



BRANTFORD COMMUNITY OVERVIEW



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Greetings from Mayor Kevin Davis

On behalf of Brantford City Council and the citizens of our community, I am pleased to extend a warm welcome from beautiful Brantford, Ontario.

Situated in southwestern Ontario and overlooking the scenic Grand River, a designated Canadian Heritage river, Brantford is a community with a rich history. It was here that Alexander Graham Bell conceived the idea for the telephone and placed the first long distance telephone call, which revolutionized the way we communicate. We also celebrate our achievement in sport, both as the reigning 'Tournament Capital of Ontario' since 1998 and as the proud hometown of Wayne Gretzky.

For the last four years in a row, Site Selection Magazine has named Brantford as one of the top places in the country for business investment, based on corporate end-user facility investment and related job creation activity analyzed on a cumulative and per-capita basis.

Brantford is conveniently located along a major transportation corridor and is dedicated to promoting economic diversity, quality employment opportunities and efforts to enhance the quality of life of all its residents. Partnerships with Wilfrid Laurier University, Conestoga College and Six Nations Polytechnic have created a vibrant post-secondary presence in Brantford and continue to create more opportunities for our growing workforce.

Our thriving community offers the amenities of a large urban centre while maintaining the charms of small town living, making it the ideal location to raise a family or grow a business. Brantford's City Council is committed to working collectively with all levels of government to pave the way for new business in Brantford.

As Mayor, it is my distinct pleasure to introduce you to our vibrant city. Along with our Economic Development staff, we welcome the opportunity to discuss how Brantford aligns with your investment plans.

Kevin Davis,
Mayor

58 Dalhousie St.,
P.O. Box 818, Brantford, ON N3T 5R7 519-759-4150
kevindavis@brantford.ca



Brantford City Hall



Highway 403

WHY INVEST IN BRANTFORD?

PRIME LOCATION

All Within 90 Minutes:

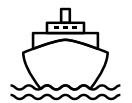
FIVE INTERNATIONAL AIRPORTS

Hamilton, Toronto (x2), Waterloo, and London all have international airports. The Brantford Municipal Airport provides a convenient and cost-effective gateway to local, national and international business markets.



