

ECONOMIC DEVELOPMENT & CULTURE REPORT

2021





The Town of Orangeville's Economic Development & Culture office is committed to fostering the economic vitality of our community. Identified as one of Orangeville's key strategic priorities, the economic growth of our Town is focused on developing, maintaining, and expanding an attractive business environment and increasing tourism and cultural opportunities. In 2021 the office continued to adapt to the COVID-19 pandemic as it offered seamless program delivery to the business community and pursued funding opportunities to support business recovery. Key functions of the Economic Development & Culture team include:

- Site selection support including listings of available industrial and commercial properties for sale or lease in Orangeville.
- Delivery of support, guidance and information geared to business attraction, retention, and expansion - stimulating new and expanded investment in the community.
- Providing information and support in accessing programs and incentives offered by all levels of government, local partners, and business associations.
- Entrepreneurial support and assistance with small business development, start-up, and expansion through operation of the Orangeville & Area Small Business Enterprise Centre (SBEC).
- Development and expansion of initiatives to stimulate the Town's tourism and cultural sectors, including an ongoing public art collection.
- Assistance with and facilitation of community-based projects and services, including initiatives geared to downtown revitalization, pandemic recovery, and community betterment.
- Providing detailed information on Orangeville's business environment including statistics, demographics, and trends.

Mayor's Message

On behalf of Orangeville Council, I am pleased to present the 2021 Economic Development Report.



Along with economies across the world, Orangeville continued to grapple with the effects of COVID 19 throughout 2021. However, as we emerged from the second year of the pandemic, so too did signs of a brighter future with positive signs of growth and recovery. Business investment, along with residential, institutional, industrial, and commercial construction showed a marked increase over 2020 and the regional unemployment rate improved. Orangeville's recovery has been bolstered by a resilient and committed business community, a skilled labour force, and by the numerous funding and advisory programs that the municipality has pursued on behalf of its businesses.

Throughout the year, the Town continued to support the business community while simultaneously taking steps to prepare for future growth and investment. As part of its Covid recovery efforts, the Town capitalized on Provincial and Federal supports available to ensure that local businesses received the information, resources and supports needed. A dedicated Business Recovery webpage provided up to date information about financial supports and funding opportunities, a Virtual Consultation program was delivered in partnership with the Province of Ontario to provide enhanced, topic specific and expert guidance to local entrepreneurs, and two digitalization programs were delivered to equip local entrepreneurs with the skills, training and funding they needed to initiate or improve their online presence. Building on initiatives of 2020, by laws to expand patios and displays of merchandise were once again approved by Council. A new Tourism Strategy and Action Plan was launched in January with over 70 recommendations to grow this important sector. A number of actions were fulfilled in 2021 a new tourism brand "Love, Orangeville" was created, the tourism website was re developed to increase appeal to visitors, the Town's art collection was expanded and digitalized, and several tours were created.

With future prosperity front of mind, in April the Town finalized the purchase of 30 Centennial Road and construction of a new fire hall will commence in the Fall of 2022. Plans for the reconstruction of Broadway sidewalks were undertaken and when the project is completed in 2022, increased accessibility and inclusivity will result along with improved amenities and gathering locations that will support our downtown merchants and provide a welcoming environment to visitors. Tasks to prepare the 82 90 Broadway property for potential future development were completed and a new Community Improvement Plan is under development with the goal of revitalizing our community and providing future incentives to stimulate private sector investment in the Central Business District and the Employment areas of the Town. These actions, among others, provide uplifting examples of a community positioning itself for future growth and success.

As we look ahead, we do so with a promising perspective. Despite a long and arduous journey, like the businesses that it serves, the Town has persevered and will continue to take the short and long term steps required to build a strong local economy, working with our business community to support their recovery and growth and to create a welcoming, inclusive environment for its visitors and residents.

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Response to COVID-19 continues

Throughout 2021, the Economic Development and Culture division continued to offer all existing programs while also modifying, adding, and adapting services as needed. Key actions and projects undertaken in response to the pandemic included:

- Service delivery via phone, email, and video. When permitted by COVID guidelines, the office was open by appointment.
- Ongoing updates of the COVID-19 business resources webpage with links and information about all relevant government measures and programs available to support business.
- Delivery of online learning opportunities and business-related webinars geared to supporting entrepreneurs with topic-specific issues.
- Virtual presentation of key divisional events such as the Economic Outlook Summit, Bridges to Better Business, and annual Arts & Culture Awards.
- Implementation of digitalization programs designed to support entrepreneurs through the provision of grants and expertise.
- Direct outreach to businesses to identify specific areas of concern and to provide supports where able.
- Implementation of initiatives designed to stabilize and incent local area businesses through numerous partnership funding opportunities.
- Completion of year one Tourism Strategy & Action Plan initiatives geared to creating a foundation for the post-pandemic economy and to generating safe visitor attractions.



