

CITY OF NIAGARA FALLS

# COMMUNITY INVESTMENT PROFILE

Business Development Department  
Corporation of the City of Niagara Falls

LOCALLY GROWN &  
GLOBALLY KNOWN

INSIDE:

INFORMATION ON OUR CITY'S ECONOMY



## WELCOME TO THE NEIGHBOURHOOD



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Vol. 2020

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THE CITY OF  
**NIAGARA FALLS**  
**BUSINESS**  
**DEVELOPMENT**

Be a Part of  
**THE WONDER**

**FYI.**



**94,415**  
POPULATION

Source: Statistics  
Canada Census 2016  
City of Niagara Falls



**TOP SECTOR BY  
WORKFORCE 2022:**  
Accommodation & Food  
Service; Retail & Trade;  
Healthcare & Social  
Assistance; Arts, Culture,  
& Recreation



**\$66,200**

Average Employment  
Income in Niagara  
Falls; Full Time  
Employment 2021

**\$2.4B**

Niagara Falls Tourism  
Revenue annually



Niagara Falls is among the  
**Top 10 Safest Cities in the  
World for Tourists** -  
The Discoverer



Located in the heart of North America's most affluent consumer market,

Niagara Falls is a dynamic, internationally renowned city with a prosperous business community. Niagara Falls is built on an economic foundation anchored by tourism, manufacturing, commercial retail, and knowledge-based sectors. We are linked to the world by extensive road, rail, water, air, and telecommunications networks. In addition to having desirable industrial and commercial real estate, Niagara Falls offers a reasonable cost of living and some of the most attractive residential communities in all of Canada. When it comes to quality of life, Niagara Falls has other communities beat. Where else can you enjoy all the amenities of a large urban centre in a comfortable, livable community? Whatever you're looking for, you can find it in Niagara Falls or nearby. Arts, culture, recreation, commerce, and peaceful quiet moments - they're all here in Niagara Falls. With these advantages and amenities, it's no wonder that local, national, and international companies exceed their expectations and expand their operations in Niagara Falls. We welcome your business. Come see all the opportunities that flow in Niagara Falls, Canada.

POPULATION: 91,908 (STATISTICS CANADA CENSUS, 2016)

LAND AREA: 212 SQUARE KILOMETRE (81.9 SQ.MI.)

ELEVATION: 618 FEET ABOVE SEA LEVEL

**QUALITY LIVING : PROSPEROUS BUSINESS**

[niagarafalls.ca](http://niagarafalls.ca) | [niagarafallsbusiness.ca](http://niagarafallsbusiness.ca)

**COORDINATES:**

43:05:00N 79:04:15W



## Poised for Significant Economic Growth

*Niagara Falls offers and exemplifies what matters the most to your business -- your growth formulating factors.*

### Branding

Leverage the influence, natural bounty, and might of a world-renowned destination that draws an impressive audience all over the world. Being in Niagara Falls, Canada is a huge advantage for your brand reputation.

### Infrastructure

The investment and maintenance of strong infrastructure to support your business growth and sustainable future are among our city's top priority.

### Accessesibility

The ease of accessibility and proximity to any given destination by air, rail, road, and port, Niagara Falls can bring you closer to your global market.

### Workforce

Niagara Falls has the skilled and technologically inclined workforce to support your short-term and long-term labour goals.

### Market Share

The home to multiple industries, companies are capitalizing on the impressive market share our city brings to the table.

### Incentives & Support

The City of Niagara Falls, Niagara Falls Small Business Enterprise Centre and Niagara Falls Ryerson Innovation Hub - Spark Niagara's goals align with yours. Along with the Economic Gateway Incentives, our city can guide you on multiple growth levels and utmost profitability.

### Quality of Life

The reasonable cost of living in our city can streamline your operating cost for both your tangible and intangible expenses.

Why Invest or Live Here

Niagara Falls, Canada is a spectacular location for you to start, grow, and diversify your business. Here, you can maximize your opportunity to become a global leader in your industry. Combined with unparalleled quality of life, Niagara Falls can help you achieve your goals and overall success.

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THE CITY OF  
NIAGARA FALLS  
**BUSINESS  
DEVELOPMENT**

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# Branded by Nature

LEVERAGE THE INFLUENCE, NATURAL BOUNTY, AND MIGHT  
OF A WORLD RENOWNED WONDER  
FOUND IN THE **HEART OF OUR ICONIC CITY.**  
MILLIONS OF PEOPLE VISIT EACH YEAR AND BILLIONS MORE KNOW ABOUT IT.

**BEING IN NIAGARA FALLS, CANADA IS A HUGE ADVANTAGE  
FOR YOUR **BRAND IDENTITY.****



**“IF YOU WANT TO FIND THE SECRETS OF THE UNIVERSE,  
THINK IN TERMS OF ENERGY, FREQUENCY, AND  
VIBRATION.”**

**- NIKOLA TESLA**

A long established, world-renowned destination, there is no doubt that Niagara Falls is a recognizable brand around the world and a welcoming host for international travellers, students, businesses and investors. It is, without question, an effective business strategy to leverage such a powerful globally recognized brand to elevate the status of any new or growing business endeavor.

