

NIAGARA REGION ECONOMIC DEVELOPMENT

CONNECT | EXPAND | GROW

GET TO KNOW NIAGARA

OUR PARTNERS

12 
MUNICIPALITIES

OUR PEOPLE

477,941
TOTAL POPULATION



230,000
LABOUR FORCE

OUR ECONOMIC IMPACT



| 2021 NOMINAL GDP | 2020 TOTAL TRADE (IMPORTS & EXPORTS) | 2021 TOTAL BUILDING CONSTRUCTION INVESTMENT | 2021 TOTAL EMPLOYER BUSINESSES |
|------------------|---|--|-----------------------------------|
| \$18.3 BILLION | \$8.4 BILLION | \$1.6 BILLION | 13,418 |

WHY NIAGARA?



- A Strategic Location To Propel Your Business Forward
- The Synergy of Operating Within One of North America's Hottest Trade Hubs
- An Extremely Cost-competitive Place to Own and Operate Your Business
- Access to a Skilled, Sophisticated Workforce
- Tap Into Talent and Tools From World-class Educational Institutions
- A Rich Network of Research Partners
- A One-of-a-kind Lifestyle You and Your Employees Will Love



NIAGARA ADVANTAGE:

A STRATEGIC LOCATION TO PROPEL YOUR BUSINESS FORWARD

MEET YOUR NEIGHBOURS

130 MILLION PEOPLE WITHIN A ONE-DAY DRIVE NIAGARA =
AN IDEAL LOCATION TO CONNECT WITH CUSTOMERS AND SUPPLIERS

| CITY | DRIVING DISTANCE | POPULATION |
|--------------|---------------------|-------------|
| TORONTO | 100 km | 5.9 million |
| DETROIT | 350 km | 5.9 million |
| COLUMBUS | 565 km | 4.3 million |
| NEW YORK | 650 km | 20 million |
| PHILADELPHIA | 650 km | 6.1 million |
| BOSTON | 775 km | 4.6 million |
| CHICAGO | 830 km | 9.5 million |



*LOCATION AND DISTANCE TO MARKETS

EASY BORDER ACCESS

THAT'S GOOD FOR BUSINESS

5 INTERNATIONAL BORDER CROSSINGS



- Lewiston-Queenston Bridge, Queenston
- Rainbow Bridge, Niagara Falls
- Whirlpool Rapids Bridge, Niagara Falls
- Peace Bridge, Fort Erie
- International Railway Bridge, Fort Erie

#1 CANADA

US BORDER CROSSING

FOR VOLUME OF PEOPLE AND VEHICLES

#2 CANADA

US BORDER CROSSING

FOR OVERALL VALUE OF TRADE

NIAGARA ADVANTAGE:

THE SYNERGY OF OPERATING WITHIN ONE
OF NORTH AMERICA'S HOTTEST TRADE HUBS



HOW HOT IS NIAGARA AS A TRADE HUB?



- Ontario's First Designated Foreign Trade Zone Point
- Home to 435 Transportation and Logistics Businesses
- \$100 billion+ in Trade Flowing Across Our Borders Each Year
- 1 in 6 trucks Crossing Between the US and Canada Pass Through Niagara

\$3.9 BILLION
IN MANUFACTURING EXPORTS

\$219 MILLION
IN WHOLESALE TRADE EXPORTS

\$12 MILLION
IN TRANSPORTATION/
WAREHOUSING EXPORTS

\$27 MILLION
IN CONSTRUCTION EXPORTS

\$108 MILLION
IN AGRICULTURAL EXPORTS



EXCELLENT INFRASTRUCTURE TO SUPPORT YOUR BUSINESS



LAND

4 MAJOR HIGHWAYS

- QEW
- 405
- 406
- 420

3 RAILWAYS

- CP
- CN
- Trillium Railway Short-line

5 BORDER CROSSINGS

AIR

EASY ACCESS TO 4 INTERNATIONAL AIRPORTS

- Niagara Falls International Airport
- Buffalo Niagara International Airport
- John C. Munro Hamilton International Airport
(Canada's largest domestic overnight express cargo airport)
- Toronto Pearson Airport
(Canada's premier international airport)

2 REGIONAL AIRPORTS

- Niagara District Airport, Niagara-on-the-Lake
- Niagara Central Dorothy Rungeling Airport, Fenwick

WATER

The Welland Canal Carries 78% of All Freight Making Its Way Between Lake Erie and Lake Ontario Through the St. Lawrence Seaway

WEB

Located on the Same Fibre Optic Pipeline that Connects Canada's Largest Internet Exchange, Toronto Internet Exchange (TorIX), with Major Data Centres in the United States and Abroad

HOW CAN BEING IN A FOREIGN TRADE ZONE HELP YOUR BUSINESS?

