



ST. CATHARINES
INVESTMENT READY





MESSAGE FROM **THE MAYOR**

On behalf of the City of St. Catharines, I would like to take this opportunity to open our doors and illustrate why St. Catharines is quickly becoming one of Ontario's most promising urban growth centres and the location of your next great investment.

St. Catharines is entering an exciting period of economic renewal and urban revitalization. Recent developments have changed the face of our community for generations to come with public sector investments in infrastructure and arts and culture acting as a catalyst for private sector investments that will drive the prosperity of our great city.

Public sector investments in arts and culture and infrastructure total more than \$1 billion including:

- \$50 million for the newly opened Meridian Centre which has space for 5,300 hockey spectators and 6,000+ seats in venue space
- \$60 million for the new FirstOntario Performing Arts Centre, a unique four-venue facility that includes a 775 seat main theatre and event space
- \$42 million in the building of the Marilyn I. Walker School of Fine and Performing Arts that will host over 600 Brock University students and faculty beginning in fall 2015
- \$28 million in the 600 space Carlisle Street parking garage
- \$900 million for the new St. Catharines hospital site by the Niagara Health System
- \$111 million for the Cairns Family Health and Bioscience Research Complex at Brock University which includes BioLinc, a bioscience incubator

These investments have attracted new private investment in the community:

- \$13 million investment in General Motors St. Catharines Powertrain plant, one of North America's largest engine and transmission plants
- Multi-million dollar residential condominium developments by Penn Terra Group transforming the downtown living experience
- European wind energy giant, ENERCON grows its competitive advantage investing in a new manufacturing centre along the banks of the historic Welland Canal
- Pen Centre makes \$13M investment in one of Niagara's premier shopping destinations
- In operation for more than a century, Algoma Central Corporation - Canada's largest marine transportation company on the Great Lakes relocates its executive offices to downtown St. Catharines

The City has strong relationships with our post-secondary institutions, Brock University, Niagara College and the McMaster University DeGroot School of Medicine; world class institutions providing the next generation of talented innovators and entrepreneurs. Through Innovate Niagara,

our local Regional Innovation Centre and the Generator at One, we are helping entrepreneurs to grow and commercialize ideas and supporting an innovative and creative economy.

City Council has developed a new Strategic Plan that will continue to build on these investments to achieve our bold vision to be the most dynamic, innovative, sustainable and livable city in North America.

Our community has a long history of hard work and innovation. We are growing and changing and we are looking forward to new opportunities to harness our natural assets, human capital and enable the creative forces of our community. There is no better time than now to invest in St. Catharines.

Our Economic Development team can offer the information and resources you need to make your vision a success with timely, personalized support that is responsive to today's fast-paced business environment. We look forward to working with you and welcoming you to our great city!

Best Regards



Walter Sendzik, Mayor

ST CATHARINES BY THE NUMBERS

Population (2011): 131,400



Region of Niagara population (2011): 431,346



CMA ranking: 6th largest in Ontario

6TH

Geo coordinates: 43°11'N 79°14'W



Land area: 96.11 km²



Average temperature, January: -4.1C



Average temperature, July: 21.8C



INVESTMENT **READY**

THE ST. CATHARINES ECONOMIC DEVELOPMENT TEAM.

From Left To Right: Brian York, Marco Marino, Samir Husika



A MESSAGE FROM THE ECONOMIC DEVELOPMENT TEAM

St. Catharines is thriving. As the commercial hub of the Niagara Region, our city has seen a flurry of economic activity in recent years. Cranes had been a regular feature of our recent downtown skyline. Today they have been superseded by impressive, state-of-the-art entertainment amenities.

The city is home to one of Canada's newest hospitals and has enjoyed one of the country's most significant auto plant investments in years. Private and public sectors alike are contributing extensively to St. Catharines' renaissance.

Our Economic Development team encourages you to learn more about our city, and we welcome the opportunity to facilitate business investment in our community. We are eager to help with research, incentives and coordination with relevant City services.

St. Catharines is highly cost-competitive, has tremendous market access and offers a great lifestyle. In short, we are "Investment Ready." Call us to discover how.

RECENT MAJOR INVESTMENTS IN ST CATHARINES

#InvestInSTC

\$900M

ST. CATHARINES HOSPITAL

1,000,000 sq.ft.

80% private rooms (the highest in Ontario)

67,000 sq. ft. Walker Family Cancer Centre

81,000 sq. ft. Mental Health and Addictions Department

\$480M

GENERAL MOTORS OF CANADA

Expansion in 2010

Part of \$1.7 billion investment in St. Catharines GM operations over the past decade

One of North America's largest Powertrain plants (V6 & V8 engines + transmissions)

Additional \$13 million investment announced in 2015

\$330M

DOWNTOWN

Private/public revitalization of downtown since 2012

\$90 million Burgoyne Bridge replacement

\$62 million FirstOntario Performing Arts Centre

\$50 million Meridian Centre Spectator Facility

\$43+ million Penn Terra Group Residential Development

\$42 million Marilyn I. Walker School of Fine and Performing Arts

\$28 million Carlisle Street Parking Garage

#OurHomeSTC

\$186M

QEW EXPANSION

9.4km widened to 6 lanes

Three new bridges

New surfacing

New lighting system

\$154M

BROCK UNIVERSITY

176,000 sq. ft. Cairns Family Health and Bioscience Research Complex

\$42 million Marilyn I. Walker School of Fine and Performing Arts opening Fall 2015

ST. CATHARINES **WELCOMES THE WORLD**

Home of the Royal Canadian Henley Regatta for over 130 years, St. Catharines has a long tradition of hosting international-calibre events. With the opening of the Meridian Centre spectator facility and the FirstOntario Performing Arts Centre, St. Catharines is truly on the radar of world-class entertainers and sporting events.



