

**The Corporation of the County of Northumberland  
Economic Development, Tourism, Land Use Planning Committee  
Agenda**

**Wednesday, February 5, 2025, 1:00 p.m.**

**Council Chambers**

**555 Courthouse Road, Cobourg, ON K9A 5J6**

**Hybrid Meeting (In-Person and Virtual)**

**Zoom Information**

**Join Zoom Meeting**

**<https://us06web.zoom.us/j/83182567082?pwd=BwcaZhpVfgrkY5epTqz70B9syY22kk.1>**

**Meeting ID: 831 8256 7082**

**Passcode: 962444**

**Phone: 1-855-703-8985 Canada Toll-free**

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**Pages**

**1. Notices**

**1.a Accessible Format**

If you require this information in an alternate format, please contact the Accessibility Coordinator at [accessibility@northumberland.ca](mailto:accessibility@northumberland.ca) or 1-800-354-7050 ext. 2327.

**1.b Meeting Format**

This Committee meeting will be held using a hybrid meeting model. The public is invited to attend in-person in Council Chambers. Alternatively, the public may view the Committee meeting via live stream, join online, or join by phone using Zoom Conference technology. If you have any questions, please email [matherm@northumberland.ca](mailto:matherm@northumberland.ca).

- Attend in-person in Council Chambers, located at 555 Courthouse Road, Cobourg
- Watch a livestream by visiting [Northumberland.ca/Council](https://www.northumberland.ca/Council)
- Join online using Zoom
- Join by phone using Zoom

2. Call to Order

2.a Territorial Land Acknowledgement

3. Approval of the Agenda

Recommended Motion:

**"That** the agenda for the February 5, 2025 Economic Development, Tourism, and Land Use Planning Committee be approved."

4. Disclosures of Interest

5. Delegations

6. Business Arising from Last Meeting

7. Communications

7.a Correspondence, Media Release 'Ontario Exploring New Nuclear Energy Generation in Port Hope'

6 - 14

Recommended Motion:

**"That** the Economic Development, Tourism, and Land Use Planning Committee having considered the media release regarding 'Ontario Exploring New Nuclear Energy Generation in Port Hope', recommend that County Council support the correspondence and direct staff to send a letter of support to the Honourable Doug Ford (Premier of Ontario), the Honourable Stephen Lecce (Minister of Energy and Electrification), the Honourable David Piccini (Minister of Labour, Immigration, Training and Skills Development & MPP for Northumberland-Peterborough South), Nicolle Butcher (President and CEO of Ontario Power Generation), Canadian Association of Nuclear Host Communities (CANHC) and Northumberland County's 7 Member Municipalities."

7.b Correspondence, Town of Kearney 'Planning Act Changes - More Homes Built Faster Act, 2022 & Cutting Red Tape to Build More Homes Act, 2024'

15 - 16

Recommended Motion:

**"That** the Economic Development, Tourism, and Land Use Planning Committee receive the correspondence from the Town of Kearney regarding 'Planning Act Changes - More Homes Built Faster Act, 2022 & Cutting Red Tape to Build More Homes Act, 2024' for information; and

**Further That** the Committee recommend that County Council receive this correspondence for information."

Recommended Motion:

"**That** the Economic Development, Tourism, and Land Use Planning Committee, having considered the correspondence from the Eastern Ontario Wardens' Caucus (EOWC) regarding 'Support for Fortress AM-CAN', recommend that County Council support the correspondence and direct staff to send a letter of support to the Honourable Doug Ford (Premier of Ontario), the Honourable Victor Fedeli (Minister of Economic Development, Job Creation and Trade), the Honourable David Piccini (Minister of Minister of Labour, Immigration, Training and Skills Development & MPP for Northumberland-Peterborough South), EOWC, and Northumberland County's 7 Member Municipalities."

Recommended Motion:

"**That** the Economic Development, Tourism, and Land Use Planning Committee receive the correspondence from the following individuals regarding 'Ontario Agri-Food Venture Centre (OAFVC)' for information;

- Abdallah El Bacha (Beytoot)
- Arisbe Castellanos (Mi Cocina Foods)
- Beverley Shepherd (Verano Food)
- Biola Oluwajuyigbe (HealX Foods)
- Christine Manning (Manning Canning Kitchens)
- Dan Reilly (George Brown College Food Innovation & Research Studio)
- John Hale (Hale Food)
- Lori Latendresse (Dirty Dog Cider Company)
- Mark Reynolds (Uncle Chester's Flaming Hot)
- Michael Mosuwaifo (House of Tigernut)
- Nicole Detlor (Conestoga Food Research & Innovation Lab)
- Rahul Jain (Saha International Cuisine)
- Sharon Kelly (Situ's Kitchen)
- Will Harvey (Electric Juice Factory); and

**Further That** the Committee recommend that County Council receive this correspondence for information."

## 8. Staff Reports

### 8.a Report 2025-030 'Broadband Communication and Implementation Strategy'

41 - 47

Dwayne Campbell, Director Planning, Development and Strategic Initiatives

Kate Campbell, Director Communications & Information Technology

TJ Flynn, Investment Attraction Specialist

Recommended Motion:

**“That** the Economic Development, Tourism and Land Use Planning Committee receive Report 2025-030 ‘Broadband Communications and Implementation Strategy’ for information; and

**Further That** the Committee recommend that County Council receive this report for information.”

**8.b Report 2025-031 'Planning, Economic Development & Strategic Initiatives Department Quarter 4, 2024 Update'**

48 - 55

Dwayne Campbell, Director Planning, Development and Strategic Initiatives

Recommended Motion:

**“That** the Economic Development, Tourism and Land Use Planning Committee receive Report 2025-031 ‘Planning, Economic Development & Strategic Initiatives Department Quarter 4, 2024 Update’ for information; and

**Further That** the Committee recommend that County Council receive this report for information.”

9. Other Matters Considered by Committee
10. Media Questions
11. Closed Session  
N/A
12. Motion to Rise and Results from Closed Session  
N/A
13. Next Meeting - Wednesday, March 5, 2025 at 1:00 p.m.
14. Adjournment

## Ontario Exploring New Nuclear Energy Generation in Port Hope

Province engaging with municipality and Williams Treaties First Nations to produce affordable energy to meet soaring demand

January 15, 2025

[Energy and Electrification](#)

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**PORT HOPE** – The Ontario government has asked Ontario Power Generation (OPG) to explore opportunities for new nuclear energy generation at their Wesleyville site, following expressions of interest from the Municipality of Port Hope and the Williams Treaties First Nations (WTFNs). OPG will work with local communities to determine support as the province seeks to expand generation to meet the rising demand for electricity.

“With energy demand in Ontario set to increase by 75 per cent by 2050, we are doing the early engagement and development work now that will ensure the province has options to meet that growing demand,” said Stephen Lecce, Minister of Energy and Electrification. “I’m excited to be continuing these conversations with Indigenous and municipal leaders to explore options for new nuclear generation at the Wesleyville site, including new good-paying jobs and other associated benefits.”

The Wesleyville site, which is maintained by OPG, located near existing transmission, road, and railway infrastructure, and already zoned for new electricity generation, is well-suited to support a large new nuclear site. Based on early assessments by OPG, this site could host up to 10,000 megawatts (MW) of new nuclear generation, which could power the equivalent of 10 million homes.

According to the Conference Board of Canada, a potential nuclear development in Port Hope would also contribute \$235 billion to Ontario’s GDP over an estimated 95-year project life, which includes design, construction, operation, and maintenance. It would also support 10,500 jobs across Ontario, including 1,700 new good-paying jobs in Port Hope, representing an average 15 to 20 per cent boost to overall employment levels in the local area.

Following active engagement with community leaders by Minister Lecce and OPG, the Council of the Municipality of Port Hope unanimously [passed a motion](#) on December 17, 2024, endorsing continued engagement with OPG and the Ministry of Energy and Electrification on the potential for new energy generation at the Wesleyville Site.

To support continued engagement, the [Ontario government announced](#) that OPG will provide the WTFNs with capacity funding and an opportunity for equity participation in any generation project. The province also announced immediate funding of \$1 million for the Municipality of Port Hope to support early growth readiness, assessment of planning and infrastructure requirements, and to meet consultation requirements. As part of a milestone-based process, leading toward the development of a Host Municipal Agreement, Port Hope could also access up to \$30 million of funding for associated infrastructure investments and to attract co-located industries.

The potential nuclear build would also allow local communities to benefit from additional co-located industry and supply chain spending. The Municipality of Port Hope would also benefit from increased municipal property taxes from the station, which according to the Conference Board of Canada are estimated to be \$10.5 million annually.

“Ontario needs more affordable and reliable energy to meet soaring demand, and I am excited to work with our municipal and Indigenous leaders to explore how we meet that challenge, while creating new jobs and opportunities right here in Port Hope,” said David Piccini, MPP for Northumberland-Peterborough South. “New energy generation represents an incredible opportunity for our region, and I am committed to working closely with Premier Ford and Minister Lecce to ensure our community is supported as this work advances – including immediate funding of \$1 million for Port Hope.”

Developing options for new energy generation is just one part of [Ontario's Affordable Energy Future](#), the government's vision as it plans for rising energy demand, which includes:

- **Energy Planning** – Developing the province's first integrated energy plan, including all energy resources, such as electricity, natural gas, and other fuels to ensure the province's energy needs are met in a coordinated and long-term manner.
- **Nuclear Energy** – Advancing clean, reliable, and affordable nuclear power through [pre-development work at Bruce Power](#) on the province's first large-

scale nuclear build in 30 years, [four small modular reactors at Darlington](#) and supporting OPG's plan for [refurbishing the Pickering Nuclear Generation Station](#).

- **New Transmission Infrastructure** – Designating and prioritizing transmission lines in [Southwestern](#), [Northeastern and Eastern Ontario](#) that will power job creation, including EV and EV battery manufacturing and clean steel production.
- **Keeping Costs Down** – Launching new energy efficiency programs on January 1, 2025, which build on the government's [\\$342 million expansion of existing energy efficiency programs](#) which are helping families and businesses reduce their electricity usage and save money on their energy bills.
- **Additional Competitive Procurements** – Launching the largest competitive procurement of clean energy resources in the province's history in addition to successfully re-contracting existing capacity resources at about a 30 per cent discount.

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#### Quick Facts

- According to Ontario's Independent Electricity System Operator (IESO), the province's demand for electricity is forecast to increase by 75 per cent by 2050, the equivalent of adding four and a half cities the size of Toronto to the grid.
  - In order to advance new nuclear generation, OPG will be required to complete regulatory approvals, including through an impact assessment. OPG will begin an impact assessment as early as 2025 to maintain optionality for the site long-term, recognizing the current federal process could take several years.
  - In addition to Indigenous equity participation in a potential generation project, there will also be opportunities for Indigenous businesses to participate in procurement processes.
  - Nuclear provides more than half of all of Ontario's electricity and emits no greenhouse gasses.
  - Ontario's nuclear industry supports around 80,000 good-paying jobs in communities across the province.
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## Quotes

"OPG is pleased to be working with the Williams Treaties First Nations and the Municipality of Port Hope to explore the potential for new nuclear power generation at our Wesleyville site. We are committed to a transparent, thorough process with many opportunities for input, and to building strong relationships and partnerships with host communities, neighbours and Indigenous Nations on whose traditional territory we operate."

**- Nicolle Butcher**  
**President and CEO, OPG**

"Ontario's growing energy demand calls for forward-thinking solutions, and this initiative demonstrates our government's commitment to both a sustainable energy future and economic growth. With the collaboration of local municipalities and Indigenous communities, we are exploring new nuclear generation options at the Wesleyville site—ensuring Ontario remains a leader in clean energy, job creation and driving prosperity."

**- Lorne Coe**  
**MPP, Whitby, and Parliamentary Assistant to the Premier**

"I am pleased that our government is working alongside our communities and taking proactive steps to meet the growing demand for clean energy production. This investment will continue to support our local communities and benefit all Ontarians."

