



ElginCounty
Progressive by Nature

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Business Profile

Bridgeview Marina - Watersports in the Port



**BRIDGEVIEW
MARINA**

You might be of the opinion that a day in beautiful lakeside Port Stanley couldn't possibly get any better. The village's sandy beaches, sweet ice cream parlours, abundance of restaurants, quaint shops and boutiques, and live performances make it the perfect place to have a good time. This is exactly how Crystal Caughell, owner of Bridgeview Marina felt about the charming portside village. She was always looking for an excuse to spend time there and considered it a great place to spend a

summer soaking up the sun and meeting new people.

Crystal saw Port Stanley not only for what it was, but what it could be. She saw the potential for growth in the village and wanted to be a part of it herself. She began looking for business opportunities and while searching online she came across a small marina for sale, located on the Kettle Creek.

"It was a nice little marina," said Crystal, "But it needed a lot of love!"

Also the owner of a pig farm in nearby Wallacetown, Crystal knew a thing or two about hard work and the poor state of the marina didn't deter her at all. She purchased the property and got straight to work landscaping, updating, and making repairs.

Bridgeview Marina opened in June of 2017 and offers not only traditional marina services such as a boat launch, dockage space, and off-season storage for boats and jet-skis, but also offers recreational watersport rentals as well.



“We wanted to offer something different.” says Crystal, “We wanted to make the village even better by providing even more great things for visitors to do while in Port Stanley.”

Seven days a week visitors and residents alike can rent kayaks, canoes, stand up paddle boards, and jet skis at the 301 Carlow Road location. The calmer waters of the Kettle Creek offer kayakers, canoers, and paddle-boarders a quieter location to test the waters while taking in the stunning scenery. Those who are a little more adventurous can take their rentals out on to the rougher waters of Lake Erie. Visitors to the marina can pre-book rentals in advance to ensure their availability but pre-bookings are not a requirement.

For a nominal fee, visitors can spend a quiet day fishing off the dock at the marina where live bait is

available for purchase. The marina also offers several camping spaces with electrical and water hook-ups to accommodate camping trailers.

For more information about Bridgeview Marina including a list of rental prices visit <https://bridgeview-marina.com/>.





ENTERPRISE ELGIN BUSINESS DEVELOPMENT PLAN COMPETITION MORE THAN \$10,000 IN CASH AND IN-KIND SUPPORT

ORGANIZED AND SPONSORED
BY COUNTY OF ELGIN ECONOMIC
DEVELOPMENT AND ELGIN
BUSINESS RESOURCE CENTRE

SUBMIT YOUR BUSINESS PLAN APPLICATION
TODAY AND LET US HELP YOU GROW YOUR
BUSINESS IN ELGIN COUNTY!

Contest will be open to residents or businesses either in or locating to Elgin County (outside the City of St. Thomas). Contest will be open for entries Aug 1/17 through Sep 29/17. Information packages and applications can be picked up at your area Elgin Business Resource Centre office in Aylmer, Dutton or St. Thomas, or at the County of Elgin offices in St. Thomas. All final plans to be submitted to EBRC offices only.

Top five plans will be invited to pitch a 15 minute 'presentation' to a panel of judges from the Elgin County business & Economic Development community.

Official judging to take place at the Port Stanley Festival Theatre, Tuesday October 17/17, 5:30-7:30pm



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Community Profile

Farmers' Market Booths Encouraging Agri-Food Innovation

Agri-business is an industry that is rapidly evolving in the face of new technological advances, shifting global trends, and changing government regulations. Today's agri-business professional must be well-versed not only in traditional agricultural practices, but also in new on-farm technologies and the fundamentals of business management.

In 2016, Fanshawe College launched its Agri-Business Management Graduate Certificate Program as an opportunity for entrepreneurs in agriculture to complete training in a variety of disciplines including sales and marketing, human resources, occupational health and safety, accounting and finances, food safety, and precision technologies. Located at the College's Simcoe Campus, this program can be completed in under a year and includes both traditional lectures and practical hands-on training components.