JERRY SEINFELD, JUNE 2015

St. Catharines was one of only three Canadian cities to welcome the legend, who worked his comedy magic in front of a sold out crowd.



TRAGICALLY HIP, FEBRUARY 2015

The Canadian rock icons performed one of the first major concerts at the Meridian Centre, entertaining 6,000 fans.



nypost.com

DALLAS GREEN, OCTOBER 2014

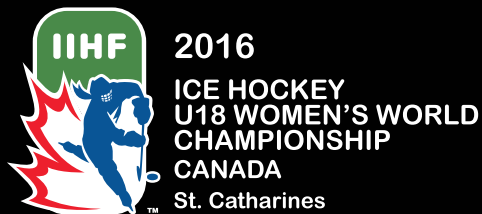
St. Catharines native Dallas Green, formerly with alexisonfire and performing today as City and Colour, captivated fans at the Meridian Centre's first major music concert.





2015 PAN AM GAMES ROWING

The Royal Canadian Henley Rowing Course was the official venue for Rowing for the Toronto 2015 Pan/Parapan American Games. This world-renowned course, which hosts over 12,000 athletes each year, challenged America's best in July 2015.



2016 IIHF U18 WOMEN'S WORLD CHAMPIONSHIP

St. Catharines was selected as the host city for the tournament, with all 22 games to take place at the Meridian Centre in January 2016.

This represents the first time the popular tournament will be held in Ontario, and only the second time in Canada.

BMO CHL/NHL TOP PROSPECTS GAME

The Meridian Centre hosted the 20th Top Prospects Game in January 2015, welcoming future NHL stars from across the Canadian Hockey League.

Connor McDavid, Dylan Strome and other young hockey phenoms showcased their skills in front of 5,300 fans, including over 200 pro scouts.