The history of economic stability in Niagara Falls offers businesses a reliability that can be counted on and invested in, which delivers an exciting landscape full of opportunity.

There are several successful product launches and unveilings happening in Niagara Falls, Canada including a world-famous sports car brand that chose Niagara Falls to

be its backdrop to unveil its first-ever electric car in 2019. Whether be related to electricity or simply displaying the most coveted Falls, Niagara Falls undeniably has the charisma that signifies a higher impact on brands.

Niagara Falls is a force to reckon with and what a way to make an impact! Imagine – a head office or product made in Niagara. You are leaps ahead with a world-famous address and flowing with branding potential.

Visit our website at [niagarafallsbusiness.ca](http://niagarafallsbusiness.ca) and let us tell you more!





THE EASE OF ACCESSIBILITY

AIRPORT & WATERWAY

THE WORLD IS YOUR MARKETPLACE

Let's take you closer to the world in minutes.

- Niagara Falls, Canada is in close proximity to one regional airport and four international airports - all less than 125 kilometres away.
- Public & private freight or passenger aircraft at the Niagara District Airport (Niagara-on-the-Lake, ON).
- National and international passenger and cargo services through Niagara Falls International Airport (Niagara Falls, NY), Buffalo Niagara International Airport (Cheektowaga, NY), John C. Munro International Airport (Hamilton, ON), and Lester B. Pearson International Airport (Toronto, ON). Pearson is Canada's largest and busiest airport, and the fourth largest entry point into North America.
- With over 180 destinations around the globe combined, reach your global marketplace from Niagara Falls, Ontario, Canada.

North American goods transported by water are valued at \$300 billion annually.

The St. Lawrence Seaway, and the Great Lakes form a 3,700 km marine highway that directly links the industrial heartland of North America to Europe and the world; 41 ports serve as key nexus points connecting to roadways and rail lines; The majority ports are closer to European markets than East Coast or Gulf ports; Goods transported by water in North America is valued at over \$300 billion on an annual basis; Shipping generates a yearly revenue of more than \$3.4 billion in transportation and \$4.3 billion in personal income.

ROAD & RAILWAY

LOGISTICALLY SPEAKING

Reach more than 2,000,000 consumers in less than an hour-drive.

Niagara Falls, Canada is connected to major North American Markets through an extensive highway system that includes Ontario's 400 series highways, the Queen Elizabeth Way (QEW), and I-90 Corridor providing access to much of the United States' eastern seaboard. Businesses in Niagara Falls, Canada can reach more than 2,000,000 consumers in less than an hour by road, making the city ideal for logistics, distribution, retail, and even service industries.

Access multiple freight and passenger railways servicing our iconic city.

Our city has access to CP and CN rail lines for passengers and freights. Our city is also serviced by the regional public passenger transit, GO Transit, a division of Metrolinx that offers services for the Greater Toronto and Hamilton Areas with routes extending to the Greater Golden Horseshoe carrying more than 70 million passengers annually, GO has a weekday service of two trains daily from Niagara Falls to Toronto and the weekend and holiday service trains along with bike train services to Niagara Falls, Ontario, Canada.





# Trade & Investment



Niagara Falls is a critical hub for trade between Canada and the United States. As one of North America's most important economic trade corridors, the trade that flows across Niagara Falls' borders totals well over \$100 billion and supports hundreds of thousands of jobs across Canada and the United States.

The economies of both countries are intrinsically linked by the flow of goods, services and people. In addition to the \$105.4 billion (CDN) in total freight value that crossed both ways at the borders connecting Niagara Falls, Ontario and New York State in 2015, 78% of the St. Lawrence Seaway's \$34.6 billion in economic activity passes through Niagara on the Welland Canal.

Looking at the most common goods that flow through Niagara's borders further illustrates the important role Niagara Falls plays as a trade corridor supporting both countries' economies.

**Trade Agreements That Work**

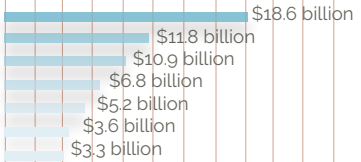
**USMCA** - The Agreement between the United States of America, the United Mexican States, and Canada is a signed but not ratified free trade agreement between Canada, Mexico, and the United States. Primarily known as the acronym USMCA, the agreement is the culmination of two years of ongoing dialogue between the leadership of each North American nation. Initially announced on 30 September 2018, USMCA modifies many of the guiding tenets of NAFTA and is positioned to act as its replacement.

**CETA** - The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) is helping to create jobs, strengthening economic relations and boosting Canada trade with the world's second-largest market. CETA is a progressive free trade agreement which covers virtually all sectors and aspects of Canada-EU trade in order to eliminate or reduce barriers.

**\$113.5 BILLION** IN TRADE FLOWS ACROSS NIAGARA BORDER PER YEAR

**Value of Commodities Traded through Niagara Borders, both ways, 2015:**

- Vehicles, Auto Parts & Accessories
- Computer Related Machinery & Parts
- Mineral Fuels, Oils, & Waxes; Bituminous Substances
- Plastics
- Electrical Machinery, Equipment, and Parts
- Pharmaceutical products
- Iron & Metal



CAD Currency



**FOREIGN DIRECT INVESTMENT IN NIAGARA FALLS**





CANADIAN FOREIGN TRADE ZONE POINT

Niagara is uniquely designated as a Canadian Foreign Trade Zone (FTZ) Point by the Government of Canada. An FTZ is a task force of Federal, Provincial, Regional/Municipal/and Private Stakeholders, and the prime contact for efficiency, improved competitiveness, and financial savings for businesses in the region with international operations.