According to Program Coordinator Andrew Gunn, one of the main goals of the program is to help

students interact with the existing agri-business community through various networking opportunities and field placements. One such opportunity came about from an idea that Gunn had while contemplating how new software programs are developed. Test versions of the software are introduced to a small group of users who provide feedback on the software so that bugs can be worked out and the product refined before it launches to a broader audience. He came to the conclusion that this type of product testing could be applied to the agri-food industry as well, helping producers to refine their products and encouraging creativity and innovation in a controlled environment.

The idea manifested itself in the form of taste test booths set up at local farmers' markets where producers could test the waters with new products and receive feedback from the public, taking these ideas into consideration and refining their products to better suit the needs of their customers.

FANSHAWE
Farm Market

ST. THOMAS
Saturdays from 8:00 a.m. - 12:00 p.m.
10 Manitoba St, St. Thomas.

WATERFORD
Wednesdays from 4:00 p.m. - 7:00 p.m.
Corner of Alice St. And St. James St.
South, Waterford.

Farm Credit Canada

Norfolk COUNTY

ST. THOMAS

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ST.THOMASEDC

FANSHAWE

The Fanshawe Farmers' Market Booth pilot project launched in the spring of 2017 at two area farmers' markets – The Horton Farmers' Market in St. Thomas and the Waterford Farmers' Market in Waterford. These locations were chosen because they were located in two different communities and had slightly different dynamics. The Horton Market is open on Saturday mornings and has been in operation for many years where as Waterford Market is on Wednesday evenings and has only been in operation for a few years. Each week Fanshawe College staff and students would attend both markets and offer different samples of new agri-food products and receive feedback. The program

reached out to producers in both Norfolk and Elgin who might be interested in participating in the program. Several Elgin County businesses jumped at the chance to test their innovative products at the market. Throughout the summer new products from Wildflowers Farm, Talbotville Berry Farm, Hotchkiss Homestead, Living Alive Granola, Nuts for Cheese, The New New Age, Original Self Kombucha, and Oegema Turkey Shoppe will be sampled.

The project is currently nearing the end of its 10 week run and the response thus far has been overwhelmingly positive. Fanshawe is so pleased with the results that it is hoping to run the program again next year, adding more market locations, more



On July 15, 2017, Fanshawe College recognized the sponsors of the Fanshawe Farmers' Market Booth at the Horton Farmers' Market in St. Thomas. L to R: Richard Gruener, Farm Credit Canada; Mark Burgess, City of St. Thomas; Sonja Irwin, Fanshawe Agri-Business Management graduate; Sean Dyke, St. Thomas EDC; and Kate Burns Gallagher, County of Elgin.

local producers, and more students. Each week Fanshawe has been able to collect between 60 and 70 feedback surveys and customers have been happy to try something new and give feedback on their experiences with the products. Customers provide feedback not only regarding product taste, but on texture, packaging and branding elements as well. This has given students the opportunity to apply what they have learned in their classes and let them experience first-hand how customers react to all aspects of a product. Participating agri-businesses have had the benefit of testing out their new products on a limited scale and have gained some real insight into how customers are interacting with these products. Additionally, Gunn believes that the networking experience has been invaluable for students,

“To have everyone bouncing back and forth between Elgin and Norfolk has really given farmers and producers from each area the opportunity to network with one another and with students, expanding their professional networks and having lots of fun – food and drink bring people together!”

This project was made possible through generous funding from Farm Credit Canada and support from Elgin County Economic Development, the Horton Farmers’ Market Board, the St. Thomas Economic Development Corporation, and Norfolk County.

The Fanshawe Farmers’ Market Booth project will run until mid-August 2017 and its last day at the



Sonja Irwin, Fanshawe Agri-Business Management graduate and researcher; Susan Judd, Instructor in the Agri-Business Management program at Fanshawe and lead researcher on the Fanshawe Farmers’ Market Booth project; and Andrew Gunn, Coordinator and Instructor, Fanshawe Agri-Business.

