ST. CATHARINES
INVESTMENT READY

ST. CATHARINES COMMUNITY PROFILE

ST. CATHARINES

@INVESTINSTC

ST. CATHARINES BY THE NUMBERS

Population (2022): 144,829

Region of Niagara population (2021): 477,941

CMA ranking: 6th largest in Ontario 6TH

Geo coordinates: 43°11'N 79°14'W

Land area: 96.11 km2

Average temperature, January: -4.1C

Average temperature, July: 21.8C

Burgoyne Bridge

Photo by Stuart Hendrie

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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TRANSFORMATIONAL **INVESTMENTS**

#InvestInSTC

#OurHomeSTC

$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

$109 million Dual Clutch Transmission line expansion

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

QEW 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

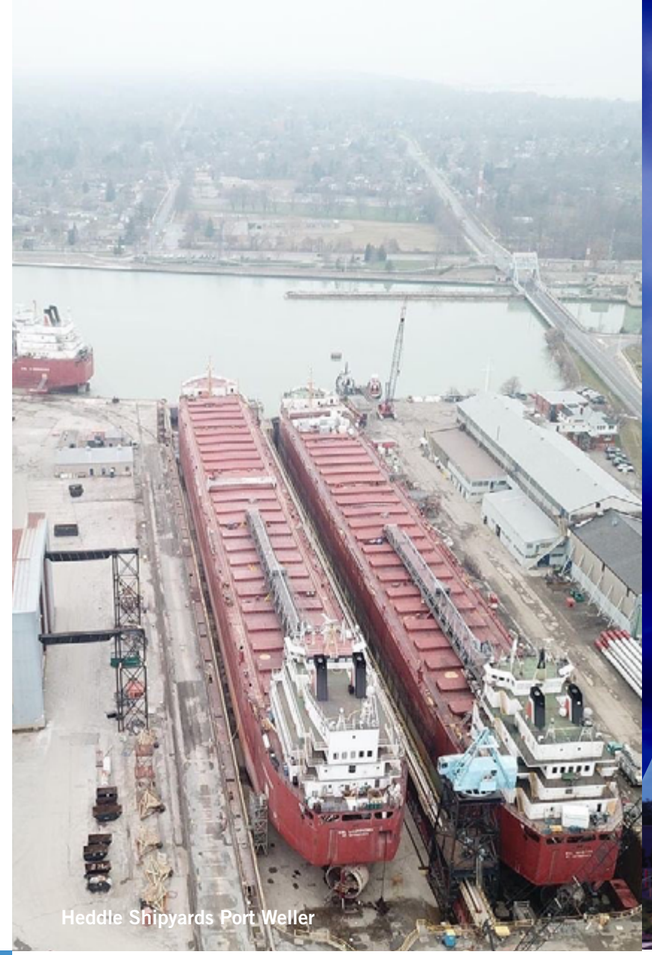
CORE **STRENGTHS**

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.



Heddle Shipyards Port Weller

Roy & Lois Cairns Family Health and Bioscience Research Complex

graphicsoft.com

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.

1 MILLION SQ.FT. OF CARE

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.

INNOVATE niagara

DIGITAL MEDIA

St. Catharines has quickly become a digital media hub, attracting an encouraging array of digital and interactive media business. 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.

filmSTC

filmSTC

Filming in St. Catharines is catching magic in a bottle. With bustling city streets, crashing waves, luscious vineyards and historic architecture, St. Catharines is the perfect backdrop for productions of anykind.

St. Catharines staff are here to help filmmakers find locations that match their scripts and bring the project vision to life. Our team is familiar with everything the city has to offer to make any production, large or small, a huge success.

IDEAL LOCATION & **MARKET PLACE**

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).

Carlisle Square development, Downtown St. Catharines

10 MILLION PEOPLE LIVE WITHIN 100 MILES

A ROBUST **INFRASTRUCTURE**

Welland Canal, Glendale Bridge

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.

FIBER OPTIC **CONNECTIVITY**

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

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 DAY TIME
VISITS PER YEAR

$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.

Niagara Region Transit will connect the St. Catharines GO Station to other centres in the city and across the region.

