

TOWN OF
GRIMSBY

Annual Report

Prepared By:
**The Economic Development
Department**

Town of Grimsby
160 Livingston Avenue
Grimsby, Ontario
L3M 0J5

(905) 945-9634
economicdevelopment@grimsby.ca

2022

Table of Contents

1. About Us
2. Economic Snapshot
3. Strategic Action Plan
4. Business Investment Highlights
5. Digital Main Street
6. Business Readiness
7. Business Attraction
8. Joint Marketing Activities

About Us

Economic development is an investment, not an expense.

The 2022 Annual Report demonstrates the Town's commitment to economic prosperity, social capital, and investment in Grimsby. By providing assistance to start-ups and entrepreneurs; delivering business advisory consultation; and offering a variety of other services, our Economic Development services contribute to the ongoing success of Grimsby.

Our Town will continue to inspire other communities in Ontario as a dynamic and sustainable town known for innovation and creativity, with safe, vibrant, and connected communities.



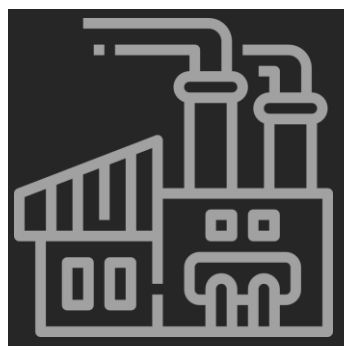
A photo of the 2022-2026 Members of Council.
Shown from left to right: Councillor Don Howe, Councillor Veronica Charrois, Councillor Reg Freake, Councillor Delight Davoli, Mayor Jeff Jordan, Councillor Lianne Vardy, Councillor Jacob Baradziej, Councillor Jennifer Korstanje, and Councillor Nick DiFlavio.

Economic Snapshot



Booming Growth

- Grimsby's population in 2022 was estimated to be 28,883.
- Grimsby's population is forecasted to grow by 7,000 by 2052.



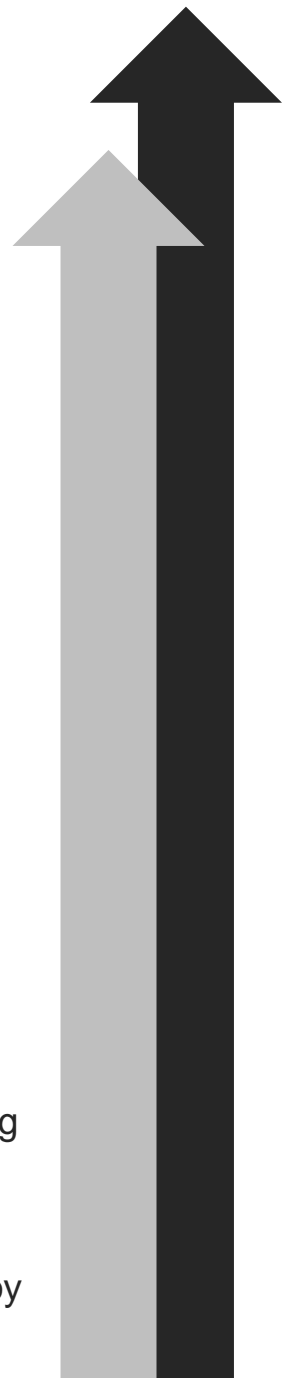
Business Investment

- 48 businesses expanded their operation, creating 158 new jobs.
- 6 new businesses opened in Grimsby.



Start-Ups

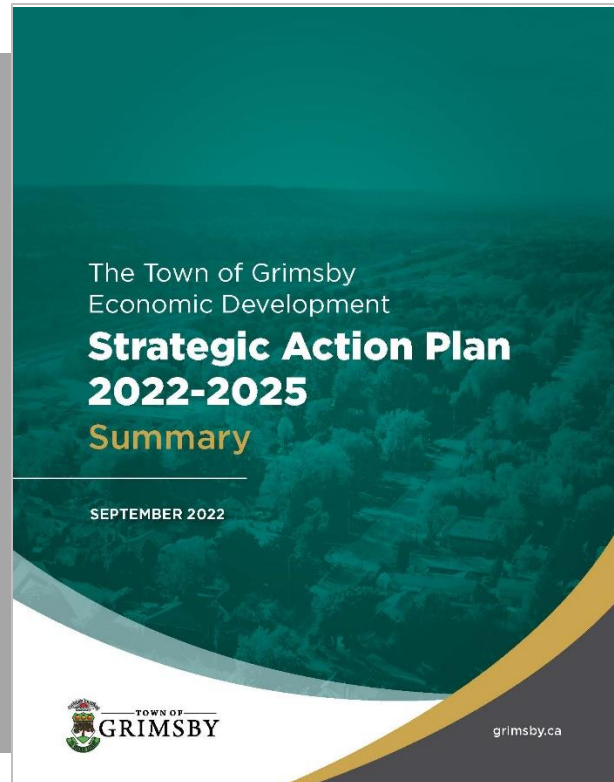
- Several exciting new start-ups have entered Grimsby this past year, boosting innovation and science within the community.
- These new micro-enterprises will employ approximately 20 people.



