and enhance the networking capacity of local entrepreneurs and business owners. 2025 activities include the printing and installation of vinyl façade on building windows. The façade design will be presented to North Perth Council for review before the end of 2024. The completion of the space would occur in 2026.

## **Newcomer and Settlement Services**

Huron County Immigration Partnership (HCIP) staff are scheduled to present the Huron Perth Immigrant survey results to North Perth Council on Nov 4, 2024. A copy of the presentation will be shared at the January 2025 NPEDAC meeting. A new research project organized by the HCIP hopes to gather information from newcomers to Canada about their housing experiences. The study runs from Nov 1-30<sup>th</sup> with a 75-minute focus group in Listowel on Nov 13<sup>th</sup> from 6:30- 7:45 pm. Participants must be 18+ and have moved to Huron or Perth in the last 5 years. For more information about participating and the Informed Consent Form visit: [www.huroncounty.ca/Immigrant-Housing-Research](http://www.huroncounty.ca/Immigrant-Housing-Research). Local data on Newcomer housing needs will be available after the project.

# North Perth Economic Development Advisory Committee (NPEDAC)

Strategic Initiatives Department – Economic Development Division

Economic Development Report – Nov 6, 2024

The Perth County Settlement Worker continues to have monthly drop-in hours at the North Perth Public Library- Listowel Branch and is also available as needed to meet and assess the needs of new immigrants in North Perth. Services are provided by the YMCA Three Rivers for Perth County including North Perth. *Appointments can be made with the Perth County Settlement Worker by calling 548-255-1239 or emailing [lily.yin@ytr.ymca.ca](mailto:lily.yin@ytr.ymca.ca).*

## **Other:**

**Rural Economic Development Strategy** - The Ontario Ministry of Rural Affairs is holding public consultations that will ultimately inform the development of the new Rural Economic Development Strategy. NPEDAC members are encouraged to go to the [ministry consultation webpage](#) to supply feedback online or by email. Economic Development division staff and the CAO attended a regional Roundtable regarding the Strategy Development in September 2024 with Minister Lisa Thompson and area MPPs including MPP Matthew Rae.

**2025 Capital Budget** – Economic Development division has submitted the following projects for consideration by North Perth Council during the Capital Budget review.

- Retail Market Needs Study \$50,000
- Parkette Project \$30,000
- Parkette Umbrellas \$13,000 (\$12,000 from Listowel BIA)
- Public Art Implementation \$80,000

# English Conversation Circle

Every other Thursday evening  
beginning in November  
6:30pm

Listowel Library

[www.set7.ca](http://www.set7.ca)

A fun way to practice  
English while meeting  
new people!



All are  
welcome!



**To:** Chair Andriessen and Members of NPEDAC

**Meeting Date:** November 6th, 2024

**Prepared By:** Perth County Economic Development, Tourism & Transportation Staff

**Subject:** Economic Development, Tourism and Transportation Q4 Update (November 2024)

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### EXECUTIVE SUMMARY:

This report provides an overview of recent developments and accomplishments within Perth County’s Economic Development and Tourism programs, highlighting the continued growth and success of key initiatives since the NPEDAC Meeting on September 11<sup>th</sup>, 2024.

These initiatives collectively underscore our department’s commitment to fostering economic growth, enhancing workforce development, and promoting Perth County as an exceptional place to live, work, and visit.

### UPDATES:

#### Staffing Updates

Perth County Economic Development and Tourism recently welcomed Ashley Rooney to the team in the role of contract Economic Development Officer. Ashley comes to us from The Town of Ingersoll, where she served as an Economic Development & Tourism Coordinator. She has a strong passion for community engagement and enjoys building valuable connections with local businesses and stakeholders. With an extensive background and education in tourism marketing, real estate, and economic development and tourism, Ashley brings a wealth of experience to our team. Outside of work, Ashley can be found walking her dogs or transporting her children to various volleyball practices and tournaments.



## Business Retention Expansion and Attraction

### Business Retention and Expansion Survey Follow-Up

Staff continue to work with businesses from the 2023 BR+E survey who had identified specific issues or opportunities. As reported, the top three common themes included; increased networking opportunities, access to information on grants and funding, and advertising and marketing assistance. Individual businesses are being supported with their needs as they relate to workforce, commercial/industrial space, funding programs, etc. To date in 2024, outcomes include:

- 7 business tours completed, including 2 business tours in North Perth
- 31 Business Features Completed (*Planted in Perth County*)
- 3 business networking events, most recently a Breakfast Before Business hosted at Hoover's Maple Syrup in Atwood



**Perth County**  
Cultivating Opportunity

**SIGN UP TO BE FEATURED TODAY:**  
[ecdevtourism@perthcounty.ca](mailto:ecdevtourism@perthcounty.ca)

### Business Supports and Programming

Staff continue to support a number of business development projects across Perth County. This includes existing businesses looking to expand their footprint, add staff, and expand their product offerings. Support for these business development projects range from facilitating applications to upper levels of government funding programs (ex. Southwestern Ontario Development Fund), connections with ministry staff, and acting as a point of contact for updates and outstanding inquiries.

