

Roofmart Celebrates Expansion



Local dignitaries were on hand to celebrate the official grand opening of Roofmart's new, expanded location on Powerline Road in the County of Brant. Roofmart is now located in the 20,000 square foot former Westcast facility. The property includes a showroom and warehouse, as well as sufficient outdoor storage space for their inventory of shingles. The branch is managed by Mike Winny and has six employees, with additional staff occasionally hired based upon seasonal demand.

Roofmart has over 45 locations across Canada. While their primary customers are roofing contractors, the company's doors are always open to homeowners.

Roofmart opted to move to its new Powerline Road location for several reasons. The company prefers locations that are accessible by highway, situated in growing communities, and offer plenty of storage. The Powerline Road location, with its quick access to Highway 403 and proximity to the growing communities of the County of Brant and Brantford, fit the bill.

The nature of the roofing business, with ongoing retrofit and necessary repair projects, allows Roofmart to be in a position of growth despite the current challenges in today's global economy. The federal government's Home Renovation Tax Credit program (HRTC), which provides a tax incentive for home improvements, has also bolstered the home repair industry in general and Roofmart, like other building supplies companies, has benefited from the program, which ends in February of 2010.

Roofmart, a Canadian company, has been in business for over 50 years. To learn more visit www.roofmart.ca.

SMALL BUSINESS MATTERS

Don't be the "Best Kept Secret" – Market Your Business!

When the going gets tough, the economy slows down, and profits are weakened, it seems that the easiest place to reduce spending is in the marketing budget – bad move! Without an effective, ongoing, targeted, marketing plan, you will soon become the best kept secret in town and your sales will disappear.

If funds are tight, use low budget marketing to get your message out to your customers on a regular basis. Prospects will become buyers if they consistently read about your company in print ads, hear about you in the community, attend a free seminar that you offer, visit your effective website and trust you enough to do business with you.

Here are a few examples of low-budget, high-impact marketing plan techniques that focus on relationship-building activities:

- **Make yourself newsworthy:** Become the expert in your field and submit an article to the local newspapers, organizations and business newsletters.
- **Maximize word of mouth referrals:** Don't be afraid to ask your satisfied clients for testimonials to place on your website and/or marketing material or to forward your name to friends and family. A satisfied customer is more than happy to refer business to you if they know that you are looking for more clients.
- **Offer free demonstrations or consultations:** Attend trade shows to showcase the value of your product/service to potential customers.
- **Sponsor or provide a door prize for a charity event:** This shows your commitment to the community and gives your business exposure to more people.
- **Get involved with local committees, business networking groups:** Choose groups that offer regular meetings that offer the opportunity to meet new people, create new relationships and possibly create joint marketing initiatives.

Developing a high-impact marketing plan, even on a limited budget, creates a roadmap or guideline to follow. It helps keep you accountable to your plan - marketing is not an event - it is an ongoing process. A one-time radio ad blitz, one-time flashy newspaper ad, or a hastily put together website will not provide you with continued sales while quickly eroding your budget. You cannot expect instant sales results - stay the course and continue to methodically implement your plan to your target customers and watch your sales grow!



DEVELOPMENT OPPORTUNITIES

46 Plant Farm Road



Flexible, well maintained warehouse/manufacturing facility in excellent Brantford location for lease.

- 90,000 sf industrial building available for lease
- Excellent access to Hwy. 403, GTA and major border crossings
- 5.8 acres of land
- 26' + clear height (well suited to warehouse use)
- Excellent shipping facilities (above average ratio of dock level doors)
- High-density sprinkler system
- Very well maintained

Taxes for a warehouse use are approximately \$126,000. Offered at: \$3.70/sf net

For more information, please contact:
Ron Jansen or Justin Lavoie 519-570-1330

Top 10 Town

For the third year running, Brantford has made the Real Estate Investment Network's list of the top 10 Ontario communities for real estate investors.

