



Year in Review
Economic Development
and Tourism

2025



↑
Grow the economy through investment attraction.

15 of 18 actions in progress or completed

↑
Grow the economy through the retention and expansion of the existing business community.

6 of 6 actions in progress or completed

↑
Grow tourism, arts and culture with a focus on leveraging these assets to create economic impact.

11 of 13 actions in progress or completed

↑
Create lively downtowns and public spaces.

5 of 5 actions in progress or completed



Georgina has experienced steady economic growth in recent years, with key indicators trending upward. Population growth, an expanding business community and rising household incomes all point to a strengthening local economy and growing confidence in Georgina as a place to live, work and invest.

Investment activity has expanded through the development of the [Keswick Business Park](#) (KBP), now with 75 per cent of the first building occupied since breaking ground in 2022. The park has generated more than 250 jobs and continues to attract companies seeking relocation and expansion opportunities. In 2025, Milwaukee Tool announced its expansion into Georgina, further reinforcing the community’s growing appeal for investment.

To support this momentum, the Town improved investment processes through coordinated outreach, stronger lead tracking, the introduction of new incentives such as the [Development Charges Deferral Program](#) and the approval of the policy framework to develop Town-wide incentive programs, ensuring Georgina remains competitive.

Business retention and entrepreneurship support also continued to grow. The Town completed 49 formal business visits, with 77 per cent of employers rating Georgina as a good or excellent place to do business. And, through the Town’s

partnership with [YSpace](#), entrepreneurship programming supported 281 Georgina-based businesses. The continued success over the past three years led to the confirmed continuation of this partnership through to 2028.

Tourism remains an important economic driver in Georgina. The launch of [exploregeorgina.ca](#) and increased outreach and campaigns in partnership with regional organizations businesses and stakeholders, increased the awareness of tourism opportunities reaching more potential visitors. Supporting events that have an economic impact on our communities through grants and marketing and the growth of existing signature events continued to build civic pride and secured Georgina with the recognition as Municipality of the Year by Festivals and Events Ontario.

Visitor experiences were further enhanced through the new multi-use pathway, vendors at the beach and wayfinding.

Downtown areas continued to improve through updated Community Improvement Plan incentives, event support and seasonal beautification and planning for construction projects scheduled for 2026.

Overall, Georgina’s growth in population, investment, business development, tourism and downtown revitalization signal long-term economic stability and growth.

53,630

Residents

(9.4% increase since 2020)

Source: Statistics Canada Population

\$109,306

Median Household Income

(16.5% increase since 2020)

Source: Localintel Estimates, Statistics Canada

1,207

Business establishments

(10% increase since 2020)

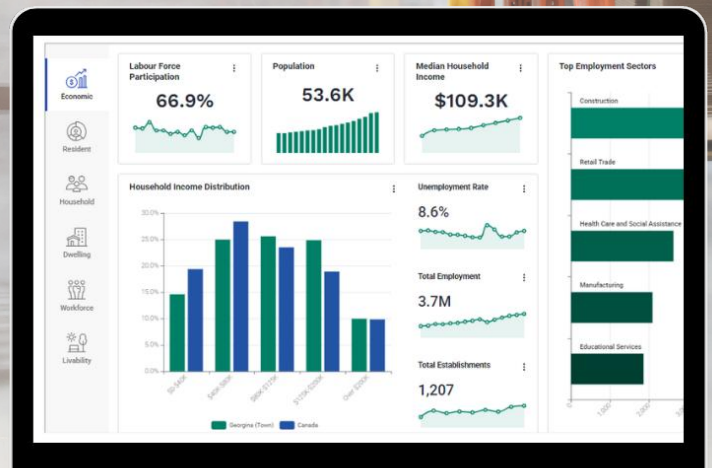
Source: Statistics Canada - Business Register
(Businesses with \$30K+ annual revenue)

30,405

Labour Force

(7.5% increase since 2024)

Source: Environics Analytics, 2025



View more economic indicators at
choosegeorgina.ca/data



Since the [Keswick Business Park](#) broke ground in 2022, the first building is now 75 per cent occupied by four tenants, bringing many new jobs to the community.

Staff continued to advance a focused and strategic approach to investment attraction by improving processes, deepening regional partnerships, advocating for critical infrastructure that supports long-term economic growth and by implementing strategic marketing and outreach.