**FREE SUPPORT AND MENTORING
FROM A DEDICATED TEAM OF TRADE EXPERTS**

**ACCESS TO SPECIAL INCENTIVE PROGRAMS TO
INITIATE, IMPROVE AND REDUCE COSTS
ASSOCIATED WITH INTERNATIONAL TRADE EFFORTS**

STREAMLINED ACCESS TO:

- Canada Revenue Agency
- Canada Border Services Agency
- Transport Canada
- Export Development Canada
- Innovation, Science and Economic Development Canada
- Global Affairs Canada



A hand is shown stacking several coins on top of each other on a document. The entire image is overlaid with a semi-transparent blue filter. The text is centered over the image.

NIAGARA ADVANTAGE:

AN EXTREMELY COST-COMPETITIVE PLACE TO OWN
AND OPERATE YOUR BUSINESS

SAVINGS THAT JUST ADD UP ON... **TAXES**



TAXES PER SQUARE FOOT BY MUNICIPALITY:

| MUNICIPALITY | COMMERCIAL (OFFICE) | STANDARD INDUSTRIAL | LARGE INDUSTRIAL |
|-------------------------|--------------------------------|--------------------------------|-----------------------------|
| NIAGARA REGION* | \$2.89 | \$1.83 | \$0.91 |
| HAMILTON | \$3.22 | \$2.51 | \$1.10 |
| MISSISSAUGA | \$3.69 | \$2.03 | \$1.72 |
| WATERLOO REGION* | \$3.30 | \$1.72 | \$1.31 |

*AVERAGE FOR REGION

SOURCE: BMA MUNICIPAL STUDY, 2021

SAVINGS THAT JUST ADD UP ON... **EMPLOYEE HEALTH CARE**



HEALTH CARE COSTS FOR AN
EMPLOYER IN **NIAGARA**

WITH APPROXIMATELY



91 EMPLOYEES:

\$360,000

APPROXIMATE HEALTH
CARE COSTS

FOR A SIMILAR SIZED COMPANY

**OPERATING IN THE
UNITED STATES**



\$997,000

SAVINGS THAT JUST ADD UP THROUGH... **INCENTIVES**



NIAGARA REGION GATEWAY CIP

Tax-increment based grants that offset development charges and can reduce taxes driven by property improvements between 40 and 100% for 5 - 10 years.

NIAGARA REGION DEVELOPMENT CHARGE INCENTIVES

Up to a 50% refund of payable Regional Development Charges for projects that meet Niagara's Smart Growth Design Criteria or Leadership in Energy and Environmental Design (LEED) certification.

NIAGARA REGION BROWNFIELD INCENTIVES

Tax freezes and tax and environmental grants to lower costs associated with developing a site that has been used for industrial or commercial purposes in the past.

NIAGARA BUSINESS ATTRACTION PROGRAM

Matching fund grants available to businesses located outside of the Gateway Economic Zone and Centre that choose to implement improvement projects.

NIAGARA ADVANTAGE:

A RICH NETWORK OF RESEARCH PARTNERS



NIAGARA ADVANTAGE:

TAP IN TO TALENT AND TOOLS FROM WORLD-CLASS EDUCATIONAL INSTITUTIONS



19,000+
STUDENTS

- 600 Faculty
- A leading Canadian Institution for Co-Operative Education



10,500
FULL-TIME STUDENTS

- 130+ Diploma, Graduate Certificate, Apprenticeship and Bachelor's Degree Programs
- \$65 Million in Investment to Modernize Programs and Services Since 2015



36,449
STUDENTS AT ALL CAMPUSES

29 MINUTE DRIVE TO NIAGARA FROM HAMILTON CAMPUS

- Niagara Regional Campus of the Michael G. DeGroot School of Medicine Operates Out of Brock University

NIAGARA ADVANTAGE:

**A ONE-OF-A-KIND LIFESTYLE YOU AND YOUR
EMPLOYEES WILL LOVE**

EVERY WEEKEND FEELS LIKE A HOLIDAY



50+

DIFFERENT
HIKING
TRAILS

40+

GOLF
COURSES

300+
KM

SCENIC CYCLING
TRAILS

STATE-OF-THE-ART
**ENTERTAINMENT
VENUES**

**SHAW FESTIVAL
THEATRE**




CANADA'S
LARGEST CASINO

WORLD CLASS
WINERIES



A YEAR-ROUND CALENDAR FILLED
WITH FESTIVALS, SPORTING EVENTS
AND LIVE ENTERTAINMENT



THERE'S STRENGTH IN OUR SECTORS:
MANUFACTURING

A SNAPSHOT OF NIAGARA'S MANUFACTURING SECTOR

A WORKFORCE OF
17,000+
STRONG



RANKED
7/115 NORTH
AMERICAN
CITIES
FOR MANUFACTURING COMPETITIVENESS
BY KPMG

- A Diverse Base With Concentrations In Transportation Equipment, Fabricated Metal Products, Food and Beverage, Machinery and Furniture
- 245 different Niagara Manufacturing Stakeholders Work Together Through the Niagara Industrial Association to Advance Industry in the Region

WHAT HELPS MANUFACTURERS THRIVE IN NIAGARA?