**- Laurie Scott**  
**MPP, Haliburton-Kawartha Lakes-Brock**

"As Ontario continues to grow, it's crucial that we invest in the future of our energy infrastructure to keep up with rising demand. This is not just about meeting the needs of tomorrow—it's about creating well-paying jobs and ensuring that communities across Ontario, including Port Hope, have access to reliable, clean energy. By exploring new nuclear energy options, we're taking important steps to strengthen our grid, support local economies, and provide affordable power for Ajax and across Ontario."

**- Patrice Barnes  
MPP, Ajax**

"This initiative is a testament to Ontario's vision for developing clean, reliable, and affordable energy while creating meaningful opportunities for economic growth and job creation for the people of Port Hope, the Williams Treaties First Nations and beyond. By working hand in hand with local communities, we are not only advancing innovative energy solutions but also strengthening partnerships that reflect the shared values of cooperation and progress that have built our great province. The potential for this project to generate thousands of good-paying jobs and bring significant economic benefits is a game-changer for our region, and I look forward to seeing the positive impact it will have for decades to come."

**- Todd McCarthy  
MPP, Durham**

"The Wesleyville site presents an important opportunity for the Municipality of Port Hope, Williams Treaties First Nations, Ontario Power Generation, and the Province of Ontario to explore clean energy solutions that address growing energy demands while supporting economic development and sustainability goals. We look forward to engagement with our community and partners to carefully evaluate the potential benefits of this initiative, including infrastructure improvements, job creation, and enhanced municipal revenues, as well as any potential challenges or impacts."

**- Olena Hankivsky  
Mayor, Municipality of Port Hope**

"On behalf of nuclear communities across Canada, I applaud Port Hope, the Ontario government, and OPG for exploring new nuclear generation opportunities in Wesleyville. Engaging the community at the outset is the kind of collaboration that builds proud and enthusiastic nuclear host communities. We've got a huge task ahead of us to meet Ontario's growing electricity needs, but there are incredible opportunities that come with it."

**- Adrian Foster**

**Chair of the Canadian Association of Nuclear Host Communities (CANHC),  
and Mayor of the Municipality of Clarington**

"Exploring opportunities for new nuclear generation at the Wesleyville site presents a tremendous opportunity for our community, the region and province. Beyond creating high-quality jobs and attracting innovative investments, this initiative also has the potential to pave the way for critical infrastructure improvements that are needed and will benefit all. By addressing these needs alongside energy development, Port Hope can continue to further advance their role in providing clean, reliable power while strengthening the foundations of our local economy and enhancing the quality of life for businesses and families alike. The Port Hope & District Chamber of Commerce fully supports any initiatives that will help the community thrive and look forward to working with the Municipality to continue researching the potentials."

**- Brenda Whitehead**

**CEO, Port Hope and District Chamber of Commerce**

"The Ontario government's launch of new nuclear energy generation exploration at the Wesleyville site with OPG presents a significant opportunity to advance Canada's nuclear capacity while bringing tremendous economic benefits to the Port Hope area and the Williams Treaty First Nations. The significant funding commitment ensures that these communities are well-prepared not just to consult but also to engage and participate in shaping this pivotal project. As advocates for Canada's nuclear supply chain, OCNI is eager to support this new nuclear generation initiative and collaborate with its partners, such as OPG, to realize the potential of Wesleyville in meeting Canada's clean energy goals."

**- Brian Fehrenbach**

**Interim President and CEO, Organization of Canadian Nuclear Industries  
(OCNI)**

"Durham Region is proud to be the Clean Energy Capital of Canada, at the forefront of the clean energy transition. We know that electrification is the future; that large amounts of electricity will be needed to power this transition, new technologies and growing energy demands. It's great to see the province investing in new nuclear projects that will power Ontario's economy for generations to come."

**- John Henry**

**Regional Chair and Chief Executive Officer, Regional Municipality of  
Durham**

"The Society applauds the Ontario government for launching the community engagement process with the residents of the Port Hope region and the Williams Treaties First Nations, which will allow residents to learn about the benefits of being a nuclear host community. Ontario's existing nuclear host communities in Durham and Bruce Counties know well the local economic benefit, the good jobs, and the boost to local small businesses that come with nuclear generation which is why they are some of some of the best informed and strongest advocates for nuclear power. A meaningful, consent-based engagement process is a crucial first step for residents of Port Hope and Williams Treaty Nations to enjoy those same benefits. The Society looks forward to being an active partner in the engagement process as we all work towards the expansion of Ontario's emissions-free electricity grid."

**- Rebecca Caron**  
**President, Society of United Professionals**

"The Power Workers' Union fully supports the Government of Ontario and OPG working with the municipality of Port Hope to continue conversations and ensure a transparent and thorough process about new nuclear generation at the Wesleyville site. Building out Ontario's nuclear program is a necessary part of the effort to meet the province's soaring demand for clean, reliable, baseload electricity, which is forecast to increase by at least 75% by 2050."

**- Jeff Parnell**  
**President, Power Workers' Union**

"The Provincial Building and Construction Trades Council of Ontario is proud of the work done by Ontario's skilled trades workforce to build Ontario's energy infrastructure. We support ongoing community consultation to ensure support for new nuclear generation at the Wesleyville site and the hiring of local workers. Nuclear power is an essential part of the energy mix to meet the province's long-term plans to create good jobs and grow the economy with clean, reliable, and affordable electricity and the Building Trades are proud to be a part of that."

- James Hogarth

President of the Provincial Building and Construction Trades Council of  
Ontario

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### Additional Resources

[Ontario's Affordable Energy Future: The Pressing Case for More Power](#)

Learn about the government's vision for Ontario's energy future.

[Powering Ontario's Growth](#)

Learn about Ontario's plan to provide families and industries with reliable, low-cost and clean power.

[New generation opportunities | Wesleyville – OPG](#)

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### Media Contacts

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Minister Lecce's Office

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**Natasha Demetriades**

Communications Branch

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Accessibility

Privacy



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<https://townofkearney.ca> email [admin@townofkearney.ca](mailto:admin@townofkearney.ca)

December 19, 2024,

Dear Hon. Paul Calandra, Minister of Municipal Affairs and Housing,

Thank you for your recent communication regarding the changes to the Planning Act through the More Homes Built Faster Act, 2022, and the Cutting Red Tape to Build More Homes Act, 2024.

While we appreciate the government's efforts to address the housing supply crisis by promoting the creation of additional residential units (ARUs), we must express our concerns about the applicability of these changes in rural municipalities.

The "as-of-right" permission to develop up to three units per lot is only permitted in urban areas where municipal servicing is provided. In these areas, the demand for housing is high, and land is scarce. However, in rural municipalities, where population density is lower and land availability is not typically a constraint, these changes do not apply.

Rural municipalities often struggle with infrastructure limitations, specifically with water supply, sewage systems, and transportation networks. While these changes the Province has made does cut red tape for urban areas of Ontario, they do not address constraints rural municipalities deal with when trying to increase density without municipal servicing. Additionally, the increased residential density permitted by the amendments may not be compatible with the rural character and lifestyle that residents value.

We believe that a one-size-fits-all approach to ARU development may inadvertently overlook the distinct needs of rural communities. As municipalities in rural, Northern Ontario have before, we urge the government to consider creating tailored policies that recognize the specific conditions and requirements of rural areas, ensuring that any regulatory changes support sustainable and contextually appropriate growth.

We appreciate the opportunity to provide our feedback and look forward to working collaboratively with the Ministry of Municipal Affairs and Housing to develop solutions that are beneficial to all Ontarians and where they choose to live.

Sincerely,

Mayor, Cheryl Philip

On behalf of the Council of the Corporation of the Town of Kearney





*Town of*  
**Kearney**

**COUNCIL RESOLUTION # 2024 - 398**

Date: December 19, 2024

**MOVED BY:**

- ☒ Beaucage, Keven
- ☐ Pateman, Heather
- ☐ Rickward, Michael – Deputy Mayor
- ☐ Sharer, Jill

**SECONDED BY:**

- ☐ Beaucage, Keven
- ☒ Pateman, Heather
- ☐ Rickward, Michael – Deputy Mayor
- ☐ Sharer, Jill

**WHEREAS** the Council of the Corporation of the Town of Kearney has received a communication from the Minister of Municipal Affairs and Housing, Paul Calandra, regarding changes to the Planning Act through the More Homes Built Faster Act, 2022, and the Cutting Red Tape to Build More Homes Act, 2024;

**AND WHEREAS** this announcement from Minister Calandra does not fully address the needs of Rural or Northern municipalities;

**NOW THEREFORE BE IT RESOLVED** that Council confirms their desire for the attached letter to be sent to the Minister of Municipal Affairs & Housing, Paul Calandra; MPP Graydon Smith; MP Scott Aitchison; Premier Doug Ford; AMO; FONOM; ROMA and to affected municipalities in Rural/Northern Ontario for their support.

**CARRIED** ☒

**DEFEATED** ☐

\_\_\_\_\_

Recorded Vote Requested by: \_\_\_\_\_

Recorded Vote:

For

Opposed

Beaucage, Keven

☐☐

Pateman, Heather

☐☐

Philip, Cheryl – Mayor

☐☐

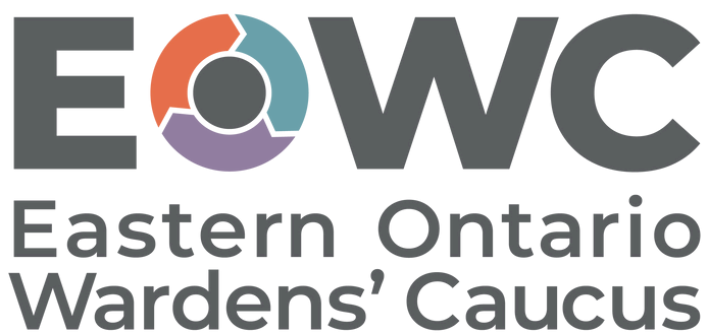
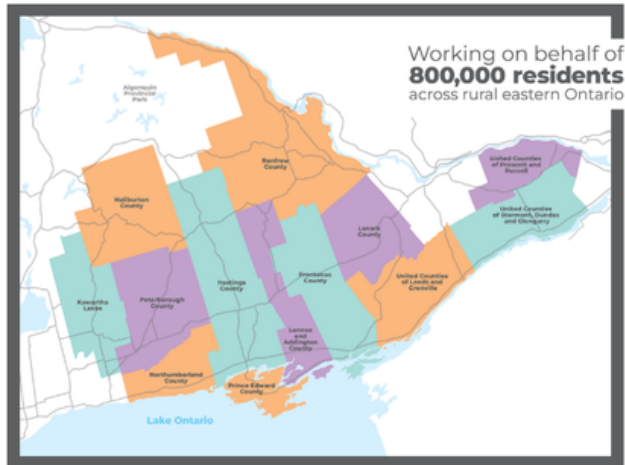
Rickward, Michael – Deputy Mayor

☐☐

Sharer, Jill

☐☐





## 25% Tariffs Put Billions of Eastern Ontario Exports at Risk

The EOWC supports Premier Ford's efforts to strengthen the economic alliance between Canada and the United States (Fortress Am:Can) to strengthen our shared resilience and security.

### THE EASTERN NTARIO LENS

**\$132.5**  
BILLION/YEAR

**Annual demand within Eastern Ontario for all goods and services (private)** (2021)

Largest commercial and industrial demand sectors (in descending order): farms, residential building construction, petroleum and coal product manufacturing, resin, synthetic rubber and artificial and synthetic fibres and filament manufacturing, basic chemical manufacturing, motor vehicle manufacturing, motor vehicle parts manufacturing, plastic product manufacturing, and alumina and aluminum production and processing.

**\$64.6**  
BILLION/YEAR

**Total exports from Eastern Ontario to other jurisdictions outside the region (public and private)** (2021)

\$22 billion of this total is transfers from other levels of government and/or local government.

