

DOWNTOWN





DOWNTOWN REVITALIZED

The transformation has been nothing short of spectacular.

In less than a decade, St. Catharines' downtown core has seen an astonishing revitalization that makes it an ideal place to do business. Strategic infrastructure investment has engendered new business development which in turn led to a residential boom.

There's a new energy on the streets of downtown St. Catharines. This is the story of a concept turned to reality.

And it's just the beginning.

TABLE OF CONTENTS

ACCESS



URBAN GROWTH CENTRE



INVESTMENTS



DOWNTOWN LIVING



EXPANDING DIGITAL HUB



BUSINESS SUCCESSES



ACCESS TO MARKETS

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 Toronto 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)

130 MILLION PEOPLE LIVE WITHIN 500 MILES (800 KM)



ACCESS TO TRANSIT

The Government of Ontario is undertaking a massive GO Train extension, including track and station upgrades. Daily commuter train service to St. Catharines has started, with additional service enhancements in the future.

91 percent of GO train commuters ride to and from Union Station. From the GO Station close to downtown, St. Catharines residents and businesses enjoy affordable, timely and environmentally friendly transportation.

Other major population and workforce centres connected along the way are Hamilton, Burlington, Oakville and Mississauga.



ACCESS TO HIGHWAYS

Downtown St. Catharines is an easy, convenient drive to destinations throughout the GTA and Western New York. Highway 406, which runs along the downtown core, benefits from minimal congestion, even during rush hour.

406
3 EXITS THROUGH
DOWNTOWN
5 MINUTES
TO QEW

QEW
1 HOUR TO
TORONTO
30 MINUTES
TO BUFFALO

NIAGARA'S URBAN CORE

As one of 25 Urban Growth Centres identified by the Province of Ontario, downtown St. Catharines enjoys planning policies designed to increase population density. It's the only area in the Niagara Region to receive this designation.

"Places to Grow" is the provincial government's initiative to promote sustainable growth through policies and minimum density targets that encourage the revitalization of downtown areas as vibrant, transit-oriented communities.

The Growth Plan encourages municipalities to plan for a mix of housing types, land uses, employment opportunities and an urban form that supports walking, cycling and transit.

DAILY DOWNTOWN POPULATION

(RESIDENTS + WORKERS + STUDENTS)

11,990

"PLACES TO GROW" DOWNTOWN ST. CATHARINES URBAN INTENSIFICATION

BASELINE: 2006

**DOWNTOWN DENSITY:
109 PEOPLE /HA**



**ALREADY THE
6TH OF 20
DENSEST URBAN GROWTH
AREA OUTSIDE OF TORONTO**

TARGET: 2031

**DOWNTOWN DENSITY:
150 PEOPLE /HA**



**38%
INCREASE**

A VIBRANT, GROWING AND CONNECTED DOWNTOWN



- | | |
|--|---|
| ① Carlisle St. Parking Garage | ⑩ Market Square |
| ② Ontario St. Parking Garage | ⑪ Accel North |
| ③ Garden Park Surface Parking Lot | ⑫ The Generator at One / Innovate Niagara |
| ④ Ontario St. / Westchester Ave. Surface Parking Lot | ⑬ Bus Terminal/Garden City Tower |
| ⑤ Rankin Bridge to Meridian Centre | ⑭ Head St. Surface Parking Lot |
| ⑥ William St. Bridge to Meridian Centre | ⑮ Meridian Centre Surface Parking Lot |
| ⑦ FirstOntario Performing Arts Centre | ⑯ Walkway |
| ⑧ City Hall | ⑰ Meridian Centre |
| ⑨ St. Catharines Public Library | ⑱ Marilyn I. Walker School of Fine and Performing Art |

URBAN RENAISSANCE **A DECADE OF INVESTMENT**

A NEW LANDSCAPE

After a decade of investment, planning and construction, Downtown St. Catharines has changed radically. Over \$350 million in private and public investment has fuelled a new landscape. Traveling down Highway 406, just past the new signature Burgoyne Bridge, new sports, performance and learning venues come dramatically into view where the original Welland Canal once flowed. St. Paul Street, adjacent to all these modern facilities, is witnessing an impressive rejuvenation, driven by new visitors and residents alike.

MERIDIAN CENTRE

Opened in September 2014, the Meridian Centre is state-of-the-art spectator facility for sporting events and concerts. It's the largest concert venue in the Niagara Region.