**LOWER
UTILITY
COSTS**

TYPICAL MANUFACTURING
FACILITY **COST SAVINGS OF**
19-28%
OVER OTHER **ONTARIO** CITIES



- Close Border Proximity and Excellent Transportation and Warehousing Infrastructure to Support On Demand Manufacturing
- Robust Training and R&D Support from Niagara College and Brock University
- Generous Regional Incentives for Industrial Development That Can Be Paired with Provincial and Federal Incentives

A man is operating a forklift in a greenhouse. The scene is overlaid with a blue tint. The text "THERE'S STRENGTH IN OUR SECTORS:" is centered in white, bold, uppercase letters.

THERE'S STRENGTH IN OUR SECTORS:

AGRI-BUSINESS

A SNAPSHOT OF NIAGARA'S AGRI-BUSINESS SECTOR

Number of Farms: **1,651**

Average Farm Size: 126.2 acres

Farmland Area: 208,414 acres



GDP Growth: **21%**
(2016-2021)

163 Greenhouses



Total Greenhouse area in use:
21.4 Million ft²

| Total Revenue | Total Expenses | Total Capital |
|-----------------------|----------------------|-----------------------|
| \$1.01 Billion | \$861 Million | \$5.59 Billion |



Land in Crops:
179,404 acres

Top 3

Farm Types
(by revenue)

Greenhouse



\$492 Million

Fruit



\$218 Million

Poultry



\$124 Million

GDP Impact
\$1.71 Billion

Employment Impact
24,073 jobs

WHAT HELPS AGRI-BUSINESS THRIVE IN NIAGARA?



200,000+
ACRES OF FARMLAND

LAKE ONTARIO, LAKE ERIE & THE
NIAGARA ESCARPMENT CREATE
MICROCLIMATES
WITH UNIQUE TEMPERATURES & AIR FLOW



SOIL WITH A
MINERAL-RICH
MIX OF SAND, GRAVEL, LOAM & CLAY



47% INCREASE IN FARM REVENUES
BETWEEN 2011 AND 2016

**RENOWNED EXPERTS AT REGIONAL INNOVATION CENTRES PARTNER WITH LOCAL
BUSINESSES TO DRIVE GROUND-BREAKING AGRICULTURAL & HORTICULTURAL RESEARCH**



THERE'S STRENGTH IN OUR SECTORS:

TOURISM

A SNAPSHOT OF NIAGARA'S TOURISM SECTOR

A WORKFORCE OF
40,000+



OVER
13 MILLION
TOURISTS VISIT NIAGARA
EACH YEAR



2,800
TOURISM-ORIENTED
ESTABLISHMENTS INCLUDING:
• Canada's Largest Casino
• Canada's Largest Open-air
Outlet Mall

BELOVED ANNUAL FESTIVALS AND EVENTS BRING VISITORS BACK YEAR AFTER YEAR, INCLUDING:

- Canada's Largest and Oldest Wine Festival
- Canada's Largest Light Festival



A ROBUST SPORTS TOURISM STRATEGY WINS BIG-TICKET EVENTS TO ATTRACT THOUSANDS OF ATHLETES AND FANS:

- 2022 Canada Summer Games
- 2015 Pan American Games Rowing and Canoe/Kayak Spring Events
- Annual Royal Canadian Henley Regatta
- Scotties Tournament of Hearts 2017

WHAT HELPS TOURISM BUSINESSES THRIVE IN NIAGARA?

**\$2.4
BILLION**
IN TOURISM
SPENDING
EACH YEAR

40+ GOLF COURSES 

2 CASINOS

7 AMUSEMENT PARKS

97 WINERIES 



109 PERFORMING ARTS ESTABLISHMENTS

- The Tourism Partnership of Niagara, a Non-profit, Industry-led Organization Funded by the Ontario Ministry of Tourism, Culture and Sport, Unites Sub-regional Partner Marketing Efforts and Secures Funding to Help Establish Niagara as North America's #1 International Tourism Destination

A man in a white lab coat is working in a laboratory, focused on a laptop. The scene is overlaid with a semi-transparent blue filter. The text "THERE'S STRENGTH IN OUR SECTORS:" is in white, and "EMERGING TECH" is in a light blue color with a vertical bar in the 'I' of 'EMERGING' that is split into yellow and blue.

