

Business Retention + Expansion Program

Brant Screen Craft Expands into Second Facility



Long-standing Brantford manufacturer Brant Screen Craft has expanded their operations by purchasing a second facility at 254 Henry Street.

The family-owned enterprise has been operating out of its current 75,000 sq. ft. location at 555 Greenwich Street for the last 15 years. In December 2010, they purchased the 135,000 sq. ft. Henry Street facility to house the finishing and distribution areas of the business. Fifty employees will work out of the Henry Street facility and 90 will remain on Greenwich Street.

The company was established in Brantford in the mid-1960's with one manual press and two employees. Since that time, they have grown to 140 employees and are a recognized industry leader providing innovative and effective large format digital screen and litho print solutions to some of the largest print clients in North America's retail, restaurant and automotive industries.

Increased sales into the U.S. market spurred the decision to expand the business, and an American location was given consideration because of their large customer base south of the border. Ultimately, and fortunately, the company chose to remain in Brantford because of its longstanding history and excellent workforce.

For more information, please contact:
Bob deBoer, President of Operations
Brant Screen Craft
T: 519-759-4361

SMALL BUSINESS MATTERS

Tweetstock IV: Standing Room Only

Keynote speaker, Scott Stratten, bestselling author of "UnMarketing," had no challenge holding the attention of over 200 attendees at Tweetstock IV, a social media event sponsored by the Business Resource Centre.

"The future is in social media; businesses that do not get onboard will be left behind. People do business with those they know, like and trust," Stratten said.



His message was clear: business today is built on relationships, and using online networking sites like Facebook and Twitter to reach today's market is essential to building those relationships.

Stratten had businesses ask themselves why they continue to do things such as cold calling the same way they always have, when the targeted customer does not want to be reached that way. How is your business changing in response to the world changing around you?

Many businesses are working towards adapting to this change. In response to many attendees who left the event wanting more, the BRC will be offering hands-on workshops that are aimed at helping you take social media tools to the next level.

Upcoming Workshops

- **Getting Started**
Using Facebook, Twitter and other social media tools
- **Making it Work!**
Developing a strategy behind the tools that works for your business using social media
- **It's Not Work—It's Business**
Implementing social media into your day-to-day functions

For more information, please contact the BRC at 519-756-4269 or visit www.businessresourcecentre.ca



DEVELOPMENT OPPORTUNITIES

79 Easton Road

Very clean food-grade industrial facility for sale with 40,000 sq. ft. of freezer/cooler space and a refrigerated shipping area. Excellent location with quick access to Highway 403 via two interchanges - Garden Avenue and Wayne Gretzky Parkway.

Building Features:

- Total building area: 167,292 sq. ft.
- Land Area: 12.28 acres
- Shipping: 33 dock-level
- Clear height: 28' & 34'
- 30+ trailer parking stalls
- An additional 19,657 sq. ft. of mezzanine not included in total building area
- Excess land for building or trailer parking expansion

Excellent access and exposure from the Wayne Gretzky Parkway.
Asking Price: \$5,950,000

For more information, please contact Ron Jansen, Associate Vice President, Colliers International, at 519-904-7006.



WORKFORCE

Mentoring Skilled Newcomers

The Workforce Planning Board of Grand Erie has launched a new initiative called Mentoring Skilled Newcomers. This program is designed to help newcomers connect with professionals so they can learn about Canadian work culture and develop a professional network. The program is designed to bridge the gap so highly skilled newcomers can have a positive impact on our community.



Mentees: If you are a newcomer to Canada and are highly educated or experienced in your field, we can help you get your foot in the door through our mentorship program.

Mentors: If you are an experienced professional, our mentorship program gives you a great opportunity to enhance your corporate image, help develop the future workforce in our community, and tap into the global talent pool.

For more information, please contact:
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Business Update is produced twice a year by the Economic Development and Tourism Departments of the City of Brantford and County of Brant.

