HIGH STREET REIMAGINED

Business Toolkit

georgina.ca/**HighStreet**

These resources are to assist you and your business build your own Business Continuity Plan for the High Street Improvements Project.

Marketing your business

Sutton BIA Website/ CRM

- The Town covers the cost for the BIAs CRM system. This system has the option of a free plugin to the BIA website to have stores categorized and listed on the Sutton BIA website.

Google my business

- Ensure your business information is updated regularly.
- Including the correct category and key words for your business ensure you show up on any relevant searches online.
- Instructions for how to list, claim and manage your profile can be found here.

Tag us on socials for additional reach and promotion:

- Explore Georgina (Facebook and Instagram)
- Georgina Economic Development and Tourism (Facebook)
- Choose Georgina (Instagram)

Place extra signage on your place of business, provide event calendars, project updates, announcements etc. that would encourage repeat visits.

Business supports

YSpace – 1 Market St., Sutton
The facility is open every Wednesday from 9 a.m. to 4 p.m. and select days throughout the month. Scan the QR code to view the community board for details on programming. You can connect with Stephanie Simpson, Program Officer, at stephsim@yorku.ca or 905-955-8295.

South Lake Community Futures – Micro Loan Programs
South Lake Community Futures offers flexible micro loan programs designed to help local businesses and social enterprises invest in growth, modernization and community impact. Through targeted funding initiatives, we provide accessible financing solutions that support both operational improvements and long-term developments in Georgina, East Gwillimbury and Brock.

The Community Capacity Fund (CCF) focuses on strengthening downtown cores through revitalization projects such as façade upgrades, accessibility improvements, signage and interior enhancements that elevate both business presence and community appeal.

The Equipment Upgrade Fund (EquipUp) helps businesses increase efficiency and capacity by financing essential equipment purchases, technology upgrades, vehicle and energy-efficient systems.

With loan amounts ranging from $1,000 to $25,000, competitive rates, and straightforward application requirements, these programs are built to remove barriers and give businesses the tools they need to move forward with confidence.

Town of Georgina Community Improvement Plan

The Community Improvement Plan grants (CIPs) are intended to improve a defined area of which the Sutton BIA is apart of. There are four grants that business owners and commercial property owners within the Sutton BIA boundary can apply for: façade, heritage, landscape and accessibility.

You can receive up to $7,500 or 50 per cent of the cost of the improvement, whichever is less. Applications are reviewed monthly by the Internal Review Team, subject to available funding.

All applications must be submitted and approve before any work is to begin.

Stay informed:

Construction information and updates can be found at georgina.ca/**HighStreet**

For businesses located within the construction area, fill out the Business Intake Form to be added to the business updates mailout.

Contacts

For construction related questions, contact Project Manager Patryk Frankiewicz pfrankiewicz@georgina.ca

For marketing, communications, collaborations, business tools and resources to help sustain or improve business, contact Economic Development Officer Julie Cain jcain@georgina.ca.