



**NIAGARA**  
CANADA

**KNOW IT**

**MAKE IT | GROW IT | MOVE IT | BUILD IT**

[niagaracanada.com](http://niagaracanada.com)

# HOW WELL DO YOU REALLY KNOW NIAGARA?



The region that was once mainly known for its world wonder of a waterfall is attracting a different kind of attention of late. Yes, millions of tourists still arrive each year to play, but a growing number of families and businesses are discovering that there are just as many reasons to stay.

Perfectly positioned between the U.S. Northeast and the Greater Toronto Area, Niagara offers businesses some serious strategic advantages. While our physical location in the heart of one of North America's busiest economic trade corridors is key, there's so much more to Niagara's business story.

We've done our best to capture the broader collection of bottom line-boosting effects of a Niagara address within the pages that follow, but that's just the first step. Let us know what catches your eye so we can get you the information you need to assess the business case for setting your next chapter in Niagara.

We look forward to working with you,

NIAGARA ECONOMIC DEVELOPMENT

# LOOKING TO BUILD A BETTER BOTTOM LINE?



## START HERE.

When KPMG crunched the numbers to rank the competitiveness of over 100 key North American business centres, Niagara's notable performance was reminiscent of The Little Engine That Could. The study looked at factors including labour, transport, distribution, taxes, utilities, financing and facilities. While considerably smaller than key competitors like Toronto, Detroit, Chicago and New York, Niagara proved it is punching well above its weight class.

A LEADER IN COST  
COMPETITIVE AMONGST  
**115** NORTH AMERICAN  
CENTRES

**3RD MOST** COMPETITIVE IN DIGITAL SERVICES

**7TH MOST** COMPETITIVE IN MANUFACTURING

**9TH MOST** COMPETITIVE OVERALL

**18TH MOST** COMPETITIVE IN R&D

ONTARIO'S  
**2ND MOST**  
COMPETITIVE CENTRE FOR BUSINESS

Unique and aggressive development incentives and tax rebates not found anywhere else in Ontario.

Source: KPMG Competitive Alternatives Report 2016.

# LOCATION, LOCATION, LOCATION



Put your business in the centre of it all. With half of North America's population located within a one-day drive, Niagara is a perfect place to be.

METROPOLITAN AREA	DRIVING DISTANCE	POPULATION
TORONTO	100 km (62 miles)	5.9 million
DETROIT	350 km (217 miles)	4.3 million
COLUMBUS	565 km (351 miles)	2.1 million
NEW YORK	650 km (403 miles)	20 million
PHILADELPHIA	650 km (403 miles)	6.1 million
BOSTON	775 km (481 miles)	4.6 million
CHICAGO	830 km (515 miles)	9.5 million

# SHOVEL READY LAND AT LOW PRICES



While real estate values in the Greater Toronto Area have skyrocketed in the last decade, Niagara's best-kept-secret status has meant a much more gradual growth in property prices.

As word continues to spread about Niagara's competitive advantages for business, sales and prices are picking up. The Niagara Canada Premier Site database of properties assists investors and site selectors in quickly assessing available industrial and commercial land. This online tool showcases properties with facts that matter most to investors, including zoning, permitted uses, utilities, access to market and available incentives.

**Browse current Niagara Canada Premier  
Site listings at [niagaracanada.com](https://niagaracanada.com)**

—NIAGARA CANADA—  
**PREMIER SITE**



# MAKING THE GRADE IN TRADE

Niagara is one of North America's busiest economic trade corridors. Via road, rail, sea and sky, over \$100 billion in trade flows across Niagara's borders each year.



Niagara's four 400-series highways and multiple international bridge crossings into the U.S. play a critical role in the shipment of goods in and out of the region. Over a million trucks, or 1 of every 6 trucks that cross between Canada and the U.S., go through Niagara's borders.



Niagara has two Class One railroads with border crossings. The CN and CP tracks offer another affordable alternative for shipping products on land.



Niagara is the busiest border crossing zone for people and the second-busiest in terms of the overall value of goods crossing regional borders.

#### 1. QUEENSTON LEWISTON BRIDGE, QUEENSTON

Inspection Lanes

Into U.S.: 6 passenger, 4 commercial

Into Canada: 10 passenger, 5 commercial

#### 2. WHIRLPOOL RAPIDS, NIAGARA FALLS

Reserved for U.S. and Canadian NEXUS subscribers with pre-approved border clearance.

