

ECONOMIC DEVELOPMENT MARKETING UPDATE



Katie Desharnais,
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Planning and Economic
Development Committee
ED14-2021

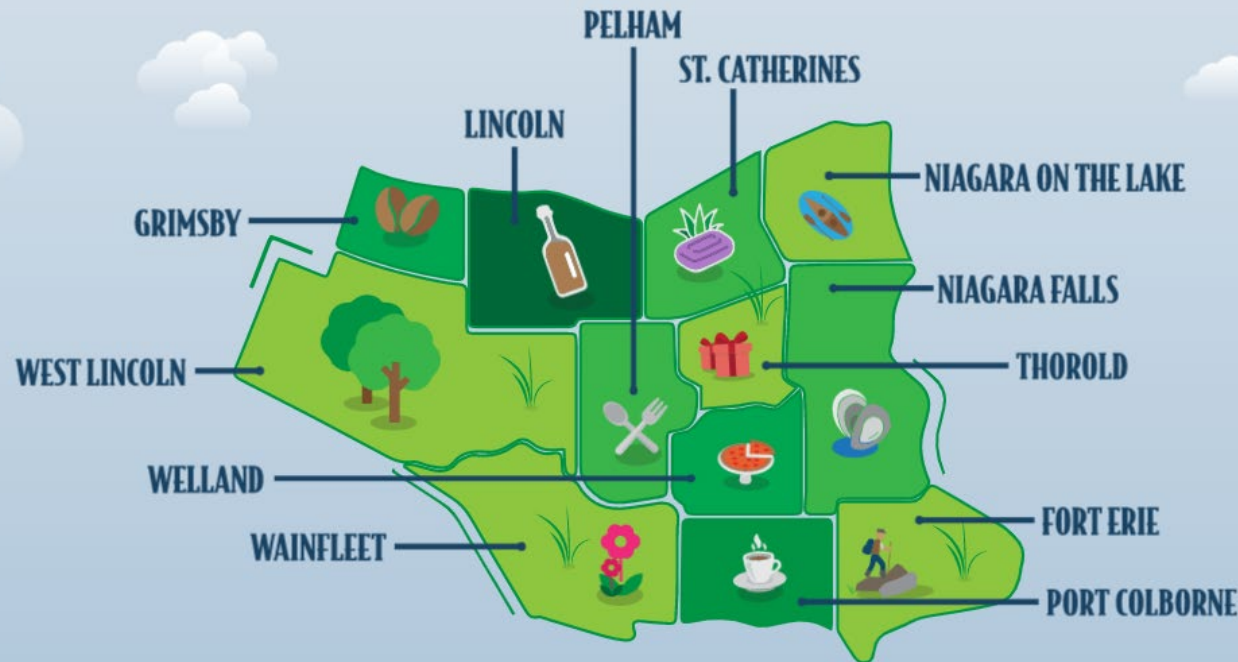
OVERVIEW

Niagara Region Economic Development has several ongoing marketing incentives to be aware of, as well as a number of planned projects, to continue to advance the Niagara Region's Economic Development objectives.

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It's all downtown, Niagara!

There's lots to do in your 12 charming downtown districts in Niagara. Check out these must-visit shops, markets and restaurants and explore Niagara's dazzling downtowns!



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LOCAL NEWS

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12 downtown districts to explore right at home in Niagara

BY CHRISTINE WELLS AND
JENNIFER COOPER

Beyond the Falls, the mills and the attractions, there is a wide array of great shops and services for area residents and nearby neighbours to enjoy. Looking for some local fun and excitement?

At the start of summer, it's natural to think about all the great things we can do to enjoy the area where we live. One, it's always been a trending destination for visitors, but Niagara has so much to offer beyond places that attract visitors. For us locals, there are superb shops, restaurants, activities and exciting establishments that really appeal to the local palate — right in our own backyard!

Check out some of the awesome must-visit locations in the 12 regional downtown districts, recommended by a couple of the very own Niagara region residents.

Kaitlin Pelham is a Niagara-on-the-Lake born and bred. She's the owner of a unique design shop, a florist, an event planner, and she knows the region inside out. "I love it here because it's the perfect balance between how to do and how to grow up."

Margaret is a Millbrook shop, which she runs with her business partner, Nicola Wainwright. They sell quality local products, handmade candles, and at times, pop-up bars. She lives in Niagara-on-the-Lake and is also a resident of the region.

When you move to the region, you'll find a large selection of shops and services. One of the best things about the region is the variety of shops and services. From the old-fashioned to the modern, there's something for everyone. The region is a mix of old and new, and it's a great place to live and work.

For her business of St. Catharines, Margaret recommends these fantastic businesses to try for a few hours or days right in the heart of the region. It's a great place to live and work, and it's a great place to visit.

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This summer, explore Niagara's dazzling downtown regions with recommendations from local business owners.



Diane Schaefer and her business.



Kaitlin Pelham, owner of Kaitlin's.

of things, visitors and many others. "Niagara is a beautiful town with a lot of character and a great community," says Schaefer. "It's a great place to live and work, and it's a great place to visit." Schaefer also recommends these fantastic businesses to try for a few hours or days right in the heart of the region. It's a great place to live and work, and it's a great place to visit.