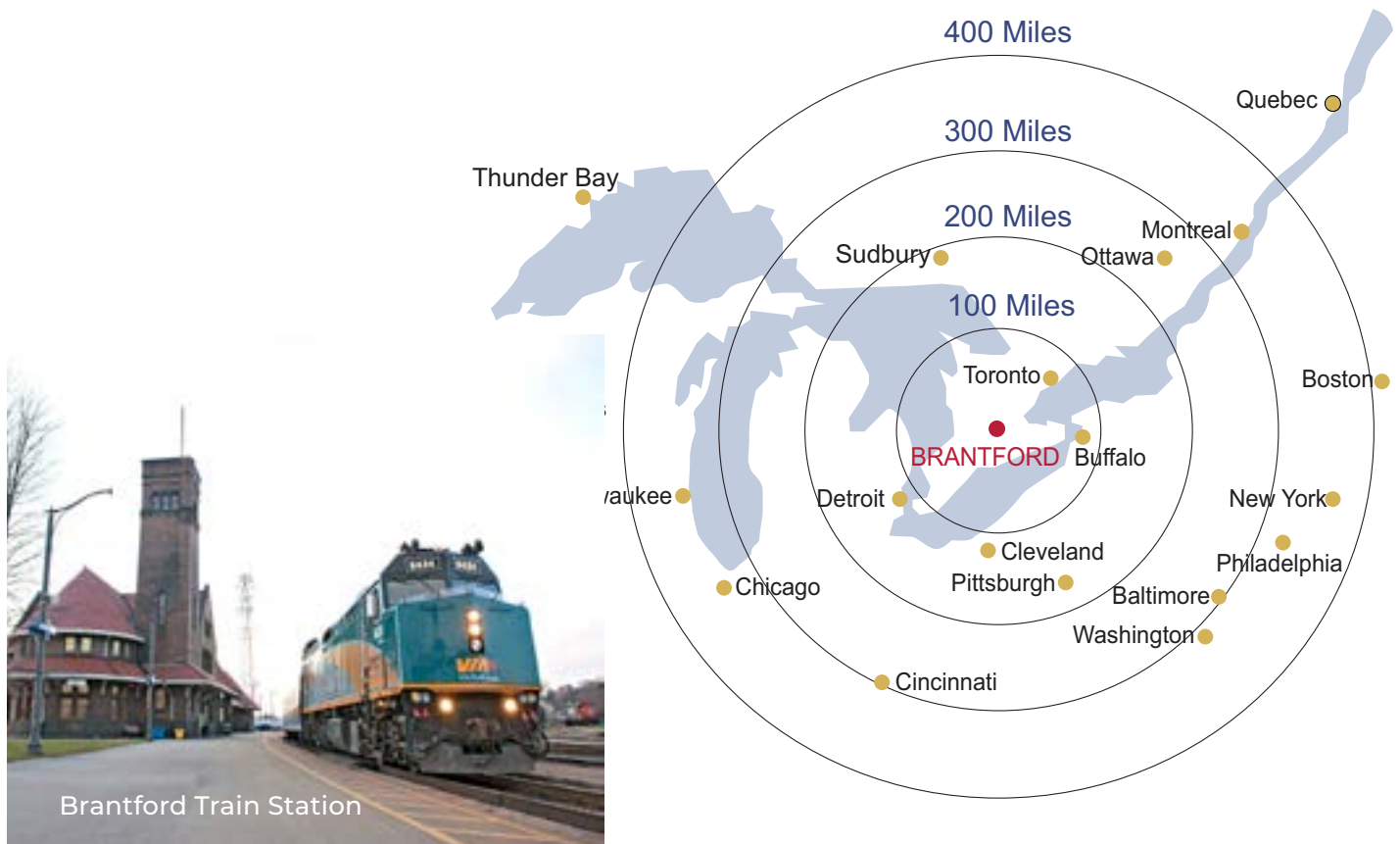
THREE SHIPPING PORTS

Toronto, Hamilton and Oshawa.



RAIL ACCESS

Intermodal Terminals provide ready access to over 75% of U.S. Markets and all Canadian markets with closest access points in Brampton and Waterloo. Brantford is located along CN's main Quebec-Toronto-Windsor corridor providing passenger (VIA Rail) and freight access.



104,688

2021 population



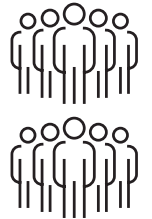
11.8%

2011-2021
population
growth



165,000

2051 population
target



77,000 Local workforce

1 million Workforce within 50km/30 miles

5.7 million Workforce within 125 km/80 miles

3 Post-secondary schools

5,878 Post-secondary students

17 Universities within 125 km/80 miles

9 Colleges within 125 km/80 miles

AWARDS

Site Selection Magazine

BEST LOCATIONS TO INVEST IN CANADA

(2016, 2020, 2021, 2022, 2023)

MoneySense

TOP 20 CITIES TO BUY REAL ESTATE IN

CANADA (2014-2023)

FDi Report

MOST BUSINESS FRIENDLY MICRO CITY IN

THE AMERICAS (2017/2018)

Rentola

SECOND SAFEST CITY TO LIVE IN CANADA

(2023)

Huffington Post

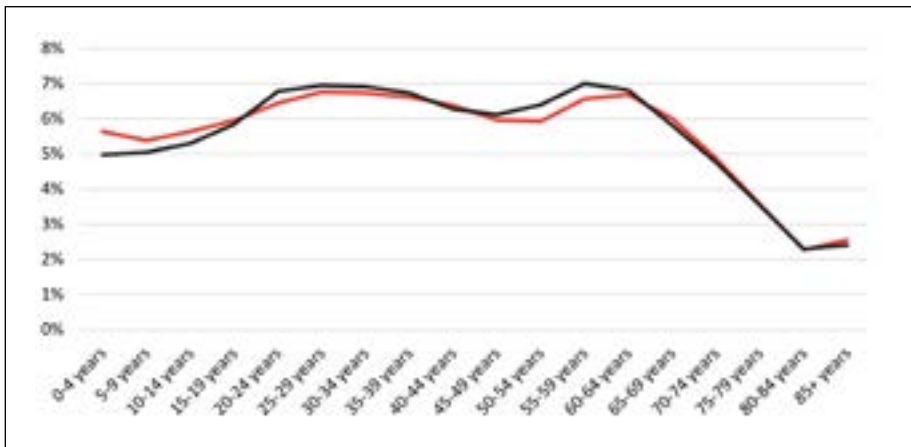
RANKED #3 IN THE TOP 5 CITIES TO MOVE

TO FROM TORONTO (2021)



Conestoga College

DEMOGRAPHICS



**AGE DISTRIBUTION CHART
BRANTFORD, 2022**

— Brantford — Ontario

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2022.

TOTAL INDIVIDUAL INCOME LEVELS, 2021

Characteristic	Total	Male	Female
Total 15 years and over	91,753	44,470	47,284
Without total income	3,832	1,796	2,036
With total income	87,921	42,674	45,247
Under \$10,000 (including loss)	9,864	3,694	5,506
\$10,000 to \$19,999	15,515	5,804	9,393
\$20,000 to \$29,999	14,518	5,928	8,627
\$30,000 to \$39,999	11,732	5,451	6,432
\$40,000 to \$49,999	10,134	4,957	5,245
\$50,000 to \$59,999	7,437	4,163	3,455
\$60,000 to \$69,999	5,383	3,364	2,175
\$70,000 to \$79,999	3,730	2,450	1,397
\$80,000 to \$89,999	2,706	1,836	944
\$90,000 to \$99,999	2,389	1,537	886
\$100,000 and over	4,511	3,491	1,189
Characteristic	Total	Male	Female
Median total income \$	\$37,686	\$44,960	\$31,481
Average total income \$	\$45,020	\$52,480	\$38,362

