



ECONOMIC DEVELOPMENT

in Rural Communities



Presented by :

Be lin d a Wick - Gra h a m

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About Minto

Amalgamated in 1999

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

Population (2021)

- 9,094
- 4.9% increase

Size

- 300.69 sq. km

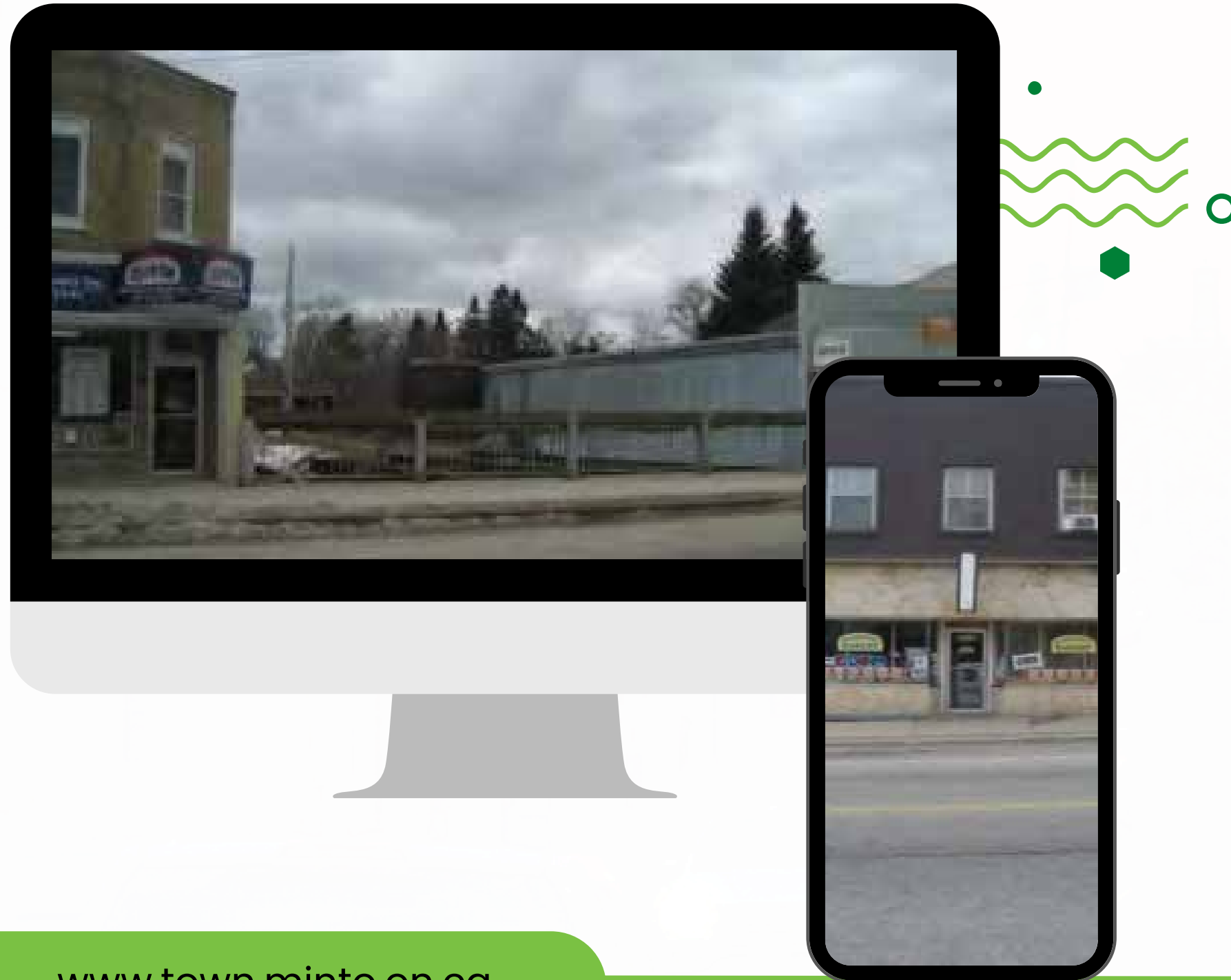
Main Industries

- Manufacturing & Agriculture



Data Collection

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



First Impressions Community Exchange

Business Mix Analysis

- Vacancy Rates