**\$42.5**  
BILLION/YEAR

**Total private sector exports from Eastern Ontario to other jurisdictions outside the region (commercial and industrial)** (2021)

Largest export sectors (in descending order): resin, synthetic rubber and artificial and synthetic fibres and filaments manufacturing; other electrical equipment and component manufacturing; farms; basic chemical manufacturing; dairy product manufacturing; grain and oilseed milling; motor vehicle parts manufacturing; alumina and aluminum production and processing (all preceding sectors are over \$1 billion/year in export value).

**Top Commercial or Industrial Export by Eastern Ontario  
Census Division (2021), by Dollar Volume**  
(at risk in the face of 25% tariffs)

| Jurisdiction                   | Top Export Sector  | \$ Value Top Export Sector |
|--------------------------------|--|----------------------------|
| Haliburton                     | Residential building construction                          | \$63,465,690               |
| Kawartha Lakes                 | Dairy product manufacturing                                | \$154,833,089              |
| Northumberland                 | Basic chemical manufacturing                               | \$1,740,927,393            |
| Peterborough                   | Grain and oilseed milling**                                | \$496,953,307              |
| Hastings                       | Motor vehicle parts manufacturing                          | \$1,039,614,332            |
| Prince Edward                  | Farms  | \$271,450,837              |
| Lennox and Addington           | Rubber product manufacturing                               | \$1,027,721,309            |
| Frontenac                      | Resin, synthetic rubber and fibres/filaments manufacturing | \$4,079,336,835            |
| Lanark                         | Fabric mills   | \$194,037,944              |
| Leeds and Grenville            | Other electrical equipment & component manufacturing       | \$1,075,196,526            |
| Stormont, Dundas and Glengarry | Dairy product manufacturing                                | \$862,461,728              |
| Prescott-Russell               | Iron and steel mills and ferro-alloy manufacturing         | \$738,925,086              |
| Renfrew                        | Scientific research and dev. services                      | \$345,248,847              |
| Jurisdiction                   | 2nd Export Sector  | \$ Value 2nd Export Sector |
| Haliburton                     | Electrical power gen, trans&distr.                         | \$23,420,140               |
| Kawartha Lakes                 | Other transit & ground passenger trans.                    | \$149,410,975              |
| Northumberland                 | Other electrical equipment & component manufacturing       | \$501,233,520              |
| Peterborough                   | Beverage manufacturing                                     | \$202,694,652              |
| Hastings                       | Converted paper product manufacturing                      | \$684,619,670              |
| Prince Edward                  | Cement and concrete product manufacturing                  | \$121,875,089              |
| Lennox and Addington           | Farms  | \$128,066,099              |
| Frontenac                      | Alumina and aluminum production and processing             | \$1,008,221,708            |
| Lanark                         | Non-metallic mineral mining and quarrying                  | \$183,657,503              |
| Leeds and Grenville            | Resin, synthetic rubber and fibres/filaments manufacturing | \$568,888,569              |
| Stormont, Dundas and Glengarry | Textile and fabric finishing and coating                   | \$453,942,920              |
| Prescott-Russell               | Petroleum and coal product manufacturing                   | \$509,105,989              |
| Renfrew                        | Resin, synthetic rubber and fibres/filaments manufacturing | \$275,963,373              |

| Jurisdiction                   | 3rd Export Sector  | \$ Value 3rd Export Sector |
|--------------------------------|--|----------------------------|
| Haliburton                     | Motor vehicle manufacturing                              | \$18,313,335               |
| Kawartha Lakes                 | Farms*   | \$129,450,677              |
| Northumberland                 | Grain and oilseed milling                                | \$395,485,179              |
| Peterborough                   | Other general purpose machinery manufacturing            | \$198,470,652              |
| Hastings                       | Other electrical equipment and component manufacturing^^ | \$568,283,044              |
| Prince Edward                  | Beverage manufacturing                                   | \$62,370,777               |
| Lennox and Addington           | Railroad rolling stock manufacturing                     | \$118,285,776              |
| Frontenac                      | Residential building construction                        | \$127,662,453              |
| Lanark                         | Farms  | \$175,657,983              |
| Leeds and Grenville            | Grain and oilseed milling^                               | \$370,303,885              |
| Stormont, Dundas and Glengarry | Farms^^  | \$399,878,160              |
| Prescott-Russell               | Farms  | \$378,962,333              |
| Renfrew                        | Electrical power gen, trans&distr.***                    | \$197,446,611              |

|  |  |
|--|--|
|  | Agricultural Exports   |
|  | Transportation-Related Exports   |
|  | Resins, Synthetic Fibres, Rubber, Fibres/filaments Exports; includes Rubber Products Exports                                       |
|  | Residential Building Construction Exports  |
|  | Other Electrical Equipment & Component Manufacturing Exports and Electrical Power Generation Transmission and Distribution Exports |

\*other miscellaneous manufacturing is virtually tied with Farms for third position

\*\* Farms is in tenth spot at \$145,266,609/year (2021)

\*\*\* Aerospace product and parts manufacturing is #7 on Renfrew's list at \$192,087,853/year; veneer, plywood and engineered wood products manufacturing is #12 on Renfrew's list at \$165,154,902/year (2021)

^ Farms is #6 and represents \$297,529,252 in exports/year in Leeds and Grenville (2021). Pharmaceutical and medicine manufacturing is #7 at \$273,462,807.

^^ Pesticide, fertilizer and other agricultural chemical manufacturing is #7 on UCPR's export list at \$169,984,717. Dairy product manufacturing is #10 at \$110,318,490.

^^^ Dairy product manufacturing is #5 on Hastings' export list at \$433,814,881 with petroleum and coal product manufacturing at #6 at \$330,941,520 and grain and oilseed milling at #8 at \$306,412,291.

# Other general purpose machinery manufacturing is #6 at \$110,218,723 with electrical power generation, transmission and distribution in 7th place at \$106,651,233.

**From:** Abdallah @ Beytoot <abdallah@beytoot.ca>  
**Sent:** Wednesday, January 29, 2025 10:50 AM  
**To:** Ostrander, Brian; Hankivsky, Olena; Cleveland, Lucas; Crate, Bob; Jibb, Scott; Logel, John; Martin, Mandy  
**Cc:** Mather, Maddison  
**Subject:** Urgent Support for OAFVC Funding

**CAUTION:** External E-Mail

Dear Members of Council,

My name is Abdallah El Bacha, and I am the co-founder of Beytoot, an Ontario-based small business crafting authentic dips and spreads that are now available in 60+ retailers across Ontario. I am reaching out with a heavy heart regarding the potential reduction in funding for the Ontario Agri-Food Venture Centre (OAFVC).

As a small startup, OAFVC has been our lifeline. It is not just a facility to us-it is the foundation on which we've built our dreams. We've invested countless hours and resources, securing our Safe Quality Food (SQF) certification for the facility, which was an enormous step for a small business like ours. This certification has allowed us to meet the highest food safety standards and paved the way for milestones like our recent listing at Whole Foods-a turning point that promises to transform our business.

But without OAFVC, this progress could come to a halt. The thought of losing access to the facility and the invaluable support it provides is devastating. It's not just our business that would suffer; it's the countless small businesses who rely on OAFVC to turn their ideas into viable enterprises. Reducing funding or, worse, closing the facility would pull the rug out from under us at a time when we are finally seeing the fruits of our labour.

We've poured everything into this journey-not just money, but heart, soul, and years of hard work. OAFVC is more than a facility; it's a beacon of hope for entrepreneurs like us who are trying to build something meaningful while navigating the challenges of scaling a small business.

I implore you to consider the far-reaching impact this decision will have, not only on businesses like mine but also on the local economy and innovation in the agri-food sector. I hope this email serves as a voice for the many businesses who depend on OAFVC and who might not have the chance to speak up.

Thank you for your time and understanding.

Sincerely,

Abdallah El Bacha

**Abdallah El Bacha**

Co-Founder

Beytoot Inc.



647-446-6241

abdallah@beytoot.ca

www.beytoot.ca

2209-20 Tubman Ave, Toronto, ON, M5A 0M8



**From:** noreply@northumberlandcounty.ca on behalf of Arisbe Castellanos  
**Sent:** Tuesday, January 28, 2025 4:45 PM  
**To:** Mather, Maddison  
**Subject:** Support for small-scale food processors

CAUTION: External E-Mail

Hello Count clerk Maddison Mather,

This is Arisbe Castellanos, resident of Cobourg and owner of Mi Cocina Foods, a manufacturer of traditional Mexican salsas and corn chips. My family and I moved here for work/business opportunities in August of 2022. My husband and I have worked in the food industry for many years now and have seen its evolution. I personally understand the impact that small-scale food manufacturing has in the finances of a family, as well as the economy of a community. I currently use the facilities at the OAFVC to manufacture my product line. Having access to the centre was one of the main factors that we took into consideration when making the decision to relocate to Cobourg. I am aware of the potential loss of funding for the OAFVC and want to express my concern and ask for your support. Losing funding might mean that the current cost of production would go up, having a direct impact on the feasibility of my business, and many others in the community that rely on this production plant. As you know, the cost of most things has gone up, in my case, ingredients and packaging materials are no exception, and I've had to absorb these for the past couple of years. This has had a direct impact on my business profitability, and a substantial increase in fees at the centre can have a devastating impact on my business.

When in season, I buy fresh produce from local farmers, I attend the Cobourg Farmers' Market, I supply my products to a variety of stores in Northumberland County and beyond, I talk about and recommend the OAFVC to any food processor that is looking for opportunities to grow their business, I try to support the economy of my community in any way possible.

So, I can't stretch enough the need of your support in this matter.

Thank you in advance,  
Arisbe

January 29, 2025

**Subject: Urgent Appeal to Save the Ontario Agri-Food Venture Centre (OAFVC)**

**Economic growth, viability, and sustainability are crucial to any community, and the Ontario Agri-Food Venture Centre (OAFVC) is the link that binds it together for Northumberland County.**

Dear County Councillor

I am writing to you as a small business owner and a dedicated resident of our community to urgently appeal for your support in preserving the Ontario Agri-Food Venture Centre (OAFVC). As a visible minority woman entrepreneur, I have relied heavily on the OAFVC to manufacture my vegetable condiment, and without this invaluable facility, my business would face insurmountable challenges.

The OAFVC offers more than just a kitchen; it provides a comprehensive suite of services that are essential for small businesses like mine to thrive. These services include access to state-of-the-art food processing equipment, industry standard cleaning, business development support, and vital connections to local markets. The OAFVC has been instrumental in helping small food entrepreneurs scale their businesses and meet Canada Food Inspection Agency's stringent food safety standards.

Comparison with Commercial Kitchens:

- ✚ The average cost of renting a commercial kitchen in Northumberland ranges from \$25 to \$40 per hour. For small businesses operating on tight budgets, these costs can quickly become unsustainable. Additionally, these fees cover only the use of basic equipment. Entrepreneurs must also incur additional costs for logistics, such as transportation and storage, as well as investments in necessary equipment like labelling and date coding machines.
- ✚ Small business startups often face significant challenges in accessing funding to cover these initial investments. Add to this the institutional barriers that exist for visible minorities and women entrepreneurs. This financial strain can make it difficult for new businesses to get off the ground and sustain operations.

- ✚ By contrast, the OAFVC's subsidized rates include comprehensive support services. When I spend 4 hours at the OAFVC, this time encompasses not only manufacturing but also crucial support activities like labelling, date coding, testing, and affordable storage for leftovers. This integrated approach reduces the need for separate investments in specialized equipment and ensures that products meet high standards of sanitization and quality control.

#### Lack of Comparable Facilities:

- ✚ A search for similar facilities in the region reveals that there are few, if any, options that provide the same level of comprehensive support as the OAFVC. Most commercial kitchens offer purely rental spaces without the ancillary services vital for small-scale food producers, forcing entrepreneurs to manage additional logistical and quality control challenges independently.
- ✚ Other agri-food incubators in Ontario, such as the Toronto Food Business Incubator, charge significantly higher fees and are often located far from Northumberland, making them less accessible for local businesses. These incubators also typically do not provide the same breadth of support services, which further increases operational complexities and costs for small businesses.