Horton Farmers’ Market in St. Thomas will be on August 12. For more information about this project or about the Fanshawe College Agri-Business please visit the program [website](#) or contact Program Coordinator Andrew Gunn at 519-426-8260 x256.

Tourism Profile

2017 Savour Elgin/Elgin Arts Trail Guide Available

Elgin County Tourism is pleased to announce that the 2017/2018 edition of the Savour Elgin/Elgin Arts Trail Discovery Guide is now available. This two-sided guide is a celebration of Elgin’s premier culinary and art attractions. The Savour Elgin Culinary Trail takes visitors on a journey through lush lavender fields, sprawling vineyards, gourmet

restaurants, countryside farmers’ markets, and quaint roadside eateries. The Elgin Arts Trail pulls back the curtain to reveal the secrets of talented artists who call Elgin County home.

The Savour Elgin and Elgin Arts Trail Programs are pleased to welcome several new members in 2017:

DeBackere Farm Market

DeBackere Farm Market sells a variety of farm fresh produce grown on neighbouring properties. Located just outside of the village of Port Stanley the market is the perfect place to stop on your way to the beach or on the way home to pick up a variety of seasonal fruits and vegetables.



Shebaz's Shawarma & Falafel

Doris and Gabriel Chordeker were excited to bring Mediterranean style street cuisine to the village of Port Stanley when they opened Shebaz's Shawarma and Falafel in the summer of 2016. The pair serves up delicious chicken and beef shawarma, falafel, samosas, spring rolls, Indian curries, and homemade baklava for dessert.



Talbotville Berry Farm

The Talbotville Berry Farm grows and hand-picks over 30 different crops on-site. The market features a line of jams, jellies, preserves, and farm made meals, as well as products from numerous other local producers. School field trips, bus tours, farm dinners, cooking classes, corn mazes, wagon rides and seasonal events fill up its year-round calendar and make it a great destination for an on-farm experience.



Take a Bite Social Eatery

If you are hungry, Take a Bite Social Eatery in New Glasgow is the place to fill up on a variety of different foods including traditional Lebanese Cuisine, diner fare, deep-fried delicacies, and authentic smoked BBQ. Jeff and Amal Ashford, owners of the restaurant, go to great lengths to source their ingredients locally and make almost everything they serve from scratch.



Tall Tales Café

Tall Tales Café is a longstanding fixture in Wallacetown. Also serving as the local gas station and post office, this restaurant is a gathering place for the community. The talents of Chef John Mairleitner are well-known in the area and he is famous for his delicious pies. He is particularly good at creating the perfect crust and filling it with fresh local produce including several types of fruits grown in his own garden.

Strong Arm Forge

Strong Arm Forge is the working studio of Artist Blacksmith Scott McKay. Drawing on the traditions of the past and incorporating modern technologies, Scott creates a wide range of metal works including residential items such as railings and tables, commercial fixtures, sculptures, and large scale public art pieces. Scott's work is both beautiful and functional.



London and Area Works Job Fair

LONDON WORKS & AREA JOB FAIRS

Attention Elgin County Employers! The London and Area Works Job Fair is now accepting registrations. Employers who are looking to fill open positions are invited to share their opportunities with regional talent.

Approximately 1200 - 1900 jobseekers are expected to attend this popular job fair held at the Western Fair Agriplex on September 26, 2017. Employers who have attended report much success in efficiently and effectively selecting candidates for their enterprises.

To register, please access <https://www.eventbrite.ca/e/london-and-area-works-job-fair-tickets-25567445919>.

Tourism Profile

Summer Festivals and Events in Elgin



Summer may be half over but there is still a lot to do in Elgin County! With the choice of lakeside festivals, local food dinners, outdoor concerts, visits to the farmers' market, live

theatre performances, museum exhibits, and art

shows, there is something to keep everyone in your family entertained every weekend until September. Once fall begins you'll have your pick of harvest festivals, corn mazes, country fairs, and haunted houses.

To see a full listing of events visit <http://www.elgintourist.com/events/>.