

KNOWLEDGE-BASED & PROFESSIONAL SERVICES



**Knowledge-based and Professional Services** is one of three key sectors and two emerging sectors identified by the City of Niagara Falls as strengths of the economy.

Knowledge-based and professional services typically engage in activities using human capital as the major input and are a **key driver of the new economy**. Employees' knowledge and skills form the backbone of these services, with subsectors defining the particular areas of expertise. Businesses within the knowledge-based and professional services industry can be thought of as selling expertise as a service.

**KNOWLEDGE-BASED AND PROFESSIONAL SERVICES IN THE NIAGARA REGION**

Over the last decade the Niagara region has seen extensive growth in knowledge based and professional services sectors.

**Double digit job growth** has been seen for **specialized design services 24.5% growth**, **architectural, engineering and related services 17.7%**, and **scientific research and development 13.5%**. Close

proximity to two of Canada's largest knowledge-based hubs (the Greater Toronto Area and Waterloo) provides businesses with access to a rich talent pool. This talent pool, combined with the region's more affordable cost of living, has helped make the Niagara region incredibly competitive in the knowledge-based sector, including being considered the **3rd most competitive** North American region for digital media.

Knowledge-based and Professional Services Sector Breakdown

Top Subsectors in the Knowledge-based Sector	Knowledge-based Subsectors with the greatest number of local businesses	Knowledge-based Sectors with the largest employment totals
<ul style="list-style-type: none"> <li>Legal services</li> <li>Accounting, tax preparation, bookkeeping, and payroll services</li> <li>Scientific research and development services</li> </ul>	<ul style="list-style-type: none"> <li>Legal services</li> <li>Accounting, tax preparation, bookkeeping and payroll services</li> <li>Other professional, scientific and technical services<sup>1</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>Architectural, engineering and related services</li> <li>Accounting, tax preparation, bookkeeping and payroll services</li> <li>Other professional, scientific and technical services</li> </ul>

<sup>1</sup> Subsectors within this classification include marketing research, photographic studios, translators and interpreters, and veterinary practices.

**KNOWLEDGE-BASED & PROFESSIONAL SERVICES**

**Jobs and Talent**

There are **1,713 Niagara Falls residents** that work within the Knowledge-based and Professional Services.

Niagara Falls has seen growth in the last decade in the Knowledge-based and Professional Services sector, rising from **665** total jobs in 2012 to **1,713** in 2022.

**Most Common Occupations within Niagara Falls' Knowledge-based Sector**

NOC	DESCRIPTION	2012 EMPLOYMENT	2022 EMPLOYMENT	% CHANGE (2012-2022)	MEDIAN HOURLY WAGES
1211	Supervisors, General Office & Administrative Support Workers	44	140	217	\$26.03
1123	Professional Occu. in Advertising, Marketing, & Public Relations	150	372	147	\$31.25
2282	User Support Technicians	103	205	100	\$27.47
1241	Administrative Assistants	205	335	64	\$23.82
1121	Human Resources Professionals	157	233	49	\$38.76
2174	Computer Programmers & Interactive Media Developers	105	142	35	\$40.00
6231	Insurance Agents & Brokers	101	136	35	\$28.62
2171	Information Systems Analysts & Consultants	171	203	19	\$38.37
5241	Graphic Designers & Illustrators	111	130	18	\$27.70
1311	Accounting Technicians & Bookkeepers	297	344	16	\$24.24
1114	Other Financial Officers	190	175	8	\$29.27
1111	Financial Auditors & Accountants	331	269	19	\$38.11
1414	Receptionists	414	330	20	\$18.63
1431	Accounting & Related Clerks	386	266	31	\$23.08
1411	General Office Support Workers	512	323	37	\$20.82

Source: Lightcast, 2022.3

**Top Growing Occupations within Niagara Falls' Knowledge-based Sector**

NOC	DESCRIPTION	2012 EMPLOYMENT	2022 EMPLOYMENT	% CHANGE (2012-2022)	MEDIAN HOURLY WAGES
1211	Supervisors, General Office & Administrative Support Workers	44	140	217	\$26.03
1123	Professional Occu. in Advertising, Marketing & Public Relations	150	372	147	\$31.25
4211	Paralegal & Related Occupations	31	63	104	\$27.23
2282	User Support Technicians	103	205	100	\$27.47
2173	Software Engineers & Designers	25	45	82	\$48.01
5122	Editors	13	22	70	\$25.40
2172	Database Analysts & Data Administrators	29	49	69	\$38.91
1241	Administrative Assistants	205	335	64	\$23.82
2252	Industrial Designers	13	21	57	\$32.92
5242	Interior Designers & Interior Decorators	38	54	43	\$28.53
2255	Technical Occupations In Geomatics & Meteorology	10	15	42	\$35.93

