



GEORGINA

Economic Development and Tourism Update

Keswick • Sutton • Jackson's Point • Pefferlaw

2018 A Year in Review

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Georgina's Economic Development and Tourism Division saw several of their 2016 strategic action items come to full fruition this past year, successfully progressing their goal for growth and meeting the needs of the community.

With the introduction of the **Business Class Program** and the **Development Rebate Program**, the office experienced a 10 per cent increase in inquiries and welcomed 30 new businesses. These gains are mirrored in the Regional Municipality of York's 2018 employment survey, which showed that Georgina experienced a four per cent increase in employment.

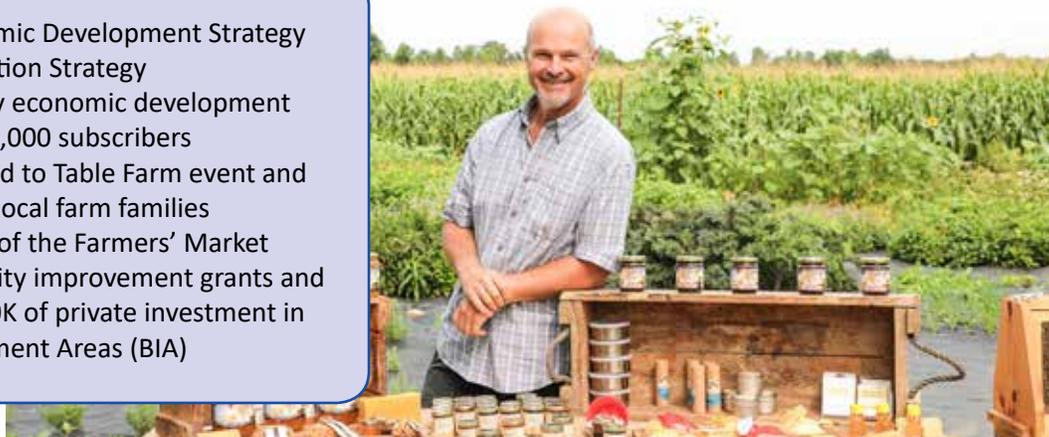
The second phase of the Business Class Program, designed to assist businesses with the planning and development process, was recently approved by Council and began this spring. The Program involves introductory consultations, assistance with grant applications and referrals to small business support services and/or funding programs.

As the community's needs grow, the office will continue to focus on sustainable growth and employment by targeting new business investment, enhancing the tourism industry, leveraging the economic impact of agriculture, food and agri-tourism, and boosting investment readiness.

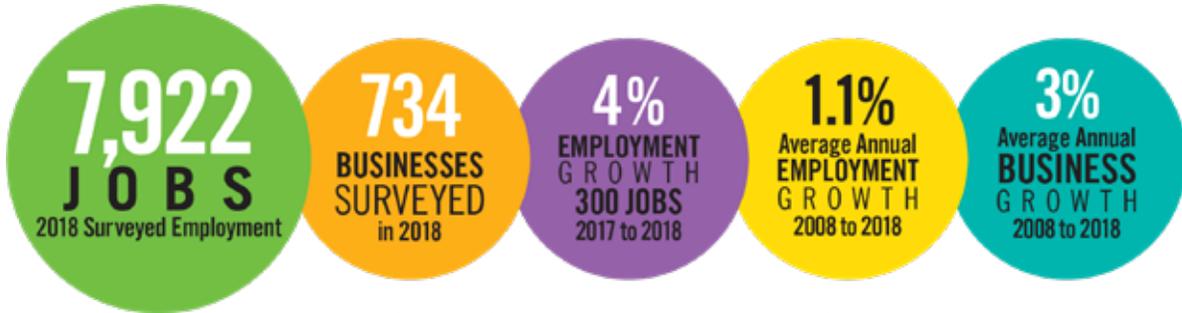


2014-2018 Corporate Strategic Plan Report Card

- Established the Economic Development Strategy and Investment Attraction Strategy
- Introduced a bi-weekly economic development newsletter with over 1,000 subscribers
- Organized the first Field to Table Farm event and Milestone Awards for local farm families
- Supported the launch of the Farmers' Market
- Approved 22 community improvement grants and leveraged almost \$500K of private investment in the Business Improvement Areas (BIA)