MOBILITY RATES, BRANTFORD AND ONTARIO, 2022

Mobility status – place of residence year ago

Characteristic	Brantford #	Brantford %	Ontario
Total population	108,632	100%	100%
Non-movers	92,763	85.4%	87.0%
Movers	15,869	14.6%	13.0%
Non-migrants	9,882	9.1%	7.4%
Migrants	5,988	5.5%	5.6%
Internal migrants	5,716	5.3%	4.4%
Intra-provincial migrants	5,335	4.9%	3.9%
Interprovincial migrants	381	0.4%	0.5%
External migrants	272	0.3%	1.2%

Mobility status – place of residence status five years ago

Characteristic	Brantford #	Brantford %	Ontario
Total population	103,549	100%	100%
Non-movers	62,635	60.5%	61.7%
Movers	40,914	39.5%	38.3%
Non-migrants	24,287	23.5%	20.7%
Migrants	16,627	16.1%	17.5%
Internal migrants	15,204	14.7%	13.1%
Intra-provincial migrants	14,310	13.8%	11.6%
Interprovincial migrants	895	0.9%	1.5%
External migrants	1,423	1.4%	4.4%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2022.

DIVERSITY

Brantford is a proud, diverse and multicultural community. Brantford is located next to Six Nations of the Grand River, which has the largest population of all First Nations in Canada. 12,000 people live on Six Nations territory, while 80,000 Haudenosaunee live on reserves throughout North America. Canada has two official languages, English and French. Other languages spoken by residents living in Brantford include Punjabi, Polish, Italian, Spanish, Hindi, Vietnamese, Portuguese, Tagalog, Arabic, Hindi, Ukrainian, Greek and Hungarian.

