



20  
22



Economic Development,  
Tourism & Cultural Initiatives Department

# YEAR IN REVIEW



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STAFF PHOTO

From left to right: Theresa Fuller, Natalie Walker, Matt Cuthbert, Betty Jo Cox, Jillian Page, Liz Oden, Leticia Carfesan, Amber Kane, Rob Dallaway, Lindsay House, Mae Legg, Glenn Brown, Sara Munroe, Leanne Rich, Lesley Magill, Kara Davey, Ron Gasparetto, Robert Ham, Connor Webb, Kevin Dekok, Ela Stypa Jones, Tia Chisholm, Adrienne Briggs.

Despite the ongoing and lasting impact of the COVID-19 pandemic in 2022, local economic indicators finished favourably with new businesses startups and jobs created remaining steady, yearend building values reaching all-time highs and the continued implementation of the Economic Development Strategy and Economic Recovery Action Plan to ensure that businesses have the means and opportunity to flourish in Brantford.

This year-in-review is an annual report produced by the City of Brantford’s Economic Development, Tourism and Cultural Initiatives Department to highlight the performance of the local economy by summarizing local economic data for the industrial, commercial, residential and tourism sectors, while also featuring significant accomplishments by the Department overall.

Although the achievements of the business community continue to grow, 2022 was also a difficult year when our leader, Kevin Finney, passed away suddenly and unexpectedly on March 20, 2022. His dedication and commitment to Brantford, his colleagues and his family will forever guide the Department’s work as we continue in his memory to take time for others, practice honesty and respect, and lead by example. We miss him every day.



# ECONOMIC DEVELOPMENT & BRC

## Industrial Sector

Brantford continues to experience steady growth and to diversify and develop its economic base through the attraction of small and medium sized firms. In April 2022, in a purchase that single-handedly surpassed many quarters of investment activity in the Hamilton region, Panattoni Development Co. Canada acquired a 423-acre tract of privately-owned Brantford industrial development land for \$290 million. The purchase price represented a per-acre price of \$684,980.