Starter Company Plus Launch – Hosted in North Perth on November 18<sup>th</sup>, Starter Company Plus is launching an Arts & Culture adaptation of their popular grant program for business start-ups and expansions.

**invest STRATFORD**  
Globally Connected | Community Driven

## STARTER COMPANY PLUS -ARTS & CULTURE GRANT PROGRAM

Join us at Crabby Joe's in Listowel on Monday, November 18th from 2-4pm.  
During this social information session you will learn about this new grant program offering eligible participants up to \$5K.  
*Snacks and Drinks will be provided!*

**Perth County**  
Cultivating Opportunity

Register for the information session and program launch here:

<https://www.eventbrite.ca/e/starter-co-information-mix-mingle-tickets-1064327284559?aff=oddtcreator>

## People and Workforce Development Programming & Activities

### Workforce Engagement and Employer Support

In collaboration with Employment Services GBHP, staff are hosting a virtual information session for employers in Perth County about the Digital Service Delivery Platform on November 20<sup>th</sup> at 2PM. This platform is a free resource designed to help businesses post jobs, connect directly with local job seekers, and explore hiring opportunities in the region.

## ATTENTION EMPLOYERS

 FIND THE RIGHT TALENT FOR YOUR BUSINESS!

*Learn about a valuable tool that will help connect you with qualified candidates from a pool of job seekers!*

 **Employment Services**  
Better. Smarter. Faster. Healthier.

**Perth County**  
Cultivating Opportunity

Register for the information session here: <https://www.eventbrite.ca/e/employment-services-bghp-digital-service-delivery-platform-tickets-1059067973819?aff=oddtcreator>

### Workforce Attraction and Retention Employer Toolkit (WARET)

WARET is a collection of free resources for local employers and includes templates, sample policies, checklists and how-to guides developed from best practices from across the country on topics such as flexible work arrangements, co-housing arrangements, health & wellness programs, employee recognition programs and more.



To learn more and register for access, click here:

<https://www.perthcounty.ca/en/doing-business/workforce-attraction-and-retention-employer-toolkit.aspx>

### Welcoming Communities Training

Staff continue to promote this free training offering to local businesses. The training includes online modules developed in partnership with Fanshawe's Corporate Training Solutions and Intercultural Competency Advantage Program.

Training modules include:

1. Essentials of Intercultural Competency.
2. Effective Intercultural Communications.
3. Power Dynamics and Systemic Discrimination.



PERTH COUNTY PRESENTS:

# WELCOMING COMMUNITIES TRAINING

- The Essentials of Intercultural Competency
- Effective Intercultural Communication
- Power Dynamics and Systematic Discrimination

Perth County



Corporate Training Solutions



To request access for yourself and your team, send a registration request email to [ecdev@perthcounty.ca](mailto:ecdev@perthcounty.ca).

## Employment Engagement Profiles (*People of Perth County*)



This project is a spin off from our previously developed Prosper in Perth County youth profiles showcasing career opportunities available across a variety of industries to support youth retention. The campaign was used to highlight stories of Perth County young professionals who had built their careers in Perth County.

If you know someone who would be a good fit for this profile program, have them contact our department at [ecdevtourism@perthcounty.ca](mailto:ecdevtourism@perthcounty.ca) and a member of our team will get in touch with next steps.

## Destination Development and Destination Marketing Programming & Activities

### Media & Advertising

Division staff continue to market Perth County as a top tourism destination in Ontario through various strategic media partnerships and advertising opportunities. This fall, staff have booked and/or submitted advertisements, advertorials, blogs, social posts in The Globe and Mail: Explore Ontario Edition, Canada Travel & Lifestyle Magazine, and a digital billboard along the Gardiner Expressway.



