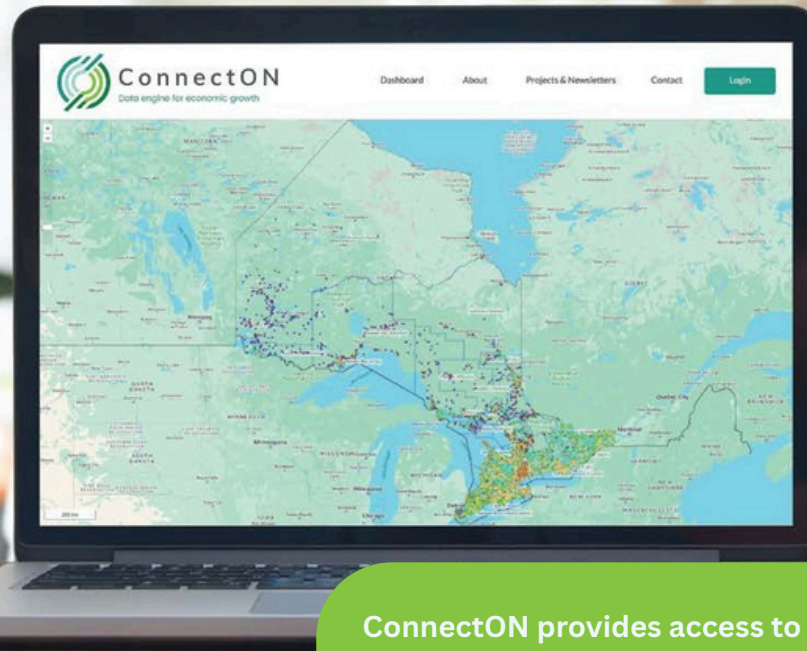




ConnectON provides access to more than 130,000 geocoded business listings across Ontario, integrating multiple datasets in one mapping platform.

What is ConnectON?

ConnectON is a province-wide GIS asset mapping platform developed by the Golden Horseshoe Food and Farming Alliance (GHFFA). It brings together business and geographic data from provincial, regional, and municipal sources to support economic development, land-use planning, and policy analysis.

The platform allows users to explore, map, filter, and download information on Ontario's agri-food, manufacturing, and tourism sectors, alongside relevant geographic and agricultural land-use data.

Key Features & Capabilities

Comprehensive Data Access

- Provincial/sector-specific datasets, including OMAFA Farm Business Registry, Food & Beverage Data
- Municipal business directories and locally contributed datasets
- Municipal and regional KPI dashboards for sector-level analysis

Data Downloads & Integration

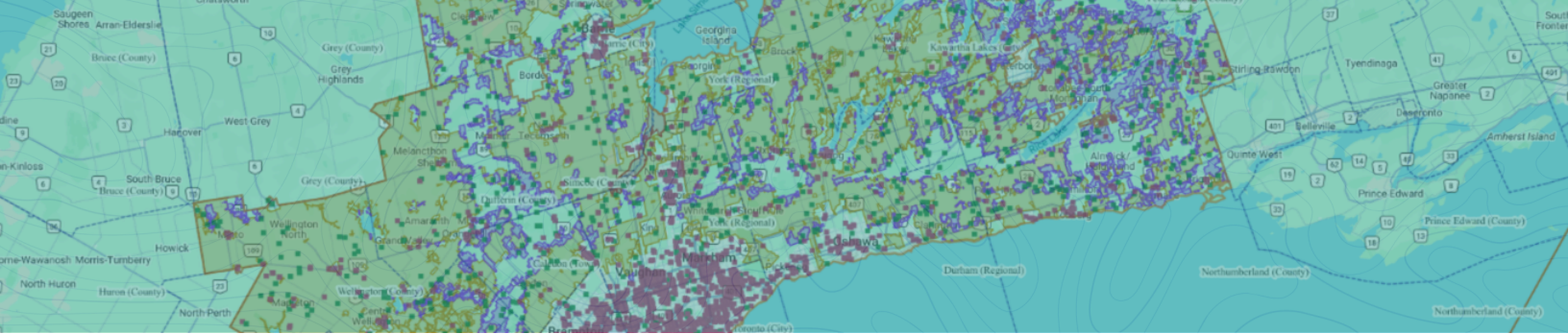
- Export business listings and associated data to Excel/CSV for further analysis and outreach
- Integrate municipal business directories with other available datasets
- Support for data cleaning, NAICS classification, and geocoding of municipal business records

