New town hires excited about downtown revitalization plans

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Whitchurch-Stouffville's got two new hires optimistic about the town's downtown revitalization project.

Downtown co-ordinator Tina Sharma and economic development officer David Tuley will work together during the four-year project that aims to redevelop the downtown core between the Tenth and Ninth lines.

Sharma's new roles include managing the town's marketing and promotion of the downtown core, including co-ordinating events, tourism initiatives and assisting downtown merchants. She replaces Anna Rose, who left for Vaughan.

"Merchants, property owners, residents, community organizations and local government all benefit from a healthy and vibrant downtown," she said in a media release. "As the downtown co-ordinator, I advocate to strengthen and support the economic growth, unique architecture and heritage of downtown Stouffville."

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Tuley brings his experience working for the City of Oshawa for 10 years and in the United States

prior to that. Though he is assisting in downtown development, his portfolio includes economic development for the entire municipality.

"The opportunities in Whitchurch-Stouffville are vast and exciting, but copy-and-paste economic development isn't going to work here," Tuley said. "Given our greenbelt constraints, we need to be creative and use every inch of land wisely."

Sharma will be based in the downtown town office at the GO Train station.

The downtown revitalization project began July this year with construction between Tenth Live and Stouffer Street. Construction will continue in phases between Stouffer Street and Ninth Line in 2017-2019.

The total cost of the project is \$10.6 million.



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