



COMMUNITY PROFILE

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INTRODUCTION

This profile contains information and statistics about the City of Welland, Ontario, Canada, that we hope is useful to those involved in making a location decision or seeking general information.

Welland is a component community within the Regional Municipality of Niagara in the Province of Ontario. The City is governed by a twelve member council and Mayor. The administration of the City is under the direction of a CAO who reports to the Mayor and Council.

The City is responsible for revenue collection, local

planning, local economic development, building permits, local water and sewer mains, transit, local streets, fire protection, parks and recreation, and public cemeteries. The Regional government is responsible for regional planning, regional economic development, water and sewage treatment, major water and sewer mains, solid waste, police, major roads and social services.

The ensuing pages present services provided for the City and the demographic characteristics of its people.

BASIC INFORMATION


Coordinates: 42.9922° N, 79.2483° W | **Land Area:** 81.09 SQ KM




55,750 POPULATION
IN WELLAND



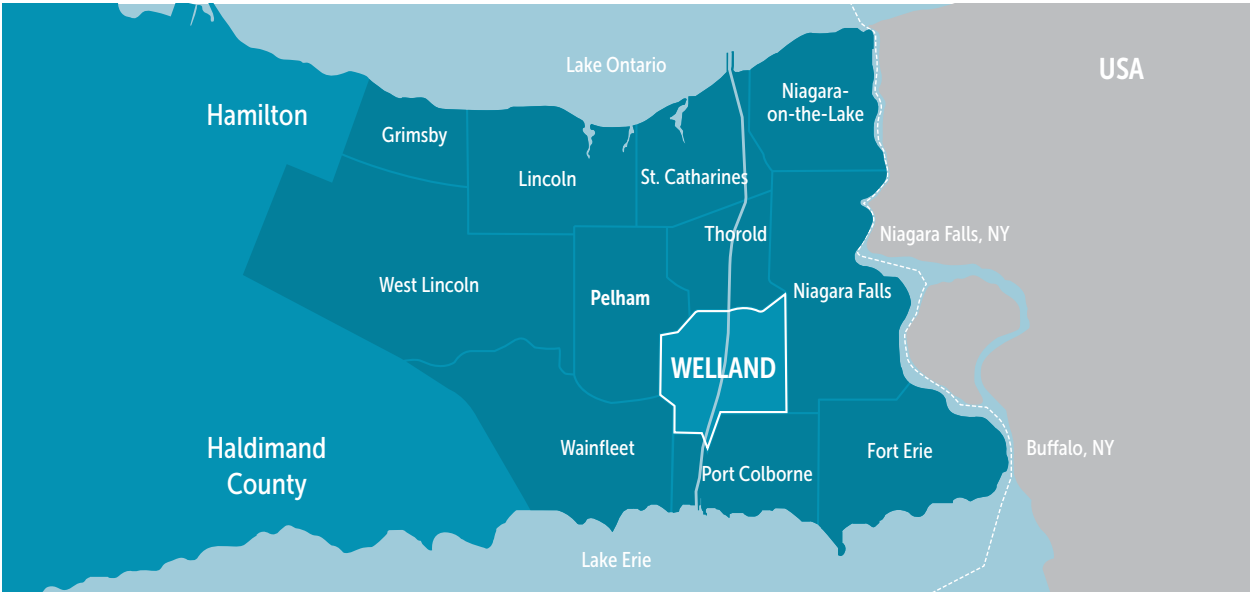
484,453 POPULATION
IN NIAGARA



AVERAGE TEMP.
JANUARY -4.7°C



AVERAGE TEMP.
JULY 21.4°C



LOCATION



Access to 75% of North America's purchasing power

Within driving distance of 60% of the U.S. and 62% of the Canadian industrial market

7 of the top 10 U.S. industrial states are within one day's trucking of Welland and it is even closer to major U.S. markets than Florida, Texas and California

The St. Lawrence Seaway links Welland to ocean ports in such places as Hong Kong, the Pacific Rim, Europe, and North and South America.