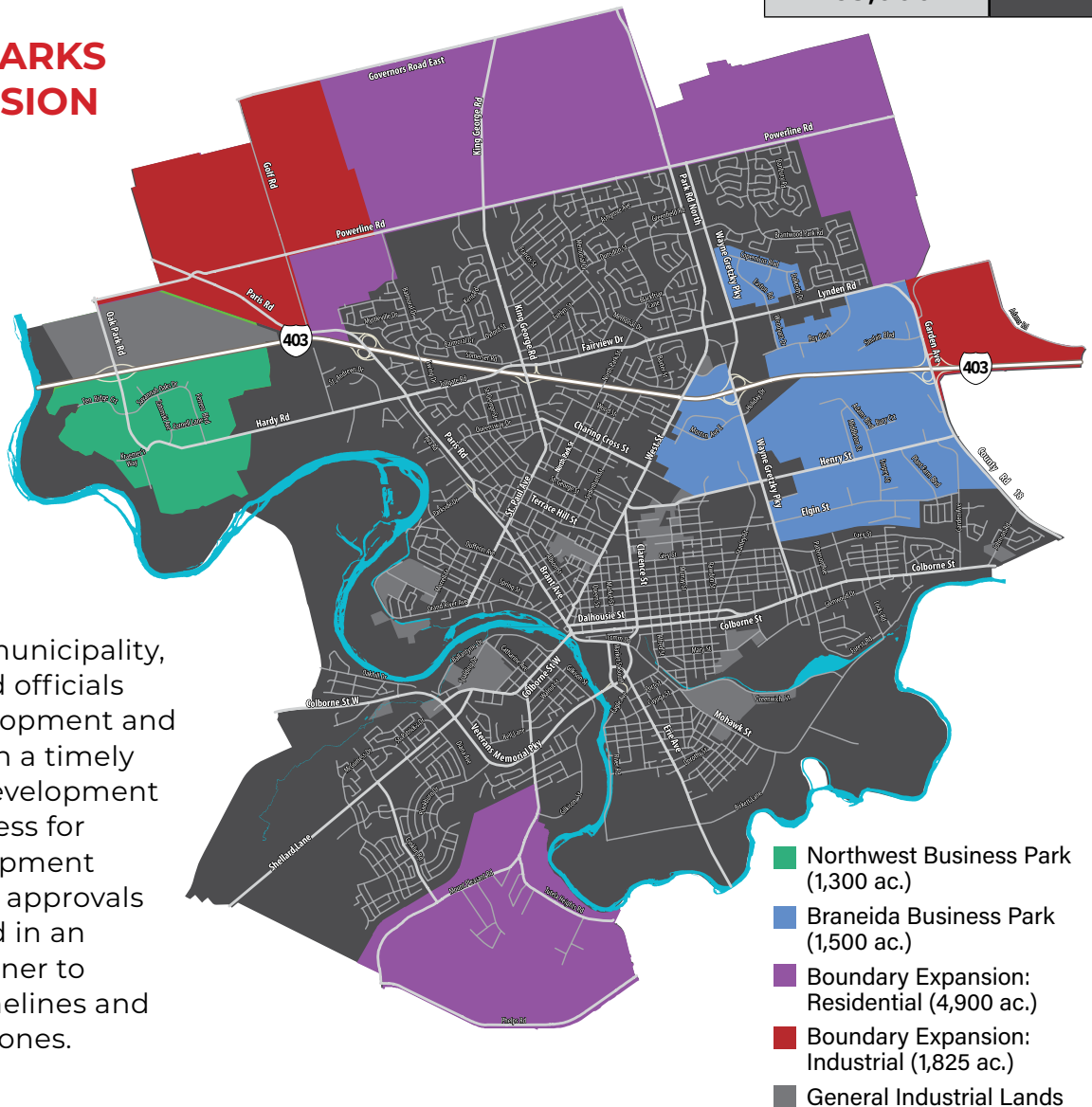
POISED FOR GROWTH

Brantford's population is designated to grow quite aggressively, passing 120,000 residents by 2032 and growing by approximately 60% by 2051. As a designated Urban Growth Centre in the Places to Grow Act, the community is poised for growth, possessing a proactive local government, robust infrastructure network and future development lands dedicated for employment and residential uses through a recent boundary expansion agreement. In this 2017 agreement, the City acquired an additional 6,700 hectares to accommodate future growth.

BRANTFORD

Population	Year
86,416	2001
90,192	2006
93,650	2011
98,179	2016
104,688	2021
120,000	2032
165,000	2051

BUSINESS PARKS AND EXPANSION LANDS

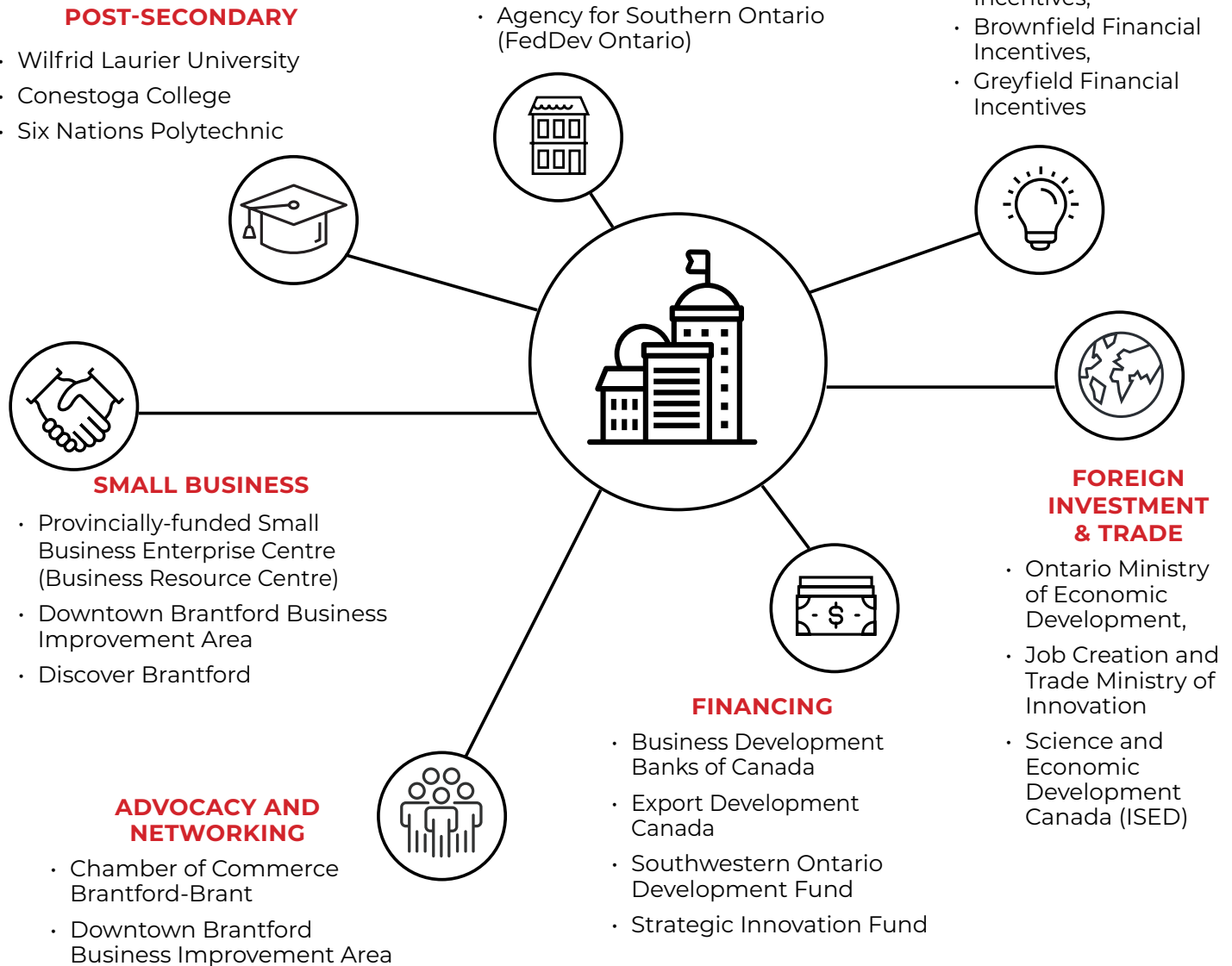


As a single-tier municipality, the City's elected officials encourage development and strive to maintain a timely and equitable development application process for business. Development applications and approvals will be processed in an expeditious manner to meet project timelines and operating milestones.