FTZ policy targets exporting and allows Canada to receive goods tax and duty-free, and use the goods to manufacture products for export. Where exported product is sold to countries outside Canada such as the US, no tax and duty are payable. The exemption of tariffs and HST helps bolsters new and existing export-oriented businesses and improve employment in the industry. Our prime proximity from Toronto to the US border (from Chicago to Boston and Buffalo to Philadelphia) gives

Niagara robust accessibility (800 km) to a population of 130 million and GDP of \$5.7 trillion via road, rails, air, and waterways. Uniquely positioned, the Task Force will assist companies and suppliers with exportation of products and exemptions for taxes, duty, and tariffs.

NFTZ is designed to support Canada's export development efforts and can be accessed through their municipality to reach other government agencies such as Canada Revenue Agency, Canada Border Services Agency, Transport Canada, Export Development Canada, Innovation, Science and Economic Development Canada (FedDev), and Global Affairs to help navigate incentive programs, mentoring from experienced exporters, global networking opportunities, educational assistance to name a few.

ONTARIO'S FIRST FOREIGN TRADE ZONE

Total Exports	\$4.1 BILLION
Employment Growth Rate among Niagara Exporters	13%
Growth of Value among Niagara Exporters	\$500 MILLION
Transportation & Logistics Businesses Created	435
Number of People Employed in the Sector	7,000+
Manufacturing Exports	\$3.7 BILLION
Wholesale Trade Exports	\$200 MILLION
Agricultural / Forestry / Fishing / Hunting Exports	\$110 MILLION
Transportation / Warehousing Exports	\$20 MILLION
Construction Exports	\$15 MILLION
Major Highways	4
Commercial Vehicle Border Crossings	2
Trucks Crossing each year	1 MILLION



NIAGARA GATEWAY ECONOMIC ZONE & MUNICIPAL EMPLOYMENT INCENTIVE PLAN

The Niagara Gateway Economic Zone is a Community Improvement Plan between the Niagara Region and Local Area Municipalities providing generous incentives to attract business. The Gateway CIP supports projects that revitalize, strengthen and diversify strategic zones within five Niagara municipalities including Niagara Falls. Eligible projects promoting private sector investment, development, redevelopment, and construction activity in these strategic zones may be eligible to receive significant tax reductions as well as grants to offset development charges related to the investment.

The Region offers Two Incentives:

TAX INCREMENT BASED FUNDING PROGRAM

*This program offers a 5-10 year tax increment based grant on local property taxes for post-project values.*

REGIONAL DEVELOPMENT CHARGE GRANT PROGRAM

*Recognized as exceptional development projects that score high on the Gateway CIP evaluation, the Region offers DC relief capped at \$1.5 million.*

MUNICIPAL EMPLOYMENT INCENTIVE PROGRAM OFFERS:

- i. Planning Application Fee waivers
- ii. Building Permit Fee rebates
- iii. Study Grants

Visit [niagarafallsbusiness.ca](http://niagarafallsbusiness.ca) and [niagaracanada.com](http://niagaracanada.com) for more information about these programs.

KEY INDUSTRY SECTORS

Information you should know about our city's progressive economy

Niagara Falls is undoubtedly Canada's premier natural wonder, but did you know that it's also an economic wonder with lots of opportunity for businesses and entrepreneurs to start, expand and succeed?

The reality is that Niagara Falls is a small vibrant city with a big competitive advantage of being strategically situated in the heart of North America's most affluent consumer and industrial marketplaces, in close proximity to the United States borders, and the Greater Toronto Area.

Many dynamic companies – local, national and multi-national – already proudly call Niagara Falls their home and capitalize on the countless benefits of this economic hub, including a tourism industry attracting 14 million people annually to shop, savour and stay. These companies recognize its bright future, and their successes are proof that startups, investors, and businesses looking to set up shop and expand have come to the right place.

Few cities offer so many valuable business advantages and assets, and can deliver products manufactured or warehoused in Niagara Falls to more than 150 million consumers in less than one day's drive. A gem of the Regional Municipality of Niagara, the city is dedicated to the wellbeing of its community, businesses, commercial corridors and workforce through innovative partnerships, policy initiatives and recruitment to attract investment. For example, Niagara Falls was named one of the Smart21 Communities of the Year by the Intelligent Community Forum for being dedicated to building a digitally intelligent community that supports economic and social development. Spark Niagara provides new startups with innovative working space, expert advice and support services.

Just move in. Profit from flexible workspaces, a ready workforce of more than 400,000 people, enhanced

transportation and proactive economic development initiatives that are already driving smart, strategic growth in key industries, including tourism, commercial retail, and knowledge-based sectors. From hospitality to advanced manufacturing and engineering, entrepreneurs in Niagara Falls are bringing new technologies and opportunities to global markets.