Easy access to the U.S. and major international transportation gateways by auto, plane and train



REAL ESTATE

Niagara Residential Market Activity
 – December 2022

Community	HPI Benchmark	Days / Market
Fonthill/Pelham	\$795,100	23
Fort Erie	\$522,700	30
Lincoln	\$751,900	21
Niagara Falls	\$617,100	22
Niagara-on-the-Lake	\$1,049,100	30
Port Colborne/Wainfleet	\$513,300	26
St. Catharines	\$578,800	18
Thorold	\$593,900	19
Welland	\$510,000	22
West Lincoln	\$740,100	20
Niagara Average	\$631,600	23

Southern Ontario Residential Market Activity
 – December 2022

Community	HPI Benchmark
Burlington	\$977,339
Grimsby	\$782,300
Hamilton	\$785,860
Stoney Creek	\$796,597
Toronto	\$1,051,216
Welland	\$510,000

DEMOGRAPHICS

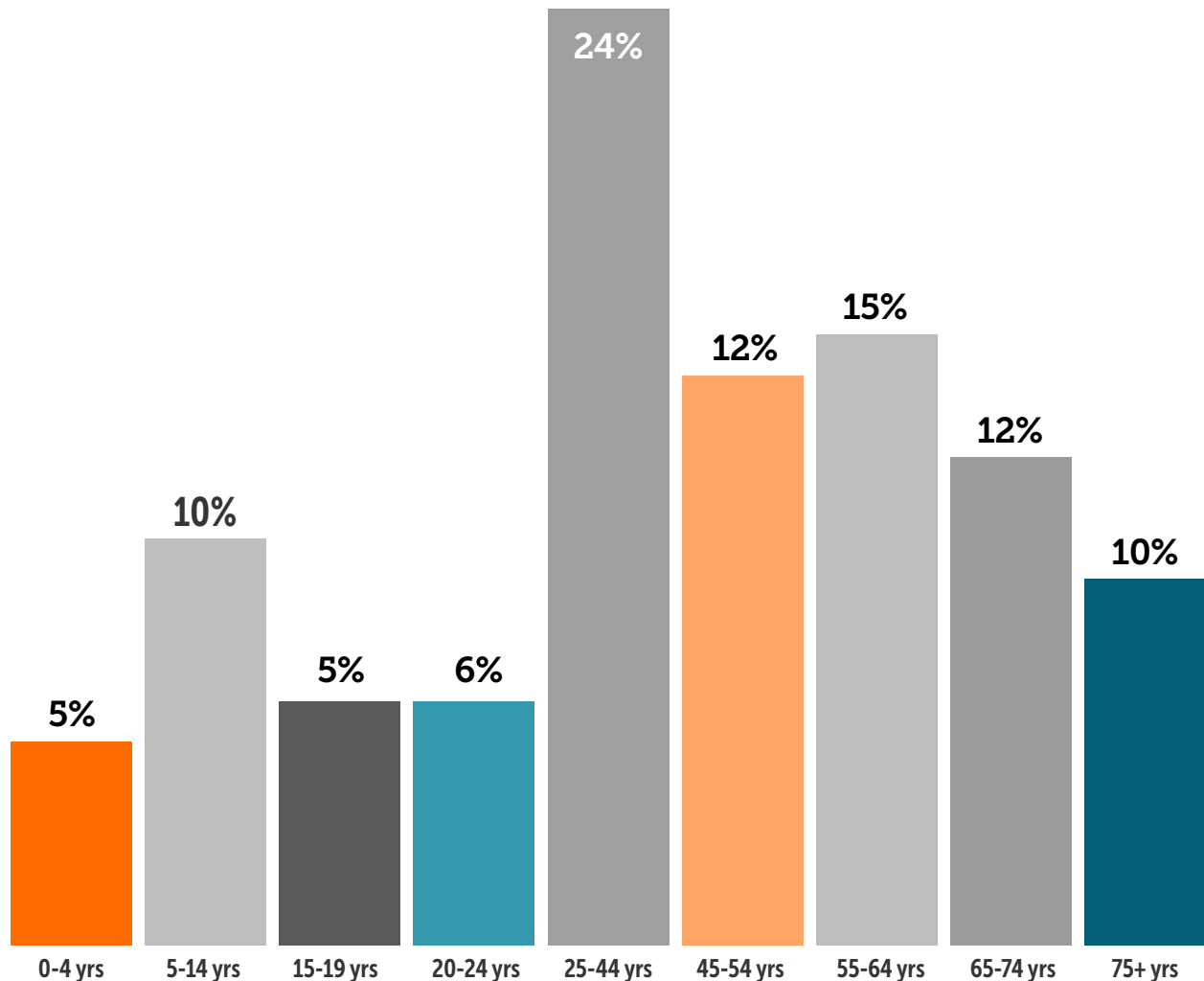
Welland is one of Canada's cultural mosaic cities. The City contains mostly European first and second-generation ethnic groups. Its larger ethnic communities are: Italian, British, German, Dutch and Ukrainian, in addition to a substantial number of English and French Canadians. Welland's French Canadian population represents nine percent of the total.

