



# 2024 Year in Review



519.848.3620

[www.wellington-north.com](http://www.wellington-north.com)

# Introduction

The Township of Wellington North at a Glance



The three winners of the Township's 25th anniversary art contest, from left: Jennifer Baia and her son Jadon, 11-year-old Natalia Skorupska and Elizabeth Laros.

The Township of Wellington North was formed in 1999 with the amalgamation of the Town of Mount Forest, the Village of Arthur, the Townships of West Luther and Arthur, as well as some of the outlying areas in the Townships of Peel and West Garafraxa. Stretching over 526 square kilometres, it is now home to over 12,500 people – and is expected to grow to approximately 20,500 people by 2051 (an increase of more than 64%).

Wellington North is a well-diversified and evolving municipality with a strong industrial and manufacturing employment base, as well as a strong agricultural and agri-food business sector. The community is also home to many walking and cycling trails, unique stores and gift shops, as well as many cultural and historical amenities - and exciting events! This includes the Mount Forest Fireworks Festival, annually ranked as one of the Top 100 Festivals in Ontario.



# Wellington North

<b>C</b>	<b>A</b>	<b>R</b>	<b>E</b>	<b>S</b>
<b>COMMUNITY</b>	<b>ACCOUNTABILITY</b>	<b>RESPECT</b>	<b>ENGAGEMENT</b>	<b>SUSTAINABLE</b>
A safe and supportive environment where individuals come together, fostering a sense of belonging and shared purpose	Taking ownership of our actions, ensuring transparency, and upholding ethical standards.	Building a culture of inclusivity and trust by valuing diverse perspectives and treating everyone with dignity.	Welcoming collaboration and enhanced information sharing for the collective growth and success of our community	Committed to practices that promote long-term environmental, social, and economic well-being

COVER PHOTO by breaSmith Photography - Grand opening of the Arthur Public School primary playground which was celebrated with a ribbon cutting ceremony on June 18, 2024.

BACK COVER PHOTO by Crystal Seifried - Mount Forest Fireworks Festival

BELOW - Winter Family Fun Fest planned by the Mount Forest BIA.

Additional photos within this report were submitted by Wellington North staff or Wellington Advertiser staff.



## What's Inside?

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# Township of Wellington North Council

The Township of Wellington North Council is governed by an elected Council of five members, including the head of Council, who each serve a four-year term.

The Mayor and Council are responsible for developing the long-range vision for the future of the community. Council establishes policies that affect the overall

operation of the Township and are responsive to residents' needs and priorities.

To ensure that these policies are carried out and that the community receives the services they need, Council appoints a Chief Administrative Officer who is directly responsible for the Township's administration.



From Left: Councillor Steve McCabe (Ward 4), Councillor Sherry Burke (Ward 2), Mayor Andy Lennox, Councillor Lisa Hern (Ward 3), and Councillor Penny Renken (Ward 1)

## Highlights

2024 BUDGET\*

**\$9,646,763**

**Operating Budget / Total Tax Levy**  
(excludes water/wastewater budget/user fee-based)

**\$9,472,009**

**Proposed Capital Budget**

**\$5,795,671**

**Water and Sewer Operating Budget**

**\$24,679,781**

**Total Reserves**  
(audited figure 2023 beginning balance)

## Administrative Structure

The Senior Management Team is responsible for implementing the direction set out by Township Council, including providing efficient, high-quality services for the community as well as overseeing the sustainable and responsible use of township resources. It is led by the Chief Administrative Officer (CAO) and includes the Heads of the following divisions:

- Building and Planning
- Clerks
- Recreation, Community and Economic Development
- Finance
- Fire
- Human Resources
- Infrastructure and Engineering
- Transportation
- Environmental Services

## Staffing

**52**  
FULL TIME TOTAL  
Full time non union: 27  
Full time union: 25

**58**  
SEASONAL OR  
TERM / TASK

**7**  
PART TIME

**50**  
VOLUNTEER  
FIREFIGHTERS

## Quick Facts

(2021 Stats Can)

**\$78,000**  
Median Household Income

**7,079**  
Labour Force

**1,614**  
Number of Businesses



# Did You Know?

that the Township delivers 7 programs,  
with over 25 services?