#### Economic Impact:

- ✚ The OAFVC has been a catalyst for local economic growth, supporting over 160 small businesses since its inception. The facility has created jobs and fostered innovation in the agri-food sector.
- ✚ Loss of vital jobs in the community; provided internship positions to young and up-and-coming graduates.
- ✚ Small businesses travel from all over the county and beyond to utilize the OAFVC's state-of-the-art facilities. This clearly demonstrates the facility's wider reach and reputation, emphasizing its unique value and the potential loss to a broader business community if it were to close. It underscores the regional significance of the OAFVC.
- ✚ Success stories include businesses like Basoli Sauces, which has created a range of delicious sauces and chutneys using traditional recipes and fresh, handpicked ingredients, adding food diversity to the county. Another example is Oat and Mill,



an award-winning company which produces a plant base ice cream and other iced products that showcases the quality and variety of products being produced at the OAFVC.

**Personal Impact:**

- ✚ My sauce and condiment business, Verano Food Holdings, relies heavily on locally sourced inputs from small businesses such as Market and Smor, Burnham Family Farms, Moore's Orchard, Cranbrook Farms, and Cold Springs Organics. This local sourcing supports these small businesses and helps strengthen our community's economy by keeping money within the local area and fostering relationships among local producers.
- ✚ My business is in the start-up phase of growth. My vision is to have the Verano Food Holdings brand recognized across Canada. The support and resources provided by the OAFVC are essential in achieving this vision and ensuring my business's growth and success. My success is Cobourg's success. Northumberland has lost multiple manufacturing enterprises over the last decade, resulting in a significant blow to its economic fortunes. Closing the OAFVC would be shutting off the valve to the economic inflows that come from small business enterprises. We would lose the opportunity for all that accompanies new business, including increased revenue from taxes and job creation.

A reduction in funding to the OAFVC to save money in the short term could have long-term negative consequences for our local economy. Small businesses are often touted as the engine of our economy, and it would be counterproductive to force the shuttering of a service that was established to promote and support them.

**I bear witness to the level of support at each and every interaction with the OAFVC, and for this, I appeal to you by adding my name to the petition to keep this vital link to the community thriving.**

Thank you for your time and consideration. I hope you will join me in advocating for the preservation of the Ontario Agri-Food Venture Centre; for without it I fear we will regress.

Sincerely,

Beverley Shepherd  
Verano Food Holdings

-----Original Message-----

From: noreply@northumberlandcounty.ca <noreply@northumberlandcounty.ca> On Behalf Of Biola Oluwajuyigbe  
Sent: Wednesday, January 29, 2025 8:30 AM  
To: Mather, Maddison <matherm@northumberland.ca>  
Subject: Support for OAFVC - Essential for Local Innovation

CAUTION: External E-Mail

I have attached a letter outlining my strong support for the Ontario Agri-Food Venture Centre (OAFVC) and its critical role in fostering food innovation and economic growth.

As the founder of HealX Foods, I can attest that the OAFVC has been instrumental in the success of our Cauliflower Fries, a first-of-its-kind product in North America now sold in over five provinces. The center has provided us with essential resources, including specialized facilities, regulatory guidance, and cost-effective production capabilities—support that is difficult, if not impossible, to find elsewhere.

Any reduction in OAFVC funding or potential closure would have severe consequences, including production disruptions, increased operational costs, and a loss of innovation within the local agri-food sector. Beyond our business, many other food entrepreneurs rely on the OAFVC to bring their ideas to market, making it a crucial asset for economic development in Northumberland.

I respectfully urge the county to continue supporting the OAFVC and would be happy to discuss this further or provide additional details if needed. I have attached a former letter of support Sincerely Biola Oluwajuyigbe CEO HealX Foods

Dear Mrs. Deborah Bingham,  
Northumberland County  
555 Courthouse Road  
Cobourg, ON K9A 5J6

### **Support for OAFVC - Essential for Local Innovation and Economic Growth**

I hope this email finds you well. I am writing to express my strong support for the Ontario Agri-Food Venture Centre (OAFVC) as the county considers potential areas for budget savings with the OAFVC under evaluation.

As a producer of HealX Foods' Cauliflower Fries in the center, I can confidently say that the OAFVC has been instrumental in our business's success. This innovative product—the first of its kind in North America—is now sold in over five provinces across Canada, representing a significant milestone for us and contributing to the local economy and the agri-food innovation landscape.

From the early development stages to scaling production, the OAFVC has provided unparalleled support in areas that would have posed major challenges for a small, growing business like ours. This support includes:

1. **Access to Specialized Facilities:** The OAFVC offers unique equipment and resources tailored for food product development and production. Their expert guidance has been crucial in navigating the specific needs of our manufacturing process for Cauliflower Fries, something that would have been prohibitively expensive or unavailable elsewhere.
2. **Technical and Regulatory Expertise:** The OAFVC has been a key partner in helping us comply with complex food safety and regulatory requirements necessary to bring an innovative product like ours to market.
3. **Cost-Effective Production Scalability:** The center's cost structure has allowed us to scale responsibly, grow our brand, and expand our presence across Canada without incurring the heavy overhead typically associated with owning and maintaining large production facilities.

business and others like us will be profound, some of which are named below

- **Disruption to Production:** We rely on the OAFVC's infrastructure and expertise to maintain consistent quality and volume. A reduction in services would threaten our ability to meet growing demand.
- **Increased Costs:** Without access to the OAFVC, we would face significant financial burdens in replicating the facilities or finding alternatives.
- **Loss of Innovation:** The OAFVC fosters a unique ecosystem for small food businesses to innovate and thrive. Its closure would stifle the entrepreneurial spirit in our region and beyond.

Beyond our business, the OAFVC is a vital community resource that supports local food producers, creates jobs, and drives economic growth. It exemplifies the kind of forward-thinking investment that positions Northumberland as a hub for agri-food innovation.

I respectfully urge the county to prioritize continued funding and support for the OAFVC. Its value to businesses, the local economy, and the broader agri-food ecosystem cannot be overstated.

Thank you for considering the perspectives of local businesses in this important discussion. I would be happy to provide further details about the impact of the OAFVC on our business or to participate in any public discussions regarding this matter.

Warm regards,  
Biola Oluwajuyigbe  
CEO HealX Foods

-----Original Message-----

From: noreply@northumberlandcounty.ca <noreply@northumberlandcounty.ca> On Behalf Of Christine Manning  
Sent: Tuesday, January 28, 2025 2:42 PM  
To: Mather, Maddison <matherm@northumberland.ca>  
Subject: Special Council meeting 30th January 9:30am

CAUTION: External E-Mail

I am writing to express my concern over the potential reduction in funding/closure of OAFVC as a result of the Discretionary Services Review. For the past decade my husband and I ran a rentable commercial kitchen in Toronto (Manning Canning Kitchens) and whenever our clients grew past our ability to assist them, we always referred them to OAFVC. This facility plays a pivotal role in small food in Ontario. The value of this facility extends well beyond Northumberland County. It is my opinion that any reduction in funding or the closure of this facility would have far-reaching effects in Local Food production in Ontario. There are simply too few facilities with the experience, equipment and the SFCR license required by early stage entrepreneurs. Without OAFVC the financial leap food entrepreneurs would have before them would make their journey to shelf almost impossible to navigate.

I appreciate your time and attention to this very important matter.

**RE: OAFVC and January 30 Special Council Meeting**

Hello, I am writing on behalf of George Brown College's Food Innovation & Research Studio (FIRSt) in regards to the upcoming Special Council Meeting on January 30, 2025. I understand that the purpose of the meeting is to investigate potential cost savings for Northumberland County, and wanted to provide a delegation in support of the Ontario Agri-Food Venture Centre (OAFVC) and its continued funding.

As background, FIRSt is a Technology Access Centre supported by the Natural Sciences and Engineering Research Council of Canada (NSERC), and our objective to support the food and beverage (F&B) sector with scientific research and development services from our lab at George Brown College in Toronto, Ontario. We work with our clients to troubleshoot product development challenges and help them take their product ideas from concept to reality. We take pride in our role as a testing facility that caters to the diverse needs of innovators and entrepreneurs in Ontario's F&B industry. As you may know, most of Canada's F&B facilities are located in Ontario and Quebec. Ontario's F&B manufacturing sector is the second largest in North America with more than 4,500 companies (<https://www.investontario.ca/agri-processing>) – and approximately 90% of those companies are small to medium sized enterprises (SMEs) with fewer than 100 employees (<https://foodandbeverageontario.ca/about-the-industry/>). Due to their size, it is rare for these companies to have employees with all of the necessary skills required to manage and grow their businesses, and they are especially lacking in the technical skills needed to troubleshoot product issues, scale for production, and ensure they have validated and are in compliance with regulations related to packaging and quality control.

OAFVC is a key partner for FIRSt, as our applied research services have supported numerous companies in preparing for larger-scale production, which many of them conduct at the Centre. Our longstanding partnership has been marked by mutual referrals and a shared commitment to fostering advancements in the industry, and we believe OAFVC is integral to fostering innovation and growth within our shared sector. The OAFVC helps companies achieve financial success and create new jobs for a wide range of highly skilled individuals from technical and scientific positions through to business, sales, and marketing roles, which provides economic and social benefits to the County and beyond. The supports offered by the OAFVC are vital to help these SMEs from their initial launch into market and as they increase their production and sales. The training they offer food entrepreneurs exposes them to new technology, enhances food safety practices, and overall helps participants contribute to the broader food industry and economy with new skills and insights. By working with the OAFVC, these business owners are not only supported with necessary services to launch their products into the market, they are also building knowledge and capacity within those companies. There is truly no other facility in Ontario like the OAFVC – it is a key contributor to the F&B industry and provides a pathway for so many companies to grow and have a positive impact.

We look forward to Northumberland County's continued support and investment into the OAFVC, in support for the food and beverage industry in the County and Ontario at-large. Should you require any further information or collaboration, please feel free to contact me.

Sincerely,

**Dan Reilly**

Director, Food Innovation and Research Studio (FIRSt), George Brown College  
215 King St. E., Toronto, ON M5A 1J9  
416-415-5000 x6962 / [dreilly@georgebrown.ca](mailto:dreilly@georgebrown.ca)

**Sanders, Cheryl**

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**From:** noreply@northumberlandcounty.ca on behalf of JOHN MARTIN HALE  
**Sent:** Tuesday, January 28, 2025 4:11 PM  
**To:** Mather, Maddison  
**Subject:** Special council meeting 30th January 2025

CAUTION: External E-Mail

Hi,

I would like to lend my weight to support the continued opening of OAFVC. The closure or cutback of this facility would be at best misguided and at worst completely disastrous for the entrepreneurs who rely on the site to make new and innovative foods for the local community. I do not see the reason for this continued hounding of the centre. It is there to make new business flourish & we really need this in the current economic climate. With threats to food security within Ontario this place is pivotal in supplying food to the area at a realistic cost.

How do I know this? I have had many clients use the facility to start their business and gain a foothold in the market.

I urge you to reconsider the thought of closing the centre as it is the lifeblood of the local food scene and food entrepreneurs throughout Ontario.

Thank you for listening.

Kind regards

John Hale.

Attention: Maddison Mather, Clerk; Jennifer Moore CAO, Dwayne Campbell, Director  
Regarding: Request for submission of written delegation in support of the Ontario-Agrifood Venture Centre.

Good afternoon. As a resident, farmer and small business owner in Northumberland County, I have a vested interest in decisions made by council that have the potential to impact my livelihood. It has come to my attention that County Council will be examining areas of potential cost savings in their review of discretionary services on January 30<sup>th</sup>, which includes the future of the Ontario Agri-Food Venture Centre.

