



Palmerston

BUSINESS INVESTMENT GUIDE

PALMERSTON RAILWAY
HERITAGE MUSEUM





Palmerston 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 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 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 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.

"Minto's economic development team does a great job making sure businesses come and stay. I have been told by other people from surrounding townships that they wish their town did as great a job as Minto does in this respect."

JENNIFER & NIKOLA RUDINAC
OWNERS, FEEL ALIVE
WELLNESS STATION



The All Aboard Palmerston Downtown Revitalization Committee began in June 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 Palmerston so it's a true experience and a FUN destination for all!



LEARN MORE ABOUT THE COMMITTEE'S PROJECTS
AND EVENTS AT ALLABOARDPALMERSTON.COM.

about Palmerston

PALMERSTON 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.

At the junction of fascinating history and vibrant community spirit, Palmerston is Minto’s southern-most community.

With deep ties to its railway heritage, Palmerston’s volunteer-led downtown revitalization committee, All Aboard Palmerston, creates picturesque, railway-themed initiatives and events throughout the downtown and key community heritage sites.

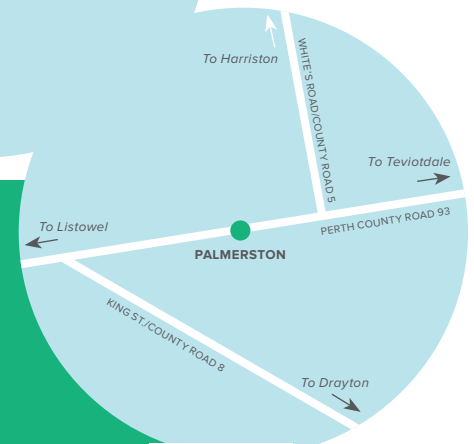
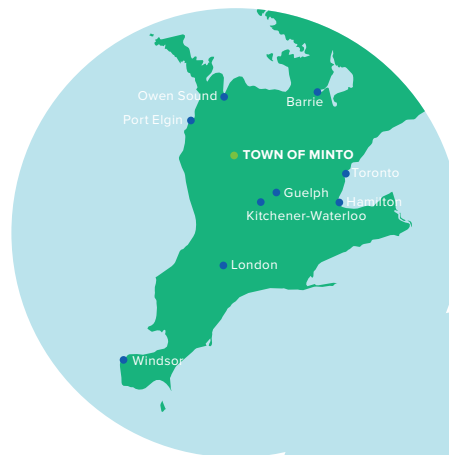
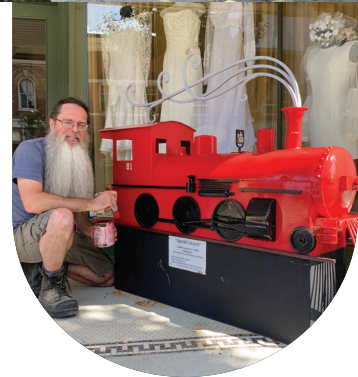
PALMERSTON’S SIGNATURE EVENTS

- Minto Farmers’ Market (June - September)
- R’ale’way Festival & Party in the Park (June)
- Minto Pride in the Park (June)
- Palmerston Fair (August)
- Light Up the Park (November)
- Kris Kringle Market (November)
- Fire & Ice Family New Year’s Party (December)

For a complete listing of Minto events, visit our event calendar at town.minto.on.ca!



Palmerston’s railway heritage is celebrated throughout the downtown core through public art projects, including murals and “Trendy Trains” – a self-guided tour of 10 steel train public art sculptures decorated by local artists.



KEY STRENGTHS & SPECIAL FEATURES

- 5917 Average Annual Daily Traffic (2023, County of Wellington)
- Significant trade area population (6,342, 2021 Census)
- Recently installed placemaking additions like outdoor furniture, public art, landscaping and lighting
- Affordable housing and commercial properties
- In-demand industrial park lots and growing manufacturing community
- Increased daily visitor traffic through Palmerston & District Hospital and Norwell & District Secondary School
- One-of-a-kind railway heritage landmarks including Palmerston Railway Heritage Museum, Lions Heritage Park, and Ontario’s longest pedestrian bridge



Scan to explore Palmerston on Google Maps!

MARKET POSITION STATEMENT

Palmerston's downtown is anchored by a strong railroad heritage, which can be seen at the heart of the downtown, and includes features such as the Lion's Heritage Park, Railway Heritage Museum, Ontario's last-standing Pedestrian Bridge and Old Engine 81.