These include:



**Governance and Civic Engagement**  
(Council, Community Engagement and Decision Making)



**Corporate Services**  
(Human Resources, Financial Management, Information Technology, Clerks)



**Community Services**  
(Community Recreation Facilities and Programming, Parks and Open Spaces, Cemeteries)



**Environmental Protection**  
(Water Distribution, Wastewater Collection)



**Development**  
(Land Use Planning, Building Permits, Economic Development)



**Public Safety**  
(By-law Enforcement, Building Inspections, Fire Services)

**We also work in partnership with the County of Wellington, who deliver the following services to Township residents:**

- Emergency Management
- Environmental Sustainability
- Garbage and Recycling
- Library
- Long Term Care
- Museum and Archives
- Planning and Development
- County Roads



**Transportation**  
(Road Construction and Maintenance, Sidewalks, Street Lighting, Winter Maintenance, Bridges and Culverts, Fleet Management)



## Message from the Mayor



MAYOR ANDY LENNOX

## Building a Thriving Future Together

The word “community” originates from the Latin “communitas,” meaning unity and equality. This spirit is the foundation of Wellington North, where tradition meets progress, and the dedication of our residents shines through everything we do.

In 2024, Wellington North took important steps toward ensuring a thriving, inclusive, and sustainable future for everyone. Council began implementation of its Strategic Plan and developed and adopted a new Growth Management Action Plan, and Asset Management Plan. Together, these initiatives reflect our shared commitment to the prosperity, growth and quality of life for our community. They are also our blueprint to ensure Wellington North remains a place where people come together, care for each other, and work toward a common vision.

The Strategic Plan outlines our goals for fostering a safe, sustainable, and welcoming community that honours our heritage while moving toward a vibrant future. Our Growth Management Plan ensures that as we expand, we do so thoughtfully, balancing growth with the character and beauty of our township. The Asset Management Plan provides a roadmap for maintaining and enhancing the infrastructure and services that make Wellington North an outstanding place to live, work, and play.

Together, these plans guide our efforts as we build a strong local economy, protect our natural landscapes, and provide exceptional services. Whether you’re a lifelong resident or new to the area, we’re committed to making Wellington North a place where all are welcomed, valued, and supported.



Mayor Andy Lennox and Wellington North councillors cut the 25th anniversary cake.

I look forward to working with staff, Council, and our community partners to make Wellington North the very best it can be. While there are challenges ahead, I am confident that together we can find innovative, collaborative, and meaningful solutions.

Finally, I want to congratulate and thank everyone who contributed to making 2024 a fantastic year for Wellington North. The accomplishments outlined in this Year in Review wouldn’t have been possible without the dedication and partnership of our staff, Council, and the community as a whole.

**Congratulations and Thank You!**



The Mount Forest Lions pledged \$250,000 to the new Mount Forest Outdoor Pool in June.

# Program Highlights

The following section includes some highlights of the projects and initiatives that were completed as part of the 7 core programs that the Township delivers.

The 2024 Year in Review provides an overview of the Township's accomplishments during the past fiscal year.

## SERVING YOU IN 2024

### Governance and Civic Engagement

- Wellington North made progress on three plans in 2024 that will help guide the Township in the coming years: Implementation of the Strategic Plan and the development and adoption of the Asset Management Plan, and Growth Management Action Plan.
- Approximately 450 people participated at two Volunteer and Newcomer Celebrations – The Township wants to thank all those who make our community better and offer a warm welcome to those joining us here in Wellington North!
- Created a Township Communications Working Group to facilitate increased engagement with the community through enhanced communications in response to feedback during the strategic plan process.
- Continued to advocate for Township priorities through delegations at the Rural Ontario Municipal Association, Association of Municipalities of Ontario, and through other Provincial Ministry meetings and Environmental Registry of Ontario submissions. This included advocating for the preservation of agriculture, funding for the Mount Forest Aquatics Centre, and Connecting Links funding.
- Developed a new Municipal Feedback Policy to receive, track and respond to feedback from the community on Township services and initiatives.