Unfortunately, due to prior commitments I am regrettably not able to attend this council session in person. Therefore, I would like to respectfully request that this written delegation be accepted and presented for consideration by council in support of continuing the operations of the Agri-food Venture Centre.

My name is Lori Latendresse. I am a long time resident, independent farmer, and the owner of Dirty Dog Cider Company in Alnwick Haldimand Township, Northumberland County. As a small-scale producer and manufacturer of sweet apple cider, the OAFVC was instrumental in helping me develop, test, and produce my first variety of sweet cider in 2022. Since then, the OAFVC has been fundamental in providing production services that have allowed me to increase my production from 400 litres of a single variety in 2022, to nearly 5000 litres in 2024, and an expansion from 1 to 3 varieties of sweet cider. The services offered by the OAFVC have been indispensable to the growth and expansion of my business, and have provided me the opportunity to wholesale my product to several small independent agri-food, restaurant, and retail businesses across Northumberland County, in addition to operating my own farm-based cider retail outlet. The OAFVC has also supported increased production of my cider by providing me with the service of secure, food safe and climate-controlled storage space, as well as refrigerated and freezer storage space. As a small-scale manufacturer in a rural community, I could not have developed and grown my business to the point where I am now without the support of the OAFVC. This one of a kind centre provides equipment, expertise, staffing, production and storage space that small start-up businesses such as myself require, but simply cannot afford to build and purchase independently.

In addition to being a manufacturer, I am also a small-scale farmer operating an agri-food business in rural Northumberland County. My cider company uses 100% fruit grown by myself and other local farms. As with all crops, there is a harvest season for field grown fruit. Harvest occurs once a year over the period of a few months. Therefore, I must harvest and process all the fruit to support the upcoming year of cider sales. The OAFVC provides services to my farm and other farms that include close proximity storage for raw materials (in my case, fresh pressed juice from harvested fruit). The OAFVC is a valuable storage and production facility that is within close proximity of my farm. This ensures that my bulk raw material can be moved into appropriate storage so that it does not spoil. Most small farms like myself, do not have refrigeration or freezer capacity for bulk raw materials needing immediate food safe storage. Should the OAFVC close, I would no longer have access to local food safe storage for my time



sensitive harvest. As a small farm in the early years of developing into an agri-business, it is not feasible to build a facility with bulk climate and temperature controlled storage, let alone a facility with required production and bottling equipment.

The OAFVC is a one of a kind facility that we are fortunate to have in our community of Northumberland County. The facility and staff provide services that are essential to local farmers and manufacturers such as myself. I think our community is very proud to be home to the OAFVC and I ask council to consider this, as well as the impacts that closure would have on local farms and businesses who currently utilize the facility, staff and services. We live here. We work here. We contribute to the local economy, and provide opportunities for residents to buy locally grown and produced food. Please show your support for myself and other local farmers and producers by keeping the OAFVC open. Thank you for your time and consideration.

Respectfully,  
Lori Latendresse  
Resident, Farmer, Producer  
Dirty Dog Cider Company

**From:** noreply@northumberlandcounty.ca on behalf of Mark Reynolds  
**Sent:** Wednesday, January 29, 2025 10:19 AM  
**To:** Mather, Maddison  
**Subject:** Discretionary Spending Special Meeting

CAUTION: External E-Mail

Good Morning, I was recently made aware of a special meeting regarding discretionary spending for Northumberland County.

I am a local (Brighton) hot sauce producer who has been associated with the OAFVC since 2018. This facility has been a lifeline to the launch and growth of my business over the last seven years. My growth has gone from a production of 700 units to my current production of 3000 units.

My business is on the cusp of exponential growth, not only for my sauce but with the introduction of new products this calendar year.

The closure of this facility would have a resounding negative impact not only for the Corporation that I have recently formed but for me personally.

I implore you to continue to fund and support this important facility, which provides many small food producers like myself, a place to not only realize our dreams, but to also support economic growth within our region.

Sincerely, B. Mark Reynolds  
CEO  
1000994069 Ont. Inc. o/a Uncle Chester's Flaming Hot

**From:** noreply@northumberlandcounty.ca on behalf of Michael Mosuwaifo  
**Sent:** Tuesday, January 28, 2025 10:31 PM  
**To:** Mather, Maddison  
**Subject:** Northumberland county discretionary spend (OAFVC).  
**Categories:** Blue Category

CAUTION: External E-Mail

Dear County Clerk, I am writing to express my deep concern about the potential reduction in funding for the Ontario Agri-Food Venture Centre (OAFVC) and the significant impact this would have, not just on my business, but on our customers and the local supply chain. At OAFVC, we produce our tigernut-based beverages, a unique and growing product that serves health-conscious consumers. This facility provides us with the specialized equipment and resources we need to create high-quality, locally made products. Without OAFVC, we would struggle to continue production, which in turn would affect our customers who rely on our beverages, as well as the farmers and suppliers who provide our ingredients. OAFVC is more than just a processing facility; it is a crucial link in a network that supports small businesses, local agriculture, and the community. Its closure would not only disrupt our ability to operate but would also ripple through the supply chain and access to innovative food products. I strongly urge the county to continue supporting OAFVC. This investment sustains small businesses like mine, strengthens our local food ecosystem, and ensures that consumers have access to fresh, locally made products. Thank you for your time and consideration. Best regards, Michael Mosuwaifo. Founder House of Tigernut.

noreply@northumberlandcounty.ca; on behalf of; Nicole Detlor

Special Council meeting 30th January 9:30am Hello, I am writing this message to express my support of OAFVC. Northumberland County has an incredible resource for the food processing industry in this facility. The lack of incubation spaces to support growing small business in the food industry is well known, and OAFVC is in my opinion one of the best examples of what is needed. We frequently refer our industry partners to OAFVC as they scale and grow their businesses, because we don't have services like OAFVC in Waterloo Region. I sincerely hope the long term economic value of OAFVC is considered in the decision making process.

Nicole Detlor

Director, Conestoga Food Research & Innovation Lab

From: noreply@northumberlandcounty.ca <noreply@northumberlandcounty.ca> On Behalf Of RAHUL JAIN

Sent: Wednesday, January 29, 2025 12:34 PM

To: Mather, Maddison <matherm@northumberland.ca>

Subject: Open Letter in support of OAFVC

CAUTION: External E-Mail

Good Afternoon,

I trust you are doing well, and off to a great 2025.

I understand that a meeting will be taking place tomorrow afternoon to examine areas of financial savings, and where the Ontario Agri-Food Venture Centre (OAFVC) falls into current and future planning.

I have attached a letter to this email for your reference. As a client at OAFVC for the past 6+ years, we are strongly in favour of keeping OAFVC open for small food businesses. We feel it is a vital operation for the health of numerous small Ontario-based food businesses, as well as entrepreneurs wishing to enter the market with new products and innovations.

Please find our open letter attached, which can be referenced in tomorrow's meeting as required.

Thank you for your time and consideration.

Rahul Jain

Co-Founder

Saha International Cuisine



Saha International Cuisine  
38 Ruden Crescent  
North York, Ontario, Canada  
M3A 3H3  
W: [www.sahacuisine.com](http://www.sahacuisine.com)

January 29th, 2025

To Whom It May Concern,

This is an open letter to show support for the Ontario Agri-Food Venture Centre (OAFVC), currently operating in Northumberland County.


We have been manufacturing all of our twelve varieties of products at OAFVC since December 2018, and will be adding three new varieties this Spring. Despite significantly longer travel time from Toronto, we preferred OAFVC over other incubators and commercial kitchens in the city. We moved our manufacturing and warehousing duties into the facility due to the exceptional safety standards implemented there, as well as commitment to excellence exhibited by the highly skilled and well-trained staff. We have not been disappointed, as the facility has consistently provided us with a safe and efficient environment to manufacture in. It has also given us the opportunity to learn new techniques, safety standards, and efficiency protocols to improve our team in all areas of manufacturing. Working with OAFVC has allowed us to significantly increase our output and substantially grow our business over the past 6+ years.

We rely on OAFVC remaining open to successfully run our small, local business. We are now a profitable operation that purchases raw ingredients from a variety of local growers and suppliers. We purchase packaging materials from local businesses. We pay to participate weekly/monthly/seasonally in several Ontario Farmers Markets, including St. Lawrence Market, St. Jacob's Market, Guelph Farmers Market, Kitchener Market, and Georgetown Market. We also pay to participate in local festivals and trade shows throughout the year (Cabbagetown, Vineland, One Of A Kind Show). Our products are available in over 200 retail locations across Ontario, and we have an online store with a rapidly growing customer base across North America.

It is clear that, aside from the inclusion of variety, quality, and novelty that our products introduce into these venues, our business injects a great deal of revenue into the local economy. However, none of this is possible without the OAFVC being the solid foundation that it has been for us. It's closure would have far-reaching economic implications beyond our loss of a manufacturing space. We believe that OAFVC plays a vital role in assisting many new, small, and existing food companies, and the wide web of related businesses around them. It's closure would be devastating to a number of small operations and new ventures, and would hurt the local and provincial economy. If the Province's position is help small businesses, keeping OAFVC operational is essential to meeting that promise.

Regards,



Rahul Jain;   
Founder  
Saha International Cuisine

-----Original Message-----

From: [noreply@northumberlandcounty.ca](mailto:noreply@northumberlandcounty.ca) <[noreply@northumberlandcounty.ca](mailto:noreply@northumberlandcounty.ca)> On Behalf Of Sharon Kelly  
Sent: Tuesday, January 28, 2025 12:46 PM  
To: Mather, Maddison <[matherm@northumberland.ca](mailto:matherm@northumberland.ca)>  
Subject: OAFVC

CAUTION: External E-Mail

To the County Clerk,

I'm writing to you about the item to discuss the funding for the OAFVC this week. I can't express enough what a facility like this means to food entrepreneurs!

I was going to close my business last summer as I was feeling hopeless about how I could grow my vegan frozen food business until I heard about the OAFVC. This facility allows an emerging brand like mine to take the next step.

Since starting there last August I was able to get a higher food safety designation which allows my brand to continue in Whole Foods, and now get into the large, national chains. I also was able to get a distributor in Vancouver so am now selling my products outside of Ontario! This would not have happened without OAFVC. I sold my condo downtown Toronto, and am renting a place in Cobourg as I'm fully committed to growing my business in Northumberland.

The OAFVC's staff have expertise that is allowing me to learn and grow. Such large brands have had their start there (Cedar Valley, Nana Pops, Oat & Mill) and knowing this gives me such hope that we'll be able to do the same. Closing the OAFVC would be devastating to my company, and all the other manufacturers working there. We have built a community of learning there. We network and talk with other business owners and help each other out. It's such an amazing, unique and special place in Ontario that I considered myself so lucky to have discovered it.

Ontario needs the OAFVC to give small brands a chance to grow as there are so many barriers to being able to compete with the mega-brands that closing this centre is the death knell to many of us. I desperately hope the county continues to support this amazing initiative to support entrepreneurs in Ontario.

Sincerely,  
Sharon Kelly  
Owner, Situ's Kitchen

**From:** noreply@northumberlandcounty.ca on behalf of Will Harvey  
[REDACTED]  
**Sent:** Wednesday, January 29, 2025 11:59 AM  
**To:** Mather, Maddison  
**Subject:** funding the OAFVC

CAUTION: External E-Mail

Dear Sir/Madame,

I'm a resident of Cobourg. I live here with my wife and children, all of whom have been educated in Northumberland County. My son attends [REDACTED].

We have a family-run food manufacturing business. We make a frozen smoothie puck and cold-pressed juice under the Nutes brand.

We sell our products through local stores such as Foodland, Grocery Outlet and TNS Health Food.

We have been manufacturing our products for five years at the OAFVC. We have sought co-manufacturing opportunities in an effort to scale up but have been unsuccessful because of the innovative nature of our products.

Without the OAFVC, we could not continue to produce and grow such that ultimately we can create our own facility.

If the OAFVC were to have its funding cut or reduced such that we could not produce at our current volumes, we would lose customers, our brand's reputation would diminish and our business ultimately collapse.