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

2021 PROPERTY TAXES PER SQ. FT. IN $CAD

LEGEND
STC - ST. CATHARINES
HAM - HAMILTON
GUEL - GUELPH
BURL - BURLINGTON
BRAM - BRAMPTON
OAK - OAKVILLE

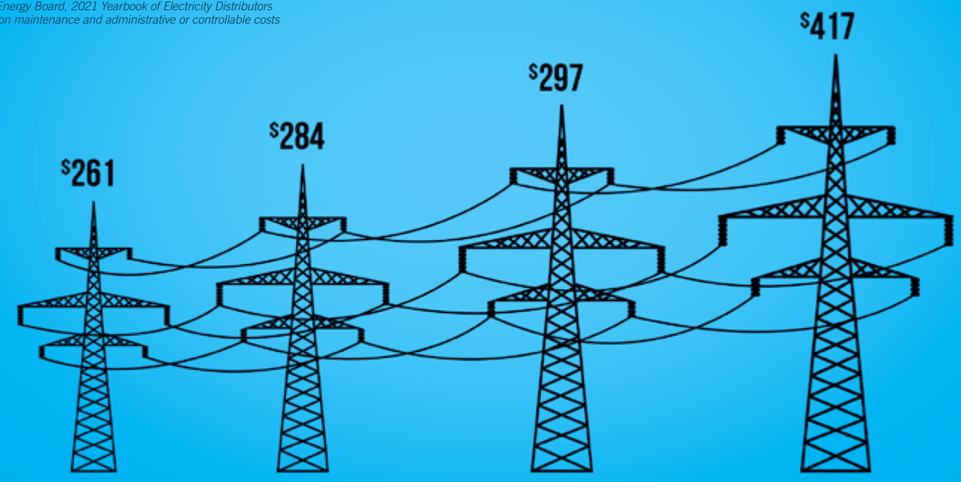
STC $2.96	STC $2.02	STC $1.14
OFFICE BUILDINGS	STANDARD INDUSTRIAL	LARGE INDUSTRIAL
• BRAM $3.98	• OAK $2.61	• OAK $2.60
• GUEL $3.92	• HAM $2.51	• BRAM $1.69
• OAK $3.90	• BURL $2.34	• BURL $1.30
• HAM $3.22	• BRAM $2.24	• GUEL $1.14
• BURL $3.21	• GUELP $2.03	• HAM $1.10

Source: Municipal Study, 2021, BMA Management Consulting Inc.

ATTRACTIVE 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.

AVERAGE OM&A/CUSTOMER (2021)
Source: Ontario Energy Board, 2021 Yearbook of Electricity Distributors
"OM&A" Operation maintenance and administrative or controllable costs



alectra utilities
Discover the possibilities

Alectra Utilities incentive programs for businesses:
- ☐ Audit Funding
- ☐ Retrofit Program
- ☐ High Performance New Construction
- ☐ Existing Building Commissioning
- ☐ Process & Systems Energy-Efficiency Upgrades
- ☐ Process & Systems Energy Management and Monitoring
- ☐ Demand Response
- ☐ Small Business Lighting

Visit alectrautilities.com for details.

EXPERIENCED **WORKFORCE**

With a citywide population of 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.

