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 downtown Meridian Centre which has space for 5,300 hockey spectators and 6,000+ seats in venue space
- $62 million for the 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 which is home to 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 state-of-the-art St. Catharines hospital site through Niagara Health, with over 1 million sq.ft. of care
- $111 million for the Roy and Lois Cairns Family Health and Bioscience Research Complex at Brock University which includes Brock LINC, an innovation hub promoting applied research, entrepreneurship, commercialization and startup culture

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
- 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, 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

WELCOME TO ST. CATHARINES

St. Catharines is a dynamic city with an exciting strategic plan to help advance our local businesses.

As the largest city in the Niagara Region, with nearly a third of its population, St. Catharines punches above its weight.

It’s not just our location between Toronto and Buffalo that sets us apart. Our community is inherently liveable, with affordable housing, outstanding recreation activities, thriving arts and entertainment, and minimal traffic congestion.

St. Catharines is a city where manufacturers can achieve a competitive advantage, and where digital media startups can find success.

Our Economic Development team is eager to help turn your business into a St. Catharines success story. We welcome the opportunity to facilitate investment in our community, offering assistance with research, incentives and coordination with relevant City services. It is our business to help make yours thrive.

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RECENT MAJOR INVESTMENTS IN ST CATHARINES

#OurHomeSTC

#InvestInSTC

$150M
GENERAL MOTORS OF CANADA
Expansion in 2017
Part of $1.7 billion investment in St. Catharines’ GM operations over the past decade
$28 million Landfill Gas Cogenerating Facility
One of North America’s largest Powertrain plants (V6 & V8 engines + transmissions)

$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
$40 million Residence 8 Student Housing Development

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

$485M
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
$145 million Seasons Retirement Community Development
$25 million Yates Street Condo Development

$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  I  05
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.

Through the Accreditation process Niagara Health received Exemplary Standing. It is a clear demonstration of their team’s commitment to the highest safety and quality standards. As a community-based academic centre, teaching and learning, research, innovation and partnership are propelling them as they imagine a healthier Niagara.
DIGITAL MEDIA

St. Catharines has quickly become a digital media hub, attracting an encouraging array of digital and interactive media businesses. 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, 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 $112 million Roy & Lois Cairns Family Health and Bioscience Research Complex, which includes Brock LINC, a unique innovation hub fostering applied research, entrepreneurship, commercialization and startup culture.

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).
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.

After an $11 million investment, the upgraded Niagara District Airport offers 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. FlyGTA offers commuter flights to and from Billy Bishop Airport, serving Downtown Toronto.

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

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.

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.
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

$28M CARLISLE 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 DAYTIME VISITS PER YEAR

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

$50M MERIDIAN CENTRE
SPECTATOR FACILITY
5300 SEAT HOCKEY ARENA
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$90M BURGOYNE BRIDGE REPLACEMENT OF EXISTING STRUCTURE WITH LANDMARK CROSSING SIGNATURE BRIDGE
GO TRAIN ACCESS TO THE GREATER TORONTO AREA

The Government of Ontario is undertaking a massive GO Train extension, including track and station upgrades along the Niagara corridor. Daily commuter train service to St. Catharines began early in 2019, with additional service enhancements in the future.

From the GO Station close to downtown, St. Catharines residents and businesses enjoy affordable, timely and environmentally friendly transportation to Toronto’s Union Station and to other population centres serviced by the GO network.
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.

2019 PROPERTY TAXES PER SQ. FT. IN $CAD

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</tr>
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</table>

Source: Municipal Study, 2019, BMA Management Consulting Inc.
ATTRACTIONE ELECTRICITY CONNECTION RATES

Electricity in St. Catharines is distributed by Alectra Utilities, the largest municipally-owned electricity utility in Canada by number of customers served. Alectra’s 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.

ALECTRA UTILITIES CORP

ENERGY+ INC.

BURLINGTON HYDRO INC.

HYDRO ONE NETWORKS INC

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.
With a citywide population of more than 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.
TOTAL EMPLOYEES IN ST. CATHARINES BY MAJOR OCCUPATION GROUP

Source: 2016 Statistics Canada Census
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 more than 29,000. 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: 18,994 student population, 6 residences, 2,475 residence beds
- McMaster University: 88 student population, 28 student MDS in training
- Niagara Catholic District School Board: 18,769 total students, 15,000 continuing education registrants
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

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: CFU/FIFA-sized artificial turf

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

AFFORDABLE HOME OWNERSHIP

Source: MLS HPI Benchmark Prices (January 2020)

Canadian Real Estate Association
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. Whether it’s arts, music, theatre, food or wine (or all of the above!) that inspires you, there’s a can’t-miss festival for you downtown.

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

Summer
- Homegrown Wine Festival
- Summer Concerts in Montebello Park
- Royal Canadian Henley Regatta
- TD Niagara Jazz Festival
- The Foster Festival
- i4C

Autumn
- Niagara Grape and Wine Festival
- Balls Falls Thanksgiving Festival
- Wrapped Up In The Valley

Winter
- Twenty Valley Winter WineFest
- Niagara IceWine Festival
ST. CATHARINES WELCOMES THE WORLD

WORLD-CLASS PERFORMANCES

St. Catharines has a long-standing tradition of hosting major national and international events like the Royal Canadian Henley Regatta (for over 135 years), the Scotties Tournament of Hearts and the Pan American Games. In just a few short years, thanks to the Meridian Centre and FirstOntario Performing Arts Centre, St. Catharines is firmly on the radar for world class entertainers and sporting events.

SIR ELTON JOHN, NOVEMBER 2017
The legendary music icon made only two Ontario stops in his North American Tour. St. Catharines was one of them.

TRAGICALLY HIP, FEBRUARY 2015
The Meridian Centre proudly hosted the Tragically Hip shortly after opening its doors, and the now late Gord Downie and band did not disappoint 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.
ELITE EVENTS

2024 WORLD ROWING CHAMPIONSHIPS
St. Catharines will host the 2024 World Rowing Championships – the largest rowing event in the world – including the Senior, Under 23 and Junior championships. It’s the third time the World Rowing Federation’s top event was held here (1970, 1999) and will draw an estimated 2,000 athletes.

2022 CANADA SUMMER GAMES
As host of the 2022 Canada Summer Games, the Niagara Region will feature events in 17 sports at venues throughout the area. As the largest indoor facility in Niagara, the Meridian Centre is expected to be an important hub during the Games.

2020 CEBL SUMMER SERIES
The Meridian Centre played host to the Summer Series, a 26-game, round-robin competition to crown the Canadian Elite Basketball League’s 2020 champion. Games were played with no fans in attendance. CBC Sports provide live coverage of all games across its platforms.

2018 FIBA U18 AMERICAS CHAMPIONSHIP
For the first time ever, the FIBA Americas Championships was hosted in Canada, and St. Catharines had the great honour of being the selected location for the seven-day tournament in June 2018.

2017 SCOTTIES TOURNAMENT OF HEARTS
The Meridian Centre was the centre of the universe for Canadian curling fans for 10 days in February 2017, as the host site of the Scotties Tournament of Hearts, one of the most prestigious national sporting events.

2016 IIHF U18 WOMEN’S WORLD CHAMPIONSHIP
St. Catharines was selected as the host city for the tournament, with all 22 games played at the Meridian Centre in January 2016. This was the first time the popular tournament was held in Ontario, and only the second time in Canada.

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.
SPORTS ANALYTICS FIRMS THRIVE IN ST. CATHARINES

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.”
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 Ting Mobile 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.

Ting Mobile has been located in St. Catharines for nearly five 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.

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