Businesses are thriving and so are the residents. Niagara Falls is an amazing place to live and raise a family. Residents enjoy affordable living with a combination of hometown comforts and big-city amenities showcasing award-winning restaurants and entertainment, parks and playgrounds, golf courses, casinos, daily Go Train service to and from Toronto, and the world-renowned Niagara Wine County.

There's a Culture Hub and Farmer's Market development on the way, along with the new Niagara South Hospital planned for 2026. New and existing amenities not only make Niagara Falls a great place to live, but they're the fuel of economic growth and energy, and appeal to talent pipelines.

It's a pleasure doing business in Niagara Falls for so many reasons, including an unrivaled location with competitive land and operating costs, and the unmatched capacity to deliver goods quickly and economically. The city is ideally located along the International Travel Corridor connecting to all major '400' routes and U.S. state highways, features CP and CN rail lines for passenger and freight, and has three international border crossings within the municipality.

There's no shortage of proactive initiatives that help stimulate and attract new investment, including The Niagara Gateway Zone Community Improvement Plan (CIP) which provides financial incentives to revitalize, strengthen and diversify the Niagara economy.

Niagara Falls is a natural wonder for business – and the perfect place to live, work, innovate, and prosper.



01 Manufacturing Sector

Niagara Falls, Canada is an ideal location for manufacturing, distribution of goods, and the provision of services for centres throughout North America. Products manufactured or warehoused in Niagara Falls can reach more than 150 million consumers in less than one day's drive.

Niagara's highways, waterways, railways, and airports provide quick access to supplier and customer networks. Whether it's a timely air shipment, or a supplier delivering raw materials from across North America, Niagara's transportation network meets the most diverse and demanding needs.

Our region-wide labour force draws from a population of over 450,000 people. When new skill-sets are required, local post-secondary institutions such as Brock University and Niagara College are quick to work with industry to develop specialized training programs.

Manufacturing is big business throughout the entire Niagara region. This sector employs over 17,000 people and it accounts for the largest portion of the region's GDP. The manufacturing base is diverse, but the largest concentrations of employees are in transportation equipment, fabricated metal products, food and beverage, machinery, and furniture. Competitive incentives at the provincial level, paired with industry-oriented incentives at the regional level have created a favourable environment for doing business that is attracting big-game players like General Electric and helping secure new investments from long-time Niagara manufacturing partners like General Motors. Niagara offers manufacturers significant cost savings benefits. Niagara's lower utility costs create potential operational cost savings of up to 19% and overall, a typical manufacturing facility may achieve cost savings of 19-28% in Niagara over Ontario competitors and 11% cost savings over the closest US competitors.

In a comparison of the costs of operating a manufacturing business in 115 different North American cities, Niagara ranked seventh, putting it ahead of cities including Toronto, Montreal, Cleveland, Detroit, Chicago, Pittsburgh and New York.



Photo above:  
Hamill Machine Company Inc.  
Niagara Falls Facility



02 Tourism Sector

Tourism in Canada is big business and that's certainly the case in Niagara Falls. While the majority of the over 14 million tourists that arrive in Niagara each year are domestic travelers, over 3 million come from the United States and approximately 1 million are from overseas. When they arrive, there will be plenty for them to see and do. New attractions, resorts, hotels, and experiences await. Niagara Falls is a global destination with an established tourism infrastructure that's continually evolving to meet the ever-changing demands of business and vacation travelers. Tourism spending in the region is over \$2 billion annually and has a significant impact on the local economy. It is estimated that every \$100 million increase in direct revenue in tourism produces an indirect output of \$69 million. A total of 40,000 people are working in Niagara's tourism industries, including accommodation, food services, arts, culture, recreation, and entertainment. The size and significance of the tourism sector in Niagara means that businesses that choose to operate here can leverage a wide range of supports developed by stakeholders over decades.

The Niagara Fallsview Casino Resort offers the largest and most elegant gaming resort facility in Canada with over 3,000 slot machines and 130 table games, a luxury hotel, award-winning restaurants, shopping, and an intimate 1,500 seat theatre. Casino Niagara is just around the corner where there is 95,000 sq. ft. of gaming with slots, card tables, tournaments, and sports betting with dining available at the Market Buffet.

Niagara Falls is also home to blockbuster events, leading attractions, live theatre, Vegas-style shows, major sporting and entertainment events, business conferences, and conventions. Each year, Niagara Falls hosts North America's leading Ontario Power Winter Festival of Lights and Canada's premier New Year's Eve celebration.

FYI.	
OVER 14 MILLION PEOPLE VISIT NIAGARA FALLS EACH YEAR	
Pleasure	7, 710,000
Shopping	316,000
Business	475,000
Personal	870,000
Visiting Friends & Relatives	3,500,000
OVER \$2.4 BILLION NIAGARA TOURISM REVENUE	
Full-Service Restaurants	1,231
Hotels & Motels	178
Bed & Breakfast	153
Performing Arts Centres	109
Wineries	97
Golf Courses	43



03 Retail & Commercial Sector

Fortune 500 companies and small to medium-sized independent operators realize the potential created by a market of more than 14 million visitors. They've signaled their confidence in Niagara Falls with multi-million dollar investments in new shopping centres and commercial business developments. Renovations, upgrades and expansions to existing retail and commercial properties throughout Niagara Falls are providing enhanced shopping experiences for residents and visitors to enjoy.



