

CD, brochure in town's image makeover

BY HANNELORE VOLPE
Staff Writer

A package of colourful folders and flashy CDs to promote the town of Whitchurch-Stouffville was unveiled at last week's council meeting.

The town initiated the project to attract more businesses.

The folder shows a variety of appealing rural and suburban scenes of the municipality and is designed with pockets so specialized information can be included according to the target market. It also allows information to be updated as needed.

The package was presented by Ravenshoe Group CEO Rick Wigmore, a Whitchurch-Stouffville resident.

Image is the main thing the municipality has to work on, Mr. Wigmore said, and that's where the promotional campaign, which is still in the preliminary stages, comes in.

Council agreed to purchase 2,000 of the folders at \$6.95 each.

"This is a pilot project," finance director Marc Pourvahidi said. Some costs will be recovered through the sale of advertising on the folder to local businesses, corporations and government agencies, he added.

MORE JOBS

The town wants to attract clean, well-paying industries, Mr. Wigmore said. This will eventually result in more local employment and more residents shopping locally. His presentation emphasized the country lifestyle close to the city concept.

"Unless we start developing our own businesses, residents' dollars will be spent out of town," Mr. Wigmore added.

Mr. Wigmore noted Mayor Sue Sherban had recently made a presentation to the Ontario Department of Trade and Development, which works to attract major foreign and domestic businesses to the province.

He called Whitchurch-Stouffville one of the hidden gems of the region, which needs to raise its profile.

The seven-minute CD emphasized the clock tower and showed many local landmarks. At the end, it gives e-mail addresses of all councillors

and the mayor on what it describes as the "pro-business" council.

Several residents at the council meeting raised concerns about the promotional package. The CD's music was too loud for some in the council chambers. Resident Dave Probert suggested a map be included to show communities within a 50, 100 and 150-kilometre radius. The municipality should also have representation at regional and provincial trade shows, he suggested.

Another regular at council meetings, Fred Robbins, wanted more emphasis on

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tourism, recreation and leisure activities.

The Ravenshoe Group was given direction by the town's economic development advisory committee, which is working to increase business in Stouffville's downtown core and other areas. About a year ago, the volunteer group replaced former economic development officer Eric Lismanis.

The committee, led by Dale Carter, was charged with identifying potential investors to the area, said Phil Bannon, one of two councillors on the committee.

Rob Hargrave is the other council member.

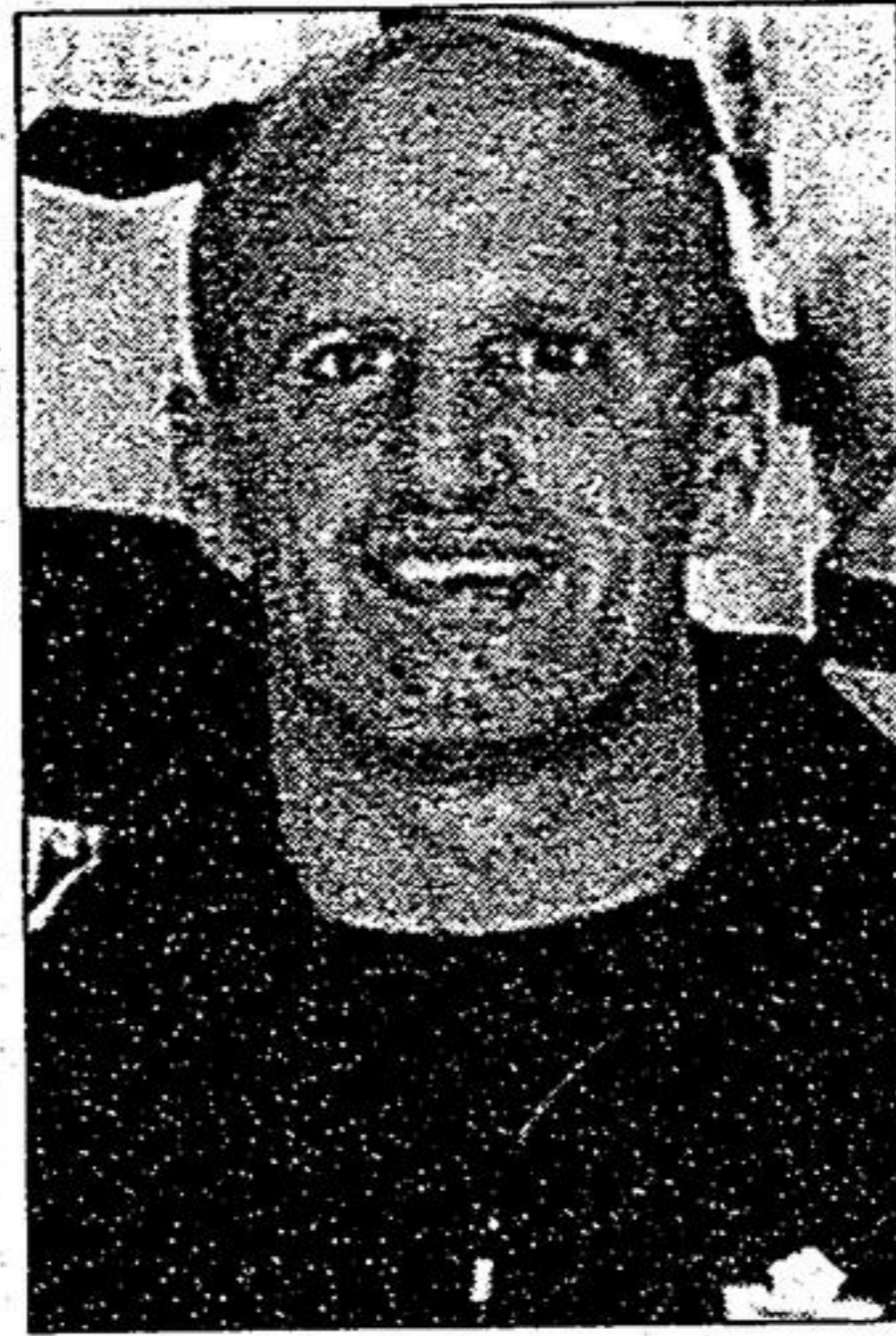
The committee is made up of nine members, plus the councillors, whose fields of expertise include marketing, finance, promotion and the arts.