Strategic Action Plan

In 2022, Grimsby Council approved and launched the Economic Development Strategic Action Plan for 2022-2025. It outlines how Staff will enable businesses to grow and create new jobs.

Five (5) strategic objectives were determined to be crucial to the present, and long-term, requirements of Grimsby's economy.



1. Support Business Retention & Expansion



2. Workforce Development & Alignment



3. Business Attraction & Investment readiness



4. Collaborative Marketing



5. Support Innovation, Entrepreneurship, & Home-Based Businesses

Business Investment Highlights

Grimsby implemented the "Concierge Service" program that provides local businesses a higher standard of personalized customer service.

The primary objective of the Corporate Calling program is to improve the general business and economic climate by scheduling corporate visits with existing local companies.

Over 25 businesses were visited with the Mayor, Chair of the Grimsby Economic Development Advisory Committee (GEDAC), and the Chief Administrative Officer (CAO). Through these visitations, staff gained insight into some of the challenges and issues the business community is experiencing. As well, we have gained the trust and confidence of our businesses by helping them expand and grow in Grimsby.

Some local businesses visited include:



Additional services provided by the Town of Grimsby include:

- Business development assistance
- Expansion/space accommodation
- Ambassador/partnering activities
- Identification of government financing and assistance programs
- Mediation of regulatory and planning issues
- Information exchange
- Advocacy

Concierge Service
“Identifying issues and strengthening relationships”



Aleafia Health

- Size: 160,000 ft²
- Facilitated: Employment opportunities during closure
- Employees: 50
- Closed Dec. 2022



Andrew Peller Limited

- Size: 154,000 ft²
- Facilitated: Two (2) building permits; expansion plans (in progress)
- Employees: 130



Cimcorp

- Size: 60,000 ft²
- Facilitated: Sign permit issue
- Employees: 110-130



Forty Creek

- Size: 177,000 ft²
- Facilitated: Facility purchase by Campari Group in 2014
- Employees: 43



Grimsby New Care Compounding Pharmacy

- Size: 5,100 ft²
- Facilitated: Renovations approval; daycare expansion in 2023/24
- Employees: 8



John Deere

- Size: 385,000 ft²
- Facilitated: Future Expansion plans
- Employees: 180



Precision Metalworks Inc.

- Size: 20,000 ft²
- Facilitated: Expansion plans on-hold
- Employees: 18



Precision Rolls Inc.

- Size: 10,000 ft²
- Facilitated: Expansion plans on-hold
- Employees: 11



Systems Environmental Products

- Size: 5,000 ft²
- Facilitated: Expansion plans on-hold
- Employees: 6



VTR Feeder Solutions

- Size: 35,000 ft²
- Facilitated: Expansion plans in progress
- Employees: 70

Concierge Service – Start-Ups “Identifying issues and strengthening relationships”

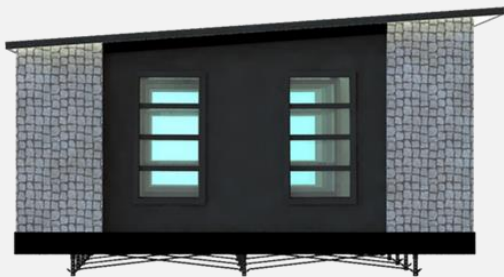


Canurta

- **Size:** 29 Kepm Road East, 8,000 ft²
- **Facilitated:** Attraction; CofA application; guidance through the building of the new facility
- **Employees:** 12 (estimated in Fall 2023)
- **Description:** Canurta is a preclinical biotechnology company pioneering the discovery and production of novel, polyphenol-rich ingredients to improve chronic disease prevention and recovery for humans and animals. The ingredients enhance the functionality of foods, wellness products and biopharmaceuticals.

The concierge service has proven to be a success, as “businesses go where they are invited, and stay and expand where they are well treated”.

