
Township adopts first Economic Development Strategy

SPRINGWATER TOWNSHIP / June 29, 2010 – The Township of Springwater adopted its first Economic Development strategy on June 22nd at a launch attended by community business owners, residents and others interested in economic development in the Township.

Mayor Tony Guergis, who also served on the Economic Development Steering Committee, was pleased with the final product.

“The Township now has a document that provides strategic direction for the municipality which we can use to focus our community economic development efforts. Council had determined that this process was much-needed, and I am pleased with the completed strategy,” said Mayor Tony Guergis.

“I’ve worked with many people over many years to undertake this process and I commend all who have participated. I now look forward to seeing how this strategy will help local businesses and improve our regional economy. Our plan should tie in nicely with the County of Simcoe Economic Development Strategic Plan which is currently underway and will amplify our efforts.”

Five key goals were identified as being important for the Township to encompass in their strategy to move forward on economic development.

Those five goals are:

1. Investment readiness

- Enhance opportunities for the retention and expansion of local businesses.
- Support the attraction of new business investment and entrepreneurs to the community.

2. Pursue Partnerships & Outreach in the community

- Have the Township take more of a leadership role in advocating and supporting strategic and collaborative economic development within the County.

3. Effective Marketing & Promotion of Springwater

- Ensure the effective promotion of local assets, workforce skills and opportunities for business expansion and entrepreneurial investment in the community.
- Provide a consistent and focused marketing message.

4. Growth in Key Industries

- Ensure continued business development and local employment growth based on competitive advantages.

5. Enhance Capacity of Community Infrastructure

- Ensure the preservation and enhancement of Springwater's physical, social and service infrastructure.

In-depth action items have been identified for each of the five goals, and are available in the attached summary of the Economic Development Strategy.

The Strategy, completed by consultant firm Millier Dickinson Blais was prepared after extensive public consultation and feedback from Council members.

Now that the Economic Development Strategy has been adopted, the Township can proceed to discuss and evaluate the identified action items.

For more information on all 28 suggested action items, please visit the Township website to review the Executive Summary which gives an overview of the outcomes of the strategy. The final Economic Development Strategy is also available on the website.

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 Township is 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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From L – R:

Director of Planning Nancy Tuckett, Committee Member Heidi McElwain, Councillor Dan Clement, Councillor Linda Collins, Deputy Mayor Tony Hope, Mayor Tony Guergis, Councillor Reg Cowan, Councillor Mick Caldwell, Councillor Kim Anderson, Junior Planner Laura Thompson.



From L – R:

Pat Silver, President Springwater Chamber of Commerce
Heather Sewell, Chair of Focus Elmvale
Brenda Stanley, President Springwater Rotary Club.