

SHELBURNE

ECONOMIC DEVELOPMENT

Quarterly E-Newsletter for Everything Economic Development

UPCOMING EVENTS

Pickin In The Park
Heritage Music Festival
Savour Shelburne

IN THE SPOTLIGHT

Interview with:

Besley Farm

Owner Operators - Brian, Deb &
Evan Besley

NEW BUSINESSES

Geo Designs
L.M Designs
Lashes by Megan
Dan the Man Driveway Sealing
Shelburne BW Taekwondo
M & M Auto Body
Bombshell Stella's
4Word Thinking Tutoring Inc.
Canadian Mouse Trips

BUILDING BLOCKS

Business Resources and
Events

WHAT'S UP SHELBURNE

Denyse Morrissey *New CAO for the Town of Shelburne*

Current EDC News

Denyse has worked in municipal government for the majority of her 25 year plus career, which included larger cities as well as smaller towns. She has a masters in public administration from Dalhousie University and an undergraduate degree from Brock University. She and her husband live in Dufferin County with their dog and two cats.

Q: Why did you decide to join the Town of Shelburne?

Being able to contribute to a Town that is growing strategically is very exciting. Shelburne also has a reputation of having a progressive Council and strong staff team. I feel privileged to be part of such a team. At the same time planning for new or services that are responsive to a growing community is also challenging. I believe the motto 'A People Place, A Change of Pace' is a reflection of the Town's values and that is very important to me.

Q: Biggest challenge since taking on the role?

Strategic financial planning, revenue enhancements initiatives, and capital program planning plus the extent of our fiscal constraints, both currently and estimated for the next 5 years or more. While the Town has grown rapidly and significant improvements have resulted due to development, balancing the breadth of improved services or new services the community wants with our financial challenges is a priority. Challenges are always opportunities!

Q: What do you think the Town's future will look like?

More walkable and connected community as well as continued growth with diversification as it relates to our community residents as well as business'. Always retaining the small town character and charm whereby "A People Place, a Change of Pace" will be experienced by those who live here, work here or visit us.





IN THE SPOTLIGHT

Besley Farm

Owner Operators - Brian, Deb and Evan Besley,



Besleys' tomatoes are like summer wrapped up into a tiny morsel, if you have ever tasted them, you know the experience of having a sweet burst of summer in your mouth.

The Besley Farm, located on the outskirts of Shelburne, has been in the Besley Family since 1938. Brian, Deb, and Evan Besley farm 1600 acres of cash crops - Soybean, corn, wheat, and barley, alongside a towering glass greenhouse in which 1800 tomato plants are grown. Son Evan is the 4th generation to farm the homestead, and he proudly talks about the tomato greenhouse, which was erected in 2012 and is fully automated. The Financial post stated in their 2017 article 'Hunger for tomatoes turns Canada into greenhouse super power' that the value of Canada's greenhouse produce crop more than doubled, to \$1.3 billion last year from \$600 million in 2001, and now eclipses eggs, potatoes, or Durum wheat, clearly the Besley's are innovators within Dufferin County.

The Besley's tomato season begins during the last week in February, when most residents are hunkered down indoors. All 1800 tomato plants are meticulously cared for and planted in a home-made mixture of compost fertilizer, calcium, perlite. The goal is to have each root system produce 2 plants to increase efficiency and maximize production. The computer feeds and regulates water to each plant based on the amount of daily sunlight. The tomatoes, which are pollinated by bumble bees located within the greenhouse in small hives, are pesticide free.

When Brian and his son Evan, turn their attention to their cash crops in May, Deb Besley, and her local dedicated staff, manage the tomato production. It's a full-time job managing the tomatoes from week to week as the plants grow taller, reaching heights of 25 - 30 feet.

Deb Besley and her team begin picking tomatoes in mid-May, right through to November 1st. The 1800 plants are divided into 3 varieties, Cherry, Red Cluster and Low Acid Yellows, which are sold at the local Farmer's Markets and their self-serve farm market.

HOT TOPICS

Mortgage Stress Test

What is it and how does it affect you?

Before January 1, 2018, when borrowers applied for a mortgage you could qualify at the interest rate given. For example, if you were getting a 5-year fixed rate of 3.49% then the calculations to qualify for the mortgage were done at 3.49%. Now, with the new STRESS TEST rules, using the example above, buyers must qualify at 5.49% even though the interest rate is only 3.49%. The Bank of Canada (BOC) has put this new STRESS TEST into place to avoid a housing crash similar to what happened in the United States 10 years ago.

PROS

- Rule has the positive effect of not letting home owners become house poor, and making sure that your home is still affordable when rates go up
- Some Credit Unions and Private Lenders will still let you get a mortgage based on your actual (contract) rate, instead of the higher stress-test rate,
- Families renewing in 5 years, are not going to have the affordability shock, that may have existed prior to the Stress Test being put in place

CONS

- 2% stress test will hit first-timers buyers in regard to their borrowing abilities and more will become renters to save more funds for a down payment, or add a family member(s) as co-signers
- Refinances are becoming more difficult if you are looking to consolidate debts, or take out existing equity
- Borrowing power has been drastically reduced
- Stress test may make it more difficult to negotiate with a new bank when renewing a mortgage

Bobbi-Jean Brandt

Mortgage Agent
Mortgage Centre



BUILDING BLOCKS

Business Resources

Shelburne BIA Next Steps

Monday July 16th | 4 - 6:00 PM

Join Kay Matthews, the Executive Director of the Ontario BIA Association. Kay will outline the state of the Shelburne Business Improvement Area (SBIA), BIAs across Ontario and potential Next Steps. Carol Maitland will review the SBIA Survey. Shelburne BIA members, owners and the general public are invited to attend this informative session and help reinvigorate the SBIA with discussion and ideas.

**Location: Shelburne Public Library
201 Owen Sound St. Shelburne, ON**

Maximize Your Membership

Dufferin Board of Trade

Wednesday July 17 | 9 - 10:30 AM

Information session covering everything you need to know to maximize your membership with the Dufferin Board of Trade.

**Location: DBOT offices
246372 Hockley Rd Mono, ON**

Dufferin Young Professionals Drop-in BBQ

July 19 | 11:30 AM - 1:30 PM

Drop-In and join us for the first ever DYP BBQ! There will be delicious food, good fun, and great networking with fellow young professionals! Bring your lawn chair **Location: DBOT offices
246372 Hockley Rd Mono, ON**

EVENTS

Pickin In The Park

Shelburne Fiddle Park

July 26 - 29, 2018

Heritage Music Festival

Shelburne Ontario various locations

August 8-12, 2018

Savour Shelburne

Downtown Shelburne

September 28 & 29

Welcome NEW BUSINESSES

Canadian Mouse Trips

Geo Designs

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