

Economic Development & Tourism: Staff Announcement



Clara Leney
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Let's extend a warm welcome to Clara Leney, who is joining us as the new Tourism Officer in Perth County! Clara brings with her a wealth of experience, having most recently managed the workforce attraction and retention project with the County of Huron, and previously served as a DSS Team Member in our very own Economic Development & Tourism team. We are thrilled to have her on board!



Helen Golob
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C 519-301-3582

Please join us in welcoming Helen Golob, who has joined our team as a Contract Economic Development Officer. Helen is a passionate, results-driven brand, marketing, and communications expert with an extensive background in product development, content creation, and information delivery at high-profile local and global organizations. Welcome to Perth County, Helen!





Employer & Educator Roundtable

On June 7th, Perth County and the West Perth Economic Development Committee hosted an Employer & Educator Roundtable. This event brought together educators from the Mitchell District High School, area employers, and community partners to discuss current and future demands for employers.

If you could not attend but are interested in participating in the ongoing dialogue, please get in touch with our team at ecdevtourism@perthcounty.ca.

Business Retention, Attraction & Expansion: Business Tours



D&S Downham

Perth County proudly hosted our latest Business Tour at D&S Downham Equipment Ltd. in the Township of Perth South on Friday, June 14th. D&S Downham recently expanded operations which demonstrates their steadfast dedication to serving our agricultural community for over six decades.

D&S Downham took home **two awards** at the Stratford and District Chamber of Commerce Business Excellence Awards on May 2nd of this year. Congratulations to D&S Downham on winning the esteemed **Business of the Year and Skilled Trades** awards and thank you for hosting our tour! To see the full list of award winners and nominees visit: stratfordchamber.com/bea-award-winners and be sure to check out our video series of past business tours on our **Perth County YouTube** channel.

Business Retention, Attraction & Expansion: Business Features

Black Donnellys Brewing Co.

Perth County has introduced a new series of business features aimed at highlighting the innovative and diverse businesses across the region. These stories delve into the unique journeys of each business, detailing how they began, what drew them to the area, and why they have chosen to make Perth County their home!

Neil Douglas, with 25 years of experience in the commercial sign business, founded Black Donnellys Brewing Co. in 2015. The brewery quickly gained recognition for its exceptional beer celebrating Perth County's heritage. It became a popular local hub for events and gatherings, reflecting Neil's dedication to the community.

BLACK DONNELLYS BREWING CO.



After 25 years in the commercial sign business, Neil Douglas decided it was time for a change. Neil's deep-rooted knowledge of the beer industry and passion for local history inspired him to create something extraordinary. In 2015, just outside Mitchell in the Municipality of West Perth, Neil founded Black Donnellys Brewing Co.

From the beginning, Neil's vision was clear: to brew exceptional beer that celebrated the rich heritage of Perth County. On the outskirts of Mitchell, he found the perfect location to bring this vision to life. Here, Black Donnellys beer was born, brewed and packaged on-site with care and precision.

Word of Black Donnellys Brewing Co. spread quickly. Soon, their distinctive beers could be found in bars and restaurants across Perth County and beyond. But it wasn't just about the beer; it was about the experience. Patrons flocked to the brewery to enjoy a cold beer in their cozy, licensed seating area or on the inviting patio. For those looking to take the experience home, the retail outlet offered a variety of brews to go.

Crafting a Community



Neil understands the importance of community. Black Donnellys Brewing Co. has become a hub for local events, live music nights, trivia nights, birthday parties, and private functions. The brewery's calendar is always filled with activities that bring people together, fostering a sense of camaraderie and belonging.

It isn't uncommon to see Neil and his team out and about, serving their beloved Black Donnellys products at local fairs, festivals, fundraising dinners, and other community gatherings. Their presence is a testament to their commitment to the local community and its traditions.

Neil's journey from the commercial sign business to brewing was more than a career change; it was a testament to his dedication to creating something meaningful for his community. Black Donnellys Brewing Co. is a beacon of local pride, where every beer tells a story of heritage, craftsmanship, and community spirit.

2740 Road 164
Mitchell, ON N0K 1N0
Phone: 519-229-6336
Website: black-donnellys.com

#ProsperInPerthCounty

For more inspiring stories visit perthcounty.ca

Read the full article about Black Donnellys and other Perth County businesses by clicking on the following link: [perthcounty/businessfeatures](http://perthcounty.ca/businessfeatures).

Explore an abundance of FREE online resources for employers!