LARGEST EMPLOYERS IN ST. CATHARINES

MANUFACTURING

- 1,440 GM CANADA
- 200+ HEDDLE SHIPYARDS

EDUCATION

- 9,160 DISTRICT SCHOOL BOARD OF NIAGARA & NIAGARA CATHOLIC DISTRICT SCHOOL BOARD
- 6,000 BROCK UNIVERSITY

HEALTH CARE

- 4,914 NIAGARA HEALTH

GOVERNMENT

- 975 CITY OF ST. CATHARINES
- 1,039 GOVERNMENT OF ONTARIO

TRANSPORTATION

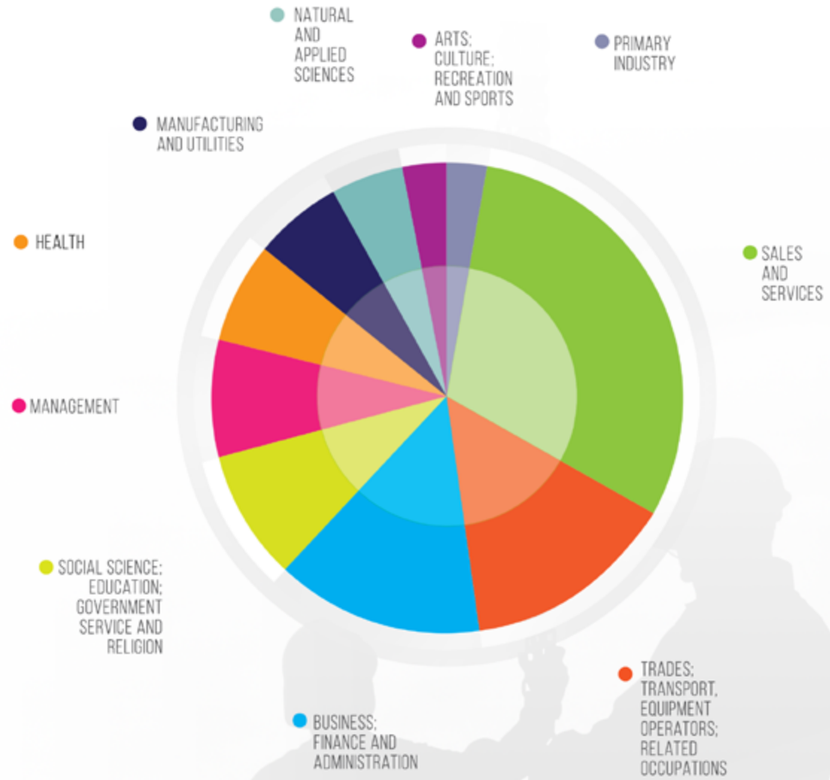
- 1,600 ALGOMA CENTRAL CORPORATION
- 225 ST. LAWRENCE SEAWAY MANAGEMENT CORP.

