



# Clifford

## BUSINESS INVESTMENT GUIDE







# Clifford 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 offers a unique and friendly community to start a business. It's a great blend of rural and urban allowing people who live in the community to enjoy the best of both worlds."

SARAH MCGOLDRICK, OWNER  
CLIFFORD COUNTRY STORE



The Clifford Connects 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! Our goal is to make Clifford a true experience and a unique destination while honouring our communications heritage!



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

# about Clifford

## CLIFFORD 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.

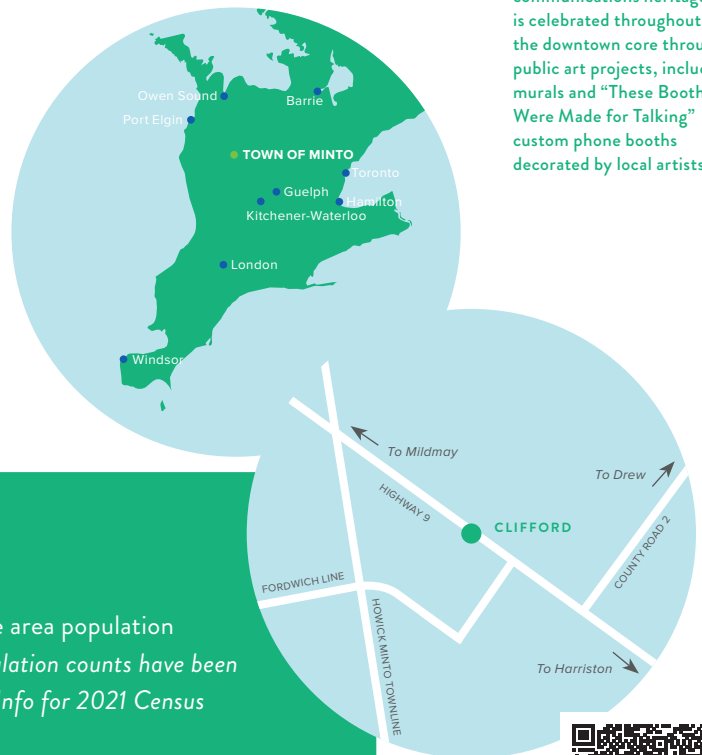
The village of Clifford was founded around 1855 as Minto Village. After the opening of the post office in 1856, the settlement was renamed Clifford by the first postmaster Francis Brown after Clifford in West Yorkshire, England. Clifford was incorporated as a village in 1873. In 1999, Clifford was amalgamated with Palmerston, Harriston and Minto Township to create the Town of Minto.

Home to Wightman Telecom, the Wightman family has owned and operated a communication system in Clifford since 1908, with a telephone system that was originally operated out of a kitchen in Howick Township. The company is now involved heavily in high speed fibre-optic internet, cable, and telephone throughout areas of Southwestern Ontario.

Today, Clifford is well known for its restaurants, green spaces, and several unique shopping destinations – including antiques, artisans, home decor, and a gallery – Clifford’s strong sense of community and dedicated volunteer base make it a stand out among other small communities.



▲ Clifford’s phone and communications heritage is celebrated throughout the downtown core through public art projects, including murals and “These Booths Were Made for Talking” custom phone booths decorated by local artists.



## KEY STRENGTHS & SPECIAL FEATURES

- Located on busy highway 9 (7,200 Average Annual Daily Traffic, 2019 Ministry of Transportation)
- Recently completed infrastructure improvements and placemaking additions like outdoor furniture, public art, landscaping and lighting
- Significant trade area population (25, 289 – Population counts have been adjusted by MapInfo for 2021 Census undercounts)
- Access to a large number of seasonal residents at surrounding campgrounds
- Affordable housing and commercial properties

Scan to explore Clifford on Google Maps!





