

TILLSONBURG CONNECTS



WINTER 2012

NEWS BRIEFS

Check out the Town of Tillsonburg's online **Business Directory** at www.tillsonburg.ca/bd.

RapidFibre internet service is being installed in Tillsonburg!

If your business is suffering from slow speeds, contact us at www.rapidfibre.ca to find out how you can benefit from an ultra-high speed fibre optic network. Plus, your business can save money by using VOIP (internet) phone service and cloud computing! Call Colleen Pepper at 519.403.4185.

Industry Canada has launched a new resource to help Canadian manufacturers access the latest news and information and learn about programs and resources available to them. For more information or to register, please visit www.ic.gc.ca/eic/site/mfg-fab.nsf/eng/home

UPCOMING EVENTS

Check out the event calendar at www.tillsonburg.ca for more info on these events

- Theatre Tillsonburg presents "Arsenic and Old Lace" by Joseph Kesseling at the Otter Valley Playhouse from February 9 – 19! Call the Box Office at 519.688.3026 for tickets.
- The Bridal Show being held at the Tillsonburg Community Centre on Sunday January 29 is still seeking exhibitors. Call Brienne at 800.363.2245 to register

For more information contact:
Cephas Panschow, Ec.D.
Development Commissioner
cpanschow@tillsonburg.ca
T: 519.842.6428 , Ext. 3250
www.tillsonburg.ca

MURADO International Locates in Tillsonburg!

The Town of Tillsonburg is pleased to welcome MURADO International to the community! MURADO International is a Canadian owned and operated manufacturer of solid wood composite flooring products that are sold under the KOR-ITE brand.

MURADO has leased 10,000 square feet of space at 1444 Bell Mill Road (the former RONA building) just south of Highway 3. They currently employ 6 people from the Tillsonburg area and are forecasting a doubling of that over the next few years.

MURADO chose Tillsonburg based on its central location for their business. Their new Tillsonburg facility will be operational by early 2012.

"The Town of Tillsonburg offers a great location for our business based on its proximity to our workforce as well as its central location in the heart of South-western Ontario", says Andrew Muir VP Sales and Marketing. "We look forward to growing our company in this progressive

community as our products gain acceptance in the marketplace", he adds.

"We officially welcome MURADO International to the Town and look forward to them being a long term member of our business community", says Tillsonburg Mayor John Lessif. "This commitment helps spread the word that Tillsonburg is open for business to all companies, big or small, and we greatly value this investment". The community looks forward to further diversifying the mix of employers and businesses in the community.

"MURADO decided to locate along the strategic Highway 3 corridor, which highlights the importance that employers and investors place on access in their site selection process", adds CAO Kelley Coulter.

"I am pleased with today's announcement as it shows once again that Tillsonburg is on the radar

CONTINUED ON BACK PAGE, SEE **MURADO**

New Site Plan Process Improves Town's Attractiveness

In September, Council formally approved a new site plan process for the Town of Tillsonburg that makes the Town more investor friendly! The review of the Town's development approval process was recommended in the 2008 Economic Development Strategy and was initiated by the Economic Development Advisory Committee (now the Development Committee) and completion was led by David Samis, Director of Development & Communications.

Tillsonburg's prior Site Plan Approval process had been in place since 1998 and since then there have been a number of changes - ranging from revisions to Provincial policies to the increasingly

competitive investment environment in Southwestern Ontario - that required the review.

The review process included extensive consultation with the public and the development community to ensure that all possible best practices were captured.

