



# INVESTMENT GUIDE

## OPPORTUNITIES AWAIT

**BW•G**

ECONOMIC  
DEVELOPMENT 

BUILD • WORK • GROW

PARTNERS IN YOUR SUCCESS





# BWG

ECONOMIC  
DEVELOPMENT 

## BUILD WORK GROW

**TALK TO US**  
**905-775-5366 ext.1310**

[www.gotoBWG.ca](http://www.gotoBWG.ca)

# MAYOR'S MESSAGE



On behalf of Town Council, I am delighted to present our BWG Investment Guide, developed and updated as part of our award-winning Economic Development Marketing Strategy (presented by the Economic Developers Association of Canada).

As a community experiencing rapid population and business growth, the Town of BWG has charted a strategic course, to successfully build on its impressive agricultural legacy and become a dynamic mixed economy, supporting a host of manufacturers, developers and small businesses.

Ideally situated near key urban centres,

with access to major highways, featuring updated and modern transportation infrastructure and a growing and diversifying pool of skilled labour, BWG is an ideal business location for those looking to establish themselves here.

I invite you to invest in BWG and experience why so many businesses are locating and prospering in this dynamic community.

Build, work and grow with us. We welcome and appreciate your business!

Sincerely,

**James Leduc**  
**Mayor**

# CAO'S MESSAGE



I am pleased to introduce this updated BWG Investment Guide on behalf of the Town's senior management and staff. This guide provides very useful information for any business or organization looking to invest in Bradford West Gwillimbury.

Record-level growth in our community is creating a wealth of opportunities for business owners and investors alike. To help facilitate this growth, staff from our various Town departments are working seamlessly to help you locate and launch your business here.

Economic Development is a key priority for our Council, to ensure that local jobs are available to complement population

growth. Opportunities await for those looking to locate their businesses in our two established industrial parks, as well as a host of commercial properties. As we expand, our newly serviced lands along Highway 400 represent the next frontier of business expansion and economic opportunity.

The Office of Economic Development, your first point of contact with our Investment Readiness Team, is ready to assist you. I urge you to call, email or visit us at [www.gotoBWG.ca](http://www.gotoBWG.ca) to see the economic opportunities that BWG offers.

We look forward to working with you!

**Geoff McKnight**  
**Chief Administrative Officer**

# ECDEV MANAGER MESSAGE



This newly updated BWG Investment Guide is a valuable source of economic information for those looking to invest in our community or to make BWG home to your business.

Look to the BWG Office of Economic Development to provide updated and relevant labour force statistics, properties for sale or lease, or to inquire on how to set up a business in our town. We want to make your introduction to BWG positive, streamlined and informative.

Our office works collaboratively with both internal departments and external agencies to provide a range of services

and advice for new business owners or those looking to expand their operations. Please consider us as your key contact for any business inquiry. We are happy to assist you directly, and as a liaison to our partners, to help your business prosper.

Call or email us at your convenience. We look forward to doing business with you!

**Michael Disano**

**Office of Economic Development**



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This is your portal into the development potential in Bradford West Gwillimbury. Start here to learn about the land, resources and opportunity that awaits.

Explore everything BWG has to offer.

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# YOUR FUTURE IS IN BWG

## A LOCATION BUILT ON OPPORTUNITY

Located minutes from Greater Toronto, Bradford West Gwillimbury is well-positioned for innovative economic activity across a broad spectrum of sectors. It is a progressive, dynamic community that welcomes investment and growth.

BWG Office of Economic Development is a key partner in your success, offering local market expertise, an intuitive approach to development and planning and a commitment to work seamlessly with other internal departments, staff and our Council to help make your investment or development opportunity a reality.



## A LOCATION BUILT ON OPPORTUNITY

LOCATION	DISTANCE (KM/MILES)
TORONTO, ON	53KM 33M
BARRIE, ON	32KM 20M
OTTAWA, ON	338KM 210M
MONTREAL, QC	499KM 310M
NEW YORK, NY	595KM 370M
CHICAGO, IL	702KM 436M



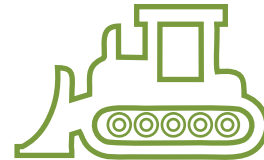
# FACTS & STATS

## LIMITLESS GROWTH POTENTIAL

BWG is a progressive, affordable and safe community, prompting rapid population and business growth. BWG offers families and businesses a dynamic community, a variety of job opportunities and a growing market for goods and services.



**POPULATION\***  
**42, 843**



**LABOUR FORCE (15+)\*\***  
**24, 280**



**PARTICIPATION RATE\*\*\***  
**71.7%**

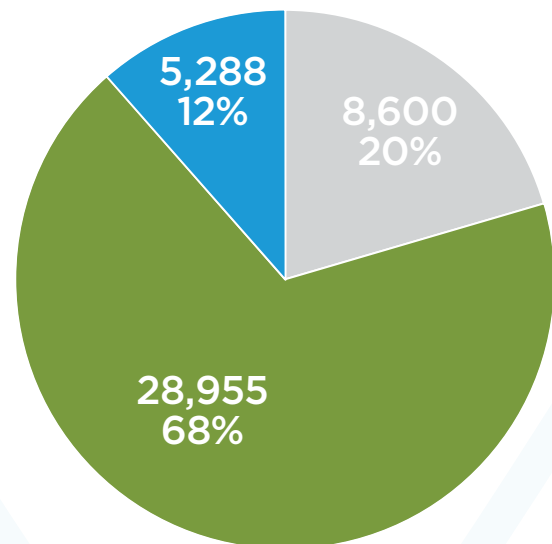


**POPULATION BY AGE, 2021**

**\*POPULATION WITHIN 30KM  
OF BWG**  
**702, 443**

**\*\*LABOUR FORCE (15+) WITHIN  
30KM OF BWG**  
**401, 098**

**\*\*PARTICIPATION RATE WITHIN  
30KM OF BWG**  
**71.7%**



■ 0-14 years ■ 15-64 years ■ 65 years+

# FACTS & STATS

## INDUSTRIAL PROFILE

BWG has a dynamic, balanced and growing economy, led by an advanced and collaborative manufacturing sector that employs one in five local workers. The top five employment sectors for BWG are: manufacturing, construction, retail, health care and accomodation, accounting for 54 per cent of overall employment.