Inspection Lanes

Into U.S.: 2 passenger

Into Canada: 2 passenger

#### 3. RAINBOW BRIDGE, NIAGARA FALLS

Inspection Lanes

Into U.S.: 16 passenger

Into Canada: 15 passenger

#### 4. PEACE BRIDGE, FORT ERIE - VEHICLE

Inspection Lanes

Into U.S.: 11 passenger, 7 commercial

Into Canada: 15 passenger, 5 commercial

#### 5. PEACE BRIDGE, FORT ERIE - RAIL



# HIT THE WATER

## WELLAND CANAL

The Welland Canal is a critical section of the St. Lawrence Seaway System and plays a key role in the transport of goods between the American Midwest and the Atlantic Ocean. Its eight locks allow ships to bypass Niagara Falls to make their way between Lake Erie and Lake Ontario. Approximately 78% of the St. Lawrence Seaway System's freight travels up or down the Welland Canal, driving \$276 million in economic activity within Niagara.

Niagara also offers close proximity to the Port of Hamilton, which is Ontario's largest port with \$6 billion in economic activity.



For businesses that depend on air travel for the movement of people and product, Niagara has multiple airport options within a 100-km radius.

- |  |   |  |
|--|---|--|
| <b>1. NIAGARA DISTRICT AIRPORT (YCM)</b><br>Niagara-On-The-Lake, Ontario<br>Distance from<br>St. Catharines: 9km         | <b>3. BUFFALO NIAGARA INTERNATIONAL AIRPORT (BUF)</b><br>Buffalo, New York<br>Distance from<br>St. Catharines: 67 km        | <b>5. TORONTO PEARSON INTERNATIONAL AIRPORT (YYZ)</b><br>Toronto, Ontario<br>Distance from<br>St. Catharines: 106 km |
| <b>2. NIAGARA FALLS INTERNATIONAL AIRPORT (IAG)</b><br>Niagara Falls, New York<br>Distance from<br>St. Catharines: 32 km | <b>4. JOHN C. MUNRO HAMILTON INTERNATIONAL AIRPORT (YHM)</b><br>Hamilton, Ontario<br>Distance from<br>St. Catharines: 68 km | <b>6. BILLY BISHOP TORONTO CITY AIRPORT (YTZ)</b><br>Toronto, Ontario<br>Distance from<br>St. Catharines: 109 km     |

# NIAGARA FOREIGN TRADE ZONE

Niagara's designation as a Canada Foreign Trade Zone means that businesses located here have the support of a streamlined centre of expertise to help them leverage incentive programs, access world markets and achieve new heights of export success.

The Niagara Foreign Trade Zone's one-window approach allows Niagara businesses to work with a single point of contact to access everything they need to know about importing and exporting.

## INCENTIVE PROGRAMS TO REDUCE TAXES AND DUTIES ON EXPORTED GOODS



**DUTIES RELIEF  
PROGRAM**



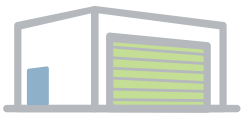
**EXPORT DISTRIBUTION  
CENTRE PROGRAM**



**DRAWBACK  
PROGRAM**



**EXPORTERS OF  
PROCESSING SERVICES  
PROGRAM**



**CUSTOM BONDED  
WAREHOUSE PROGRAM**



**EXPORT MENTORING AND SUPPORT FROM A TASK FORCE  
OF PUBLIC AND PRIVATE SECTOR INDUSTRY EXPERTS.**

# INCENTIVE PROGRAMS



In addition to helping businesses tap into numerous provincial and federal funding programs, the Niagara Economic Development team works closely with its municipal government partners to provide a range of generous financial incentives to developers, investors and business owners. Many of these programs are linked with existing property inventories to assist in site selection decisions and program applications.

## **NIAGARA GATEWAY ECONOMIC ZONE AND CENTRE COMMUNITY IMPROVEMENT PLAN (GATEWAY CIP)**

Receive property tax reductions of between 40% and 100% for five to ten years and grants toward Regional Development Charges for eligible projects in Fort Erie, Niagara Falls, Port Colborne, Thorold and Welland.

## **BROWNFIELD INCENTIVES**

Receive tax freezes, environmental study grants and rebates to help offset increases in property taxes for the redevelopment of one of Niagara's Brownfield sites.

## **DEVELOPMENT CHARGE INCENTIVES**

Receive up to a 100% reduction in Development Charges for the development or redevelopment of Niagara's central urban areas, local Community Improvement Project areas and Brownfield sites.