Economic Development Indicators and Initiatives

Indicator	2019	2020	2021
Total Employment ¹	12,801	11,594	12,203
Number of Businesses Operating ²	2,613	2,578	2,598
Total Construction Value ³	\$68,004,700	\$18,722,295	\$25,552,290
<i>Residential</i> ⁴	(\$55,672,650)	(\$3,387,495)	(\$8,445,160)
<i>Industrial, Commercial, Institutional</i> ⁵	(\$12,332,050)	(\$15,334,800)	(\$17,107,130)
Housing Resale Activity ⁶	613	621	722
Average House Selling Price ⁷	\$564,384	\$641,211	\$803,822
New Dwelling Units ⁸	256	2	1
Unemployment Rate ⁹	4.7%	7.5%	4.9%

Sources: 1-2. OMAFRA Analyst Data EMSI 2022.1 | 3-5,8. Town of Orangeville Building Department | 6-7. Market Watch, Toronto Real Estate Board, December 2019, 2020, 2021 | 9. Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, Kitchener-Waterloo-Barrie, unadjusted for seasonality, last five months. Note: EMSI data is constantly updated as new data becomes available to ensure accuracy and consistency. As a result, variances exist between the data above versus the data reported in the 2019/20 Economic Development Report. The above chart reflects the most up-to-date data available for 2019, 2020 and 2021.

Economic Outlook Summit offered economic insights and local business perspective

The annual Economic Outlook Summit was presented virtually on November 2. The event featured a keynote address by James Marple, Managing Director and Senior Economist with TD Bank Group, who provided an analysis of the impacts of the COVID-19 pandemic on international, national, and local economies and the financial markets. Local restaurateur Perry Meeker of The Hatter also provided an insightful presentation about his experience in managing a hospitality business during the pandemic and shared the tools and practices he has implemented to re-build his business. The 2021 virtual event welcomed 91 registrants and the presentation was viewed over 170 times on the Town's YouTube channel.

Virtual Economic Outlook Summit

Tuesday, November 2 | 8:30 - 10 a.m.
Free Virtual Presentation
Register at orangevillebusiness.ca



Featuring James Marple,
Director & Senior Economist, TD Bank Group

Plus:
Local business owner Perry Meeker will share his experiences in the hospitality sector during the COVID-19 pandemic



30 Centennial Road

Approximately 2.5 hectares of vacant industrial land located at 30 Centennial Road was secured in Q2 2021 for the development of a new fire station. Remediation of the property was undertaken and completed in 2021 as planning for the new station ensued. Construction of the new station is anticipated to commence in Fall 2022. Upon its completion, additional industrial space could be available for future industrial development.

By-laws expanded to support business

The Town's boulevard café and display of merchandise by-laws were amended once again in 2021 to enable expanded outdoor patios and display options for downtown businesses. Impacts of the expansions will be monitored throughout the 2022 season with consideration to making these positive changes permanent in the future.



Jobs by Sector	2020	2021
Agriculture, forestry, fishing and hunting	13	13
Utilities	165	165
Construction	613	674
Manufacturing	1,276	1,352
Wholesale trade	329	336
Retail trade	2,009	2,110
Transportation and warehousing	219	228
Information and cultural industries	174	185
Finance and insurance	476	494
Real estate and rental and leasing	116	124
Professional, scientific and technical services	540	586
Administrative and support, waste management and remediation services	637	675
Educational services	811	829
Health care and social assistance	1,834	1,941
Arts, entertainment and recreation	57	55
Accommodation and food services	1,129	1,214
Other services (except public administration)	473	474
Public administration	517	529
Unclassified	205	218
Total	11,594	12,203

Source: OMAFRA Analyst Data EMSI 2022.1. EMSI data is constantly updated as new data becomes available to ensure accuracy and consistency. The above chart reflects the most up-to-date data available for 2020 and 2021.



