

More jobs promised for Whitchurch-Stouffville

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will return to local council and ask that the town continue with the partnership. "We'll

make sure Whitchurch-Stouffville has sound economic development," said Burdon. The record speaks for itself, EDAC's

chairman said. "We've got a great deal accomplished and we did it within budget."

In order to extend the fund's mandate beyond the initial two-year period, EDAC must attract even more support from private enterprise.

Invitations were issued and accepted. Attending the luncheon at Emerald Hills Golf Course will be 50 potential Stouffville Vision Fund members, all business owners from Stouffville.

In total there are 800 businesses operating in this community. "We're got plenty to draw on," said Burdon.

Eight short months ago, EDAC, an independent body tied to the local Chamber of Commerce, opened an economic development office, hired business manager Eric Lismanis and the work began.

"Prior to this, we didn't have an organized greeting committee," said Burdon. "There was no organized means of encouraging commerce to stay or locate in Stouffville."

Lismanis has achieved "awareness of our town that we did not have prior," said Burdon.

In his job, Lismanis stresses that Whitchurch-Stouffville is a great place to stay, relocate or initiate business or development. "We're seeing some significant achievements," said Lismanis.

In the past five months, six stores have opened in town, while, over the next few months, three new retail stores will open in Stouffville. They'll fill now empty stores, said Burdon. Things are especially positive in the community's industrial sector — four major industrial expansions are expected soon.

Encouraging existing business to expand is the "most critical" part of economic development, Lismanis said.

Everyone is keeping their fingers crossed that a current business deal will close soon. It involves an international "high-tech" company, confirmed Lismanis. "It's made an offer on a parcel of land in Stouffville," he said. While not at liberty to identify the company, Lismanis did reveal that the industry will "employ lots of people," locally.

Further industrial inquiries are coming into the office, located at the Stouffville train station on Main Street.

"We've had 14 serious industrial inquiries," she said.

Word that Whitchurch-Stouffville has an economic development department up and running is getting around. "We've had 22 inquiries from commercial real estate agents alone," said Lismanis.

The general public has also caught on. People call the office seeking information about family life in Stouffville. With financial support from the Stouffer Vision Fund, the economic development office is planning to host small business seminars. To further promote Whitchurch-Stouffville, Lismanis will attend trade fairs and franchise fairs.

The office recently published its Main Street Stouffville Shopping District Guide. Out one month, this pocket-sized guide is very popular. More than 10,000 copies are in circulation in, outside and around town.

By the end of this year, a comprehensive commercial and industrial building vacancy directory will be published. A promotion brochure is on the drawing board, while a detailed presentation package, featuring Whitchurch-Stouffville, is also in the design phase.

A strategic alliance guide is in the works. This will identify what products are manufactured in town.

The economic development office is also focusing on tourism. And, the fact that Stouffville is home to a very healthy equestrian business sector has not gone unnoticed.

In keeping with the modern age, Whitchurch-Stouffville is on the net. "We're going to be updating the web site," said Lismanis.

Lismanis and EDAC officials are quite aware that the people living in this town are not keen on growth simply for the sake of growth.

"People see this town as a small country community," said Lismanis. With professional-style planning, "it can be kept that way. Bigger is not better," said Lismanis.

Yes, Stouffville can prosper without losing all the good things, Burdon added.

Now that the economic outlook is healthier and now that Stouffville has an economic development process well in place, the future for this town looks more than promising, said Burdon.