A Growing Community

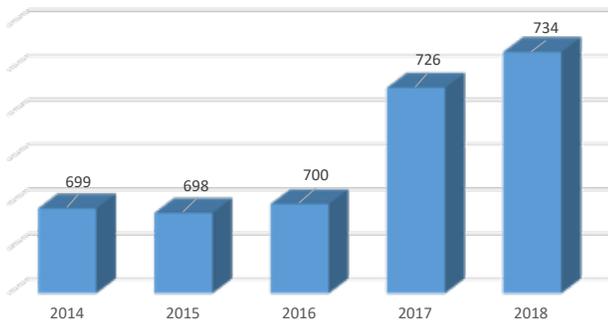


Source: 2018 Employment Survey Regional Municipality of York

Based on York Region’s 2018 Employment Survey, Georgina’s employment has increased over the past five years from 7,450 to 7,922 total jobs. The top five employment sectors are retail trade, accommodation and food services, educational services, health care and social assistance and arts, entertainment and recreation. This number is projected to increase with the municipality’s population growth, increase in commercial plaza space and growth in the industrial and institutional sectors.

Based on this survey, Georgina’s business count has increased from 699 businesses to 734. The top five business sectors in Georgina are wholesale trade, accommodation and food services, arts, entertainment and recreation, educational services and retail trade.

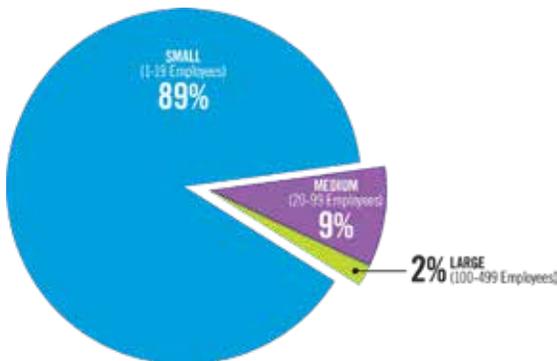
Georgina’s Business Growth



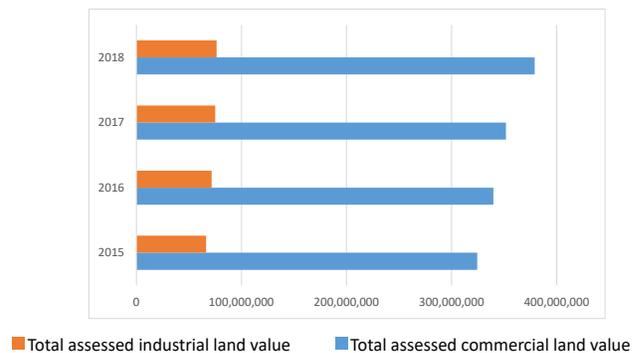
Georgina’s Employment Growth



Surveyed Businesses by Size



Commercial and Industrial Growth



Why Choose Georgina?

With the expected residential **population to increase over 30 per cent** in the next 10 years, there's no questioning why people choose Georgina as a place to live, work and play. But, why are more investors choosing Georgina to expand or start their businesses?



Location proximity to urban cities and major highways



Projected population growth



Appealing resident lifestyle



Grants and investment incentives



Access to local business resources and potential funding support



Marketing initiatives

What does the Town of Georgina's Economic Development and Tourism Division do?

- Offers Community Improvement Plan Grant Program to support façade, heritage, accessibility and landscape enhancements in Business Improvement Areas (BIA's).
- Encourages development with the Development Application Fee Rebate Program.
- Provides Economic Development Grants for local festival/event organizers.
- Provides support for expansion plans and schedules one-on-one business consultations, if required.
- Supports investors wishing to locate in Georgina, including assistance with site selection. Commercial/Industrial land inventory available online.
- Provides support and assistance to the BIA's with respect to marketing efforts, events and beautification projects.
- Promotes investment and tourism opportunities through online and traditional marketing initiatives.
- Offers Ribbon Cutting Program in partnership with the Chamber of Commerce.
- Hosts workshops and training programs to support local businesses and workforce developments.
- Referrals to community agencies that provide training, funding and business services.