The remaining 46 per cent includes professional and technical services, administrative services, food and entertainment services and a robust agriculture and agri-food industry, owing to the rich farmland in and around the Holland Marsh – Ontario's most bountiful growing area.

BWG has a thriving economy driven by a versatile, diverse and growing workforce. With BWG's Highway 400 Employment Lands actively under development, the community has welcomed a host of new manufacturing, hospitality and commercial enterprises.

BWG's growth and pro-business attitude has created an environment of economic opportunity and prosperity. With

properties available for sale or lease in a variety of commercial and manufacturing zones, development charges that are lower than neighbouring Greater Toronto communities and an investment readiness team poised to assist you, we welcome you to share in our success!

### JOBS BY INDUSTRY 2020

	<b>MANUFACTURING</b>	<b>1, 797</b>
	<b>RETAIL</b>	<b>1, 375</b>
	<b>HEALTHCARE</b>	<b>1, 008</b>
	<b>CONSTRUCTION</b>	<b>876</b>
	<b>EDUCATIONAL</b>	<b>875</b>

SOURCE: STATS CANADA





**BWG'S GROWTH AND PRO-BUSINESS ATTITUDE  
HAS CREATED AN ENVIRONMENT OF ECONOMIC  
OPPORTUNITY AND PROSPERITY**



# FACTS & STATS

## INDUSTRY SPECIALIZATION

Bradford West Gwillimbury's economy is diversifying across all sectors. This broadening economic base is expected to accelerate as new, innovative, large-scale developments come on-stream.

A diversifying marketplace, coupled with booming population base has created a catalyst for economic growth, with an expanded workforce and broadened consumer base.



### INDUSTRY SPECIALIZATION

	SALES AND SERVICE	5, 220
	TRADES, TRANSPORT & EQUIPMENT OPERATORS	4, 693
	BUSINESS, FINANCE & ADMINISTRATION	3, 787
	MANAGEMENT	2, 567
	EDUCATION, GOV'T, RELIGION, SOCIAL ART, CULTURE, RECREATION, SPORT	2, 411
	MANUFACTURING AND UTILITIES	1, 667

SOURCE: ENVIRONICS, 2021

## FASTEST GROWING INDUSTRIES

BWG's growth has created a wealth of jobs in the real estate industry, with employment rising by 72% according to recent industry data. Demand for new homes and businesses has resulted in a 52% increase in construction jobs.

BWG's manufacturing industry remains robust, increasing by 18% since 2011. Manufacturers are concentrated in Artesian and Reagens Industrial parks, with affordable properties and grant programs for new builds and renovations. These industrial parks are hubs where collaboration and innovation happen.

In the last three years, BWG has received multiple applications for new builds and expansions in Reagens Industrial Park, complementing a wealth of new development projects built or underway on the Highway 400 Employment Lands, with many properties available and zoned for prestige industrial growth. Other areas of BWG's economy to profit from growth are the service industry (up 53%), financial services (up 40%), professional and technical services (up 36%) and wholesale trade (up 35%).



**Manufacturing and  
construction leading  
the charge in BWG.**



# FACTS & STATS

## JOB NUMBERS

The evidence is clear, Bradford West Gwillimbury is thriving!

In 2021, there were more than 12,000 jobs within the community, following an overall upward employment trend.

Despite the COVID pandemic, the unemployment rate still fell to an all-time low of 4.9%.

As growth provides new

job opportunities, working locally is an increasingly attractive prospect for BWG's 20,000-strong workforce.

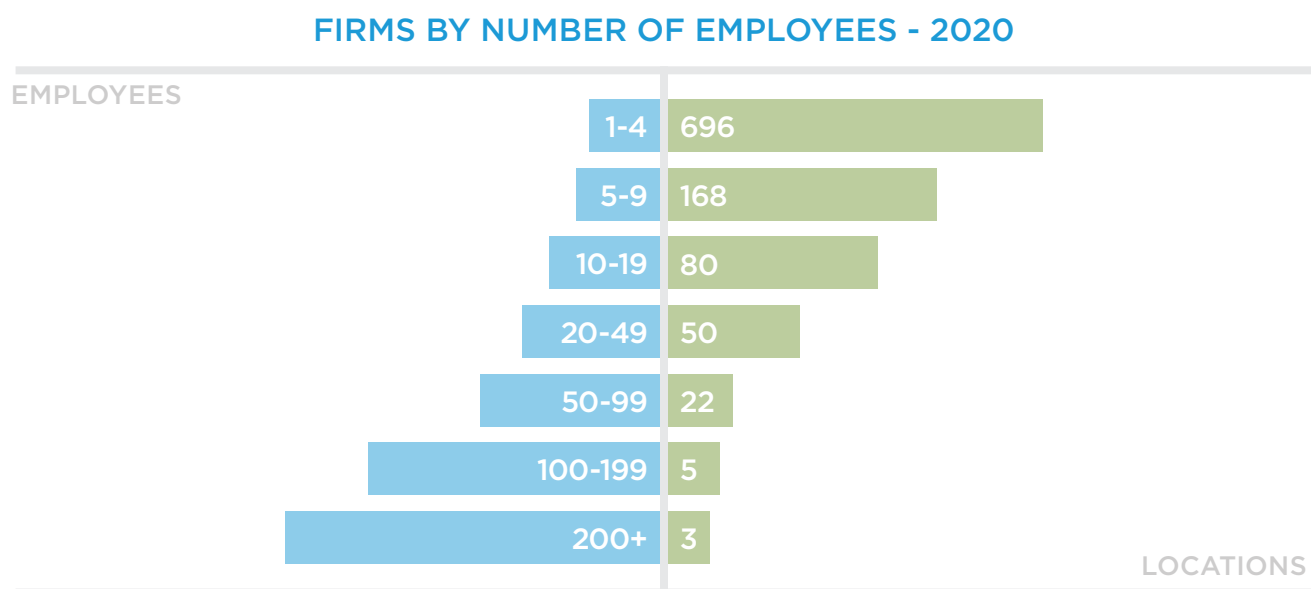
Small and medium-sized businesses are the innovators, the risk takers, the ones on the leading edge of new technologies and new ideas.