PROFESSIONAL

- 799 MERIDIAN CREDIT UNION
- 620 ACCENTURE

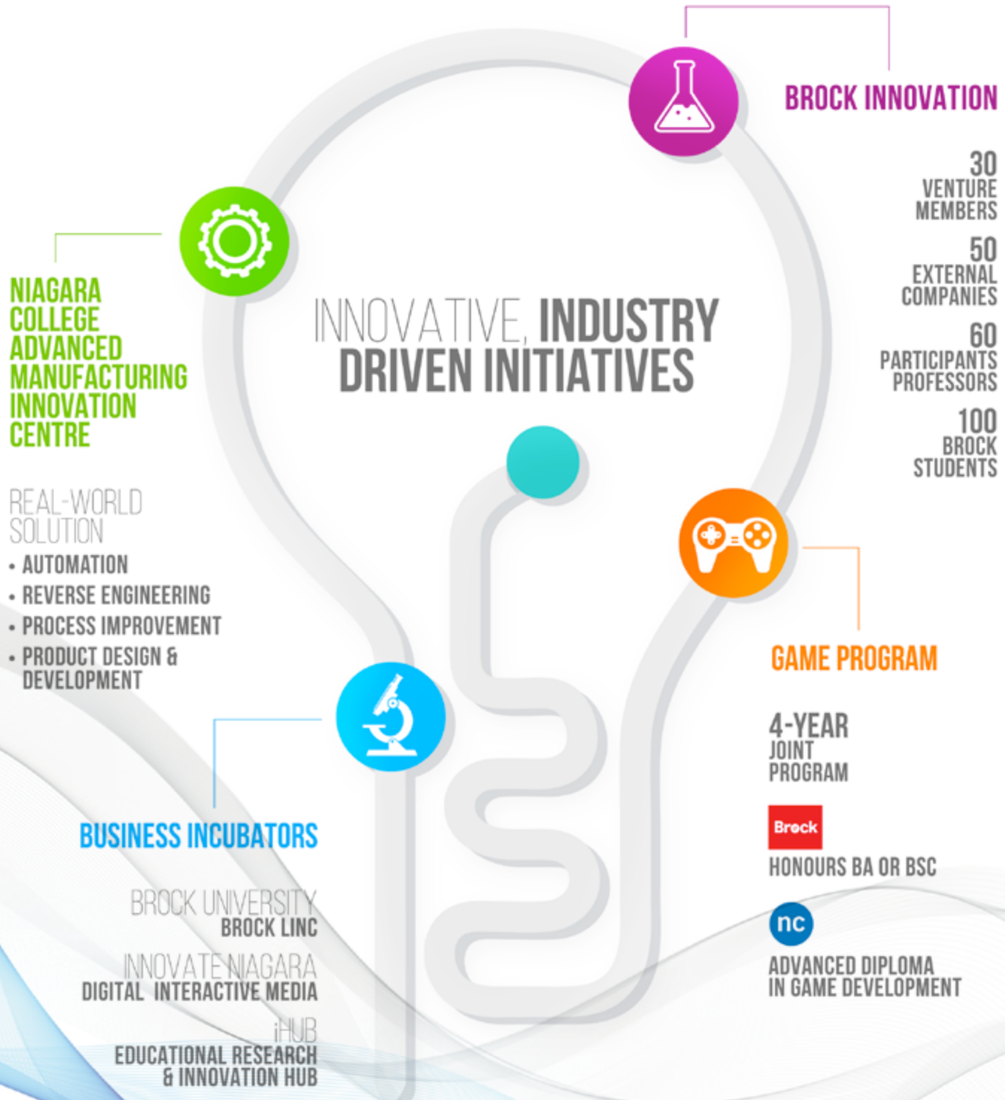
TOTAL EMPLOYEES IN ST. CATHARINES BY **MAJOR OCCUPATION GROUP**

Source: 2016 Statistics Canada Census



HIGHER **EDUCATION**

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.



Ridley College

EXCELLENT ELEMENTARY & SECONDARY SCHOOLS

St. Catharines has a wide range of primary and secondary schools. Students at both the District School Board of Niagara 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

19,000+ STUDENT POPULATION

8 RESIDENCES

2,800 RESIDENCE BEDS

McMaster University

MICHAEL G. DeGROOTE SCHOOL OF MEDICINE

88

28 STUDENT MDS IN TRAINING

NIAGARA CATHOLIC DISTRICT SCHOOL BOARD

DSBN

SECONDARY STUDENTS 2018

18,769 TOTAL STUDENTS

Niagara College Canada

APPLIED DREAMS.

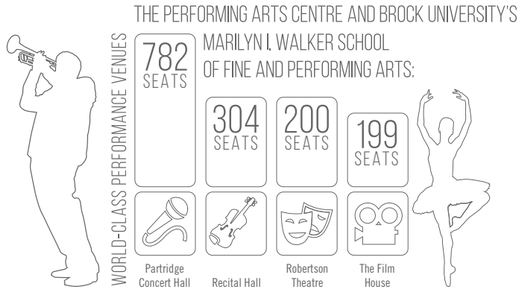
9,500 STUDENTS (FULL TIME)

3,000 PART-TIME & 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:

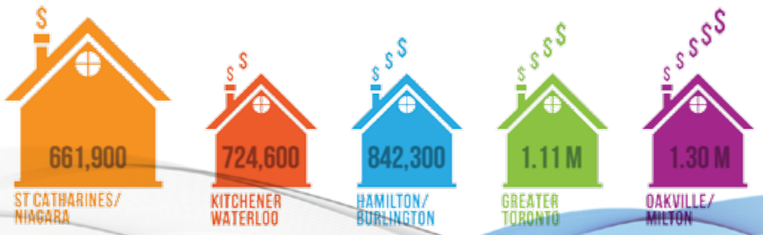
Canada Games Park, consisting of the Walker Sports and Abilities Centre (including 2 ice ricks, 4 gymnasiums, indoor 200m track) and outdoor amenities (beach volleyball courts, cycling pavilion, track-and-field facility)

Seymour-Hannah Sports and Entertainment Centre (4 rinks)

48,000 sq. ft. Kiwanis Aquatics Centre

Kiwanis Field: CFL/FIFA-sized artificial turf

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



AFFORDABLE HOME OWNERSHIP
Source: MLS HPI Benchmark Prices (September 2022) Canadian Real Estate Association

