

SHELburne

ECONOMIC DEVELOPMENT

Quarterly E-Newsletter for Everything Economic Development

UPCOMING EVENTS

[Economic Development Breakfast](#)

[Sweat the Small Stuff | Lunch & Learn](#)

[Shelburne Job Fair](#)

[Joseph and the Amazing Technicolor Dream Coat](#)

[Shelburne EDC Rotary Golf Tournament](#)

IN THE SPOTLIGHT

[Interview with: Country 105](#)

NEW BUSINESSES

- [Blavish Hair & Beauty Supply](#)
- [Dev's Blossom Esthetics Services](#)
- [Impact Martial Arts](#)
- [Second Chance Thrift & More](#)

BUILDING BLOCKS

[Business Resources & Events](#)

[Starting a New Business](#)

[Power of Niche Marketing](#)

[She's on Fire: Powerful Networking](#)



WHAT'S UP SHELburne

Current EDC News

Business Retention and Expansion

The Business Retention and Expansion (BR&E) model has been in existence since the mid-1980's. At its core, a BR&E initiative is a planning-to-action process, it provides a tool that can be used by communities to survey local businesses, analyze the strengths and weaknesses of the business environment, and set priorities for action, that will help keep local businesses thriving and growing. Since 2017, Canadian small businesses have employed 8.3 million individuals in Canada, or 69.7 percent of the total private labour force, which make small business the heart of the Canadian economy. Shelburne, Orangeville, and Dufferin County Economic Development teams are working together to survey the Professional, Scientific and Technical Services (PST) sector within our respective communities. In Shelburne, this sector is represented by over 16 businesses with services that range from Legal, Accounting, Design and Advertising. The goal of the BR&E process is to ensure our communities thrive and that we pay attention to local businesses in town and encourage retention and expansion locally. The BR&E report is scheduled to be completed Spring 2020. If you would like a copy of the report contact edc@shelburne.ca





Country 105 (CFDC-FM)



Bayshore Broadcasting has several stations located throughout Southwestern Ontario which include, Goderich, Port Elgin, Orillia, Wasaga Beach, Collingwood, 3 in Owen sound, Bracebridge and Shelburne. The Shelburne Location – Country 105 (CFDC-FM) was launched November 2nd, 2015, broadcasting at 50,000 watts from a transmitter site in melanchthon Township. Shelburne, an underserved market, was chosen for its strategic location and its growth potential. Bayshore Broadcasting takes pride in their history of supporting the growth of local businesses, providing up-to-date local news, and information that is relevant to the smaller communities that they serve. The radio station is the first truly local radio station for Dufferin County, broadcasting from Shelburne to the surrounding communities of Orangeville, Alliston, Caledon, Dundalk and beyond. In addition to playing today's best Country music, the radio station is also committed to helping the local economy, assisting organizations and charities – they are a key sponsor of the Historic Heritage Music Festival and have recently donated funds to the local high schools to help purchase musical instruments. The Shelburne station employs 7 full time employees. Rod West, co-host of the Morning show along with Jill, talk fondly about the warm reception Rod experienced during his 1st winter in Shelburne, when he was snowed-in at the radio station. Listeners (complete strangers) offered him lodging in their homes and brought him

dinner. Rod summed it up as “a good old Country get together; I love it here!” Rod reflects the general feeling expressed by the Country 105 team – “We love calling Shelburne/Dufferin county home and look forward to growing with Shelburne”.

HOT TOPICS

Urban Gardening in Shelburne

The impetus for a Shelburne Community garden was a 2016/17 report, *'Reducing Poverty in Dufferin County: A Proposed Strategic Framework'*, commissioned by Dufferin County and Wellington Dufferin Guelph Public Health. The report, highlighted several findings specific to Shelburne (1) the poverty rate (19%), is above the provincial average (14%) and (2) 1 in 4 seniors and 1 in 5 children are at high risk of poverty. This information, along with the 2019 completion of the Community Improvement Plan (CIP) Big Move #7 - the development of the Community garden at Fiddle Park, all supported the move to develop a local solution to food insecurity. The idea of a community garden isn't new, but with the stresses and uncertainty of modern life, community gardens are proving to be the salve that heals communities. Shelburne's community garden is no different, it will produce fresh local produce for the Shelburne food bank and empower local citizens to grow their own

food, it also fulfills an important social, ecological and urban planning functions. With its wide accessible pathways, varying height allotment beds, the garden will be fully accessible. Additionally, the garden will also offer sheds for storage, a covered gazebo, lockers and a herb/sensory garden. If you or someone you know is interested in volunteering or obtaining an allotment, applications are still being accepted and information can be found at [Shelburne Community Garden](#)

EVENTS

[Economic Development Breakfast | April 16](#)

[Sweat the Small Stuff Lunch & Learn | April 21](#)

[Shelburne Job fair | April 22](#)

[Shelburne EDC Rotary Golf Tournament | June 4](#)

Welcome NEW BUSINESSES

- [Blavish Hair & Beauty Supply](#)
- [Dev's Blossom Esthetics Services](#)
- [Impact Martial Arts](#) • [Second Chance Thrift & More](#)

BUILDING BLOCKS

Business Resources

[Starting a Small Business](#)

[Ideal for all emerging entrepreneurs, this session will cover the requirements and considerations involved with starting a small business in Ontario](#)

May 9 | 5:30 - 7:30 PM
Location: Mill Street Library, Orangeville

[Power of Niche Marketing](#)

[Uncover your niche by identifying your ideal customer and then developing a marketing message that directly connects with them](#)

March 24 | 9 AM - 12 PM
[Tony Rose Memorial Sports Centre Orangeville,](#)

[She's on Fire: Powerful Networking Techniques](#)
March 25 | 5:30 - 7:30 PM

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