



GEORGINA



Economic Development & Tourism Update

Keswick • Sutton • Jackson's Point • Pefferlaw

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Investment Attraction Strategy Approved by Council



The 2017 Investment Attraction Strategy was approved by Council on July 19, 2017. Prepared by T.D. Graham + Associates, the strategy sets out a number of action items that are intended to help attract new investment and promote the expansion of existing business in Georgina. Phase 1 consisted of Strategy Development, Phase 2 consists of the implementation of the marketing tools and tactics to increase the Town's focus on Investment Attraction.

Some of the marketing materials that will be implemented this fall include an investment kit folder, community profile, database showcasing commercial/industrial properties for sale, trade show backdrop, new landing page "**ChooseGeorgina.ca**" and a video that showcase local business owners and highlights some of the advantages of doing business in Georgina. View the final report by visiting georgina.ca.



Jeff Usling

Owner, Gemini Store Fixtures Ltd.

"Georgina is a more cost-effective place to do business. Yet you still have services such as natural gas, high-speed Internet. Of course, I have a cottage on the lake, so that's a plus."



Dr. Alli Cain

Owner, Anchor

"Georgina is a diamond in the rough. Being lakeside, while having easy access to Toronto, is the best thing about this town. This is a really caring, family-friendly community."

Corporate Strategic Plan - Status Update

On September 6, 2017 Council reviewed a status update on the Town's recently approved Corporate Strategic Plan. Measuring the progress on the four strategic goals helps to ensure that they are achieved over this term of Council.

"Noteworthy action items that have been completed towards Goal # 1 "Grow our Economy (Sustainable Economic Growth & Employment) include approving the updated Economic Development Strategy and the Investment Attraction Strategy. These two documents help put Georgina in a more favourable position when seeking to attract and retain quality economic growth and employment. Together they represent a strong commitment to ensuring the Town remains a desirable place to do business." The full report is available at georgina.ca.

Seven out of thirteen or 54% of the action items listed within this goal have been completed along with the remaining six or 46% trending positively. That is 100% of the action items completed and trending positively!

Goal #1
Grow our Economy
(Sustainable Economic
Growth & Employment)

Sign up to our Economic Development e-Newsletter!

Receive the most up to date Town of Georgina Economic Development & Tourism news on a biweekly basis on the following topics:

Economic Development Projects
New Businesses Openings
New investment opportunities
Free Workshops & Training.
Grant Opportunities
Tourism Related Events

Subscribe by emailing Cristina Liu at cliu@georgina.ca or calling 905-476-4305 ext 2300.

Visit choosegeorgina.ca for an archive of previous editions.

Invest in Georgina

Keswick • Sutton • Jackson's Point • Pefferlaw • Baldwin • Udora

GEORGINA
ChooseGeorgina.ca

- Largest municipality in York Region
- 1 hour north of Toronto / part of the GTA
- On the south east shore of Lake Simcoe

GEORGINA
ChooseGeorgina.ca

GEORGINA
ChooseGeorgina.ca

Georgina as an Intelligent Community

A workshop session was held at The Link on July 12, 2017 to help gather information required to submit a collaborative application to the Intelligent Community Forums (ICF). This information will be included in the application being submitted by York Region to become an “Intelligent Community”. The purpose of this program is to determine each participating municipality’s baseline measures of broadband intelligence and then provide guidance on how to improve these measures. The information collected will be made available to the individual municipalities to assist in planning their own broadband intelligent initiatives.

The meeting involved discussing current and planned programs and initiatives that fall under each of the six Intelligent Community Indicators. It provided an opportunity to propose new initiatives for consideration by York Region and its partner municipalities.

York Region appreciates all of the participation from the session and looks forward to exploring how Georgina and the Region can work together to become recognized as an “Intelligent Community”.



Employment and Business Growth in Georgina

Each year the Town of Georgina participates in an Employment Survey conducted by the Regional Municipality of York. This survey is conducted by Summer students who attempt to visit every storefront in the Town of Georgina and provide the results of this survey to each participating municipality. This data indicates that Georgina has been experiencing an average employment growth rate of 1.7% for the past 10 years.