Enhancing the investment experience

Progress was made in formalizing Georgina’s investment inquiry and site selection process through structured lead tracking, coordinated follow-up and close collaboration with planning and development services. There were more than 100 touchpoints with major developers and Town staff, alongside active participation in pre-consultations. The Town also initiated the development and implementation of a new tracking system designed to improve efficiency, transparency and service delivery. Together, these enhancements have strengthened responsiveness, streamlined internal coordination and elevated the overall investor experience. Hear what recent investors had to say in 2025 about working and investing in Georgina:

“We really feel like the welcome mat was put out in front of us. Many of our employees commented on how easy it was to work with the Town on permits and approvals.” ~ Tim Trimper, President of Turf Care Products Canada



“We have never opened a facility of this size in this amount of time, and it wouldn’t have happened without the municipality being actively involved in every stage.” ~ Tom Deighton, Senior Vice President, Sales and Operations at Imperial Dade



Advancing infrastructure to unlock growth

Recognizing that infrastructure readiness is critical to the ability to attract investment, the Town continued to work with the landowners in the KBP to prioritize servicing infrastructure. Advancing water and wastewater capacity remains essential to enabling future development, supporting job creation and maximizing the long-term assessment potential of the business park beyond the current phase under development.

Expanding industry partnerships and outreach

To strengthen Georgina's presence in the industrial and commercial real estate market, the Town engaged 21 realtors and brokers through 85 touchpoints, ensuring local employment lands and development opportunities remain visible to key industry influencers. Targeted campaigns with the Society of Industrial and Office Realtors kept Georgina top of mind, while participation in the Economic Development Council of Ontario's Dragon's Den further expanded awareness and secured new leads among professional site selectors. This allowed Town staff to connect with more than 12 individuals representing hotel chains and developers interested in opportunities in Georgina.



Karyn Stone, Manager of Economic Development and Tourism, with representatives from EDCO and the Ministry of Tourism Culture and Gaming at the Tourism Investment Dragon's Den Event.

We continued to collaborate with York Region, securing \$15,000 through the York Region Foreign Direct Investment Partnership Fund to support targeted investment marketing. Staff also worked closely with their team to support business resiliency and expansion, making connections with provincial and federal representatives.

Elevating Georgina's investment brand and marketing the Keswick Business Park



Touring Pulp Moulded Products during a site visit with York Region.

The Town continued its investment attraction marketing efforts while actively promoting the Keswick Business Park and available employment lands. Ongoing enhancements to choosegeorgina.ca, including a new testimonial investment video, more than 25 business spotlights, weekly market opportunity promotion and targeted campaigns, helped contribute to more than 40 ICI investment leads and a 25 per cent increase in website traffic, with more than one-third of visits coming from outside Canada.



Georgina Mayor and Council members and senior management of Imperial Dade and Pulp Moulded Products Canada at their joint grand opening celebration event.

Collaboration with [CAP Inc.](#) and business park tenants supported new tenant announcements, grand opening celebrations and targeted digital campaigns to bring awareness of investment and momentum. Together, these efforts ensure shovel-ready industrial and commercial lands remain highly visible to site selectors and decision-makers, reinforcing Georgina's reputation as an investment-ready community.

Enhancing investment incentive

To strengthen Georgina's competitiveness and support new development, a [Development Charges Deferral Program](#) was introduced, designed to encourage retail, industrial and rental housing projects. By allowing eligible developments to defer development charges for several years, the program helps reduce upfront costs and improves project feasibility. This new incentive positions Georgina more competitively within the region.

Supporting the growth and long-term success of existing businesses remains a priority for the Town of Georgina's Economic Development and Tourism Office. Through direct engagement with employers, targeted entrepreneurial programming and strong collaboration with regional and community partners, the Town continues to ensure that businesses have the resources, connections and information needed to grow and succeed.

Listening to the business community

The Town continued its Business Visitation Program, first launched in 2024, as an important tool for strengthening relationships with local employers and understanding the realities of doing business in Georgina. In 2025, 49 business visits were documented across a range of sectors and company sizes. These conversations allowed staff to connect businesses with available programs, partnerships and resources while gathering insights that help guide economic development priorities.



Site visit at La Rue's Haulage.

Feedback from local employers remained positive. More than 77 per cent of businesses visited rated Georgina as a good or excellent place to do business, an increase of seven per cent compared with the previous year. Businesses frequently cited Georgina's strong sense of community, growing population, access to a regional talent pool and strategic location within York Region as key advantages of operating in the municipality.

The continued development of the Keswick Business Park was also recognized as an important step in expanding expansion opportunities and attracting larger employers that contribute to job creation and economic activity.

While overall confidence remains strong, discussions also highlighted opportunities to further strengthen the business environment. Business owners noted the importance of continued improvements to zoning and permitting processes and the need for additional smaller commercial and industrial spaces that can support local expansion. Most businesses indicated plans to maintain their current operations, while those interested in expanding cited financial considerations or broader economic uncertainty as factors influencing their timing.

Supporting entrepreneurship and business growth



YSpace Partnership third year anniversary celebration.