HOME OF



4TH
IN ONTARIO HOCKEY LEAGUE
FOR OVERALL ATTENDANCE
2018-19

HOME OF



CANADIAN ELITE
BASKETBALL LEAGUE
TENANT SINCE 2015-16

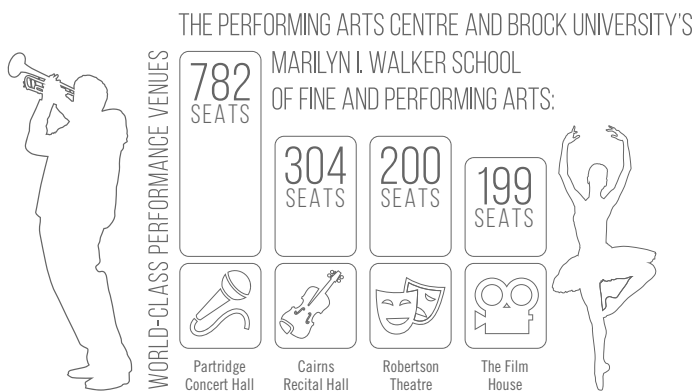


URBAN RENAISSANCE A DECADE OF INVESTMENT

INVESTMENT:
\$62
MILLION

FIRSTONTARIO PERFORMING ARTS CENTRE

Opened in November 2015, the FirstOntario Performing Arts Centre features four separate venues for live music, theatre, dance and film. Its HOT TICKET season program attracts internationally-acclaimed artists for intimate performances with exceptional acoustics. The facility also hosts major festivals such as the Foster Festival and the TD Niagara Jazz Festival.



BROCK UNIVERSITY'S MARILYN I. WALKER SCHOOL OF FINE AND PERFORMING ARTS

Since September 2015, Brock University's Faculty of Fine and Performing Arts has been headquartered at this new state-of-the-art facility. Students studying Dramatic Arts, Music or Visual Arts have on site access to practice spaces, studios and equipment designed to stimulate creativity and train the next generation of artists and creatives.

INVESTMENT:
\$42
MILLION



LIVING DOWNTOWN: A RESIDENTIAL BOOM

LIVE, WORK, PLAY

With a diverse stock of heritage homes, apartments, modern condos and post-secondary student residences, downtown St. Catharines is home to a dynamic and growing urban population.

The downtown area offers an array of office space complemented by the growing number of boutique shops, restaurants, pubs and service businesses that are leveraging the considerable public and private sector investments in recent years.

From busy cafés to the bustling farmer's market to the ever-growing number of festivals and events centred throughout the downtown core, there's a growing sense of excitement among residents, business owners and property developers.

RECORD RESIDENTIAL CONSTRUCTION



MORE THAN
\$200M
IN RESIDENTIAL
CONSTRUCTION
SINCE 2011

Source: Building Permit Construction Value
(Central Area), City of St. Catharines

NEW RESIDENTIAL BUILDS IN DOWNTOWN ST. CATHARINES SINCE 2015



THE WELLINGTON
UPSCALE CONDOMINIUM



REGENT STUDENT LIVING
2 PROPERTIES: 51 LAKE ST, 136 JAMES ST



SEASONS RETIREMENT
\$145 MILLION COMPLEX,

AFFORDABLE HOUSING INITIATIVES DOWNTOWN

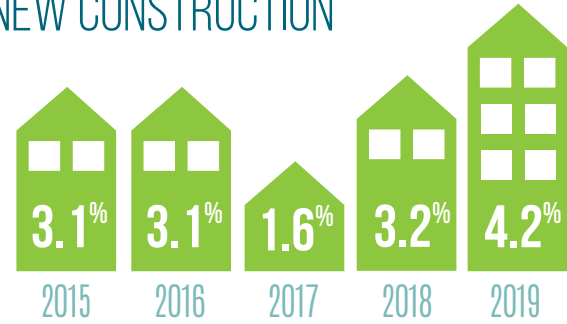
111 CHURCH MODERN APARTMENTS

The eight-storey apartment building under construction at 111 Church Street is the most recent example of a local partnership aimed at adding affordable housing units in downtown St. Catharines.

Developer Penn Terra Group Ltd. – who recently completed several downtown luxury condo and student residence projects – is teaming up with Bethlehem Housing & Support Services and FirstOntario Credit Union, in order to realize the project.

Anticipated for Spring 2019, 111 Church will feature 128 modern apartments, with approximately half of them eligible for housing allowances through Niagara Regional Housing.

