



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

June 15, 2021

Town of Smiths Falls announces new Economic Development & Tourism manager

Smiths Falls – The Town of Smiths Falls is pleased to announce that former Smiths Falls’ resident, Julia Crowder, will be the new Economic Development & Tourism manager for the Town of Smiths Falls.

Crowder, who was born and raised in Smiths Falls, has since lived in the Simcoe-Muskoka region and brings more than 20 years of skills and experience in the public and private sectors to the role in Smiths Falls.

Professionally, Crowder’s experience stems from more than a decade spent working within all levels of municipal government for the City of Orillia, Town of Gravenhurst and District of Muskoka in the departments of Planning, Building, Infrastructure, and with nine years spent in Economic Development.

“We are thrilled to announce the appointment of such an experienced and highly qualified candidate for the position of Manager of Economic Development & Tourism,” said Chief Administrative Officer, Malcolm Morris. “Julia’s education, experience and deep commitment to economic development will be invaluable in her new role. We are delighted to be able to welcome Julia home to Smiths Falls.”

Crowder studied at the University of Waterloo in their Economic Development Program, is an active member of the Economic Development Council of Ontario (EDCO) and the Economic Development Association of Canada (EDAC) and is currently in the process of obtaining her Professional Designation in Economic Development.

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Crowder brings to the role in Smiths Falls a passion for community and economic development and the ability to collaborate with stakeholders to assist businesses and communities in meeting their goals of continuous economic improvement and growth.

“I am really excited and grateful for the opportunity to be part of the Smith’s Falls’ team and reconnect with the community,” Crowder said. “I believe that positive growth and change is never by chance but is the result of hard work and people coming together. My goal is to continue to build on the many economic development successes the Town has achieved thus far and be part of our Town’s bright future.”

Crowder will begin work in Smiths Falls on July 19, 2021, at which time she may be reached at jcrowder@smithsfalls.ca.

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