Welland's population has increased by 6.61%

since 2016 and is forecasted to grow due to its enhanced quality of life. Welland and the Niagara Region are among Canada's most culturally rich, affordable and safe places to live. Cost of living expenses are among Canada's lowest.

To view more in-depth data for Welland, visit [2021 Census of Population geographic summary: Welland, City \(CY\) \[Census subdivision\], Ontario \(statcan.gc.ca\)](https://www25.statcan.gc.ca/n1/pub/92-627-x/2021001/article/00001-eng.htm)

WELLAND'S POPULATION BY AGE



LABOUR MARKET

Welland is at the geographical centre of Niagara's diversified manufacturing base and supply chain network. Welland's strong labour force has ready-to-go experience and depth in precision machining, metal forming, electrical & connectivity, hydraulics and power distribution. The region excels in advanced manufacturing,

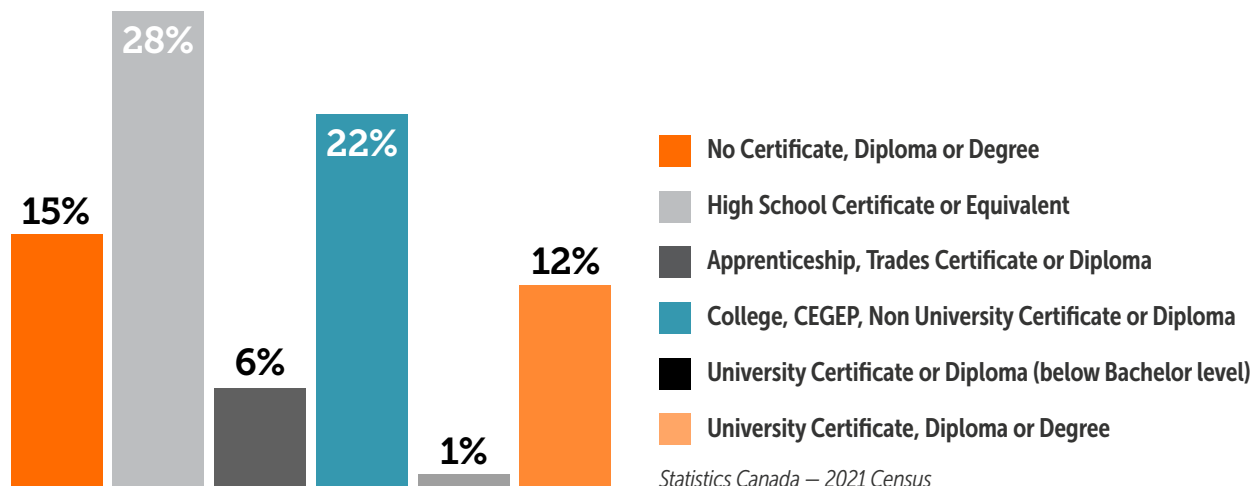
aerospace, shipbuilding, logistics, transportation equipment and primary metal manufacturing. Welland also has easy access to world-class automotive research centres at Niagara College, McMaster University, the University of Waterloo and the University of Windsor.

WELLAND'S LARGEST EMPLOYMENT SECTORS

Welland's Top 10 Employment Sectors	Jobs (2022)
Health care and social assistance	3,486
Educational services	2,784
Retail trade	2,322
Manufacturing	1,307
Accommodation and food services	1,215
Administrative and support, waste management and remediation services	983
Public administration	798
Finance and insurance	728
Construction	593
Professional, scientific and technical services	439

Source: EMSI, 2022.02 Dataset

WELLAND'S LABOUR FORCE BY EDUCATION



MAJOR EMPLOYERS IN WELLAND

1,460  **CANADIAN TIRE**
FINANCIAL SERVICES

530  **Niagara College Canada**
APPLIED DREAMS.