## **OTHER INCENTIVES**

Access concierge-style support to research and apply for other municipal, regional, provincial and federal programs that can drive significant savings for residential, commercial, industrial or agricultural projects in Niagara.

# A WORKFORCE THAT REALLY WORKS



Niagara offers businesses access to a highly skilled workforce with a rich history in manufacturing, agriculture, logistics and tourism.

A WORKFORCE OF  
**229,000+**  
THAT GETS THE JOB DONE



**59% HAVE POST-SECONDARY EDUCATION**

47% HAVE COLLEGE CERTIFICATE/DIPLOMA

36% HAVE UNIVERSITY DEGREE

17% HAVE COMPLETED AN APPRENTICESHIP  
OR TRADE CERTIFICATE

**WAIT... THERE'S MORE** Thanks to hassle-free Nexus Pass border crossings and the upcoming extension of daily GO Train service from Toronto to Niagara, over a million workers are within commuting distance of Niagara.

# EDUCATE | INNOVATE | PARTICIPATE



Niagara's educational and research institutions don't just offer businesses a pool of eager co-op students and skilled graduates. Innovative research and commercialization programs have made Niagara one of North America's most competitive centres for research and development.

## **BROCK UNIVERSITY**

18,000+ students Partner Up to Propel Your Business Forward

- BioLINC
- BrockLINC
- Brock Institute for Scientific Computing
- Cool Climate Oenology and Viticulture Institute
- Environmental Sustainability Research Centre
- CPA/ Goodman Institute for International Issues in Accounting
- Centre for Business Analytics

**3<sup>OUT</sup> OF 115** MOST COMPETITIVE  
NORTH AMERICAN CENTRE  
FOR DIGITAL MEDIA

**BROCK UNIVERSITY NIAGARA COLLEGE INCUBATORS AND INNOVATION CENTERS**

## **NIAGARA COLLEGE**

9,000 full-time students, 15,000 part-time students  
Partner Up to Propel Your Business Forward

- Walker Advanced Manufacturing Innovation Centre
- Rankin Technology Centre
- Southern Ontario Network for Advanced Manufacturing and Innovation
- Agriculture & Environment Innovation Centre
- Augmented Reality Research Centre
- Canadian Food & Wine Institute Innovation Centre

**WAIT... THERE'S MORE** Niagara businesses can access additional research and commercialization opportunities with Vineland Research and Innovation Centre and nearby McMaster University and Mohawk College.

# NIAGARA'S RICHER LIFESTYLE

Niagara doesn't just offer competitive advantages that boost businesses' bottom lines. It also offers a blend of benefits that improves the lives of those living here.

Home prices are hundreds of thousands of dollars lower than comparable properties in the Greater Toronto Area. A diverse range of public, Catholic, French-language and independent schools makes it easy for parents to find a perfect match for their child's unique educational needs. Niagara's beautiful weather and rich recreational infrastructure mean when the school day and work day is done, residents can find endless ways to play.



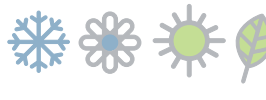
**LOW HOME  
PRICES**



**EXCELLENT  
SCHOOLS**



**OUTSTANDING  
REC & LEISURE**



**4 SEASONS OF  
GREAT WEATHER**



**AN EASY  
COMMUTE**

## = NIAGARA'S RICHER LIFESTYLE EQUATION

### THE ULTIMATE NIAGARA PLAY LIST

**110+** FITNESS AND  
RECREATION  
CENTRES

**300+<sub>KM</sub>** CYCLING  
TRAILS

**30+** ARENAS

**40** GOLF  
COURSES

**10** MARINAS

**96+** WINERIES



**23+** ANNUAL FESTIVALS, EVENTS & FAIRS

**MORE DOING, LESS DRIVING** Less is more and that's certainly the case when it comes to the daily commute. In a comparison of Canada's 20 biggest cities, Niagara has the least traffic congestion.

MANUFACTURING IN NIAGARA...

# MAKE IT

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Niagara is home to manufacturing icons like General Motors and General Electric, as well as hundreds of small and strategic producers that are using the local innovation and technology resources to remain highly competitive. Niagara's manufacturers are diverse, driven and keen to leverage every advantage associated with their proximity to the US.