These small and medium-sized



enterprises (SME) account for the majority of jobs in BWG, with nearly 65% of businesses employing four people or fewer. There are nearly 800 businesses in BWG, employing 1 to 10 people. Home-based businesses are also a formidable presence with approximately 2,500 entrepreneurs. BWG’s business-friendly climate has attracted and maintained large-scale employers as well,

defined as businesses with more than 100 employees. Presently, nine manufacturing and agri-food processing companies are part of the BWG large-business community, with many planning expansions. Detailed listings of BWG businesses are available on a database at [gotobwg.ca](http://gotobwg.ca) and plans are underway to develop an incubator hub to support area entrepreneurs.)



SOURCE: EMSI ANALYST, DATASET 2021

# FACTS & STATS

## DEMOGRAPHICS AND EMPLOYMENT

Demographic data from the 2020 Census shows there are more than twice as many youth as seniors in BWG – a gap that has grown over the last Census period – creating opportunity for a strong local labour force over the coming years. The median age in BWG is 37.6 years, compared to 41.6 years for Ontario. This places BWG in a competitively advantageous position for access to workers (20,000 people and growing) and access to a strong and active consumer base.

## EDUCATION LEVEL

Nearly three-quarters of BWG's workforce has post secondary education, including approximately 41 per cent with a diploma or degree from a recognized college or university. Seven per cent have earned an apprenticeship or trade designation.

## POST SECONDARY INSTITUTIONS

Simcoe County offers a wealth of post secondary educational opportunities, with two colleges: Georgian College and Collège Boréal, and two universities: Lakehead University and Laurentian University.

## GEORGIAN COLLEGE – ADVANCED TECHNOLOGY CENTRE

In 2018, Georgian College opened the Peter B. Moore Advanced Technology Centre, featuring the Alectra Centre for Research, Innovation and Commercialization, which can assist with research and development efforts or commercialization of technologies. The centre also offers customized training to suit the needs of your business. Georgian is also home to the Henry Bernick Entrepreneurship Centre, which assists with training, building connections, funding and mentorship.





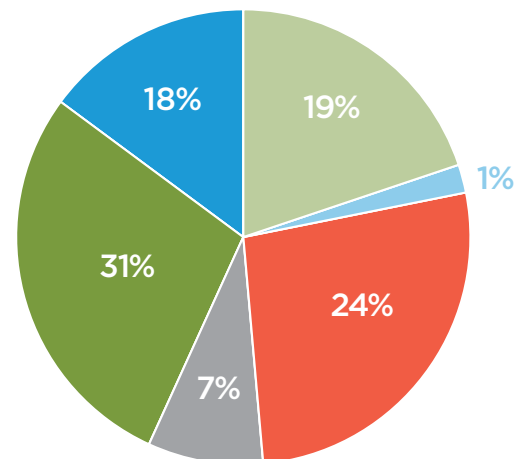
## POPULATION AND LABOUR FORCE WITHIN 30 KM OF BWG

BWG is strategically situated between a number of growing communities in Simcoe County, York Region, Peel Region and Toronto. A total of 700,000 people live within a 30-kilometre radius of the town, including 400,000 currently in the workforce and another 150,000 youth – the future workforce.

The 30-kilometre radius includes the communities of Vaughan, Richmond Hill, Newmarket, Bolton, Alliston and Barrie.

## HIGHEST LEVEL OF EDUCATION (ENVIRONICS, 2021)

- No Certificate
- Secondary School
- Apprenticeship/Trades
- College
- Some University
- University Bachelor or Above



**A skilled, diverse, and growing workforce means your potential for success is limitless.**



# REAGENS INDUSTRIAL PARK



“

BWG offers 5-minute access to Highway 400, ensuring we get to market efficiently and cost-effectively.”

– Justin Moreau, VP Kumi Canada

# SITE SELECTION



## INDUSTRIAL, COMMERCIAL, INSTITUTIONAL

BWG has hundreds of acres, ideally suited for a variety of industrial, commercial and institutional uses.

BWG Economic Development staff are available to assist with site selection inquiries and can match you with available land parcels and property owners to help advance your development. With access to zoning information, status of new infrastructure and established relationships with owners and the development community, our team can provide all pertinent information to assist you.

BWG's Economic Development team is working on building a diverse and growing regional economy, based on innovation, sustainability, a skilled workforce, and an ever-widening range of industrial, commercial and institutional development.

Please consider The BWG Economic Development staff as your partner in bringing your development projects to fruition.

## EMPLOYMENT AREAS

Reagans Industrial Park is a 5-minute drive from Highway 400. There are 165 acres of serviced land (services to the property line) ready for industrial development.

Artesian Industrial Park, on the east side of town, is a 10-minute drive from Highway 400. There are 280 acres of serviced land (services to the property line) ready for both industrial and commercial development.

The Highway 400 Employment Lands, 800 acres of ready-to-develop, municipally-serviced lands along a six-kilometre stretch of Highway 400, represent the next frontier for manufacturing and commercial development.

Downtown BWG, the heart of the community, is undergoing a rapid revitalization into a vibrant place of commerce, with restaurants and shops offering a variety of goods and services.

Join the many businesses that are thriving in BWG!

# SITE SELECTION

## DEVELOPERS

Adopting a pro-industry approach that encourages business investment, BWG is undergoing a major economic expansion - residential, industrial, commercial and institutional.