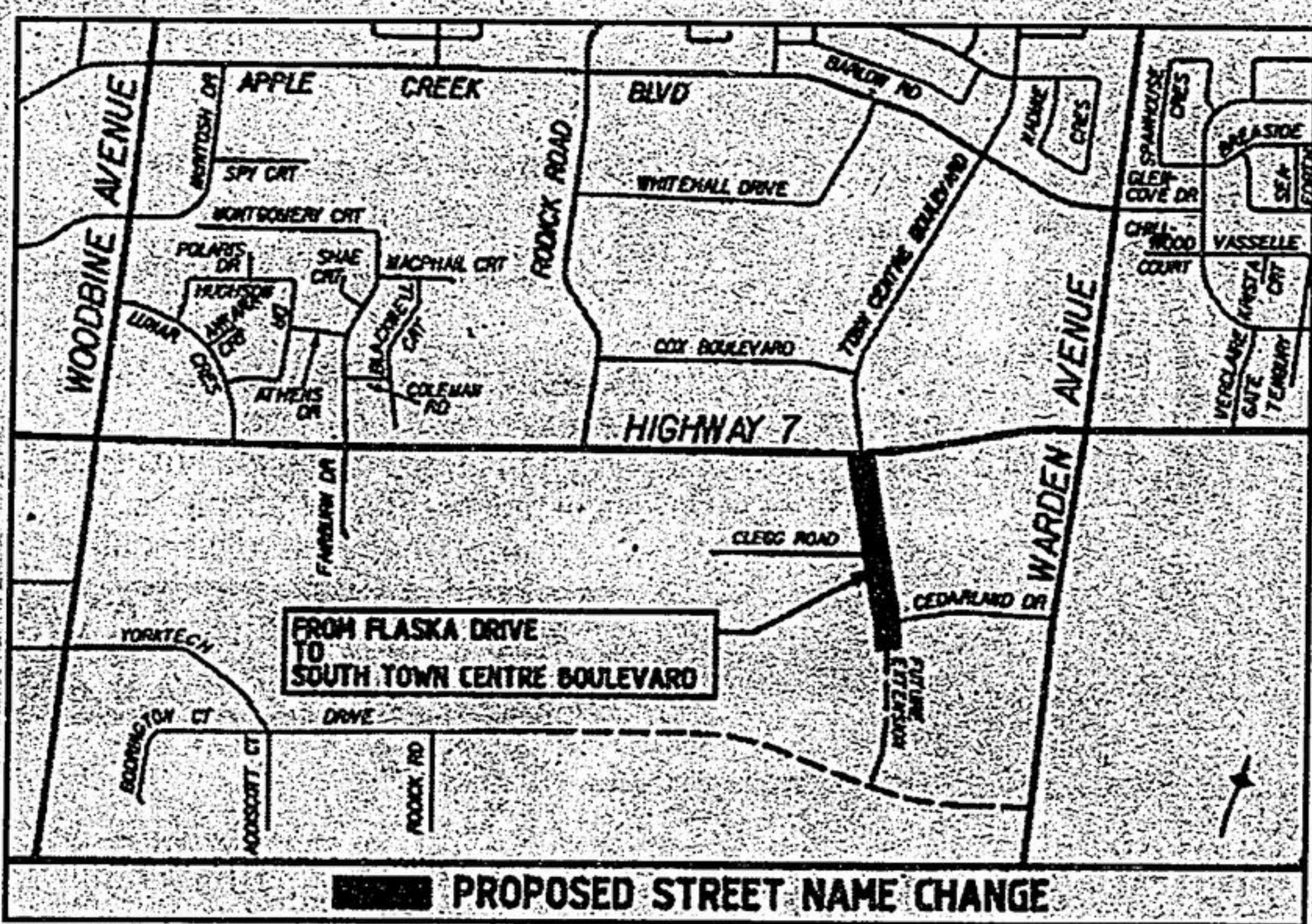
NOTICE

Proposed by-laws to change Street Names in accordance with Section 210, Subsection 111 of the Municipal Act, R.S.O. 1990

TAKE NOTICE THAT The Council of The Corporation of the Town of Markham intends to pass a by-law to change the street name of:

