



For Immediate Release

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Georgina launches new Economic Development website

Georgina, ON – The Town of Georgina has launched a new economic development website, choosegeorgina.ca. It is a comprehensive resource for talent and businesses considering Georgina as a place to call home, and for existing businesses looking to expand.

“The launch of this dedicated economic development site shows our commitment to attracting investment and talent to continue building a thriving and balanced economy. Georgina is the best place to live, work and play at the top of the GTA, and now we have a dedicated online space to promote it,” said Mayor Margaret Quirk. “Our dedicated staff and Council support investment and business growth, and are thrilled to have this new online space serve as a vehicle to promote our business-friendly environment.”

The new site offers direct access to economic development information with a modern look that compliments the Town’s municipal website, which was updated in 2022. Developed with easy navigation in mind, the mobile-friendly site highlights Georgina’s advantages, connecting its audiences to the information and staff needed to make an informed decision on why they should “Choose Georgina.”

The site focuses on supporting the attraction and retention of new and existing businesses and residents. Visitors can view up-to-date interactive data, videos and testimonials, and stay up to date on economic development news through blogs. Anyone looking to take the next step can easily connect with the Economic Development Division through a contact button on every page.

In line with the site's launch, the Town is working on a new Economic Development Strategy to guide sustainable economic growth over the next five years. Through consultation, the Town engaged with 344 businesses, stakeholders and residents to develop the strategy that will go to Council at the end of 2023. This new site will assist in communicating the action plan resulting from the strategy.

In January 2023, the Regional Municipality of York announced a one-time funding opportunity for its municipalities through the FDI Partnership Fund. Georgina received \$15,000 in grant funding, which was used in part to fund this project.

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Media Contact: Tanya Thompson | Communications Manager | Strategic Initiatives

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