

GEORGIAN COLLEGE REVEALS CAMPUS' ECONOMIC IMPACT ON BRACEBRIDGE

BRACEBRIDGE, ON – A new study undertaken by Economic Modeling Specialists International (ESMI) examined the economic impact of Georgian College's seven campuses on their catchment area's economies. To demonstrate the benefits of Georgian College for Bracebridge and Muskoka, a Fact Sheet has been produced that focusses on the economic impact of the Georgian's Muskoka campus on the District of Muskoka and the Town of Bracebridge.

Highlights from the Muskoka Campus Fact Sheet are as follows:

- Georgian College - Muskoka Campus creates a significant positive impact on the business community and generates a return on investment to its major stake holder groups – students, taxpayers and society;
- During the analysis year (fiscal year 2016-2017) Muskoka Campus and its students added \$5.7 million in income to the District of Muskoka economy, approximately equal to 0.4% of the region's total gross regional product (GRP). The Muskoka Campus impact supported 71 jobs in the analysis year;
- For the Town of Bracebridge, the campus and its students added \$1.8 million in income, approximately equal to 0.3% of the local region's total GRP, supporting 25 jobs; and
- The report indicates that 3 students relocated to the District of Muskoka from outside of the region to attend the Muskoka Campus with an additional 12 relocating to Bracebridge. These relocated and retained students spent money at local businesses to purchase groceries, rental accommodation, and pay for transport. In Bracebridge, the relocated and retained students added approximately \$34,771 in income to the local economy.

"This study confirms the significant contribution that the Muskoka Campus has on the Town. It is an important community asset that not only prepares our youth to be skilled, innovative thinkers who contribute to their workplace and community. This has a direct positive impact on Bracebridge and Muskoka," commented Mayor Graydon Smith on the study, "We look forward to the Muskoka Campus continuing to be a strong presence in our community."

Mac Greaves, Principal at Georgian College – Muskoka Campus added, "The relationship between the College and the Town is very important for both parties; each entity feeds off the success of the other. I anticipate that our relationship with the community will continue to be mutually beneficial for years to come."

A copy of the Executive Summary can be found at: <http://georgiancollege.uberflip.com/i/985337-ems-economic-impact-documents>

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About Bracebridge – The Town of Bracebridge is located in the Heart of Muskoka, the epitome of Canada's Cottage Country. With a population in excess of 16,000 permanent residents that doubles during the summer months, the community has a diversified economy that is highlighted by strong construction, hospitality and professional sectors. Bracebridge is the steward of the cottage country brand and is teaching the world the power of living the Muskoka lifestyle in its spirit, the arts, food, home and recreation. The Town is positioned on the 45th parallel, halfway between the Equator and the North Pole, and is recognized as Santa's summer home.