Canurta has decided to expand in Grimsby as their desired location for their Start-Up. Through building meaningful relationships with the company there are numerous indirect benefits to our community.



West Ridge Cottages

- **Employees:** 10 (estimated)
- **Description:** Tiny homes are becoming an increasingly popular housing option in the Greater Toronto Area as a result of inflation and rising home prices that have made traditional housing unaffordable for many residents. With smaller footprints and lower building costs, tiny homes offer an attractive solution for those looking to enter the housing market without taking on significant debt or financial burden.

Staff have met the Owners on numerous occasions. The Owners will be building a 300 to 600 square foot tiny house prototype for educational and promotional purpose in 2023/24. This new Start-Up puts Grimsby ahead of competitors with innovative product development.

Digital Main Street



Digital Main Street (DMS) is a program focused on assisting small businesses adopt digital technologies and tools. The program allows businesses to embrace digital marketing with online training and resources, and by providing easy-to-use equipment/tools.

Grimsby's Digital Service Squad Member was hired, trained, and has helped several businesses expand their digital marketing presence, for free! This program offers a one-time \$2,500 grant to each business to facilitate the business's digital transformation and improve its online presence by improving its websites, to start a social media presence, set-up a Google business listing, and much more.



Funding Recipients Include:

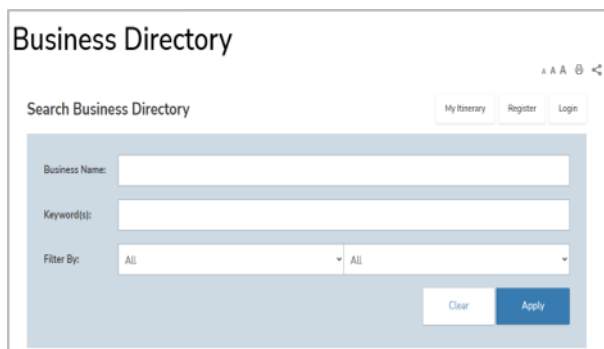
- Anytime Vapors Grimsby
- Harmony Jewellers
- Main Street Chiropractic Clinic
- Marsers
- NewsNow
- Station 1 Coffeehouse
- Talon Millwork
- Trillium Hill Greenhouses
- Union Jack Fish & Chip

Business Readiness

In Grimsby, we welcome, nurture, and support businesses to contribute to the financial sustainability of our Town and create a variety of opportunities for businesses. Our goal is to attract new corporate investment and jobs and assist the existing businesses to expand, and provide a corporate-wide best-in-class level of service. Staff foster a vibrant business environment and provides businesses with multiple resources to help them grow.

Investors make decisions based on their business needs, quality of services, available infrastructure supports, and the ease and flexibility of local planning and development processes. To meet their demand, staff have improved the service levels by ensuring the necessary tools and information are available for businesses and investors to help them expand their business. Grimsby is business ready!

“Businesses go where they are invited, and stay and expand where they are well treated”.



The screenshot shows a web interface titled "Business Directory". At the top right, there are icons for font size adjustment and a back arrow. Below the title is a search bar labeled "Search Business Directory" with buttons for "My Itinerary", "Register", and "Login". The main search area contains three input fields: "Business Name:", "Keyword(s):", and "Filter By:". The "Filter By:" field has two dropdown menus, both currently set to "All". At the bottom right of the search area are "Clear" and "Apply" buttons.

Business and Service Directory

Staff created more ways to connect businesses to their potential customers by creating a *Business and Service Directory* that allows them to operate both in the digital and traditional market. The Directory is a free online database of over 500 businesses that are represented in the community.

The listings provide information about a specific businesses' name, contact information, address, website, associations, and the products and services offered. It allows businesses to direct their products and services to more people, increasing awareness, connecting potential customers to their business, and helping new and existing businesses to grow. The database is designed for self-serve which allows for businesses to enter and update their business information for free, and is available anytime.

Company Name	Contact	Secondary Contact	Telephone	Address	Email	Website	Sector	Number of employees	In Business for
Livingston	Erin T. Tuck-Division Sales Manager for Transportation and Heavy Business, ending 2023	Debra Ann Connors (Executive)	(905) 885-5201	225 Humber Rd. Grimsby, ON L3R 4R5	etuck@livingston.com	http://www.livingston.com	Agricultural Services (Distribution only for Canada and across western states and territories)	50-100	10+
Livingston Canada		888 888 8888 (Home Based)	(905) 885-5225	225 Humber Rd. Grimsby, ON L3R 4R5	etuck@livingston.com	http://www.livingston.com	Delivery	50	
TruHouse	Chris Duffin CEO and former Mayor of Grimsby		(905) 885-6888	107 Ridge Park Dr. Grimsby, ON L3M 4E7	info@truhouse.ca		Construction	1	2002

Customer Tracking System

Staff have designed a *Customer Tracking System* to maintain a record of our business contacts through the *Concierge Service* and *Corporate Calling Programs*.