04 Knowledge-based & Professional Services Sector

Knowledge and innovative thinking are key drivers of the new economy. From green industries to advanced manufacturing and engineering, entrepreneurs in Niagara Falls are creating the technologies of tomorrow and bringing new opportunities to global markets. Professional service providers thrive in Niagara Falls. Whether you need accountants, advertising, architects, brokerage houses, engineers, financial institutions; internet service providers, lawyers, planners, realtors, software designers; or undertakers, you'll find a local, national, or international firm in Niagara Falls to meet your needs.



05 Telecommunications Networks Sector

Founded in 2004, NRBN is the Niagara Region's leading service provider of high-performance data and voice solutions. Municipally owned by Niagara Falls and Niagara on the Lake, NRBN supports the community by empowering businesses with ultra-reliable fibre optic networks. In addition to providing near limitless capacity, NRBN's network is unequivocally faster than DSL and cable access. Advanced telecommunications networks keep Niagara Falls connected the world. NRBN's extensive fibre network delivers second to none business Internet and data connectivity services with great speed, scalability, and reliability.



06 Warehousing & Logistics Sectors

The success of Niagara's transportation and logistics sector can be attributed to a number of factors. For companies involved in the transport of goods across the border between Canada and the US northeast, it offers a strategic location that places them within just a one-day trip of cities in two provinces, nine states and half of the North American population. Plentiful warehousing space and seamless logistics is key for many business models. Niagara Falls is centrally strategic in location and has made it a priority to provide outstanding supply chain support—giving your business confidence in moving product provincially, nationally, and internationally.

Niagara Falls benefits from its location bordering the United States and easy access to both local and regional transportation infrastructure. There are significant highway, rail and water linkages, supported by four nearby bridges linking the Canadian and US markets. The Peace Bridge and the Queenston-Lewiston Bridge are both easily accessible by local industrial parks,

and both support commercial truck traffic. On average 102,000 cars and 30,000 trucks cross the Peace Bridge and the Queenston-Lewiston Bridge, respectively, every month. The Niagara region is a critical link in the flow of goods between Canada and the United States

The city has unique industry advantages, including a high concentration of businesses in rail transportation and specialized freight trucking. Niagara Falls also has more available employment lands than any other community in the Niagara region, meaning there's ample space for warehousing, distribution, logistics or storage operations.

From names like CN and CP to customs brokerages, freight forwarders, third-party logistics providers and trucking companies, there is a wide variety of sector stakeholders leveraging Niagara's strategic location and well-developed infrastructure. As one of Canada's designated Foreign Trade Zone Points, transportation and logistics businesses located in Niagara are able to tap into a range of programs designed to support companies that import and export goods in becoming more competitive through tax and duty exemptions and deferrals.



# Our Exciting NEW DEVELOPMENTS



## NIAGARA SOUTH HOSPITAL

EllisDon was selected to design, build, finance, and maintain the South Niagara hospital, a significant 2021 milestone. The new hospital, replacing aging facilities in Niagara Falls, Port Colborne, and Fort Erie, will offer 469 beds—156 more than the existing sites. Serving over 434,000 people, it will provide advanced healthcare services including emergency care, diagnostics (MRI, CT scans, ultrasounds, X-rays), ambulatory clinics, and traditional healing spaces, while supporting medical education in the region.



## UNIVERSITY OF NIAGARA FALLS

The University of Niagara Falls Canada is preparing to welcome students to its downtown campus in 2024, offering top-tier digitally-focused education. The university's curriculum includes programs such as Biomedical Sciences, Business Administration with focuses on Digital Economy and Marketing, Data Analytics with specializations in Marketing and Operations, Management with specializations in Emerging Technology and Entrepreneurship, and Digital Media and Global Communications. This initiative not only provides cutting-edge education but also promises significant economic growth to the Niagara region.



## EXTENDED GO TRAIN SERVICE TO NIAGARA FALLS

Metrolinx introduced weekday GO Train Service to Niagara Falls as a component of the Greater Golden Horseshoe Growth Plan. Initially launched in 2019, this expansion included two trains for weekday commuting between Niagara Falls and the GTA, improving travel options for residents. The success of summer GO Train service led to its seasonal continuation. Anticipating significant growth, Metrolinx envisions Niagara's population to reach 610,000 residents by 2041.



## ATURA POWER

Atura Power has made a strategic decision by designating the Niagara region as its primary location in Ontario for large-scale hydrogen production. This move marks a significant step towards advancing sustainable energy solutions. The forthcoming Niagara Hydrogen Centre, set to house a substantial 20-megawatt electrolyzer, underscores Atura Power's commitment to green hydrogen generation. This choice stems from meticulous Ontario-based feasibility studies assessing both technical and economic factors. If successful, this endeavor has the potential to elevate Niagara to the ranks of Canada's foremost green energy hubs, contributing substantially to the region's eco-friendly infrastructure.