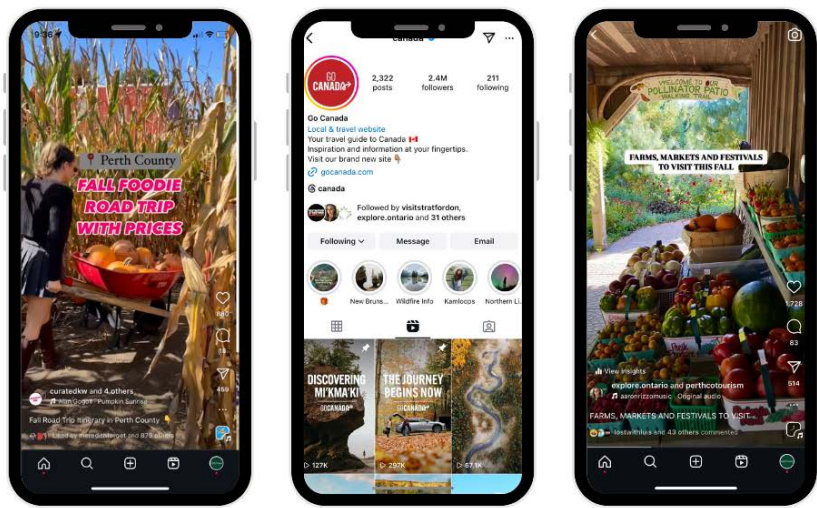
**Discover More Tourism Brochure**

In total, staff have distributed just under 44,000 Tourism Brochures, 1,000 Farm Gate Maps and 600 Cycle Maps. Promotional assets were mailed to targeted Ontario Travel Information Centres.

Planning and design work is underway for Perth County Tourism’s 2025 promotional assets.

**Social Media Promotion**

In October, Perth County Tourism hosted two influencer visits to boost visibility and page traffic, and highlight local fall festivals and events. Curated KW, influencers local to Waterloo-Region featured several North Perth attractions prominently in their social media content, including Applebottom Orchards, Harwill Farms Pumpkinpalooza Event and Impressions Bakery. Explore Ontario also visited the Perth County, sharing a reel to their Instagram page which was subsequently reshared on Canada’s tourism account (@canada) to their 2.5 million followers.



### [Economic Impact and Visitation Data Analysis Project](#)

Our County wide Tourism Economic Impact and Visitation Data Analysis Project with RTO4 is currently in its final phase. This project aims to collect Perth County-specific tourism visitation data to establish a baseline for informed decision making and sustainable development. After engaging visitors through an intercept survey throughout August and September and corroborating this primary data with expenditure data, geospatial data, accommodation reports and visitor demographics, Forum Research has completed data analysis and economic modelling. They are currently engaging with local tourism operators to validate their findings, and will have begun their final reporting and creation of managerial tools.

The study will provide a comprehensive understanding of the economic contribution of tourism to Perth County, including employment generation, revenue generation, and the overall economic multiplier effect. This research will provide vital data on tourism expenditures by sector and community, highlighting the aggregate impact.

### [Discover More Adventures Signature Experiences](#)

The Discover More Adventures Experiential Tourism Program remains a key element of Perth County Tourism's destination development and destination marketing efforts, with 15 active Signature Experiences.

Pick-Your-Own at Applebottom Orchards became the 5<sup>th</sup> Signature Experience to launch in North Perth on September 7<sup>th</sup>.

As an expansion of the Discover More Adventures Experiential Tourism Program, staff launched a call for applications to local tourism businesses, attractions and operators on October 11<sup>th</sup>. This project offers local tourism businesses and destinations the opportunity to implement or enhance 'shareable moments' at their locations. 'Shareable Moments' refers to experiences or attractions that are visually appealing, culturally significant, or emotionally engaging, prompting tourists to capture and share them online. Continuing to develop this program will not only enhance marketing efforts, drive customer engagement, and contribute to the overall success and profitability of local destinations but also foster a sense of community pride and identity. These economic benefits extend beyond immediate revenue and encompass a holistic and sustainable approach to destination development and tourism growth.

To be considered for a Signature Experience or attraction launch in 2025, applications close on November 11<sup>th</sup>.



Interested businesses and operators can apply here:

<https://forms.perthcounty.ca/CAO/Ecdev-and-Tourism/Discover-More-Adventures-Business-Sign-Up-Form>

### Discover More Flavour Program

Perth County Tourism continues to build on ongoing agritourism development and marketing efforts, including expanding and enhancing the Discover More Flavour program that currently has over 90 active participants across our Farm Gate Map, Bakery Trail and itineraries.

### Mobility 2.0 Programming & Activities

#### PC Connect Public Consultation

Staff were successful in applying for the Federal Rural Transit Solutions Fund (RTSF) Planning Stream to support an extensive public consultation study that will inform a sustainability plan for PC Connect. This public consultation included a survey that was launched on October 10<sup>th</sup> in both online and physical forms. The survey targeted current riders and community stakeholders to better understand the impact of the PC Connect Rural Route in Perth County. The survey closed on October 30<sup>th</sup>, with results currently being analysed by Dillon Consulting. The transportation committee meets on November 13 to review the results and discuss next steps.