### Corporate Services

- Made significant upgrades to our IT infrastructure and network, more fully integrating, streamlining and modernizing the system for better functionality and security.
- Implemented mandatory monthly Cyber Security Training for all municipal Council and staff.
- Focused on the internal implementation of the Strategic Plan, developing working groups and engaging staff in the planning of key communication efforts.



Annual Mayor's Charity Bonspiel on November 21 in Mount Forest

- Undertook a Township values exercise and approved Wellington North CARES (Community, Accountability, Respect, Engagement, Sustainable).
- Continued moving toward an electronic document management system – digitizing over 30,000 records (up from 18,501 in 2023), making them easy to locate and instantly accessible.
- Partnered with the County of Wellington and surrounding municipalities for a Wellness Fair open to all employees promoting health and wellness.

### Community Services

#### Programming:

- Opened the Arthur outdoor pool on June 3. With the early opening date, we were able to offer more swimming lesson opportunities, as well as provide the Swim to Survive Lifesaving Society program for Grade 3 students from seven local schools.
- Approximately 4,450 admissions at the pool this summer – not including lessons, day camps, or schools. Over 250 students registered for lessons.
- Introduced a Sensory Sensitive Swim on Tuesday and Thursday mornings, providing a calm environment for those with sensory sensitivities, seniors, special needs clients, and support workers. The program, which capped attendance at 25 per session and waived support worker fees, was well received with 65 attendees plus support workers this summer.



A new display case for memorabilia was installed at the Arthur Arena in March, with support from the Arthur and Area Historical Society.



Lifeguard at the Arthur Pool.

- Over 600 day camp spaces were offered through our summer day camp program between Mount Forest, Arthur, and Damascus (new in 2024), over 8 sessions. These programs were at capacity most weeks, with a 95% average capacity.
- The new Damascus Day Camp Program for children aged 9 to 12 offered a mix of outdoor exploration, environmental education, and domestic skills, including traditional baking and canning.
- The Township of Wellington North employed 28 young seasonal staff members to operate the Aquatics and Day Camp programs in 2024.
- Staff continue to look for ways to enhance recreational opportunities. New summer recreation programming included pick-up lacrosse and ball hockey, which offered participants an opportunity to work on individual skills while promoting exercise and fun with peers.
- A roller-skating program was also offered during the summer months in 2024 at the Mount Forest and District Sports Complex.
- Pickleball is growing in Wellington North, with eight weekly sessions in Arthur and Mount Forest, attracting around 100 players weekly, including experienced, young, and special needs players.

#### Facilities:

- Further progress was made on the Mount Forest Outdoor Pool and Aquatics Centre. Stay tuned for more on this exciting initiative in 2025!
- Recreation facilities in Arthur received several upgrades; a new Olympia ice resurfacing machine, new controller for the ice plant, repaired the catch basin at the arena, replaced spectator heaters, upgraded sound system in the Lower Hall, and a new chemical feeder for the Arthur pool.
- A new display case was installed at the Arthur arena to showcase items from the Arthur and Area Historical Society.
- Arthur ball diamonds saw several upgrades, including a larger infield on A Diamond, topped up the infields of both A and B diamond, and thanks to the Arthur Optimist Club new dugouts were installed at A and B diamond.
- Upgrades at the Mount Forest and District Sports Complex, including the installation of accessible doors for the walking track, HVAC upgrades for the kitchen in the Community Hall, fresh paint on the dressing room hallway, and all stair safety lines were repainted.
- Additional upgrades in Mount Forest were completed at Murphy's Park (picnic tables and paint), new amenity at the Skate Park, new soccer netting at Dempsey Field, clay top up on the Donald Softball Diamond, and removal of all old fencing at the Mount Forest Fairgrounds.
- Completed fire safety plan updates for both the Arthur and Area Community Centre and the Mount Forest and District Sports Complex.
- Completed the design and received approval from the Bereavement Authority of Ontario to install cremation plots at the cemetery.
- Installed a new sign at the main entrance to the cemetery, refurbished the old sign and installed it at the chapel entrance, and repointed the brickwork on the raised bed.



