

# Welcome mat for industry isn't new

by Murray Moore  
Senior Writer

"A liberal policy in the way of municipal concessions to prospective manufacturers and industrial concerns has been decided upon by the (Midland) town council."

So a promotional booklet informs its reader. But the council in question is, not the Ted Symons- or Al Roach-led council, but the H.J. Craig-led council of 1913.

Mayor Craig and the Board of Trade were advertising the town with a 16-page booklet, titled Industrial Facts About Midland, Ontario, Canada.

Midland Is The Spot For You was the front cover slogan.

Attracting industry was important in 1913 and remains important to a town seeking to grow. Industries pay more taxes than homeowners. Industries mean jobs.

Attracting industry is a perennial plank in the election platform of municipal politicians.

Midland had the same population in 1913 as Penetanguishene has today. In 75 years Midland has not quite doubled in population.

In 1988, Midland's industrial development commissioner says that bringing an industry to a community is a "very, very competitive" business.

The key, Carol Baker says, is marketing.

Midland can boast of proximity to a major highway; available employees within a 15-mile radius and Georgian Bay on the doorstep.

Suggesting that having unemployed people might be the factor which leads an industry to chose Midland over a city like Kitchener seems illogical.

The fact, Baker says, is that Kitchener and some

other cities don't have unemployed people. Industries which are thinking of locating in such centres are advised they will have to bring employees with them, she says.

Examining the existing industrial profile and targeting similar industries, and industries which service those industries, is one approach.

Midland has a strong tool and die manufactur-

ing element that an industrial development commissioner can try to expand.

Industrial land, here, too, is "well-priced" and "attractive" -i.e., cheap-compared to similar land

in Toronto and Barrie, she says.

Midland does lack industrial space for rent. Industrial and commercial manufacturers starting a business don't have capital to put into a

building.

Baker is trying to interest developers in building rental industrial and commercial buildings here.

The Toronto building boom has reached Barrie

and is coming closer to Midland. Baker is optimistic about prospects for 1989.

"There's going to be a lot happening in the spring and summer," she said.