## MARKET POSITION STATEMENT

**Downtown Clifford is located on a major highway route for cottagers and is within close proximity of several seasonal campgrounds. A selection of restaurants and several unique shops make Clifford a natural stop for travelers, cottagers, campers and nearby residents.**

## CAN'T-MISS CLIFFORD EVENTS

- Clifford Life Outdoors Show (May)
- Clifford Antique & Classic Truck Show (1st weekend in July)
- Clifford Carnival Celebration (July)
- Christmas in the Street & Santa Claus Parade (last Saturday in November)

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



### CLIFFORD ROTARY CELEBRATION SQUARE

This downtown Clifford destination is the home base for Clifford's annual Carnival Celebration in summer, Christmas in the Street and other events throughout the year. Located in the centre of the village, this beautiful outdoor space invites visitors to explore local history, relax at one of the various picnic tables, and enjoy the scenery and people-watching.



## FACILITIES & AMENITIES

**Clifford's many well-maintained indoor and outdoor amenities include an arena, baseball diamond, soccer pitches, medical centre, library branch, community gardens, trails, parks, and more.**

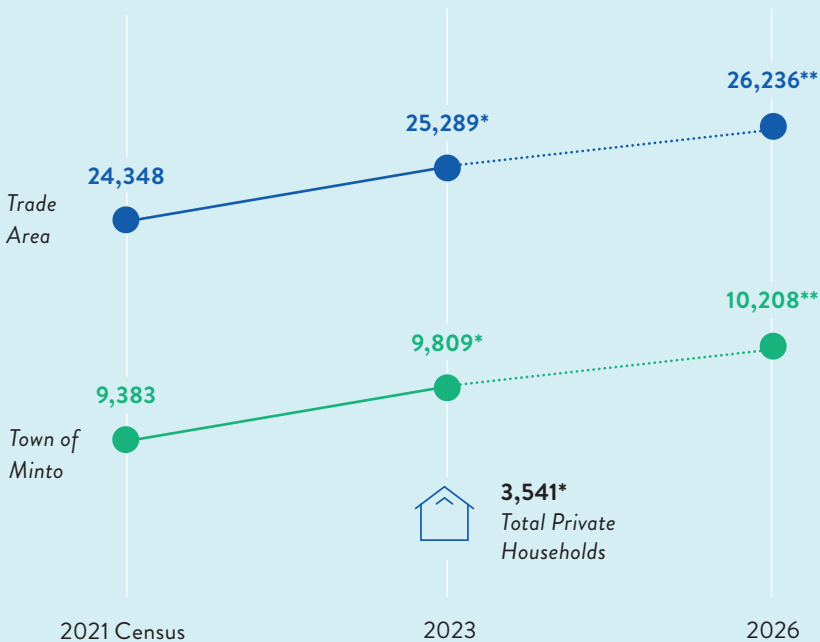


# demographics & market data

## POPULATION

Population counts have been adjusted by MapInfo for census undercounts.

