

New website, video promote business in Orillia

For immediate release (April 29, 2019) – A new website and video developed by the City of Orillia Economic Development Department promotes Orillia as a place where business truly meets pleasure!

“Economic development is, and will continue to be, a top priority for Council,” said Mayor Steve Clarke. “Orillia has so many great opportunities and a quality of life second-to-none, so it is important that we continue to reach out and promote all that we have to offer using current and relevant tools.”

Designed around frequently asked questions from potential investors and developers, the updated “Doing Business” section of the City of Orillia website was recently launched by the economic development office. The new web portal features a user interface based on feedback from the development community and includes a number of features to assist investors in accessing key information quickly in order to make Orillia a business destination.

Beyond the ‘Why Orillia’ value proposition, developers are typically interested in things like: recent development activity, inquiries about available serviced land, and information related to development incentives offered by the community. The site also features a lands database function, which gives browsers a direct link to local properties listed for sale and lease through the Lakelands Real Estate Board. The database is updated daily.

“The new site is built intuitively, to provide answers to key questions and to give easy access to other important business resource materials, all within a couple of clicks,” said Dan Landry, Manager of Business Retention, Expansion and Industrial Development. “We’ve also incorporated a fresh, modern look with updated visuals and links to videos that tell the story of all that Orillia has to offer.”

One of the videos is the second in a series currently being produced by the economic development team, which focuses on attracting commercial and industrial development. As well as being a key link on the new website, the video will also be used in social media campaigns and trade show initiatives the department has planned.

“The City and the region are both very attractive to developers and investors right now. These tools will help us to put our best foot forward and make sure Orillia is considered favorably,” said Landry.

Visit the new website at businessinorillia.ca. A link to the new video is available on the landing page and on the City of Orillia YouTube channel. For more information, contact Dan Landry, Manager of Business Retention, Expansion and Industrial Development, at 705-325-4900.

The City of Orillia is a city of 31,000 people in the heart of Ontario’s Lake Country on the shores of Lake Couchiching and Lake Simcoe. Visit our website at orillia.ca.

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