Geographic Mapping & Analysis

- Search and filter businesses by NAICS code, sector, municipality, or geographic area
- Explore agricultural land-use and infrastructure layers alongside business locations
- Create customized maps for reports, planning studies, and presentations

Subscriber Access & Support

- Organizational access for multiple authorized users
- Access to updated datasets and ongoing platform improvements
- User onboarding, training, and technical support
- Additional data services and custom projects available by arrangement



Supporting Planning & Economic Development

Where are Ontario's agricultural and manufacturing businesses concentrated? How are they connected to regional supply chains, infrastructure, and agricultural lands?

ConnectON helps municipalities and regional organizations explore these questions by bringing together business locations, industry classifications, and geographic data to support practical planning, policy, and economic development initiatives.

Common Applications

Planning & Agricultural Systems	Economic Development & Investment Attraction	Policy & Regional Analysis
Mapping the agri-food network for Official Plans and PPS 2024 implementation	Sector analysis and Business Retention & Expansion (BR+E) research	Generating maps and sector statistics for policy documents and strategic plans
Assessing impacts on the agri-food network from settlement boundary expansions	Targeted business outreach for consultations, surveys, and economic development initiatives	Assessing supply-chain vulnerabilities related to U.S. tariffs and trade disruptions
Identifying agricultural clusters, supporting services, and infrastructure gaps	Mapping business concentrations and supply-chain connections to support investment attraction	Comparing sector strengths, economic activity, and industry concentrations across regions

ConnectON in Practice

ConnectON data and mapping tools have supported a range of municipal initiatives, including:

- City of Hamilton: Supply-chain analysis and investment attraction.
- Wellington County and Holland Marsh: Agri-food value-chain analysis.
- Dufferin, Durham, and Simcoe/Grey/Bruce: Business Retention & Expansion research.
- Peel and Halton: Agricultural impact assessments and policy development.



Who Can Subscribe?

ConnectON is available to Ontario municipalities, economic development organizations, regional agencies, and other institutions involved in economic development, planning, and related research.

2027 Annual Subscription Fees

Access to ConnectON is provided through an annual subscription and Data Sharing Agreement. ConnectON is not a publicly accessible business directory. Subscriptions follow a calendar-year billing cycle. Municipal subscription fees are based on population.

Population Bracket	Annual Fee
Under 15,000	\$500
15,000 – 75,000	\$1,000
75,000 – 150,000	\$2,000
150,000 – 600,000	\$3,000
600,000 and up	\$4,000

Regional organizations, non-profits, and other institutions may subscribe independently. Customized pricing is available for multi-organization or regional partnerships.

Existing GHFFA core funders are exempt from subscription fees.

What's Included in a Subscription?

- Access to ConnectON's business datasets and GIS mapping platform
- Data filtering, mapping, analysis, and download capabilities
- Multiple authorized user accounts within the subscribing organization
- Ongoing dataset updates and platform enhancements
- Initial onboarding, training, and technical support

Shared Municipal Access

An upper-tier municipal subscription includes access for its constituent lower-tier municipalities at no additional cost. Other organizations, including regional agencies and institutions, subscribe separately.

Getting Started

Organizations interested in subscribing to ConnectON can contact the project team to discuss eligibility, access, and any specific data requirements.

New subscribers complete a Data Sharing Agreement outlining permitted data use and access conditions before receiving access to the platform.

Contact



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ConnectON

Data engine for economic growth



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