The Norgan Theatre acts as a multi-use entertainment venue and draws locals and visitors to the downtown.

With a wealth of recreation facilities, the downtown has an opportunity to capitalize on sports and recreation tourists visiting the area.

With several destination retail and service businesses, as well as a strong convenience cluster, the downtown serves a large number of youth, families, retirees and daytime employees.



MOVIES & MORE AT THE NORGAN THEATRE

Municipally-owned, and volunteer-run, the Norgan Theatre is more than 70 years old, and still a hub of community happenings.

The theatre features new film releases every weekend, and live entertainment at other times of year.



LIONS HERITAGE PARK (TOP LEFT)

A large multi-use park built on Palmerston's historic railway yard, Lions Heritage Park has become a gathering place for families, friends and visitors alike. The park is at the centre of key community events all year round.

Home to 'Old 81' – a can't-miss steam engine at the park's gateway – and featuring a splash pad, playground, sports courts, and a paved path that features historic markers and connects to White's Junction Trail, every visit to this stunning park is ripe with discovery.

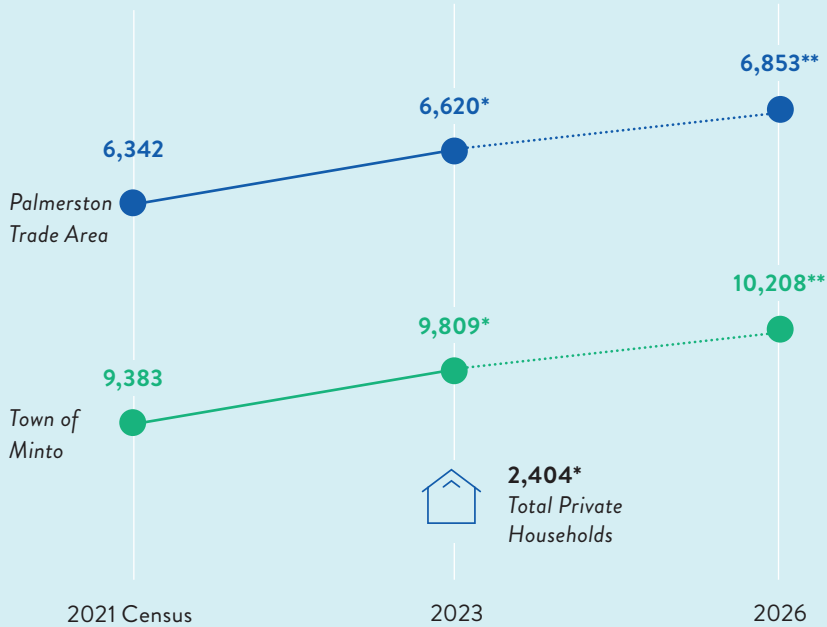
IT ALL HAPPENS AT THE STATION

Whether you're a railway aficionado or a first-time passenger, visiting the Palmerston Railway Heritage Museum is an immersion in all things railway – from historical artifacts to handcar rides. The museum is housed inside the original station building, which is surrounded by the stunning Palmerston Lions Heritage Park, including Ontario's longest pedestrian train bridge. Visit on a summer Saturday morning, and pick up local produce at the Minto Farmers' Market.

demographics & market data

POPULATION

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

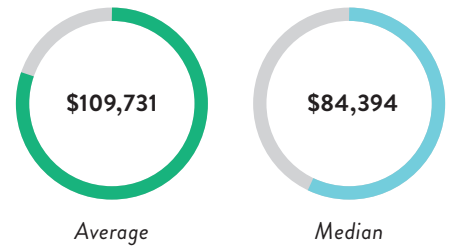


AVERAGE HOUSEHOLD SIZE (2023 ESTIMATED)