NIAGARA'S URBAN CONNECTION TO WINE COUNTRY

Wine Route

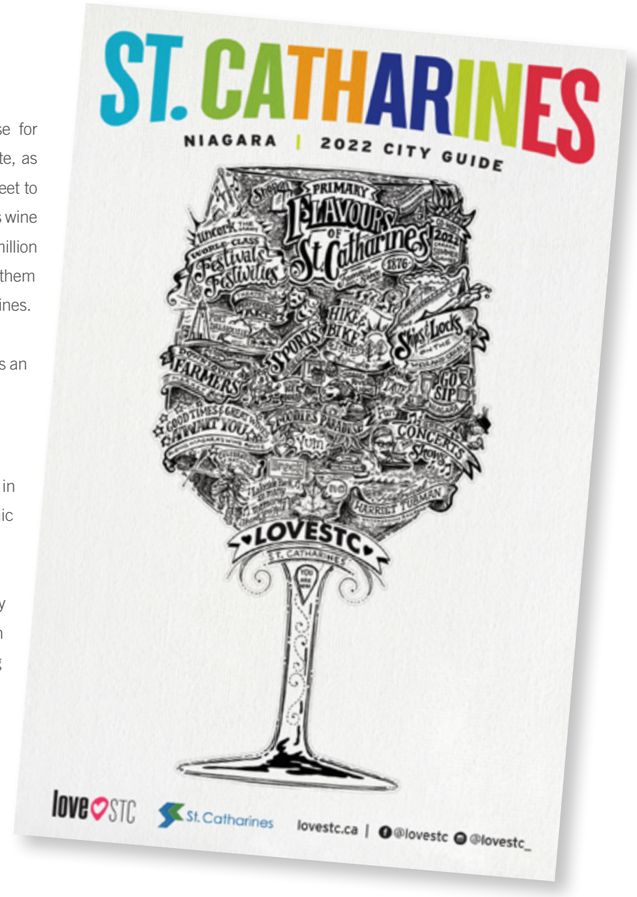
Downtown St. Catharines marks a new course for the Wine Council of Ontario's official Wine Route, as wine enthusiasts are directed along St. Paul Street to Niagara's major wine regions. This route provides wine and culinary tourists, a burgeoning market of 1.8 million people annually, with an expanded urban experience by introducing them to the restaurants, pubs and boutiques unique to downtown St. Catharines.

While St. Catharines and Niagara are well known for its wineries, there's an emerging craft beer scene here as well.

loveSTC

Travel is one of the largest and fastest growing economic sectors in the world and tourism is a major component of the City's economic development mandate.

loveSTC is the official destination marketing entity for the City of St. Catharines. Representing member establishments within St. Catharines and throughout the Niagara Region, including accommodations, entertainment and events, award-winning culinary, shopping, theatre, history, outdoor adventures, craft beverages and world class wineries. loveSTC promotes visitation to St. Catharines and works with industry partners to create and enhance visitor experiences.



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.

- Niagara Folk Arts Festival
- In the Soil Arts Festival
- Downtown Promenade
- TD Niagara Jazz Festival
- Emancipation Day
- 4C (International Cool Climate Chardonnay Celebration)
- Celebration of Nations
- Niagara Regional Native Centre Annual Traditional Pow Wow
- Niagara Grape and Wine Festival
- Cicada Music & Arts Festival
- Let it Glow - A Celebration of Light
- Niagara Icewine Festival
- The Foster Festival

Niagara Grape and Wine Festival at Montebello Park

WORLD-CLASS PERFORMANCES

St. Catharines has a long-standing tradition of hosting major national and international events such as the Canada Summer Games, the Royal Canadian Henley Regatta (for more than 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.

nypost.com

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 featured events in 17 sports which took place at venues throughout the area. Niagara welcomed over 5,000 athletes coaches and support staff and saw spectators and fans from across Canada.

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 CHL/NHL TOP PROSPECTS GAME

The Meridian Centre and the Niagara IceDogs played host to 40 of the top major junior hockey players eligible for the 2015 NHL Draft, including Connor McDavid. Scheduled on the first day of the NHL All-Star break, the prospects game took centre ice in the hockey world.

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.

INVESTED IN **ST. CATHARINES**

Policaro Group has broken ground in St. Catharines for its new Porsche Centre Niagara.

Chrispy African Market is a one-stop shop for an authentic African experience, featuring groceries, clothing, beauty supplies and more.

Budapest Bakeshop opened its second Niagara bakery in the heart of Port Dalhousie, St. Catharines.

Accenture located its third intelligent operations center in Canada in Downtown St. Catharines.

All Figure Lingerie & Swimwear opened in Downtown St. Catharines.

Decew Falls Brewing recently expanded and launched its own brick and mortar brewery with a tap room, bottle shop and food menu.

Quick Plug manufactures peat plug products for professional growers with its North American headquarters in St. Catharines.

St. Catharines

Economic Development and Tourism

ECONOMIC **DEVELOPMENT TEAM**

The Economic Development and Tourism Department collaborates with businesses and investors to encourage the attraction, expansion and retention of vibrant businesses within the community.

The Economic Development team works closely with businesses in order to bring together the right tools necessary that best suit business and community needs before, during, and after establishing an operation in St. Catharines.

Economic Development and Tourism Services

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SERVICES

- ENTERPRISE CENTRE **SMALL BUSINESS SERVICES**
- **STATISTICS AND RESEARCH**
- **TOURISM SERVICES**
- GENERAL **BUSINESS** INQUIRIES
- **COORDINATION WITH CITY HALL**
- FINANCIAL **INCENTIVE** PROGRAMS
- **SITE TOURS**