I hope you will consider the viability of our business and that of other local food manufacturers when deciding whether the OAFVC is a vital part of Northumberland County.

Thank you.

Sincerely,

Will Harvey



If you require this information in an alternate format, please contact the Accessibility Coordinator at [accessibility@northumberland.ca](mailto:accessibility@northumberland.ca) or 1-800-354-7050 ext. 2327



## Report 2025-030

**Report Title:** Broadband Communications and Implementation Strategy

**Committee Name:** Economic Development, Tourism and Planning

**Committee Meeting Date:** February 5, 2025

**Prepared by:** T.J. Flynn  
Investment Attraction Specialist  
Economic Development, Tourism and Strategic Initiatives

Scott Berry  
Communications Officer, Capital Projects  
Communications

Peter Deshane  
Manager of Infrastructure  
Transportation, Waste, Facilities & Capital Projects

**Reviewed by:** Denise Marshall  
Director, Public Works  
Public Works

Kate Campbell  
Director of Communications & IT  
Communications

Dwayne Campbell  
Director of Economic Development, Planning and Strategic Initiatives  
Economic Development, Land Use Planning & Tourism

**Approved by:** Jennifer Moore, CAO

**Council Meeting Date:** February 19, 2025

**Strategic Plan Priorities:** ☒ Innovate for Service Excellence  
☒ Ignite Economic Opportunity  
☒ Foster a Thriving Community  
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## Information Report

**That** the Economic Development, Tourism and Land Use Planning Committee receive Report 2025-030 'Broadband Communications and Implementation Strategy' for information; and

**Further That** the Committee recommend that County Council receive this report for information."

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## Purpose

The purpose of this report is to provide an update on the Northumberland County Broadband Project regarding communications and implementation.

## Background

High-speed internet connectivity is essential for fostering a thriving, inclusive, and resilient Northumberland County. However, like many rural communities, Northumberland has faced challenges in achieving widespread broadband access due to its hilly terrain, a dispersed population, and complex infrastructure requirements. These challenges are all barriers to Internet Service Provider investment in network expansion.

Recognizing that reliable internet access serves as a foundation for local economic growth, community well-being, and long-term sustainability, the County has prioritized closing broadband gaps.

Expanding broadband access is a cornerstone of Northumberland County's 2019 Digital Strategy, a key component of its 2023-2027 Community Strategic Plan, and the primary recommendation from the industry-led COVID-19 Economic Recovery Task Force, all of which identified connectivity as vital for supporting economic growth, enhancing quality of life, and ensuring equal access to digital resources for all residents.

In response, Northumberland County has spearheaded a public-private model to build a high-speed telecommunications network that will enable delivery of broadband services to over 11,000 currently underserved or unserved households (refer to Appendix A for the project map). This innovative approach leverages federal and provincial funding combined with private sector investment to establish a reliable, utility-grade network. Designed to provide minimum speeds of 1 gigabit per second (1 Gbps) and scale to meet future needs, this infrastructure will equip residents, businesses, and institutions with the digital tools necessary to thrive in a connected world.

Funding for the project was secured through successful applications to the federal Universal Broadband Fund (UBF) and the provincial Improving Connectivity for Ontario (ICON) program. Together, these contributions enabled the engagement of a private sector partner in a formal public-private partnership to design and build the network.

## Timeline and Challenges

Delivering broadband access to rural areas like Northumberland County is a complex undertaking. Since the initial announcement in 2022, considerable time was needed to secure

the right internet service partner, attract private investment, and address technical challenges associated with the region's geography.

After securing public funding, the County conducted a thorough process to identify and engage a suitable private sector partner for long-term sustainability and the capacity to deliver meaningful connectivity improvements across the county.

With the finalization of key partnerships underway, focus is turning to the physical installation of the network. Drafting of the installation plan is proceeding, and although a detailed construction schedule has not been determined, construction is expected to begin in mid-March 2025. The goal is to connect over 11,000 underserved and unserved households by the end of 2025 – a key condition of the public funding.

The County is currently working with partners to develop a structured project timeline with clear milestones and accountability measures. Regular updates will be provided to the community so residents can monitor progress.

## **Project Implementation**

The first step in the process for implementation is for the Internet Service Provider (ISP) to obtain Municipal Consent from each road authority having jurisdiction. The Municipal Consent applications will include information regarding the proposed locations of the network cable, the length of cable included in the submission, depth of bury, utility pole location if required and proposed installation method. It should be noted that a typical Municipal Consent application for this project is expected to include 3-10km of network cable and that there is a total of 1125 km of network cable to be installed for this project. The County and Member Municipalities will receive Municipal Consent applications, complete a review and issue approval if the details provided are acceptable. The review process typically consists of a desktop review, field review, drawing markup and return to the ISP either with approval or request for re-submission. The Municipal Consent review process must be completed within the timelines set out in the provincial Building Broadband Faster Act.

In accordance with the Building Broadband Faster Act, 2021, S.O. 2021, c. 2, Sched. 1 a Municipality having jurisdiction shall respond to a Municipal Consent application:

- a) within 10 business days of receiving the application where the proponent requires access to 30km or less of a municipal highway or municipal right of way
- b) within 15 business days of receiving the application where the proponent requires access to more than 30km of a municipal highway or municipal right of way

Network cables will primarily be buried along County, Municipal or private rights-of-way. In the areas where this is not feasible it will be an aerial installation using existing utility poles or new utility poles will be installed. Any property disruption during installation is expected to be minimal, and restoration work will return affected areas to their original condition. Restoration work may be delayed if weather conditions are not favorable. Residents will be notified in advance if any work is required on their property and will need to provide permission.

As the broadband network is rolled out, physical connections will be made to homes. The installation and connection of high-speed internet to each household **will be completed at no cost to residents** as part of the project's funding. Should residents choose to connect they will gain access to high-speed internet as soon as their area is connected, without waiting for the

entire network to be completed. All eligible property owners are being encouraged to take advantage of the optional installation during the project timeline. Future connection requests post-2025 project may result in costs to owners as a separate installation process.

Through this initiative, Northumberland County, with funding from the Federal and Provincial governments and private partner, is addressing long-standing connectivity challenges, enabling economic growth, and fostering social inclusion in the digital age. By overcoming technical and financial obstacles, the County is poised to deliver on its promise – and the promise of all levels of government – to close connectivity gaps and ensure all residents have access to the benefits of high-speed internet.

Road users and residents can expect to see construction crews working on County and Municipal roadways in various locations at any given time. Lane closures may be required to complete some of the work, however full road closures are not expected. As the construction details are determined, they will be communicated to the public and will include timelines, locations of construction crews, lane restrictions or closures and any changes to the schedule.

County staff are working closely with the Internet Service Provider to develop a robust communication plan designed to foster community awareness, project partner collaboration, and municipal partner support. The overarching goal will be to generate widespread awareness of, and interest in, the broadband service among the over 11,000 underserved and unserved households, by effectively communicating service benefits along with project progress.

The plan is tailored to address the needs of various audiences and targeted geographical locations for installation deployment. A separate communications and engagement plan is being developed in collaboration with Alderville First Nation to secure approvals to access Reserve lands. This will include community workshops and listening sessions to address Alderville First Nation's unique needs, supported with culturally sensitive communication strategies and trusted community communication channels.

The communications plan emphasizes educating municipal staff, engaging Alderville First Nation, preparing residents for installation, and driving high adoption rates for network connections. By addressing potential challenges with transparent updates, targeted outreach to implementation areas, and consistent messaging, the County will build trust and engagement with municipal staff and residents. Focus will be on clarifying roles, streamlining contacts, and driving high service adoption and sign-up rates, propelling the success of the broadband initiative.

## **Consultations**

N/A

## **Legislative Authority / Risk Considerations**

As previously noted, in accordance with the Building Broadband Faster Act, 2021, S.O. 2021, c. 2, Sched. 1 a Municipality having jurisdiction shall respond to a Municipal Consent application;

- c) within 10 business days of receiving the application where the proponent requires access to 30km or less of a municipal highway or municipal right of way
- d) within 15 business days of receiving the application where the proponent requires access to more than 30km of a municipal highway or municipal right of way

## **Discussion / Options**

As the Northumberland County Broadband Project transitions into its implementation phase, County staff have identified several critical areas requiring collaboration, preparation, and clear communication to ensure a successful rollout of the broadband network.

One key tactic will be the delivery of tailored presentations and information packages to member municipalities. These materials will introduce the County project team, outline the project details, and provide any available construction timelines. Member municipalities can use this information to update their councils and prepare for local engagement.

Additionally, staff are working in partnership with the Internet Service Provider (ISP) to develop communication materials for County operations staff, municipal staff, and construction crews. These materials will address resident inquiries, outline connection processes, and include contact details for further support.

The implementation of a comprehensive communication and engagement strategy is essential for minimizing confusion, driving awareness, and ensuring the successful adoption of broadband services. This strategy will include public updates on construction schedules, lane restrictions, and connection options, along with targeted outreach to specific communities, including culturally sensitive approaches for Alderville First Nation.

By addressing these considerations, the County aims to maintain transparency, foster public trust, and bridge the digital divide for over 11,000 underserved and unserved households across Northumberland County.

## **Financial Impact**

Funding for the project was secured through successful applications to the federal Universal Broadband Fund (UBF) and the provincial Improving Connectivity for Ontario (ICON) program. Together, these contributions assisted in enabling the selection of a private sector partner to design and build the network and develop a public-private partnership.

## **Member Municipality Impacts**

Network cables will be installed within member municipality right of ways. County Staff will consult with member municipalities regarding the project details and timelines. Municipalities will receive and process Municipal Consent applications from the Internet Service Provider. County staff will provide support to the member municipalities regarding communication and responding to public inquiries.

## **Conclusion / Outcomes**

High-speed internet connectivity is essential for fostering a thriving, inclusive, and resilient Northumberland County. Like many rural communities, Northumberland has faced challenges in achieving widespread broadband access due to its hilly terrain, a dispersed population, and complex infrastructure requirements. Recognizing that reliable internet access serves as a foundation for local economic growth, community well-being, and long-term sustainability, the County has prioritized closing broadband gaps. With funding from provincial and federal partners secured, the County is spearheading a public-private partnership to build a future-proof telecommunications network that will bridge the existing digital divide, delivering tangible benefits to residents and businesses across Northumberland.