Between 2016 and 2022, the Town will have invested \$394 million on new road, water, wastewater and transit infrastructure, to ensure that services are in-place to help expedite construction projects.

BWG's Office of Economic Development is your first stop to find the ideal site and engage the planning process.

The BWG Investment Readiness Team brings together staff from all pertinent departments (economic development, planning, capital, engineering, fire services, building and legal/finance as required), external experts and consultants, to advance your project as quickly as possible. We also work closely with members of Council to keep them apprised of applications in their wards to help address any questions or concerns.

BWG uses a pre-consultation process to determine the scope and details of each

project, to identify any challenges early. Applications for pre-consultation are available at [www.townofbwg.com](http://www.townofbwg.com) under Community Planning.



## STRATHALLEN

Strathallen Capital Corp., a prominent Canadian property ownership and development company, was one of the first to develop parcels in the BWG Highway 400 Employment Lands, and is now approaching full build-out. Strathallen's mandate, to acquire property and add value through servicing, property management, leasing and development, has been the impetus behind the development of approximately 100 acres of property on the southwest quadrant of Highway 400 and County Road 88.

Strathallen was also the first accredited company in BWG to qualify under the Government of Ontario's Investment Ready: Certified Site Program, which offers important information to investors and site selectors, encouraging faster site selection decisions.



# STRATHALLEN CAPITAL CORP.



“

We received many leads from the BWG Office of Economic Development. It was a very pleasurable experience investing here.”

– Grant Pretorius, VP Development, Strathallen



“

One thing I like about the BWG team is that if I call someone and even if it goes to voicemail, I know that I am getting a phone call back...within 24 hours.”

– Warren Melbourne, Project Manager DG Group

# SITE SELECTION

## INDUSTRY PARTNERS

The BWG Office of Economic Development has an extensive network of contacts built over years of relationship-building with land owners, developers, service providers, other levels of government and various non-government organizations. These contacts are an invaluable resource to assist in locating and building in BWG.

Our support network, including Nottawasaga Futures (Community Futures Development Corporation), Bradford WORKS (Contact Community Services) and Bradford Board of Trade are committed to the same broad goals – managed and diversified growth and employment that benefits the local community.

Through these established partnerships, we can help early-stage entrepreneurs develop and refine business plans, access capital, as well as provide practical ways for new and expanding organizations to network with others, to build a more interconnected economy.

Consider the team at the BWG Office of Economic Development as your

investment ambassadors with intimate knowledge of the local community, businesses, services, trades and other supporting organizations.



### DG GROUP

Formerly known as Metrus, DG Group has more than four decades of experience as a leading developer in southern Ontario and is now one of the largest developers in Canada.

DG Group has hundreds of acres of land available for development along Highway 400 in BWG and brings a wealth of experience in developing properties through its affiliation with ConDrain Company Ltd.

DG Group has a number of developments in BWG, with its first Highway 400 corridor development underway in the northeast quadrant of Highway 400 and Line 5 – now home to Toromont Industries – which will greatly benefit from upgraded road infrastructure including the new highway interchange.

# SITE SELECTION

## BUSINESS SUPPORTS

The BWG Office of Economic Development has created a streamlined, fully integrated, cross-department approach to development, ensuring projects proceed efficiently and successfully. We offer a number of services to help you succeed, including:

**CIP Grants:** Community Improvement Plan incentives are available for downtown businesses to encourage commercial building improvements. Incentives are also available in designated industrial parks to build or improve commercial and industrial properties.

**Site Selection Assistance:** Our team has updated mapping and property information to assist business owners and decision makers to find a new location for your business creation or expansion.

**Business Data and Statistics:** BWG maintains up-to-date databases on key demographic and economic information for prospective investors and business owners.

**Seminars and Workshops:** Working with partners such as the Bradford Board of Trade, Nottawasaga CFDC and Simcoe County, we facilitate workshops/seminars to help with various aspects of starting and running a successful business.

**Celebrating Your Success:** We will coordinate commemorations of important business milestones, such as grand openings or anniversaries, including arranging for media coverage and visits from officials.



### DORTEC BRADFORD (MAGNA)

Dortec Bradford (Magna) produces stainless steel and aluminum stampings to supply the precision needs of BMW, Ford, Honda, GM and Chrysler. Dortec was attracted to BWG's strong workforce. Today, many of their 374 employees are local, with temporary workers, hired as demand requires, receiving the first opportunity for full-time work. Dortec actively supports local high school co-op programs and the Ontario Youth Apprenticeship Program, creating an effective system of local school-to-job placement. It's an investment that has created success for Dortec and BWG.



# DORTEC BRADFORD (MAGNA)



“

BWG is open to industry and Magna has been extremely well received. The Town's openness, diverse workforce and close highway proximity make BWG very attractive.”

– D. Viveiros, HR Director (ret.), Dortec Bradford (Magna)



# CHANNEL INDUSTRIAL GROUP

A photograph of an industrial construction site. In the foreground, several tall, blue-painted steel I-beams are standing vertically. A yellow crane arm is visible in the background, and a yellow truck is parked nearby. The sky is clear and blue. In the bottom right corner, there is a large, dark, industrial hook and chain assembly hanging down.

“

We built from scratch, and we chose  
Bradford ... Great culture, great people.”

– Glen MacAdams

# KEY INDUSTRIES

## ADVANCED MANUFACTURING

BWG continues to attract firms from various industries, including advanced manufacturing, agri-food production and processing, logistics and distribution, as well as head office facilities. Businesses in these sectors have been highly successful and have established in our two traditional Industrial Parks – Reagens and Artesian – as hubs of economic activity.

Our community has a rich heritage of manufacturing and agriculture, owing to the generous bounty of the Holland Marsh – among the most productive farmland in Ontario. This pioneering legacy has grown over the years to include a robust manufacturing sector in automotive parts, plastics, aluminum and fabrication, plus on-farm diversification.

The Highway 400 Employment Lands represent the next frontier of development in BWG, with hotels, corporate headquarters and manufacturing facilities already becoming established in this newest business park.