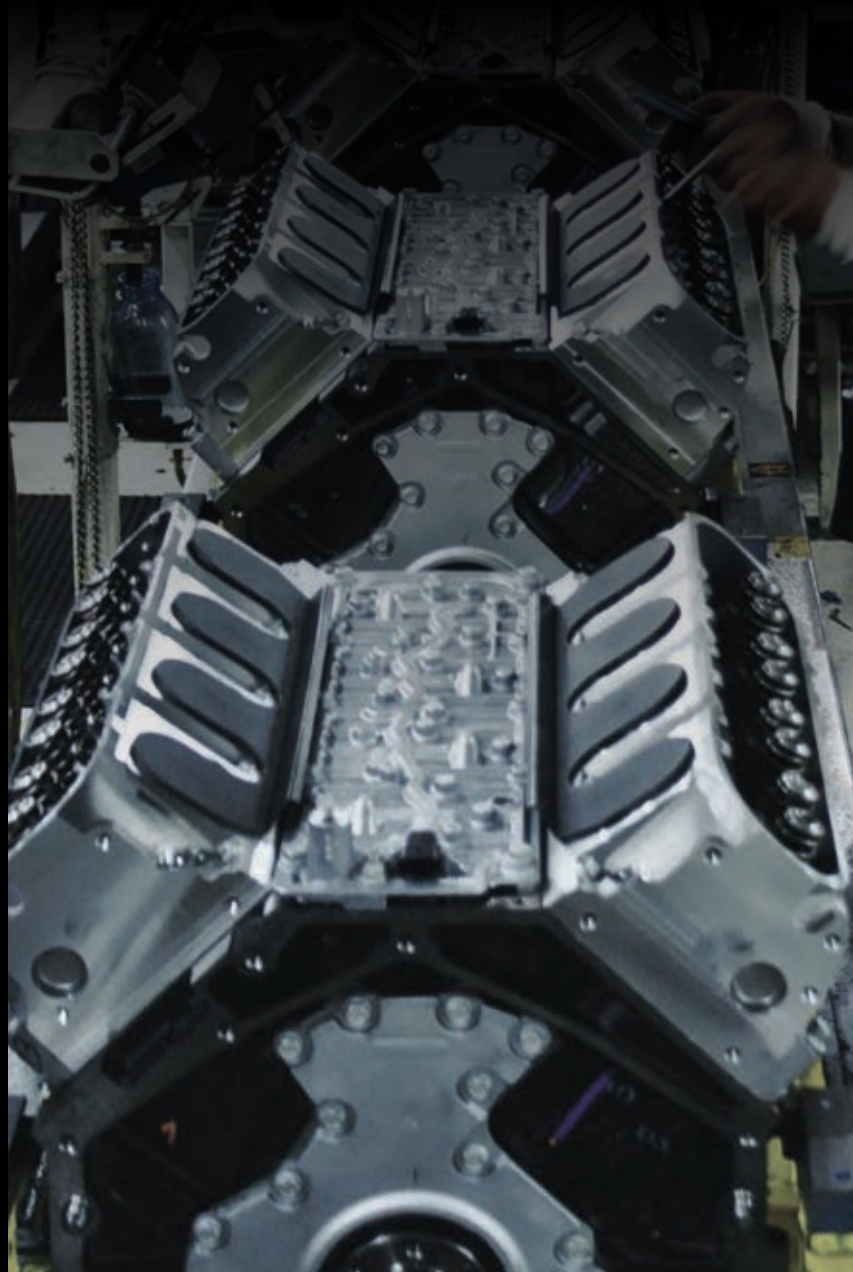
CORE STRENGTHS

St. Catharines thrived on transportation in the 19th century and heavy industry in the 20th. 21st century St. Catharines has a diverse, modern economy centred on four major pillars of economic strength.

MANUFACTURING

The manufacturing landscape in North America is ever-changing, and St. Catharines continues to keep pace. Numerous primary and advanced manufacturers call St. Catharines home and represent the backbone of the city's economy.

St. Catharines has an experienced, talented labour pool with a wide range of skilled trades. In addition, easy access to an efficient transportation network provides ready access to North American and global markets.



HEALTH & WELLNESS

St. Catharines offers an impressive health and wellness network driven by public and private organizations, research resources and academic institutions.

Highlighted by a new state-of-the-art hospital, as well as recent investments by Brock University and McMaster University, the health care sector is among the fastest growing industries in the city today.



graphicsoft.com

BIOSCIENCE

Brock University's new \$112 million Cairns Family Health and Bioscience Research Complex, which includes BioLinc, a bioscience incubator, is setting the stage for a new era of discovery.

In addition to institutional research partners and private sector expertise, St. Catharines offers a strong base of advanced manufacturing knowledge and skill to support bioscience innovation.

DIGITAL MEDIA

St. Catharines has quickly become a digital media hub, attracting an encouraging array of digital and interactive media business. KPMG identifies St. Catharines/Niagara as 5th among all major Canadian cities for competitiveness in the digital sector.

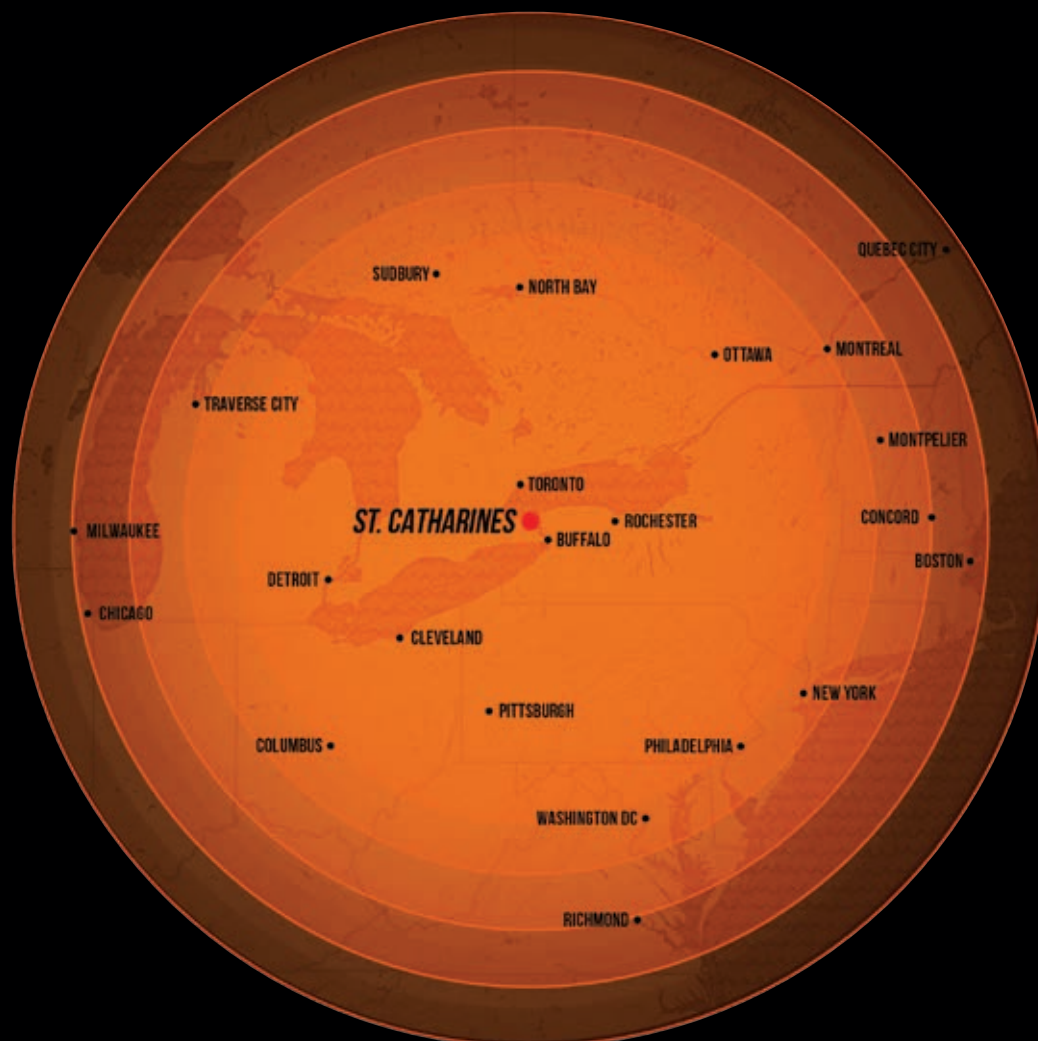
Innovate Niagara is a one-stop shop for leaders of developing businesses in innovative clusters, providing critical services to entrepreneurs within the Niagara Region. It is a partnership between the city and public, private and educational stakeholders that has laid the groundwork for important local projects, including software development partnerships and the relocation of several interactive media tenants to the city.