Once this data is compiled it is used to create an online business directory for the municipality that can be accessed via georgina.ca. Although farms and home based businesses are not visited during the employment survey they are encouraged to go online and add their business to the directory. The Town of Georgina’s Economic Development and Tourism Division has launched a “Welcome to Georgina Program” whereby staff try to visit each new business and deliver an information package that gives new business owners contacts to the various business support services available in Georgina and general information about the community. In 2017 we have welcomed the following new businesses:

Anchor, Blackwood Tattoo
Boondocks Eatery
Club Vaporize Crock A Doodle
Dollar Choice
Edward Jones
Georgina Physiotherapy
Georgina’s Butcher Shop
Hush Lash
Keswick Vacuums

KFC
Lifestyle Catering
Phynix Performance and Nutrition
Pink n Blue
Pizza Nova
Popeyes Chicken
Ramada Resort anf Spa
Ride the Wind
Room to Bloom

Showcase Costume Rentals
Sutton West Dental
The Chicken Station
The SHED Smokehouse
Tidbits & Treasures
Twice is Nice
Uncle Eddie’s Place
White Orchid Nails and Spa

Spotlight on Local Business - Brouwer Kesmac Inc.



Manufactured locally in Georgina and shipped worldwide in over 50 countries Brouwer Kesmac Inc. has gained international status as one of the world's largest turf equipment companies. Gerry Brouwer started Brouwer Turf Equipment in 1972.

In 1986 Gerry sold the company to OMC Power Equipment and continued to manage it until September 1989 at which time Brouwer Turf Equipment had a 120,000 square foot facility with 200 employees.

To offer new innovative turf equipment, Gerry started a new company called KESMAC with his son Eric in 1994.

In 2006 the Brouwer turf equipment company was purchased back from Textron and the company Brouwer Kesmac was formed. In 2012, Brouwer celebrated its 40th Anniversary. The current expanded facility in Keswick has approximately 70 full time employees.

The development of a labour reducing Sod harvester is how Brouwer Turf Equipment was formed. It was the best harvester worldwide, protected by patents. The first prototype Sod Harvester was built in 1966.

The proximity to the Sod farms in Georgina for testing, Research & Development, and a resourceful labour pool made Georgina a good fit for the manufacturing facilities.

The acceptance of the machine globally and the recognition of the Brouwer name for quality and simplicity allowed for development of more technically advanced Automatic Sod Harvesters and other Turf related

equipment, such as truck mounted forklifts, mowers, vacuums, rollers, and installers to name a few.

Brouwer Kesmac Inc. is working all around the world. Their growing dealer network includes North America, Europe, Australia, South Africa, Russia, Japan and representation in nearly 50 countries.

The Brouwer RoboMax JD was used to help create the Major League Baseball field at Sydney Cricket Ground in Sydney, Australia. Gerry Brouwer/Brouwer Kesmac were also instrumental in "Green Up Moscow" when there was no sod available in Russia.

Gerry Brouwer has received a multitude of awards for his companies forward thinking designs including the Trillium Award for invention & development of the Sod Harvester, Government of Ontario - Achievement Award for furthering economic growth in the Province, Award of Achievement for The Region of York, Turf Producers International First Ever TPI Innovator of the Year Award and the 2016 Water Conservation Award to name a few.

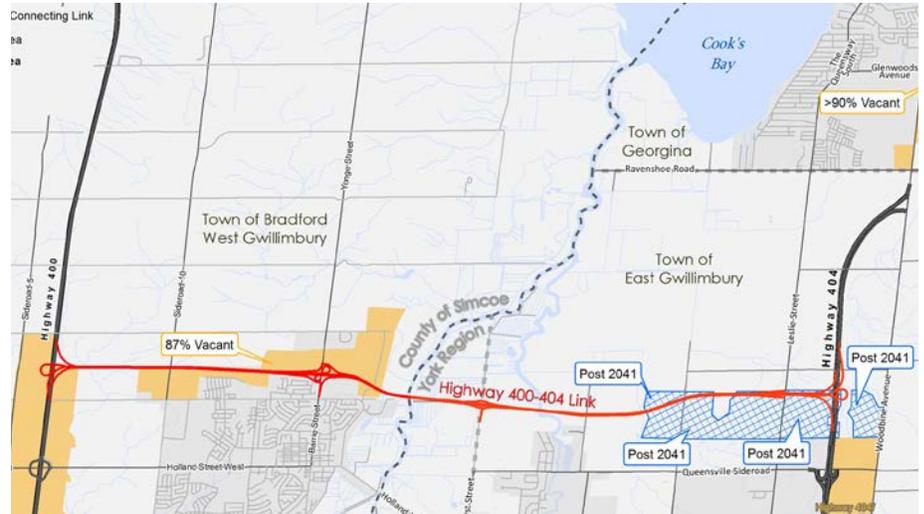
Moving into the future, Brouwer Kesmac is continually investing in Research and Development, focusing on equipment that is technology rich, but simple and efficient. Expanding the utilization of GPS, remote diagnostics and Telematic platforms will be instrumental in providing additional managerial and administrative tools for the customer in the future.