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Abatement Technologies' new manufacturing space and head office in Fort Erie, Ont., will complement 10 international locations. [enr.com](#)

World-class companies make Niagara their first choice

BY JEFFREY HANDEL

PHOTO BY JEFFREY HANDEL

On an industrial property in the quiet Niagara community of Fort Erie, Ont., Abatement Technologies is set to break ground on a new 50,000-square-foot manufacturing space that will also serve as its new head office.

The world-renowned, family-owned company specializes in hospital-grade HEPA filtration systems that are a critical part of COVID-19 containment efforts, and going all-in on a Niagara expansion to complement its other international locations was an easy decision.

"Geographically, there's immense benefits for us," said Justin Lamm, director of marketing and production at Abatement Technologies. "Niagara has given us a great pool of talent to pull from. We have access to all the shipping lanes. We're close to enough major airports that it's easy for us to be connected to the globe."

"Operational costs, and even to expand, is easier in Niagara than it is to the

GTA...we were absolutely committed to staying in the community." These strategic advantages are key decision drivers as client-leading companies from across southern Ontario are choosing to locate, re-locate or expand into the Niagara region.

Niagara's industrial, commercial and residential real estate prices are a fraction of Toronto's, and in greater supply than crowded manufacturing markets like Hamilton. But the location is ideal: Niagara's urban communities are only an hour's drive from the GTA, and within 30 minutes of the U.S. border. Fort Erie is just across the border from upstate New York, as close to Lake Erie as any other major city in the world.

Niagara's access to hundreds of skilled tradespeople, and graduates from leading post-secondary institutions like Brock University in St. Catharines and Niagara College in Welland, are also major attractions. And the region's low

costs of living, high quality of life and tight-knit sense of community are all carefully considered by companies who see a link between communities and productivity.

"Niagara is a natural opportunity," said Jeremy Dunn, commercial vice-president of the Hamilton-based Ontario Property Authority (OPA). "There is precious little industrial land available around Toronto, and Niagara's low such an important role in a regional economy."

OPA manages a 200-acre multimodal industrial complex in Thorold, another Niagara community, adjacent to the Welland Canal, that connects Ontario manufacturers to markets across North America and around the world.

The canal is part of the St. Lawrence Seaway system, which connects overseas markets to ports along the Great Lakes, and to any other market in North America through an integrated marine, rail and highway transportation network.

Tara reached an agreement in early 2021 to use 60,000 square feet in the sprawling facility, which Dunn predicts will be fully occupied within six years.

"This expansion is an important next step in our business growth," said Scott DeMont, general manager and partner with Tara Inc. "From this new facility we are better able to provide our growing customer base with a wider range of services."

Niagara has a great history as an industrial center, and the manufacturing sector has seen a steady resurgence since the renaissance of 2008. But the region is also a favored expansion and relocation site of a diverse group of new entrants from biotechnology, professional services, agri-business and many other industries.

"Being in Canada is a plus, but being in Niagara is super-plus," said Dr. Fouad El-Akhrach, a molecular geneticist and Brock professor who started the biotechnology company Norgen Biosciences in 2004.

Norgen Biosciences is located in Thorold, within walking distance of Brock, and is preparing a 50,000-square-foot expansion that will be used as a COVID-19 testing site, and for manufacturing world-class biotech materials. The Akhrach did previously in Toronto and the U.S. border as key advantages, along with a strong talent base that includes several Brock students who have started their own businesses in Niagara.

"And then, the fact that people know each other in a small community," he added. "They are very helpful and supportive. You don't go it alone in the large cities."

According to a leading global professional services company, the success of another major Niagara success story. In 2016, the company opened a newly

renovated 60,000-square-foot property in downtown St. Catharines that will serve as a global center of excellence for its growing intelligence and customer operation business.

"We're a people-based business, so talent was at the heart of the decision," said Jeffrey Handel, president of Accessure in Canada. "The quality of life and the quality of talent in the region continues to rise and we look to him to serve our clients."

As world-class companies continue to expand, so too do the business in Niagara, multibillion-dollar industries are being created, and the region is a supportive community that has nurtured them.

"We're committed to the region, and we see significant continued growth," said Handel. "And it's exciting. We're absolutely seeing the kind of opportunities we've longed for."

For more information on economic development opportunities in Niagara, visit [NiagaraCanada.ca](#).

UPCOMING MARKETING CAMPAIGNS

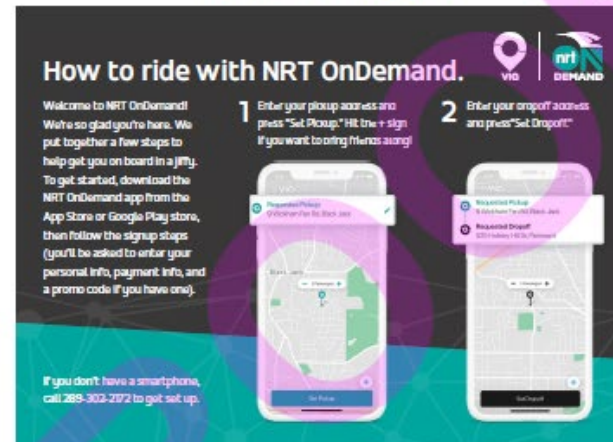
Window Clings // Stickers



Table Top Cards



How To Ride Post Card



Poster



A vertical teal-tinted image on the left side of the slide, showing a river flowing through a valley with forested hills.

THANK YOU