Broadway Family Chiropractic and Wellness grand opening



The Village Refillery grand opening (photo credit: Sam Odrowski)

Community Improvement Plan (CIP) will support private sector investment

As part of the 2021 budgeting process, staff were directed to undertake the development of a new Community Improvement Plan with the intention of encouraging economic growth, revitalizing and enhancing the community, and improving resident quality of life by stimulating private sector investment and providing direction for public funding. The development of the plan was undertaken by Sierra Planning and Management and involved a thorough background review, surveying and engagement with community stakeholders and residents, and the delivery of a public meeting to share and receive input on draft results. Upon adoption by Council in 2022, the new CIP will outline a full scope of financial incentive programs geared to supporting the revitalization and enhancement of the community and will identify the geographic areas that the programs will operate within.

The CIP is being developed in tandem with design guidelines which will set the design objectives for public infrastructure and facility improvement projects and will assist the Town in evaluating improvement and development projects eligible for the incentive programs identified in the CIP.

Development planning for 82-90 Broadway

With the objectives of the Town, the Orangeville Business Improvement Area, Heritage Orangeville, and local stakeholders and residents front of mind, work to support the eventual sale and development of the Town-owned properties at 82-90 Broadway continued in 2021. Potential development scenarios were provided to Council in late 2020 and in 2021, a number of other preparatory tasks were undertaken. Phase I and II Environmental Site Assessments were completed and revealed that no remediation of the land would be required for development to move forward. An Economic Impact Study of the property demonstrated that numerous longer-term economic benefits could be derived from the development. A Downtown Parking Analysis was completed and presented to Council in January 2022, and it indicated that any decisions regarding the introduction of a paid parking system should be delayed until at least 2025 or 2031, when demand warrants further investigation. It was also noted that in the near future, as downtown businesses emerge from pandemic restrictions, all efforts should be made to support their recovery and reduce, not erect, barriers to downtown visitation. Recommendations for next steps will be considered by Council in the latter half of 2022.

High Speed Internet Installations

A \$56,000,000 partnership with Wightman to deliver a Fibre to the Home and business project (FTTH) over the next three years continued throughout 2021. The expanding fibre network will connect the community with faster and more reliable technology and an aggressive installation schedule has been implemented that commenced in Orangeville's Business Park.

The project will install more than 350,000 metres of fibre optic lines in Orangeville and will serve as a critical business attraction and retention economic tool.



Wightman President Rob Figliuzzi at the ground breaking

Tourism



Tourism Strategy & Action Plan adopted and initiated

In January, a five-year Tourism Strategy & Action Plan was adopted by Council. Implementation of the plan's Year One actions began immediately and included hiring a Tourism & Culture Officer, launching a tourism blog, expanding the photography inventory, and updating wayfinding signs. A key action included in the Tourism Strategy was the development of a new tourism brand to support the Town's development as a tourism destination by creating a consistent and authentic way to attract visitors and engage with the community. In April, Aubs & Mugg Inc., a design agency specializing in Economic Development initiatives, was hired to complete the project, which included stakeholder insights, competitive and comparative analysis, and an external survey to design the brand and its related assets and then verify its effectiveness.

The brand – Love, Orangeville – was adopted by Council in November. Key aspects of the brand included a new logo, colours, fonts, and other design elements that will be applied to all tourism-related promotional assets and activities. An Official Mark application has been filed and the brand has been applied to various platforms to promote Orangeville as a destination. A new tourism microsite – loveorangeville.ca - was launched in January 2022 as the key communication tool for the new brand.





A digital way to explore Orangeville

In June, Orangeville partnered with Driftscape to offer a new, interactive way to explore the community's public art collection, historic landmarks, and recreational assets. Driftscape is a user free, mobile app that provides users with location-based information about selected points of interest. The app provides art tour guidance and gives users the option to explore Orangeville's unique assets using augmented reality to enhance their experience. A web-based application provides the same information online, allowing visitors to plan their routes and explore features in advance. Over 110 points of interest were added to Driftscape including all public art pieces, three public art tours, three heritage tours, and major recreational destinations. Assets were updated and added to Driftscape through the year, ensuring information was accurate and accessible at all times. The 18-month partnership with Driftscape was supported with funding from Central Counties Tourism.

