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MEDIA RELEASE

SEED Co. CELEBRATES YEAR OF GROWTH, INVESTMENT AND COMMUNITY PARTNERSHIP AT 12TH ANNUAL MEMBERS MEETING

Industrial expansions, entrepreneurial success and new cultural leadership highlight Stratford's 2025 Year in Review

Stratford, Ontario – Thursday, June 11, 2026 ... **The Stratford Economic Enterprise Development Corporation (SEED Co.) welcomed community partners, business leaders, and general public to its 12th Annual General Meeting held at the Stratford Festival.** In addition to reflecting on 2025, the meeting featured special guest speaker Jonathan Church, the Stratford Festival Artistic Director Designate, who highlighted the role art and cultural investment play in attracting talent, fostering innovation, and building vibrant communities.

The SEED Co. 2025 Year in Review also highlighted a year marked by business expansion, entrepreneurship, and regional collaboration. It showcased major industrial investments from local employers including Aisin Canada, CleanFix, Magest, Tri-Mach, Accumetal, and Trillium Hatchery. The Stratford Perth Centre for Business supported the launch of 43 new businesses, assisted 48 existing businesses, and helped create more than 123 jobs. More than \$120,000 was invested directly into entrepreneurs through provincial business programs, including support for 18 new ventures through Starter Company Plus and 10 student-run businesses through Summer Company. The year also saw the successful launch of two seasons of the *Evolving Entrepreneurship* podcast and sold-out educational events focused on artificial intelligence, industry awareness, and business innovation—demonstrating the strength, resilience, and collaborative spirit that continue to define "The Stratford Advantage."

Quotes:

"The progress celebrated at this year's Annual General Meeting is a direct result of strong partnerships and a shared commitment to Stratford's future. Our ability to collaborate across sectors continues to set our community apart and remains one of our greatest strengths as we prepare for the opportunities ahead."

— **Trevor McNeil, Board President, Stratford Economic Enterprise Development Corporation (SEED Co.)**

"2025 demonstrated the strength of Stratford's diverse economy and the power of partnership. Despite ongoing economic uncertainty, including the impacts of tariffs and changing global markets, our community continues to invest, innovate, and grow. From business expansion and entrepreneurship to housing and cultural development, I believe strongly we are a community committed to working together to build a resilient and prosperous future."

— **Joani Gerber, CEO, Stratford Economic Enterprise Development Corporation (SEED Co.)**

"What has struck me most about Stratford is how closely connected the Festival and the community are – it feels less like six degrees of separation and more like one. I believe in evolution, not revolution, and in building on the incredible strengths, talents and partnerships that already exist. By linking the past to the present and preparing for the future, we can continue to strengthen those relationships and contribute to a vibrant, innovative and thriving community."

— **Jonathan Church, Artistic Director Designate, Stratford Festival**

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About investStratford:

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education, and industry. Globally Connected | Community Driven For more info visit: investStratford.com

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