"We are competing in a very, very strong market," Councillor Bannon said.

WIDE DISTRIBUTION

The promotional folders can be used by the mayor's office, councillors, Stouffville Business Improvement Area, Whitchurch-Stouffville Chamber of Commerce, economic development advisory committee and others. It will also be inserted into government publications to widen distribution.

The design of the folders should be completed within a few weeks.



KEITH ACTON: Tickets for Leafs assistant coach's charity hockey game go on sale Saturday.

Gilmour, Clark coming to play

Add former Toronto Maple Leafs captains Doug Gilmour and Wendel Clark to the roster for the Game of Our Lives II.

The hockey game benefitting cancer-related charities will be played Jan. 30 at 2 p.m. at the Stouffville Arena.

The celebrity team that will play the Stouffville Spirit Jr. A squad also features Toronto Maple Leafs Gary Roberts and Tie Domi and Detroit Red Wing and Markham native Steve Thomas.

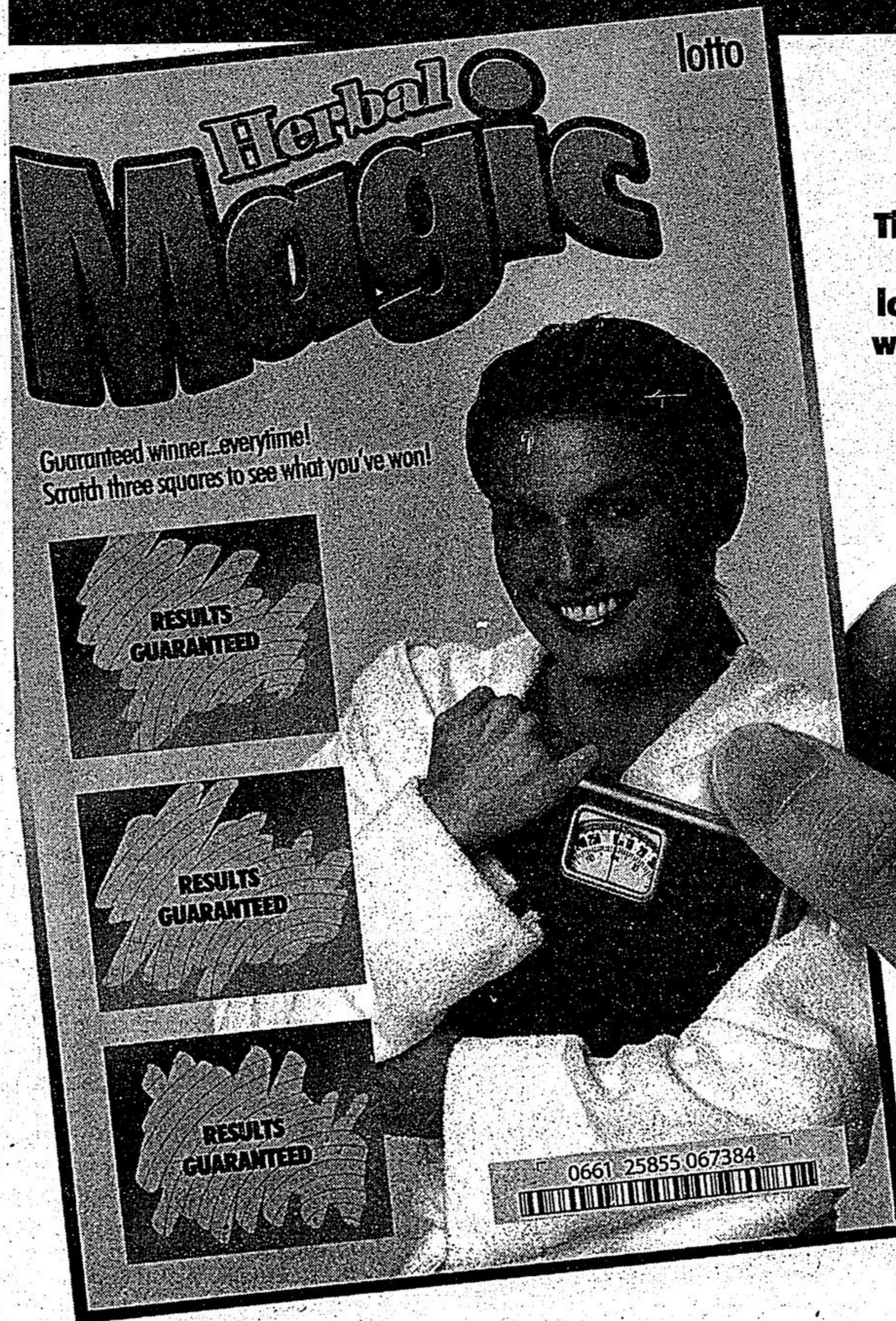
Leafs assistant coach and Stouffville resident Keith Acton is again behind the game. Tickets go on sale Saturday at noon in the lobby of the Stouffville Arena for \$20 on a first-come, first-served basis. A limit of four tickets per



person will be enforced.

Proceeds will go to cancer-related charities, including the UFCW Leukemia Research Fund and the oncology unit at Markham Stouffville Hospital.

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