Love.
Orangeville
LoveOrangeville.ca

Public Art Tour

Your guide to the art of Orangeville:
Central East



New self-guided tours showcase popular public art pieces

Three new public art tours were published in December to offer visitors a self-guided way to explore the art of Orangeville. The guides featured the new "Love, Orangeville" brand and highlight the tree sculptures, murals, and utility boxes along three different routes. The guides are available digitally at LoveOrangeville.ca, and on Driftscape. Copies are also available at the Visitor Information Centre.

The Visitor Information Centre welcomed tourists

General Tourism Inquiries

2020: 2,675

2021: 1,637*

Visitors from outside Orangeville

2020: 1,129

2021: 1,037*

Note: The Visitor Centre was closed from January 12 to February 15, 2021 due to pandemic measures.

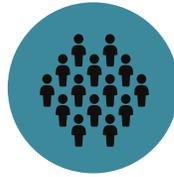
2021 Top Inquiries

Directions / Maps



29%

Community / Other



23%

Island Lake



12%

Arts & Culture



11%

Dining & Restaurants



10%

Tree Sculptures



10%

Things To Do / Events



5%

*Not surprisingly, pandemic related shut-downs, mandates, and travel restrictions that continued throughout 2021 had significant impacts on the tourism sector.

Wayfinding signage updated

Existing wayfinding signage was updated throughout Town. All references to the Credit Valley Train were replaced with directions to current assets such as the Medicine Wheel Garden and Bravery Park. In an effort to reduce sign clutter, the degraded community event signs were removed.



Arts and Culture



Arts & Culture Awards celebrated local creativity

For a second year, the Town of Orangeville Arts & Culture Awards were celebrated with a pre-recorded online presentation. The virtual event paid tribute to the outstanding contributions made by individuals, businesses, and organizations in the arts and culture sector in Dufferin County.

The 2021 video showcased past award winners who announced the nominees from a variety of creative spaces in Orangeville. Filming locations included Dragonfly Arts on Broadway, Pottery Parties Studio, Westside Secondary School, Kay Cee Gardens, the Artsploration Mobile Studio, an artist's home studio, the Orangeville Public Library's Mill Street location, and the Town of Orangeville's Town Hall and Opera House. The presentation reinforced that continuing to celebrate arts and culture, despite the continued challenges presented by COVID-19, was an important and valuable initiative for the community. Award nominees and winners were recognized in the 35-minute video that was viewed almost 500 times on Facebook and YouTube.

Photo 1: Emilia Perri, Established Artist of the Year

Photo 2: Opera House stage | Sara Rose (musician) and The Art of Storytelling (videography)

Photo 3: Jim Waddington, Community Arts Volunteer Award



Crystal Queer by GLOW Youth Group



Blues and Jazz by Christina Clare

Utility Box Art Display Program continued to grow

Six new utility boxes were transformed into colourful works of art through the 2021 Utility Box Art Display Program. Five boxes featured original works by local artists and the sixth installation, titled “Crystal Queer”, was created by GLOW Youth Group, a social and support group for LGBTQ2S+ youth. The collection now includes 25 utility boxes.

New installations added to mural collection

As part of the 2021 Call for Artists, six new pieces of locally created artwork were installed along the walking track at Alder Recreation Centre. The murals complete a collection of 10 pieces and are intended to add vibrancy and interest to the facility while showcasing some of the area's attractions and demonstrating the role that artwork can play in enriching everyday activities.

In downtown Orangeville, two additional murals were installed. At 114 Broadway, a mural titled “Part of the Magic” by artist Beckie Morris was spearheaded by the BIA’s Better Together Task Force volunteers to celebrate the artistic, cultural, and social contributions of Theatre Orangeville. At 5 First Street, a complementary mural featuring the same artwork as the “Crystal Queer” utility box was installed.

New tree sculpture unveiled

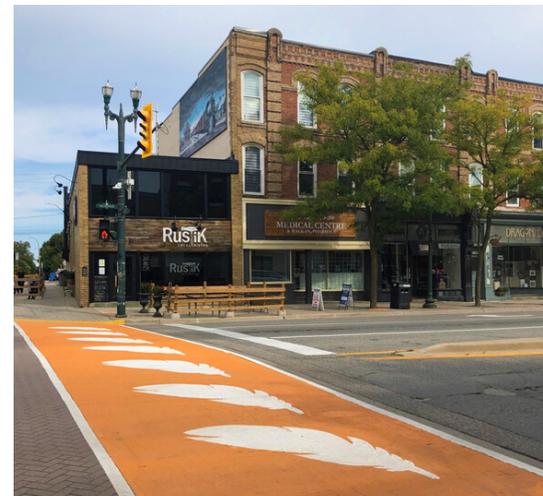
A new tree sculpture, The Victorian Lady, was added to the Town's collection in August. Created by artist Robbin Wenzoski, it replaced a similar sculpture formerly installed on Zina Street that had been removed due to deterioration. A popular attraction for both visitors and residents, Orangeville's unique collection of tree sculptures features more than 40 art pieces.