Source: Lightcast, 2022.3

## Top Shrinking Occupations within Niagara Falls' Knowledge-based Sector

NOC	DESCRIPTION	2012 EMPLOYMENT	2022 EMPLOYMENT	% CHANGE (2012-2022)	MEDIAN HOURLY WAGES
1113	Securities Agents, Investment Dealers & Brokers	34	14	57	\$43.65
114	Other Administrative Services Managers	38	17	53	\$46.38
1452	Correspondence, Publication & Regulatory Clerks	66	31	52	\$26.73
1422	Data Entry Clerks	83	40	52	\$20.07
1524	Purchasing & Inventory Control Workers	85	44	48	\$26.06

Source: Lightcast, 2022.3

## Knowledge-based and Professional Services Businesses Located in Niagara Falls

As of 2022, there were 615 Knowledge-based and Professional Services businesses located in Niagara Falls.

## Number of Businesses in Niagara Falls' Knowledge-based and Professional Services Sub-sectors

SUB-SECTOR	TOTAL BUSINESSES
Computer Systems Design & Related Services	113
Accounting, Tax Preparation, Bookkeeping & Payroll Services	93
Other Professional, Scientific & Technical Services	73
Architectural, Engineering & Related Services	52
Advertising, Public Relations, & Related Services	40
Specialized Design Services	33
Scientific Research & Development Services	6

Source: Lightcast, 2022.3

## Top Knowledge-based and Professional Services Businesses in Niagara Falls by Number of Employees

BUSINESS NAME	NO. OF EMPLOYEES
Hatch Ltd.	100-199
Digital Attractions	100-199
Crawford Smith And Swallow Inc.	50-99
Martin Sheppard Fraser LLP	20-49
Hallex Engineering- Aggregate For Company	20-49
LCW Lawyers - Broderick Building	20-49
Synchro Engineering Ltd.	20-49

Source: Lightcast, 2022.3

<sup>2</sup> Hatch Ltd. 65 Years of Positive Change. <https://www.hatch65.com/>

<sup>3</sup> Hatch Ltd. Niagara Tunnel. <https://www.hatch.com/Projects/Infrastructure/Niagara-Tunnel>

<sup>4</sup> Digital Attractions. About Us. <https://www.digitalattractions.com/about-us/>



**Hatch Ltd.** is an engineering consultant and project implementation organization.



Through 65 years of business Hatch has continually tackled new challenges faced by local, national, and international organizations<sup>2</sup>. In 2013, Hatch helped construct a tunnel from the upper Niagara River to the Sir Adam Beck hydroelectric generation station. The tunnel is more than 1.5 times wider than the English Channel tunnel and for the project Hatch won an award of excellence from the Canadian Consulting Engineering Awards<sup>3</sup>.

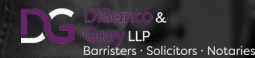
**Digital Attractions** leverages the existing tourism infrastructure



in Niagara to create a unique photo-service business. Using the latest digital imaging technology, Digital Attractions creates branded photographs and souvenirs that Niagara Falls' tourist attractions can use to generate additional revenue<sup>4</sup>.

## NEW INVESTMENTS

**Disanto & Gray LLP** is one of Niagara Falls' newest



law firms, showcasing the opportunities present within the Falls. Disanto & Gray opened for business at the start of 2019 and have worked to develop strong relationships with clients, provide superior customer service, and advocate fearlessly in family, employment, and real estate law.

**KNOWLEDGE-BASED & PROFESSIONAL SERVICES**

## **LOCAL POST SECONDARY PROGRAMS SUPPORTING KNOWLEDGE-BASED AND PROFESSIONAL SERVICES**

The Niagara region's two flagship post-secondary institutions, Niagara College and Brock University, both help develop a substantial skills base within the healthcare sector. The programs offered ensure that the next generation of Niagara Falls residents have ample opportunity to grow their skillset in ways that are attractive to healthcare businesses.