250  **WELDED TUBE OF CANADA CORP.**

250  **INNIO**

220  **rexroth**
A Bosch Company

WELLAND & NIAGARA LABOUR MARKET

by Sector	Welland Residents	Niagara Residents
Accommodation & Food Services	1,215	21,969
Administrative & Support, Waste Management & Remediation Services	983	9,824
Agriculture, Forestry, Fishing & Hunting	81	5,365
Arts, Entertainment & Recreation	232	5,949
Construction	593	10,122
Educational services	2,784	14,972
Finance and Insurance	728	4,742
Health Care & Social Assistance	3,486	24,999
Information and Cultural Industries	123	1,851
Management of Companies & Enterprises	72	441
Manufacturing	1,307	14,540
Other Services (Except Public Administration)	678	6,534
Professional, Scientific & Technical Services	439	7,044
Public Administration	798	9,915
Real Estate & Rental and Leasing	217	2,041
Retail Trade	2,322	24,076
Transportation and Warehousing	396	7,503
Utilities	67	1,260
Wholesale Trade	467	7,639

OPEN FOR BUSINESS & INVESTMENTS

The City's Economic Development Office aggressively promotes the following tools to attract investment and growth in the City of Welland because we want your business.

Development Team Approach – combines building, planning, engineering, economic development, and utility representatives into one development team. This allows investors and developers to work with all services at one time. This team provides a coordinated and speedy approach to obtaining the necessary site plan approvals and building permits.

Foreign Trade Zone Designation – Niagara is designated as a Foreign Trade Zone (FTZ) point, a status that allows companies to take advantage of incentives designed to make it easier and financially feasible to import and export products.

Welland Enterprise Centre – provides the information, resources and tools entrepreneurs need to start and grow a business.

Incentives

The City of Welland and the Regional Municipality of Niagara offer a series of financial incentives to businesses seeking to develop specific lands within the city. These incentives are outlined in three distinct Community Improvement Plans (CIPs), each one designed to encourage new industrial and commercial investment consistent with the City's economic development strategic Plan.

Gateway Economic Zone CIP – provides financial incentives to property owners who revitalize, strengthen and diversify the economy in Welland by promoting private sector investment, development, redevelopment, and construction activity on employment lands in the Gateway CIP Project Area.



Brownfield Community Improvement Plan (CIP)

– provides a framework of financial incentive programs, strategies, and actions to encourage and promote remediation and redevelopment of Brownfield properties within the defined project area.

Downtown and Health and Wellness Cluster CIP

– provides financial incentive programs to nurture revitalization, reinforce diversity in downtown as a transit supportive area, and encourage strength in the Health and Wellness Cluster.

For more information on Welland's investment incentives, please visit:

madeinwelland.ca/Incentives/CIPs.asp

RECENT INVESTMENTS

\$700 MILLION: Private Sector Investment Since 2017

\$18.6 MILLION: City-Owned Land Sales

\$1.0 MILLION +: Sq.Ft. of New Industrial and Commercial Development



96,000ft² manufacturing and warehouse facility
with an investment of \$18.5M



12,787ft² fabrication facility
with an investment of \$8.2M



130-unit retirement home residence
with an investment of \$23.5M



Hotel with 16 suites and 64 standard rooms
with an investment of \$14.5



120,000ft² expansion nearly double the existing footprint
Canada's third largest location

WELLAND'S LARGEST EMPLOYMENT SECTORS

2020	# Permits	Value
Residential	626	\$136,466,985
Commercial	99	\$11,071,087
Institutional	24	\$10,031,900
Industrial	14	\$17,450,980
Agriculture	4	\$262,000

2021	# Permits	Value
Residential	901	\$179,477,407
Commercial	140	\$21,476,160
Institutional	37	\$11,824,977
Industrial	13	\$283,500
Agriculture	3	\$334,650

2022	# Permits	Value
Residential	892	\$201,793,992
Commercial	79	\$11,602,450
Institutional	41	\$4,829,580
Industrial	15	\$467,650
Agriculture	2	\$770,000

New Dwelling Units		
2020	2021	2022
739	759	944

MANUFACTURING IN WELLAND

The manufacturing sector has deep roots in Welland's history and the City has continued to keep pace with the ever-changing advanced manufacturing landscape. Welland is home to a wide range of manufacturers and is constantly welcoming in new companies. Below are a few examples of businesses that have located to Welland and have taken advantage of the City's many assets such as its highly skilled labour force.

