
Subject: Niagara Signature Sites

Report to: Planning and Economic Development Committee

Report date: Wednesday, August 14, 2024

Recommendations

1. That this Report **BE RECEIVED** for information.

Key Facts

- This report provides information regarding the launch of a new initiative, the Niagara Signature Sites tool.
- Niagara Signature Sites is an advanced interactive map showcasing premier industrial and commercial properties across the Niagara Region.
- The tool is a collaborative effort between Niagara Region Economic Development, Growth Management and Analytics, Information Technology (IT), area municipalities and private sector partners.

Financial Considerations

The activities described in this report are within the Council approved 2024 Economic Development operating budget. The Niagara Signature Sites tool was developed and maintained using the Economic Development budget, with no additional costs incurred since the tool is hosted on the Niagara Canada website.

No external vendors or consultants were engaged; the tool was developed in-house significantly reducing costs and maximizing resource efficiency. There are no anticipated additional costs at this time, though failure to maintain and promote the tool could result in missed investment opportunities, impacting economic growth potential.

Analysis

The Niagara Signature Sites tool is designed to promote economic growth by showcasing premier industrial and commercial development opportunities in the Niagara region. This innovative interactive map provides a comprehensive listing of properties available for sale or lease, each meeting a minimum requirement of 50 acres. The tool is a collaborative effort involving Niagara Region Economic Development, the

Growth Management and Analytics, IT, area municipalities, and private sector partners, aimed at attracting investment and fostering economic growth.

The platform features a user-friendly interface that allows potential investors and developers to explore available opportunities in detail, including information on strategic location, permitted uses, and zoning regulations. This initiative demonstrates the strength of collaboration among various participants in the Niagara region, combining expertise, insights, and resources to create a valuable resource for investors.

Niagara Signature Sites is accessible online at: [Niagara Signature Sites](https://niagaracanada.com/site-selection/) (https://niagaracanada.com/site-selection/).

Alternatives Reviewed

An alternative approach considered was the creation of a static listing of available properties. However, this option was not recommended due to its lack of interactivity and user engagement, which are critical for attracting potential investors. The interactive map format provides a more dynamic and appealing tool for showcasing development opportunities.

Relationship to Council Strategic Priorities

Economic development activities described in this report directly support two of Council's Growing Better Together 2023-2026 Strategic Priorities:

- **Effective Region:**
 - The Niagara Signature Sites initiative supports the Niagara Region Council's Effective Region priority by transforming service delivery through innovative and collaborative efforts.
 - By integrating advanced GIS and IT capabilities into the development of the application, the initiative modernizes processes and ensures efficient use of resources.
 - This approach aligns with the goal of implementing continuous improvement and delivering fiscally responsible services that enhance the region's attractiveness to investors.
- **Prosperous Region:**
 - The Niagara Signature Sites application plays a crucial role in attracting and retaining businesses by showcasing premier development opportunities.

- The tool helps build Niagara as a global brand and supports the growth of emerging sectors by providing detailed property information and highlighting strategic advantages.
- This comprehensive platform enhances the region's economic development efforts by facilitating connections between potential investors and Niagara Economic Development staff, thus fostering local, national, and international business growth.

Other Pertinent Reports

[Economic Development Strategy 2023-2033](https://niagaracanada.com/about-us/economic-development-strategy/)

(<https://niagaracanada.com/about-us/economic-development-strategy/>)

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Appendices

N/A