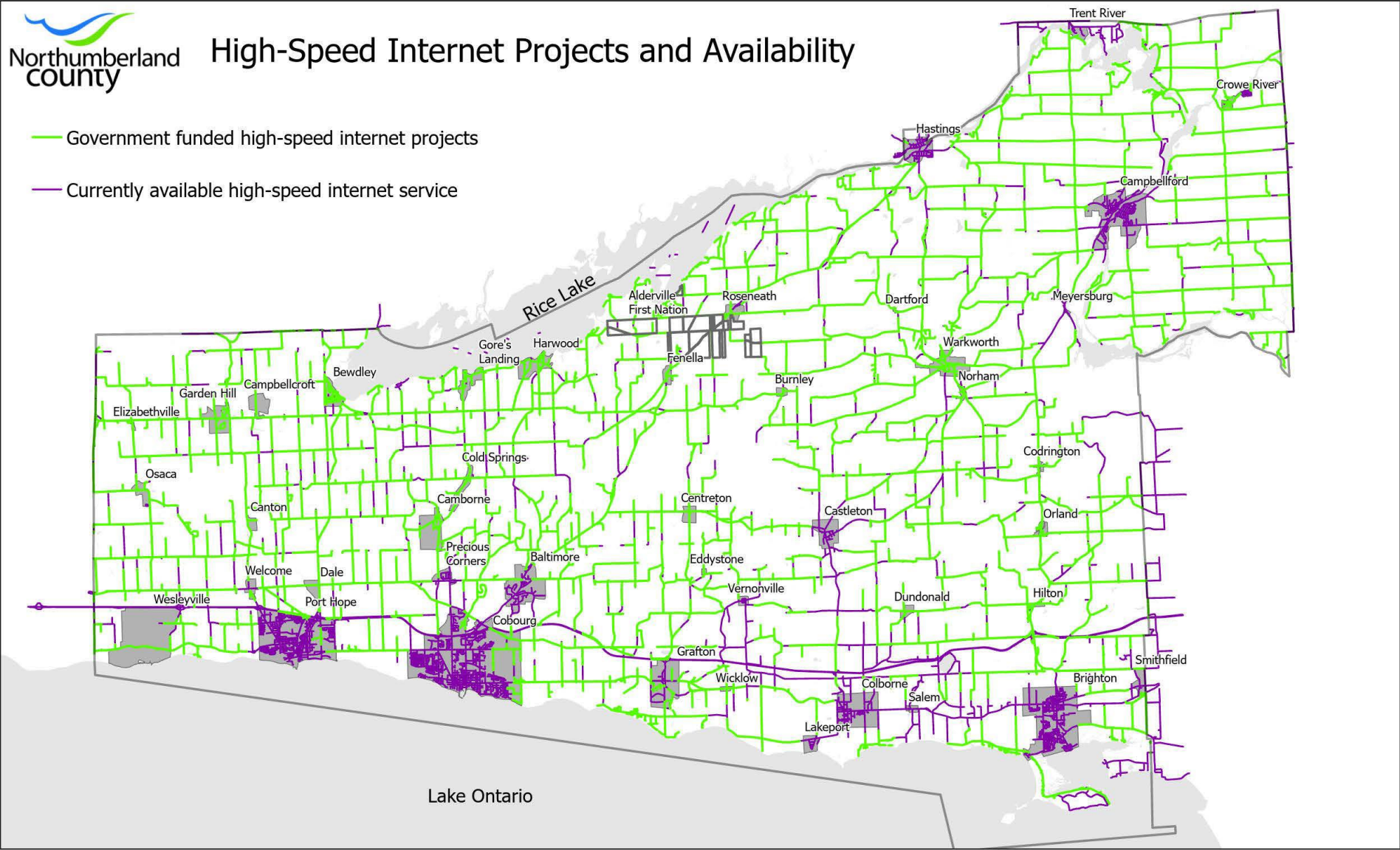
With the finalization of key partnerships underway, focus is turning to the physical installation of the network. Drafting of the installation plan is proceeding, and although a detailed construction schedule has not been determined, construction is expected to begin in mid-March 2025. The goal is to connect over 11,000 underserved and unserved households by the end of 2025 – a key condition of the public funding.

The County is developing a structured project timeline with clear milestones and accountability measures. Regular updates will be provided to the community so residents can monitor progress.

### **Attachments**

- 1) Report 2025-030 ATTACH 1 'Appendix A - Broadband Map'

Appendix A - Broadband Map



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## Report 2025-031

**Report Title:** Planning, Economic Development & Strategic Initiatives Quarter 4, 2024 Update

**Committee Name:** Economic Development, Tourism and Planning

**Committee Meeting Date:** February 5, 2025

**Prepared by:** Dwayne Campbell  
Director  
Economic Development, Tourism and Strategic Initiatives

**Approved by:** Jennifer Moore, CAO

**Council Meeting Date:** February 19, 2025

**Strategic Plan Priorities:** ☒ Innovate for Service Excellence  
☒ Ignite Economic Opportunity  
☐ Foster a Thriving Community  
☐ Propel Sustainable Growth  
☐ Champion a Vibrant Future

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### Information Report

"That the Economic Development, Tourism and Land Use Planning Committee receive Report 2025-031 'Planning, Economic Development & Strategic Initiatives Department Quarter 4, 2024 Update' for information; and

**Further That** the Committee recommend that County Council receive this report for information."

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### Purpose

This report summarizes activities in the Planning, Economic Development and Strategic Initiatives Department in the fourth quarter of 2024.

### Background

The Planning, Economic Development and Strategic Initiatives Department is comprised of 7 service areas as follows:

- Business and Entrepreneurship Centre Northumberland (BECN)



- Economic Development
- Inspection Services
- Ontario Agri-Food Venture Centre (OAFVC)
- Land Use Planning
- Settlement Services
- Tourism

A high-level summary of the recent activities for each service area is provided in the discussion section below.

## **Consultations**

Various consultations occur on a regular basis with member municipalities in each service area and other joint departmental groups to ensure any opportunities for efficiencies and collaboration are explored and pursued.

## **Legislative Authority / Risk Considerations**

Department activities are conducted in compliance with all relative legislation and agreements.

## **Discussion / Options**

### Business and Entrepreneurship Centre Northumberland (BECN)

**Women's Entrepreneurship Programming** - The 2nd Annual She Owns It Conference took place on November 7th, welcoming 150 attendees, an increase from the inaugural event in 2023. Building on this success and brand, a hands-on, interactive workshop is scheduled for March 27th, designed to offer participants practical learning experiences focused on marketing strategies and business finance to support entrepreneurial growth.

**Starter Company** - Fall intake opened in November for businesses in operation for 6 months plus. A total of 38 applicants were received and 20 were approved for up to \$3,500 in microgrant funds for a combined total of \$41,750 in grant funds distributed. The next intake will take place March/April 2025.

**Potential Shared Services** - In December we had discussions with Cramahe Township and their economic development committee about working together to help increase small business services. Details on this pilot program will be available in early 2025.

**Youth Programs** - We are expanding our youth entrepreneurship programs through a new Memorandum of Understanding (MOU) with Junior Achievement Northern and Eastern Ontario (JA-NEO). JA is a leading organization dedicated to inspiring and preparing youth in Grades 3 to 12 for success by offering programs in financial literacy, entrepreneurship, and real-world readiness skill development. Our first collaborative initiative is the "JA BECN FemSTEAM She Owns It Youth Event" in 2025.

**Technology Enhancement for Efficiency** – Introduced text messaging communication to make it easier for clients to book consultations, receive appointment reminders, and stay informed with important updates and notices. Additionally, implemented a digital video interview platform to streamline the grant application process, allowing applicants to submit responses more efficiently and making the overall intake process smoother and more accessible.

## Economic / Community Development

- After several discussions and a site visit, the Ministry of Economic Development, Job Creation, and Trade, and INVEST Ontario have added the Employment Lands at Hwy 401 and Hwy 28 to their official inventory of available Industrial Sites. This roster is used by the Minister to promote Ontario on his International Trade missions.
- The OPG lands in Wesleyville are one of three sites in the province that have been identified as a potential site for new electricity production. There is a \$30M fund attached to this designation for infrastructure development that will contribute to economic development in the surrounding community.
- Project Flow, an EV Battery project has been put on hold. The proponent was looking to purchase land in Hamilton Township. Despite the hold on the project, the land seller is proceeding with a land severance that will create a new 45 acre parcel of industrial property that will be available for development in the future.
- A solar farm has expressed interest in establishing themselves in Hamilton Township. Meetings have occurred between the proponent and Township staff and elected officials. Township support is required for any project to move forward.
- Northumberland Workforce Housing Corporation contracts and marketing tools have been created and a roster of development partners has been established in anticipation of a 2025 project launch.
- Negotiation continued with our private partners in the broadband project. In anticipation of a positive outcome, Municipal Access agreements have been created by the County and local Works Departments. These agreements are expected to be signed in early 2025. A tour of County roads was provided by the County Works department for the contractor chosen to build the fiber network in an effort to ensure they understood the conditions under which they will be building and the requirements to access County right-of-ways.

## Inspection Services

In accordance with long-standing agreements, County Inspection Services administers and enforces the sewage and plumbing system parts of the Building Code on behalf of member municipalities. In Q4 of 2024, Inspection Services issued 38 septic permits for an annual total of 180. (By comparison, there were 160 septic permits issued in 2023). Inspection Services received 119 plumbing permits in Q4, for an annual total of 531. (By comparison, there were 834 plumbing permits received in 2023).

Table: Number of Sewage Permits

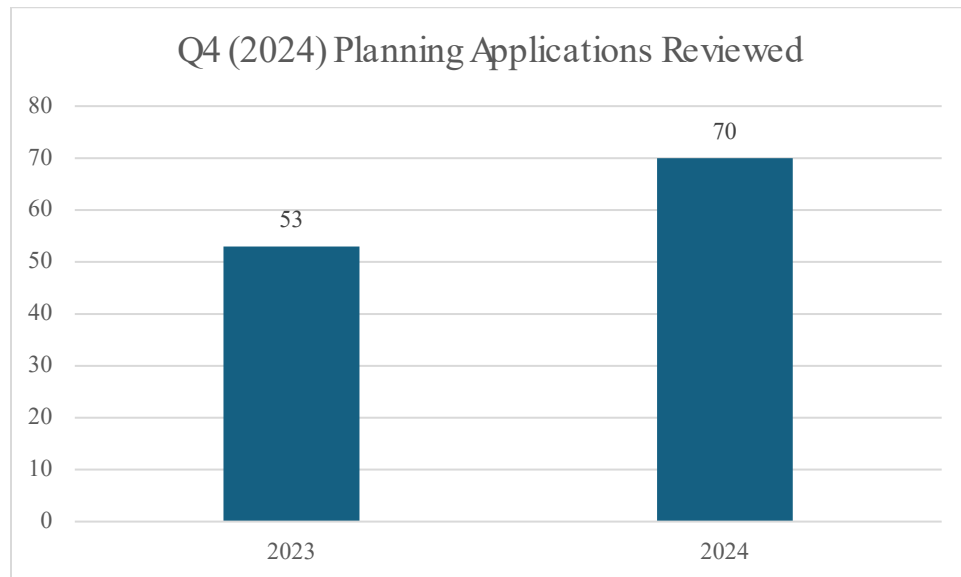
| <b>2024</b>  | <b>AH</b> | <b>BR</b> | <b>CO</b> | <b>CR</b> | <b>HA</b> | <b>PH</b> | <b>TH</b> | <b>Total</b> |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| Q1           | 8         | 7         | 0         | 5         | 7         | 1         | -         | <b>28</b>    |
| Q2           | 18        | 9         | 0         | 9         | 22        | 6         | -         | <b>64</b>    |
| Q3           | 14        | 6         | 1         | 5         | 19        | 5         | -         | <b>50</b>    |
| Q4           | 7         | 6         | 1         | 9         | 10        | 5         | -         | <b>38</b>    |
| <b>Total</b> | <b>47</b> | <b>28</b> | <b>2</b>  | <b>28</b> | <b>58</b> | <b>17</b> | <b>-</b>  | <b>180</b>   |

Table: Number of Plumbing Permits

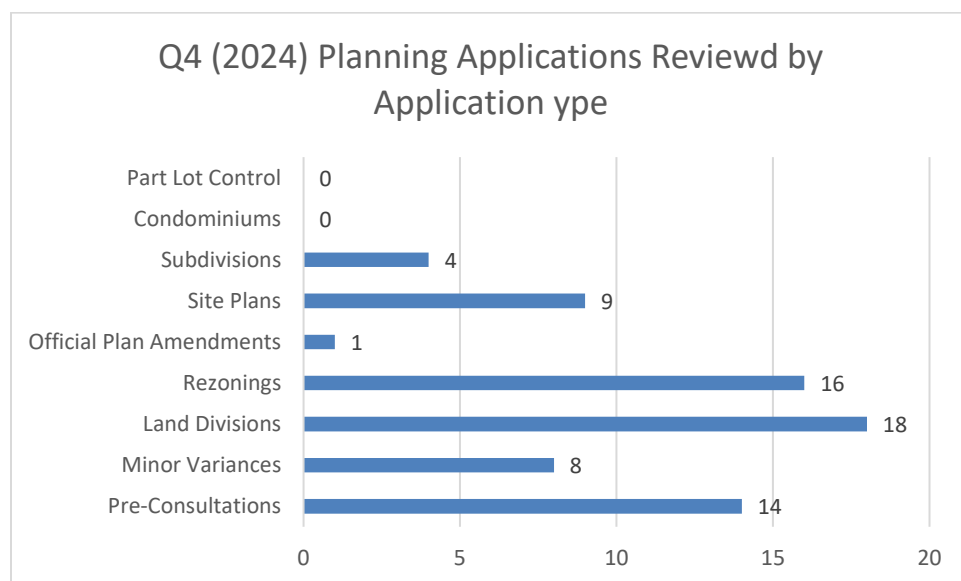
| 2024  | AH | BR | CO  | CR | HA | PH | TH  | Total |
|-------|----|----|-----|----|----|----|-----|-------|
| Q1    | 1  | 7  | 32  | 6  | 8  | 16 | 14  | 84    |
| Q2    | 33 | 25 | 39  | 9  | 15 | 11 | 30  | 162   |
| Q3    | 19 | 20 | 28  | 16 | 14 | 26 | 43  | 166   |
| Q4    | 13 | 31 | 23  | 8  | 7  | 13 | 24  | 119   |
| Total | 66 | 83 | 122 | 39 | 44 | 66 | 111 | 531   |