Colourful crosswalks raise awareness

Three new crosswalk art installations were added to intersections along Broadway to create awareness of and support for the local Indigenous and LGBTQ+ communities in Orangeville.

In June, two rainbow crosswalks were unveiled as a visual demonstration of the Town's commitment to improve diversity and inclusion. Installed at the intersections of Broadway and Mill Street and on Broadway at Wellington Street, the permanent displays emphasize the belief that every person has the right to feel safe and included in our community.

In September, the Town of Orangeville installed an Indigenous crosswalk at the intersection of Broadway and First Street. The orange crosswalk, with seven feathers centred across its width, commemorates the Indigenous children who were taken from their families and forced to attend residential schools. The piece represents a step towards reconciliation in our community, today and everyday. The Dufferin County Cultural Resource Circle and local elders provided input on the feather design for the orange crosswalk.



Orangeville received Festivals and Events Ontario award for drive-in concerts

The Town of Orangeville was the recipient of a Festivals and Events Ontario (FEO) Achievement Award for the 2020 Summer Concert Series, which attracted over 1,000 attendees over six days. The award was announced at the annual FEO conference, which was presented in a virtual format. FEO recognized organizations across the province, with a focus on adapt-pivot-evolve.

Orangeville selected for filming of television show

Select locations in Orangeville were used for the filming of a new television series “Overlords and Underwoods” in May and June. Production company Marblemedia OU Productions Inc., used Orangeville as an exterior location base with shooting taking place on Broadway, First Street and in several parks - Idyllwilde, Rotary, Princess of Wales, and Lions Sports. The first season of the television show is available for viewing on CBC Gem.



Community created mosaic masterpiece

To celebrate Canada Day, a mosaic mural was created to showcase the creative talent of Orangeville’s community and to celebrate the Town’s historic charm. Over 500 tiles were hand painted by residents using unique images and personal talent. The tiles were then fitted together to form an 8-foot by 12-foot mural depicting Town Hall and the statue of founder Orange Lawrence. The community art mosaic was installed in the Town Hall Atrium.

SBEC Services and Programs

The Orangeville & Area Small Business Enterprise Centre supports businesses in Dufferin County and neighbouring areas with free guidance and resources. Start-up and existing businesses can access a variety of resources including:

- Business plan consultations
- Business registration assistance
- Business training, seminars, and workshops
- Mentorship and networking opportunities
- Information on financing options, permits, licenses, and government support

In 2021, ongoing support and services continued to be offered virtually to clients. Reflective of the changing and evolving restrictions and resources created by the pandemic, general inquiries to the office increased by 8% over 2020.

Key Performance Indicators	2020	2021
General Inquiries	5,916	6,372
Business Consultations	750	809
Seminars, Presentations and Events	26	26
Event Registrants	832	517
Total Entrepreneurial Grants and Funding Supports	\$41,000	\$72,000
<i>Starter Company Plus</i>	(\$29,000)	(\$31,000)
<i>Summer Company</i>	(\$12,000)	(\$9,000)
<i>Virtual Business Advisor</i>	N/A	(\$32,000)
Business Start-ups*	38	45
Jobs Created	127	219

*Excludes start-ups resulting from Summer Company. Refer to page 14.

Virtual Business Advisor program offered mentorship to 59 local businesses

Through the Ontario Small Business COVID-19 Recovery Network, the Orangeville & Area SBEC received grant funding of \$32,000 to deliver the Virtual Business Advisor Program to small business owners. The program, which was offered from November 2020 to September 31, 2021, saw 59 participating businesses receive 93 specialized consultations, which amounted to 284 hours of business advisory services from 15 professional mentors. Due to an overwhelming response to the Virtual Business Advisor program, an additional \$5,650 of divisional operational funding was re-directed to supplement the high demand for the program.