INNIO (Formerly GE) – Welland's GE Brilliant Factory has a new name and owner after Advent International completed its acquisition of GE's Distributed Power business and created a new standalone energy company – INNIO. The now completed \$240-million 48,620-square-metre industrial facility is located in the Harry Diffin Industrial Park along Highway 140, between Silverthorn Street and Buchner Road. The factory manufactures two powerful product brands – the Jenbacher and Waukesha gas engines. INNIO currently employs over 250 workers. They are another business to benefit from the Niagara Gateway Economic Zone CIP.

Northern Gold Foods Ltd. – Located in the Enterprise Industrial Subdivision has completed its 90,000 sq. ft. food processing plant during the winter of 2016 and currently employs 75 people. The company has also completed a 75,000 sq.ft. expansion that has created an additional 25 jobs. They are the first business in Niagara to benefit from the Niagara Gateway Economic Zone CIP.

Devron Sales Ltd. – recently completed construction of a \$1.9-million 11,500 sq.ft. facility. They are another business to benefit from the Niagara Gateway Economic Zone CIP. It is anticipated that it will create 25 new jobs when the company is fully operational

Kit Steel – Located in the River Road and Downs Drive Industrial Subdivision, construction is complete on a 12,787 square-foot rebar manufac-

turing facility, which employs ten employees. Kit Steel is another example of benefitting from the Niagara Gateway Economic Zone CIP.



Niagara College Advanced Manufacturing Innovation Centre

In 2013, Niagara College introduced a unique advanced manufacturing innovation program to build collaborative relationships between students, faculty and industry in Niagara. The program was designed to provide Niagara's small and medium size manufactures with access to research talent and equipment.

In 2016, the program was given a new home with the completion of the 15,000 sq.ft. Walker Advanced Manufacturing Centre in Welland. The new permanent, high tech manufacturing centre provides students with lab space for hands-on applied learning as well as innovation space for companies to conduct work onsite.

Since the inception of the advanced manufacturing program at Niagara College, faculty and students have helped many local companies in lowering production costs, accelerating production speeds, developing prototypes and accessing new markets. It's an excellent example of the close industry-academic ties that flourish between Welland's business and Niagara's post-secondary institutions.

RETAIL

With an abundance of shopping facilities, Welland offers shoppers a wide variety and great selection to meet their shopping needs! Following is the information of the local major retail stores and shopping malls in Welland.



Located at 800 Niagara Street, the Seaway Mall is a 500,000 Sq. Ft. shopping centre anchored by Heart, Staples, Cineplex Entertainment, Winners and Shoppers Drug Mart.



SHOPPING PLAZAS

Smart Centres

102 Primeway Drive
5 stores: Walmart, Canadian Tire, Rona

Northtown Shopping Centre

325 Thorold Road
13 stores: Food Basics, IDA Pharmacy

Fitch Street Plaza

200 Fitch Street
25 stores: Giant Tiger

Lincoln Centres

300 Lincoln Street
24 stores: Kanetix, Scotiabank, No Frills

Rose City Plaza

835 Ontario Road
15 stores: Freshco, Shoppers Drug Mart, LCBO

South Pelham Market Plaza

609 South Pelham Road
10 stores: Sobey's, Shoppers Drug Mart

INFRASTRUCTURE & SERVICES



Highways & Border Crossings

Welland possesses excellent highway and bus access provided by Highway 406, a controlled access freeway connecting Welland to the Queen Elizabeth Way (QEW) freeway, the Greater Toronto Area and Buffalo, New York.



Airports

Being centrally located, Welland businesses are able to take advantage of several airports such as Toronto's Pearson International Airport (YYZ), Hamilton International Airport (YHM), Buffalo-Niagara International Airport (BUF) and Niagara Falls International Airport (IAG).

The Niagara Central Airport, located just outside Welland's city limits specializes in key services such as executive charters, air cargo delivery, and aerial advertising.



Rail Access

The City of Welland is serviced by two Class 1 rail carriers. The Canadian National Railways and the Canadian Pacific Railway, which interchange directly with Niagara's GIO Railway for switching services to and/or from various industries.