Entrepreneurship growth continues to play an important role in Georgina's local economy. The [YSpace Entrepreneurship Hub](#), delivered in partnership with York University and the Town of East Gwillimbury, remains a key initiative supporting small business growth and innovation. In 2025, the partnership commitment supporting YSpace programming in Georgina was extended until March 2028, ensuring continued access to training, mentorship and networking opportunities for entrepreneurs.

Throughout the year, YSpace programming assisted 281 Georgina-based businesses, through nine skills training programs and networking events designed to strengthen business knowledge and build connections within the entrepreneurial ecosystem. The partnership also celebrated its three year anniversary and was recognized as a finalist for an Economic Developers Council of Ontario award, highlighting the strength of the partnership between Georgina, York University and the Town of East Gwillimbury.

Collaboration with local and regional organizations continues to play an important role in supporting business growth. Economic development staff continued to work closely with the [Georgina Chamber of Commerce](#) on initiatives such as Small Business Week programming and the annual Mayor's Breakfast. In 2025, this relationship was strengthened through a new five-year service agreement that will continue visitor information dissemination, highlighting business openings and celebrations and operational coordination of the [Mayor and Council Milestone Awards](#) Gala.

Additional partnerships with organizations including [South Lake Futures](#), the [York Small Business Enterprise Centre](#), [VentureLab](#) and [Georgina Public Library](#) continue to connect entrepreneurs with mentorship, training programs, research tools and funding guidance that support business growth. At the same time, the Town boosted relationships with regional and provincial partners including York Region's economic development team, [York Link](#), Invest Ontario and other levels of government to support the expansion of larger employers.

The division also worked with York Region to facilitate the 2025 York Region Employment Survey, which provides important data on the number of businesses and jobs within the community and helps support evidence based economic development planning.

Celebrating business milestones
[Schell Lumber Home Building Centre](#) officially reopened its expanded Sutton location in

2025, marking another chapter for a family-run business with more than 100 years of history and over two decades serving the Georgina community. The impressive 9,000 sq. ft. expansion enhances their ability to support local homeowners and contractors while continuing to grow their presence in Sutton.



Mayor and Council members alongside Schell staff celebrating the businesses expansion.

The project was supported through the Town's Development Application Fee Rebate offered through the [Business Concierge Program](#), which helps reduce costs for businesses undertaking development projects. By streamlining processes and offering targeted incentives, the program continues to support local businesses looking to expand and invest in Georgina.



Each year, the Mayor and Council's Milestone Awards recognize seven long-standing Georgina businesses that have helped shape the local economy and community. Presented alongside the Georgina Chamber of Commerce's Business Excellence Awards, the joint celebration reflects the Town's ongoing partnership with the Chamber to support and celebrate local business success.



Tourism continues to play an important role in Georgina’s economy, which we are hearing from our business community through the Business Visitation Program. By attracting visitors, supporting local businesses and strengthening Georgina’s identity along the south shore of Lake Simcoe, efforts focused on expanding tourism promotion, strengthening partnerships and enhancing visitor experiences to drive economic activity.

Expanding Georgina’s tourism presence

A major milestone was the launch of exploregeorgina.ca, a dedicated online presence designed to showcase the Town’s experiences, businesses and events. Since launching in July, the site has averaged more than 6,000 visits per month, while new social media channels continue to grow their audiences.

Marketing campaigns supported by a [Central Counties Tourism](#) Partnership Grant helped amplify Georgina’s tourism offerings, generating more than 836,000 impressions throughout Ontario, including exposure through the [National Post](#).

Georgina also expanded its visibility through participation in the Outdoor Adventure Show alongside the [Georgina Marathon](#), promoting visitor opportunities.



The Town’s leadership in tourism and events was also recognized provincially when Georgina was named Municipality of the Year by Festivals and Events Ontario.

Strengthening partnerships and regional promotion

Local collaboration remained a key focus throughout the year. The Town worked with more than 100 tourism businesses and stakeholders through marketing initiatives, grants and partnership programs.

More than 28 businesses and events were spotlighted through visitor campaigns, along

with downtown businesses, local farms and unique experiences throughout the community, encouraging visitors to explore multiple areas of Georgina during their stay.

Working with Central Counties Tourism, the Town also collaborated with the Ontario Paranormal Society to highlight the historic hauntings of [Georgina Village Museum](#) and the [Briars](#), helping to showcase Georgina's heritage attractions in new and creative ways to regional audiences.

Supporting agri-tourism and rural experiences

Agri-tourism continues to grow as a unique visitor experience in Georgina. The 8th annual [Field to Table Farm Tour](#), a FEO Top 100 Event, highlighted eight local farms and their partners, welcoming between 250 and 900 visitors at each location, with approximately 35 per cent travelling from outside the community. These experiences not only celebrate Georgina's agricultural heritage but also drive spending at local farms, restaurants and retailers.