LOW VACANCY RATES ENCOURAGE NEW CONSTRUCTION



Private Apartment Vacancy Rates (St. Catharines Core)

CMHC Rental Market Report - St. Catharines-Niagara CMA, 2015-2019



NEW RESIDENTIAL BUILDS IN DOWNTOWN ST CATHARINES SINCE 2015



COMMUNITY
550+ UNITS



77 YATES
LUXURY CONDOMINIUM



QUEENSTON RESIDENCES
STUDENT LIVING

WORLD-CLASS PERFORMANCES

St. Catharines has a long-standing tradition of hosting major national and international events like the Royal Canadian Henley Regatta (for over 130 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



2022 CANADA SUMMER GAMES

As host of the 2022 Canada Summer Games, the Niagara Region will feature events in 17 sports at venues throughout the area. As the largest indoor facility in Niagara, the Meridian Centre is expected to be an important hub during the Games.



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 represents the first time the popular tournament was held in Ontario, and only the second time in Canada.



BMO CHL/NHL TOP PROSPECTS GAME, 2015

The Meridian Centre hosted the 20th Top Prospects Game in January 2015, welcoming future NHL stars from across the Canadian Hockey League.

Connor McDavid, Dylan Strome and other young hockey phenoms showcased their skills in front of 5,300 fans, including over 200 pro scouts.

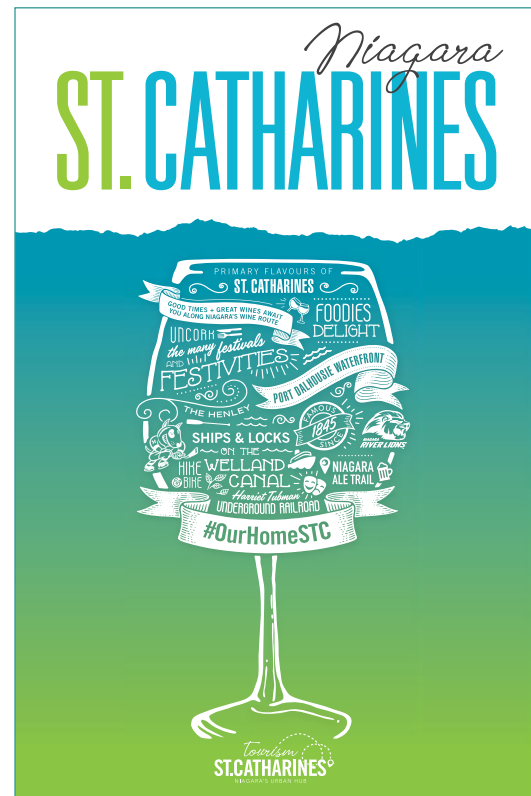
FESTIVE DOWNTOWN

NIAGARA'S URBAN CONNECTION TO WINE COUNTRY



Downtown St. Catharines is conveniently located along the Wine Council of Ontario's official Wine Route. Wine enthusiasts are guided along St. Paul Street, linking Niagara's three major wine regions: Bench Wineries in Lincoln, Twenty Valley and Niagara-on-the-Lake.

This downtown 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.



A FESTIVE COMMUNITY

Downtown 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.



PEDESTRIAN FRIENDLY

Downtown St. Catharines meets all the criteria of a highly walkable neighbourhood: a variety of destinations within walking distance, a well-connected street network, and a mix of everyday uses.

Walkable communities like downtown St. Catharines encourage clean air, boost revitalization efforts, promote tourism and create downtown jobs, not to mention deliver considerable health benefits to participants.

A WALKER'S PARADISE

Downtown St. Catharines Walkability Ratings from WalkScore.com

Ratings over 90 = "Daily errands do not require a car."



GREENSPACE & TRAILS

Even within its urban core, St. Catharines is blessed with noteworthy opportunities to enjoy nature and keep active.

Montebello Park

It's not really an exaggeration to say that Montebello Park is the city's Central Park. The main urban parks in both St. Catharines and New York City were in fact designed by the same landscape architect, Frederick Law Olmsted in the late 1880s.

This park contains a pavilion, playground equipment and rose garden, and is the home to numerous events and festivals throughout the year, notably the Niagara Grape & Wine Festival.

Merritt Trail

Accessed near the main downtown intersection at Ontario Street and St. Paul Street, the Merritt Trail is an historic trek along the path of the original Welland Canal. Remnants of former canal locks along the trail make this hike unlike any others.