**\$538M**

IN BUILDING PERMIT VALUE



**\$1.23M**

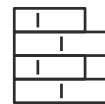
INDUSTRIAL SQUARE FOOTAGE BUILT



**155** NEW INDUSTRIAL JOBS

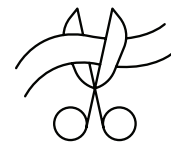
**\$57.86M**

INDUSTRIAL CONSTRUCTION VALUE



**Grand opening**

OF HERSHEY CANADA INC.,  
MAY 2022



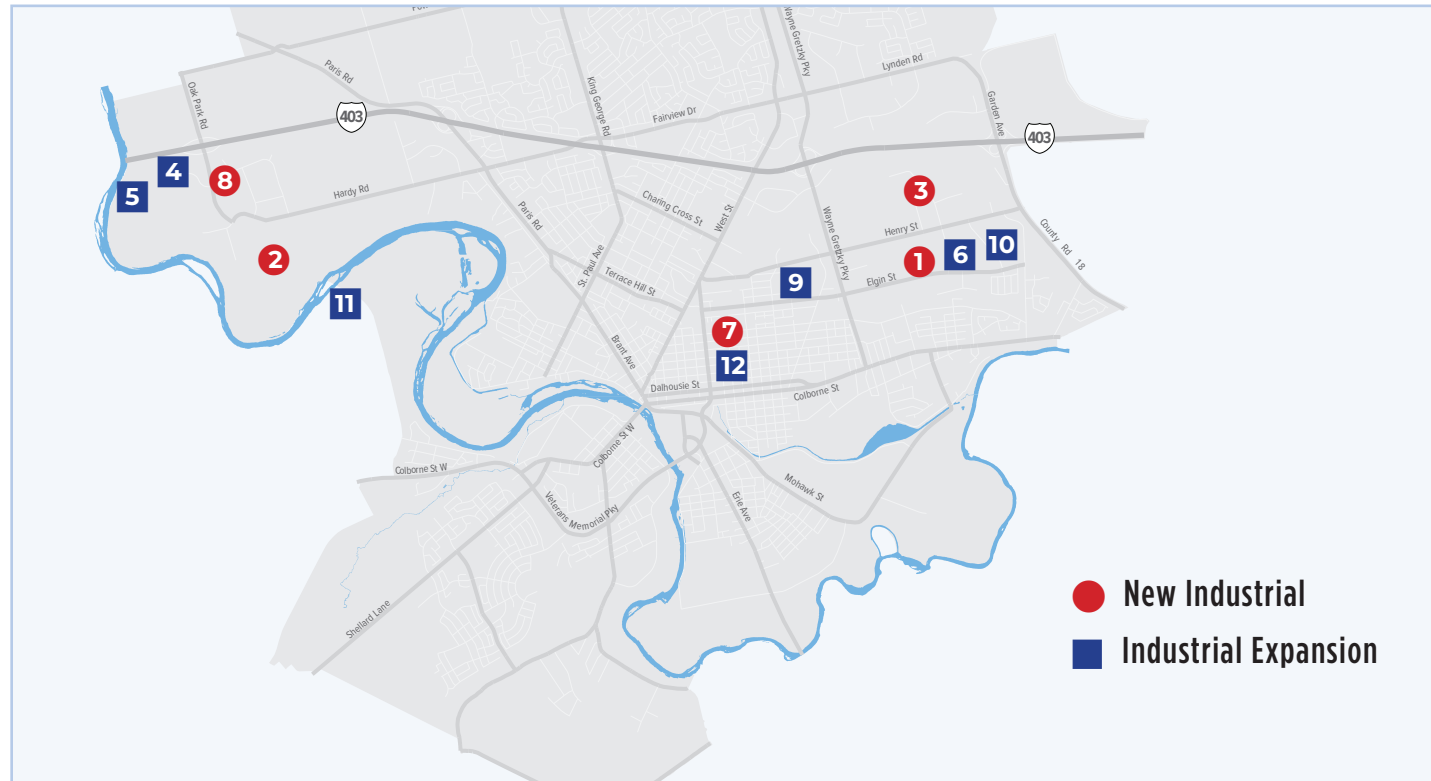
**Ground breaking**

OF BARRY CALLEBAUT  
IN SEPTEMBER 2022



Photo : Vicano Construction Limited

# Major Investments



**1 900 Distribution/Maestro Vinci,**  
444 Elgin St., **20K sq ft, 40 jobs**

**2 Barry Callebaut**  
Bowery Rd., **409K sq ft, 200 jobs, \$100M USD**  
investment (anticipated)

**3 Canada Tools**  
48 Bury Ct., **42K sq ft, 25 jobs**

**4 GIZEH Packaging NA Inc.,**  
40 Fen Ridge Ct., **48K sq ft**

**5 Mitsui High-tec (Canada) Inc.,**  
60 Fen Ridge Ct., **117K sq ft, \$23.5M**

**6 Massily North America,**  
406 Elgin St., **43K sq ft, \$4.25M**

**7 Nuts to You Nut Butter,**  
28 Morton Ave. E., **40K sq ft, 40 jobs**

**8 ProVantage Automation,**  
195 Savannah Oaks Dr. #4  
**16K sq ft, 30 jobs**

**9 Reinders Kitchens Inc.,**  
148 Grey St., **5K sq ft**

**10 Samuel, Son & Co., Ltd.,**  
**546 Elgin St., 9K sq ft**

**11 Vicano Developments Ltd.,**  
25 Paris Rd., **126K sq ft**

**12 York Hospitality & Supply Co.,**  
360 Brock St., **60K sq ft, 20 jobs**

## Employment

- 0.5% increase in unemployment rate over 2021.
- 4.9% increase in participation rate over 2021.