Some of the key changes are:

- Increased flexibility in scoping proposed developments to see if the Site Plan process is applicable;
- Segmentation of application types into minor, major and amendment;

CONTINUED ON BACK PAGE, SEE **SITE PLAN PROCESS**

*The Town of Tillsonburg is a growing town of 16,000 persons that serves a regional population of 118,000 persons within a 20 minute drive. Our workforce is available, skilled and has a strong rural work ethic that is rooted in the area's long agricultural tradition. Tillsonburg is strategically located in the centre of Ontario's agriculture and manufacturing heartland and with easy access to Highway 401, Canada's Trade Corridor. The Town is home to a diverse group of businesses that offer a wide variety of skills and services to meet your needs. **Best of all, our town offers some of the lowest prices for industrial land in Ontario, NO industrial development charges, low property taxes and lower labour costs.***

Tillsonburg Waives Fee to attract new residential development!

In 2011, Council and staff committed to implementing initiatives to improve the way the Town interacts with the development industry. Several of these initiatives have already been implemented (see article on Improved Site Plan process above) with more expected in 2012.

One of the Town's priorities for the upcoming year is to attract increased levels of new residential development. Hence, it is critical to reduce costs associated with constructing new housing in order to ensure that prices are competitive with neighbouring communities.

In this regard, the Town of Tillsonburg has committed to removing an existing 1.25% fee that is levied on each new single detached house. The removal of this fee, which is calculated based on the value of

construction at the building permit stage, will result in a cost savings of \$3,125 on a \$250,000 house!

"This is another example of how we are making Tillsonburg more open for business", says Mayor John Lessif. "These savings will help builders and developers remain competitive with surrounding markets and ultimately provide new homes to the consumer at a more competitive price point", he adds. "We will continue to work towards creating a business focused investment environment."

Cutting red tape and improving efficiency has been identified as a priority through a number of consultations with businesses and investors.

"The Town, led by the Department of Development and Communication Services,

will continue to take proactive steps to attract investment", says Chief Administrative Officer Kelley Coulter, "we have heard that efforts are needed to reduce or eliminate impediments to growth and this is one more measure in that regard."

This new policy is effective January 1, 2012 and the Town's Building Department is gearing up to service what is anticipated to be increased permit applications.

Geno Vanhaelewyn, the Town's Chief Building Official, believes that the Town is ready to meet the needs of the home building industry. "We fully expect that this change will be welcomed by home builders and that this will improve their perception of Tillsonburg as a place to do business.

TechAlliance Offers Support for Businesses seeking Advice, Executives or Investment

TechAlliance is a regional office for the Ministry of Economic Development and Innovation's Ontario Network of Excellence (ONE). Their goal is to empower Southwestern Ontario's technology sector by:

1. Preparing today's entrepreneurs to launch new ventures;
2. Providing education and networking opportunities to accelerate business growth for small-to-medium enterprises; and,
3. Serving their 150+ members by advocating on behalf of the region's thriving technology, life sciences and advanced manufacturing sectors.

TechAlliance accomplishes this through a suite of services including mentorship and advisory programs.

ADVISORY SERVICES – TechAlliance has a five-person team of in-house consultants and entrepreneur-in-residence who provide feedback and guidance to entrepreneurs and will also review business plans, and provide referrals to funding sources and other government programs.

MARKET INTELLIGENCE PROGRAM – Free access to market research reports from many of the top research firms.

FOUNDERS & FUNDERS DINNER: (coming in February)

An invitation-only dinner event in London attended by angel investors and fund managers, as well as companies looking to raise money. A chance to meet potential investors in a comfortable setting.

In addition to this, a number of key funding programs are provided and these are summarized as follows:

\$5,000 REGIONAL ADVISORY SERVICE FUND (Available now)
Companies can receive up to \$5,000 to pay a service provider (one or more) to complete a project that enables them to achieve a significant milestone in their development.

\$20,000 BUSINESS PROJECT FUNDING (Next round in 2012)
Companies can receive \$10-20,000 to pay a service provider to complete a project that enables them to achieve a significant milestone in their development.

\$40,000 BETA CUSTOMER DEMONSTRATION FUNDING (Next round in 2012)
Up to \$40,000 to pay for a demonstration project that will help a company in attracting a first customer or gaining customer validation.