INCENTIVES AND SUPPORT SERVICES

Brantford offers a variety of government grants, loans, tax credits and support services to provide support and ensure successful and sustainable operations. Both federal and provincial programs offer an array of incentive programs and services that can lower corporate taxes and help save on labour costs, research and development, and expansion activities. In partnership, these organizations represent a comprehensive ecosystem for investment, retention and expansion.

BRANTFORD'S BUSINESS ECOSYSTEM



QUALITY OF LIFE

DISCOVER BRANTFORD, THE BIG CITY WITH A SMALL TOWN FEEL

Brantford offers an exciting and enjoyable place to live, work, study and play. Strategically located in the heart of southwestern Ontario along Provincial Highway 403 and situated along the scenic Grand River, Brantford's proximity to the major consumer and industrial markets throughout North America is ideal.

Officially read into legislature on June 4, 1998 as the Tournament Capital of Ontario, Brantford is home to many sports lovers and proud to be the hometown of hockey legend, Wayne Gretzky. In 2023, Brantford welcomed the OHL team, The Brantford Bulldogs, to our roster of sporting excellence.

Outdoor adventure enthusiasts will be kept busy hiking or cycling our 70km of natural trails

and can explore the picturesque Grand River, a designated heritage river, by canoe, kayak, stand-up paddle board and more.

Progressive revitalization efforts in the downtown have resulted in an eclectic mix of old and new and the city is home to a growing post-secondary scene with Wilfrid Laurier University, Conestoga College and Six Nations Polytechnic. A variety of unique restaurants, locally-run boutiques, museums and galleries are intermixed with a diverse student population and campus buildings to offer a vibrant atmosphere for patrons and visitors alike looking to experience everything a progressive urban hub has to offer from a quality of life perspective.



The Grand River, a designated Canadian Heritage river

Brantford is home to many architectural gems, cultural attractions and world-class recreation facilities, including:

- Dozens of exciting museums and art galleries, including the treasured Bell Homestead National Historic Site, Glenhyrst Art Gallery of Brant, Her Majesty's Royal Chapel of the Mohawks, Woodland Cultural Centre, and many more.
- State-of-the-art facilities, including the Wayne Gretzky Sports Centre, Wilfrid Laurier University YMCA Athletic and Recreation Centre, Bisons Alumni North Park Sports Complex and Kiwanis Field.
- World class performances and stage shows featured at the historic Sanderson Centre for the Performing Arts.
- Two beautiful golf courses, including the Brantford Golf and Country Club, the 4th oldest golf club in North America.
- The Brantford Farmers' Market, serving the Brantford community for more than 175 years.
- Elements Casino Brantford.

With all the amenities of a big city, but the charm and friendliness of a small town, there's something for everyone in Brantford.

To find out more, visit discoverbrantford.ca

tourism@brantford.ca

519-751-9900 | 1-800-265-6299



Walter Gretzky Municipal Golf Course

A GLOBAL PRESENCE

FOREIGN DIRECT INVESTMENT (FDI)

Brantford is widely recognized as a place with a strong sense of community that takes great pride in building long-standing, successful relationships with our valued community partners. The City's diverse economy and proximity to large consumer markets offer businesses several competitive advantages that have resulted in significant investments from the global marketplace. Our supportive municipal government continues to make great strides in shaping our city into one that is increasingly vibrant, innovative, inclusive and open for business – key factors that contribute to the community's overall attractiveness as a place where people want to invest and do business.

GIZEH CANADA

2013 – Established \$4M investment. Leased 36K ft² / 3.3K m². 20 jobs.

2015 – Purchased 9.1 ac / 3.7 ha. 63K ft² / 5.8K m² office / production facility. 32 jobs.

2018 – 52.7K ft² / 4.9K m² warehouse expansion.

2023 – 47.2K ft² / 4.4K m² warehouse expansion.

FERRERO CANADA LTD.

2005 – Established 168 ac / 68 ha. \$150M investment. 800K ft² / 74K m². 600 jobs.

2012 - \$40M investment. 500K ft² / 46K m² warehouse / distribution centre.

2010 – Expanded product lines (Nutella). \$30M investment. 20 jobs.

2017 – \$70m investment. 48.5K ft² / 4.5K m² cocoa bean processing plant. 40 jobs.

MITSUI HIGH-TEC CANADA INC.

2015 – Established 11.4 ac / 4.6 ha. \$60M investment. 104K ft² / 9.6K m². 32 jobs.

2018 – Purchased 18 ac / 7.3 ha for future expansion.

2023 – Plant No. 2 Expansion. \$23.5M investment. 117K ft². 70 additional jobs.

2024 – Plant No. 3 Expansion. \$29M USD. 117K ft². 200 additional jobs (anticipated).

HERSHEY CANADA INC.

2022 – \$69M investment. 518K ft². 100 jobs.