Brantford first made it onto the list of Top Ontario Investment Towns in 2007, which includes communities such as Ottawa, Hamilton, Barrie, Orillia, Brampton and Toronto. Mayor Mike Hancock was pleased to hear of the news. "The fact that we're still there and in some very good company is just confirmation of what I've believed for a long time: Brantford is a community with the right attitude, the right skills, the drive, the vision," he said.

UPCOMING

Economic Development Strategy

The City of Brantford is undertaking its first comprehensive economic development strategy with the goal of developing long-term economic prosperity. The strategy will provide overall direction allowing staff to prepare year-to-year work plans. MHBC Planning and WCM Consulting have been retained as the consulting team and the project will be completed by the end of June 2010. For the City's new Economic Development Strategy to succeed, it must reflect the values and goals of the stakeholders that comprise the City. Have something to contribute? Contact us by email at: OurBrantford@brantford.ca

Business Update is produced two times a year by the City of Brantford Economic Development and Tourism Department.

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Business Update

Brantford and County of Brant Economic Development Highlights

Winter 2009/10

FEATURED DEVELOPMENTS

New Medical Centre For Brantford



State-of-the-art medical services will have a new address in Brantford - 40 Shellington Place. This location, near the intersection of Sinclair Boulevard and Garden Avenue, is home to a new \$7 million medical centre, that will provide a major advance in health care services in our community.

Dr. Jaswinder Dhillon is the head of a group that, 2 1/2 years ago, began planning for a larger urgent care centre that would offer a more broad range of medical services than the current clinic at 225 Fairview Drive.

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Happy Anniversary, Girardin!



On September 1, 2009, Girardin Blue Bird celebrated the first anniversary of their operations in the County of Brant.

Located at the former Blue Bird school bus manufacturing site on Airport Road, Girardin Blue Bird specializes in sales, service and parts for the school bus industry. Their sales customer base is spread throughout all of Ontario and is comprised of, for the most part, school bus operators but also commercial clients and service groups who use buses designed to transport individuals with special needs.

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www.brantfordbrant.com



BUSINESS BRIEFS

Mayor's State of the Community Update



Brantford Mayor Mike Hancock spoke recently to the Chamber of Commerce Brantford•Brant, providing an update on many of the positive initiatives underway in the community.

1. Downtown

• South side of Colborne Street:

After two years of discussions with developers, it became obvious that the timely rejuvenation of south side of Colborne St. would not happen without direct action by this Council. From that came the decision to expropriate and the process is well under way. We plan to go to tender for demolition in January 2010. Currently, we are in discussion with the YMCA and Laurier for a 100,000 square foot sports edifice and have received many informal inquiries about the development on the rest of the street.

• Post-Secondary Growth:

In September 2010, Laurier Brantford will have close to 2,400 students, with 700 new students starting this year. They currently own or lease 20 buildings, employ 150 staff and faculty, and are building a \$52 million dollar Academic and Research Centre on Dalhousie Street. They are renovating the former CIBC bank at Dalhousie and Market, have purchased property on Dalhousie Street, and together with the City, acquired the Lucy Marco student residence.

With the opening of their new renovated building at 50 Wellington Street in September 2008, Nipissing University has two locations in Brantford. There are 735 Laurier-Nipissing full-time concurrent education students, 18 full-time Nipissing Master's of Education students, 200 teachers in Additional Qualifications courses and 60 part-time Master's of Education students in year-round courses.

Mohawk Brantford continues to transition programming to the downtown. For 2009/2010, Mohawk expects a total enrolment of over 2500 students in Brantford, with over 400 students in downtown locations in the Odeon building and rented space at Nipissing University's 50 Wellington Street location.

2. Brownfields:

The last two last major brownfield sites are poised to be brought back into productive use.

The Sydenham-Pearl location is set to be redeveloped: 39 affordable townhouse units on 22 Sydenham and 27 units on 17 Sydenham, subject to funding approvals. The 51-acre Mohawk-Greenwich brownfield redevelopment concept proposes a combination of townhouses, loft units and garden apartments. The Canadian Military Heritage Museum that is currently on the site will be given a new home in a custom built facility. Neighbouring Eagle Place residents will also be able to share the 16 acres of proposed green space as well as some small neighbourhood commercial facilities. This project will not be completed overnight; in fact, it is estimated that the clean up of the soil will take four years with ten years needed to complete the proposal.