W A R D E T

WORKFORCE ATTRACTION & RETENTION EMPLOYER TOOLKIT

W A R D E T

An Innovative And Interactive Toolkit For Employers



Learn more and register today:
www.perthcounty.ca/employerregistration



Questions? Contact Helen Golob ✉ hgolob@perthcounty.ca ☎ 519.301.3582

WELCOMING COMMUNITIES TRAINING

3 FREE Courses Available for Businesses:

- The Essentials of Intercultural Competency
- Effective Intercultural Communications
- Power Dynamics and Systemic Discrimination

Further details can be found here:

www.perthcounty.ca/en/doing-business/business-training.aspx

Learn online
at your
own pace!



REGISTER NOW!
ecdevtourism@perthcounty.ca



PC Connect: Employer Toolkits and Other Resources

To showcase the advantages of PC Connect, we're thrilled to offer our **PC Connect Employer Toolkit**, tailor-made for your employee breakrooms. This toolkit aims to raise awareness about the benefits of public transportation and equip your employees with valuable resources for their daily commutes.

What's Inside the Toolkit?

- Informative Brochures: Insights into PC Connect routes, schedules, and key features
- Eye-Catching Posters: Showcase the environmental and cost-saving perks of public transportation
- Local Branded Products: Keep PC Connect top of mind with unique, locally inspired items



By making these resources readily available in your breakrooms, your employees will have easy access to information that can significantly enhance their daily commutes. In addition to our Employer Toolkits, we are happy to work with employers on a one-on-one basis to find creative and effective ways to share information about PC Connect with your employees and to support your future workforce needs.

If you're interested in receiving a **PC Connect Employer Toolkit** or connecting for discussion about the PC Connect service, contact Justin Dias at jdias@perthcounty.ca or call 519-271-0531 ext. 153.

Join our Discover More Adventures Program



Have you heard about **Perth County's Discover More Adventures program**? This program helps local businesses expertly enhance and market their unique offerings! Participating businesses receive an experience enhancement and marketing package including expert guidance, professional photography/videography, paid advertising, and more.

To date, this program has helped launch over 14 Signature Experiences including Bonbon Making Workshops at Chok. Fine Chocolates, Alpaca Walking at TLC Alpaca, Goat Socials at The Perth Farmhouse, Interactive Beehive Tours at Huckleberry Hives, and many more!

If you have a cool idea and would benefit from support in bringing it to life, please **sign up** for this **FREE** program!

Find out more at perthcounty.ca/discovermoreadventures or reach out to Clara Leney at cleney@perthcounty.ca.

Join our Discover More Flavour: Farm Gate Map Program



Summer is officially here, which means it's Farm Gate Season in Perth County! Register your farm or local food business to participate in Perth County's **Farm Gate Map** program.

What are the benefits of participating?

- Receive a signage and flag kit to help raise awareness and presence at the road-side
- Be featured on our digital Farm Gate Map at perthcounty.ca/farmgate

- Receive marketing and promotion throughout the year on the Perth County Tourism website and social media platforms

What is the cost?

Participation in this program is completely FREE.


How do I participate?

Visit perthcounty.ca/farmgate and click 'Join The Program' to complete the simple registration form. Once we receive your form, a member of our team will reach out to you to confirm the information provided and to coordinate delivery of your signage items.

Additional questions? Don't hesitate to get in touch!


Clara Leney
cleney@perthcounty.ca
 519-301-5611






Planning Department: New Official Plan






DRAFT OFFICIAL PLAN

Connect With Us and Learn More!



 ATTEND AN OPEN HOUSE	 MEET WITH A PLANNER	 VIEW YOUR PROPERTY
<p>Learn more about the updates we've made and connect directly with Planning Staff</p> <p>July 22, 2024</p> <p>10am - 12pm Perth East Rec Complex (40 Temperance St., Milverton)</p> <p>6pm - 8pm West Perth Community Centre (185 Wellington St., Mitchell)</p>	<p>Do you have a site specific policy question about your property? Book a time between 9 am and 3 pm at your local municipal office on the following dates:</p> <p>July 23 Perth East July 24 West Perth July 25 North Perth July 26 Perth South</p> <p>Please contact us at the information below to set up a meeting time</p> 	<p>See the how the Draft Official Plan designations appear on your property: perthcounty.ca/DraftOPMap</p>
 SUBMIT COMMENTS		
<p>Feedback can be submitted for consideration. We ask that comments are submitted to the contact information below by</p> <p style="text-align: center;">August 30, 2024</p>		

 perthcounty.ca/NewOP |
  519-271-0531 ext 419 |
  newofficialplan@perthcounty.ca

Perth County Council approved the release of the **updated Draft Official Plan** and the next phase of public engagement for the Official Plan project. The updated plan, shaped by community feedback, is expected to support the County's growth for many years to come. Warden Rhonda Ehgoetz expressed satisfaction with the revisions based on public input and looks forward to further community feedback on the updated draft. Read more here: www.perthcounty.ca/NewOP.