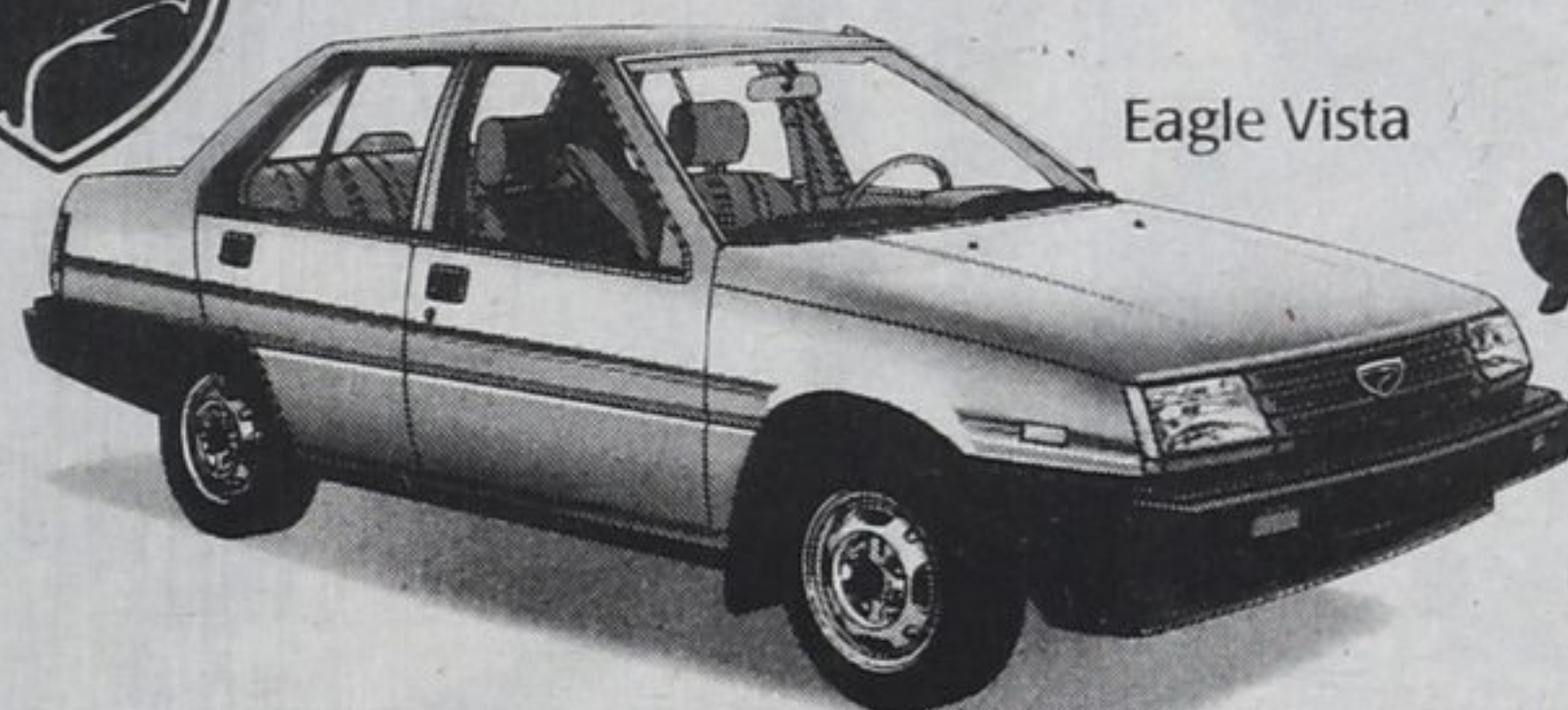
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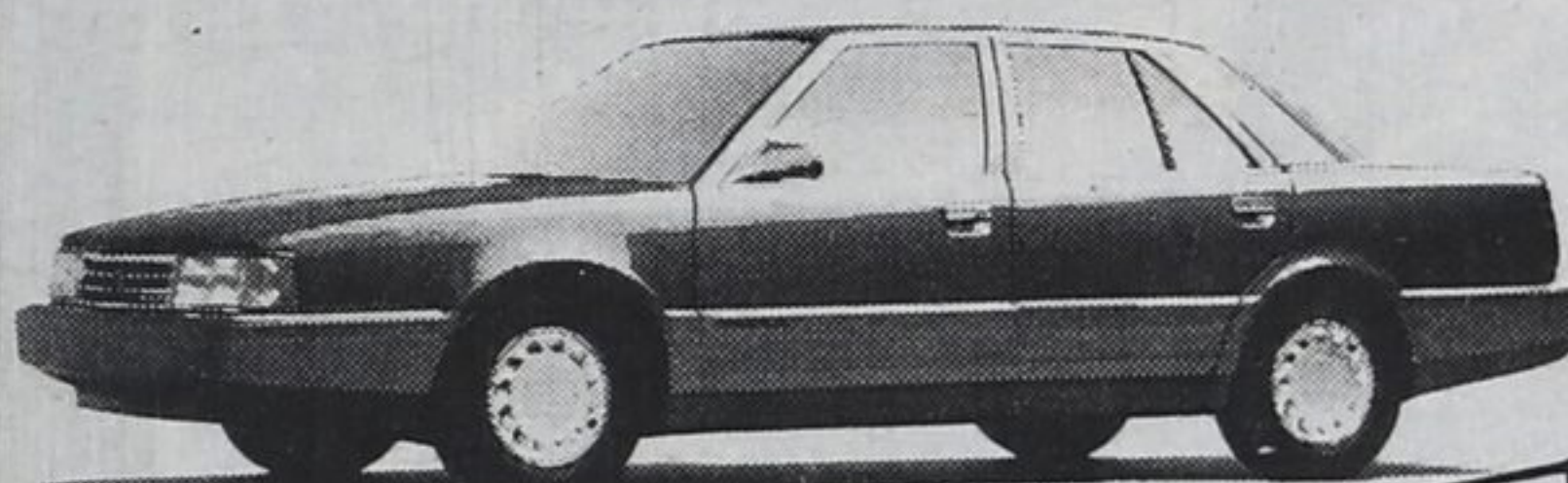