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Business Update

Brantford and County of Brant Economic Development Highlights

Spring/Summer 2011

FEATURED DEVELOPMENTS

Bell Announces New Brantford Call Centre



Bell and the City of Brantford have announced a new Bell Mobility customer service call centre in Brantford, the historic home of telephone inventor Alexander Graham Bell. This new centre is expected to

bring several hundred new jobs to the community over the next two years.

"Bell's newest call centre reflects our commitment to deliver a great customer experience while its location in Brantford reflects Bell's deep roots in the community," said Nancy Tichbon, Vice President of Customer Care for Bell. "This facility bridges Bell's historic relationship with Brantford to the modern communications company we are today – a customer-focused competitor providing advanced communications services across multiple broadband platforms."

Known as the "Telephone City," Brantford is home to the Bell Homestead National Historic Site, the Bell Memorial, and a major Bell Canada central office.

"Having this new call centre further expands the City's movement towards a knowledge-based economy, and reinforces our overall development strategy for the community," said Brantford Mayor, Chris Friel. "The addition of hundreds of jobs in the downtown will have a positive impact for area businesses and provide sustainable employment for residents."

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New County Restaurants a Beautiful Thing



Two popular franchises now greet drivers as they enter Paris' East end: Harvey's, which opened in October of 2010 and Swiss Chalet, which launched in December of 2010.

Partners Peter LeBaris and Paul Halyk of The Zitia Group built and own the dining establishments. The Zitia Group has been active in the construction of residential developments in the County of Brant and surrounding communities since 2001; this marks their first venture into commercial development.

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www.brantfordbrant.com



BUSINESS BRIEFS

Brantford Grows Green + Clean Sector

The City of Brantford has become the beneficiary of an emerging sector in the province's green and clean economy – tire recycling and remanufacturing.

In the past year alone, three industry leaders in the tire recycling and crumb rubber sector have established operations in Brantford's Braneida Industrial area: Liberty Tire Recycling Canada Ltd., Crumb Rubber Manufacturers and North West Rubber. Crumb rubber is manufactured from grinding down scrap tires by a mechanical or cryogenic (liquid nitrogen) process.

Pittsburgh-based Liberty Tire Recycling established their presence in Brantford through the acquisition of competitor High Tread International in September 2010; they are the largest rubber tire recycler in North America. The 210,000 sq. ft. facility at 300 Henry Street is a showcase operation and consolidation point for all of Liberty Tire's activities in Ontario. The Brantford facility employs a staff of 89 people in the production of crumb rubber, which is used as industrial feedstock for a diverse array of products and applications such as sports surfaces, rubberized asphalt, flooring, mats, fitness pads and paver stones.

Crumb Rubber Manufacturers (CRM) located at 150 Garden Avenue in January 2011. The company is based in Los Angeles and has two other locations in Arizona and New York State. They too process used tires into crumb rubber for use in rubberized asphalt, artificial turf and rubber molded product applications. The 125,000 square foot facility will annually process 50,000 tonnes of tires at peak capacity and create 50 new jobs.

One major customer for all this locally produced crumb rubber is North West Rubber, located at 321 Henry Street. The British Columbia based company is a leading manufacturer and distributor of high quality resilient flooring, agricultural rubber matting, playground fall protection, and automotive and construction products. The 33,400 sq. ft. facility will eventually employ 30 people to manufacture sheet rubber mats for use in horse stalls, trailers and pylon cone bases.

For more information, please contact:

Kory Martin, Regional Human Resources Manager
Ontario Operations, Liberty Tire Recycling Canada Ltd.
T: 519-752-7696

Dr. Barry Takalou, President & CEO, Crumb Rubber Manufacturers (CRM)
T: 949-263-9100

Leighton Friesen, Chief Executive Officer, North West Rubber
T: 800-663-8724

Harvesting Sunshine in Brant



A former gravel pit, located on Bishopsgate Road between Concession 11 and Concession 12 in the Burford area in the County of Brant, will be transformed into a solar farm, harvesting 11.5 million kW hours of electricity; that's enough to power about 1,000 homes per year. The project represents an investment of over \$50 million by Pennsylvania-based company, Penn Renewables Ltd.