Thank you to Brouwers for providing this information.

400-404 Connection on the Horizon

A critical connection between Highway 400 and Highway 404 through the Town of Bradford West Gwillimbury is one significant step closer to reality, after the long sought-after transportation link was added to the Government of Ontario's updated Growth Plan for the Greater Golden Horseshoe on May 18, 2017.

The new Growth Plan cites the Highway 400-404 Connecting Link - referred to in the plan as a "Highway Extension" - as an element of the infrastructure required to support growth in the area as well as the province's strategy for moving goods. Previous versions of the plan did not include the Link.



Inclusion in the plan shows that the province recognizes the need for the Connecting Link to better move people and goods through this region. The plan does not specify timelines for construction of new infrastructure; however a provincial environmental assessment has already been undertaken and approved.

York Region Agricultural Strategy



The Regional Municipality of York is collaborating with the York Region Agricultural Advisory Liason Group, York Region Food Network and Synthesis to create a Regional Agricultural Agri-Food Sector Strategy. This strategy will provide long-term direction and growth to the agriculture and food production sector in York Region. Over 820 working farms and more than 400 food processing companies call York Region home and this strategy will support and guide these industries to meet maximum potential. With a number of these farms in Georgina, Town of Georgina staff are on the Steering Committee for this project to help ensure that our local farming community is engaged in the process.

The Region contains 16% of the land being farmed in the Golden Horseshoe and generates 15% of the gross farm receipts. Data gathered through the development of this strategy will provide York Region with an understanding of the sub-sectors that have the capacity to create and sustain future employment. Regional Council will review the report this fall.

For more information on the strategy development visit york.ca or contact Dr. Bronwynne Wilton at bronwynne.wilton@synthesis-network.com or by phone at 519-822-7272, x. 105.

Economic Development and Community Betterment Grant Program



The Economic Development Community Building Grant has been updated.

The objective of the grant program is to provide financial assistance for programs and events that serve to promote the Town of Georgina to markets outside Georgina, generate economic opportunities for the local business community and provide for the betterment of the community.

In order to take full advantage of the collaborative marketing efforts provided by the Economic Development & Tourism Division, applications should be submitted six (6) months prior to the event date. You can view the revised application by visiting choosegeorgina.ca

If you are interested in applying please contact Cristina Liu at cliu@georgina.ca or call 905-476-4301 ext. 2300.

Community Improvement Grant Program

A Community Improvement Plan (CIP) is intended to improve a defined area within a community that has been identified as in need of revitalization. The CIP will articulate visions for Uptown Keswick, Sutton and Jackson's Point, and includes the use of financial incentives for the private sector to stimulate redevelopment, and facilitate property improvements.

- Facade Improvement Grant Program
- Heritage Building Improvement Grant Program
- Landscape Improvement Grant Program
- Accessibility Improvement Grant Program

Funding is still available in the 2017 Budget. Anyone interested in the grant program is asked to contact Sean Columbus at scolumbus@georgina.ca or call 905-476-2330 to review the application process.

Lake Simcoe Arms, Jackson's Point



Spotlight on our Partners

Georgina Chamber of Commerce



“The Georgina Chamber of Commerce is a non-profit, member-driven association. Its objective is to promote, develop and foster the well being and interests of the business community and enhance the quality of life for all of the citizens of Georgina.

The Executive and Board of Directors represent the membership on various municipal and regional committees such as the Town of Georgina Economic Development Committee to ensure that the voice of Georgina’s Business community is heard.”¹

The Chamber of Commerce has entered into a Service Agreement with the Town of Georgina to provide services such as:

- Host business networking events
- Host small business development seminars in partnership with supporting agencies/stakeholders
- Host and market small business week activities including “Business Excellence” and Business Milestone awards
- Host the Georgina Home Show
- Delivery of the Discover Georgina Tourism Campaign
- Preparation of a 3 Year Tourism Marketing Plan
- Development of a Tourism Ambassador Program

To find out more about the Georgina Chamber of Commerce visit The Link (20849 Dalton Rd, Sutton), georginachamber.com or call 905-722-8383.

¹ About Us - Georgina Chamber of Commerce; <http://www.georginachamber.com/pages/AboutUs>

² Our Story - ClearWater Farms - <https://clearwaterfarms.ca/our-story/>

ClearWater Farms



“ClearWater Farms is a social enterprise intent on demonstrating how healthy food can be grown in ways that restore the surrounding land, water and community fabric. Through our network of farms we inspire our employees, neighbourhood volunteers and customer/partners to grow, prepare and share fresh, nutritious food using organic and regenerative practices that showcase the creative potential of sustainable agriculture.