## Commercial

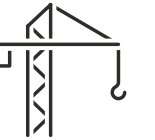
- \$73M commercial building permit value.
- 272K commercial square footage built.
- \$73M commercial construction value.
- Commercial building activity value increased by 116%.

## Residential

- 452 single family units built.
- 1,481 total residential units built.
- \$646,600 January 2023 average Brantford CMA house value (22.3% decrease from January 2022).
- Residential construction value represented 73% of total construction value.

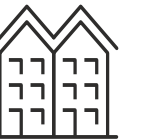
# 4.9%

INCREASE IN LABOUR  
RATE OVER 2021



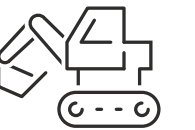
# 272K

TOTAL SQUARE  
FEET BUILT



# \$73M

COMMERCIAL  
CONSTRUCTION VALUE



# 452




SINGLE FAMILY  
UNITS BUILT

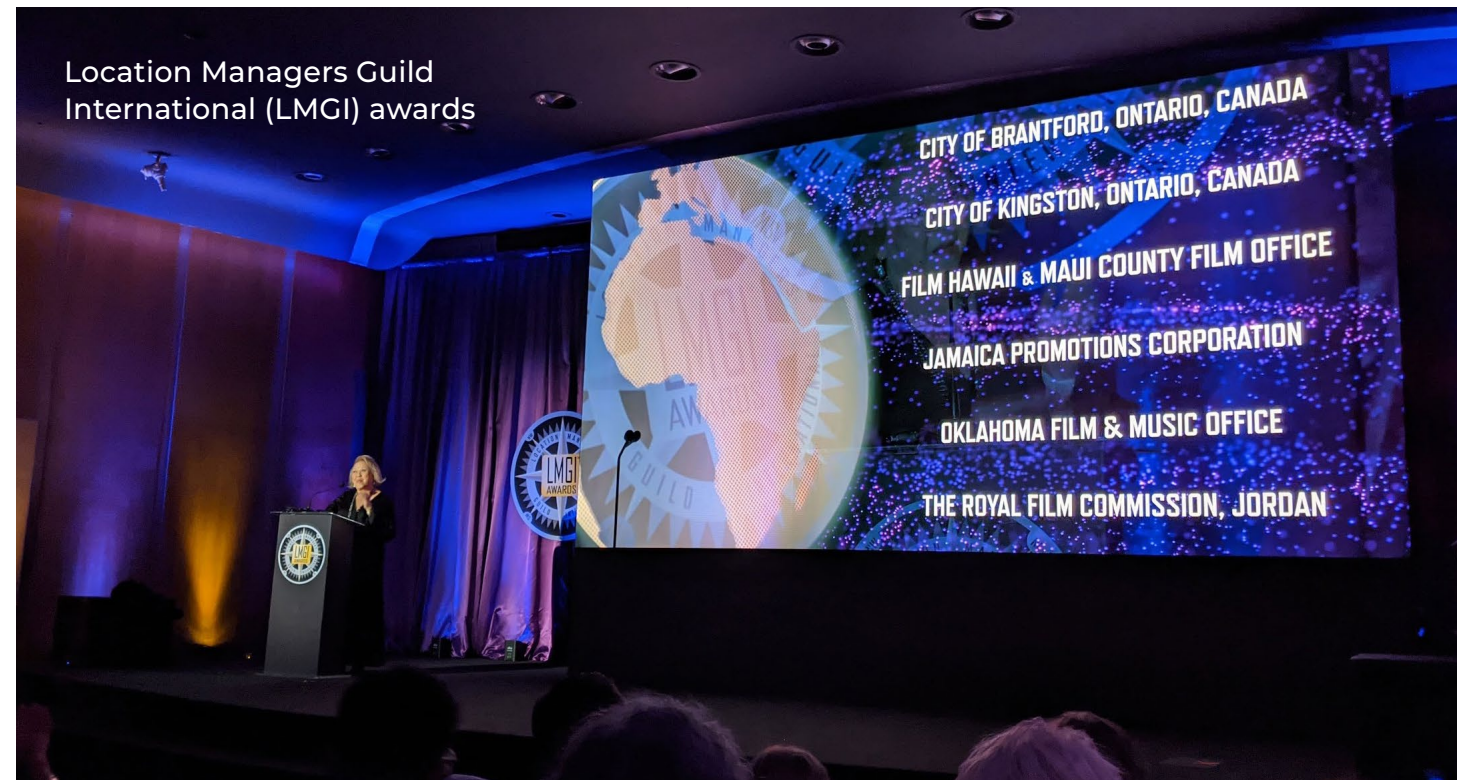


# Film, Television & Digital Media

Local film activities experienced growth again in 2022. The City received 61 film inquiries and welcomed 10 film projects. Of significant mention, The Handmaid's Tale filmed their largest on-location scene (up to that time) around Victoria Park in March for their fifth season. Over 600 extras joined a cast and crew exceeding 100 professionals to bring this incredible state funeral scene together.

In 2022, the Location Managers Guild International (LMGI) nominated the City of Brantford in the Outstanding Film Commission category at their annual awards show in Los Angeles. Brantford earned this prestigious honour for its work in supporting the 2020 filming of The Handmaid's Tale (season 4) in the downtown.

<p><b>10</b> PRODUCTIONS FILMED IN BRANTFORD</p> 	<p><b>\$1.4M</b> INVESTED</p> 	<p><b>2,100</b> HOTEL NIGHTS</p> 
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**61**  
PROJECT INQUIRIES



**\$318K**

BILLED COSTS AND  
NEW REVENUES TO CITY

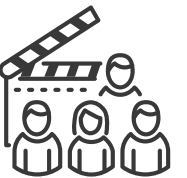


**50**  
PARTICIPANTS ATTENDED  
VIRTUAL FILM FORUM



**1,070**

CAST AND CREW



