

# Harriston

## BUSINESS INVESTMENT GUIDE



TANNERY PARK



COOL CONES  
PUBLIC ART CRAWL





# Harriston is where your business belongs

Whether you're a new business owner looking for the perfect place to launch your big idea, or want to expand or relocate your existing business to a new location, the Town of Minto economic development team can connect you with everyone you need to know to grow.

### WE'VE DONE YOUR RESEARCH.

Our economic development team can provide demographics, market data, and other information to support market research for your business.

### WE HAVE SPACE FOR YOUR BUSINESS TO GROW.

We're connected with local property owners and can help you find the perfect property or space for your business.

### WE HELP YOUR BUSINESS TO LAUNCH –AND BEYOND.

LaunchIt Business Exploration Centre is a partnership between the Town of Minto and Minto Chamber of Commerce. This community hub for entrepreneurs and business owners, provides the training, collaboration and space you need to dream big and ignite your ideas.

### WE CAN HELP YOUR BUSINESS LOOK ITS BEST.

Downtown business owners in Minto have access to façade, signage and structural grants to help put their best business face forward.

"We moved our business from Picton in 2020. Town of Minto staff helped us find a place for our business and a place to live as well. The support and friendliness of the Economic Development Department and Chamber of Commerce made a huge impact in helping us join the community."

PETE & MARLA BRADFORD,  
OWNERS OF THE BARREL HOUSE



The Harriston Rising Downtown Revitalization Committee began in October 2019 as a grass roots, community-led collaboration of key stakeholders in the community. From businesses, residents and service clubs, to local talent and the Town of Minto, this is truly a community led movement to revitalize downtown Harriston so it's a true experience and a FUN destination for all!



LEARN MORE ABOUT THE COMMITTEE'S PROJECTS AND EVENTS AT [HARRISTONRISING.COM](http://HARRISTONRISING.COM).

# about Harriston

## HARRISTON IS LOCATED IN THE TOWN OF MINTO IN WELLINGTON COUNTY.

Located in the northwestern boundary of Wellington County, the Town of Minto is well-situated between the major centres of southern Ontario and popular recreational areas along the eastern shore of Lake Huron and southern Georgian Bay.

Minto is located just 1 to 1-½ hours from cities in the “Golden Horseshoe” industrial heartland, like Toronto and Hamilton, and less than an hour from Kitchener-Waterloo, and Guelph.

The City of Owen Sound offers Great Lakes port shipping facilities, as does the Town of Goderich situated approximately 100 kilometres to the southwest.

Harriston is in the heart of Minto, located in the middle of the municipality, halfway between Clifford and Palmerston.

A grass roots, community revitalization has been underway in recent years, bringing together businesses, residents, service clubs, and local talent. Harriston has a little bit of everything – and something for everyone.



## HARRISTON'S SIGNATURE EVENTS

- Annual Garden Festival & Firefighters Breakfast (1st Saturday in June)
- Downtown Harriston Street Party (August)
- Harriston-Minto Fall Fair (2nd weekend in September)
- Halloween Haunt (last Friday in October)
- Candy Canes & Cocktails Sip & Shop Night (November)
- Harriston Hometown Christmas & Santa Claus Parade (November)

For a complete listing of Minto events, visit our event calendar at [town.minto.on.ca](http://town.minto.on.ca)!



## KEY STRENGTHS & SPECIAL FEATURES

- Located at intersection of highways 9 & 89 (11,200 Combined Average Annual Daily Traffic, 2019 Ministry of Transportation)
- Significant trade area population (16,225, 2021 Census)
- Central location (one hour from cities and one hour from beaches)
- Recently completed infrastructure improvements and placemaking additions like outdoor furniture, public art, landscaping and lighting
- Affordable housing and commercial properties
- Access to a large number of seasonal residents at Pike Lake Golf Resort
- Numerous arts and cultural facilities offering regular art exhibitions, live theatre, music, comedy performances, and film screenings

# MARKET POSITION STATEMENT

Harriston's downtown is located at the intersection of two major highways providing access to thousands of customers every day.

With a strong service and convenience cluster the downtown is able to meet the needs of local residents and tourists. Downtown Harriston is centred on the Maitland River and is home to a wealth of cultural assets including the Heritage Town Hall Theatre and Carnegie Library, which houses an art gallery and heritage gallery, The Crown Cultural Centre, and the Old Post Centre for Business & Creativity.