## CHANNEL INDUSTRIAL GROUP

Channel Industrial Group is a home-grown BWG success story. Brothers Glen and Richard McAdams started as a home business in the community of Bond Head. They moved the company to Reagens Industrial Park in 2000 and continue to build. Channel Industrial Group currently has a 24,000 sq. ft plant with a 14,000 sq. ft building planned for construction. The company plans to develop a further 20,000 sq. ft. facility on site. Channels' state-of-the-art laser cutting, sheering, plasma cutting, plate and structural rolling and other technologies provide custom light to heavy fabrication, finishing and painting, serving a global marketplace.



# KEY INDUSTRIES

## TRANSPORTATION/LOGISTICS/ WAREHOUSING

BWG is an ideal location for a transportation, logistics and/or warehousing enterprise. There is ready access to two major highways (Highway 400 and 404) which feed directly into Greater Toronto and Canada's busiest transportation route, Highway 401. Highway 400's two BWG interchanges provide superior access to markets across southern Ontario and the U.S. A planned link between Highway 400 and 404, north of Line 8, will provide even greater access to these markets, and increased opportunity to businesses in BWG.

A network of regional and provincial roadways provides safe and efficient transportation alternatives, as well as access to smaller regional centres. CN and CP rail lines are available for access to continental or international seaborne shipping, in conjunction with the highway system. Intermodal facilities in Brampton, Mississauga and Vaughan are a mere 60 to 90 minute drive.

BWG is less than an hour drive from the largest airport in Canada, Pearson

International. Pearson features 1,200 daily flights and carries nearly 50 million passengers annually to more than 180 global destinations. Lake Simcoe Regional Airport, located in Simcoe County (also less than an hour drive), provides international flights, immigration/border services and cargo shipping. The airport is presently expanding to enhance flight service as well as add new assembly and maintenance facilities.



### SERVICE STAR FREIGHTWAYS

In 1992, Mike Smith and Frank Malatesta's home-based business relocated to Artesian Industrial Parkway. Over the past 24 years Service Star has built both its solid reputation and its fleet, now at 20 trucks and 40 trailers. Service Star moves freight across the U.S. and Canada through a network of 20 partner carriers, providing shipping solutions that maintain multiple supply chains. Service Star Freightways' small size and level of specialization helped build a reputation as a quality, responsible carrier.

# SERVICE STAR FREIGHTWAYS INC.



“

Bradford offers great connections to transportation routes. “It’s easy in, easy out.”

– Mike Smith



# GWILLIMDALE FARMS



“

Location is key in the farming business.  
We're located in one of the best areas  
ever.”

– John Hambly, President, Gwillimdale Farms



# KEY INDUSTRIES

## AGRI-FOOD PROCESSING/ MANUFACTURING

The soil of the Holland Marsh provides a rich bounty to farm families and commercial agricultural organizations, making it a valuable hub for food growing, processing and distribution to markets across Canada and beyond.

BWG has generations of residents with experience in all aspects of food growing, harvesting and processing on a mass or artisinal scale. The Holland Marsh Growers Association (HMGA) and Bradford Co-op are integral components of agri-business in BWG and vital partners in providing data on production, crop diversity and export markets.

The Holland Marsh is home to the Muck Crops Research Station, which includes a plant pathology lab, greenhouses and cold storage facilities for field research. The station collaborates with the University of Guelph's agricultural program and was established to devise improved crop growing, protection and pest management.

BWG's transportation network ensures timely arrival to market

for all products, making it an ideal location for both growing and food processing. With thousands of acres reserved for agricultural use, BWG recognizes the importance of the agri-food industry and has worked to ensure this growing legacy continues for the coming decades.



### GWILLIMDALE FARMS

From humble beginnings in the 1870s, under the stewardship of fourth-generation farmer John Hambly, Gwillimdale farms comprises 2,500 acres in Bradford, and an additional 600 acres in New Liskeard. It includes an Angus cow-calf operation, and produces cash crops of carrots, onions, parsnips, potatoes and beets, in rotation with corn, wheat and soy. The company also runs three packing lines, capable of processing about 250,000 lbs. of produce daily. To keep the lines running and customers' orders supplied, the farm not only processes vegetables grown on its own land, but also that of other area partners.

# KEY INDUSTRIES

## CORPORATE HEAD OFFICE FACILITIES

Already home to a growing number of corporate headquarters, BWG is the ideal location to establish a corporate or head office and ancillary facilities. The BWG location allows for ready access to various transportation routes, and is close to markets and customers. The BWG staff can help expedite the acquisition and property development process to get your staff in the building and being productive as soon as possible.

BWG is perfectly positioned for your modern, adaptable facility with access to the traditional transit networks including GO Transit, enhanced telecommunications, and high-speed internet resources.

BWG is a welcoming, vibrant and active community that opens its doors to new residents. Nature surrounds the Town, offering opportunities for outdoor recreational pursuits on land or water, as well as exceptional schools, health care facilities and practitioners and diverse and vibrant arts and culture scene.



### MITEK

MiTek focuses on innovative technology and engineering software that has made the company a leader in the building industry. For more than 60 years MiTek Canada Inc. has been a manufacturing and corporate leader in BWG since opening its 80,000 sq. ft. facility on Industrial Road (part of Artesian Industrial Park) in 1990. The company has evolved to the position where it is at the top of the Canadian engineered wood products market. Having benefitted from many successful years in BWG, MiTek recently completed construction of a new, larger facility in the town's newest industrial park – the Highway 400 Employment Lands. The new 240,000 sq. ft. facility consolidates all of MiTek's operations, providing employment for 210 people.

# MITEK CANADA



“

After 60 successful years in BWG, we have expanded to a new headquarters near Highway 400. BWG is a great place to do business and we're here for the long haul.”

