



MEMORANDUM

TO: Members of Planning and Economic Development Committee

FROM: Bryan Tuckey, Commissioner, Planning and Development Services

DATE: January 12, 2011

RE: **Invest in York Website**

I am pleased to advise that the updated 'Invest in York' website prepared by the Economic Strategy and Tourism Branch is now available for viewing live on the internet. The website offers a fresh, professional look, enhanced navigation features, and serves to combine several previously separate York economic development websites under one address. I invite you to visit the site at www.investinyork.ca.

The new website offers many new features including navigational enhancements, increased interactivity, updated content, and building on the existing materials from past sites.

Site Content:

Information Centre - A section of the site containing pertinent York Region demographics and information is laid out in a clear and concise manner. Content Includes: Building Activity, Consumer Profile, Employment Data, Market Analysis, Population and Demographics, Reports and Publications, and Residential Property Market.

Key Sectors - A section of the site containing overviews of York Regions top performing industry sectors and compares to national and provincial averages.

Locate Here - A guide to showcase York Region to foreign business investment. Topics includes: Canadian Business Opportunity, York Region Advantage, Our Communities, Commercial Real Estate, and Location Services.

Grow Here - A guide showcasing York Region and its assets to local businesses. Topics include: Innovation, Sustainability, growth services, and a link to the York Small Business Enterprise Centre section of the site.

Site Features:

yrGeo Mapping – Region of York online mapping with easy to customize information layers.

Google Translate – The site has been optimized to work with Google Translate and can be viewed in hundreds of languages

News – The site features a variety of news pertinent to the Region and its stakeholders, from business expansions to local events.

Events - Seminars, Webinars, Workshops, and Conferences are offered and organised by The Regional Municipality of York Economic Strategy and Tourism branch.

The plan is to undertake a formal promotional campaign for the site early in the New Year and drive traffic to the site through all the Branch promotional activities on an ongoing basis.

Website content will be refreshed by Economic Strategy and Tourism Branch staff on a regular basis.

If you require additional information, please contact Doug Lindeblom, Director, Economic Strategy and Tourism Branch at 904-830-4444, ext 1503 or Sharon Vegh, Manager Economic Intelligence and Innovation at 905-830-4444, ext 1509.

Bryan Tuckey

BT/dl