Clifford 16%, Harriston 18%, Palmerston 18%

Resident Survey

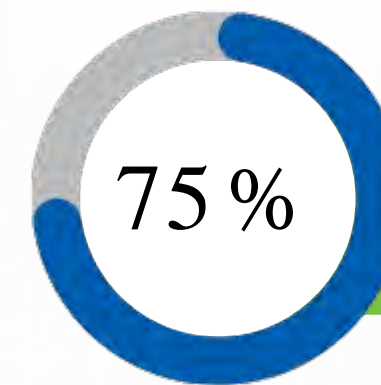
83.4% of Clifford residents rarely shop in Clifford

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



of those surveyed wanted money invested in the Downtowns.

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

Engage the Community Early

Formation of Downtown Committees of Council

Include Members from:

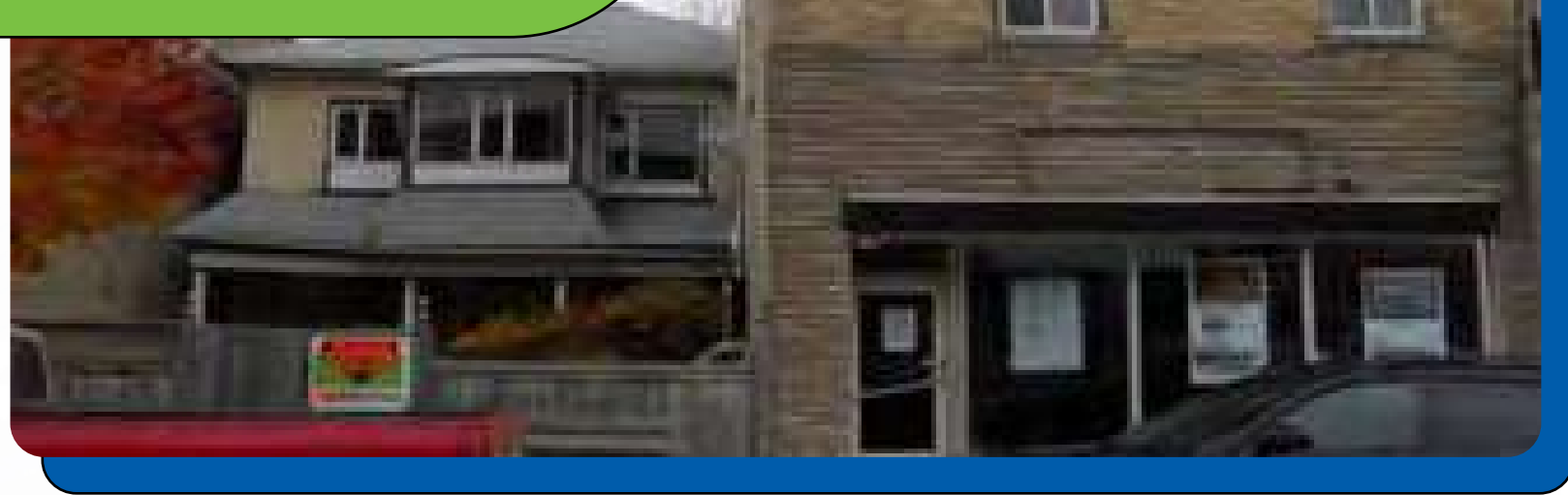
- Council
- Staff
- Residents
- Business Owners
- Service Clubs & Organizations

