

Tooting Brant's horn

Florida-based digital magazine highlights area's innovative successes

COLLEEN TOMS
ctoms@brantnews.com
BRANT NEWS

Brant has a lot to brag about.

Brantford's wastewater treatment, the County of Brant's quality of life and Paris' downtown heritage revival were all lauded in Business View Magazine, a digital Florida-based monthly that reaches 400,000 subscribers across North America.

Both Brantford and the County of Brant were featured over eight pages in the city view section that profiles communities on the grow across Canada and the United States.

The restoration of Paris' Wincey Mills was also covered in an eight-page spread as an executive view exclusive.

Paris native and Business View associate editor Lorie Steiner said the magazine is mainly geared toward executive readers, people with a keen interest in business, industry and city planning.

"But it's turning out that



Business View associate editor Lorie Steiner, left, stands in Paris' Wincey Mills with the market's community relations manager, Francine Tausney.

PHOTO BY COLLEEN TOMS

we're getting huge interest from entrepreneurs and startups because of the stories we're telling," Steiner said. "It's giving people ideas in a time when you really can face these challenges and find creative solutions."

"We (write about) cities all across North America and they all have unique challenges, but they also have a lot of ways that they're similar."

Many municipalities are looking for unique ways to attract tourists, encourage entrepreneurs and industry to open shop and also maintain heritage sites while keeping them viable.

"Smaller centres used to focus on one industry. That has now gone out and they're trying to see how they can grow and how they can sustain themselves," Steiner said.

"Downtowns are a huge issue. Downtown redevelopment, if they have heritage buildings like the Wincey Mills, they're trying to decide is it viable, should we save it, should we tear it down – what kind of ideas can we come up with?"

When Steiner found out the magazine's story lineup would include the County of Brant and Brantford, she opted to bring a focus on Paris' Wincey Mills project in her executive view feature.

Titled "Downtown Heri-

tage Revival: The Paris Wincey Mills Co. – Not Your Run-of-the-Mill Restoration," the article profiles the building's history, value to the community and restoration challenges.

"I thought this is perfect, because there is so much going on with downtowns everywhere and this is something that people can actually have a look at and see what's been done, how it was done and what the challenges were," Steiner said.

"Besides, I love it here. I was born here, I love the town, I love the history, and to do what they've done with this building is just amazing. When you walk in, you hear the buzz."

In the profile "County of Brant: A Great Quality of Life," county CEO Paul Emerson talks about how economic development is thriving in the region's new industrial park with the creation of 1,600 new jobs, while sharing his thoughts on the area's social infrastructure.

"I see all kinds of people being attracted to this community – accomplished, creative people," Emerson said.

"It's an exciting place to live. It's got a great quality of life."

The article "A Leader in Wastewater Treatment Optimization" is a sustainability story that offers other city planners a look into how Brantford addressed issues surrounding infrastructure and a growing population.

The articles are online at businessviewmagazine.com. Subscriptions are free.

Look inside for these flyers

- Best Buy
- Farm Boy
- Food Basics
- Goodness Me
- Little Caesars
- Metro
- Michaels
- Princess Auto
- Sears
- The Brick
- Toys R Us
- Walmart

Flyers in select areas

INDEX

- Civic News P. 9
- Viewpoint P. 14
- Taste of Brant P. 16
- Focus on Seniors P.33
- Entertainment P.35
- Puzzles P.36
- Diva 'Round Town P.34
- Life P.37
- Sports P.39
- Business Directory P.42
- Classified P.45
- Celebration of Life P.47