

FOR IMMEDIATE RELEASE

East Gwillimbury launches Advantage EG Economic Development website

(East Gwillimbury, ON) June 23, 2021 - The Town of East Gwillimbury is excited to share the official launch of its new economic development website! The website, www.advantageeg.ca was given a comprehensive update over the last year to better reflect all that East Gwillimbury has to offer to new investors and growing businesses.

The new site offers easy access to key information that businesses and investors need when considering locating in EG. The attractive, mobile-friendly platform compliments the new municipal website that was launched in May. The site was built with a focus on three key audiences; emerging entrepreneurs, existing businesses, and prospective investors and seeks to connect them quickly and easily to the information and resources that they need to be successful in East Gwillimbury.

“The refresh of our Advantage EG site is a critical component of our commitment to enhanced business friendliness and investment attraction. Council has prioritized job creation as foundational to our efforts to build complete communities where residents have an opportunity to live, work, and play,” says Mayor Virginia Hackson. “While the site offers updated data and resources, the most important message, repeated throughout the site, is that we’re here to help businesses be successful.”

The website features a fresh modern look with refreshed content and an updated community profile. Visitors will also find a new Contact Us ‘button’ on every page that will allow them to instantly reach out to members of the Economic Development team for assistance.

Following the launch of the site, the Town will be launching an updated Economic Development Strategy to guide sustainable economic growth over the next five years. The draft strategy will be circulated for public comment later this summer.

In March 2019, the province announced a one-time investment of \$200 million for 405 of Ontario’s small and rural municipalities to improve local service delivery and efficiency. East Gwillimbury received \$725,000 in grant funding, which was used to fund this project.

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