\$50,000 EMBEDDED EXECUTIVE FUNDING (Next round in 2012)
Will pay an executive \$50,000 over six months to work at a company to help it achieve some critical next-step that they don't otherwise have the expertise in-house to achieve.

In all cases, companies must be Ontario businesses with under \$1 million in sales or \$2 million in investment – double those numbers if they're in a life science field. These programs are geared towards companies that are poised to show significant job creation and revenue growth.

To access ONE programs, companies have to go through a simple the intake process, which consists of filling out the form at bit.ly/one-swo.

New Grant Program Supports Technology Implementation

If you're a small to medium-sized company thinking about introducing digital technologies to improve productivity, you may want to look into the federal government's \$80-million Digital Technology Adoption Pilot Program (DTAPP). This new program, which was announced in November, provides advisory services to help with the assessment, implementation and evaluation of new digital technology processes, plus up to \$99,999 of non-repayable funding.

For example, companies might introduce digital technology into production lines, workflow processes, supply chains or customer management systems. Incorporated companies with less than 500 employees are eligible for the program.

The three-year program runs from October 2011 to March 31, 2014 and is being delivered through the National Research Council of Canada's (NRC) Industrial Research Assistance Program utilizing their extensive network of technical advisors. Their advisors will be helping eligible companies navigate all aspects of the digital adoption process, from concept to product, providing technical and business advice, referrals and other innovation services as needed.

Eligible costs include labour, contractors, travel, feasibility and other studies, plus training. Non-eligible costs include computer hardware and off-the-shelf software. To contact DTAPP, call toll-free at 1-855-453-3940.

Marwood Metal Recognized as Employer Champion



Left to Right: Kathryn Tull, Passport to Prosperity; John Palach, Director of Human Resources (Marwood Metal); Steve Spanjers, Director of Engineering (Marwood Metal); Jamie Decker, Student from Glendale High School; Chris Wood, President & CEO (Marwood Metal); Robert Farr, Manufacturing Technology & Technological Design Teacher (Glendale High School)

Marwood Metal Fabrication Limited has been awarded an Employer Champion Award for their commitment to providing experiential learning opportunities to Ontario's high school students.

The Employer Champion Award is a quarterly and regional awards program that celebrates employers who are committed to providing work experience opportunities to high school students and is organized and supported by the Provincial Partnership Council (PPC).

The Provincial Partnership Council (PPC) is a volunteer advisory committee comprised of leaders from the private, public and voluntary sectors. It is focused on promoting Passport to Prosperity, a province-wide awareness initiative to increase employer participation in providing school-work programs for high school students.

The PPC's mission is to ensure that every employer in Ontario appreciates the value of engaging high school students in meaningful experiences that foster workplace skills development and helps them with education and career-related decisions.

On behalf of the Town of Tillsonburg, we would like to congratulate Chris Wood, Steve Spanjers, John Palach and the team at Marwood Metal Fabrication Limited!

The Elgin, Middlesex, Oxford Workforce Planning and Development Board and staff member Kathryn Tull was instrumental in nominating Marwood for this award and they encourage all area businesses to consider ways that they can engage our future workforce in their workplace. If you would like more information on how you can best do this, please contact them at: www.workforcedevelopment.ca.

Newly Rebranded Country Christmas Festival a Success!



The newly rebranded Tillsonburg Country Christmas Festival was an overwhelming success! For the past 16 years, the final weekend in November has been known as Tillsonburg's "Down Home Country Christmas Yuletide Festival!" featuring one of Southwestern Ontario's largest craft shows, decorated house tours, festive church suppers, bazaars, Christmas caroling, and historical church walks.

This year, with funding from the Tillsonburg Cultural Advisory Board, the Oxford Small Business Centre and Building Communities Through Arts and Heritage, festival organizers have developed a new name, logo and website. The new branding is helping to differentiate the Christmas Festival from the Craft Show, although the Craft Show remains an integral part of the Festival.

