



The new logo for Downtown Georgetown BIA was recently unveiled as Michael Wolfe of Wolfe Computer Consulting Inc., joined with the BIA Board/Marketing Committee, Laurent Thibault, Wellington-Halton Hills MPP Ted Arnott, Halton Hills Mayor Rick Bonnette, Randy Kerman (Chair, BIA), Halton Hills Regional Councillor Jane Fogal and Town of Halton Hills Development Officer Doug Penrice.
Photo by Ted Brown

Gateway signage and new logo to point way to Downtown Georgetown

By **CYNTHIA GAMBLE**
Staff Writer

Downtown Georgetown will be getting new signage at all entrances, pointing the way to the shopping area.

The BIA will be issuing a Request For Proposal to design, make and install signage at four locations: replacement at the northwest corner of Maple and Main Sts. and at Main St. and George St. and new signage at the northeast corner of Maple and Main Sts., and the northwest corner of Mill and Guelph Sts.

Town of Halton Hills staff will study the merit of placing a marquee sign (like the one at Mold-Masters Sports-Plex) at Cedarvale Park to help advertise park and Downtown events.

Meanwhile Downtown Georgetown has launched a new multi-colour graphic logo with the tagline *Your Treasure Awaits*.

"Downtown is in a hidden little enclave and you have to find it—just like finding a treasure," said Kay Matthews, BIA manager. "Even the history and each of our unique buildings are part of the treasure that we have. ...Each one of our businesses are treasures because they are unique and independently owned and you won't find anything like them in other places."

A survey of current Downtown shoppers' show that people come to the area for its "charm, high quality, friendliness, wellness products, walkability, uniqueness and expertise."



Downtown Georgetown

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