

Georgian Hills Vineyards Inc. has been operating in The Blue Mountains since 2010.

We are an active member of the Apple Pie Trail, a local initiative spearheaded by Blue Mountain Village Association to promote local agricultural producers and experience providers. Through this program, we are promoted to visiting tourists, international media, and we forge local partnerships. 20 Apple Pie Trail stops are located within the Town of the Blue Mountains; as such, we put our municipality on the map for tourists & the program helps connect tourists with authentic local businesses. Local businesses depend on visitors to our region and we fully support the sustainable growth of our important tourism industry.

According to Wine Council of Ontario KPMG study every bottle of wine we sell at the farm gate to tourists represents \$69 to the Ontario economy – we are an interconnected economic ecosystem!

<http://www.canadianvintners.com/wp-content/uploads/2017/06/Canada-Economic-Impact-Report-2015.pdf>

The Ontario wine and grape industry contributed to the Ontario economy business revenue of \$2.97 billion, tax revenues of \$522 million, and wages of \$870 million, totaling \$4.36 billion of overall economic impact, an increase of \$1.02 billion since 2011. This includes \$862 million of indirect revenue and \$638 million of induced revenue. An average bottle of Ontario wine sold generates \$29.69 of business revenue, \$5.23 of tax revenue and \$8.71 of wages. For every \$1.00 spent on Canadian wine in Ontario, \$3.95 in GDP is generated across the province. GHV Average sale price \$17.50 = \$69.12 to the Ontario economy.

Today we employ approximately 5 full-time and 15 part-time employees in our retail destination guest experience and wine making and production facilities. We offer a variety of job opportunities including part-time, full-time, and very specialized roles that are required of wine and cider making.

Our employees stay with us because we offer career growth and personal development, an exciting opportunity to work in the agriculture and tourism sector and live in the Blue Mountains region.

In response to growing labour shortages, we have started to make more investments in our employees including increased pay scale, incentives to work events, take training courses and moving up into supervisory and management roles as the company grows.

However, these measures will not be sustainable in the long-term on their own without local and regional infrastructure development to support economic growth. In our business alone, we face growing shortages in entry level younger staff, as well as college and university graduates, this is mostly due to the cost of living.

I encourage the Committee of the Whole & Council to follow recommendations provided by its Economic Development Committee and the South Georgian Bay Regional Tourism Labour Supply Task Force to develop proactive solutions to support our vibrant business community, including exploring attainable housing solutions, transit expansion, increased childcare capacity, and support for regional tourism post-secondary programming.

Robert Ketchin, Georgian Hills Vineyards Inc.