Waterway Access

The City's location on the St. Lawrence Seaway links Welland to ocean ports in such places as Hong Kong, the Pacific Rim, Europe, and North and South America. There is space on Welland's harbor on the Welland Canal for warehousing of goods to be loaded onto and received from ocean going ships.

EDUCATION & INNOVATION

Parents and students have many choices when it comes to education. The four school boards which operate schools in Welland provide for a variety of options including French or English language curriculums and Catholic or Public schools.

Post-secondary institutions local to Welland include Niagara College, and Brock University. There are also a variety of trade and skill schools for adults looking to further their education and become skilled in a specific field or trade.

NIAGARA COLLEGE CANADA



Niagara College, with its main campus in Welland specializations include advanced technology, applied health, community safety, media, food and beverage sciences, business, hospitality and tourism, and environment and horticulture. Niagara College offers over 100 post-secondary programs, with 82 programs with Work Integrated Learning Activities (WIL) including 23 Co-op programs, 8 Apprenticeship programs, 27 Applied Research programs, 13 Field Placement programs, and 8 Learning Enterprise programs.

BROCK UNIVERSITY

Brock University in St. Catharines is one of Canada's top mid-size institutions in terms of quality of education, quality of teaching and most satisfied students, has 18,000 students and 600 faculty. At Brock, a significant focus on health and bio sciences has emerged, centred on the \$120-million Cairns Family Health and Bioscience Research Complex, a state-of-the-art facility where students and professors explore new frontiers in green science and health & wellness. Brock claims the fifth largest co-op program in Canada.



HEALTH & WELLNESS

Welland McMaster Family Health

Welland's health and wellness network has expanded immensely in recent years to keep up with the rapidly advancing pace of medical and health sciences. The state of the art Welland McMaster Family Health Team facility encompasses 11 Integrated Health Professionals including Nurses, Social Workers, Dietitian, Occupational Therapist and more. The health team strategically strives for creating a patient-centred experience, fostering leadership and collaboration, and inspiring excellence and learning.



Welland Community Centre

One of the most scenic locations along the Recreational Waterway is the Welland Community Centre. The centre, established twenty years ago to service the community, the young, and the young at heart, has expanded: increased recreational facilities, more opportunities for social interaction, cultural engagement and sports development for people of all ages and abilities.

Join the Community Centre to celebrate a healthy and active lifestyle through participation in one or more of our active living and general interest programs. Join friends for a game of cards or snooker. Bring your guitar and jam with others who enjoy Country, Bluegrass, and some Classic Rock if you are musically inclined.

SPORTS IN WELLAND

Welland prides itself on the recreational opportunities and facilities it has to offer to families and individuals visiting or living in this community. There are a number of facilities available for community use, with a strong emphasis on sports venues. Welland is the home to over forty recreational and competitive sports organizations.

Outstanding contributions to these sports organizations are honoured by the Welland Sports Promotion Committee during the annual Sports Awards Banquet and by Inductions to the Sports Wall of Fame, a permanent display located in the Seaway Mall.

World Class Facilities

Home to over four world class indoor sports facilities, Welland makes a claim to being recognized as Ontario's Sports Capital! If you're an avid sports fan, you may have noticed a new destination on the map when it comes to high caliber sporting events. Welland has indeed grown into the city of choice for many local, provincial, and, even international tournaments and championships.

Welland International Flatwater Centre (WIFC)

– The WIFC is a water-based recreational area that combines international standard-competitive water sport facilities with recreational and social opportunities. The facility was primarily built for the Pan Am Games in which the city hosted. The City also had the opportunity to host the International Canoe Federation (ICF) Junior Under 23 Canoe Sprint World Championships with 63 countries competing and the ICF Canoe Polo World Championships at the state-of-the-art facility. In 2022 the City will be a partner host of the Canada Summer Games.

Empire Sportsplex – The City of Welland along with its partners, Empire Communities and Canadian Tire Jump Start have completed construction on the new Empire Sportsplex which officially opened on July 9, 2022.

This state-of-the-art facility situated next to the Welland International Flatwater Centre offers various sporting and recreational options including: six dedicated pickleball courts, three tennis courts, five beach volleyball courts, one full sized basketball court and two half sized basketball courts. In addition, the facility will



include one Multi sport court which offers an include amenity space for all children with abilities to take full advantage of this facility.