Plenty of smiles at the Damascus Day Camp.



# Program Highlights

Continued

SERVING YOU IN 2024

## Weddings

In 2024, the Township of Wellington North was honoured to officiate 12 weddings, from local ceremonies within our municipality to as far as Tobermory! It was a joy to join these couples in marriage, helping to solidify their commitment to one another. Our Township officiants endeavour to provide a welcoming and memorable experience for each couple and their guests. Whether the ceremonies were intimate or grand, they reflected the Township's dedication to fostering community and celebrating love.



The Township of Wellington North is proud to have played a role in these special moments and looks forward to continuing to unite and support couples in the years ahead.

### Community:

- Township staff applied for 23 grants (federal, provincial, etc.) in 2024, with six applications approved as of December 9, 2024 resulting in \$1.2 million in funding for Township projects and programs.
- The Township was awarded a \$21,700 grant (Ontario Seniors Community Grant) allowing the Township to offer TechTours: Connecting seniors Through Technology and Bus Adventures program. This program offers bus tours to local events, and a series of training opportunities for Seniors looking to become more comfortable and safer using technology.
- Partnered with the Town of Minto and Town of Hanover to receive a \$35,000 grant (Tourism Growth Program) allowing the Township to offer the sold-out Saugeen Cultural Bus Tour in October, assist with Culture Days events, and launch the Driftscape app to help attract tourists and visitors to our region.
- Received a Canada Summer Jobs grant to provide funds for five seasonal roles for summer programming.
- Received a \$1 million grant (Connecting Links Program) to assist with the Reconstruction of Smith Street project in Arthur.
- Received a \$25,000 grant (County of Wellington Economic Development) to assist with the delivery of Business Retention and Expansion activities, including Your Town Rising tours in Mount Forest and Arthur.
- 41 organizations received \$82,635 in grants and donations through the Township's Community Development Fund.
- The Township's Community Grants and Donations Fund was revamped for 2025, ensuring Council's priorities in supporting project and event-based initiatives are met. A total of \$36,665.49 (\$20,000 in cash donations, \$16,665.49 in fee waivers) for 31 organizations were approved by Council for 2025.

**Congratulations!**

to the Wellington North winners of the 2024 Ontario Volunteer Service Award!

Janice Benson  
Paula Coffey  
Linda Hruska  
Gabriella Kuhlmann  
Rebekah McDougall  
Jeff McKee  
Daphne Rappard



The Arthur Vipers U11 team was recognized by Council as part of its Outstanding Achievement in Sports Program.

- Council introduced the Recognition of Outstanding Sports Achievements Program, which honoured 7 teams and four individual athletes for their accomplishments in 2024.
- Supported the Mount Forest Community Garden with a \$1,000 grant through the Grants and Donations Community Development Fund, as well as funded the Community Gardens Cultivator position.
- Staff worked with the Mount Forest Aquatics Ad-Hoc Advisory Committee on fundraising efforts for the new Mount Forest Outdoor Pool. In June, the Mount Forest Lions Club pledged \$250,000 over five years to the project, and the Mount Forest Legion pledged \$2,500 to the project in December.

