



Township of Cramahe

1 Toronto Rd., Colborne
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PRESS RELEASE

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CRAMAHE RETAIL REVITALIZATION COMMITTEE LAUNCHES COMMERCIAL BUSINESS RETENTION & EXPANSION STUDY

The Cramahe Retail Revitalization Committee is very pleased to announce that it will be embarking on a Business Retention and Expansion Project (BR&E) for the commercial sector, a major initiative that will act as a catalyst for new retail and service sector revitalization and development. The Cramahe Commercial BR&E is a community-based economic development strategy with a focus on supporting and nurturing businesses already existing in the community with the goal of retaining businesses and identifying expanding or potential new businesses.

A structured business survey will be used which is part of the award-winning provincial BR&E Program. Each commercial business is surveyed as a means of beginning a dialogue with the local businesses with the intent of identifying issues, concerns and potential opportunities and taking action where appropriate. The Cramahe Commercial BR&E will build relationships with existing businesses, demonstrate and provide community support for local business, address urgent business concerns and issues and improve communication between the community and local businesses as short term goals. In the long term, the objectives will be to increase the competitiveness of local businesses, job creation and new business development, establish and implement strategic actions for local economic development and develop a stronger, more viable local economy.

Local community service groups, residents and committee members will administer the surveys which are scheduled to start in late September or early October, 2011. The

committee has applied to be a pilot community for the newly revised BR&E survey that the province is launching. Once the survey is completed by province, the surveying of Cramahe commercial businesses will begin.

“This project is particularly important for the Cramahe commercial sector and is timely. While we have new and potential growth by Hwy 401, we need to make sure we take care of and nurture the commercial sector as a whole”, states Cramahe Mayor, Marc Coombs who is also a member of the Cramahe Retail Revitalization Committee.

The Cramahe Retail Revitalization Committee was born from a commercial sector input session held this past Spring, 2011. Current members include Mayor Marc Coombs; Eric Lawlor, Regional Information Coordinator and project facilitator, Ministry of Agriculture, Food and Rural Affairs; Gerri Weatherbee, Gerri’s Photography; Lorne Bumstead, Computer Solutions; Tamika Potter and Clark Kristmanson, Cree Décor; Deborah Young, The Independent and Rhonda Marshal, Rhonda’s Heritage Framing. New members are welcome.

Additional information on the Cramahe Commercial BR&E and the provincial program can be found on www.visitcramahe.ca and <http://www.reddi.gov.on.ca/bre.htm>

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