



THE CITY OF
NIAGARA FALLS
BUSINESS
DEVELOPMENT

INVESTMENT
GUIDE

2023

PREPARED FOR:



A GLOBAL BRAND FOR BUSINESS | NIAGARAFALLSBUSINESS.CA



**PROGRESSIVE
ECONOMY**



**STRATEGIC
LOCATION**



**QUALITY
LIVING**

13+ MILLION
VISITORS PER YEAR

Niagara Falls, Canada A Global Brand for Business

Come see all the opportunities that flow in Niagara Falls, Ontario, Canada

Niagara Falls, Canada is a spectacular location 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, the City of Niagara Falls can help achieve goals and overall success.

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.

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.

Being in Niagara Falls, without question, is an effective business strategy to leverage such a powerful globally recognized brand to elevate the status of any new or growing business endeavor

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NIAGARA FALLS AT A GLANCE



THE CITY'S COMMITMENT

To accelerate business opportunities and encourage growth in Niagara and beyond.



94,415

POPULATION

The City of Niagara Falls is a diverse and inclusive community.

SOURCE: Statistics Canada Census 2022



\$66,200

INCOME

Average Employment Income in Niagara Falls based on Full Time Employment

SOURCE: Statistics Canada Census 2022



\$5.7 trillion

GDP ACCESS

Niagara's robust GDP accessibility within the 800 km radius with \$5.7 trillion combined GDP



31%

GROWTH

2020-2022 Growth in construction investment. 31% growth in Niagara (23% of Ontario)



Our City is among the Top 10 Safest Cities in the World for tourists

As a growing residential community and a highly sought-after vacation destination, Niagara Falls is proud of the safe and secure environment it offers both its community members and visitors.

Named one of the ten safest cities in the world by The Discoverer, it is the only Canadian City that made the list. A truly world-renowned destination, Niagara Falls strives to maintain an exceptional quality of living and a warm and welcoming invitation to travellers while continuing to be a safe and secure place to visit, conduct and invest in business and to raise a family.



TOP INDUSTRY BY WORKFORCE :

Accommodation & Food Service; Healthcare & Social Assistance; Retail & Trade; Arts, Entertainment & Recreation

Niagara Falls exemplifies leverage and what matters the most to your business — know more about the city's progressive economy

04

10 KEY COMPETITIVE ADVANTAGES

Niagara Falls, Canada A Global Brand for Business



01

Located at the heart of the most affluent consumer market in the world where there is opportunity and connections to multi-modal transportation/global shipping with four major highways, five international bridges, three railways, St. Lawrence Seaway and Canal System, and several airports.

02

Recognized as Canada's Foreign Trade Zone.

03

Large market prospects with a population of 150 million neighboring the United States and the Greater Hamilton and Toronto Area spending over \$100 billion and supporting jobs in Canada and US.

04

Quick access to 56% of the North American industrial marketplace.

05

Unique and affordable land and financial incentives.

06

13 million tourists from around the globe spending over \$2 billion annually.

07

One of North America's top 20 centres for competitive research and development.

08

One of the world's greatest sources of clean, renewable electricity.

09

Ultra-reliable fibre-optic network providing high-performance data and voice solutions.

10

Highly skilled workforce force drawing from a regional population of more than 450,000 and 1.85 million people living within commuting distance.



GROWTH FORMULATING FACTORS

Branding, infrastructure, accessibility, workforce, market share, incentive & support, and quality of life, right here, in Niagara Falls, Canada

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

05

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KEY INDUSTRY SECTORS

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 vibrant city with multiple strategic advantages of being situated in the heart of North America's most progressive marketplaces, in close proximity to the United States borders, and the Greater Toronto Area.



Niagara Falls, Canada, branded by
nature, servicing the world

01 Manufacturing Sector

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.

02 Tourism Sector

With over 13 million visitors each year, tourism spending in Niagara Falls 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.

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.

04 Telecommunications Network Sector

Niagara Falls is connected to the world through Niagara's leading service provider of high-performance data and voice solutions, NRBN. It has an extensive fibre network delivers second to none business Internet and data connectivity services with great speed, scalability, and reliability.

05 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.

06 Warehousing & Logistics Sector

Companies are leveraging its position and well-developed infrastructure as Niagara Falls is one of Canada's designated Foreign Trade Zone Points and transportation & logistics warehousing points. Businesses are tapping into a range of programs designed to support import and export and becoming more competitive through tax and duty exemptions and deferrals.

Niagara Falls, Canada is a vibrant city located in the heart of North America's consumer and industrial marketplace.

06

TRANSPORTATION & LOGISTICS



The world is your marketplace

Let's take you closer to the world in minutes

Niagara Falls is convenient for cargo and passenger air transportation through one (1) regional and four (4) international airports - all less than 125 kilometre-drive. With over 180 destinations around the globe combined, reach your global marketplace with ease from Niagara Falls, Ontario, Canada.