Our Community

“Welcome to Georgina”

The Economic Development and Tourism Office conducted **30 business** visits in 2018 to welcome new business operators to Georgina. The “Welcome to Georgina” Program provides the business community with information related to: economic development grants, community improvement grants, business retention and expansion, and introduction to agencies that provide training, financing and business planning services. If you have a business opening, submit your event at georginachamber.com/Ribbon-Cuttings.



Elpida Cafe & Roastery



Wireless 4 U



Twig Gardens & Co.

Mayor and Council Milestone Awards

The Mayor and Council Milestone Awards were presented on Dec. 11 at the Link (20849 Dalton Rd., Sutton). In 2018, the Mayor and Council recognized business owners that have operated in Georgina for more than 50 years who are committed to making Georgina a great place to live, work and play.

Recipients were:

Angelos, Kitchens By Bakers, Fahey Crate Law Professional Corporation, Mason Place and S&B Keswick.



Staying Connected

In an effort to share more of what’s happening behind the scenes in Georgina’s Economic Development and Tourism Division, we launched a new social media profile on Facebook and are actively contributing to the Town’s LinkedIn channel. Regular updates include good news stories, investment opportunities, events and more.

Please take a moment and visit our pages. Once there, click “like” or “follow.” We look forward to bringing you information and connecting with you. Feel free to ask us questions or share content.

 [Town of Georgina](#)  [GeorginaEconomicDevelopment](#)



Agriculture News



The Town of Georgina hosted their first ever Field to Table event in Aug., 2018. Farmers in the area opened their doors to the public; providing tours, samples and showcasing what they have to offer.

The self-guided tour through Georgina's landscape was a great success with approximately 1,200 visitors overall at seven locations. Field to Table will be back again this year on Aug. 17, with eight locations.

"We liked that there were a variety of stops and that the flow was steady, but not overwhelming. The pamphlets, maps and signs were well done. All the participants were really positive and excited about the event. We reached new customers and met some really lovely people." - Cloverhill Flowers

The Georgina Farmers' Market features more than 30 vendors offering a wide range of local products including produce, meats, baked goods and crafts.

Market ambassadors Natalia Zammiti and Donna Callfas are proud of a successful third year and excited to start their fourth season. They believe that working together and supporting local businesses is crucial in building a strong, vibrant community, and that the Farmers' Market will undoubtedly double as an amazing outlet to gather, learn and connect regularly.



Visit georginafarmersmarket.ca for more information and vendor applications.



ClearWater Farm is the flagship project of the Ontario Water Centre, which is being developed on 21 acres at 481 Lake Drive East, Willow Beach. They are a social business and community asset.

In 2015, their story began with a desire to build a connection with the natural environment, marrying the arts, science and technology to cultivate a more sustainable future. Since then, the initiative has advanced into a hub of experiential education, eco-farming and water conservation.

Programs are designed to educate the next generation to have meaningful outdoor experiences, ensuring they grow up feeling responsible for protecting the natural world. An eight-day community building project by the Timber Framers Guild in 2018 raised the barn at ClearWater Farm replacing the original barn that had succumbed to a fire two years ago. The new barn will become a multi-functional year-round resource for cultural, educational programming, meetings and events.

The Farm also launched their new apprenticeship program with two agri-preneurs, Danielle Flynn and Alexandra Powell. These young women are a part of an innovative, five-year program, which gives them the opportunity to develop their skills and learn the agriculture business market.

To learn more about ClearWater Farm's programs and their mandate, visit their website at ClearWaterFarm.ca.



Stakeholder Spotlight - Chamber of Commerce



The Georgina Chamber of Commerce celebrated the grand re-opening of their new location at the Link, 20849 Dalton Rd. in Sutton this past year.

Their space also acts as a tourism hub, connecting visitors to local attractions and businesses.

In 2018, Executive Director Jennifer Anderson and her team launched a new website, which received 73,714 page views. They also increased their social media activity ending the year with 1,442 Instagram followers and 824 Facebook likes. Social engagement allows the Chamber to promote their members, local events and community happenings.

The Chamber hosted two signature events in 2018: The Discover Georgina Show, which included over 3,500 attendees; a 25 per cent increase in attendance from 2017, and Stilletos and Sneakers, an event devoted to

women of all ages, which featured over 40 exhibitors and just over 500 attendees. These events give the community a chance to shop local and network.