The new logo features a stylized Christmas tree with a bright star at the top. The lines at the base of the tree suggest Highway 401 and the winding outline of the Christmas Tree suggest Plank Road (Hwy 19). The bright star at the top represents Tillsonburg—all dressed up for Christmas. The logo beckons and invites everyone to come to our festival.

In addition to the above, two new events were added to this year's agenda including a house decorating contest and a Christmas concert. Thanks to Tillsonburg Hydro Inc for their support.

Cultural tourism is becoming an increasingly important component of Tillsonburg's economic base as the community works to diversify the economy.

www.tillsonburgchristmasfestival.ca

6th Annual Oxford Invitational Youth Robotics Challenge

The annual Oxford Youth Robotics Challenge held in November was an overwhelming success with 19 teams from area high schools competing to design, build and program a robot to complete a four colour bubblegum sorting robot.

All teams were recognized for their efforts ranging from a bronze level all the way to Platinum with Rehoboth Christian School (Norwich) and Parkside Collegiate Institute (St Thomas) taking top honours. The Glendale High School team sponsored by Marwood Metal was recognized in the Silver category!

This event is supported by the Elgin, Middlesex, Oxford Workforce Development Board and is led by a volunteer committee comprised of community representatives.

Please visit www.oxfordroboticschallenge.com for a complete list of teams and sponsors.

MURADO - CONTINUED

for manufacturing investment", says Development Commissioner Cephas Panschow. "We have been working to raise Tillsonburg's profile for investment and this success shows that our efforts continue to bear fruit."

MURADO International manufactures and sells residential and commercial plank-style wood flooring and ceramic tile click flooring under the brand name KOR-ITE. The KOR-ITE technology uses 100% Canadian recycled wood to produce both of these non-laminate synthetic flooring solutions. KOR-ITE also provides contract CNC panel saw cutting and finishing services. For additional information, please visit koriteflooring.com

Office/Warehouse SALE: \$890,000



Excellent modern building in industrial park. 13,000 square feet of warehouse with 10,000 square feet of office. Both loading docks with load levelers plus ground level loading.

Address: 25 Townline Rd. Tillsonburg

Building Type: Offices

Property Size: 2.54 ACRES

CENTURY 21 HERITAGE HOUSE

CURTIS GODICK, Sales Person

Tel.: 519-537-1234

Pager: 519-537-1234

Commercial Lab SALE: \$469,000



Former commercial laboratory building. Interior walls are non-load bearing allowing removal, renovation or demising into several units with separate parking.

Address: 95 Townline Rd. Tillsonburg

Property Size: 12,072 SQ. FT.

1.89 ACRES - CORNER LOT

COLDWELL BANKER COMMERCIAL

JOHN R. WHITTAKER, Sales Person

Tel.: 905-338-8877 ext. 225

Cel: 905-867-1033

Mill Pond Estates SALE: \$309,900



Welcome to beautiful Mill Pond Estates where Florida meets the Mediterranean and you get that feel you've been looking for.

Address: 2 Savannah Ct., Tillsonburg

Property Size: 2 Bedrooms

2 Bathrooms

CENTURY 21 HERITAGE HOUSE

Chris Declark, Sales Person

Tel.: 519-983-7000

SITE PLAN PROCESS - CONTINUED

- Permitting redlining of plans to reduce the number of re-submissions throughout the process;
- Concurrent site plan and building permit review;
- Exemption of residential tri-plex developments from the site plan process;
- Creation of a single site plan document and pre-consultation checklist to identify any issues prior to development;
- Inclusion of a standardized cost estimate template;

- Provision for an expedited approvals.

The Town's goal is to become the "best in class" in terms of dealing with both investment inquiries and investments and these changes go a long way to making that possible.

The completion of this strategic initiative highlights the importance of municipal economic development strategies, and specifically, following through on the implementation of the recommendations developed by the public consultation inherent to the process.