



GEORGINA

Media Release

Town of Georgina Corporate Communications
communications@georgina.ca



Canada

For Immediate Release

April 11, 2023

Government of Canada supports the Town of Georgina and its Business Improvement Areas through the Tourism Relief Fund

The Town of Georgina and its Business Improvement Areas have received \$276,000 combined from Central Counties Tourism (RTO6) through FedDev Ontario to attract visitors and support future growth

Georgina, ON – The tourism sector is crucial to the economy and jobs in Georgina. Each year, Georgina welcomes thousands of visitors to the southern shores of Lake Simcoe for its outdoor recreation and 52 kilometres of shoreline. While visitors are here enjoying Georgina’s natural assets, the revenue they bring to the Georgina economy is paramount for many Georgina businesses.

The Town of Georgina received a non-repayable contribution of \$276,000 from Central Counties Tourism (RTO6) to invest in its downtown business areas to make them a more welcoming and inviting place for tourists to shop, eat, visit and explore. This funding is part of the Government of Canada’s [Tourism Relief Fund](#), delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario). RTO6 received \$8.65 million from FedDev Ontario to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic and prepare for future growth.

This investment will help the Town of Georgina and its Business Improvement Areas adapt and recover to attract new visitors and drive economic growth in our historic downtown areas.

Quotes

“Tourism is a cornerstone of economies across southern Ontario. Our Government is helping tourism businesses meet their potential with an investment of \$78 million which will be delivered through southern Ontario’s Regional Tourism Organizations and Indigenous Tourism Ontario. Supporting tourism businesses will grow our communities and attract more and more visitors for years to come.”

The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario

“This investment into our downtowns will beautify the areas and encourage tourists and residents to explore our shops, restaurants and parks. With many businesses still in active recovery from the pandemic, this investment ensures Georgina’s downtowns are a compelling and attractive place to visit for years to come. Thank you to FedDev Ontario, Central Counties Tourism and Town staff for supporting the Business Improvement Areas and the community through this funding.”

Mayor Margaret Quirk, Town of Georgina

“The visitor economy creates thriving, vibrant communities across Ontario. Visitors bring new money into a community and for many businesses in York, Durham and Headwaters, these additional revenues can mean the difference between staying solvent and having to shutter their doors forever. Central Counties Tourism applauds the Government of Canada for recognizing the importance of growing our collective

capacity to welcome and entertain visitors. Its investment in tourism is helping municipalities and individual businesses build compelling destinations that will attract visitors and residents alike. The economic impact from the Tourism Relief Fund will be felt for years.”

Chuck Thibeault, Executive Director, Central Counties Tourism

Quick facts

- Jackson’s Point is considered Ontario’s first cottage country.
- Georgina has the only municipal harbour in York Region.
- Central Counties Tourism is a not-for-profit regional tourism organization funded by the Ontario Government and responsible for supporting more than 2,000 tourism-related businesses in York, Durham and Headwaters.
- The Government of Canada’s [\\$500-million Tourism Relief Fund](#) is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.

Associated Links

- [Town of Georgina](#)
- [RTO6](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund](#)

Contacts

Edward Hutchinson

Press Secretary

Office of the Minister responsible for the Federal Economic Development Agency for Southern Ontario

edward.hutchinson@feddevontario.gc.ca

Tanya Thompson | Communications Manager | Strategic Initiatives

Phone: 905-476-4305, ext. 2446 | Email: tathompson@georgina.ca | georgina.ca

Chuck Thibeault | Executive Director | Central Counties Tourism

Phone: 905-940-9999, ext. 1 | Email: cthibeault@centralcounties.ca

About the Town of Georgina

[Georgina](#) is a lakeshore community located in one of Canada’s fastest-growing economic regions, York Region, where residents, organizations and businesses work collaboratively with the municipality to create well-connected and diversified economy poised for growth. Bordered by Lake Simcoe to the west and north, the municipality consists of three larger urban centres – Keswick, Sutton and Jackson’s Point and many smaller hamlets. Located within 30-45 minutes from major urban centres in the Greater Toronto Area and having direct access to major transportation routes, Georgina’s economy is set to grow exponentially, making it an attractive area for businesses, visitors and residents to live, work and play.

About RTO6

[Central Counties Tourism \(CCT\)](#) was established as a regional tourism organization in 2010 under a framework developed by the Ontario Ministry of Tourism, Culture and Sport. Its mandate is to identify sustainable best product and practices that will build a stronger and more competitive tourism industry within the York, Durham, and Headwaters regions. CCT is funded by the Ontario Government and managed

as a not-for-profit organization by a voluntary tourism industry board. CCT's mission is to increase tourism in the region by promoting and developing unique and competitive tourism products that attract high yield visitors from outside the Central Counties region.

About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).