### Culture:

- The winners of the 25th Anniversary of Amalgamation Art Contest were announced in August: Elizabeth Laros, Natalia Skorupska and Jennifer Baia. Congratulations!
- 22 Cultural Moments were delivered at 2024 Council Meetings, bringing the total number of Cultural Moments shared since the program began in 2012 to 161. Since March, the Cultural Moment has been shared via video at Council, on YouTube and social media, garnering more than 16,700 views in 2024.
- Cultural Grants and Funding program approved grants to the Four Corners' Quilters Guild, Arthur St. Andrew's Presbyterian Church's 150th anniversary celebrations.
- Wellington North Culture Days were held in September and October. Events included Metz Pumpkinfest, Saugeen Culture Bus Tour, and the Artisan Showcase, among others.

### Events:

- Volunteer Celebration and Newcomer Welcome, hosted in April in Arthur, was attended by approximately 225 people.

- 25th Anniversary BBQ and Open House held in Kenilworth in June, was attended by more than 300 people.
- Arthur Canada Day celebrations
- The Mount Forest Fireworks Festival was a blast in July!
- Volunteer Celebration and Newcomer Welcome hosted in September, in Mount Forest, was attended by approximately 225 people.
- Second Annual Artisans Showcase was held in October.
- The sold-out Saugeen Culture Bus Tour was hosted on October 26; a partnership with the Hanover Cultural Roundtable and Minto Cultural Roundtable, and made possible by an investment from the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario).



Three sold-out buses took part in the Saugeen Culture Bus Tour, October 26.

- Two sold-out Seniors Bus Tours (December 1 to see the Grey Wellington Theatre Guild's 'Anne of Green Gables' in Harriston, and December 18 to see the MooreBand Holly Jolly Christmas Show in Drayton). Bus transportation to these events was funded by the Province of Ontario's Seniors Community Grant.
- The second annual Mayor's Charity Bonspiel was held at the Mount Forest Curling Club in November, raising \$8,000 for local youth organizations and initiatives.
- The Mount Forest Louise Marshall Hospital Foundation Gala (facility partnership).

## Environmental Protection

- A Public Information Centre was held as part of the ongoing Class Environmental Assessment for the Arthur Water System for Supply Redundancy and Storage.
- New watermain, water services, sanitary sewer services and storm sewer services were installed on Fergus Street between Wellington Street and Birmingham Street in Mount Forest. The road was fully urbanized complete with sidewalk installation (total project \$1.15 million investment).





Structure 9

# Program Highlights

Continued

SERVING YOU IN 2024

- Annual Ministry of Environment, Conservation and Parks (MECP) inspections of the Arthur and Mount Forest Drinking water systems resulted in final inspection ratings of 100% for the 17th year in a row with no non-compliances.
- An external audit of the Township's Drinking Water Quality Management System was conducted by a third party. There were no non-conformities and the Township maintains its Certificate of Accreditation.
- Performed thorough inspection and maintenance activities on above and below ground equipment at Well 4 in Mount Forest to optimize water supply life span.
- Participated in the Waterloo Wellington Children's Groundwater Festival providing water and wastewater education for elementary school students.
- Partnership for Ground Water Modelling project (Phase 1) with Township of Wellington North, Township of Mapleton and Town of Minto in consultation with Source Water Protection to establish and amend wellhead protection areas required by the Clean Water Act. Project included the installation of a new monitoring well in Arthur.
- The Arthur Spheroid Water Tower was drained for cleaning and inspection and returned to service. This activity is completed over a 3-year cycle.

## Development

### Economic Development:

- Wellington North Farmers' Market in Mount Forest opened for its 12th year. Future plans include working towards an exciting new location in Mount Forest.
- Youth Entrepreneurship program – Student Start Up Program (SSUP) celebrated its 5th year. Nine Wellington North youth were among the 50 participants across the Saugeen Region.
- 11 Community Improvement Plan (CIP) applicants received \$26,110 in funding to assist with signage, façade upgrades, and other business improvements.

Paving of the newly reconstructed Smith Street in Arthur.