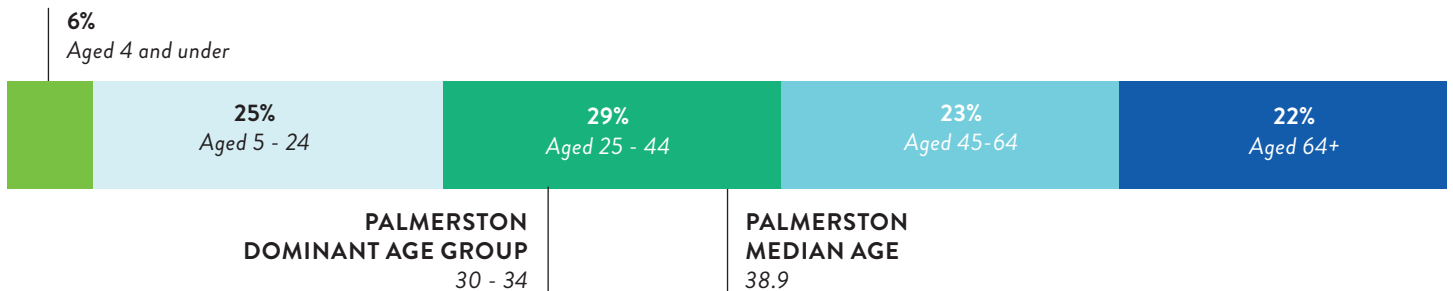
2.8 persons

HOUSEHOLD INCOME (2023 ESTIMATED)



AGE CHARACTERISTICS

Town of Minto Population 9,809





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

5.8%

Palmerston has an unemployment rate of 5.8%, which is slightly higher than the national (5.4%) and provincial (5.7%) estimated unemployment rates for 2023.

2023 Palmerston Labour Force by Occupation (2023 ESTIMATED)



110

Natural and applied sciences and related



400

Business, finance and administrative



279

Health



226

Education, law/social, community and government services



25

Art, culture, recreation and sport



785

Sales and service



907

Trades, transport and equipment operators and related



231

Natural resources, agriculture and related production



458

Manufacturing and utilities

doing business in downtown Palmerston

BUSINESS OPPORTUNITIES

- Building Materials
- Dollar Store
- Flower Shop / Bookstore
- Indoor Children's Centre
- Sporting Equipment
- Coffee Shop/Bakery/Breakfast Establishment
- Ice Cream/Confectionary Shop

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.



PALMERSTON DOWNTOWN BUSINESS MIX

FOOD & DINING

- Bombay Hub Sports Bar & Tandoori Grill
- Feel Alive Wellness Station
- Minto Shawarma
- Palmerston Foodland
- Pizza Pizza
- Small Town Pizza
- Subway
- Tim Horton's
- Tito's Pizza
- Wing House

ENTERTAINMENT

- Norgan Theatre
- Palmerston Legion Branch Branch 409

RETAIL

- Blessings to You Centre
- Jay's Variety & Convenience Store
- LCBO
- Norsco Sports
- Oranje Grove Dutch Shoppe
- Palmerston Computers
- Palmerston Home Hardware
- Roc N' Dukes Pet Supplies
- Rock's Antiques

- Teenie Tiny Tots Childrens Shop
- The Prescription Shoppe
- What's the Occasion?

SERVICES

- Body Adjust Musculoskeletal Therapy
- Brown Insurance Brokers
- Building Bridges Adult Day Program
- CIBC Bank
- Coach House Realty
- Craig Financial
- Denture Care Centre
- Ear & Hearing Clinic
- Fallis, Fallis & McMillan

- Heritage Funeral Homes Inc.
- Golden Tree Cannabis
- Jema Homes
- Krown Rust Control Palmerston
- Lyndsay Bradley RMT
- New Minto Laundromat
- Palmerston Chiropractic, Naturopathic & Massage Therapy
- Palmerston Laundromat
- Palmerston Medical Clinic
- Shantz Carwash
- Studio Apri
- Studio Brows+



Scan to learn more about LaunchIt's business support services and upcoming workshops or visit 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 mintochamber.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 or call 519-338-2511 ext. 241.



McEWING'S BLOCK, PALMERSTON
Before CIP Grants (2020)



After CIP Grants (2022)

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 streetscape improvements, including clean streets, sidewalks, public art and landscaping
- Training and mentorship through LaunchIt Business Exploration Centre

RECENT COMMUNITY DEVELOPMENTS

- Ongoing partnership with regional economic development teams in Wellington North and Mapleton
- Creation of All Aboard Palmerston Downtown Revitalization Committee (2019) and signature events
- Multiple residential housing developments in progress, including Clair Ridge/Galaxy (39 units), Clark Heinmiller (40 units), King Hotel (26 units), and Elgin Street (10 units)
- In-demand commercial units (King Hotel - 3 units) and industrial park lots (2 remaining as of April 2024)



key contacts

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Visit 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

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    [townofminto](https://www.facebook.com/townofminto)



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