NIAGARA FALLS CULTURAL HUB & FARMERS MARKET

Niagara Falls is constructing a Cultural Hub & Market, opening in October 2023. This creative space in the Main and Ferry district will unite artists, musicians, food vendors, and businesses. It includes a culture hall, studios, workshops, and plazas. Designed for accessibility and sustainability, it's named Niagara Falls Exchange (NFX) to symbolize idea exchange. Supply chain and cost issues have delayed the \$15.2M project led by Garritano Brothers Ltd. Adjacent to the History Museum, it aims to be a vibrant community center.



OLG STAGE AT FALLSVIEW CASINO

Experience Niagara's cutting-edge theater facility boasting 5,000 seats, top-tier technology, impeccable acoustics, and awe-inspiring performances! The fresh entertainment hub, situated within 150 feet of the stage, promises diverse shows amidst a captivating locale found nowhere else. Partnering with Fallsview Casino's Avalon Theatre, this innovative venue hosts a multitude of celebrity-studded shows annually. The mission of the Fallsview Casino Entertainment Centre is to establish Niagara Falls as the ultimate entertainment choice.



VINYL WORKS DEVELOPMENT

Vinyl Works Canada has made a significant stride by procuring a 6.5-acre parcel of land within the Montrose Business Park in Niagara Falls. This strategic acquisition has paved the way for the completion of their Phase 1 project, a state-of-the-art 40,000 sq.ft. facility. The facility boasts an integrated setup, encompassing manufacturing, warehousing, and office spaces, a testament to their multifaceted approach. This move stands as a testament to Vinyl Works' resolute commitment to both the present and future growth of the company,

solidifying their presence in the Niagara Falls community and the wider Niagara Region. The expansion project is poised to usher in a new era of prosperity, with plans to double their current employee count over the next two years. Beyond its economic implications, this expansion project serves to establish a permanent and purpose-built home for Vinyl Works, further strengthening their foothold in the industry.



CITY OF NIAGARA FALLS TOTAL POPULATION 2021: 94,415

POPULATION AGE DISTRIBUTION

Zero to Nine Years Old	8,845
Ten to Nineteen Years Old	10,175
Twenty to Twenty-nine Years Old	11,265
Thirty to Thirty-nine Years Old	11,325
Forty to Forty-nine Years Old	11,550
Fifty to Fifty-nine Years Old	13,520
Sixty to Sixty-nine Years Old	13,410
Seventy Years Old & Above	14,325

POPULATION EDUCATIONAL ATTAINMENT (15 YEARS AND OLDER 2021)

Grade 9 Education	17.9 %
Secondary Education	33.1 %
Apprenticeship (Trade Cert./Dip)	6.6 %
Post-Secondary (Cert./Diploma)	31.5 %
Post-Secondary (College)	22.9%
Bachelor's Degree & Higher	19.3%

TOP INDUSTRIES BY JOBS

Accommodation & Food Services	10,390
Healthcare & Social Assistance	4,207
Retail & Trade	4,936
Art, Entertainment, & Recreation	3,746

WORKFORCE BY INDUSTRY

Industries	Niagara Falls	Niagara Region
Accommodation and Food Services	6,650	19,655
Healthcare and Social Assistance	5,590	29,945
Retail Trade	5,455	28,700
Manufacturing	3,345	20,840
Construction	3,310	19,410
Educational Services	2,680	16,375
Arts, Entertainment, & Recreation	2,275	6,835
Professional, Scientific, and Technical Services	2,230	13,015
Transportation an Warehousing	2,070	10,605
Public Administration	2,045	10,545
Admin Support, Waste Management, and Remediation	1,900	11,025

Statistics Canada, Census 2021





# NIAGARA FALLS WORKFORCE

WE'RE TALKING SKILLED & SOPHISTICATED



Niagara Falls has the skilled and technologically inclined workforce to support your short-term and long-term labour goals.

## BUSINESS ESSENTIAL

Niagara Falls invites all local, national, and international companies to access its continuously growing, skilled labour pool. The perfect location to start or expand operations, the City of Niagara Falls provides all the resources required to meet your existing and future scalability needs.

With rapid changes in our global economy with respect to the growth of knowledge-based jobs, here in Niagara, we not only have access to skilled and service-based labour of the past, present, and future produced by Niagara's secondary and post-secondary institutions and apprenticeship programs, we also have access to talent produced by Canada's emerging technical incubators and accelerators.

Niagara has rich history in pioneering many iconic economic advancements since the 1800s, such as Sir Adam Beck who created and expanded the Hydro-Electric Power Commission of

Ontario, making it the largest publicly owned power authority in the world. From then, many companies have followed - the automovite, agriculture, food and beverage industries , etc.

A steadily growing population delivers a diverse and connected community, with existing and new residents coming from different parts of the world - skilled immigrants, newcomers, and international students, Niagara Falls can offer a plethora of labour-ready workforce awaiting business and employment opportunities.

*We are committed to be a city that will attract and retain business investment, create employment, diversify our city's economic state and broaden the tax base.*



## TOP FIVE REASONS WHY WE'VE GOT YOU COVERED

### 01 RICH HISTORY LABOUR READY

A region-wide labour force draws from a population of over 450,000 people. Niagara's rich manufacturing heritage and proven hospitality have created a proud community of skilled, driven, and pro-active labour force with ready-to-go experience.