- Updated CIP Program marketing tools with A-frame business signage, new rack cards, window decals and CIP funding packages.
- 400+ Grade 9 and 10 students attended the 3rd annual Explore your Future In Wellington event at the Arthur and Area Community Centre in April.
- Held a Mayor's Roundtable at the Mount Forest and District Sports Complex in April. Six of Wellington North's largest companies were represented with a total of 17 attendees.
- Support and Advancement of Women programs continued with online webinars, celebration of International Women's Day and sponsorship of WOWSA (Women of Wellington Saugeen Area) initiatives.
- Produced a Wellington North Community Guide 2024 - 2026 in partnership with the Mount Forest and Arthur Chambers of Commerce.
- Piloted a Business Resource Speed Networking event for all Wellington North employers at the Arthur and Area Community Centre in October.
- Your Town Rising Events in Arthur and Mount Forest. These events saw consultants walk the downtown cores with residents and business owners, followed by a presentation from the consultants with recommendations on how to improve the appearance of the downtown core.
- Continued discussions on future employment areas between Wellington North, West Grey and the Counties of Wellington and Grey.

## Transportation

- Completed the resurfacing of Smith Street in Arthur, which included the installation of a Pedestrian Crossover at the intersection of Smith Street and Conestoga Street. This project was 90% funded by the Ministry of Transportation's Connecting Links program. The Ministry provided us with \$1,056,123 towards this rehabilitation project.



New sidewalk on Dublin Street, Mount Forest.

- Completed the reconstruction of Fergus Street North between Wellington Street and Birmingham Street in Mount Forest, which included full watermain replacement, new services from main to property line, roadway urbanization with new sidewalk (\$1.15 million investment).
- Completed the installation of Wellington North's first Pedestrian Crossovers at the intersections of: Smith Street and Conestoga Street in Arthur; Main Street and Durham Street in Mount Forest.
- Completed the replacement of Structure 9 on Sideroad 3E between Concession 4 N and Concession 6 N (\$1.46 million investment).
- Wells Street East Culvert Replacement in Arthur was tendered and awarded (construction in 2025).
- Completed the construction of Structure 2023 and Culvert on Sideroad 10 E (\$495,000 investment).
- 2024 Pavement Rehabilitation Program saw three rural road resurfacing projects: Concession 9 (between Sideroad 5 to Sideroad 7 - 3.8km), Line 4 (Wellington Road 16 to east of Sideroad 15 - 4.8km), and Line 8 (Wellington Road 16 to Sideroad 13 - 1.9km). Urban surfacing of Page Street in Mount Forest and resurfacing of Medical Centre Parking Lot in Arthur (\$1.45 million investment).
- 2024 Sidewalk Program completed replacement of sidewalk on Wellington Street East (Fergus Street to Main Street) and Wellington Street East (Main Street to 100m westly), and Dublin Street (Waterloo Street to Princess Anne Street) (\$120,000 investment).
- Rural rebuild of Sideroad 9E was completed.
- Developed a Site Alteration and Fill By-law to provide a clear regulatory framework for the importation and exportation within the Township to be considered in 2025.
- Developed and implemented a Service Connection Policy to provide guidelines for development that requires a connection to municipally owned infrastructure.

## Public Safety

### Wellington North Fire

Responded to approximately 438 calls between the Mount Forest and Arthur Stations. This included:

- 24 Fire
- 75 Rescue
- 113 Medical
- 9 Public Hazard
- 7 Other



### Building

2024 was a busy year for the Building Department with:

- 285 building permits issued worth \$138,254,806 in construction value
- 91 residential building permits resulting in 124 new dwellings
- 30 industrial, commercial, institutional building permits
- 62 agricultural building permits
- 26 septic system permits
- 17 demolition permits

### By-law Enforcement (City of Guelph Contract)

62 Property Standard complaints received, 51 resolved. As of December 2024, 11 complaints were open with by-law officers working towards compliance with property owners.

Ribbon cutting for the new crosswalk located at the corner of Main Street North and Durham Street in Mount Forest on Sept. 19, 2024.