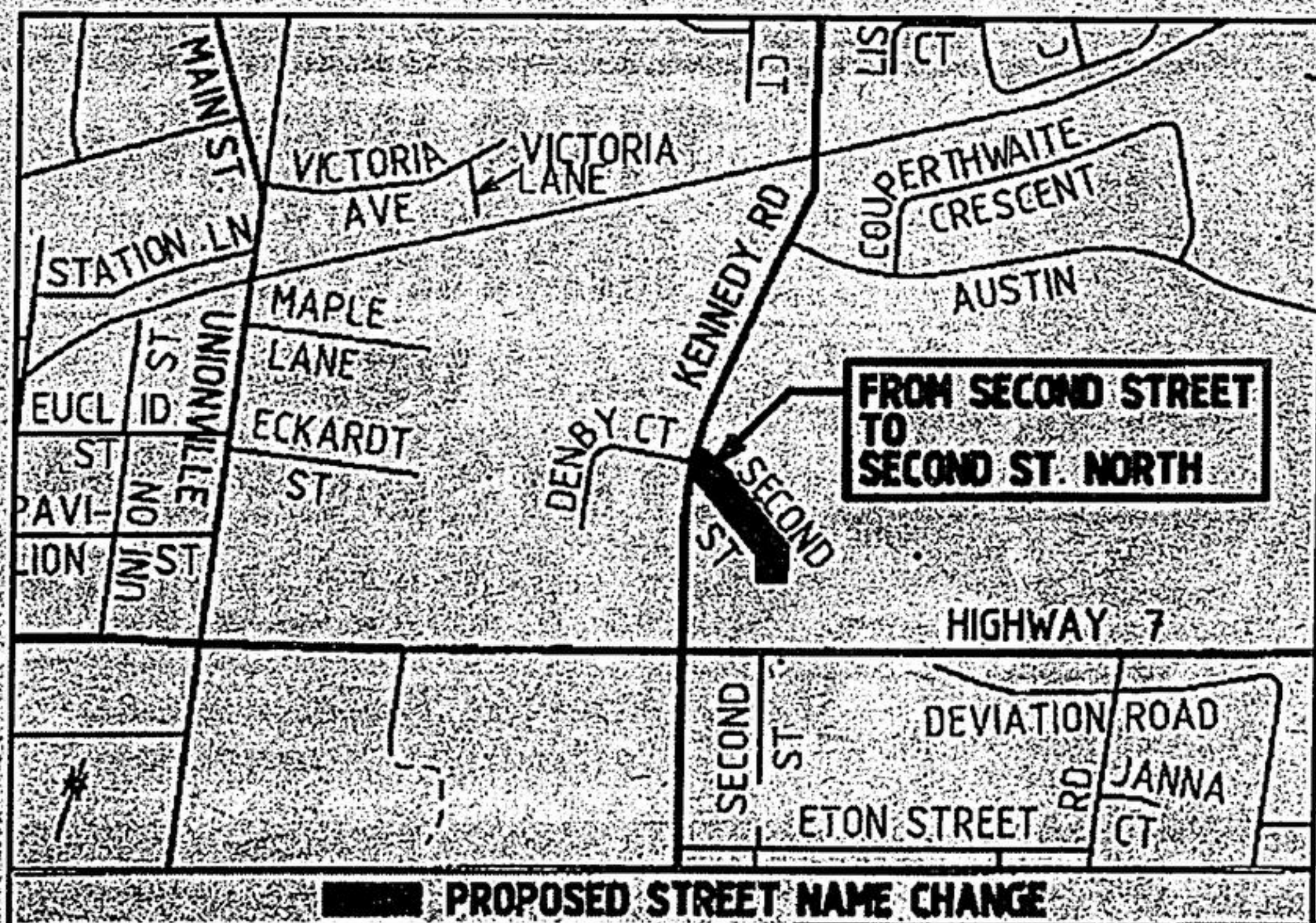
a) Flaska Drive to South Town Centre Boulevard on Registered Plan 65M-2668, Part of Lot 10, Concession 4:

Flaska Drive is being changed to South Town Centre Boulevard in accordance with the Town's objective to create a new mixed use "Town Centre" District extending south of Highway #7.



b) Second Street to Second Street North:

Second Street, (north of Highway #7), is being changed to Second Street North at the request of the residents, due to a duplication of street numbering to the north and south of Highway #7 which may result in confusion and possible delay with Emergency 911 response.




The Council of The Corporation of the Town Markham shall hear any person who claims that his/her lands will be prejudicially affected by the by-laws and may apply to be heard at a hearing to be held in the Council Chamber, Markham Civic Centre, on Tuesday, September 30, 1997, at the hour of 7:30 p.m.


Bob Panizza, Town Clerk

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