

Award: Business Person of the Year

Entry: Jason Taylor of Taylor AutoMall

Community/Charitable Involvement

Jason's involvement in the Kingston Community is unmatched. From sitting on a board of directors, to donating 10's of thousands of dollars annually, Jason continually makes a huge impact on Kingston through his Generosity. On top of that...he rarely ever promotes it. In Fact, Jeff Noseworthy, Taylor AutoMall's GM has been in the car business for close to 45 years and been working for Jason for 12. He has seen the difference in Dealer Principals over his time in the industry. He knows Jason's generosity and has experienced it over his time at the dealership in Jeff's words "Jason is generous to a fault he says sometimes" haha.

Jason sits on the Board of Directors for Kingston Tennis Club. He was also Co-chair of Clubhouse Working Group whose mandate was to develop a plan to 'restore and expand' dilapidated and falling apart 100-year-old clubhouse. The grand opening of new clubhouse was in July of '22 with much fanfare and success after decades of nothing getting done. Also, Jason was instrumental in fundraising almost \$200 000 for this project...it is a not-for-profit organization.

In 2022 Jason pioneered another massive milestone for Kingston and Area by becoming Branded to Film's biggest seed investor. Two members of The Hip also have invested. The intention is to grow movie/tv production from start to finish in Kingston thus creating a true 'industry' and thus creating many jobs. The first feature film premiered March 3rd at Kingston Canadian Film Festival at the Grand Theatre to very favorable public reception. None of this would have been possible without the generosity of Jason Taylor.

Some Highlight stats on Jason Taylor's Charitable Giving:

Martha's Table (Ronda Candy) over \$3000

St Vincent de Paul (Judy Fyfe) over \$3000

Salvation Army Hamper Campaign (Bonita McCourt) over \$5000

Easter Seals Send a Kid to Camp \$2500

Lionhearts \$5000 (Sophie Kiwala...former MPP) (Not just a donation but actively was involved in seeing a youth employed for the summer through this donation)

60 for 60...bought 60 \$100 gift certs for my staff to use at 60 restaurants in KTown - This was done in a time where Kingston restaurants were having a really tough time. Massive impact and picked up by local news.

Lastly, A story that summarizes the type of person Jason Taylor is behind closed doors has to do with one of his 30-year employees - Brent and Brenda Fillion. This is a true testament to the relationship Jason has with his staff as not just an employer but as a true leader. Brent had brain surgery last October. Jason paid him in full (4 months I think) while he went through surgery and recovery. His wife was completely blown away. Jason did not want Brent to have to go through the stress of dealing with EI and the 60% (or whatever it is) he would get of his regular pay.

Jason Taylor is Kingston's 2023 Businessperson of the Year

Links:

<https://www.taylorautomall.com/about-us/staff/>

<https://drive.google.com/file/d/15G-R0z58KloLyQM46SVfWn4De93faGbn/view?usp=sharing>

<https://drive.google.com/file/d/1pIplVSboQ0ei9ZqjpvVI0LuTeZ-vibwvs/view?usp=sharing>

<https://drive.google.com/file/d/10il5RKapK-haSoOME2Q4PdGDyi0pyLVu/view?usp=sharing>

Leadership/Business Acumen

Jason Taylor has made and continues to make an incredible impact on the Kingston Community. As Dealer Principal at Taylor AutoMall he has created 60 full time positions with many of his staff having over 30 years of history with the dealership. During 2021-2022 the dealership increased total sales from \$64,705,000 to \$67,864,000 through the leadership of Jason. Jason has continually grown market share by being a leader in adopting new ideas. He is highly respected in Kingston's business community and beyond.

In 2022 Jason invested approximately 300k to 'electrify' dealership to get ready for rollout of Electric Vehicles and the transition away from ICE (internal combustion engines)

2023 Represents a major Milestone year for Taylor AutoMall. It represents Taylor's being in retail automotive business in Kingston for **60 years** on Oct 1st. This achievement shows perseverance, customer loyalty, resilience, good decision making and the effectiveness of a great leader in a very competitive industry.

The culture that Jason has built at Taylor AutoMall is a direct reflection of the standard he holds for himself. A true leader is one that holds themselves to the standard at which they hold others and Jason continually sets the standard for himself and his team at Taylor&'s.

Jason&'s knowledge of the Automotive industry is unmatched and over the past couple of years when dealerships were struggling with supply chain issues Jason navigated the dealership with poise, confidence and absolute professionalism to go on to set consecutive record years. Through the substantial investment into media and advertising Jason built culture, identity and customer loyalty.

In addition to Jason&'s Principal role with Taylor AutoMall he also writes every word of every script/post we do for tv ads, Social Posts and video newsletters. Approximately 30+ per year. Most owners of companies this size would pass this off. Again, reinforcing Jason&'s understanding of building a successful company that prioritizes culture and personality.

Personally, Jason Taylor has had a monumental impact on my business - James Media. Through his mentorship, knowledge and advice James Media has scaled to become one of Eastern On, fastest growing media agencies. I attribute much of this growth to Jason "taking a chance" on us in 2021 and since then becoming a great friend and mentor.

As someone who sees Jason outside the public spotlight there is no one more deserving of this award than Jason Taylor. There are very few people who care so deeply about their company, people and city as Jason Taylor does.

It is for these reasons and others following that I believe Jason Taylor is Kingston&'s 2023 Business Person of The Year