These venues offer residents and visitors access to a variety of arts and culture experiences.



## TANNERY PARK

Nestled in Harriston's downtown, Tannery Park lies directly over the Maitland River and is a quiet spot to sit and take in the bustle of this active community.

A hub for many community initiatives, Tannery Park features historic murals, flower beds, pergolas, outdoor furniture, and seasonal displays.



## HARRISTON IS SELFIE CENTRAL

Murals, public art and seasonal selfie spots are ripe for the picking in downtown Harriston!

Brightly coloured backdrops and murals are placed throughout the community inviting residents, tourists and passersby to stop and strike their best pose.

And you can't miss the colourful crosswalk at Elora and Young Streets provided by the Minto Pride Committee. This initiative demonstrates Minto's commitment to becoming a welcoming and inclusive community that stands up to hate.

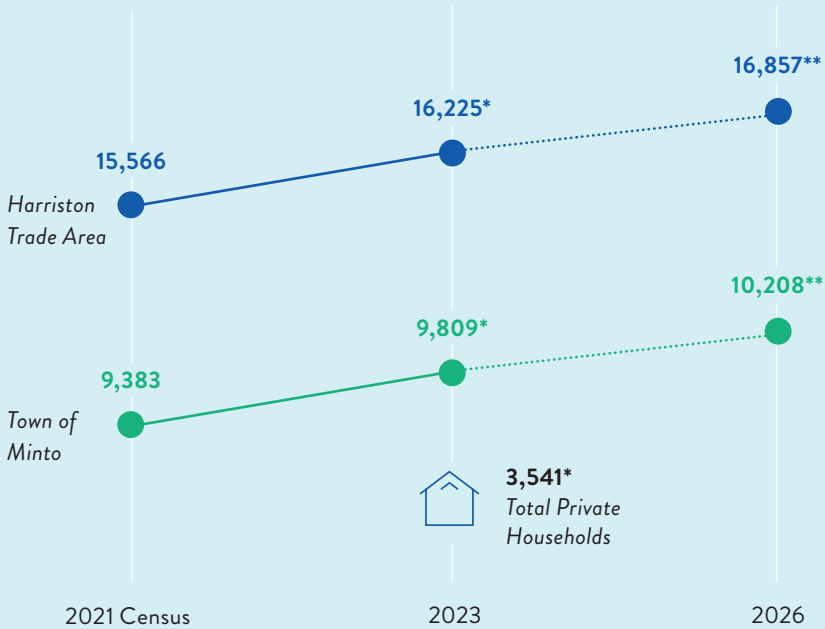
## COOL CONES CRAWL

A nod to York Ice Cream production in Harriston, the self-guided "Cool Cones" Public Art Crawl features three dimensional metal ice cream cone sculptures that have been topped with the art and craftwork of ten artists, creating unique works of art throughout the downtown core. What could be cooler?

# demographics & market data

## POPULATION

Population counts have been adjusted by MapInfo for census undercounts.  
\*Estimated \*\*Projected