Enabling door-to-door markets in no time

2+ million consumer markets in less than an hour-drive

Niagara Falls is connected to major North American markets through extensive highway systems including Ontario's 400 series, the Queen Elizabeth Way (QEW), & I-90 Corridor providing access to the US' eastern seaboard. Niagara Falls can reach 2+ million consumer markets in less than an hour-drive.



Still, water transport is highly cost effective

Goods moved by water are valued at \$300 billion annually

The St. Lawrence Seaway, and the Great Lakes form a 3,700 km maritime highway linking the industrial heartland of North America to Europe and the world: From Niagara Falls — 41 ports serve as key nexus points connecting to roadways and rail lines; you will have access to European, East Coast, & Gulf markets.



Economical, organized, uniform, & predictable

Move large goods quicker over long distances from here

Niagara Falls is efficient for cargo and passenger transport through CP, CN, & VIA rail lines, and the regional GO Transit by Metrolinx, offering passenger train services for the Greater Toronto and Hamilton Areas, extending to the Greater Golden Horseshoe carrying 70+ million passengers annually.

\$300 B

Goods moved through maritime highway



2+ million consumers

In less than an hour-drive



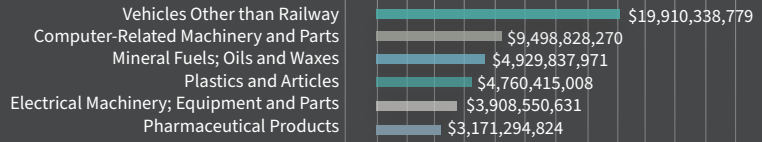
180 global destinations

Five Airports, all in less than 125 km-drive



\$100* BILLION IN TRADE FLOWS ACROSS NIAGARA BORDER PER YEAR

Value of Commodities Traded through Niagara Borders, both ways, 2020:



CAD Currency

Canadian Foreign Trade Zone Point

Niagara is designated as a Canadian Foreign Trade Zone (FTZ) Point by the Government of Canada. FTZ is a Task Force of federal, provincial, and regional/municipal/private stakeholders.

FTZ is the prime contact for efficient and improved competitiveness, and financial savings for businesses with international operations.

FTZ policy allows Canada to receive goods tax and duty free and use the goods to manufacture products for export. Exported product sold to countries outside Canada such as the US, will be eligible for. The exemption of tariffs and HST to help bolster new and existing export-oriented businesses and improve employment in the industry. The prime proximity from Toronto to the US borders (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.

Niagara Foreign Trade Zone (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, and educational assistance to name a few.

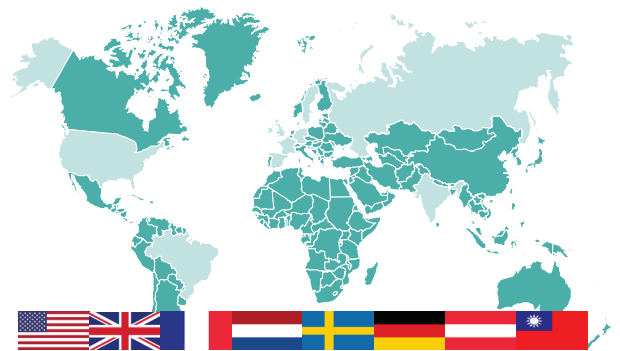
TRADE AGREEMENTS THAT WORK

USMCA - The Agreement between the United States of America, Mexico, and Canada is a ratified free trade agreement. 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.

ONTARIO'S FIRST FOREIGN TRADE ZONE

Total Exports	\$6.5 BILLION
Employment Growth Rate among Niagara Exporters	13%
Growth of Value among Niagara Exporters (2020-2021)	\$450 MILLION
Transportation & Logistics Businesses Created (2021-2022)	186
Number of People Employed in the Sector	10,605
Manufacturing Exports	\$5.4 BILLION
Wholesale Trade Exports	\$216 MILLION
Agricultural / Forestry / Fishing / Hunting Exports	\$139 MILLION
Transportation / Warehousing Exports	\$12 MILLION
Construction Exports	\$47 MILLION
Major Highways	4
Commercial Vehicle Border Crossings	2
Trucks Crossing each year	1 MILLION



FOREIGN DIRECT INVESTMENT IN NIAGARA FALLS

DEVELOPMENT PROCESS STEPS

1

Meeting w/ the Business Development Team

Business Development's strategic priority is to strengthen and promote economic development within the City of Niagara Falls - the first stop for information and advice on starting and growing a business. Located at City Hall, Niagara Falls Business Development staff provide leadership and advice to investors, private sector business, community/government stakeholders on maintaining a healthy, diverse economic base in the city.