**\$2,550**

DONATED TO  
COMMUNITY  
PROJECTS AND  
ORGANIZATIONS

The Handmaid's Tale  
filmed their largest on-  
location scene around  
Victoria Park in March  
with 100 cast and crew  
and 600 extras

# Entrepreneurship

In 2022, the BRC continued to assist in the creation and development of small business by providing entrepreneurs and small business owners with the tools needed for growth and development. Throughout the year, the BRC conducted 438 one-on-one client consultations, resulting in 94 new business start-ups and the creation of 126 new jobs. The BRC also distributed grants through the Summer Company, Starter Company Plus and Digital Main Street.

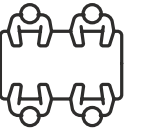
- 21 Summer Company applicants and 10 grants.
- \$30K Summer Company grants distributed.
- 592 networking event attendees.
- 1,337 workshop attendees.
- 108 events, seminars and workshops hosted.
- 18,440 square feet leased.
- 150 Digital Main Street businesses reached and 30 grant applicants.



**126**  
NEW JOBS CREATED



**439**  
SMALL BUSINESS  
CONSULTATIONS



**\$55K**  
STARTER COMPANY PLUS  
GRANTS DISTRIBUTED



**94**  
CONFIRMED SMALL  
BUSINESS STARTS



**\$72.5K**  
GRANT FOR  
DIGITAL MAIN  
STREET INITIATIVE



**3,694**  
CLIENT INQUIRIES



Over 700 attendees at the Arlene Dickenson speaker event on May 26, 2022 in partnership with Ladies Who Lead.



# Discover Brantford (Tourism Division)

Throughout 2022, the tourism industry slowly saw resurgence in travel and tourism, with the tourism sector in Brantford seeing an increase in sporting events, meetings and conventions and motor coach visits over 2020. Discover Brantford continued its efforts related to elevating the product and services offered by tourism-oriented businesses in Brantford through a strategic combination of hyper local campaigns as well as targeted regional advertising.