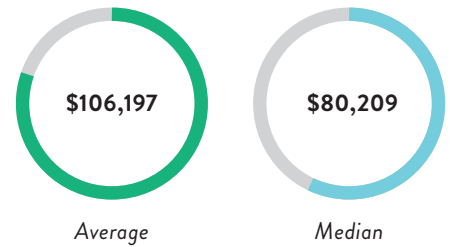


## AVERAGE HOUSEHOLD SIZE (2023 ESTIMATED)



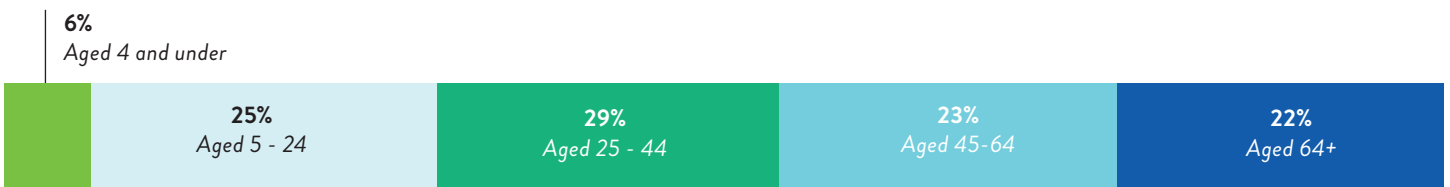
2.7 persons

## HOUSEHOLD INCOME (2023 ESTIMATED)



## AGE CHARACTERISTICS

Town of Minto Population 9,809



HARRISTON  
MEDIAN AGE  
40.9

HARRISTON DOMINANT  
AGE GROUP  
60 - 64



## TOWN OF MINTO POPULATION AGED 15+ YEARS BY EDUCATIONAL ATTAINMENT

1,820

No certificate, diploma or degree

2,445

High school diploma or equivalency with certificate

535

Apprenticeship or trades certificate or diploma

1,595

College, CEGEP or other non-university certificate / diploma

655

University bachelor's degree or higher

6%

Harriston has an unemployment rate of 6%, which is slightly higher than the national (5.4%) and provincial (5.7%) unemployment rates for 2023.

## 2023 Harriston Labour Force by Occupation (2023 ESTIMATED)



255

Natural and applied sciences and related



955

Business, finance and administrative



612

Health



549

Education, law/social, community and government services



64

Art, culture, recreation and sport



1,732

Sales and service



2,148

Trades, transport and equipment operators and related



724

Natural resources, agriculture and related production



899

Manufacturing and utilities

# doing business in downtown Harriston

## BUSINESS OPPORTUNITIES

- Café / Bookstore
- Dollar Store
- Wellness / Alternative Fitness
- Pet Grooming
- Specialty Retail

These opportunities were considered most relevant after examining the following questions:

- Is there a location or space for this business?
- Frequency of mentions in downtown market analysis
- Community compatibility (fits the brand image)
- Cluster opportunities or can it complement other businesses?
- Likely proponent – Expand a current business

*The Downtown Market Analysis information is available upon request.*



## HARRISTON DOWNTOWN BUSINESS MIX

### FOOD & DINING

- Domino's Pizza Harriston
- Harriston Foodland
- Harriston Packing Co.
- Harry Stone's Social House
- Homestyle Bites & Catering
- New Orleans Pizza
- Scoop-It Bulk & Frozen Foods
- The Magic Ice Cream Shoppe
- Tim Horton's

### ENTERTAINMENT

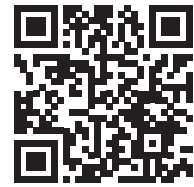
- Escape The Old Post
- Grey Wellington Theatre Guild (Town Hall Theatre)
- Harriston Library
- John Webb Gallery
- Minto Arts Gallery
- Harriston Legion Branch 296
- Minto Dance Academy (Town Hall Theatre)
- The Crown Harriston

### RETAIL

- Acheson Pharmasave
- Beyond the Rock NL General Store
- Changing Hands
- Circle K
- Davie's Antiques
- Evergreen Variety
- Harriston Convenience Store
- Ideal Supply Inc.
- Kidding Around Toys & Games
- LCBO
- Murphy's TimBr Mart
- Quality Discounts
- Real Neat Stuff
- Skylynn Boutique
- The Perfect Piece Home Shoppe
- Vape 4U
- VIP Cannabis Co.

### SERVICES

- Barnaby's Car Wash & Laundromat
- Berlin 95 (Prep Kitchen)
- Countryside Midwives
- Deverell & Lemaich
- Doug's Auto Service
- Dr. Mary Jo Calarco
- DynaFit University - Harriston Campus
- Elora St. Flowers
- Eric Cox Sanitation Equipment & Supplies
- Hairworks
- Harriston Family Dentistry
- Harriston Hearing Care
- Harriston Home Hardware Appliance Centre
- Harriston Home Hardware
- Harriston Superior Monuments
- LaunchIt Business Exploration Centre
- Leslie Motors
- McDonald Chiropractic
- McLaughlin Financial Group
- Miller Insurance - Harriston
- Minto Mapleton Family Health Team
- MP John Nater
- Ms Beauty Salon Spa & Laser Clinic
- Polished Aesthetics
- ReMax Midwestern Realty - Harriston
- Royal Bank
- Royal LePage Don Hamilton Real Estate
- Service Ontario
- Triton Engineering
- Wylie Insurance



Scan to learn more about LaunchIt's business support services and upcoming workshops or visit [launchitminto.com](http://launchitminto.com).