THERE'S STRENGTH IN OUR SECTORS:
EMERGING TECH

A SNAPSHOT OF NIAGARA'S EMERGING TECH SECTOR

IMPRESSIVE GROWTH IN THE LAST DECADE IN KEY TECHNICAL AREAS, INCLUDING:

INFORMATION AND
TECHNOLOGY:

+81%
JOB GROWTH

COMPUTER SYSTEMS
DESIGN AND RELATED
SERVICES:

+47.5%
JOB GROWTH

“OTHER” PROFESSIONAL,
SCIENTIFIC AND
TECHNICAL SERVICES:

+28.3%
JOB GROWTH

SPECIALIZED
DESIGN SERVICES:

+24.5%
JOB GROWTH

ARCHITECTURAL,
ENGINEERING AND
RELATED SERVICES

+17.7%
JOB GROWTH

SCIENTIFIC RESEARCH
AND DEVELOPMENT:

+13.5%
JOB GROWTH



WHAT HELPS TECH BUSINESSES THRIVE IN NIAGARA?



NIAGARA IS RANKED AS NORTH AMERICAS
3RD MOST COMPETITIVE CENTRE
FOR DIGITAL MEDIA



INNOVATE NIAGARA HAS BEEN
FUELING INTERACTIVE DIGITAL
MEDIA AND TECH GROWTH IN
NIAGARA SINCE **2010**

CLOSE PROXIMITY TO TECHNOLOGY HOT
ZONES LIKE TORONTO AND WATERLOO
OFFER ACCESS TO SOME OF THE CONTINENT'S
TOP TALENT

BROCK UNIVERSITY AND NIAGARA COLLEGE HAVE THEIR FINGERS ON THE PULSE OF THE INDUSTRY AND TAILOR PROGRAMMING IN RESPONSE:

- Their joint Bachelor of Arts in Game Design, is a Unique, Four-year Dual-credential Program Leading to a Bachelor of Arts-Game Design Degree AND an Advanced Diploma in Game Development



WE'RE HERE TO HELP

NIAGARA
ECONOMIC DEVELOPMENT

MEET THE TEAM



GEORGE SPEZZA
Director,
Economic Development



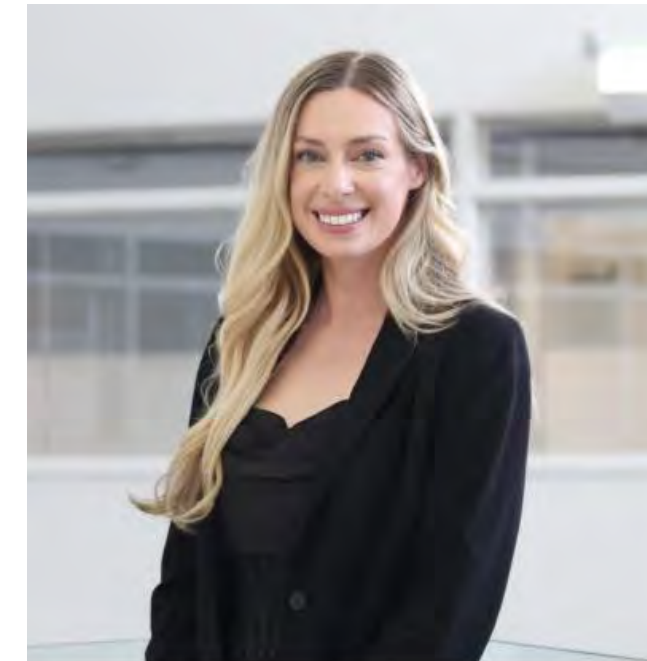
MARCO MARINO
Associate Director,
Economic Development | Niagara Region



ERIC CHOU
Manager, Trade & Investment,
Economic Development



DANIEL TURNER
Manager of Strategic Growth Services,
Economic Development



KATIE DESHARNAIS
Manager of Strategic Marketing,
Economic Development



BLAKE LANDRY
Manager,
Economic Research and Analysis



KATIE BOYKO
Protocol Officer and Marketing Coordinator,
Economic Development



VICTORIA WITYK
Economic Development Officer, Trade and
Investment,



MONICA NIEUWLAND
Assistant,
Economic Development

LET US HELP YOU WITH

- Site Selection
- Industry Research
- Networking and Introductions
- Expediting of Business Openings or Expansions
- Introducing or Enhancing International Trade Efforts
- Ongoing Growth Initiatives



CONNECT WITH VICTORIA WITYK

ECONOMIC DEVELOPMENT OFFICER, TRADE AND INVESTMENT

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