The Chamber is a diverse and professional organization that fosters business relations by advocating for their members and facilitating a strong business environment within the community. For more information on the Chamber or how to become a member, visit their website.

georginachamber.com



The Link also houses Community Living, Georgina Community Food Pantry, GTTI's Training Kitchen, the Farmers' Market, Hospice Georgina, Jericho Youth Services and Routes.



Agri-Tourism Spotlight - Homestead Orchards



Homestead Orchards is a family-run business and a local place of pride. The farm was founded by Larry Pegg and his wife Nora in 1968 and is now being run by their children, with hopes that one day a third generation may take over.

If you've been to one of their seasonal events and taken a tractor ride to the back fields, you would have received education on how the farm started and their day-to-day activities. The tractor rides, kids play area and on-site bakery all add to the agri-tourism experience that so many locals and tourists love.

From late spring through mid-summer, the farm offers asparagus, raspberries, rhubarb, strawberries, preserves and home-baked goods. Apples become available in the fall with over 20 varieties to choose from. You can either pick-up your desired quantity in the store or you can pick your own.

The bakery has evolved over the last few years into a local gem for homemade treats. They now take pre-orders and have a freezer on-site to expand their inventory. You'll want to make sure you arrive early to ensure there's an apple brownie or tea biscuit available.

Community is important to the Pegg family. They donate apples to the local food bank, school breakfast programs and other community organizations. In the store, you'll not

only see their products, but a community partnership with other local farmers' goods and the occasional artisan.

Larry's son, Nathan Pegg and daughter, Hiedi Dykeman, have taken a key interest in the farm with hopes of expanding their offerings, all while continuing to build on relationships within the community.

You'll often find Larry walking the grounds, his wife and children in the store and their grandchildren playing about. The farm is rooted with family, making their crops and baked goods that much sweeter.

For more information visit their website at homesteadorchards.com or visit them at 3961 Old Homestead Rd. (check seasonal hours).



Grant Opportunities

Community Improvement Grant Programs

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

Programs include:

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



Contact Sean Columbus at scolumbus@georgina.ca to discuss details.



Economic Development and Community Betterment Grant

The purpose of this grant program is to provide funds to support festivals and events aligned with the ongoing initiatives undertaken by the Economic Development and Tourism Division.

Contact Jamie-Lee Warner at jwarner@georgina.ca to discuss details.



Development Application Rebate Program

The purpose of this rebate program is to encourage development and redevelopment in the industrial, commercial (excluding retail and service commercial) and institutional sectors. This program is intended to provide financial assistance to those developments that have the ability to have a significant impact on the creation of full-time employment and an increase in the non-residential tax base.

Contact Sean Columbus at scolumbus@georgina.ca to discuss details.

Upcoming Events

May 19 - Sept. 29 (Every Sunday)

Georgina Farmers' Market
georginafarmersmarket.ca

May 25 - Sept. 7 (Every Saturday)

The Ones Car Show
yorkregionecoteam.com

June 22

Georgina Military Day
[f GeorginaMilitaryMuseum](https://www.facebook.com/GeorginaMilitaryMuseum)

June 22

Music in the Streets
connorsmusic.ca

July 1

Canada Day
georgina.ca

July 6

Take a Kid Fishing
[f OnFamFish](https://www.facebook.com/OnFamFish)

July 13 & 14

Purple Turtle Arts Festival
purpleturtlearts.ca

July 20

Festival on High
[f SuttonBIA](https://www.facebook.com/SuttonBIA)

July 27

Georgina Country Fest
[f GeorginaCountryFest](https://www.facebook.com/GeorginaCountryFest)

Aug. 5

Pefferlaw Picnic & Car Show
georgina.ca

Aug. 8-11

Sutton Fair & Horse Show
suttonfair.com

Aug. 17

Field to Table Farm Tour
georgina.ca/Field-to-Table

Sept. 7

Georgina Waterfront Harvest Run
georginawaterfrontharvestrun.com

Sept. 14

Uptown Keswick Harvest Festival
[f UptownKeswickBIA](https://www.facebook.com/UptownKeswickBIA)

Sept. 14

Georgina Pioneer Village Harvest Festival
georginapioneervillage.ca

Sept. 28

Stilettoes & Sneakers
georginachamber.com

Sept. 28-29

Chippewas of Georgina Island Pow Wow
georginaisland.com

For a full list of events in Georgina visit georgina.ca/Events



GEORGINA

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