

**Perth County**  
Cultivating Opportunity

# Economic Development & Tourism

January 2025 Newsletter

*Plan to Prosper this Year!*



## Prosper in Perth County

**Host a business tour in 2025 and let your success take center stage!**

In 2024, Perth County hosted 7 Business Tours, showcasing the incredible stories behind local businesses.



**Planted in Perth County**

**Ready to showcase your business or celebrate someone on your team? Reach out for more information on our Planted & People of Perth County program!**

We celebrated 31 businesses in our Planted in Perth County campaign and launched our People of Perth County campaign, sharing unique stories and successes.



**People of Perth County**

## People & Workforce Development



**CALLING ALL EDUCATORS - Discover tools to enhance your classroom!**

Empower the next generation with our career exploration tools & local opportunities for educators.



**Looking to strengthen your workforce? Let us connect you with tools and strategies to attract top talent!**

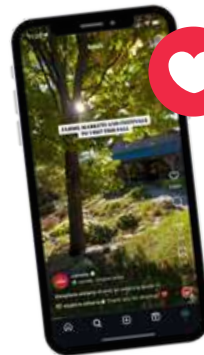
We encourage you to take advantage of our FREE 'Welcoming Communities' training! Digital online courses that you can take at your own pace.



# Tourism

Are you a tourism operator with a unique story to tell? **LET US KNOW!**

We are often looking for inspiring stories when creating content for our marketing outlets. We offer the tools to support you in creating memorable experiences. Reach out today!



Want to be featured in an upcoming social media influencer visit?

In 2024, we hosted four influencer visits - featuring over 15 businesses and reaching over 250K social media accounts!



10+

We advertised in over 10 premium outlets, incl: Globe & Mail and along the Gardiner Express



Last year, we reached over 46,000 with our promotional materials and showcased 100+ businesses and events to our 10,000+ strong social media community.

SCAN ME!



Join our Discover More Flavour program today!



We have over 90 participants showcasing our diverse agricultural offerings, even unique farm-to-table experiences!

**DID YOU KNOW?**

630K visitors toured throughout Perth County in 2024!





Perth County  
DISCOVER  
MORE  
*adventures*

## DID YOU KNOW?

Two new experiences  
launched in 2024!

Add Applebottom Orchards and  
The Perth Farmhouse Winery to  
your 2025 bucket list!



Applebottom  
Orchards



The Perth  
Farmhouse  
Winery

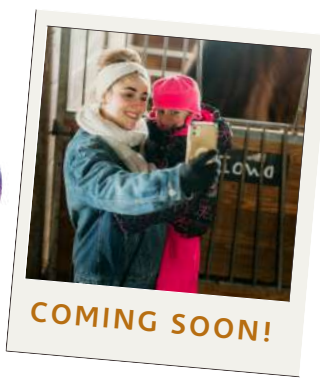


## Want to participate in our Experiential Tourism Program?

Scan the QR code to  
download our Program Guide  
and Experience Planning  
Template.



**WANT MORE  
INFO?**  
Send us an email or give us a call!  
519-271-0531 x152  
cleney@perthcounty.ca



COMING SOON!

Keep your eyes peeled for new  
Instagrammable photo-ops popping  
up throughout Perth County this  
year.

# Partner Resources



## SUMMER COMPANY PROGRAM

Now accepting applications for the Summer Company Program! Summer Company is a program for students between the ages of 15 and 29 that helps them to start their own summer business.

The program will provide hands-on training, mentorship, and financial grants of up to \$3,000.

Contact Holly Mortimer at Invest Stratford  
519-305-5055 | [holly@stratfordperthbusiness.ca](mailto:holly@stratfordperthbusiness.ca)  
[www.investstratford.com](http://www.investstratford.com)

**APPLY NOW**

<https://airtable.com/appFqVeckUFvDrUZR/shr729G0e3yEfoohX>

## Mobility 2.0



### Have you used our PC Connect service? NOW IS THE TIME!

Scan the QR code, or visit our website for  
bus routes & schedules.

<https://www.perthcounty.ca/en/living-here/schedules-and-maps.aspx>



Our office is always open! The Economic Development & Tourism team is here to support businesses, residents, and visitors with a range of programs to help Perth County grow & thrive.