### 02 LABOUR STRENGTHS SKILLED-TRADE QUALIFICATIONS

Niagara's labour force strengths are in post-secondary educated and skilled-trades workers. The Niagara region has significantly higher proportions of workforce holding some of the most sought-after skilled-trade qualifications in the province as a whole.

### 03 NEW SKILL SET DEMAND NEW DEVELOPMENT

When new skill sets are required for any given industry, Niagara's local post-secondary institutions such as Brock University and Niagara College are quick to collaborate with many industries to develop and execute specialized training programs to meet the industry needs.

### 04 TALENT POOLS COMMUTERS WELCOME

Niagara can meet the need for almost any type of skilled labour. The daily GO Train services mean that Niagara Falls is an easy ride away from one of North America's top tech talent pools. In addition, with Niagara Falls' close proximity to the United States, employers have the opportunity to hire talent across the US where potential hires can commute in 10 minutes or less from the border.

### 05 NEWCOMERS & IMMIGRANTS TECHNICALLY ADVANCED

Canada's immigrant-friendly visa programs that allow access for skilled workers from some of the most technically advanced countries in the world is a huge advantage. With over 355,000 skilled immigrants arriving in Ontario each year, employers have the full potential to tap into a more diverse pool of highly skilled labour and finding the exact expertise they need.



# EDUCATION, RESEARCH, & TECHNOLOGY

Niagara Falls is positioned as a dynamic hub with student-centred approach



## quality living

in NIAGARA FALLS.

Niagara Falls offers big-city living with hometown comforts. With all the amenities of metropolitan living available in your own backyard, you'll never have to travel too far to get a change of pace. If you ever miss the hectic pace of big-city living, Toronto or New York City, are just a few hours away by train, plane or car. Niagara Falls is a great place to live, work, and raise a family. With its strong education system, cultural and recreational attractions, dynamic business community, and abundance of exciting, vibrant neighbourhoods, you'll enjoy a work-life balance that's hard to beat. 'Community' still matters in Niagara Falls. You'll know almost everyone where you work. Neighbours will pause to chat with one another on the street; old friends and new faces alike meet and greet at the local arena, community centre, golf course, or Rotary Club meeting. For residents and businesses, the quality of life in Niagara Falls is second to none.

### 01 BROCK UNIVERSITY

Brock University is a world-class, comprehensive facility with strong academic programming and cutting edge research. Brock has a positive growth enrollment of 19,100 students with a diversified portfolio from over 68 different countries – the largest in the school's 54 year history. The University provides a dynamic environment offering more than 120 undergraduate and graduate programs across seven academic faculties. Top 5 among all Ontario universities for prestigious 3M Teaching Excellence Awards, Brock is fixated on the future with expanded research activity and increased Masters and Ph.D. programs. New world-class infrastructure includes the Cairns Family Health and Bioscience Research Complex and the Marilyn I. Walker School of Fine and Performing Arts promoting experiential learning and community outreach, Cool Climate Oenology and Viticulture Institute, and Advanced Bio-Manufacturing Centre.

### 02 NIAGARA COLLEGE

For over 50 years, Niagara College has been a leader in applied education with a global reach providing real-world solutions for business and real-world experience for their 9,000+ students. The College invests in applied research and 130 innovative programs in their state of the art campuses - a recently completed \$65 million campus redevelopment project. Their outstanding Innovation for Research Centres for Agricultural & Environment Technologies, Canadian Food & Wine Institute, and Walker Advanced Manufacturing Centre support a culture of modernization and world-class applied research and technologies. Agri-Business is thriving in Niagara and we are recognized as the Ontario Fruitbelt producing 80% of Canada's grapes for wine and tender fruit. Niagara's next crop is Cannabis cultivated at six licensed locations with more hoping for their approval to start their Greenhouse operations. Niagara College has supported the new industry with their Cannabis Production program producing skilled and experienced workers in this field from plant nutrition, environments, lighting, climate and pest control, and cultivation.





Residential

In 2018 there were a total of 37,265 households in Niagara Falls. In Niagara Falls there is a wide selection of rental apartments, most in low-rise buildings. More importantly, housing prices are substantially lower than nearby Toronto and Oakville allowing for a potentially higher quality of life, as home ownership is far less costly. The average monthly rent for a one-bedroom apartment in October 2019 was \$875, a two-bedroom apartment was \$1,000, and a three-bedroom apartment was \$1,200. Less money spent on rent allows for a greater disposable income. For many, homeownership is important. In Niagara, the average house price in 2019 was \$385,000. This means that living in Niagara Falls can be extremely cost effective compared to communities in the GTA, and is just one more compelling reason to relocate a company to Niagara Falls.



Check out the Niagara Falls Business Annual Report 2019 for the latest updates on proposed, current, and completed housing projects.



The Niagara region's two post-secondary institutions are Niagara College and Brock University

Education

Niagara Falls residents have a number of high-quality education opportunities that are available to them. There are three boards of education with elementary and secondary schools in the city, offering instruction in English, French or French immersion and two post-secondary institutions in the Niagara Region.