**15K**  
ATTENDEES TO  
MEETINGS  
AND CONVENTIONS



**3000+**  
OVERNIGHTS



**\$2.5M**  
HOTEL NIGHTS  
ECONOMIC IMPACT



FORMALIZED RIVER ACCESS POINTS WITH FUNDING FROM RTO3



**81**  
motor coaches  
with 3,500  
visitors, resulting  
in \$432K in  
economic impact.



Sanderson Centre for the Performing Arts

**417,047**  
reached



**10,891**  
followers

**11,968**  
reached



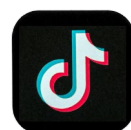
**5,901**  
followers

**76,672**  
impressions



**3,862**  
followers

**554**  
views



launched  
August 2022

**9.6**  
hours



videos  
watched

**\$7,411**

BRANTFORD EATS RAISED  
FOR BRANT FOOD FOR THOUGHT



**23**

UNIQUE ITINERARIES



**21**

E-NEWSLETTERS PUBLISHED  
AVERAGE OPEN RATE 39%  
(INDUSTRY AVERAGE 20%); CLICK  
RATE 9% (INDUSTRY AVERAGE 2%).



**53,345**

WEBSITE USERS  
21% INCREASE OVER  
2021



## Destination Marketing

- Coordinated paid media visit for Christopher Mitchell during Tourism Week, which resulted in: 35,542 impressions across LinkedIn, Reddit, Twitter, Facebook and Instagram; 11,437 views on content; 1,781 engagements across LinkedIn, Reddit, Twitter, Facebook and Instagram.

**58,250**  
Discover Brantford  
Visitor Guides distributed



Turbo tubing with Grand River Rafting, Grand River, Brantford



Trail Mix Program

### Arts & Culture

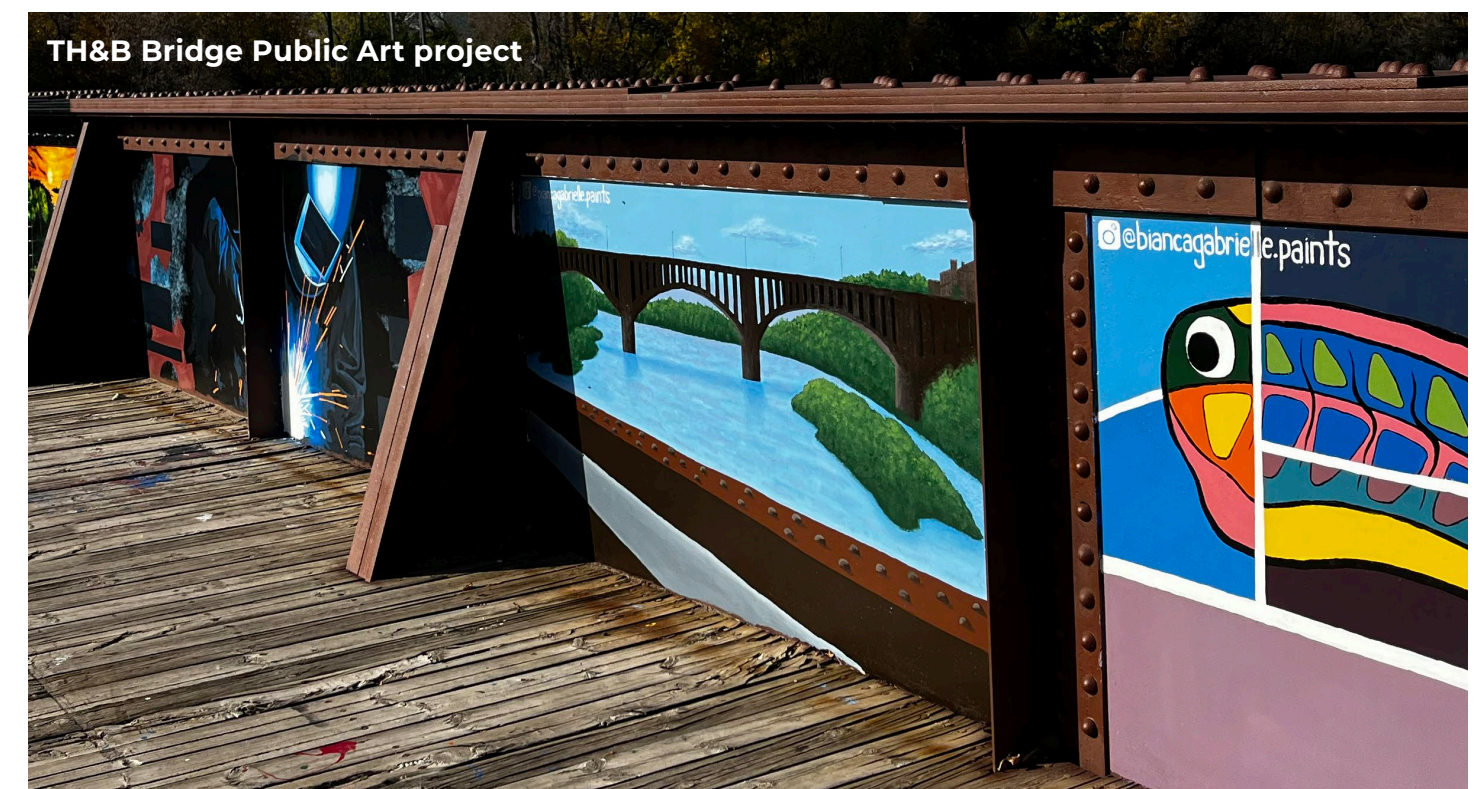
- Trail Mix Program featuring 30 original songs by 21 artists with 900 scans by trail users in 6 months.
- Dancing Through Brantford video had 12.5K reach, 7.K views, 498 engagements.
- \$157K in operating funding distributed to cultural organizations.