Through the customer tracking system, Staff can track customers' history, expansion plans, issues arising from the corporate visit and other key metrics. This data can then be used to inform decisions about support required and possible marketing strategies. The *Customer Tracking System* is stored in the Town's internal drive for Staff use.

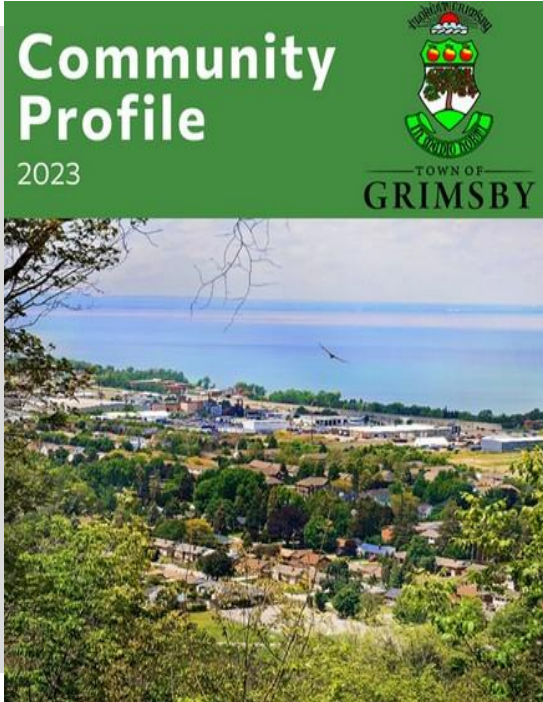


Grimsby Community Profile - Downtown Trade Area

In collaboration with the Economic Development Council of Ontario and Environics Analytics, Staff purchased the *Grimsby Downtown Trade Area Profile*.

This document provides a comprehensive overview of the local business landscape, including information on demographics, consumer behavior, and economic trends. The profile has been made available to the Downtown Improvement Area and the Chamber of Commerce who will share it with their members and other businesses. (The information is available free to businesses). Staff will use the data to support and enhance the Strategic Action Plan.

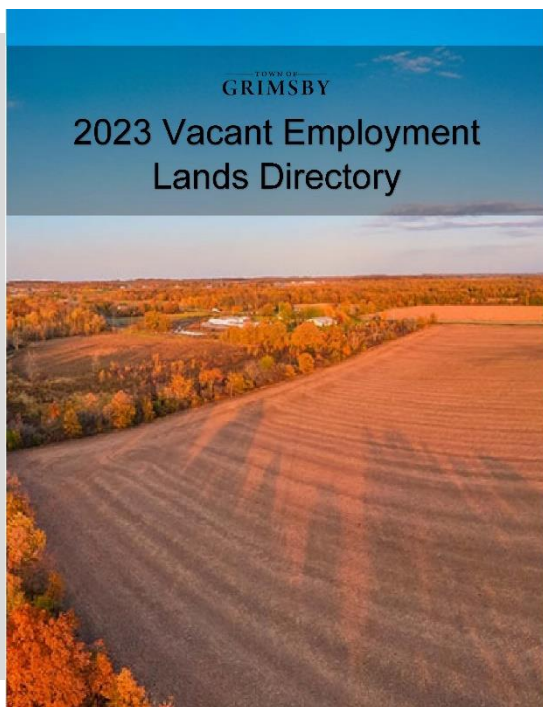
The information within the profile will help local businesses make informed decisions about where to locate, what products to offer, and how to market themselves effectively.



2023 Community Profile

Grimsby's first community profile provides a detailed look at the city's population, economy, and quality of life indicators.

This information can be used by businesses to understand the needs and preferences of residents and to tailor their offerings accordingly. Started in late 2022 and scheduled to be completed in Fall of 2023.



2023 Vacant Employment Lands Directory

The directory provides a comprehensive database of vacant employment lands in Grimsby. The directory provides detailed information about each property's location, zoning, size, and other key features to help businesses find the right site for their needs.