\*Estimated \*\*Projected

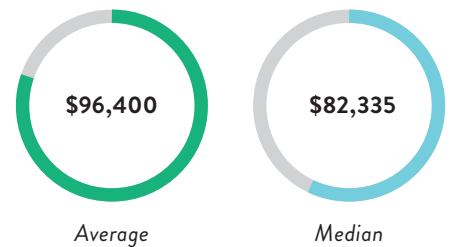


## AVERAGE HOUSEHOLD SIZE



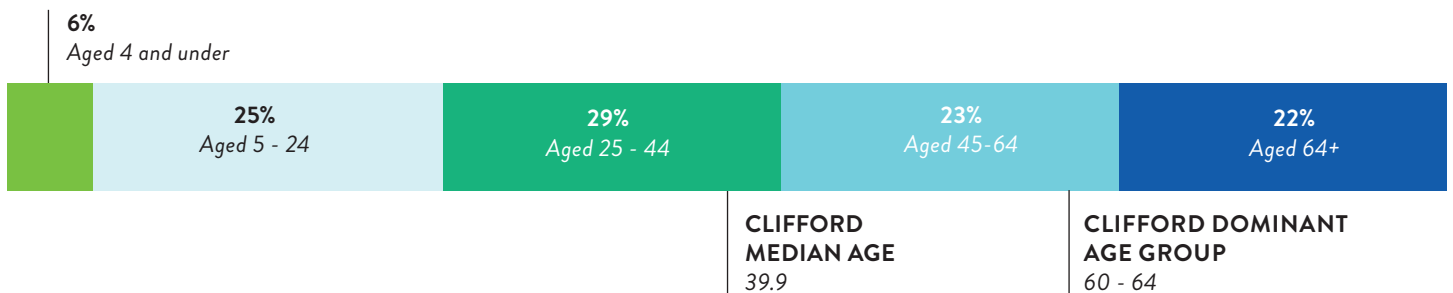
2.8 people

## HOUSEHOLD INCOME



## AGE CHARACTERISTICS

Town of Minto Population 9,809







## TOWN OF MINTO POPULATION 25 - 64 YEARS BY EDUCATIONAL ATTAINMENT

1,820

No certificate, diploma or degree

2,445

High school with certificate

535

Trade certificate/diploma

1,595

College/other non-university

655

University degree or higher

# 5.5%

Clifford has an unemployment rate of 5.5%, which is in line with the national (5.4%) and provincial (5.7%) unemployment rates for 2023.

## 2023 Labour Force by Occupation



14

Legislative and senior management



1,488

Business, finance and administrative



905

Health



864

Education, law/ social, community and government services



106

Art, culture, recreation and sport



1,737

Sales and service



3,366

Trades, transport and equipment operation



1,431

Natural resources, agriculture and related production



1,304

Manufacturing and utilities



# doing business in downtown clifford

## BUSINESS OPPORTUNITIES

- Bakery / Coffee Shop
- Clothing Store (Affordable or Used Clothing)
- Outfitters / Adventure Equipment Sales or Rentals
- Salon, Barber or Aesthetics
- 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.



## CLIFFORD DOWNTOWN BUSINESS MIX

### DINING

- Cindy Lou's Diner
- Clifford Take Out
- Dans Ma Bouche
- Snack Shack (Seasonal)
- Green Seasons
- Rooster's Perch
- Scale Builders Workshop
- Westmeadow Press & Gallery

- WC Smith Wholesale Distributer Inc.
- Wightman Telecom

### RETAIL

- Clifford Country Store
- Clifford Food Mart (LCBO & The Beer Store outlets)
- Clifford Mini Mart
- Hearth & Leisure

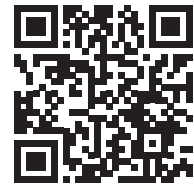
### SERVICES

- Advanced Electric
- Country Life Financial
- Demerling's Garage
- Kim's Grooming Salon
- Miller Insurance

### JUST OUTSIDE CLIFFORD

- B.E Grein Lumber Ltd.
- Binkley Plumbing
- BrettYoung Seeds
- Matthews Tree Removal Inc.
- Pike Lake Golf Centre Ltd.
- The Barrel House Canada
- Weber Contracting Ltd.





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).



Before CIP Grants (2021)



After CIP Grants (2022)

### 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.



# 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 and mentorship through LaunchIt Business Exploration Centre

## RECENT COMMUNITY DEVELOPMENTS

- Ongoing partnership with regional economic development teams in Wellington North and Mapleton
- Creation of Clifford Connects Downtown Revitalization (2019) Committee and signature events
- Redevelopment of underused downtown space as Clifford Rotary Celebration Square
- Current and future residential developments including Cachet/Schaus (174 units) and Van Eyl (13 acres for future residential)
- Significant commercial development opportunities including Wicked Sticks/Red Dog (C2 Rezoning 14.58 acre lot), and Van Eyl (0.9 acre commercial lot & 1.34 acre commercial lot)



## key contacts

### BELINDA WICK-GRAHAM

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Development  
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### CAITLYN TURTON

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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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