The incredibly important role manufacturing plays in the region's economy has resulted in a strong circle of support that's grown around the sector :

- Educational partnerships
- Innovation and research centers
- Investor support and business incubators
- Generous financial investment incentives
- Ontario's 1st Foreign Trade Zone Point

**\$2.17  
BILLION**



**620**  
MANUFACTURING  
BUSINESSES

REGIONAL MANUFACTURING GDP

**17,000** EMPLOYED IN THE SECTOR



## A PROVEN ROUTE

TO GLOBAL SHIPPING SUCCESS

- 4** 400-SERIES HIGHWAYS
- 2** CLASS 1 RAILWAYS
- 5** INTERNATIONAL BORDER CROSSINGS INTO THE US
- 6** INTERNATIONAL AIRPORTS WITHIN 100 KM

**WELLAND CANAL** CONNECTS THE GREAT LAKES  
TO THE ATLANTIC OCEAN

### IN GOOD COMPANY

- Airbus Helicopters
- Bosch Rexroth Canada Corp
- General Electric
- General Motors
- Jungbunzlauer Canada Inc
- Post Foods Canada Corp.

## BIG LEAGUE

MANUFACTURING COMPETITIVENESS



11<sup>TH</sup> - MONTREAL  
12<sup>TH</sup> - TORONTO  
61<sup>ST</sup> - CLEVELAND  
88<sup>TH</sup> - PITTSBURGH  
92<sup>ND</sup> - DETROIT  
95<sup>TH</sup> - CHICAGO  
112<sup>TH</sup> - NEW YORK

A WORK  
FORCE OF

**229,000**

59% of the population 25 to 64 have a  
post-secondary education

APPROXIMATELY HALF OF NORTH AMERICA'S  
POPULATION (130 MILLION) IS WITHIN A

**1-DAY DRIVE**

800 KM (500 MILES)

COLLECTIVE GDP OF 5.7 TRILLION USD

### EMBRACING THE FUTURE

Niagara's skilled workforce has played a key role in the recent launch of General Electric's new 450,000 sq. foot-manufacturing plant in Welland. The "brilliant factory" uses advanced software analytics to produce reciprocating gas engines and other components more efficiently.

AGRI-BUSINESS IN NIAGARA...

# GROW IT

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Agri-business is a fundamental pillar of Niagara's economy. The Niagara Escarpment, Lake Ontario and Lake Erie influence the soil and microclimate to create some of Canada's best growing conditions. Add in experienced labour, renowned agricultural researchers and innovative research facilities and the region's success in the sector comes as no surprise.

As one of the few areas in the country where sensitive grape varietals and tender fruit crops flourish, Niagara has earned a reputation as Ontario's fruit basket. The region's agri-business sector extends far beyond the wine cellar and the fruit stand. Greenhouse growers, cash crop and livestock farmers, dairies, and a diverse collection of food processors are also responsible for Niagara's thriving agri-business sector.

**215,000+**

ACRES OF FARMLAND



**1,800+**

FARMS



**200+**

GREENHOUSES

**20,000+** JOBS

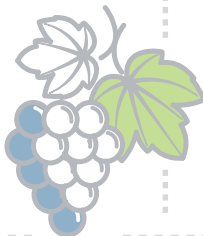
TOTAL REGIONAL AGRICULTURE GDP

**\$1.41 BILLION**

NETWORK OF INNOVATIVE RESEARCH AND COMMERCIALIZATION SUPPORT

NIAGARA PRODUCES

**80%** OF CANADA'S  
WINE AND GRAPES



RECENT INVESTMENTS OF OVER

**\$320 MILLION**

IN THE FOOD AND BEVERAGE INDUSTRIES

NIAGARA FARMS  
ARE INVESTING  
MORE IN  
FARM CAPITAL

**48.9%  
MORE**  
FROM  
2011-2016

GROSS FARM  
RECEIPTS  
PER ACRE

**18%** ↑  
2011-2016

GROSS FARM  
RECEIPTS

**15.5%** ↑  
2011-2016

AVERAGE  
NET FARM  
REVENUES

**47%** ↑  
2011-2016

## IN GOOD COMPANY

- Andrew Peller Limited
- Canopy Growth Corp.
- Henry Of Pelham Family Winery
- Jungbunzlauer
- Post Foods Canada
- Parmalat Canada
- Tweed Farms
- Wayne Gretzky Estates Winery & Distillery
- Westbrook Greenhouse Systems Ltd.