IDEAL LOCATION & MARKET PLACE

Not only is St. Catharines the economic heart of Niagara, it's the ideal location for businesses seeking to access Canada's industrial heartland and the American urban northeast. The city is on the heel of Ontario's 6-million strong Golden Horseshoe is a mere hour away from the GTA itself. Three major U.S. border crossings are only 15 to 30 minutes to the south and east, linking to the Interstate system and the vast American northeast market. 10 million people live within 100 miles (160 km) of the city, and over 130 million people live within 500 miles (800km).

10 MILLION PEOPLE LIVE WITHIN 100 MILES



A ROBUST INFRASTRUCTURE



The Queen Elizabeth Way (QEW), connecting Toronto with Buffalo, passes through the heart of St. Catharines. The city is also the terminus for Highway 406, a key corridor in the Niagara Region.



St. Catharines businesses are conveniently serviced by Toronto's Pearson International Airport (YYZ), Hamilton International Airport (YHM), Buffalo-Niagara International Airport (BUF) and Niagara Falls International Airport (IAG).

The Niagara District Airport has recently undergone an \$11 million renovation, now offering a 5,000-foot runway, 24-hr Customs clearance, NAV CANADA on site, Avgas and Jet Fuel refueling and LPV Approach for runway 06/24.



Major railways connect Niagara with ports in Montreal, Halifax and the U.S. Midwest.



The Welland Canal, part of the binational St. Lawrence Seaway system, connects Lakes Ontario and Erie. St. Catharines offers extensive docking and heavy lift facilities.



St. Catharines is located at the heart of a large trans-border gateway fibre optic communications corridor, and is close to a major Canadian east-west optic trunk line.

A COMPETITIVE BUSINESS ENVIRONMENT

Razor thin profit margins are a harsh reality of the global economy. While being competitive with the business on the other side of the street may have once been enough, today the competitor on the other side of the globe is equally as important.

This is why the City of St. Catharines constantly strives to reduce the costs associated with doing business in our city.

LOW PROPERTY TAXES

St. Catharines offers business tax rates that are competitive with similar-sized municipalities in Southern Ontario