Business Development provides an array of services to developers, some of which are specifically listed below:

- ▶ First stop for business in Niagara Falls; staff will provide one-on-one business consultations
- ▶ Conduct corporate visitation program to address any opportunities, concerns, supplier, strategic alliances.
- ▶ business planning information, Community profile, demographics, statistics, real estate, programs
- ▶ Assist in the development and execution of major special events.
- ▶ Work with various levels of governments in conjunction with private sector and community stakeholders to present workshops, seminars, meetings etc.
- ▶ Supportive advocate for strategic community growth initiatives to other governments/agencies
- ▶ Conduct site visits and familiarization tours with perspective investors to showcase Niagara Falls and to provide real estate/investment information

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STEP ONE

2

Site Plan Application

The site plan approval process is administered by the Planning Division. City Council has delegated its authority to approve the site plans to the Director of Planning, Building and Development. The site plan is reviewed by the Site Plan Review Committee which is a multi-disciplinary staff technical committee.

Site Plan Approval Process:
3-4 month time line

- ▶ Attend a pre-consultation meeting with Planning Division staff to discuss the concept plan.
- ▶ Complete Site Plan Application form and submit the drawings and other required information to the Planning Division.
- ▶ Application is circulated to various relevant departments and agencies for comments.
- ▶ Comments are co-ordinated by staff and forwarded to the applicant to be addressed (by making modifications/revisions to the drawings).
- ▶ Submission of the revised site plan drawings to the Planning Division for recirculation to departments and agencies (as required).
- ▶ Submission of final site plan drawings for approval and cost estimate for on-site works.
- ▶ Site Plan approved by the Director of Planning, Building and Development.
- ▶ Registration of the Site Plan Agreement.
- ▶ Site Plan Approval clearance forwarded to the Building Division for issuance of the Building Permit.
- ▶ All site works complete, site inspection conducted.
- ▶ Securities/Letter of Credit return to owner.

Applicants are required to arrange for a pre-consultation meeting with staff prior to submitting an site plan application. This will allow staff an opportunity to identify any issues early in the process and assist in reducing the time required to obtain approvals. The site plan drawings must be prepared in accordance with the following documents:

- ▶ [Site Plan Control Policy \(PDF\)](#)
- ▶ [City Standards for Site Planning \(PDF\)](#)
- ▶ [Traffic Consideration for Site Plan Preparation \(PDF\)](#)

STEP TWO

3

Building Permit Applications

Building Services is responsible to ensure that all building construction governed by a building permit meets the minimum acceptable standard as required by statutory authority under the Building Code Act. This is accomplished through the processing of all building permits, the review of applications for compliance with the Ontario Building Code, and the site inspection of all construction projects.

Building Services is also responsible to ensure that minimum standards of property maintenance are enforced through the Property Standards By-law in order to protect the members of the public from situations that may be unsafe or aesthetically unacceptable. The Department responds to complaints from members of the public. Inspections are then required to confirm a by-law violation.

Building Services manages and coordinates the construction, demolition, renovation, maintenance, cleaning, safety and transfer of City owned buildings. Research and implement opportunities for energy conservation in all City buildings.

Functions and Services:

- ▶ The processing of applications and issuance of permits for building, plumbing, sewer/drains, public and private swimming pools, demolition, conditional building permits, additions and renovation permits and signs on private and public property in accordance with the Ontario Building Code Act and its regulations.
- ▶ The inspection of buildings, structures, plumbing, sewer/drains, signs, public and private swimming pools and lot grading in accordance with the Ontario Building Code Act, Property Standards By-law, Subdivision and Site Plan Agreements.
- ▶ Lot Grading Control Compliance in accordance with our Lot Grading Policy.
- ▶ Review and provide comments for Committee of Adjustments, Site Plan Agreements, Subdivision Agreements, Land Severance Applications.

STEP THREE

4

Incentive Programs

The Niagara Economic Gateway

This 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:

- 1) Tax Increment Based Funding Program - offers a 5-10 year tax increment based grant on local property taxes for post-project values.
- 2) 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.

Regional:

<https://niagaracanada.com/incentives-and-programs/other-incentives/>

Additional Municipal Employment Incentive Program offered by the City of Niagara Falls:

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

Municipal:

https://niagarafallsbusiness.ca/assets/pdf/Municipal_Employment_Incentive_Program.pdf

Please note:

Final reimbursement for Municipal Employment Incentive Programs are provided after final occupancy has been granted and it is your builder's responsibility to provide updates and call for inspections as you go through the development process as listed in your final Building Permit approval letters.

STEP FOUR



QUALITY LIVING



Residential

In 2021, there were a total of **59,730** 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 in March 2021 one-bedroom is **\$1,360**, three-bedroom is **\$2,233**. Less money spent on rent allows for a greater disposable income. For many, homeownership is important. The average home price in Niagara (April 2023): **\$629,300**. 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.



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

A new billion dollar hospital will be built in Niagara Falls by 2026 featuring state of the art technology and AI Functions. 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.



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.



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.



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.



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