Construction should begin at the end of 2012 and will take about six months. During this period, no less than 100 people - ranging from engineers to electricians and general labourers - will work to erect the solar panels, which will occupy 48 acres of the 81-acre property.

Sean McCloskey of Penn Renewables Ltd. credits the Green Economy Act of 2009 and the province's Feed In Tariff Power Program with spurring developments like solar farms. These programs carry a strict domestic content provision: a minimum of 60% of components used must be sourced from within Ontario. As a result, Ontario companies are now manufacturing products like over-racking systems and invertors for use in green energy initiatives.

The solar panels installed at the site are stationary photovoltaic (PV) modules. They have no moving parts and are virtually silent in operation. The posts the solar panels rest on are only 10' (1.65m) tall. They have minimal impact on the surrounding soil, and are unobtrusive on the skyline.

"Ontario is in the process of phasing out all of its coal-fired power generation," McCloskey noted. "When that finally happens Ontarians will have the cleanest energy in North America." He continued, "the power sector has been hit with regular calamities of late... Solar emits no noise, no waste and no emissions. It's a cleaner option and that's why we're doing it."

To learn more about this solar farm project, visit www.pennenergyrenewables.com.

TECHNOLOGY

Rural Brant Getting Broadband Boost



It seems like it's everywhere you go; from coffee shops and libraries to hotels and restaurants, high speed Internet is there. However, while this access is taken for granted in most urban centres, many rural communities - including portions of Brant - are still operating on dial-up systems. This can be a hindrance, especially for businesses, as dial-up systems transmit information at a much slower rate than broadband. Families and companies across the County of Brant will soon have access to high-speed Internet thanks to funding from the Rural Connections Broadband program.

"This is an important step for Brant County and the Six Nations of the Grand River," Brant MPP Dave Levac said. "The construction of a broadband network will help to expand and improve local businesses and their services, connect family and friends to one another, and help boost our region's economy."

The Province of Ontario announced in February 2011 that it is giving the County of Brant and the Six Nations of the Grand River \$806,000 to fund the installation of broadband Internet infrastructure. The Ministry of Aboriginal Affairs is contributing an additional \$100,000 to the project.

By the time the infrastructure installation is complete in April of 2012, it will have provided over 15,500 residents, 1,200 businesses and several public institutions with access to high-speed Internet. Province-wide, this initiative expects to increase the number of rural Ontarians with access to high-speed Internet from 250,000 to 1 million.

County of Brant Mayor Ron Eddy said that council appreciates the funding announcement from the Province of Ontario, "... because it will facilitate the availability of broadband internet to all of our citizens and businesses. The provision of this service is essential for a modern, informed society."

FEATURED DEVELOPMENTS

Bell Call Centre >Cont. from cover<

Bell will soon begin to refurbish the 65,000 sq. ft. site, located at 1 Market Square in downtown Brantford, and expects to open the new call centre in early 2012. They plan to hire 175 staff after hosting a job fair in the coming months to be ready for the opening. The space will allow Bell to hire up to 500 people within two years, but officials say the final figure is still being decided.

Bell is Canada's largest communications company, providing consumers and business with solutions to all their communications needs: Bell Mobility wireless, high-speed Bell Internet, Bell Satellite TV and Bell Fibe TV, Bell Home Phone local and long distance, and Bell Business Markets IP-broadband and information and communications technology (ICT) services. Bell Media is Canada's premier multimedia company with leading assets in television, radio and digital media, including CTV, Canada's #1 television network, and the country's most-watched specialty channels.

For more information, please contact Jason Laszlo, Bell Media Relations, at 416- 606-4737 or jason.laszlo@bell.ca.

New County Restaurants

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"We were interested in the site and saw it as a good development opportunity," Halyk explained. "We knew that Loblaw's had purchased a property just up the street, it's close to Brantford, and Paris is growing."