2014 PROPERTY TAXES PER SQ. FT.

LEGEND

- STC - ST. CATHARINES
- HAM - HAMILTON
- GUEL - GUELPH
- BURL - BURLINGTON
- BRAM - BRAMPTON
- OAK - OAKVILLE



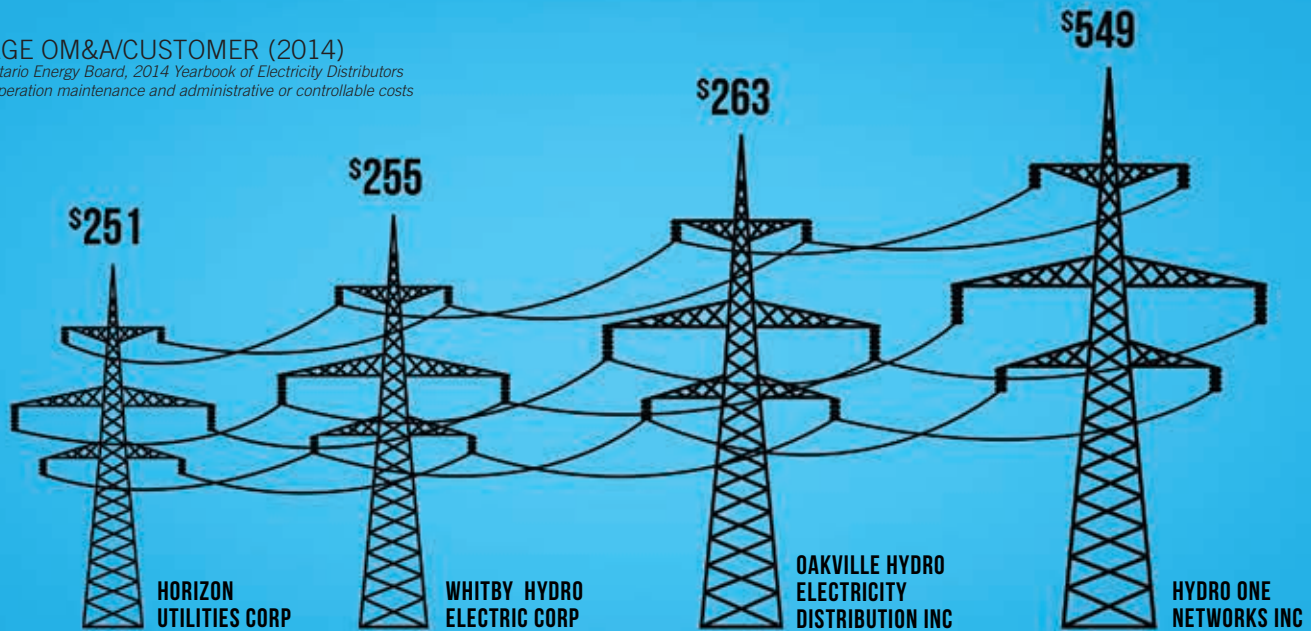
ATTRACTIVE HYDRO RATES

Electricity in St. Catharines is distributed by Horizon Utilities, one of Ontario's largest local utilities. Horizon's commercial and industrial electricity distribution rates are among the lowest in Niagara and compare very favourably with large utilities across the province. St. Catharines hydro customers benefit from the utility's low operating and distribution costs.



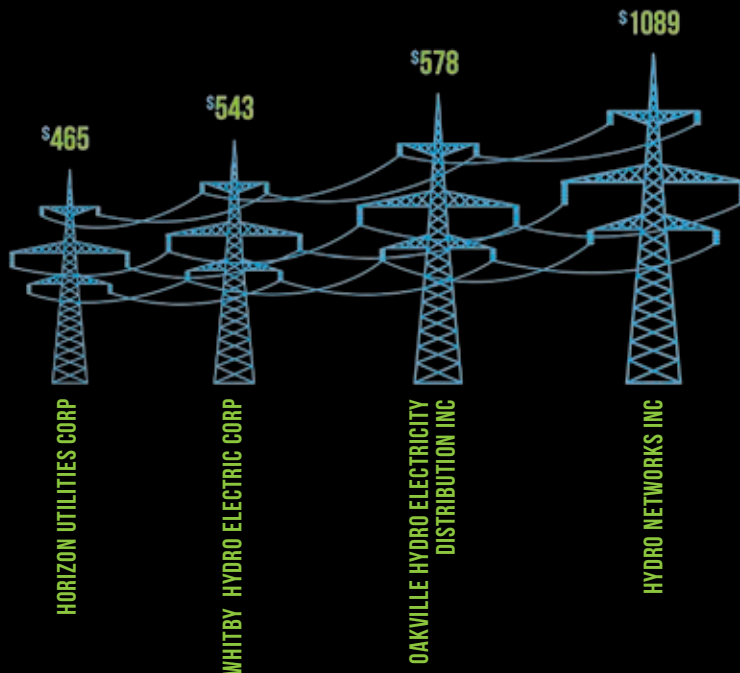
AVERAGE OM&A/CUSTOMER (2014)

Source: Ontario Energy Board, 2014 Yearbook of Electricity Distributors
"OM&A" Operation maintenance and administrative or controllable costs



AVERAGE DISTRIBUTION REVENUE CUSTOMER (2014)

Source: Ontario Energy Board, 2014 Yearbook of Electricity Distributors



Horizon Utilities incentive programs for businesses:

- Audit Funding
- Retrofit Program
- High Performance New Construction
- Existing Building Commissioning
- Process & Systems Energy-Efficiency Upgrades
- Process & Systems Energy Management and Monitoring
- Demand REsponse
- Small Business Lighting

Visit horizonutilities.com for details.

EXPERIENCED **WORKFORCE**

With a citywide population of over 130,000, St. Catharines offers employers immediate access to a large, qualified workforce. The city draws workers from other parts of the Niagara Region and beyond, a combined labour

pool of over 200,000 highly-skilled and well-educated people. From blue collar to white collar and every colour in between, St. Catharines has the human resources to power any business.

