

Town of Ajax receives Business Retention and Expansion International Award

News Release

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The Town of Ajax Business Development team has been recognized for its 'First for Business Corporate Calling Program' by Business Retention and Expansion International (BREI).

The award acknowledges significant municipal efforts in building relationships with businesses to facilitate retention and growth through expansion. The award was presented to the Town last night during the BREI Annual Conference and awards ceremony in Virginia.

"We are extremely pleased to be internationally recognized by our dedicated business retention and expansion work," says Lisa Hausz, Manager of Business Development & Marketing for the Town of Ajax. "I am most proud of our full-team approach to building relationships and connecting businesses to the resources they require for growth."

Since 2009, the Town's Business Development team has launched several initiatives with focus on the 'First for Business' theme for business growth including:

- Implementing a pro-active approach to Corporate Calling activities
- Updating the Town's ISO Corporate Calling process including the implementation of specific retention and expansion software
- Securing funding, developing and implementing the Town's 10-year Economic Development & Tourism Strategy
- Developing PriorityPath, a multi-departmental program dedicated to streamlining processes for small and medium business expansion

A true testament to the impact of a strong corporate calling program is the ability to connect with the local business community. Ajax continues to benefit from business input, most recently in the Economic Development & Tourism Strategy, the Town's Community Action Plan, and the development of PriorityPath.

Located on the north shore of Lake Ontario and within the Greater Toronto Area, the Town of Ajax is part of Durham Region, one of the fastest growing areas in Ontario. Ajax is the first ISO 9001 – 2000 registered municipality in Ontario and the first fully registered municipality in North America. For more information on the Town of Ajax, visit www.townofajax.com.

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