### Public Art

- Commissioned bronze Walter Gretzky bust.
- Round of Applause installed with FedDev grant.
- TH&B Bridge Public Art initiative with PW Commission.
- Condition assessments and 10-year maintenance plan for Public Art Collection.
- Restored Field Howitzer Cannon.



**10K**  
attendees to sport  
tourism events



TH&B Bridge Public Art project

# Sanderson Centre for the Performing Arts



The final three quarters of 2022 saw comparable year over year levels of activity to 2019, the last complete year of operations prior to the COVID-19 shutdowns and the theatre's partial re-openings between March 2020 and late February 2022.

One factor driving the increased use of the theatre has been the high number of commercial renters booking the theatre replacing some of the reduced group matinee and school matinee programming that has been slow to return to previous demand and activity.

- 21 days of commercial events (compared to 8 in 2019).
- Hosted Culture Days for 13 artists to perform and receive a professional demo recording with a live audience.

**82K**  
GRANT AND SPONSORSHIP REVENUE



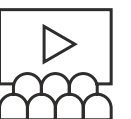
**174**  
TOTAL DAYS OF USE



**138**  
DAYS OF USE IN LAST 9 MONTHS OF 2022



**53,215**  
TOTAL ATTENDANCE



**City of Brantford Economic Development, Tourism  
& Cultural Initiatives Department**

519-759-4150

**Economic Development & BRC Division**

58 Dalhousie Street  
[www.advantagebrantford.ca](http://www.advantagebrantford.ca)  
[www.brantford.ca/brc](http://www.brantford.ca/brc)

**Sanderson Centre for the Performing Arts**

88 Dalhousie Street 519-758-8090  
[www.sandersoncentre.ca](http://www.sandersoncentre.ca)

**Discover Brantford** (Tourism Division)

Tourism Information Desk at Wayne Gretzky Sports Centre  
254 North Park Street  
[www.discoverbrantford.ca](http://www.discoverbrantford.ca)

**Real Estate Services** (incl. Brantford Farmers' Market)

58 Dalhousie Street and 79 Icomm Drive



In memory of Kevin Finney  
(January 30, 1979 - March 20, 2022)

“It is what it is.”