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## Springwater Launches its First Economic Development Strategy

**SPRINGWATER TOWNSHIP / June 16, 2010** –The Township of Springwater will be launching its first Economic Development Strategy to the public next week, and residents, business owners and the public are invited to come out and see what it's all about.

The Launch is being held on Tuesday June 22<sup>nd</sup> at 6:30 pm in Council Chamber at the Township Administration Centre (2231 Nursery Rd, Minesing). The Economic Development Steering Committee would like to invite everyone for a brief presentation with a reception to follow.

**WHAT:** Special Council Meeting & Economic Development Strategy Launch - Brief presentation & reception to follow.

**WHEN:** Tues. June 22<sup>nd</sup>, 6:30 pm

**WHERE:** Council Chamber,  
Township Admin. Centre

“The Economic Development Strategy has provided a comprehensive look at the Township of Springwater and its existing, developing and potential business opportunities,” said Township of Springwater Mayor Tony Guergis. “It's provided us with the background information that we need to be able to go out and attract new businesses, and support and retain existing businesses.”

“Springwater Township is at a great advantage in terms of location, transportation routes, and population growth, and with the Economic Development Strategy we hope to build on these strengths,” said Mayor Guergis.

Although discussed over several years, last year Mayor Guergis and Springwater Township Council embarked on a Strategic Plan to actively develop business and economic growth in the Township. Over the years, the Township, along with many dedicated community groups and individuals have worked to better the community through various initiatives.

Committee member Heidi McElwain was excited to be a part of the process.

“I am pleased to have taken part in the creation of an Economic Development Strategy for the Township of Springwater,” said McElwain. “This is a progressive, forward-

thinking initiative that will serve the municipality well as we develop and deal with significant growth in the coming decades.”

A Township-wide Economic Development Strategy will provide a clear and common goal and direct projects in a consistent and collaborative way. The strategy will also give Township Council and staff the direction they need to help local business owners and market the Township as a viable location to set up new businesses.

In January 2010 consulting firm Millier Dickinson Blais were awarded the contract to develop the strategy.

Public input was sought through a series of online surveys, one on one interviews and focus groups. After many months of preparation, the Economic Development Strategy is now complete, and the Steering Committee is ready to share it with residents, community groups and business leaders.

Springwater is a municipality of approximately 18,000 residents located in the heart of Simcoe County. The Township is governed by a seven-member council.

Springwater consistently offers residents one of the lowest property tax rates, in comparison to similar sized municipalities in the area, Springwater Township is also home to the second largest concentration of County Forests, and is a popular destination for outdoor activities in all four seasons.

In 2009, the Township celebrated its 15th anniversary of the amalgamated Township of Springwater.

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**Contact Information:**

**Jennett Mays**

**Communications Coordinator**

**Tel. (705) 728-4784 Ext. 2067**

**E-mail: [jennett.mays@springwater.ca](mailto:jennett.mays@springwater.ca).**