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King raises the bar in self-promotion

By Mark Pavilons

King Township has put its money where its mouth is.

During the annual pep talk to local businesses ??The Mayor's Luncheon hosted by Nobleton Lakes, Mayor Steve Pellegrini launched a new promotional tool that has raised the bar.

The mayor presented ?Prospering Together? (economic development strategy video update) an 8-minute-30-second cornucopia of enticing reasons to live and work in King. It features idyllic scenery, some community facts and testimonials from local business operators.

Produced by Clear Impact, it includes goals, commitments, statistics and Township incentives ??all valuable tidbits.

Of note, a recent resident survey discovered that 53.3% of respondents in King do not leave for work and 77% admitted they try to shop locally.

This video, which should be part of every business and realtor's tool kit, touches on the many services the Township does provide to local businesses.

The mayor provided an abridged list that includes a $40,000 CIP?fund for local improvements; a holiday act exemption for King businesses that can now open on statutory holidays; revamped community profiles that provide a snapshot of each village; an eating guide, trails guides, the list goes on.

The Township, and King Chamber of Commerce, just wrapped up their series of three community business forums, which have provided a substantial amount of input on local business concerns.

The mayor pointed to King's engaged and involved councillors who are all pro-business. He urged local entrepreneurs to reach out to Township staff and politicians if they need assistance.

Jamie Smyth, King's economic development officer, is their main resource and service provider. ?He's your resource, use him!?

These abundant marketing products will all help improve the local business climate. The mayor also pointed out the local newspaper does an incredible job of not only presenting the news, but providing exposure to local businesses.

He encouraged all of the business representatives who attended to be engaged and leverage all available opportunities.

Judging by the reaction, the mayor's comments, and video, were warmly received.