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 DeGroote 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
INVESTMENT READY

THE ST. CATHARINES ECONOMIC DEVELOPMENT TEAM

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 have 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

#OurHomeSTC

#InvestInSTC

$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

$186M
9.4km widened to 6 lanes
Three new bridges
New surfacing
New lighting system

$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

$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

$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

stcatharines.ca | 05
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.

TRAGICALLY HIP, FEBRUARY 2015
The Canadian rock icons performed one of the first major concerts at the Meridian Centre, entertaining 6,000 fans.

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.

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 Pan 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, Niagara College and McMaster University, the health care sector is among the fastest growing industries in the city today.
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.

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.
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 and 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).
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.

FIBER OPTIC CONNECTIVITY

St. Catharines is serviced by a major fibre optic hub, providing high-speed connection to both north-south and east-west trunk lines. Dozens of communication and digital media companies – many located in Downtown St. Catharines – are able to reach customers across North America efficiently and conduct business activity around the world seamlessly.
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.

### 2015 Property Taxes per Sq. Ft. in $CAD

<table>
<thead>
<tr>
<th>Type</th>
<th>STC</th>
<th>HAM</th>
<th>BURL</th>
<th>BRAM</th>
<th>GUEL</th>
<th>OAK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Buildings</td>
<td>$2.48</td>
<td>$2.61</td>
<td>$3.48</td>
<td>$3.30</td>
<td>$3.41</td>
<td>$3.95</td>
</tr>
<tr>
<td>Neighbourhood Shopping</td>
<td>$3.73</td>
<td>$4.25</td>
<td>$4.40</td>
<td>$4.33</td>
<td>$4.78</td>
<td>$5.08</td>
</tr>
<tr>
<td>Standard Industrial</td>
<td>$1.83</td>
<td>$2.14</td>
<td>$2.37</td>
<td>$2.53</td>
<td>$2.63</td>
<td>$2.87</td>
</tr>
<tr>
<td>Large Industrial</td>
<td>$1.08</td>
<td>$1.18</td>
<td>$1.29</td>
<td>$1.29</td>
<td>$1.72</td>
<td>$2.59</td>
</tr>
</tbody>
</table>

Source: Municipal Study, 2015, BMA Management Consulting Inc.
ATTRACTIONELECTRICY CONNECTION RATES

Electricity in St. Catharines is distributed by Alectra Utilities, one of Ontario’s largest local utilities. Alectra Utilities’ commercial and industrial electricity distribution rates are among the lowest in Niagara and compare very favourably with utilities, large and small, across the province.

Alectra Utilities’ customers benefit from both the utility’s low operating costs and its aggressive promotions of conservation and demand management incentives that lower the cost of business in St. Catharines.

AVERAGE OM&A/CUSTOMER (2016)
Source: Ontario Energy Board, 2016 Yearbook of Electricity Distributors
“OM&A” Operation maintenance and administrative or controllable costs

$253
Horizon Utilities Corp
Alectra Utilities Predecessor

$261
Oakville Hydro Electricity Distribution Inc

$281
Whitby Hydro Electric Corp

$431
Hydro One Networks Inc

Alectra 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 alectrautilities.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 @ GM CANADA
- 375 @ THK RHYTHM

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

TRANSPORTATION
- 561 @ ONTARIO MINISTRY OF TRANSPORTATION
- 1300 @ ALGOMA CENTRAL CORPORATION

COMMUNICATION
- 760 @ SITEL
TOTAL EMPLOYEES IN ST. CATHARINES BY MAJOR OCCUPATION GROUP

Source: 2011 Statistics Canada Census

- Natural and Applied Sciences
- Primary Industry
- Arts, Culture, Recreation and Sports
- Sales and Services
- Manufacturing and Utilities
- Health
- Management
- Social Science, Education, Government Service and Religion
- Trades, Transport, Equipment Operators, Related Occupations
- Business, Finance and Administration
St. Catharines’ three public post-secondary educational institutions, Brock University, Niagara College and McMaster University Michael G. DeGroote 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.
EXCELLENT ELEMENTARY & SECONDARY SCHOOLS

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.