By providing a single, centralized resource for information on available properties, Grimsby is helping to streamline the process and make it easier for businesses to get started in our community. The data will be shared with the Ministry of Economic Development Jobs & Growth and Trade.



St. Catharines' Business Entrepreneurship Program

This program provides entrepreneurs with access to a range of resources and support to help them start and grow their businesses. The program includes mentorship opportunities, business planning and strategy workshops, access to funding and financing resources, and networking events.

Through this program, Grimsby start-ups can use the service by meeting with our colleagues in St. Catharines Economic Development Department who will assist our local entrepreneurs in starting a business. The program provides for workshops on topics such as marketing, branding, and customer acquisition, as well as opportunities to connect with potential investors and customers.



The Town of Grimsby's Economic Development Mission

Overall, we are committed to helping businesses thrive in Grimsby by providing them with the resources, support, and information they need to succeed.

We believe that by providing the right resources, information, and support we can create a business environment that attracts investment, promotes innovation, and drives economic growth for the benefit of all.

Business Attraction

The following represents a number of new businesses and key investments taking place in Grimsby:

Anatolia Investments

- Location: Kelson Road and South Service Road, Grimsby, Ontario
- Size: 705,000 ft²
- Description: This investment represents Anatolia's first flagship building in Niagara Region. Three (3) logistics and warehousing buildings will be built on 35 acres, with construction starting in fall of 2023 (move in date - fall 2024).



LiUNA 837 Training Centre

- Location: 260 Hunter Road, Grimsby, Ontario
- Size: 45,000 ft²
- Employees: 10
- Description: The facility includes eight (8) classrooms, and a large auditorium.

IG Wealth Management

- Location: 13 Winward Drive, Grimsby, Ontario
- Size: 6,000 ft²
- Employees: 33 (estimated)
- Description: The office space will house the consolidation of the IG Wealth Management office in the Niagara Region. The consolidated office is expected to open in Q2 of 2023.

Major Refrigeration Ltd.

- Location: 194 Woolverton Road, Grimsby, Ontario
- Size: 25,000 ft²
- Employees: 90 (with an additional 15 estimated)
- Description: The facility provides installations and services refrigerators in major supermarkets and small stores. The new plant will also provide food refrigeration support by just-in-time/just-in-case storage.



Troy Life and Fire Safety Ltd.

- Location: 241 South Service Road, Grimsby, Ontario
- Size: 10,000 ft²
- Employees: 25
- Description: The facility services/sprinklers, suppression, security products.

Vermeer Canada Inc. Headquarters

Location: Iroquois Trail – Preliminary discussions for construction in Fall of 2023

- Size: 12,000 ft²
- Employees: 27

Joint Marketing Activities

Joint Marketing Initiatives between the Niagara Region and the Town of Grimsby



In partnership with Niagara Region and the private sector, Staff were able to highlight the diverse range of investment opportunities in Grimsby. This collaborative effort is an exciting opportunity for Grimsby to showcase the unique charm and beauty and the surrounding region to investors.

The joint marketing efforts have focused on promoting the Region as a destination for tourism, business, and investment. Our collaborative efforts will provide Grimsby to leverage each other's strengths and resources, reaching a broader audience, and showcasing the best that the Niagara Region and Grimsby have to offer.

Overall, the Niagara Region & Grimsby's joint marketing initiative is an exciting and innovative approach to promoting our Town.

National Posts' article: <https://nationalpost.com/sponsored/business-sponsored/niagara-region-a-hotspot-for-booming-businesses>.



The celebration was organized by Niagara Region’s Economic Development Department to commemorate the establishment of the European Union on May 9th. Over 15 Consul Generals and Trade Commissioners participated.

From a marketing perspective, the European Union Day celebration was a great opportunity for Grimsby and Niagara to showcase themselves as vibrant and diverse communities. The event highlighted the rich cultural heritage of the European Union, and demonstrated the openness and inclusivity of our community. This, in turn, helped to create a positive image of our Town and attract more visitors and investors.

The celebration of European Union Day also helped to raise awareness of the Niagara Region and Grimsby as a destination for international trade and investment. By showcasing their cultural and economic ties to Europe, the Niagara Region was able to attract the attention of foreign investors and businesses interested in expanding their operations into Canada.

Work With Us

The Town of Grimsby supports local businesses, and wants to help them thrive.

If you are interested in learning more about, or participating in, any of the services listed in the annual report, please feel free to contact us.

We look forward to working with you!



Phone Number:
(905) 945-9634



E-mail:
economicdevelopment@grimsby.ca



Website:
www.grimsby.ca