



Media Release

Town Installs Harbour Cameras with County of Simcoe Economic Development Grant

For Immediate Release

(April 27, 2023, Midland ON) The Town of Midland is committed to promoting sustainable, safe, and robust economic development in the community and took another step in that direction by installing new security cameras at the Midland Harbour. Five cameras are now installed in strategic locations around the Harbour in time for the summer boating season. These cameras were made possible through a grant from the County of Simcoe's Economic Development Fund.

"Midland is a vital hub for the entire North Simcoe area, and we work hard to make our community a safe and beautiful place for people to live, work, and visit," said Mayor Bill Gordon. "As part of a community-based crime prevention strategy, security camera data is another piece of the puzzle that provides a valuable resource to OPP, allowing them to access footage for investigations in the area."

The Town received a \$50,000 grant from the County's 2021 Economic Development Fund to develop a "Security Camera Registration and Mapping" program (SCRAM). This proven system is used across the province by police services in partnership with local businesses, residents and municipalities, where cameras are registered with local police for potential use in criminal investigations.

Enhancing security in the downtown core is another key area of focus of the program. The Town granted a portion of the County funding to the Downtown BIA to install their own cameras at points they identified with Southern Georgian Bay OPP. The BIA members and Town will maintain their own cameras and data and participate independently with the OPP should footage be requested for investigations.

King Street, the downtown core, and the Harbour play an important role as major economic drivers for the Town toward establishing Midland as a leader in North Simcoe and top tourist destination. Providing a sense of security for business owners, residents, and visitors to the area is a vital component to maximizing the Town's economic potential in the downtown core.

Based on the effectiveness of the program the Town will consider other municipally owned public areas for additional security cameras through future budget cycles.

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About County of Simcoe

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia.

About Downtown BIA

Downtown Midland BIA is a business improvement area and not-for-profit organization established for the main purpose of growing the central business district of the Town of Midland.

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