

## York Region launches “York Link”, a targeted business attraction campaign

By: Dan Miles, Office of the Regional Chairman and CEO

Additional steps are being taken to bring new businesses to York Region. The York Link marketing campaign was officially launched last September to create awareness of York Region’s many benefits and influence behaviors regarding office location decisions.

The campaign’s message is York Region **where talent** – some of the most highly skilled professionals in the country – **and opportunity** – the GTA’s fastest-growing business clusters – **intersect**. The campaign highlights the Region’s modern, efficient and affordable Centres and Corridors, Richmond Hill Centre, Vaughan Centre, Markham Centre and Newmarket Centre, which are designed to drive business growth and success. They differentiate York Region from the competition by providing access to major highways and modern transit, competitively priced office space and available land for development, a highly skilled and educated workforce and a range of housing options and green space resulting in an exceptional quality of life.

While York Region’s office market is growing, its share of total new office development in the GTA has been declining over the past fifteen years. The majority of new office construction in the GTA has occurred in the City of Toronto’s downtown core driven by demand in financial services and technology sectors. In addition, over 200,000 York Region residents travel outside the Region to work due the shortage of specific professional employment opportunities.

York Link is about raising the profile of the Region and promoting its benefits. York Region is home to the second largest business community in Ontario. Many global companies have located their offices in the Region, along with thousands of Canadian industry-leading corporations and a variety of small businesses. In fact, York Region has the largest concentration of Information and Communications Technology (ICT) companies in Canada, employing over 65,000 professionals at over 4,500 technology companies.

In addition, York Region has made and continues to make significant investments to establish modern, efficient and affordable urban growth centres and corridors.

These are urban pedestrian friendly/walkable communities which include a variety of housing and business location options, rapid transit lines and stations, and soon a subway to Vaughan Centre.

Between now and the end of 2018, the overarching York Link Campaign will leverage these benefits through a variety of tactics such as targeted advertising and advertorials, promotional videos, social media, community engagement and a comprehensive Public Relation's Plan. These tactics will be complementary and promote the best of York Region. For more information please visit [www.yorklink.ca](http://www.yorklink.ca).