

FOR IMMEDIATE RELEASE

Town of Ingersoll to Launch Downtown Enhancement Plan

INGERSOLL, ON | December 19, 2024 – The Town of Ingersoll is proud to announce the launch of a Downtown Enhancement Plan to strengthen the future of the downtown core.

This ambitious plan is designed to transform downtown Ingersoll into a vibrant, inclusive, and economically resilient district. With a focus on fostering sustainable growth, attracting new businesses, and creating a dynamic environment for both residents and visitors, the Downtown Enhancement Plan will serve as a strategic blueprint for the future of the town's core.

The Downtown Enhancement Plan, set to be completed by April 2025, will include a comprehensive community engagement process. This will ensure that Ingersoll residents have a voice in shaping the future of their town. This input will help guide the development of a plan that aligns with the community's wants and needs.

The Town of Ingersoll has selected Urban Insights, in partnership with Durrell Communications, as the lead consultants in the plan's development.

Public engagement will kick off at a public information consultation in late January 2025. Residents will have an opportunity to ask questions in person or submit their feedback via online surveys. More information about the Downtown Enhancement Plan will become available in early 2025 on www.ingersoll.ca.

Quotes

"We recognize the immense potential of downtown Ingersoll and are excited to collaborate with our community on a plan that will strengthen our historic core while addressing the needs of today's and tomorrow's residents and businesses. This is an exciting opportunity to enhance our downtown as a place that reflects both its rich history and its dynamic future."

- Curtis Tighe, Director of Economic Development and Tourism, Town of Ingersoll

"Ingersoll is deep-rooted in heritage and tradition. As we look to the future, we are committed to giving everyone an opportunity to contribute to our next chapter and working with a diverse range of stakeholders, community members, and local leaders to craft a thoughtful and actionable framework that will guide the future of Ingersoll's downtown."

- Mayor Brian Petrie, Town of Ingersoll

About The Town of Ingersoll

Nestled in the heart of southwestern Ontario, the Town of Ingersoll is a vibrant community with a population of over 13,000. As a forward-thinking municipal government, Ingersoll is a strong, diverse, green, and sustainable community that respects our people, honours our past and shapes our future. From cultural venues, such as museums, theatres, and art galleries, to

outdoor adventures, such as hiking, cycling, and fishing, you'll find what you are looking for in Ingersoll. Ingersoll's Town Hall, centrally located in the heart of our community, serves as a hub for accessible and responsive municipal services. Stay connected with us online through our official website, www.ingersoll.ca and follow our social media channels at @townofingersoll and @touringersoll. Explore our strategic vision for Ingersoll in our [Strategic Plan](#).

About Urban Insights

Urban Insights is a leading urban planning, design, and economic development firm, led by Ryan Mounsey, with over 25 years of experience serving clients across various sectors. Specializing in city-building strategies, Urban Insights offers expert guidance on investment decisions, economic development, land use planning, approvals, and market intelligence.

As a boutique consultancy, Urban Insights combines in-depth research, industry best practices, and a wealth of experience to provide clients with actionable insights that support informed decision-making. The firm focuses on quickly connecting the right dots across public, private, non-profit, and placemaking sectors to drive impactful outcomes.

About Durrell Communications

Durrell Communications is a global public relations agency advancing the success of their clients through thoughtful and progressive communications strategies.

Serving clients across a wide range of industries including tech, healthcare, financial services, planning and development, the Durrell Communications team amplifies changemakers by sharing meaningful brand stories and seizing growth opportunities.

Staffed by an award-winning team of communications professionals, Durrell Communications offers unparalleled expertise in media, government relations, public affairs, corporate and digital communications, event planning and crisis management. Learn more at www.durrellcomm.com

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