A flagship initiative of the Ontario Water Centre, ClearWater’s food production supports our educational mission: to further place-based experiential learning through school and camp-based youth-focused programs, and through partnerships with community groups.”²

The Ontario Water Centre has partnered with the Town of Georgina on a number of key projects that have been identified as opportunities for sustainable agriculture and Economic Development. Some of these initiatives include:

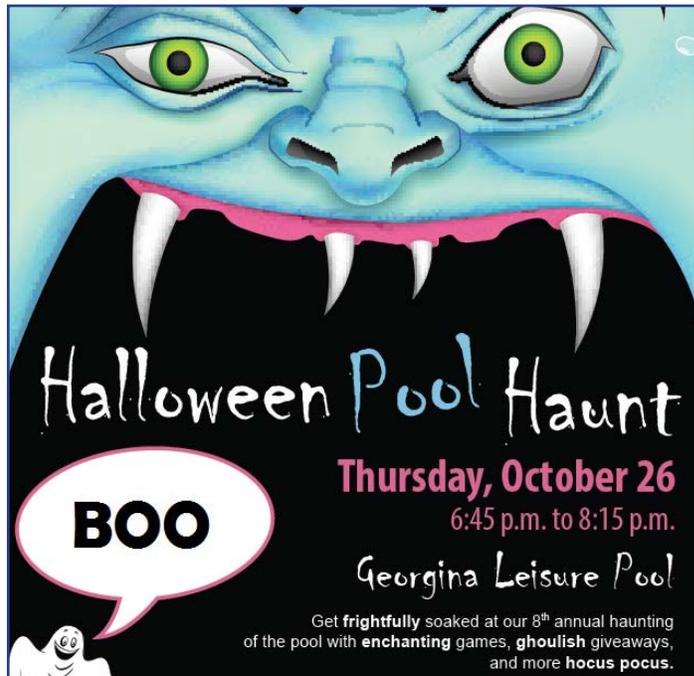
- Hosting educational programs for public school students and developing curriculum programs.
- Host Town of Georgina summer camp programs at ClearWater Farms
- Host a free mid-winter market and educational community events.
- Supplies weekly fresh baskets to over two hundred subscribers and distributes baskets at fourteen sites.
- Operate as a food distribution hub for five farms.

To find out more about ClearWater Farms visit clearwaterfarms.ca or call 705-242-9300.

Upcoming Events



**2017
GEORGINA
BUSINESS
EXCELLENCE
AWARDS**
**& Mayor & Council's
Milestone Awards**
www.georginachamber.com
**THURSDAY, OCTOBER 19TH
7 PM AT THE LINK
20849 DALTON RD**



Halloween Pool Haunt
Thursday, October 26
6:45 p.m. to 8:15 p.m.
Georgina Leisure Pool
Get **frightfully** soaked at our 8th annual haunting of the pool with **enchanting** games, **ghoulish** giveaways, and more **hocus pocus**.

October 21, 2017
Family Fright Fiesta
Georgina Pioneer Village
26557 Civic Centre Rd, Keswick
georgina.ca

October 25 & 30, 2017
Series of Dark Nights
Stephen Leacock Theatre and
Georgina Pioneer Village
georgina.ca

October 28, 2017
Uptown Keswick BIA Haunted Walk
Uptown Keswick BIA
fb.com/UptownKeswickBIA

November 18, 2017
Keswick Santa Claus Parade
Starts at Biscayne Ave & The
Queensway S.
georgina.ca

November 19, 2017
GTTI Annual Holiday One Stop Shop
5207 Baseline Rd, Sutton
www.gtti.ca

November 24, 2017
Uptown Keswick Tree Lighting
Uptown Keswick BIA
fb.com/UptownKeswickBIA

November 25, 2017
Festival of Lights and Old Fashioned Christmas
Georgina Pioneer Village
26557 Civic Centre Rd, Keswick
georgina.ca

November 25, 2017
Jackson's Point Christmas Tree and Menorah Lighting
Jackson's Point Parkette
www.jacksonspointbia.com

December 2, 2017
Sutton Santa Claus Parade
Parade route to be determined
georgina.ca



GEORGINA

Economic Development and Tourism Office
Karyn Stone, Manager of Economic Development & Tourism ext. 2312
Cristina Liu, Administrative Assistant ext. 2300
Sean Columbus, Economic Development Officer ext. 2330

ChooseGeorgina.ca