Summer Company 2024 Business Launch



On July 4th, the Stratford Perth Centre for Business announced that five new student-run small businesses have launched with the assistance of the Summer Company program, which provides mentorship and provincial grants totaling \$15K for local entrepreneurs in Stratford and Perth County. The Summer Company program is primarily funded by the Province of Ontario and the Ministry of Economic Development, Job Creation and Trade.

This program helps students start their entrepreneurial business dreams under the mentorship of the Stratford Perth Centre for Business. The program allows students between the ages of 15 and 29 to start their own summer business and turn their ideas into a reality by providing hands-on training, mentorship, and financial grants of up to \$3,000. Congratulations to this year's group of student entrepreneurs! Check out this [local news article](#) for more information about each of their businesses.

Apply now for the Grow Ontario Market Initiative!

Apply for the Grow Ontario Market Initiative!



The Governments of Canada and Ontario are investing up to \$12 million in market development efforts under the Sustainable Canadian Agricultural Partnership (Sustainable CAP) to help eligible agri-food businesses and industry organizations expand into domestic and foreign markets.

The **Grow Ontario Market Initiative** is a new, cost-share initiative that helps food and beverage processors, farm businesses and agri-food sector organizations take actions to reach new markets.

Examples of eligible projects could include:

- Market analysis and planning
- Product development activities
- New market-entry promotional efforts to expand opportunities for Ontario food products

Under the **Grow Ontario Market Initiative**, applicants can receive up to 50 percent cost share for eligible costs, to a maximum of \$60,000 per business for producers and food and beverage processors, and up to \$125,000 for sector organizations.

Grow Ontario Market Initiative Guidelines and Application can be found on the website at the following link: www.ontario.ca/page/grow-ontario-market-initiative-guidelines.

Local Training for Working at Heights: Technical Training Group (TTG)



Working at Heights and Refresher Courses

If your employees require **working at heights training**, TTG offers Working at Heights (WAH) and Refresher courses in Stratford each month.

Upcoming dates for Working at Heights: (8:30am-4:30pm)

- July 17, 2024
- August 7, 2024
- September 11, 2024

Upcoming dates for Working at Heights Refresher: (8:30am-12:30pm)

- July 24, 2024
- August 21, 2024
- September 18, 2024

For more details [click here](#) or contact TTG to book a spot, or schedule a Custom Course at **519-801-8641**.

Excellence in Agriculture Awards

The Ontario Ministry of Agriculture, Food and Agribusiness wants to recognize and showcase the efforts and excellence that are driving the agriculture and food industry forward! If you are, or know of Perth County agricultural producers, processors or organizations who represent excellence in any of the categories below, consider nominating them for this prestigious recognition!

Excellence in Agriculture Awards
recognize outstanding efforts that are driving Ontario's agriculture and food sector forward.

Producers, processors, business owners, Indigenous or northern organizations, women and youth **be recognized for your achievements!**

Learn how to apply for this award!
Scan the QR code or visit:
ontario.ca/agrifoodexcellence
1-877-424-1300

Ministry of Agriculture, Food and Agribusiness Ontario

- Research and Innovation Excellence
- Food Processing Excellence
- Education Excellence
- Promotional Excellence
- Supply Chain Excellence
- Workforce Excellence
- Urban Agriculture Excellence
- Northern Business Excellence
- Indigenous, Metis or Inuit-Owned Business or Community Excellence
- Women's Excellence
- Youth Excellence
- Farm Family Excellence
- Minister's Award

Apply or nominate an individual or business by **July 22, 2024!** Find out more about the **Excellence in Agriculture Program** or to complete an **Excellence in Agriculture Application**.

Canada

Wage Subsidies and other assistance programs

If you are looking to access federal funding assistance to support your hiring or training needs, the Government of Canada has developed **a one stop resource page** with

information on available funding programs and other resources.

Some examples of resources include:

- Apprenticeship Tax Credits
- Financial Assistance for Training
- Funding for Persons with Disabilities
- And more!

For more information, please visit their [website](#) or reach out to our team ecdevtourism@perthcounty.ca to get you connected.

Get Social with Perth County Tourism



Follow our socials to stay in the loop on Perth County events, destination recommendations, local experiences, business updates, and more!

If you require an alternate format of this eNewsletter, please contact accessibility@perthcounty.ca

Perth County | 1 Huron Street | Stratford, ON N5A 5S4 CA

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