3. Control Tax Increases:

This Council has done a good job of holding the line on tax increases over the past three years. After assessment growth was factored in, the 06/07 budget rose less than 1%; 07/08 was a minus 2.2% and 08/09 was just 1.69%.

4. Infrastructure Renewal:

We have known for some time that Brantford, like most cities today, has a huge shortfall in the money needed to maintain our infrastructure. However, thanks to our federal and provincial governments and recent infrastructure funding, we have been able to start on a number of projects much earlier than anticipated.

These include:

- \$3 million Civic Centre renewal project
- Nearly \$54 million Wayne Gretzky Sports Centre - includes aquatics and four ice pads
- \$391,435 for Brantford Farmers' Market upgrade
- \$700,000 for Brantford Municipal Airport to construct a new hangar
- \$4.6 million for social housing renovation and retrofit

So while we are going through a difficult time right now, I remain extremely optimistic about our future. We have the location, the community, the skills, the attitude; in short, the right stuff to make Brantford as Walter Gretzky said, truly the "Centre of the Universe."

DOWNTOWN PULSE

The Adler Group – Partners in Downtown



The Adler Group of Companies believes in the power of partnerships to foster a healthy downtown core. This real estate development company has undertaken several projects in the downtown that all work toward promoting a healthy, safe and vibrant community.

One of their most highly anticipated projects is the Grand River Community Health Centre at 347 Colborne Street. This interim facility opened in August, while the permanent location is being built right next door. It will provide primary health care to individuals with an emphasis on residents within the city core and those who do not have a family doctor. The permanent site will be 19,000 square feet of exam rooms, community rooms, dental care treatment space, diabetes programming and other program space.

Helen Mulligan, Chair of the Grand River Community Health Centre, says, "It has been a great pleasure to work with Amos Adler and his team. They've done everything possible to accommodate our needs."

The second floor of the site is slated for affordable housing and will consist of 34 units with a mix of one and two bedroom apartments, some lofts and three modified units.

Collaborating with Laurier Brantford, The Adler Group has developed 41-45 Market Street to house the Laurier student co-op centre and a 24-hour special constable office on the ground floor. On the second floor, 3,400 square feet of commercial space will be available.

Company principal Amos Adler said he believes in the future of Brantford and the vision for downtown, and saw an opportunity for positive change with the revitalization happening downtown.

The Adler Group of Companies and Adler & Associates Construction specialize in the commercial restoration of historical buildings.

For more information please contact:
Amos Adler, T: 647-430-9875

FEATURED DEVELOPMENTS

Medical Centre >Cont. from cover<

Vicano Construction Limited began building in March of this year. Construction is ahead of schedule and the building will be ready for occupancy by February 1, 2010. The move of staff from the current urgent care clinic, alongside other service providers, will be completed by the end of March 2010 - at which time the facility will be fully operational.

The four-level building will total approximately 48,000 square feet and house clinics and offices of medical practitioners from the area and those driving in from other communities. Dr. Dhillon noted that locating the centre near Highway 403 was intended to make it easier for out-of-town physicians to practice in Brantford. "It's a much more convenient location for those physicians living and commuting from Hamilton, Ancaster and Burlington," he said.

Each level will be dedicated to specific areas of health care. The walkout ground level will house a physiotherapy clinic, a chronic disease management clinic called "Prevention Plus," and a cafeteria. The main level will be devoted to urgent care, diagnostic services (X-ray, ultrasound and laboratory), a pharmacy and optometrist offices. The second level is dedicated to offices for family practice physicians and psychiatry. The top level is not rented as of yet, but is intended for future complementary expansion possibilities.

Dr. Dhillon estimates that total employment figures for the facility will be 120-140 when at full capacity. "We want to bring more doctors to the area and we believe that having a facility of this calibre will certainly help."