# Strategic Plan Overview

In October 2023, Council approved its Strategic Plan based on extensive consultation with Council, the community, and staff. For more information, visit: [www.wellington-north.com](http://www.wellington-north.com).

This strategy identified the primary goal of building a safe, sustainable and welcoming community.

## PRIORITY AREA

2024 was focused on implementing the strategic plan. The following highlights some of the main actions the Township took in 2024 to address its priorities:



Wellington North employees participated in the Day of Action on Litter, May 14

## The Priority Areas

SUPPORTING THIS GOAL ARE:



### Shape and support sustainable growth

- Council adopted the Growth Management Action Plan. The Plan will play a critical role in guiding how the Township manages population and infrastructure growth, supporting sustainable development across the Township.
- Council adopted the Asset Management Plan. This plan provides a framework for managing our assets (roads, bridges, facilities) in a sustainable and responsible way. It outlines the "infrastructure gap" that the Township will need to address over the long term in order to be fiscally sound as we grow.

### Deliver quality, efficient community services aligned with the Townships mandate and capacity

- Developed a Township Service List that can be used for the basis of planning, business continuity and continuous improvement.
- Approved our Township's Accessibility Plan, developed Standard Operating Procedures for Accessibility and delivered a workshop to staff related to working with vulnerable populations.
- Worked with other area municipalities to investigate potential partnership opportunities for service delivery (for example: Procurement).
- Facility partnership for free feminine product distribution within Township arenas.
- Finalized a 15-year lease agreement with the Arthur Optimist Club to maintain and operate the Arthur Optimist Town Hall (formerly known as the Senior Citizens Hall).
- Expanded the Fire Management Services partnership between Minto and Wellington North to include Mapleton – creating an innovative model that leverages professional competencies and delivers enhanced services to the community.
- Worked with the Mount Forest Green Team to pilot a local Tree Inventory App in Mount Forest.
- Team Wellington North joined more than 75 other volunteers at the Warden's Tree Planting to plant over 900 trees to naturalize an area near the headwaters of the Conestogo River in Arthur.



Members of the Mount Forest Green Team, Tree Trust, and Tober Tree Management pose beneath the foliage of an Amur cork tree, Mount Forest's first tree to be named Tree of the Year.

- Participating in the Saugeen Connects partnership with Minto, West Grey, Brockton, Hanover, South Bruce and the Saugeen Economic Development Corporation.
- Partnered with several local businesses to create sponsorship opportunities for recreational programming, allowing free access to the indoor walking program, public skates and swims.
- Leveraged over \$125,000 to deliver services to the community, including funds for summer youth programming (Canada Summer Jobs); low-cost bus trips to local events for seniors (Seniors Community Grant); tourism opportunities such as the Saugeen Culture Bus Tour (Tourism Growth Program).

### Enhance information sharing and participation in decision making

- Modified the design of the John Street Reconstruction Project in Mount Forest to reflect the community feedback received regarding potential impacts to trees.

- In response to feedback from residents during the Strategic Plan process, communications were enhanced in 2024. This resulted in significant growth in the Township's social media engagement and followers on all platforms (Facebook, X, Instagram, LinkedIn). Key metrics include a 79.1% increase in Facebook post reach, a 482.8% increase in Instagram post reach, and a notable rise in interactions and followers across various platforms.
- Continued to post all videos from open sessions of Council to the Township's YouTube page.
- More than 275 news articles were published by local media (online and print) regarding the Township in 2024, highlighting everything from Council meetings to Township events.