Starter Company Plus

Starter Company Plus is offered in partnership with the Province of Ontario and aims to support eligible entrepreneurs from Orangeville and surrounding areas in establishing strong and vibrant businesses. Delivered locally by the Orangeville & Area Small Business Enterprise Centre (SBEC), the program provides free access to training, mentorship, and grants to help start, expand, or buy a business. In 2021, 54 entrepreneurs were accepted into the program and received business training and 11 were awarded grants through this provincially funded program.

Summer Company

In partnership with the Province of Ontario, the Orangeville & Area SBEC offered the Summer Company program to local student entrepreneurs. Eligible youth between the ages of 15 and 29 received mentoring, training, and grants while starting and running their own businesses over the summer months. In 2021, three Summer Company grants of \$3,000 each were awarded for a total investment of \$9,000 in local student businesses.



Julie and Curtis Lazelle, Owl Dream Farm



Thomas Dietrich, The Mailbox Studio

Business Events

Learning opportunities for small business owners

Due to the restrictions imposed by COVID-19, workshops continued to be offered online to small business owners. In 2021 the SBEC's workshop schedule was comprised of 18 webinars that yielded 517 registrants. To further support entrepreneurs, the office vetted and promoted more than 260 relevant online events through the Town's business event calendar. These programs included training and learning opportunities offered through www.sbcontario.ca, a website launched to increase access and awareness of small business.

Jump the Fence with Terry O'Reilly

In October, Terry O'Reilly, marketing guru and host of CBC Radio's 'Under The Influence' provided a virtual presentation to an audience of 60 entrepreneurs and community members at the annual Bridges to Better Business event. His presentation focused on the power of counterintuitive thinking and illustrated how business owners can utilize creative thinking to solve marketing problems, where to find strategic insights, and why it is critical to go against conventional wisdom. Terry highlighted his address with several inspiring anecdotes of organizations that took creative leaps to achieve outstanding results.



The UPS Store grand opening



Sobeys grand opening

Special Programs



Digital Main Street Results

2019/2020

25 recipients | \$62,500

2020/2021

46 recipients | \$115,000

2021/2022

64 recipients | \$160,000

Changes to location rules opened up digital grants to more small businesses

In 2021, the Economic Development & Culture office once again received a grant from the Digital Main Street Ontario Grants Program, a region wide initiative funded by the Government of Ontario and delivered by the Ontario BIA Association. Offered in partnership with the BIAs of Orangeville, Shelburne, and Grand Valley, the program helped local small businesses across Dufferin County adopt online technologies and digitally transform their sales, marketing, and back-office operations.

This was the third time the Digital Main Street program had been offered in Orangeville and area. A major change to the Digital Transformation Grant from previous years was new location criteria. Commercial small businesses with fewer than 50 employees no longer needed to be part of a main street area to qualify, opening up the grant to many additional businesses across the County.

In all three rounds, a DMS Co-ordinator was hired and served as a free resource to business owners as they worked to improve their online presence and digital capabilities. Eligible businesses could apply for grants of \$2,500 to support their digital investments.

Town announced revitalization of downtown through partnership with My Main Street

In December, the Town of Orangeville was selected for participation in the My Main Street Local Business Accelerator program. Funded through a \$23.25 million investment by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), the one-year program focuses on creating and maintaining vibrant and inclusive local main streets while providing residents, new entrepreneurs, and existing businesses with economic opportunities in 65 main street communities. The Town's grant will be used to support the downtown area of Orangeville with a dedicated Main Street Ambassador, customized market research, data analysis and non-repayable funding contributions for new and existing small businesses. Program delivery began in February 2022.

Partnerships

These key partners helped the Orangeville Economic Development & Culture/SBEC Office to provide fully accessible and well distributed services for local businesses in 2021:

- Ministry of Economic Development, Job Creation & Trade
- County of Dufferin
- Community Futures South Georgian Bay
- TD Bank Group
- Town of Shelburne
- Shelburne Employment Resource Centre
- Dufferin Board of Trade
- Workforce Planning Board of Waterloo Wellington Dufferin
- Innovation Guelph
- Georgian College
- BIAs of Orangeville, Shelburne and Grand Valley
- My Main Street
- Ontario BIA Association



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www.orangevillebusiness.ca

www.orangeilletourism.ca

Facebook: @OrangevilleED | @OrangevilleTourism

Twitter: @OrangevilleED

Instagram: @OrangevilleTourism