– Justin Neil



A man and a woman are smiling and giving thumbs up in an industrial setting. The man is wearing a yellow hard hat, a dark suit, a striped shirt, and a dark tie. The woman is wearing a white hard hat, a dark jacket, a light blue shirt, and a patterned scarf. They are both holding smartphones. In the background, there are yellow industrial components and a blue and yellow striped safety barrier.

# AURORA RIVER

“

We were welcomed with open arms. It's nice to go where you are wanted!”

– Aaron Denhartog, Aurora River

# PARTNERS IN YOUR SUCCESS

## OUR EXPERTS HELPING YOURS

The BWG Office of Economic Development is your first stop for information on the local and area labour market, land and building availability, demographics and business networking. We are committed to providing information quickly and comprehensively.

Our website, [gotobwg.ca](https://gotobwg.ca), has been designed for quick and easy access to information that decision-makers and industry analysts require. A call or email to our office will be answered promptly, and establish a clear path to helping your business goals come to fruition.



## AURORA RIVER

With operations around the world, Aurora Cannabis is defining the future of cannabis globally. That reputation has been earned due to the consistent quality of its production facilities, which include Aurora River in BWG.

BWG has proven to be an ideal spot in south-central Ontario for the cannabis facility to flourish. “The region has a lot to offer,” says Darren Karasiuk, Aurora’s Chief Commercial Officer. “But the most attractive quality about investing here is the wonderful support we have received from Council, town staff and the community as a whole.” Council and staff embraced the idea of a cannabis production facility in Reagens Industrial Park and worked diligently to incorporate necessary zoning changes.

“The location was ideal for us. By bordering the Greater Toronto Area, being in BWG allows us to both attract and retain the best and brightest employees to our world-class facility and ship our products effortlessly across Canada and the globe.”

With annual production capacity of 28,000 kg., Aurora River now employs 350 people, making it one of the region’s largest employers. The 210,000 sq. ft. operation is highly-automated and state-of-the-art.

In addition to supplying the Canadian medical and recreational markets, Aurora River ships high-quality medical cannabis products to countries worldwide, including many in Europe. The facility is EU-GMP certified, meeting the European Union’s strict requirements for manufacturing medical cannabis products.

# BWG BY THE NUMBERS

## BWG IS BUILDING

In 2021, BWG experienced \$195 million in total real estate sales, with \$88.4 million in total non-residential transactions, led by \$82.4 million in ICI properties. BWG had 183 non-residential building permits in 2021 representing a total construction value of \$66.6 million.

In 2021, the town rebounded strongly from the economic slowdown associated with the onset of the COVID pandemic in early 2020. Non-residential construction values more than doubled to \$66.5 million, from \$33 million in 2020. The value of this construction was greatly enhanced by industrial development, which accounted for 52 per cent of 2021 total non-residential building values.

BWG is carefully managing this growth by balancing residential needs with expanded commercial and industrial sectors, underpinned by a comprehensive capital plan, to ensure that growth is accommodated with an appropriate level of transportation, water and wastewater servicing.

## BWG's Gains – 2021

 **\$195 million in total real estate transactions**

 **\$82.4 million in ICI land sales**

 **\$66.6 million in construction value**





## INVESTMENT-FRIENDLY DEVELOPMENT CHARGES

BWG wants your business investment and has created a business-friendly climate to attract companies. In 2019, BWG reviewed its Development Charges Bylaw, implementing recommendations to keep rates attractive and lower than surrounding jurisdictions

Retail/commercial rates in BWG are approximately 25 per cent lower, per square foot, than neighbouring communities in Simcoe County and roughly 1/3 the rate of neighbouring

communities in York Region.

Industrial/non-retail rates are also highly competitive, lower per square foot than the Greater Toronto communities of Brampton and Caledon, and markedly lower than York Region.

BWG works to build positive, constructive relationships with developers and investors and will consider deferral agreements on select projects. Reach out to the Office of Economic Development and let us work with you!



# BWG BY THE NUMBERS

## DOWNTOWN COMMUNITY IMPROVEMENT PLAN INCENTIVES

To ensure a balance of both urban renewal and commercial growth, BWG implemented a Downtown Community Improvement Plan (DCIP) with a mandate of encouraging infill development and business improvements. The DCIP, approved in April 2022, was designed to reflect updated development priorities and replaces an earlier version of the program that ran from 2011 to 2021.

The plan offers development charge interest deferrals, tax increment grants, Brownfield

development grants and funding for façade improvement, interior building upgrades, accessibility improvements and building/permit fees to business owners or tenants investing in new buildings, expansions or renovations.

The DCIP grants provide tremendous incentive for new investors and existing merchants alike to invest in downtown BWG. To date, \$2.5 million has been invested through the program to transform BWG's downtown core into a vibrant area to live and shop. This public investment has leveraged a total of \$62 million in private capital investment.