Warden's Tree Planting in Arthur, October 2



**What's Next**  
It's an exciting time in Wellington North!

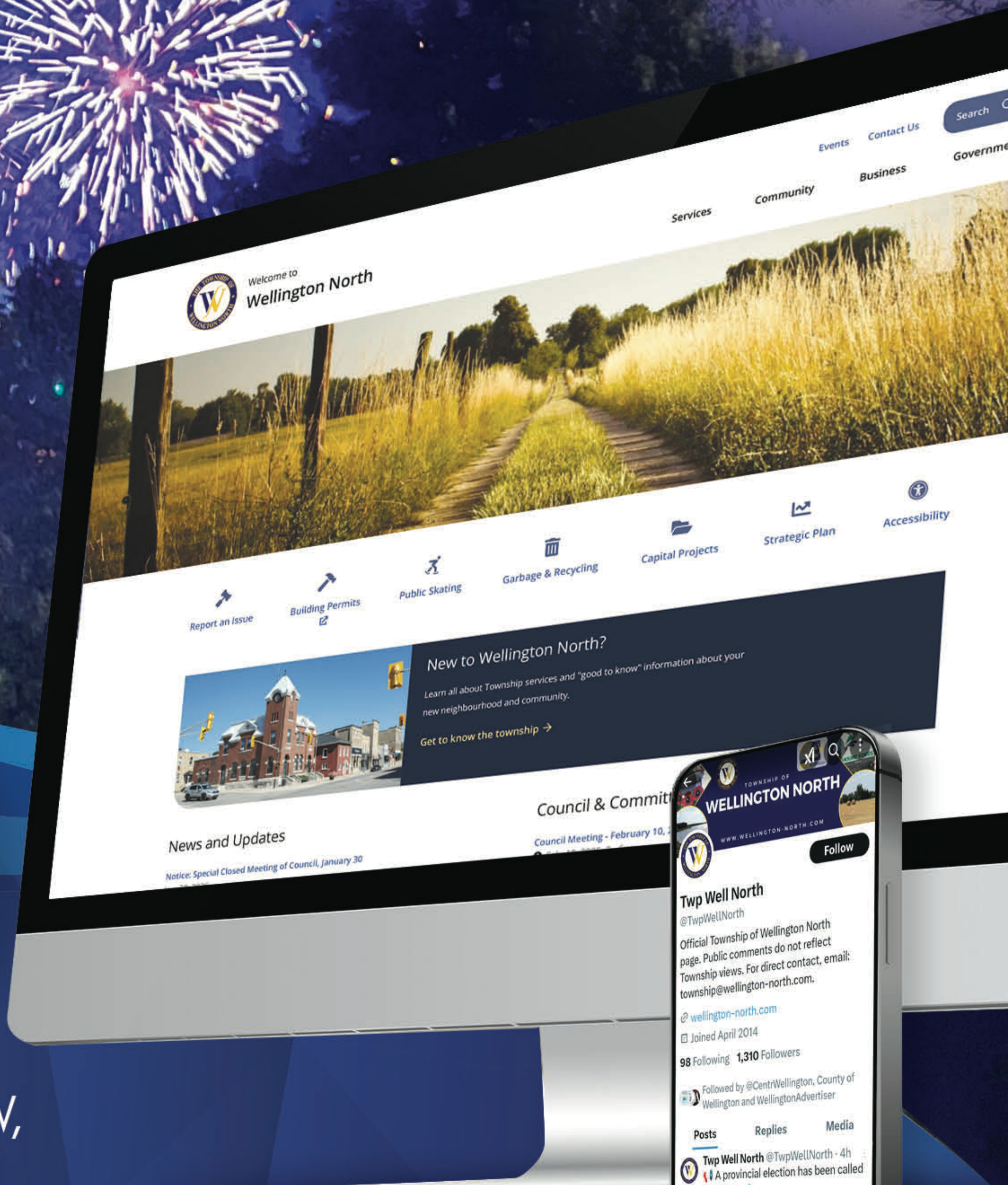
**Interested in getting Involved?**

Visit our website  
[www.wellington-north.com](http://www.wellington-north.com)

### Stay tuned for more information on:

- Updating our planning and funding framework;
- Continuing to improve our services – like enhancing recreation opportunities for people of all ages and abilities;
- New opportunities for the community to shape the work the Township does (key projects and decisions);
- Exploring new partnerships that allow us to leverage our collective talents and resources; and celebrating our successes!





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