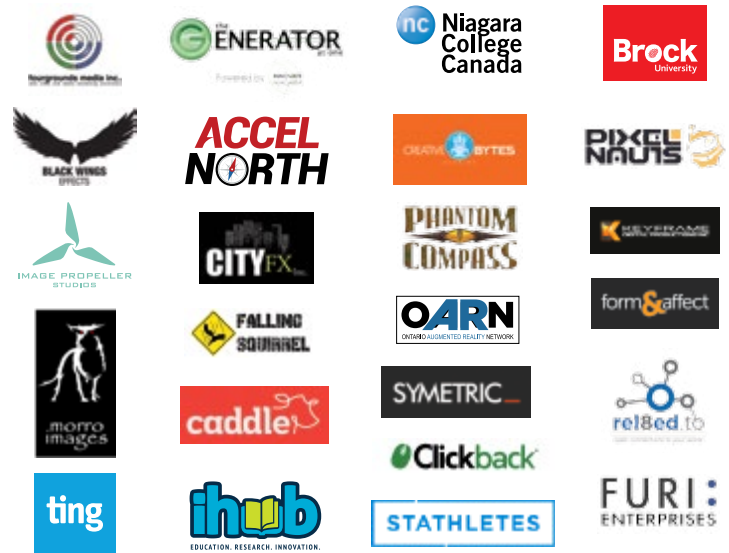


INNOVATION: FROM INCUBATION TO ACCELERATION

DIGITAL MEDIA THRIVES

St. Catharines is emerging as a prominent hub for digital media technologies, attracting an wide array of digital and interactive media businesses. From entrepreneurial start-ups to large multinationals, many have chosen to locate downtown for access to talent, fibre-optic connection and affordable office space.

KPMG identifies St. Catharines/Niagara as 5th among all major Canadian cities for competitiveness in the digital sector.



INNOVATE NIAGARA

Innovate Niagara is a one-stop shop for developing businesses in innovative clusters, providing critical services to entrepreneurs within the Niagara Region. It is a partnership between the City and stakeholders from the public, private and educational sectors. Innovate Niagara has laid the groundwork for important projects, including software development partnerships and the relocation of several interactive media tenants to permanent premises in the city.



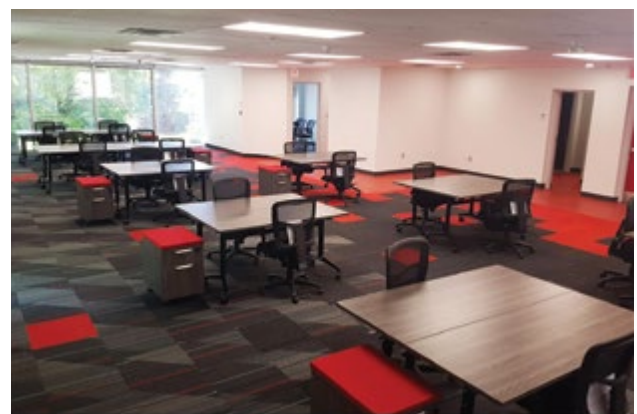
ACCEL NORTH

ACCEL NORTH is Niagara's first private-publicly funded tech accelerator, strategically located downtown St. Catharines. As a Centre for Tech Innovation and Entrepreneurial Acceleration, it's best described as a full entrepreneurial ecosystem.

ACCEL NORTH works collaboratively with all RIC's, incubators and accelerators across Canada and the USA. It boasts its own engines of incubation in the ed-tech, IT and SaaS sectors and has partnered with higher education institutions across the Niagara Region and beyond.

ACCEL NORTH is ideal for nascent businesses along their entrepreneurial journey, offering resources to help scale to the next level, along with the opportunity to work in a creative environment with other bright, like-minded entrepreneurs.

ACCEL NORTH



SMALL BUSINESS: SUPPORTING ENTREPRENEURS

ST. CATHARINES ENTERPRISE CENTRE

The St. Catharines Enterprise Centre (SCEC), has been serving small businesses and startups for over 25 years. The SCEC is proudly located in Downtown St. Catharines and has assisted numerous downtown businesses. This support has come in the way of general information, business plan support, seminars, consulting, referrals to other organizations, help with financing, and through training and mentoring programs such as Summer Company and Starter Company Plus.