Enhancing waterfront experiences

Waterfront tourism remains another key economic driver. Through the Vendors at the Park program, five vendors operated at waterfront parks, enhancing the visitor experience and creating new opportunities for small businesses.

Improving visitor navigation and exploration

Improving visitor navigation and access to tourism assets was another focus area. Updated marquee signs, new tourism messaging in parks and additional wayfinding installations helped guide visitors from key attractions such as [Sibbald Point Provincial Park](#) and public beaches to local shopping areas and restaurants. These efforts encourage visitors to explore more of the community and support local businesses during their stay.

Supporting tourism events and experiences

Tourism events also continue to deliver economic

benefits throughout the community. Through the Town's Economic, Culture and Community Betterment [Grant Program](#), 20 community events received support to help expand programming and attract visitors. The program was updated later in the year to align with the new tourism brand, now the Explore Georgina grant.

Positioning Georgina for future tourism investment

To support long-term tourism growth, the Town began developing a tourism investment pitch deck and collecting visitor data through regional partners to better understand visitor trends and opportunities within the accommodation and tourism sectors. Discussions with potential investors are ongoing as Georgina continues to position itself as a growing destination for tourism experiences and investment.



Economic Development Professionals at Clearwater Farm

Showcasing Georgina to industry leaders

Georgina welcomed industry leaders to experience the community firsthand. In May, the Town hosted a regional Economic Developers Council of Ontario (EDCO) event at Clearwater Farm, bringing together representatives from York Link – York Region Economic Development, Toronto Global, Invest Ontario, Agritourism Ontario and York University's YSpace.

It featured discussions on rural economic growth, networking opportunities and a tour, highlighting how agri-tourism is creating new economic opportunities for the agricultural sector while strengthening the Town's position as a destination for rural experiences.



Georgina’s downtowns continue to play an important role in supporting small businesses and maintaining vibrancy and community gathering. In 2025, the Economic Development and Tourism Office worked closely with the Sutton, Jackson’s Point, Keswick and Pefferlaw [downtowns](#) to strengthen programming, support investment and enhance the overall experience for residents and visitors.

Expanding business improvement opportunities

The Town continued to promote opportunities through the [Community Improvement Plan](#) (CIP), which provides financial support to businesses investing in building improvements and accessibility upgrades. In 2025, Council approved updates to expand the scope of the Accessibility Grant and increase the maximum funding available to \$7,500, encouraging more businesses within the designated Business Improvement Area (BIA) boundaries to complete projects.

Additional research began on potential program expansion and a Town-wide CIP was brought forward to Council for consideration, with the goal of increasing the number of eligible projects and funding opportunities available to support private sector investment beyond the existing designated boundaries.

Recognizing the need that many small businesses need support with their digital

presence to enhance awareness and generate revenue, outreach began in person to offer one-on-one support through the [YSpace](#) partnership. This support will continue through 2028 in an effort to ensure businesses can be found online and to refer them to any other support they may need to be resilient and thrive.

Supporting downtown infrastructure investment and beautification



Jackson’s Point Parkette

Downtown improvements continued through collaboration with Town departments on streetscape and public space enhancements. Progress was made on improvements to the Jackson’s Point Parkette, where Economic Development staff worked closely with the BIA and internal teams to support planning and coordination. Construction is expected to begin in 2026.

Staff also supported the [High Street improvements](#) in Sutton by facilitating communication between the project team and local businesses, helping ensure they remain informed and prepared ahead of construction beginning in 2026.

Beautification efforts throughout the year included seasonal decorations in public spaces, holiday lighting and décor on street poles, as well as the installation of summer and veteran banners that help enhance the character and vibrancy of Georgina's downtown areas.

Ongoing collaboration with BIA boards and businesses

Encouraging BIAs to strengthen their ability to deliver marketing, events and programming remained a key focus.

The Sutton BIA completed its first full year operating under an increased levy, allowing it to expand its capacity to support local initiatives.

The Uptown Keswick BIA also invested directly in community programming, dedicating \$6,500 toward summer musical performances organized by the Town in partnership with [Connor's Music](#). These performances brought additional vibrancy to the downtown, encouraged visitation and supported local businesses throughout the season.

The Economic Development and Tourism Office continued to serve as a liaison between the BIAs and Town departments, supporting communication, planning and event coordination throughout the year. Staff had regular touchpoints with board members and local businesses, attending more than 30 meetings, to share updates on projects and initiatives.

Support was provided for a number of downtown [events](#), including Festival on High, Whoville on High Street, Painted Perch and seasonal holiday programming.

This support continues to strengthen Georgina's downtown business areas, support local entrepreneurs and enhance the vibrancy of the community's main streets.





GEORGINA

Economic Development and Tourism Office

26557 Civic Centre Rd., Keswick, ON, L4P 3G1

905-476-4301 | choosegeorgina.ca