LARGEST EMPLOYERS IN ST. CATHARINES

MANUFACTURING



2,000  **375** 
GM CANADA TRW

EDUCATION



4,300
DISTRICT SCHOOL BOARD OF NIAGARA

1,600
BROCK UNIVERSITY

HEALTH CARE



4,256    
NIAGARA HEALTH SYSTEM

GOVERNMENT



600
CITY OF ST. CATHARINES

561
ONTARIO MINISTRY OF TRANSPORTATION

TRANSPORTATION



1300
ALGOMA CENTRAL CORPORATION

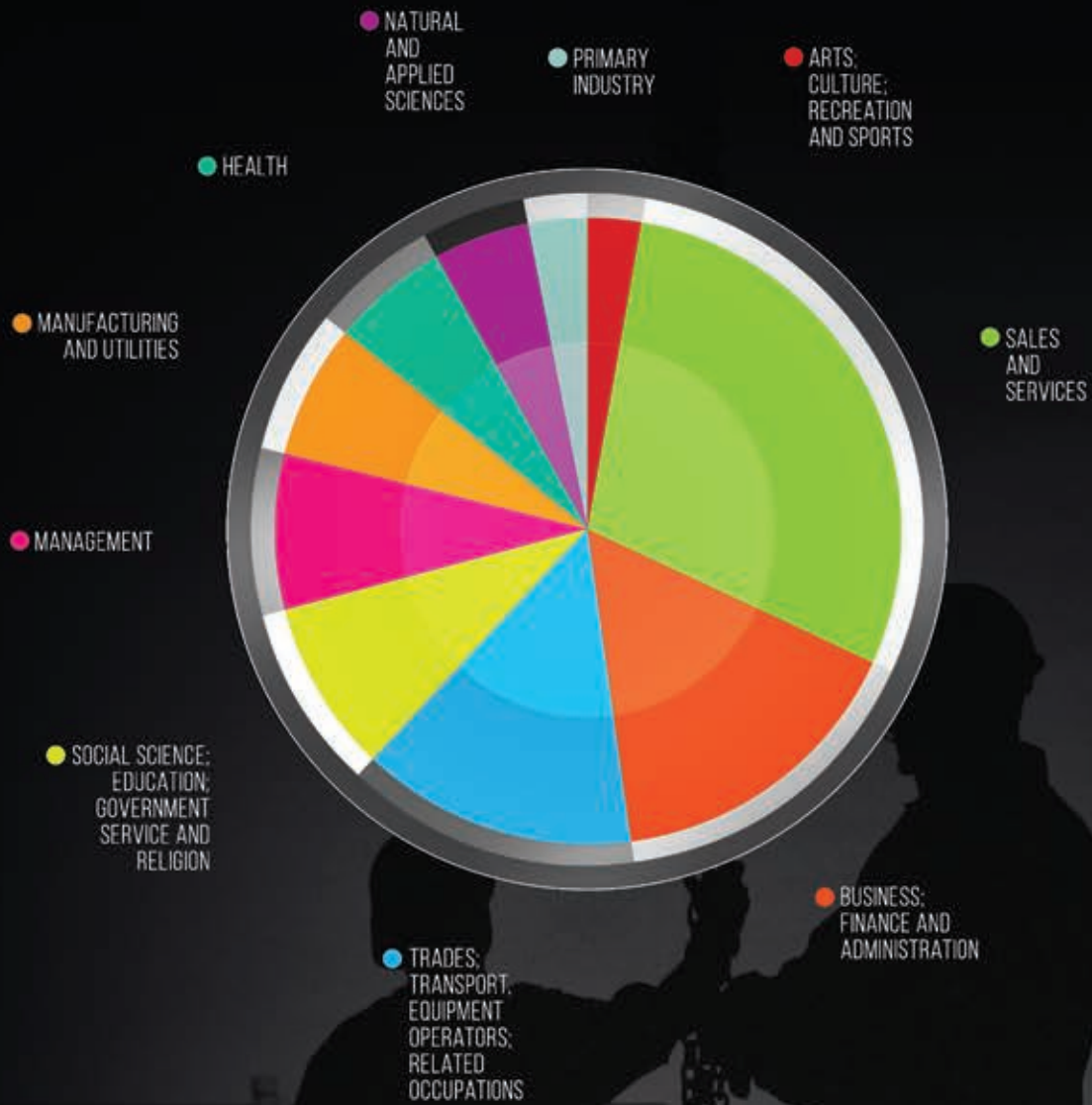
COMMUNICATION



760
SITEL

TOTAL EMPLOYEES IN ST. CATHARINES BY MAJOR OCCUPATION GROUP

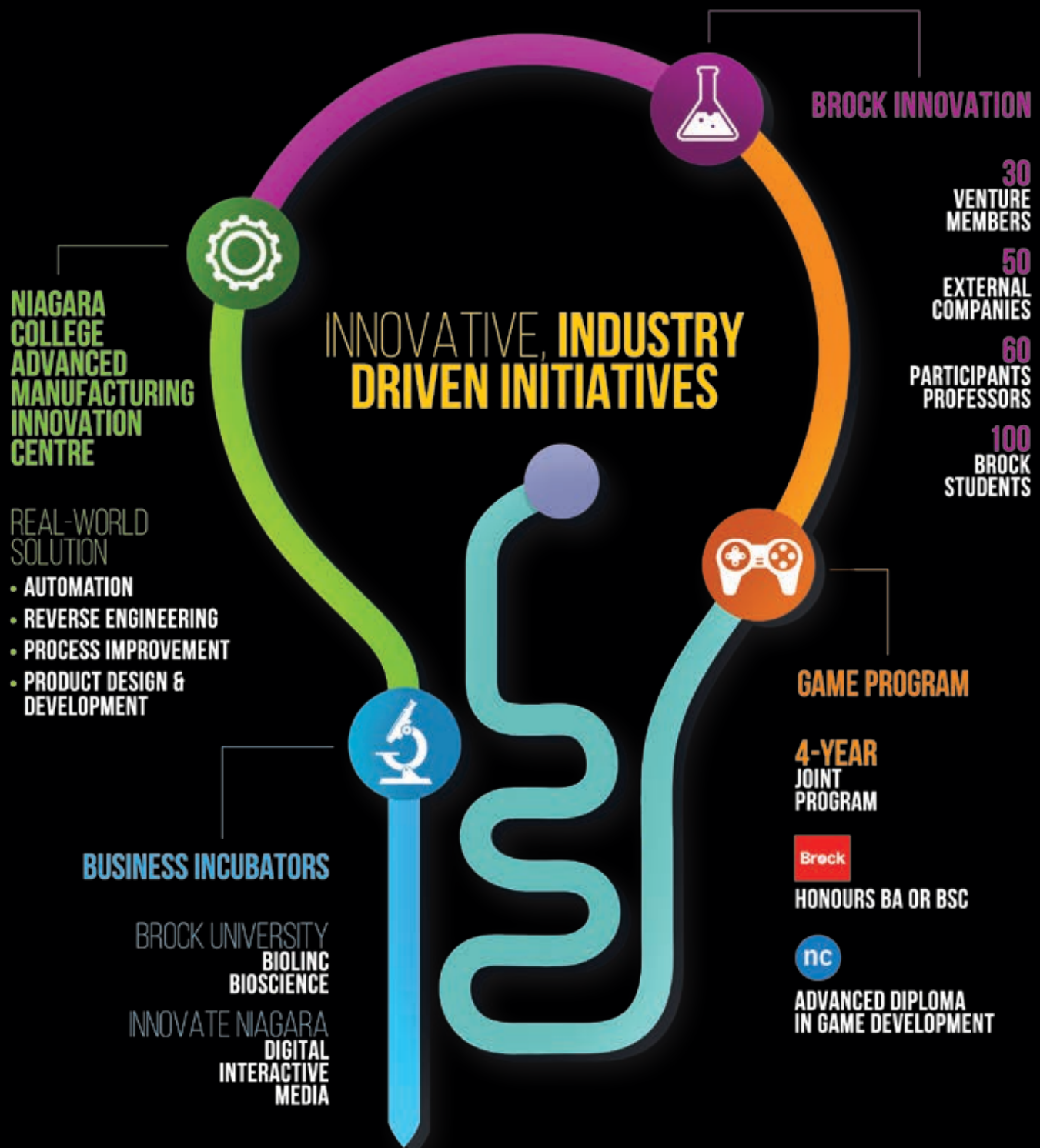
Source: 2011 Statistics Canada Census



HIRE EDUCATION

St. Catharines' three public post-secondary educational institutions, Brock University, Niagara College and McMaster University Michael G. DeGroot School of Medicine (Niagara Campus) are experiencing record enrollment,

with a combined student population of 27,000. As these students graduate, they provide employers in St. Catharines with a talented pool of eager, educated post-secondary graduates.





PERFORMING ARTS CENTRE

Downtown St. Catharines is becoming Canada's newest hotbed for arts and culture. Brock University's Marilyn I. Walker School of Fine and Performing Arts is based in a new \$42 million downtown facility, adjacent to the city's new FirstOntario Performing Arts Centre