## ON THE HORIZON

With 1.86 million square feet of licensed and approved cannabis cultivation, 4 licensed growers, 6 licensed locations and Health Canada applications for additional growers, Niagara's cannabis industry is expected to double in size by 2019.

## TRANSPORTATION AND LOGISTICS IN NIAGARA...

# MOVE IT

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For businesses that support the shipment of goods, having a home base in Niagara makes solid sense. Niagara offers close proximity to many of the largest cities in Canada and the U.S., connecting them via highway, rail, sea and air, allowing them to quickly access world markets.

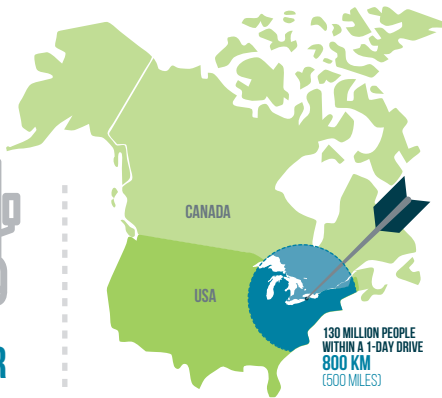
Niagara also has an experienced pool of talent that supports Niagara's transportation and logistics sector through border-related support services and logistics activities. Add in Niagara's low land costs for warehousing solutions and the business case is clear. Niagara has what it takes to deliver the goods.

## 1 IN 6

TRUCKS THAT CROSS BETWEEN CANADA AND THE US PASS THROUGH NIAGARA



1 MILLION TRUCKS EACH YEAR



APPROXIMATELY HALF OF NORTH AMERICA'S POPULATION (130 MILLION) IS WITHIN A

## 1-DAY DRIVE

800 KM (500 MILES)

COLLECTIVE GDP OF \$5.7 TRILLION USD

## 435

TRANSPORTATION AND LOGISTICS BUSINESSES

## 989

SELF-EMPLOYED IN THE SECTOR

## 12,500+

EMPLOYED IN THE SECTOR



## A PROVEN ROUTE

TO GLOBAL SHIPPING SUCCESS

4 400-SERIES HIGHWAYS

2 CLASS 1 RAILWAYS

5 INTERNATIONAL BORDER CROSSINGS INTO THE US

6 INTERNATIONAL AIRPORTS WITHIN 100 KM

**WELLAND CANAL** CONNECTS THE GREAT LAKES TO THE ATLANTIC OCEAN

## \$100 BILLION

IN TRADE PASSES THROUGH NIAGARA EACH YEAR



MAJOR ECONOMIC TRADE CORRIDOR

ONTARIO'S FIRST DESIGNATED FOREIGN TRADE ZONE POINT

Niagara is a perfect place for Canadian and US firms to access world markets with access to global trade

FOREIGN TRADE ZONE STATUS



TAX & DUTY SAVINGS FOR NIAGARA EXPORTERS

### IN GOOD COMPANY

- Algoma Central Corporation
- Canada BW Logistics Inc.
- Claire's Logistics & Warehousing
- Livingston International
- St. Lawrence Seaway Management Corporation
- WP Warehousing Inc

### THE MONEY-SAVING SIDE OF A NIAGARA ADDRESS

As one of Canada's designated **Foreign Trade Zone Points**, businesses located in Niagara have access to special incentives and programs designed to increase the competitiveness of their exporting efforts.

# TOURISM IN NIAGARA... BUILD IT

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Over the last few decades, Niagara has evolved from a summer destination focused on the famous Falls into a beloved four-season vacation destination and one of Canada's most popular locations for conferences, conventions and weddings.

Niagara's tourist attractions, festivals and special events attract millions of tourists from around the

globe each year and they arrive ready to spend. Notable Attractions Include:

- The Niagara Falls
- The Shaw Festival
- The Niagara Wine Route
- Canada's largest casino and open-air outlet mall

**\$1.94**  
**BILLION** IN ANNUAL  
VISITOR  
SPENDING

**4 SEASONS**

OF INTERNATIONALLY RENOWNED  
FESTIVALS & EVENTS:

**WINTER FESTIVAL OF LIGHTS**

Canada's largest light festival

**NIAGARA GRAPE & WINE FESTIVAL**

Canada's largest wine festival

**NIAGARA FALLS COMIC CON**

27,000+ attendees

**12,666,900**  
ANNUAL NUMBER OF VISITORS

**IN GOOD COMPANY**

- Fallsview Casino
- Great Wolf Lodge
- Greg Frewin Magic Theatre
- Guinness World Records
- Niagara Parks Commission
- Outlet Collection at Niagara
- Ripley's Believe It or Not
- Scotia Bank Convention Centre
- The Shaw Festival