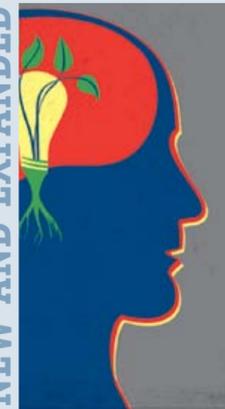
A traffic study found that over 20,000 vehicles pass the site per day, making it the busiest commercial road in the County of Brant. Cara Foods' sustainability studies found that Paris had the demographics needed to make the restaurants viable.

The Zitia Group invested over \$4 million in the project, including fronting \$836,000 to bring sewer services up the hill from Willow Street, as the site previously had no sanitary services.

The Swiss Chalet restaurant is 6,200 sq. ft. and Harvey's is 2,200 sq. ft. There is a third 18,000 sq. ft. pad, which will be occupied in the near future. Together, the two restaurants have created 80 full and part time jobs, with the majority of their staff hailing from the Paris area. "We've been very pleased with the quality of employees we've hired," Halyk said. "We receive excellent feedback from clients."

The Zitia Group has also purchased the property at 71 Dundas Street. Their long-term plan is to develop that property as well.

NEW AND EXPANDED



NEW – **Skid Jim Enterprises Inc.** has relocated operations from Hamilton to a 40,000 sq. ft. facility at 298 Murray Street. Skid Jim is a new and recycled pallet manufacturer. They employ a staff of 15 people.

For more information, please contact owner Carol Doherty at 519-758-1559.

NEW – **Vive Mechanical Inc.** has opened at 27 Copernicus Blvd., in the City's Braneida Industrial area. The company is a TSSA registered heating, refrigeration and air conditioning provider offering sales, service, design, installation and maintenance. They employ a staff of four.

For more information, please contact owners Alex Vervaeke and Louis Vilez at 519-758-3500.

NEW – **Brantford Self Storage Co.** has purchased the 160,000 sq. ft. former Storeimage facility at 100 Elgin Street. The company will be filling a unique niche in the community by complementing their current offering of self-storage space with workspace for small business owners who require budget space without the excessive office overhead. The building's configuration will offer multiple sizes and add-on options that allow clients to scale up, or scale down as their business evolves. And, ideally for business, there will be no long-term lease commitments. It's an ideal pay-as-you-go business space designed for entrepreneurs, home-based businesses and independent contractors. The company will employ three people.

For more information contact Russ Fisher, General Manager, at 519-753-3000.

EXPANDED – **Trison Tarps Inc.** is expanding their facility at 130 Copernicus Blvd. by 3,700 sq. ft. to accommodate increased demand for their products and services. This is the second expansion for the company since opening in 2005, having previously added on in 2008, and brings the building to 18,200 sq. ft. Trison Tarps is a manufacturer of tarps that focuses on the trucking industry and flatbed equipment. They also distribute a wide range of tie down equipment for the flatbed trucking industry, including chains, cargo straps, binders, winch bars, storage boxes and cabguards. They employ 15 people.

For more information, please contact Paul Vandenberg, President at 519-720-9464.

CITY LOWERS TAXES

In 2008, Brantford City Council approved a 12-year plan to reduce tax ratios for the three business property classes - commercial, industrial and multi-residential.

For industrial class properties, the plan will reduce the tax ratio from the current 2.8678 to 1.5000, beginning in 2011 and ending in 2020. This ratio reduction plan would result in reduced municipal purpose tax rates for the industrial property class.

In 2011, industrial taxes were reduced by 4.68% on average.

Additional relief continues for Brantford industrial and commercial properties through a reduction in the provincially controlled education portion of the tax bill. In 2007, the province

announced a program to reduce education tax rates in municipalities like Brantford, where the rates for industrial and commercial class properties are above a ceiling rate established by the province of 0.016%.

Based on information supplied by the province, the education tax rates will be reduced over a period of seven years to reach this level for existing businesses. In 2009, the ceiling rate was reduced to .0152 from .016. In 2010, the ceiling rate was again reduced from .0152 to .0143. In 2011, the ceiling rate will reduce to .0132 eventually ending at .0127 in 2014.

It is important to note that 2013 and 2017 are reassessment years and any changes resulting from a reassessment may have an effect on planned reductions.