### Land Use Planning

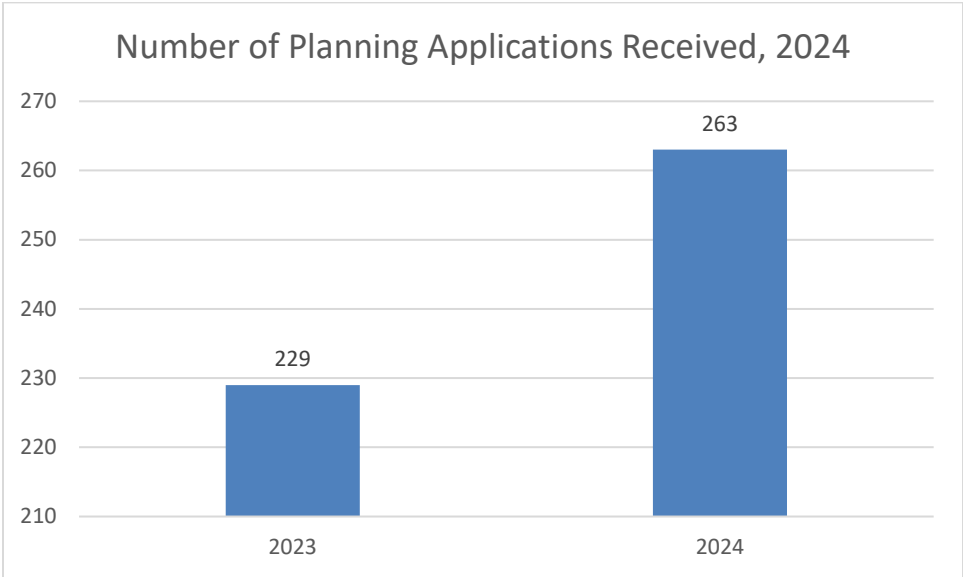
In the fourth quarter of 2024, County Planning received 70 development applications for review and comment (By comparison, 53 applications were reviewed in same quarter in 2023)



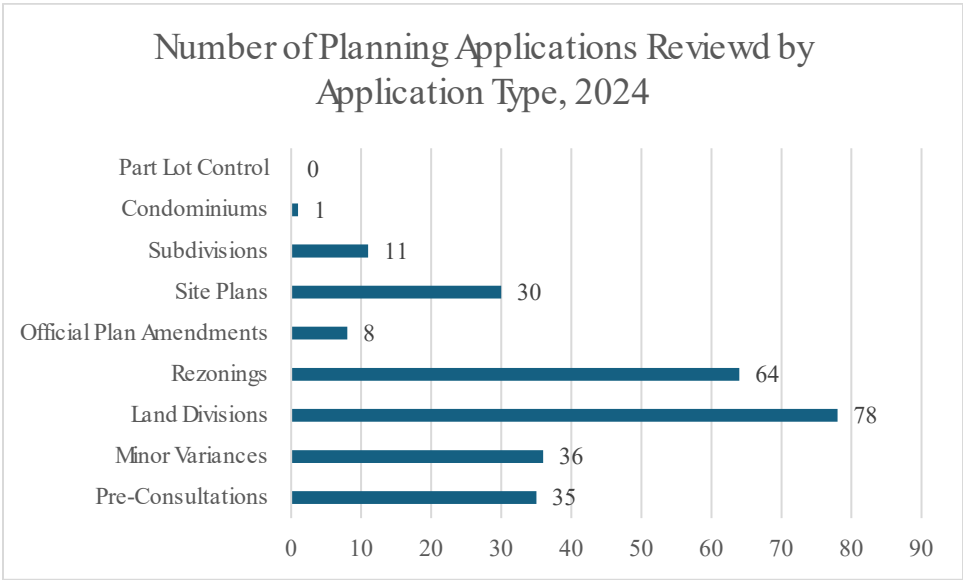
Land Division applications accounted for the highest number of applications (18) reviewed, followed by zoning by-law amendment / rezoning applications (16) and pre-consultation requests (14).



Throughout 2024, County Planning received 263 applications, an increase of approximately 15 per cent over the number of applications received in 2023.



Overall land division applications accounted for the most applications received by County Planning in 2024 (78), followed by zoning amendments (63) and minor variance applications (36).



It is noted that despite the *Cutting Red Tape to Build More Homes Act* (Bill 185), which made development pre-consultations optional in 2024, proponents are still interested to regularly pre-consult with Land Use Planners across the County to discuss development proposals prior to submitting a planning application.

Ontario Agri Food Venture Centre (OAFVC)

In the fourth quarter of 2024, OAFVC assisted over 40 food businesses. The Centre gained four new Consumer Packaged Goods clients, and the OAFVC team helped launch 7 new Made-in-Ontario products. Q4 presented a record increase (30%) in food processing shifts booked

October through December when compared with the previous 3-year average. In Q4, clients' businesses made approximately \$700,000 of Made-in Ontario products at the OAFVC.

In response to client demand, and in collaboration with the Facilities Team, a fourth high-hygiene production room was opened for rent in October. November saw processing area floors resurfaced, after 10 years of wear-and-tear, to improve 'grippiness' (a key safety feature in food production.) The OAFVC team took advantage of the requirement for empty floor spaces to convert the lab/multi-purpose room into a New Production Room, the Centre's fifth income-generating high-hygiene shared-use food processing room.

The Centre has continued to see increasing numbers of inquiries from food business owners seeking to operate with a SFCR license. In anticipation of this change in market demand, OAFVC began implementing policies and procedures in 2023 to facilitate the transition into a federally inspected and licensed food processing facility. In 2024 OAFVC supported clients through, and participated in, not less than 4 Food Safety Audits, 2 taking place in Q4. The first client Food Safety Audit for 2025 has already taken place, and demand is expected to continue to grow as retailer and distributor expectations increase.

#### Year-end summary:

- OAFVC supported 75 businesses through 2024; 27% County-based
  - *Another* food entrepreneur relocated to Northumberland from the GTA to take better advantage of OAFVC supports.
- Of OAFVC's 2024 Top Ten clients, 50% are Northumberland County-based businesses.
- Year-end sales reports show the OAFVC invoiced 105% of services invoiced in 2023, and surpassed 2022's record to become the Centre's new *best-yet* year.
- 2025 clients have already doubled the record for number of production shifts booked in January

#### Settlement Services

Settlement Services plays a crucial role in supporting newcomers to the County. By providing a wide range of services, including language training, employment assistance, and community integration programs, they help individuals and families join the community.

- 45 clients served during Q4
- 23 clients registered in the OAFVC / IRCC Newcomers Food Entrepreneur program

#### Tourism

- 111,676 Visitor Newsletters sent with an average open rate of 43.1% and a click rate of 4.2% and promoted a total of 601 events in 2024.
- 6,233 Tourism Industry Newsletters sent with an open rate of 52% and a click rate of 6.0%.
- The average tourism industry email rates at the end of 2024 showed an open rate of 32.22% and a click rate of 1.16%. (per Constant Contact)
- Organically increased social media audience across all platforms by 2.2% to 28,447 followers:
  - 105,103 video views
  - 228.9% increase in published posts
  - 97.7% increase in engagement rate
  - Over 2,500 promotional mentions of Northumberland-based businesses

### *Do Something Delicious Campaign*

- Northumberland Tourism participated in the Culinary Tourism Alliance's 2024 Do Something Delicious campaign. Northumberland County was represented in two thematic blog articles supported by a paid spend on Facebook, Instagram and Google Discovery by Destination Ontario.
- Overall results for the campaign consisted of 6,875,135 ad impressions, an average ad click to landing rate of 88% and a total 71,084 landing page visits. Landing page engagement rate across both flights was 10.5% and over 1 minute of time spent on page.

### *Where you Land Campaign*

- Northumberland Tourism created [a series of six 30-second videos](#) based on the premise of "Where you land... makes all the difference" to run during the YouTube broadcast for the Innova Rip – the only Canadian qualifying event for the 2024 Professional Disc Golf Association Championship. Videos have been viewed a total of 193,000 times to date.

### *Ontario by Bike Webinar*

- Through our ongoing partnership with Ontario by Bike, Northumberland Tourism hosted 'Destination Bike, Welcoming Cyclists in Northumberland County', a webinar for local businesses to learn more about the process and economic benefits of becoming 'Bike Friendly Business' certified. Eight new businesses completed the process to become designated as Bike Friendly Businesses for a total of 53 (above the average of 41 in each of the 30 other Ontario destinations).

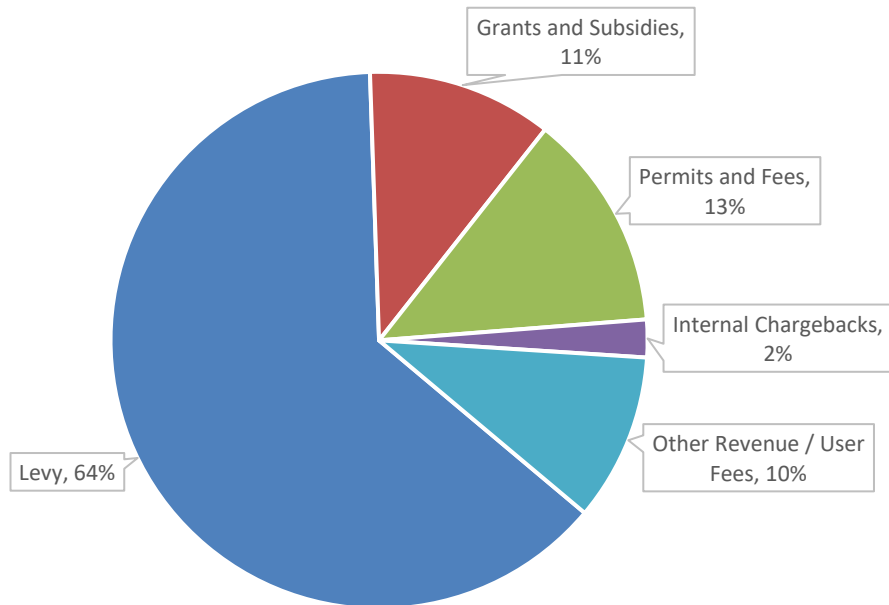
### *Earned Media*

- Northumberland Tourism connected with writer Benoît Legault who wrote a [5-page article in the September 2024 issue of French magazine Camping Caravaning](#) highlighting attractions and camping opportunities across Northumberland County.

### **Financial Impact**

The operating budgets in the Department total \$5,048,180 funded from various sources. Refer to the table below for a snapshot of budget revenues for 2024.

**Department Funding - 2024 Budget**  
**\$5.05 M**



**Member Municipality Impacts**

N/A

**Conclusion / Outcomes**

To maintain trust, confidence and transparency in the stewardship of public funds, this report provides a summary of the Planning, Economic Development and Strategic Initiatives Department's activity for the fourth quarter of 2024.

**Attachments**

N/A