BARRY CALLEBAUT

2024 – \$100M USD investment. 409K ft². 200 jobs (anticipated).



RECENT FDI SUCCESS



Our community's key competitive advantages are the reason we continue to cement ourselves as a global investment powerhouse consecutively ranking as a TOP 10 American Micro-City of the Future by fDi Magazine. A testament to our ongoing Foreign Direct Investments (FDI) initiatives and investment successes, we are fortunate to possess a diverse presence of successful international companies.

Reference	Business Name	Square Footage	Metres Square	Staff	Year Established	Origin Country
A	Mitsui High-tec (Canada) Inc.	104	9.7	46	2015	Japan
B	GIZEH Packaging NA Inc.	116.4	10.8	45	2013	Germany
C	P&G Canada	775	72	410	2005	United States
D	Crown Lift Trucks	66	6.1	120	2016	United States
E	TreeHouse Private Brands	144	13.4	404	2003	United States
F	Custom Injection Molders Corp.	73	6.8	40	2006	United States
G	Ferrero Canada Ltd./Ltée.	1,500	139.4	900	2005	Italy
H	Barry Callebaut	409	38	200	2023	Switzerland
I	Hartmann Canada	160	180	180	2002	Denmark
J	S. C. Johnson and Son, Limited	256	23.8	300	1920	United States
K	Miura Canada Co., Ltd.	30	2.8	32	1987	Japan
L	Ecopack Canada Inc.	25	2.3	14	2006	Italy
M	Kuriyama Canada, Inc.	144	13.4	65	1984	Japan
N	Kuri Tec Corporation	7.2	670	13	1995	Japan
O	Grissin Bon Ltd.	36	3.3	15	2016	Italy
P	ARYZTA Canada Co.	400	37.2	400	2002	Switzerland
Q	Mabe Canada Inc.	300	27.9	50	2005	Mexico
R	Pacorini Canada Limited	230	21.4	30	2017	Italy
S	Wurth Industry of Canada Ltd.	30	2.8	9	2016	Germany
T	Bropak Inc.	33	3.1	6	2017	South Korea
U	Massilly North America Inc.	207	19.2	95	2012	France
V	Volm Canada	35.5	3.3	40	2022	United States

KEY SECTORS

Industry in Brantford is built upon the fusion of innovation and manufacturing. Our long history of advancement began with Alexander Graham Bell and the telephone in 1876. Since then, our manufacturers and innovators have contributed to and embraced new technologies and techniques that push the limits of production processes.

Brantford is centrally located in one of the most innovative regions of the world. Due to our unique proximity to leading universities and innovation centres, companies in Brantford are able to tap into research and advanced manufacturing techniques. Brantford companies are committed to product, process and technological innovation.

ADVANCED MANUFACTURING

2,100 Employees

Nearly 6,000 workers employed in the industry locally, with access to many more from surrounding cities.

1.85M Square Feet

1.85M ft² of advanced manufacturing space locally, and growing.

22 Companies

Brantford is home to 22 advanced manufacturing companies.

800 kilometres

Located at the centre of an 800km / 500 mile corridor of the world's richest concentration of auto resource.

PLASTICS AND RUBBER PRODUCTS

Plastics and rubber manufacturers create products for almost every facet of our daily life. The sector involves the production of goods by processing raw rubber and plastics materials into components and finished goods. It is comprised of polymer manufacturers, additive suppliers, concentrate producers, compounders, plastics processors, machinery manufacturers, mould makers, and recyclers.

In Brantford, the plastics and rubber sector supports other key sectors. Businesses invest here to take advantage of an experienced workforce, the proximity to supporting industries, major transportation networks, and access to most suppliers and customers in Canada and the US.

1,100 Employees

Over 1,100 workers employed in the industry locally, and access to many more.

2.1M Square Feet

2.1M ft² of active production space locally, and growing.

26 Companies

Brantford is home to 26 companies specializing in plastics and rubber production.

\$85 Billion

The plastics industry in Canada ships \$85B in product and employs 70,000 people.

WAREHOUSING AND LOGISTICS

Warehousing and distribution is a critical component of the global supply chain that supports all other industries.

The importance of the industry makes Brantford the ideal location for the logistical operations of many companies. Our strategic central position in Southwestern Ontario along key transportation networks and our proximity to major North American markets give businesses a clear advantage to improve efficiencies and lower costs. The concentration of resources and talent in this industry makes Brantford an ideal location for companies looking for a competitive advantage.

1,500 Employees

About 1,500 workers employed in the industry locally, and access to many more.

3.8M Square Feet

3.8M ft² of active warehousing space locally, and growing.

40+ Companies

Brantford is home to 40+ warehousing and distribution companies





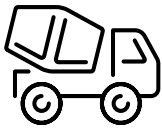
\$25.5 Billion

Warehousing/transportation represented approx. \$25.5B in GDP for Ontario in 2017.