SECONDARY/POST-SECONDARY ENROLMENT NUMBERS

- **Brock University**
  - 18,824 Student Population
  - 6 Residences
  - 2,389 Residence Beds

- **McMaster University**
  - 88 Resident Doctors in Training

- **Niagara Catholic District School Board**
  - Secondary Students 2015
  - 9,000 Students (Full Time)

- **St. Catharines**
  - 19,335 Total Students
  - 15,000 Continuing Education Registrants
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

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 (2016) (F)
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
- Niagara New Vintage Festival
- Summer Concerts in Montebello Park
- Royal Canadian Henley Regatta
- Niagara Integrated Film Festival
- i4C
- Downtown Classic Car Show

**Autumn**
- Niagara Wine Festival
- Balls Falls Thanksgiving Festival
- Wrapped Up In The Valley
- STRUTT Wearable Art Show

**Winter**
- Twenty Valley Winter WineFest
- Niagara IceWine Festival

NIAGARA'S URBAN CONNECTION TO WINE COUNTRY

Downtown St. Catharines 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.

NIAGARA'S URBAN CONNECTION TO WINE COUNTRY

Downtown St. Catharines 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
- Niagara New Vintage Festival
- Summer Concerts in Montebello Park
- Royal Canadian Henley Regatta
- Niagara Integrated Film Festival
- i4C
- Downtown Classic Car Show

**Autumn**
- Niagara Wine Festival
- Balls Falls Thanksgiving Festival
- Wrapped Up In The Valley
- STRUTT Wearable Art Show

**Winter**
- Twenty Valley Winter WineFest
- Niagara IceWine Festival
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

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

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

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

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

$90M
BURGOYNE BRIDGE
REPLACEMENT OF EXISTING STRUCTURE WITH LANDMARK CROSSING SIGNATURE BRIDGE
St. Catharines is easily accessed by GO Transit daily bus service and seasonal train service between Niagara and the Greater Toronto Area, with official plans for year-round, daily train service recently announced. The provincial government is expanding daily GO service into Niagara beginning in 2021, with track improvements and station upgrades identified for St. Catharines and other nearby communities.
Neil Lane, a Brock graduate (BBA ’08) from the Goodman School of Business, is CEO and a co-founder of the 5 year old St. Catharines company Stathletes. The company is proud to serve all major North American hockey leagues, their partners and affiliates with exclusive data, reports, insights and visualizations.

Specifically the organization crunches data to provide an in-depth analysis of the performance of individual hockey players. According to Lane, “One goal can mean the difference between missing and making the playoffs – and millions of dollars.”

Stathletes could easily operate from anywhere in the world, inclusive of major urban centres that are home to their competition. But Lane and the team at Stathletes remain advocates and loyal to St. Catharines for a variety of different reasons. Lane both highlights the following attributes about doing business and living in St. Catharines:

- Proximity to the University/College Corridor - (Human Capital)
- Central to servicing North American clientele
- Proximity to major airport hubs
- Cost of living/ quality of life for their employees
- Access to Research and Innovation Centres (RIC’s)
- Proximity to United States border (3 border crossings within a 45 minute drive)
- Affordable rents that are competitive
- Proximity to top 4 sports leagues in North America

“Locating Stathletes in St. Catharines has been a key to growing our business amongst a region that is re-defining itself with innovation and new businesses.”
WHY ST. CATHARINES

SUPPORTING TECHNOLOGY AND COMMUNICATIONS
Tucows provides gigabit fiber, mobile phone service and domain name services in the United States and around the world.

When Tucows had to make a decision about where to expand its customer support operations, St. Catharines quickly rose to the top of the list. The company was well aware of the amenable labor market and highly qualified workforce and were especially pleased by how the city has invested in the downtown to spur redevelopment and grow the creative cultural industry.

They indicated that the city’s long-term development plan was also a determining factor, and that they wanted to be a part of that transition in the community.

Tucows has been located in St. Catharines for nearly 2 years now and have a strong appreciation for the partnership they have with local city officials, and its administration.

“When Tucows had to make a decision about where to expand its customer support operations, St. Catharines quickly rose to the top of the list.”
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.

Economic Development and Tourism Services

Brian York T: 905 688 5601 ext. 1720 | E: byork@stcatharines.ca

Marco Marino T: 905 688 5601 ext. 1568 | E: mmarino@stcatharines.ca

Sabrina Maselli T: 905 688 5601 ext. 1732 | E: smaselli@stcatharines.ca

Samir Husika T: 905 688 5601 ext. 1762 | E: shusika@stcatharines.ca

Karen Doyle T: 905 688 5601 ext. 1733 | E: kdoyle@stcatharines.ca

InvestInSTC.ca