### DOWNTOWN CIP INCENTIVE PROGRAMS



**BUILDING EXTERIOR / INTERIOR GRANTS**



**FEES AND PERMITS GRANT**



**DEVELOPMENT CHARGE DEFERRAL INTEREST GRANT**



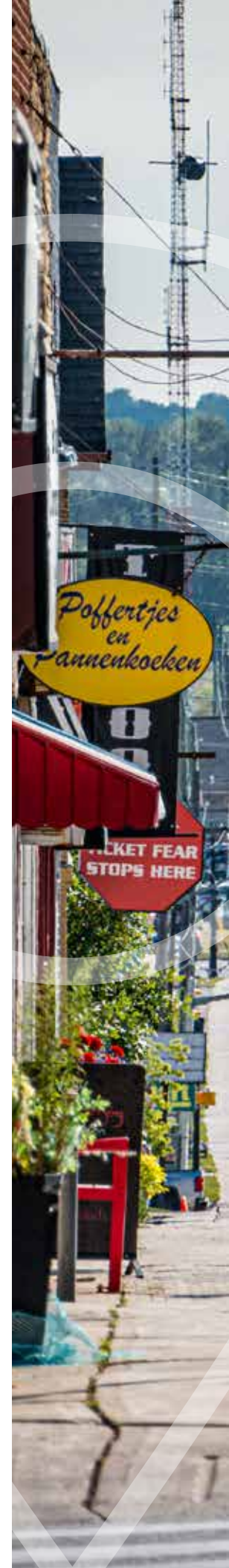
**TAX-BASED REDEVELOPMENT GRANT**



**COMMERCIAL PROPERTY ACCESSIBILITY ENHANCEMENT GRANT**



**ENVIRONMENTAL SITE ASSESSMENT GRANT**













# INDUSTRIAL AREAS COMMUNITY IMPROVEMENT PLAN INCENTIVES

To help promote growth and encourage expansion of the Town’s industrial base, BWG implemented an Industrial Areas Community Improvement Plan (IACIP). The goal of the IACIP is to stimulate private sector development and investment in the two established BWG Industrial Parks, Artesian and Reagens, as well as to provide incentives for existing businesses to

expand or renovate.

The IACIP was approved alongside the Downtown CIP in April 2022, and updates development priorities from an earlier version of the program that ran from 2012 to 2021.

Development Charge interest deferrals, tax increment financing, building/permit fee abatement, Brownfield development grants, accessibility upgrade funding and renovation grants are all available.

INDUSTRIAL AREAS CIP INCENTIVE PROGRAMS	
	DEVELOPMENT CHARGE DEFERRAL INTEREST GRANT
	TAX-BASED REDEVELOPMENT GRANT
	FEES AND PERMITS GRANT
	RENOVATION GRANT
	EMPLOYMENT AREAS ACCESSIBILITY ENHANCEMENT GRANT
	ENVIRONMENTAL SITE ASSESSMENT GRANT

More than \$4.2 million has been invested in developing BWG’s downtown and industrial areas.



# OPPORTUNITY AWAITS IN BWG

## BRADFORD WEST GWILLIMBURY OFFICE OF ECONOMIC DEVELOPMENT

BWG Economic Development is here to help you with all your business needs.

Visit [www.gotobwg.ca](http://www.gotobwg.ca) for a full list of business services provided.

## SIMCOE COUNTY OFFICE OF ECONOMIC DEVELOPMENT

The Simcoe County Economic Development Office assists organizations with all of their County-approved business development and relocation needs, providing an upper tier of government support. This office also helps provide funding and resources to the municipal level economic development offices, including BWG.

[www.edo.simcoe.ca](http://www.edo.simcoe.ca)

## BRADFORD BOARD OF TRADE

The Bradford Board of Trade is a volunteer-run non-profit organization that works to promote and enhance local businesses, by providing services to help local businesses run more effectively, creating networking opportunities and advocating on behalf of local businesses to all levels of government.

[www.bradfordboardoftrade.com](http://www.bradfordboardoftrade.com)

## PROVINCIAL AND FEDERAL BUSINESS SERVICES

The Government of Ontario and Government of Canada each offer unique resources in the form of grants, loans and information for entrepreneurs and economic development experts. Support from these upper levels of government assist in local planning and economic development initiatives, as well as help build the economy in communities such as BWG.

[www.canadabusiness.ca](http://www.canadabusiness.ca)







PROGRAMS AND  
SERVICES FROM  
ALL LEVELS OF  
GOVERNMENT TO  
HELP YOUR PROJECT  
SUCCEED





WE ARE A SAFE, SECURE AND  
WELCOMING COMMUNITY FOR NEW  
BUSINESSES AND NEW RESIDENTS



# BWG VALUE

## INVESTING IN SAFE, HEALTHY COMMUNITIES

Investing in BWG is an investment in one of Canada's safest communities. In their 2018 study, Maclean's Magazine, citing Statistics Canada, heralded the neighbouring towns of Bradford West Gwillimbury and Innisfil for having one of the lowest crime severity indexes in the country.

These continuing low crime statistics are not news to the many businesses that make their homes in BWG, as the community is well serviced by South Simcoe Police (a shared service between BWG and Innisfil), County EMS and municipal Fire Service. Each service constantly strives to improve response times, proactively work with residents and businesses and adopt the latest technologies and practices.

Complementing exceptional emergency response services are two world-class hospitals – Southlake Regional Health Centre and Royal Victoria Hospital, which are less than a 30-minute drive from the community. These facilities offer state-of-the-art primary care

facilities, critical care and specialized services such as cancer treatment, dialysis and leading-edge cardiac care.

BWG offers a lifestyle and a pace of life that is perfect for employees who wish to raise healthy, active families, with an extensive, year-round parks and trails network, modern recreational facilities and exceptional schools.

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**BWG invested  
\$8 million in a new  
19,000 square foot  
fire station, which  
opened in 2022.**



# BWG: PARTNERS IN OPPORTUNITY

## THE CASE FOR DOING BUSINESS IN BWG

BWG works closely with our partners at Simcoe County, the Government of Ontario and the Government of Canada, to co-ordinate and execute comprehensive economic development strategies that promote business investment and employment. All levels of government have an effective lead-handling protocol in place to ensure that business inquiries and opportunities are followed up quickly and accurately, regardless of the level of government approached.

BWG's Investment Readiness Team handles hundreds of direct inquiries and works very closely with Simcoe County through its Made in Simcoe program (<https://edo.simcoe.ca/made-in-simcoe-county>) to quickly respond to indirect inquiries. Working as a team with various levels of government ensures that information is delivered accurately and quickly.