Top 5 Sectors by Industry

 Manufacturing (10,632)	 Retail (7,307)	 Health Care & Social Assistance (7,088)	 Educational Services (4,234)	 Construction (3,884)
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Top 5 Sectors by Occupation

 Sales & Service (13,848)	 Trades, Transport & Equipment Operators (10,047)	 Business, Finance & Administration (8,199)	 Education, Law & Social, Community & Government Services (6,616)	 Manufacturing & Utilities (5,999)
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FOOD AND BEVERAGE MANUFACTURING

Brantford is a leader in food and beverage manufacturing and a strategic centre in Ontario for new and expanding operations. Ontario is one of North America's largest agri-food sectors. Companies locate here because they are close to more than 200 agricultural commodities and a market of 460 million consumers. Ontario is North America's second largest centre for food processing.

Investment in Brantford's food and beverage industry makes good economic sense. This is most evident in our central and strategic location, available and experienced workforce, competitive wages, network of leading food and beverage manufacturers, and proximity to plentiful agricultural commodities.

1,500 workers

About 1,500 workers employed in the industry locally, and access to many more.

3.8M square feet

3.8M square feet of active warehouse space locally and growing. 3.8M square feet of active warehouse space locally and growing.

40+ companies

Brantford is home to 40+ warehousing and distribution companies.

\$25.5 billion

Warehousing/transportation represented approximately \$25.5 billion in GDP in Ontario in 2017.





POST SECONDARY

The key ingredient for business success is an educated and talented workforce. Ontario offers one of the best educated talent pools in the world, where 68% of adults completed post-secondary education, more than in any Organization for Economic Cooperation and Development (OECD) country.

Brantford has 3 post-secondary institutions offering a variety of programming, including: Wilfrid Laurier University, Conestoga College and Six Nations Polytechnic. Wilfrid Laurier University, the largest postsecondary campus in the City, offers 21 undergraduate and 4 graduate programs with over 2,382 students.

There are 17 universities and 9 colleges located within 125 km (80 miles) of Brantford.

BRANTFORD: A CENTRE OF LEARNING

Wilfrid Laurier University

Established 1999
2382 students
21 programs

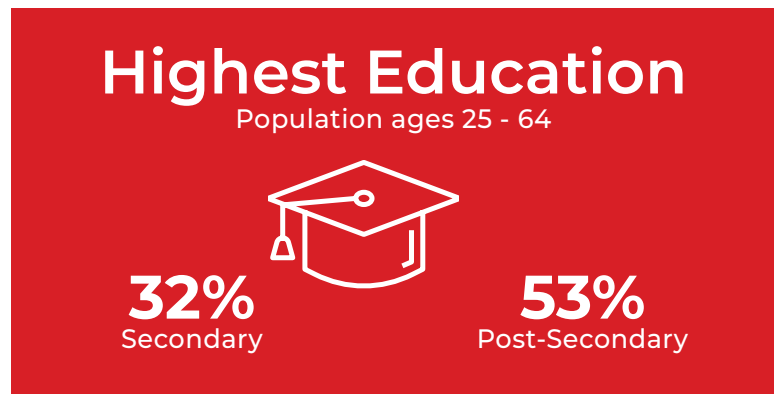
Conestoga College

Established 2015
3,313 students
30 programs

Six Nations Polytechnic

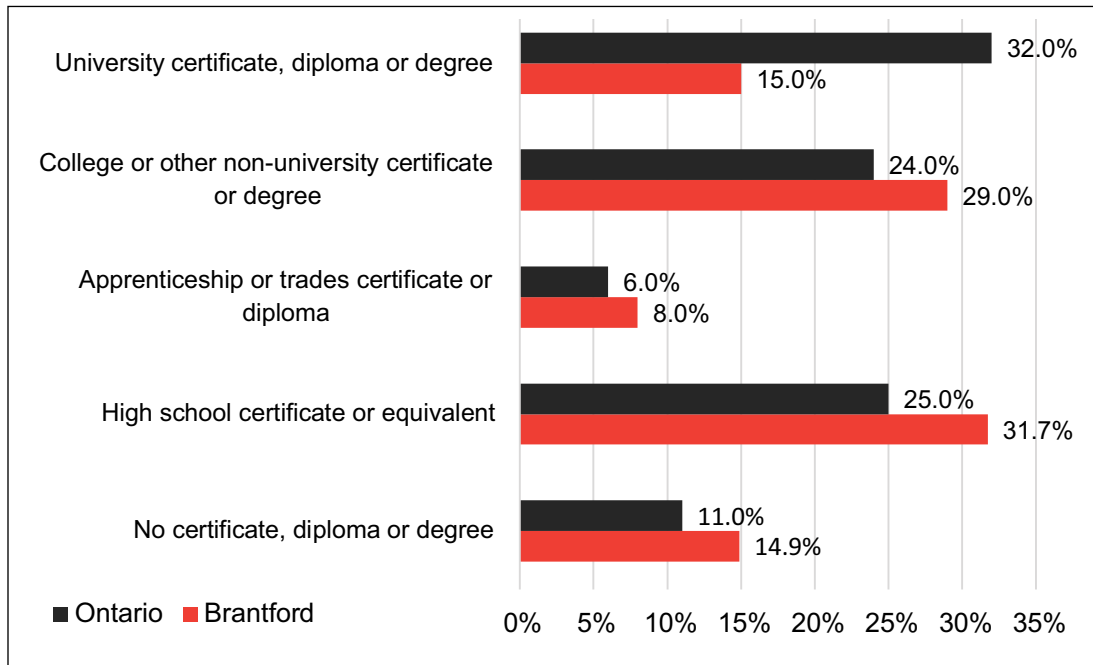
Established 1999
183 students
12 programs