RIDLEY COLLEGE

St. Catharines has a wide range of primary and secondary schools. Students at both the Niagara District School Board and the Niagara Catholic District School Board consistently perform well in provincial Education Quality and Accountability Office (EQAO) testing.

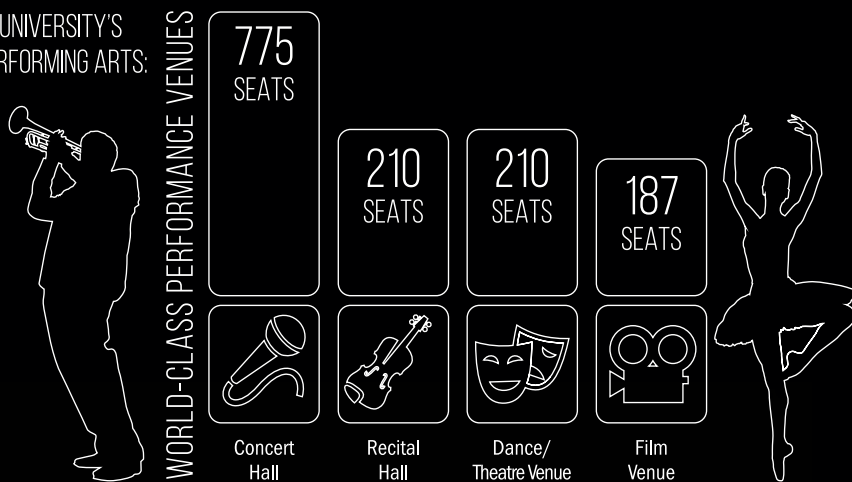
Ridley College, on the banks of Twelve Mile Creek, is among Canada's oldest and most prestigious private schools, attracting students from across the country and internationally.

ST. CATHARINES IT'S A GOOD LIFE

Great schools, a vibrant arts community, outstanding recreation and leisure amenities and affordable home ownership in a warm, friendly community — it's no wonder that so many newcomers to St. Catharines say that they can't believe their luck.

WORLD-CLASS ARTS & CULTURE PERFORMANCE VENUES

THE PERFORMING ARTS CENTRE AND BROCK UNIVERSITY'S MARILYN I. WALKER SCHOOL OF FINE AND PERFORMING ARTS:



SPORTS AND ENTERTAINMENT

St. Catharines has a vibrant minor sports community with a rich history and modern facilities including:

Seymour-Hannah Sports and Entertainment Centre (4 rinks)