Healthcare

The Niagara Health System (NHS) is a multi-site hospital amalgamation comprised of six sites serving 434,000 residents across the region's 12 municipalities. The NHS provides a wide range of inpatient and outpatient clinics/services at six sites and has 4,330 employees, 650 physicians and 850 volunteers.



Recreation

Niagara Falls has a plethora of indoor and outdoor recreation opportunities for families, businesses and visitors. Niagara Falls parks, trails, and gardens are easily accessible for biking, hiking, and walking along with the Gale Centre, the city's indoor 4-pad arena and McBain Centre, containing pools and fitness facilities for the community to enjoy.



Special Project 2019: Niagara Falls Cultural Hub & Farmers' Market

Culture

Niagara Falls is strong in cultural resources resulting in improved quality of life for residents. Niagara Falls continues to develop its cultural industry both as a cultural asset and an economic engine, as well as to create improved opportunities for artists and cultural organizations to network and to showcase or exhibit their artistic talent.

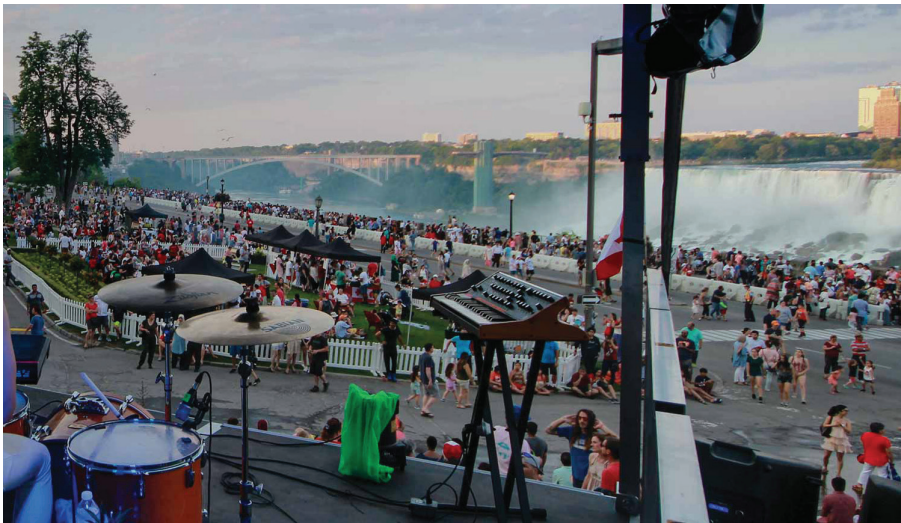


Shopping

Shopping in Niagara Falls is a fun experience. Niagara shopping offers visitors themed boutiques, delightful gift shops, and mainstream shopping centers. Whether you are looking for that perfect souvenir, name brand clothing, or everyday necessities, Niagara Falls has a store for you.



Enjoy shopping at The Galleria Shops at Fallsview Casino, Canada One Factory Outlet, Niagara Square, and more boutique shops in Niagara Falls.



Entertainment

Niagara Falls is home to blockbuster events and leading attractions. Each year begins with North America's leading lights festival and Canada's premier New Year's Eve celebration, an event that kicks-off a dynamic, year-long run of celebrations, festivals, and special events. Live theatre, Vegas-styled shows, major entertainers, sporting events, business conferences, and even the occasional wirewalker – they're all here in Niagara Falls, Ontario.



Our Thriving Startups & Small Business Enterprises



NIAGARA FALLS INNOVATION HUB (NFIH)

NFIH is a collaborative workplace community for today's entrepreneurial, adaptable, and creative workforce. NFIH offers space where both startup companies and established small businesses can locate during their critical developmental stages and growth phases. NFIH aims to provide a supportive, safe, and secure environment for business owners on their entrepreneurial journey.

NFIH hosts a modern workspace with a wide range of technological equipment for entrepreneurs to use in an inclusive environment. This equipment includes computers, iPads, 3D printers, virtual reality lenses, educational robots and much more. NFIH focuses on technology and training capabilities in education to provide benefits across multiple economic sectors, and to facilitate and grow a specialized, high-value technology sector across the Niagara Region. NFIH is committed to retaining, attracting, and supporting creative startups and entrepreneurial talent from across Ontario, Canada, and the world.

METRICS

Companies Incubated	135
Jobs Created	411
Innovation Events	32
Funding Applications	\$40 MILLION
Consulting Hours	4,015

SMALL BUSINESS ENTERPRISE CENTRE

The Niagara Falls Small Business Enterprise Centre (SBEC) is the place to go for information and advice on starting or growing a small business.

The SBEC offers free and confidential consultations to discuss your business and assist you in the development of your business plan. Small Business Consultants and Business Information Officers are available to guide you through any registration/licensing requirements and help answer any business related questions you may have. The SBEC regularly offers seminars, workshops, and guest lectures for the benefit of small business owners in the city.

The SBEC also serves as a local operator for federal and provincial programs such as Futurpreneur, Summer Company, and Starter Company Plus.

METRICS

Business Started	87
Jobs Created	115
New Business Consultations	276
Existing Business Consultations	132
Total Inquiries	1,871
Total Seminars/Workshops	34