Youngs SportsPlex – This sports complex offers soccer, tennis, ultimate frisbee, touch football, golf, and slo-pitch. The facility features a FIFA regulation sized indoor soccer field, five FIFA regulation sized outdoor soccer fields, two outdoor ball hockey rinks, four indoor tennis courts, as well as a sport performance centre.

Sports Tourism – Welland boasts many multi-field sports fields with opportunities to house small and large scale athletic tournaments and offers a vibrant community to support a full weekend of activities. Memorial Park, Welland Sports Complex, Youngs SportsPlex and Empire Sports Complex offer top tier facilities to meet many competitive levels of play. Consider Welland for any of your upcoming tournaments.

RECREATION & CULTURE



Welland's Recreation Corridor

Canal Trail and Merritt Island – Looking to spend some time in the great outdoors? Discover the Canal Lands and Merritt Island, treasures in the City of Welland. Outdoor enthusiasts marvel at the beauty and serenity of Merritt Island – a natural paradise located steps from downtown, between



the Welland Recreational Waterway and the Welland River. Suitable for family picnics, walking, hiking, biking and jogging, everyone is sure to enjoy the fresh air and good times to be sought at the Canal Lands and Merritt Island! Cycling is becoming an even more trail-friendly experience in Welland now that bilingual signage has been added to the Greater Niagara Circle Route.

Rec Rentals – A staple in the Welland community, the Rec Rentals @ the Docks acknowledges the legacy of the Welland Canal by catering to various waterfront activities, including kayaking, canoeing, and pedal boarding to name a few. Located in Rotary Park in Welland, the Rec Rentals @ the Docks offers the opportunity for residents and visitors to enjoy an assortment of relaxing waterfront activities.

Jumpstart Inclusive Splashpad – The City of Welland and Canadian Tire Jumpstart Charities (Jumpstart) collaboratively worked together to develop an all-inclusive splashpad for the residents of Welland to enjoy. Located at the Rotary Club of Welland Park, this splashpad is strategically designed so kids of all abilities can play together. The splash pad officially opened to the public in August 2022.



Welland Farmers Market

The Welland Farmers' Market operates year round in its historic downtown site. The Market is available for use as a hall suitable for seating of 100 -150 people, ideal for small business meetings, workshops, community group meetings and family gatherings. Furthermore, the Farmers' Market is a place where local farmers provide visitors and Welland residents alike with a wide variety of fresh produce for purchase. During peak season well over seventy vendors are on site. The market is a full year operation with an indoor market in the two market buildings on Saturdays only.



Community Parks

Community Parks in Welland offer opportunities for all ages to relax, unwind, connect with nature and be a kid. As the "City of Roses" Welland boasts award winning floral displays across the City that are creative and updated yearly. One of the premier locations is the Chippawa Park rose garden. This floral garden is the site of many wedding pictures as it features many varieties of roses with the City of Welland rose as a part of the display. Other major parks with excellent facilities include Memorial Park, Cooks Mills Park, Maple Park and St. George Park. Amenities do vary so contact Corporate Services, Recreation and Cultural Services. Looking for a place for a family reunion, a City park might be the spot.

With many kilometers of trails and an active transportation strategy connecting the City for mobility, it has never been easier to get around the City while enjoying the outdoors for all levels of activity. The tree canopy in Welland is a source of pride in the community offering a variety of species and fall colours along the canal that will inspire.



FESTIVALS & EVENTS



365 days. Year-round, the City of Welland has fantastic community events. Immerse yourself in the city's splendour and connect to your community. Check out the events calendar at www.welland.ca and plan your next outing today.



Spring

- Youth Week
- Easter at the Market
- Row Ontario Small Boat Regatta
- Victoria Day Celebrations
- Victoria Day at the Market

Summer

- Welland Rose Festival
- Girls Club
- Roaring 20s Fun Fair
- Dragon Boat Canada National Camp
- Canada Day Celebrations

Autumn

- Halloween at the Market
- Dain City Family Day and Fireworks
- Welland Poutine Festival

Winter

- Welland Santa Claus Parade
- Welland Winter Lights Tours
- Welland Christmas Market
- New Years Eve Event



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