48,000 sq. ft. Kiwanis Aquatics Centre

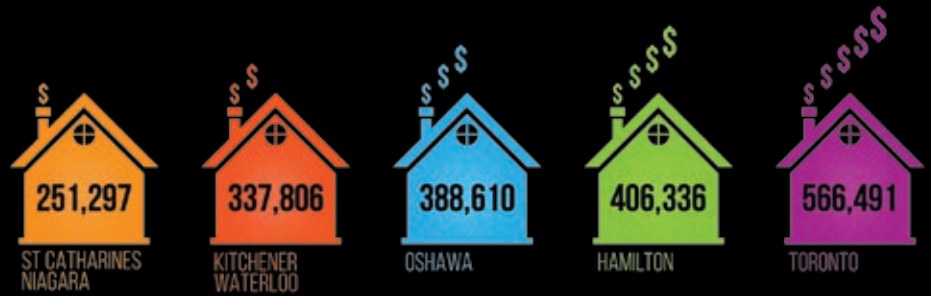
Kiwanis Field : CFL/FIFA-sized artificial turf

The Ontario Hockey League's Niagara IceDogs play out of the 5,300-seat Meridian Centre



AFFORDABLE HOME OWNERSHIP

Source: CMHC Housing Market Outlook, MLS Average Price (2014)



NIAGARA'S URBAN CONNECTION TO WINE COUNTRY



2014 marks a new course for the Wine Council of Ontario's official Wine Route, as wine enthusiasts are directed along St. Paul Street, linking Niagara's three major wine regions: Bench Wineries in Lincoln, Twenty Valley and Niagara-on-the-Lake.

This new route provides wine and culinary tourists, a burgeoning market of 1.8 million people annually, with an expanded urban experience by introducing them to the restaurants, pubs and boutiques unique to downtown St. Catharines.



A FESTIVE COMMUNITY

St. Catharines is home to many exciting festivals and events that bring residents and visitors together throughout the year.



Spring

- Get Fresh In The Valley
- Niagara Folk Arts Festival
- In the Soil Arts Festival



Summer

- Niagara VegFest
- Taste of Lincoln
- New Vintage
- Summer Concerts in Montebello Park
- Royal Canadian Henley Regatta



Autumn

- Niagara Wine Festival
- Balls Falls Thanksgiving Festival
- Wrapped Up In The Valley
- STRUTT



Winter

- Twenty Valley Winter Wine Fest
- Niagara IceWine Festival



DOWNTOWN RENAISSANCE

There's a new energy on the streets of downtown St. Catharines. No other mid-size urban core in Canada has seen the sheer level of infrastructure investment, business development and cultural renaissance that is reshaping downtown St. Catharines.

The city's downtown core is the only area in Niagara that has been identified as an Urban Growth Centre by the provincial government, making it a focal point for investment and transit infrastructure.

MAJOR DOWNTOWN INVESTMENTS

\$90M
BURGOYNE
BRIDGE
REPLACEMENT
OF EXISTING
STRUCTURE
WITH LANDMARK
CROSSING
SIGNATURE
BRIDGE

\$62M
PERFORMING
ARTS CENTRE
4 THEATRE SPACE
800
SEAT MAIN THEATRE
TO BRING APPROX.
125K NIGHTTIME
AND 25K DAY TIME
VISITS PER YEAR

\$50M
MERIDIAN
CENTRE
SPECTATOR FACILITY
5300
SEAT HOCKEY ARENA
AND 6000
SEAT VENUE

\$42M
MARILYN
I. WALKER
SCHOOL OF FINE AND
PERFORMING ARTS
600
STUDENTS
AND FACULTY

\$28M
CARLISLE ST
PARKING GARAGE
600
PARKING SPACES
11K SQ.FT. OF
RETAIL STOREFRONT SPACE



RECENT/NEW PRIVATE DOWNTOWN INVESTMENT

Restaurants:

- ☐ The Works Burger
- ☐ Subway
- ☐ Burrito Boyz
- ☐ Kullys Sports Bar
- ☐ LaScala

Commercial:

- ☐ Algoma Central Properties
(Head Office)
- ☐ WSP – Formerly Genivar
- ☐ Royal Bank
- ☐ Meridian Credit Union
- ☐ KPMG

Interactive Digital Media:

- ☐ Keyframe Productions
- ☐ Fourgrounds Media
- ☐ Form and Affect
- ☐ Tucows (Ting Mobile)
- ☐ Symetric Productions

Retail:

- ☐ Critelli's Fine Furniture
- ☐ Verity
- ☐ DLish Tasteful Gifting
- ☐ Jewellery Design By Catherine
- ☐ Long & McQuade Musical
Instruments

Real Estate:

- ☐ Royal LePage
- ☐ PennTerra Group
- ☐ 3D Properties
- ☐ Blair Blanchard
Stapleton Ltd.

GO TRAIN **ACCESS TO THE GTA**

St. Catharines is easily accessed by GO Transit daily bus service and seasonal train service between Niagara and the Greater Toronto Area, with negotiations for year-round train service well underway.



ECONOMIC DEVELOPMENT TEAM

The Economic Development and Tourism Department collaborates with businesses and investors to encourage the attraction, expansion and retention of vibrant businesses within the community.

The Economic Development team works closely with businesses in order to bring together the right tools necessary that best suit business and community needs before, during, and after establishing an operation in St. Catharines.

SERVICES

STATISTICS AND RESEARCH

SITE TOURS

ENTERPRISE CENTRE: SMALL BUSINESS SERVICES

FINANCIAL INCENTIVE PROGRAMS

COORDINATION WITH CITY HALL

GENERAL BUSINESS INQUIRIES

TOURISM SERVICES



CITY OF
ST. CATHARINES

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