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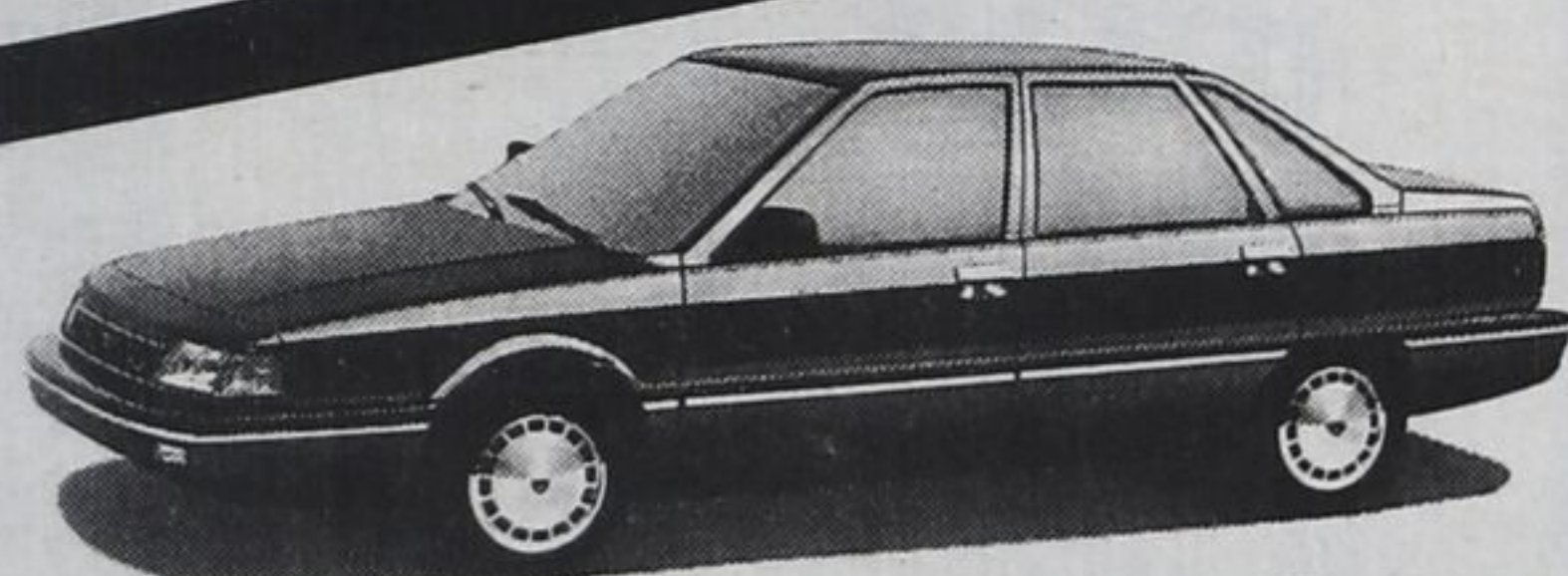
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## Efficiency the word

Efficient is the word to describe the inauguration ceremonies in Victoria Harbour last night.

Village solicitor Ross Heacock had all three councillors, Bob Larmand, George Czindl and Bob Atkinson, swear the oath of office and the oath of allegiance in unison. He gave reeve Bob Moreau a solo.

Czindl outlined the program for the next three years: residential, commercial and industrial development, improved recreational and social facilities, and seniors' housing. He would continue the paving program, and the pursuit of an OPP office in town.

Guests at the inauguration offered their best wishes: reeves Bruce Tinney from Tay township and John Moreau from Port McNicoll - "the big neighbor" next door - Clara Power from the Tay-Victoria Harbour union library, and Rev. Lilian Patey from the Victoria Harbour United Church.