



## Press Release

**FOR RELEASE – WEDNESDAY JANUARY 14, 2015**

### **Town of Erin and Business Community Form Collaborative Relationship**

Town of Erin, January 8<sup>th</sup>, 2014: The Town of Erin, the Erin Business Improvement Association (BIA) and the East Wellington Chamber of Commerce (EWCC) announced today that they have formed a collaborative relationship that will be working to strengthen the role of economic development and establish an open dialogue within the Town of Erin.

“This relationship will set the foundation for presenting a coordinated effort as we move forward with business attraction and retention efforts in the Town of Erin” said Bob Cheetham, the Town’s newly engaged Economic Development Coordinator. “We have met and agreed that together we can accomplish so much more than anyone of us individually,” he said. This follows the completion of a recent Business Attraction and Retention (BR&E) Survey introduced by the County of Wellington and funding assistance provided by the Province of Ontario to support economic development activity within the County.

“I am very pleased that we have joined forces to hopefully re-ignite interest in the Town of Erin and strengthen the long-term sustainability of our membership,” said David Netherton, President of the EWCC. “The Chamber acts as the broader voice for business in East Wellington and in doing so we look forward to working with our colleagues at the Erin BIA and the Town of Erin to provide Town Council and other levels of senior government with a coordinated approach to future growth in the community,” said Netherton. The East Wellington Chamber of Commerce represents 80 members across East Wellington.

“The Erin Business Improvement Association (BIA) looks forward to playing an active role with the Town and Chamber to be an advocate for business growth and community development initiatives.” “Our membership welcomes the opportunity to play an active role in the Town of

Erin's economic development process and towards working closely with the Town's new economic development coordinator, to establish a viable and sustainable action plan for the future," said Chris Bailey, President of the Erin BIA. The Erin BIA represents 30 businesses within the downtown core area of the Village of Erin.

The Town of Erin elected a new Council in November 2014 and has moved quickly to call for Expressions of Interest from constituents interested in sitting as members of the re-established Erin Economic Development Committee (EEDC). Deadline for submission of applications is Friday January 14, at 12:00 noon. The EEDC is expected to begin meeting by early February 2015.

"I am very pleased that the EWCC and BIA have joined efforts with the Town to work collaboratively towards a common purpose," says Erin newly elected Mayor Alan Alls. "We have a great deal of work to do over the coming year and Council has expressed a serious interest in developing a four year action plan for the community. Our economic development coordinator and re-established EEDC will be establishing a number of priorities for Council's consideration and action, and our Council looks forward to reviewing those priorities and making decisions on their implementation," said Mayor Alls. The four year action plan is expected to be completed by July 2015 and will follow a community consultation process planned for March and April 2015.

"The Town of Erin offers so many positive assets for anyone searching for a place to live, work, play and do business," said Cheetham. "We look forward to working with our colleagues at the County of Wellington and other organizations across the region to maximize our collective potential for attracting new business opportunities and retaining our existing business community in the Town of Erin," he said. "Economic development is a community, bottom-up driven process and I look forward to working with the residents of the Town, the EWCC and the Erin BIA and other stakeholders as we undertake our planning process," said Cheetham.

For further information, the Town of Erin economic development department can be reached by calling (519) 855-4407 extension 241.

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