Girardin >Cont. from cover<

The approximately 25,000 square foot facility currently employs 23 fulltime staff, seven of whom worked previously for Blue Bird. Operating in the County for more than 40 years and employing over 800 workers at its height, Blue Bird's closure in 2007 appeared to be then end of its run in the County. However, when Quebec-based bus mogul A. Girardin Inc. purchased the Pearson Bus Sales business, it was decided that the Airport Road site in the County of Brant was an excellent choice. The building, with convenient access to the Rest Acres Road exchange for Highway 403, was leased and renovated to accommodate Girardin's needs as the Blue Bird/Girardin Minibus dealership for Ontario.

Girardin has had a longstanding relationship with the Blue Bird brand, and are the official Blue Bird dealers for the Maritimes, Quebec and Ontario. As a company Girardin is recognized as a leader and innovator, bringing new products to the school transportation industry, including the popular mini-bus.

Girardin is a family business with a long history in Quebec - in 2009, the company marked its 50th anniversary. Today, operations are based out of Drummondville, Quebec, and managed by founder Lionel Girardin's grandchildren, who continue the family tradition of innovation and customer service.

To learn more about Girardin Blue Bird, visit www.girardinbluebird.com.

NEW AND EXPANDED



NEW - High Tread International

This US-based tire recycler has opened up their first Canadian processing operation at 300 Henry Street. The company leased 80,000 square feet of space to process scrap tires into rubber crumb products for use in landscaping, playground surfaces and sport track surfaces. High Tread will initially employ a staff of 22. For more information contact Rick Johnson, General Manager, at 716-433-9294.

EXPANDED - DistribuTech

DistribuTech has relocated their Brantford production facility to 70 Easton Road. The move provides 100% growth for warehousing and logistics and the facility is a state-of-the-art digital print, direct marketing and fulfillment centre. "We are making a long term commitment to Brantford as our production hub" David Reeve, President of DistribuTech, said. "There are numerous advantages to this community, including the availability of a very high quality workforce, relatively low real estate costs and strategic access to distribution routes across Canada and the United States." The company employs a staff of 75. For more information contact DistribuTech at 519-758-9494.

EXPANDED - Ferrero Canada Ltd.

Ferrero leased 65,608 of space at 21 Tallgrass Court to relocate their warehousing and co-packaging operation from the GTA. The equivalent of 20 new jobs have been created. Ferrero manufactures the popular Ferrero Rocher chocolates, Nutella and Tic Tac. For more information contact Ferrero Canada Ltd. at 519-756-6205.

NEW - Williams Fresh Café

Brantford-based William's Coffee Pub is opening a new location in early December at Brantford Commons on King George Road. The 2,500 square foot location will be one of the first to launch using the company's new Williams Fresh Café brand and design. The location will employ between 35 - 40 people. Established 16 years ago, the chain has expanded to more than 46 locations throughout Ontario. For more information contact Dean Braund, President and CEO, 519-752-4850.

CONGRATULATIONS

Congratulations from the City of Brantford and County of Brant to the following businesses and individuals:

Storeimage Programs Inc. President Janice Locke was chosen as a one of 9 winners across Canada to receive the 2009 Women of Influence Award. This award defines a "Woman of Influence" as an authentic leader, an inspiring role model, an extraordinary achiever and a catalyst for change, engaged in life and publicly recognized. Those recognized are champions in their communities, families and corporations. Ms. Locke has been President of Storeimage for four years and has been active in the community through leadership in a number of organizations.

The Holstein Association of Canada marked their 125th anniversary in 2009 with the unveiling and dedication of a bronze, life-sized sculpture of a dairy cow and calf. The association was started in 1884 as the Holstein-Friesian Association of Canada. The first office was in St. George, Ontario, with subsequent locations in Brantford. The head office moved to its present location at 20 Corporate Place in January, 2002; there are over 70 full-time employees at this office with an additional 20 classifiers in the field.

Extend Communications Inc. was recently honoured by the Canadian Call Management Association (CAM-X) with the Diamond Status Award of Excellence for achieving 11 consecutive years of service excellence. The award was presented at the CAM-X national conference held in Kelowna, British Columbia.