SCEC clients are largely made up of aspiring entrepreneurs, start-ups and existing businesses in the first five years of growth. In addition to providing access to business resources and materials, client are served through:

- 1 General business information requests
- 2 Seminars and workshops
- 3 One-on-one consultation, including business plan review services
- 4 Special events, networking, mentoring and referrals
- 5 Grant and loan programs including the Ontario Summer Company Program, the Starter Company Plus program, and Futurpreneur Canada

ST. CATHARINES
ENTERPRISE CENTRE

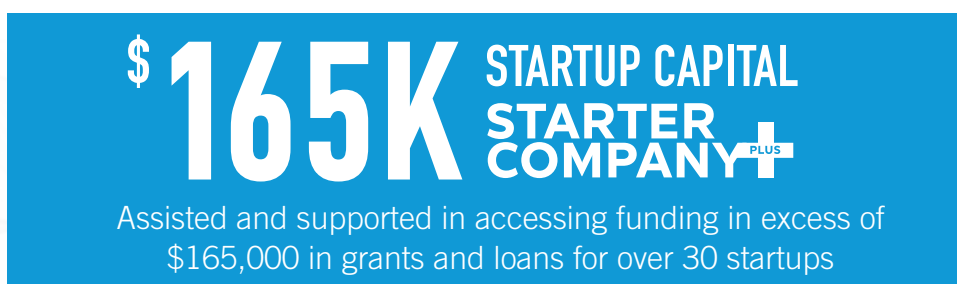
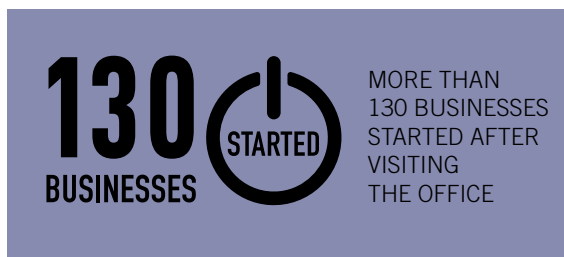


The St. Catharines Enterprise Centre is a member of



ST. CATHARINES ENTERPRISE CENTRE

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905.688.5601 ext. 1767
enterprisecentre@stcatharines.ca
www.stcatharines.ca/smallbusiness



Period: January 1 to December 31, 2018

NIAGARA'S BUSINESS PROFESSIONAL HUB

Downtown St. Catharines is the Niagara Region's hub for professional services. A considerable number of legal, accounting, IT, engineering and marketing firms are based downtown, not to mention branches for all of the large Canadian banks and other financial services providers. Tony DiPaola Professional Corporation is one such professional services that has thrived downtown for nearly two decades.



The company was started by Tony DiPaola in 1999, offering accounting, controllership, tax and business advisory services to a variety of clients in the Niagara Region. His customer base grew steadily, thanks to an emphasis on quality of work and a commitment to deliver services that add value to client businesses, and he added staff and new partners accordingly. When the firm outgrew its existing premises, it insisted on remaining downtown, eventually purchasing a 10,000 sq.ft. building at 69 Ontario Street.



The decision to stay downtown was predicated in part on providing a positive environment for its 25 employees – such as yoga classes designed to fit into a lunch schedule, an enticing dining scene, numerous network opportunities and a range of after work entertainment options. Attracting talented professionals can be a challenge in the competitive accounting industry, so the burgeoning number and variety of downtown amenities in recent years make for a compelling recruitment advantage. Close proximity to both the QEW and Highway 406 allows clients and staff alike easy access to the office.

“The burgeoning number and variety of downtown amenities in recent years make for a compelling recruitment advantage.”

The team of professionals at Tony DiPaola Professional Corporation prides itself on providing a high level of service, at exceptional value, to all its clients. Its success is based on the relationships it builds with clients as trusted and dependable advisors. Like so many other professionals agree, the downtown St. Catharines setting is extremely conducive for doing business.

LEADING THE WAY

Clickback, a software pioneer in St. Catharines, is parlaying its expertise in software-as-a-service and other technologies to create a tech accelerator operating out of a landmark building downtown.

Having purchased the former Niagara Regional Police headquarters building at 110 James St., Clickback is inviting start-up and established tech tenants to set up shop and take advantage of a strong innovation sector downtown.

With six storeys and over 40,000 sq.ft. of space, Clickback's exciting renovations are now complete and available floors are conducive to open work atmospheres and scaleup suites where innovative tech companies and talent can thrive. The new tech accelerator has been formally launched under the name ACCEL NORTH.