# business incentives & support

## LAUNCHIT BUSINESS EXPLORATION CENTRE

LaunchIt is a community hub that connects entrepreneurs and business owners with information, space, and people they need to explore bold ideas and spark action in their business.

If you're looking for support for your business or business idea, LaunchIt provides local access to workshops, training, business mentors, and professional service providers.

LaunchIt also offers affordable, flexible private and semi-private coworking space rentals for individuals and businesses.

LaunchIt is also available for rentals of its boardroom and meeting room facilities for special events.

## MINTO CHAMBER OF COMMERCE

With nearly 30 years of community leadership, the Minto Chamber of Commerce is a driving force for business supports in Minto.

The Minto Chamber is led by a volunteer board of directors who are also business owners and members – a distinctive feature that brings unique perspectives and creativity to its programs and initiatives.

Minto Chamber members have exclusive access to special promotional and recognition offers, subsidized advertising opportunities and reduced pricing on training and event registration.

Learn more about membership at [minto-chamber.on.ca](http://minto-chamber.on.ca).

## COMMUNITY IMPROVEMENT GRANT PROGRAMS FOR COMMERCIAL PROPERTY OWNERS

The Town of Minto encourages and supports redevelopment of vacant, underutilized and/or contaminated properties and buildings known as "brownfields" within the entire boundary of the Town.

Grants available include:

- Structural Grants – matching up to \$40,000
- Façade Improvement Grants – matching up to \$3,000
- Outdoor Patio Grants – matching up to \$3,000
- Signage Improvement Grants – matching up to \$1,000
- Storefront Accessory Grant – matching up to \$500

For more detailed information about the Community Improvement Grant Program, please contact Belinda Wick-Graham, Director, Community & Economic Development at [belinda@town.minto.on.ca](mailto:belinda@town.minto.on.ca) or call 519-338-2511 ext. 241.



THE OLD POST

Before  
CIP Grants  
(2016)



After CIP Grants  
(2021)



# market strengths & trends

## ADVANTAGES OF DOING BUSINESS IN MINTO

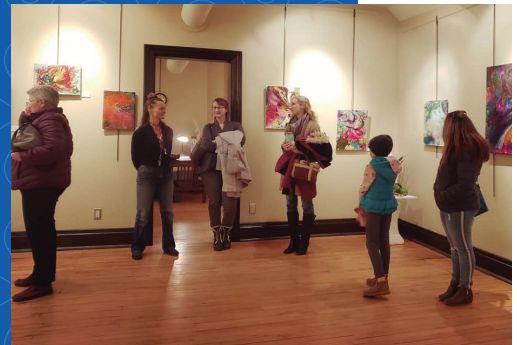
- Location on major traffic routes
- Central location – one hour from cities and one hour from beaches
- Affordability: lower business and housing costs
- Amenities: English and French-immersion elementary schools; recreation programs; hospitals; high speed fibre to the home internet
- Support from municipality, economic development team, and Minto Chamber of Commerce

## IMPROVING THE RETAIL BUSINESS ENVIRONMENT

- Façade, Signage & Structural Improvement Grant Program
- Recent downtown infrastructure and streetscape improvements, including clean streets, sidewalks, public art and landscaping
- Training, mentorship and TryIt Retail programs through LaunchIt Business Exploration Centre

## RECENT COMMUNITY DEVELOPMENTS

- Ongoing partnership with regional economic development teams in Wellington North and Mapleton
- Creation of Harriston Rising Downtown Revitalization Committee (2019) and signature events
- Multiple residential housing developments in progress, including Maitland Meadows (126 units), Trestle Bridge (18 units), and Lawrence Avenue (10 units)



## key contacts

### **BELINDA WICK-GRAHAM**

*Director, Economic & Community  
Development*  
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belinda@town.minto.on.ca

### **CAITLYN TURTON**

*Business Development Coordinator  
Minto Chamber of Commerce /  
LaunchIt Minto*  
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info@launchitminto.com

Visit [town.minto.on.ca](http://town.minto.on.ca) for  
information on municipal  
business taxes,  
building permits, zoning,  
and signage regulations.



where  
your  
business  
belongs

CLIFFORD  
HARRISTON  
PALMERSTON



[MOVETOMINTO.COM](http://MOVETOMINTO.COM)

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