Funding to help implement identified actions



Where We Started

Photos
speak 1,000
words



Where We Started



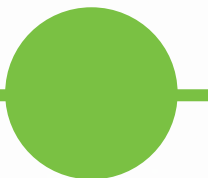
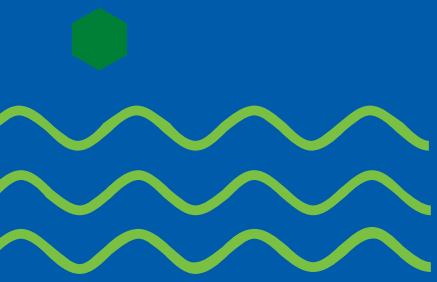
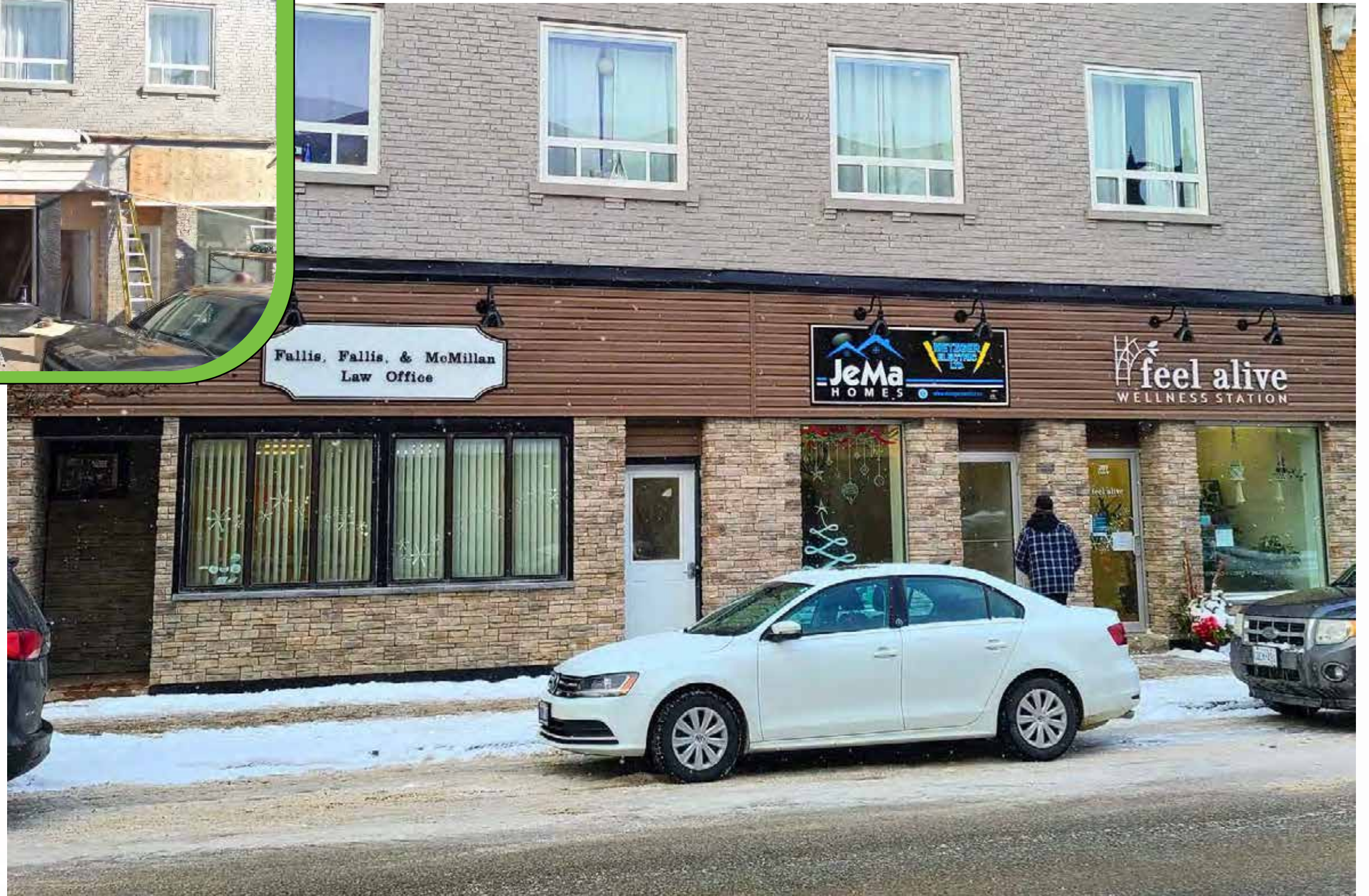
Where We Are Now



Where We Are Now



Where We Are Now



Where We Are Now