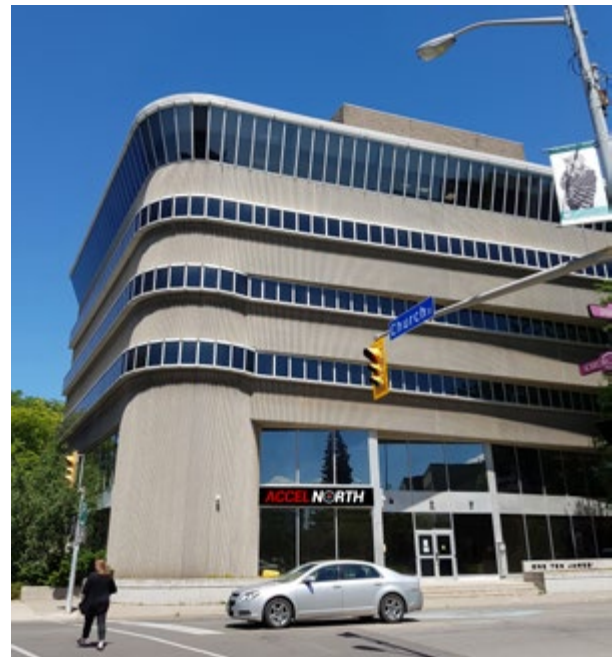
CEO Kyle Tkachuk, who hails from St. Catharines, founded Clickback in 2000 and has since grown it into a 30-strong team dedicated to helping B2B businesses optimize their lead generation initiatives on the web and by email.

National business audiences are taking note. With an astounding five-year revenue growth of 689%, Clickback was recently ranked as the 106th Fastest Growing Companies in Canada by Canadian Business and PROFIT magazine.

Clickback is at the vanguard of a thriving tech sector in Canada, and has been highlighted in major North American media, including *Macleans*, the *Chicago News*, the *Toronto Sun*, the *Epoch Times* and *Entrepreneur* magazine.

 **Clickback**[®]

ACCEL  **NORTH**



So much positive has come to the downtown core. Our team and our staff have seen that, enjoy it and wanted to remain downtown. ”

BUSINESS SUCCESS: **ENTREPRENEURSHIP**

OPPORTUNITY FOR SUCCESS

While Nelson and Jenny Flores weren't looking for a storefront when they opened Fiesta Empanada in Downtown St. Catharines, when the opportunity presented itself, they were ready to seize it.

Since they made St. Catharines their home nearly 15 years ago, Nelson and Jenny have seen the new energy emerging in downtown St. Catharines first hand. They already were vendors at the downtown farmers market, offering St. Catharines a taste of empanadas and ensaimadas, food they themselves loved.

With business picking up at the farmers market, they were starting to look somewhere to do their 'empanada factory' when the perfect spot for a kitchen and retail space opened up at a high-traffic area on St. Paul Street.

"We saw an opportunity for a great place that worked with our business plan," says Nelson, adding they launched Fiesta Empanada with support from the St. Catharines Enterprise Centre.

"With all the great things happening in Downtown St. Catharines, this move has been working very well for us."



“With all the great things happening in Downtown St. Catharines, this move has been working very well for us.”

CUSTOMER SERVICE DEFINED




Neil Lane, a Brock graduate (BBA '08) from the Goodman School of Business, is CEO and a co-founder of the 5 year old St. Catharines company Stathletes.

The company is proud to serve all major North American hockey leagues, their partners and affiliates with exclusive data, reports, insights and visualizations. Specifically the organization crunches data to provide an in-depth analysis of the performance of individual hockey players.

According to Lane, "One goal can mean the difference between missing and making the playoffs – and millions of dollars."



Locating Stathletes in St. Catharines has been a key to growing our business amongst a region that is re-defining itself with innovation and new businesses. 

Stathletes could easily operate from anywhere in the world, inclusive of major urban centres that are home to their competition.

But Lane and the team at Stathletes remain advocates and loyal to St. Catharines for a variety of different reasons. Lane both highlights the following attributes about doing business and living in St. Catharines:

- Proximity to the University/College Corridor - (Human Capital)
- Central to servicing North American clientele
- Proximity to major airport hubs
- Cost of living/ quality of life for their employees

- Access to Research and Innovation Centres (RIC's)
- Proximity to United States border (3 border crossings within a 45-minute drive)
- Affordable rents that are competitive
- Proximity to top 4 sports leagues in North America

"Locating Stathletes in St. Catharines has been a key to growing our business amongst a region that is re-defining itself with innovation and new businesses."



St. Catharines

Economic Development and Tourism

TEAM STC

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