## MORE THAN THE FALLS

**40** GOLF  
COURSES



**7** AMUSEMENT  
PARKS



**96+** WINERIES



**190** HOTELS  
AND MOTELS



**13** CRAFT  
BREWRIES



**654** FULL-SERVICE  
RESTAURANTS



**98** PERFORMING ARTS  
ESTABLISHMENTS

**100** THOUSAND SQ.FT.  
CONVENTION CENTRE

MORE THAN **\$300 MILLION** IN RECENT TOURISM  
INVESTMENTS

**2,501**

TOURISM-RELATED  
BUSINESSES IN NIAGARA

**36,420**

JOBS WITHIN NIAGARA'S  
TOURISM SECTOR

**A WINNING STRATEGY FOR SPORTS TOURISM**

When it comes to attracting major sporting events, Niagara has been scoring some serious players, including:

- 2015 Toronto Pan Am Paddling Events
- 2016 U18 Ice Hockey Women's World Championship
- 2017 Scotties Tournament of Hearts
- 2018 FIBA U18 Americas Championship
- 2021 Canada Games - 5,000 athletes and an estimated economic impact of \$200 million

# REAL-WORLD RESULTS



Niagara's bottom-line boosting advantages and open-for-business attitude is attracting more than just interest. The convincing business case for a Niagara address has brought investment into a variety of sectors from across the globe.

## INVESTMENT IN NIAGARA OVER THE LAST FIVE YEARS: **OVER \$4 BILLION**

### KEY PRIVATE SECTOR INVESTMENTS SINCE 2010

- General Motors of Canada: **\$480 MILLION**
- GE Manufacturing Facility: **\$345 MILLION**
- Ivanhoe Cambridge Outlet Mall: **\$178 MILLION**
- Cytec Industries: **\$175 MILLION**

# AT YOUR SERVICE



Niagara's concierge-style approach to economic development offers companies access to a dedicated, professional team of regional experts. This team is committed to helping investors quickly source all of the information required to thoroughly assess Niagara as a potential business location.

## **SITE SELECTION ASSISTANCE SERVICES**

- Site recommendations and tours
- Local research data and market intelligence
- Infrastructure inventories
- Research and advice on applicable incentives, grants, funding and financing
- Advice on navigating the development process
- Tax modeling
- Introductions to local government and business stakeholders and educational partners
- A shortlist of pre-qualified, investment-ready sites through the Niagara Premier Sites collection database

## **RESEARCH SERVICES**

- Demographics
- Labour force trends
- Market information

- Sector-specific data and trade information, tax rates and more
- Introductions to regional research partners

## **EXPEDITED SERVICES**

The Niagara Economic Development team understands how quickly business decisions must be made. That's why we offer Expedited Services for:

- Addressing development approvals and other process issues
- Provision of information on tools, resources and financial incentives available to assist with your project
- Assistance in completing financial incentive program applications
- Liaison and coordination with Regional departments and local municipal planning and economic development officials to help facilitate and expedite your project

# MEET THE TEAM



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A background image showing three business professionals (two men and one woman) in a warehouse or industrial setting, looking at a laptop. The image is overlaid with a dark blue tint.

“Choosing to relocate our business from South Africa to St. Catharines (Niagara) was the easy part. The region has everything we were looking for: the infrastructure, the talent pool, immediate access to North American and global markets, the academics, and the quality of life.”

GREG HANNA & DAVE COUSINS, DESTINY RESOURCES

“The Province of Ontario and Niagara region collaborated throughout the process, providing exceptional service and support in our site location efforts. In particular, they helped us with key requirements such as proximity to the Canada-U.S. border, access to talent, and transportation considerations.”

ELYSE ALLAN, PRESIDENT AND CEO, GE CANADA

# TAKE THE NEXT STEP

## CONNECT WITH US TODAY FOR ASSISTANCE WITH:

- Site selection
- Incentive program suggestions and support
- Regional familiarization tours
- Sector-specific research
- Introductions to industry and educational partners

## GENERAL INQUIRIES:

e: [info@niagaracanada.com](mailto:info@niagaracanada.com)  
t: 1-800-263-7215 ext. 3520

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