



GEORGINA

Subject: Update – York Region’s Supporting Investment Readiness Partnership Fund Program

To: Mayor and Council

From: Katrina Ellis, Supervisor of Economic Development and Tourism

Date: January 17, 2024

Briefing:

In May of 2023, an application was submitted by the Town to York Region’s Stream A - Supporting Investment Readiness Fund and was approved for the maximum grant of \$15,000, based on the municipality’s commitment of \$10,000. The Town’s portion was funded through the approved \$25,000 capital business case approved during the 2023 budget to support investment attraction initiatives. With these investment-readiness projects funded in part by York Region now complete, the terms of the partnership agreement require staff to report to Council on the accomplishments.

The partnership funding supported the following:

- The creation and launch of a new investment attraction focused website, choosegeorgina.ca
- An in-print and digital [National Post advertorial](#) showcasing the Town’s Business Park lands
- The creation and promotion of a [video](#) highlighting the investment opportunities within the Keswick Business Park
- A six-month advertising campaign through the Society of Industrial and Office Realtors (SIOR)
- Photography and videography to be used in ongoing investment attraction/advertising campaigns

While the return on these efforts is long-term, there are successes to share:

- The website, launched in late September and developed with assistance from the Town’s Communications Division, is seeing between 500 and 600 visitors a month. We expect this trend to increase as investment attraction campaigns are launched and the site gains authority online.
- Through highlighting the Town’s development lands, the National Post advertorial amplification campaign has garnered more than 200K impressions and 10K clicks, and the new promotion video has been viewed more than 26K times since August.
- The SIOR campaign distributed to more than 1,460 industrial real estate professionals monthly has received more than 28K impressions and an above-average click-through rate.

The Town recognizes and thanks York Region for its support and will submit another partnership application in 2024 to enhance Georgina’s investment readiness and attraction efforts further. Any funding received will be used to support actions identified within the Division’s new five-year Economic Development and Tourism Strategy related to investment attraction.