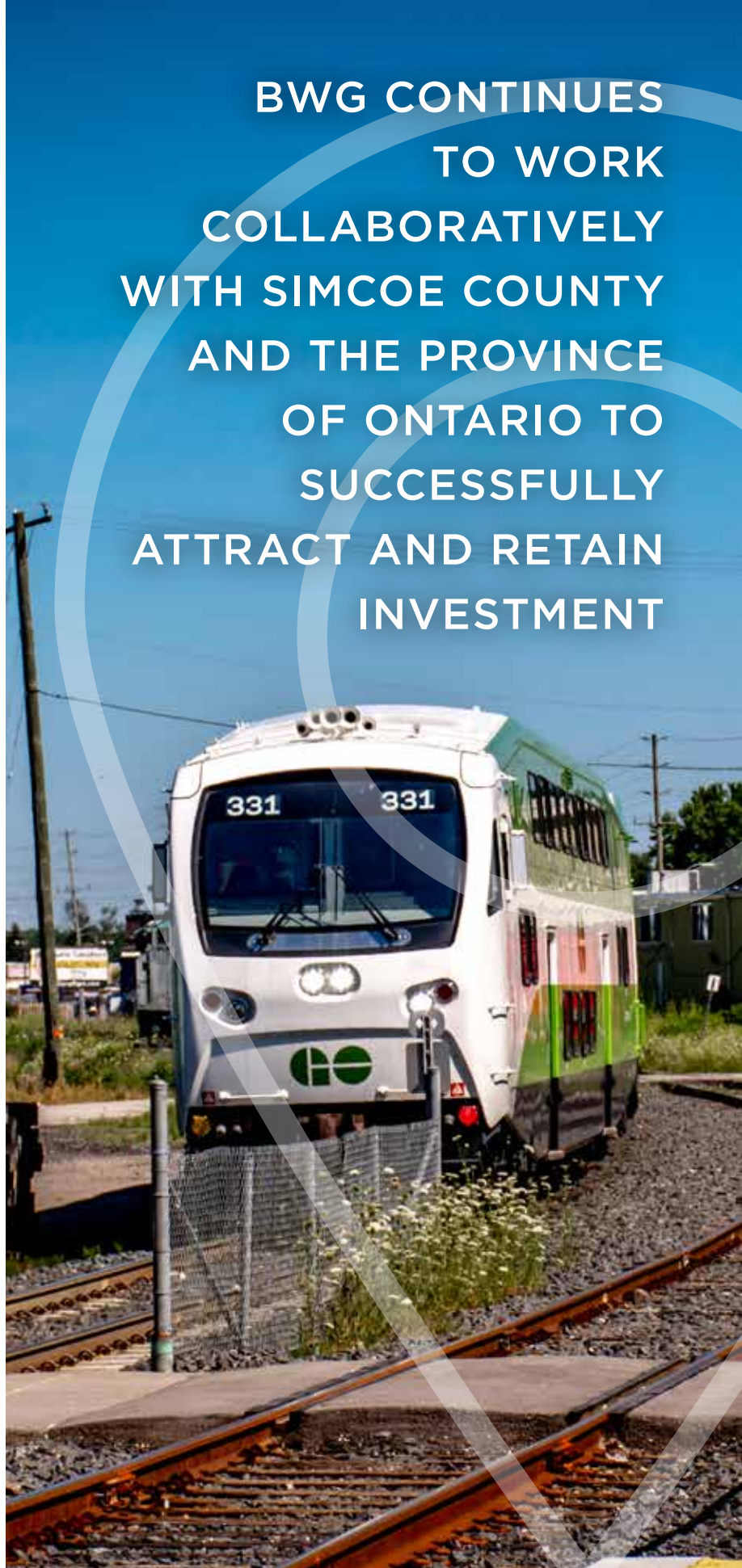
**BWG is committed  
to creating an  
environment that  
fosters development,  
growth and success**







BWG CONTINUES  
TO WORK  
COLLABORATIVELY  
WITH SIMCOE COUNTY  
AND THE PROVINCE  
OF ONTARIO TO  
SUCCESSFULLY  
ATTRACT AND RETAIN  
INVESTMENT





# BWG – HOW CAN WE ASSIST?

## LET US HELP YOU BUILD, WORK, GROW

The BWG Economic Development staff is dedicated to supporting our developers, entrepreneurs and investors with all aspects of your project to ensure you have everything you need to succeed. From planning and permitting,

sourcing and acquisition of suitable property and facilitating partnerships and contacts with local service providers, we are here to meet your needs and exceed your expectations.

**gotobwg.ca**

## 10 WAYS BWG IS BEST FOR YOUR BUSINESS

### LOCATION, LOCATION, LOCATION!

Minutes from GTA, highly accessible, close to Canadian & American markets

### PRO-INDUSTRY APPROACH

Growth, development and prosperity are BWG priorities

### AVAILABLE LAND

Premium, affordable, fully-serviced properties available

### COMPLEMENTARY COMPANIES

A diversified and innovative commercial and industrial base

### SUPPORT

Information and expertise when you need it, how you want it

### TECHNOLOGY

Leading-edge telecommunications infrastructure

### WORKFORCE

Skilled, enthusiastic, educated people who are ready to work

### ENERGY

Fully-serviced power and water supplies, with decades of capacity

### COMPETITIVE ALTERNATIVES

Exceptional land, lifestyle and scalability opportunities

### COST EFFECTIVE

Better, more abundant serviced land at a lower fixed cost

A close-up photograph of two people shaking hands. The person on the left is wearing a dark suit and a silver watch with a black face. The person on the right is wearing a purple and white striped shirt. The background is blurred, showing other people in business attire.

**BWG**  
ECONOMIC  
DEVELOPMENT 

**BUILD  
WORK  
GROW**

**TALK TO US**  
**905-775-5366 ext.1310**

[www.gotoBWG.ca](http://www.gotoBWG.ca)



THE POSSIBILITIES ARE  
**ENDLESS**

MAKE YOUR MOVE  
**gotoBWG.ca**



ECONOMIC  
DEVELOPMENT 

BUILD • WORK • GROW

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**CONTACT US TODAY**

Office of Economic Development  
Town of Bradford West Gwillimbury  
100 Dissette Street

P.O. Box 100, Bradford, ON L3Z 2A7

[www.gotoBWG.ca](http://www.gotoBWG.ca) | 905-775-5366 x1310

[ecdev@townofbwg.com](mailto:ecdev@townofbwg.com)