Apprenticeship/trades certificate/diploma	8 %
No certificate, diploma/degree	15%
University diploma/degree bachelor or above	15%
College or other non-university certificate	29%
High school certificate or equivalent	32%



Six Nations Polytechnic School

Educational Attainment, Brantford and Ontario Residents Ages 25-64, 2022



Source: McSweeney & Associates from Manifold Data Mining Inc. Super Demographics 2022.

LABOUR FORCE

Brantford possesses a strong industry-based work ethic. Our labour force is very diverse with employees possessing skills and education from a wide variety of educational areas. The continued expansion and development of the community's three post-secondary institutions ensures that the future labour pool of Brantford will only get stronger as more graduates enter the local workforce. Currently, the employment rate in Brantford is higher than the Ontario average, while the unemployment rate is also lower indicative of Brantford's ready-to-work attitude.

Brantford's centralized location allows it to capitalize on many surrounding communities for talent attraction and retention, translating into 1.08 million workers within 50km (30 miles) and 5.93 million workers within 125km (80 miles). Brantford is ideally situated in the heart of the Greater Golden Horseshoe, one of the most dynamic and fastest

growing regions in North America. This area is recognized for its highly-educated workforce and multicultural population, whose social and economic diversity are critical factors for success in a knowledge-based economy.

Labour Force & Local Economy

Median Employment Income*

\$35,958

Ontario Median

\$37,844

Average Employment Income*

\$42,572

Ontario Median

\$54,047

* Hourly data unavailable and not directly comparable

TRANSPORTATION

Brantford's strategic location provides access to a superior transportation system including highways, internationally connected railways with advanced traffic management systems, worldwide cargo and passenger aviation systems and proximity to extensive inland and international marine shipping facilities.

Brantford is located on Provincial Highway 403, part of the shortest travelled major highway route between the U.S. border points of Detroit (275km/170 miles) and Buffalo (140km/85 miles) southwest of Toronto. The city's superior transportation and connectivity supports a multi-modal approach to moving people and products. Passenger and freight rail services are provided on CN's main Quebec to Windsor rail line.

The Brantford Municipal Airport provides a convenient and cost-effective gateway to local, national and international business markets. Commuters can access GO Bus transit service to connect to Hamilton and the Greater Toronto Area and beyond. Within the City, Brantford Transit provides a cost-effective and environmentally friendly way to get around.

For those looking to hike or bike, Brantford has over 70km (45 miles) of trails in the city and along the Grand River that form part of the 24,000km (15,000 miles) Trans Canada Trail.

Airports	Location	Distance from Brantford
John C. Munroe Hamilton International Airport	Hamilton, ON	25km (20 miles)
Region of Waterloo International Airport	Waterloo Region, ON	40km (25 miles)
London International Airport	London, ON	90km (55 miles)
Toronto Pearson International Airport	Toronto, ON	95km (60 miles)
Billy Bishop Toronto City Airport	Toronto, ON	101km (63 miles)

Port Authority (Shipping)	Location	Distance from Brantford
Hamilton Port Authority	Hamilton, ON	55km (35 miles)
Toronto Port Authority	Toronto, ON	105km (65 miles)
Oshawa Port Authority	Oshawa, ON	165km (100 miles)

Intermodal Terminal (Rail Access)	Location	Distance from Brantford
CN Intermodal	Brampton, ON	100km (60 miles)
CP Intermodal	Waterloo Region	115km (70 miles)



TESTIMONIALS

“The City welcomed us in a very friendly way and made it easy for us to find a good location and a good opportunity to start our business. The staff we hired were very well educated.”

Ralf Jung,
Owner and General Manager
GIZEH Packaging NA Inc.

“The City of Brantford is highly supportive of our business and industry, and it has shown strong commitment and dedication in building a thriving economy.”

Fabrizio Secco,
Managing Director, Industrial Division
Ferrero Canada Ltd.

“We are very appreciative of the strong support we have received from our government partners including the City of Brantford Economic Development, Tourism and Cultural Initiatives Department.”

Yasunari Mitsui,
President & Representative Director
Mitsui High-tec, Inc.

“There’s so much to do here in Brantford. It’s a great place for staff to live and a great place to raise a family.”

Scott Lyons,
President
Extend Communications





“The City of Brantford has built a world class facility that I am very proud to be a part of. This facility will give families in the community greater opportunities to foster their skills and to create fond memories like the ones I have. I’m so proud to be a part of this wonderful facility.”

Wayne Gretzky





**City of Brantford Economic Development,
Tourism & Cultural Initiatives Department**

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