### **Brock University Programs**

- ▶ Goodman School of Business
  - Accounting
- ▶ Faculty of Mathematics and Science
  - Engineering Science

### **Niagara College Programs**

- ▶ Business-Accounting
- ▶ Business Administration - Accounting
- ▶ Civil Engineering Technician
- ▶ Computer Engineering Technician
- ▶ Electrical Engineering Technician
- ▶ Electrical Engineering Technology
- ▶ Electronics Engineering Technician
- ▶ Electronics Engineering Technology
- ▶ Law Clerk

**GENERAL INFORMATION**

The City of Niagara Falls, located in the Niagara Region, is a globally recognized brand, and a critical hub for trade between Canada and the United States. The close proximity to the U.S. border and established binational trade corridor through Niagara Falls offer advantages for local businesses within the globalized sector. As one of North America's most important economic trade corridors, the trade that flows across Niagara Falls' borders totals well **over \$100 billion**.

Niagara Fall's GDP accessibility within the 800 km radius equals

**\$5.7 trillion**

combined GDP.



**Strategically Situated**

The City of Niagara Falls is strategically located in the centre of some of North America's largest regional markets and represents one of the busiest trade corridors on the continent.



**WATERWAYS**

Welland Canal (St. Lawrence Seaway) and Niagara River



**MAJOR HIGHWAYS**

QEW (connecting with 400 series highway)



**COMMUTER RAIL AND TRANSIT SYSTEMS**

GO Transit (rail and bus), City Regional and local WEGO options



**RAIL LINES**

CN and CP (passenger and freight)



**AIRPORTS**

less than 125 kilometres to one regional airport and four international airports



**CANADA-U.S. BORDER CROSSINGS**

3 international border crossings in the City of Niagara Falls



**TELECOMMUNICATIONS CONNECTIVITY**

Niagara Regional Broadband Network – dedicated fibre optic network offering ultra-fast service from 10Mbps to 10Gbps

**EASY ACCESS TO OVER 150 MILLION CUSTOMERS WITHIN A DAY'S DRIVE -  
2 MILLION WITHIN LESS THAN AN HOUR'S DRIVE (35 km to Buffalo, NY and 128 km to Toronto, ON)**

**GENERAL INFORMATION**

**Talent/Labour Force**

When new skill-sets are required, local post-secondary institutions such as Brock University and Niagara College are quick to work with industries to develop specialized training programs.

- ▶ Niagara's labour force strengths are in post-secondary educated and skilled-trades workers, with significantly higher proportions of the workforce holding these qualifications than in the province of Ontario.
- ▶ Our entrepreneurs continue to invest in new technologies and adapt to the demands of the global marketplace. Companies are meeting the challenges of the new economy by investing in state-of-the-art facilities and emerging technologies. 52% of Niagara businesses are owner operated.

**Educational Attainment for Niagara Falls**



**POPULATION (2022)**

**94,415**  
City of  
Niagara Falls



**500,000**  
Niagara Region

**Top Industries by Workforce**



Accommodation & Food Service



Healthcare and Social Assistance



Retail and Trade



Arts, Entertainment and Recreation

## Strategic Business Advantages

The City of Niagara Falls expedites the Development Review Process for major and developments, and does not have any City industrial development charges.



### Niagara Gateway Economic Zone and Municipal Employment Incentive Plan provides:

- ◀ Tax Increment Based Funding Program
- ◀ Regional Development Charge Grant Program
- ◀ Municipal Employment Incentive Programs
  - ◀ Planning Application Fee Waivers
  - ◀ Building Permit Fee Rebates
  - ◀ Study Grants



**Niagara Foreign Trade Zone (FTZP)** provides a 'one-stop shop' access to government programs (from all levels of government) helps businesses reduce administrative costs and burdens associated with international trade by facilitating access to various trade programs available to importers and exporters in Canada.

- ◀ Customs Bonded Warehouse (CBW) Program
- ◀ Duties Relief Program
- ◀ Duty Drawback Program
- ◀ Export Distribution Centre Program
- ◀ Exporters Of Processing Services Program

## Competitive Advantages

- 01** Located in 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, 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** 14 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 drawing from a regional population of more than 490,000 and 1.85 million people living within commuting distance.

GENERAL INFORMATION

Top Businesses by Employment

Businesses with  
500+ employees



Businesses with  
200-499 employees



Industry Sectors

Key Industry Sectors

Emerging Industry Sectors

**Advanced Manufacturing**

**Advanced Manufacturing in the Niagara Region**  
23,000 people employed in the sector  
\$1.2 billion in exports

**Knowledge-Based & Professional Services**

**Knowledge-based and Professional Services Sector Breakdown**  
\$1.2 billion in exports

**Tourism**

**Tourism in the Niagara Region**  
\$2.4 billion in exports

**Healthcare**

**Healthcare in the Niagara Region**  
6,700 employees

**Information & Communication Technology**

**ICT in the Niagara Region**  
\$1.2 billion in exports



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