



Community Profile

Guelph, ON, Canada • 2022



Economic Development and Tourism
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Welcome to Guelph



As Mayor, it is my pleasure to welcome you to our city. I can assure you that we recognize and value the jobs, economic growth and community building that new businesses bring. Our local government is strongly committed to supporting business, and our city will be there for you every step of the way. Guelph is often described as a well-kept secret. Businesses who have located here rave about the city's central location, skilled labour pool, and quality of life. This city offers the best of both worlds: big-city amenities and opportunities, with the community spirit and neighbourliness you would only expect to find in a small town.

We look forward to sharing our secret with you: showing you how Guelph is the ideal place for your business to thrive and delivering the support you need to make Guelph part of your success story.

A handwritten signature in black ink, which reads "Cam Guthrie".

Mayor Cam Guthrie

Centre of The Innovation Corridor

From here you can do business anywhere

Your business will have the competitive edge being located at the heart of Ontario's innovation corridor. With easy access to one of North America's largest transportation corridors, Highway 401 is only five minutes from Guelph's Hanlon Creek Business Park. Highway 401 provides direct linkages to the Greater Toronto Area (eastbound) and Waterloo Region (westbound); both within 25 miles (40 km) of Guelph. Guelph's close proximity to major border crossings (90 miles or 150 km) also make it an ideal location for businesses to compete globally.

All within 90 minutes:



Five international airports

Toronto (2), Waterloo, Hamilton, and London



Three shipping ports

Toronto, Hamilton and Welland Canal



Guelph Junction Railway

offers access to CN and CPR, competitive rates and reliable daily service



Access to labour force within an hour's drive

Over 3.5 million workers



Number of consumers within one-day drive

More than 150 million



invest in Guelph

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Ontario, Canada • guelph.ca/business

The Place of Choice for Businesses Going Places



Total Population

City of Guelph – 131,794
Guelph CMA – 151,984

Census, 2016



Employment

Unemployment Rate – 4.8%
Participation Rate – 72.5%
Employment Rate – 69.0%

Guelph CMA, May 2019



Jobs

City of Guelph – 74,130
Downtown Guelph – 7,355

*Statistics Canada, 2016 – Custom Place of Work
(excludes no fixed workplace)*



Business Counts

City of Guelph – 13,098
Guelph CMA – 15,987

Canadian Business Counts, December 2018



GDP

\$9.8 billion
Annual growth of 3.2%

Conference Board of Canada, Summer 2019



Post-Secondary Graduates

University of Guelph – 6,400
University of Waterloo – 7,600
Wilfrid Laurier University – 4,300
Conestoga College – 4,600

2016 – 2017



Exports

330 companies exporting
\$4.9 billion worth of goods

TEC, 2017



Imports

742 companies importing
\$4.7 billion worth of goods

TIC, 2017

Awards and Accolades



**Hanlon Creek
Business Park,
Phase One
Sales Video**



**2017
Economic
Snapshot**



**Agriculture
Media Tour
Partnership with
University of
Guelph**



**Site Selection
Honourable
Mention**



**Fastest
growing**
economy among
mid-sized cities in
Canada (2018)

Conference Board of Canada, 2019



**2nd best
millennial**
hot spot in Canada

Point2 homes, 2018



**2nd best
city**
to buy real estate
in Canada

MoneySense Magazine, 2019



Top 6 best
places for newcomers
in Canada

MoneySense Magazine, 2017



Top 10
in Americas for foreign
direct investment

fDi Intelligence, 2017

Entrepreneur Ecosystem

Innovation Guelph

- Guelph's Regional Innovation Centre offers unique programs and initiatives to support businesses at all stages.
- Programs include: Startup Program; Fast Lane; Agri-Innovation Accelerator; CFE iHub



<https://innovationguelph.ca>

Accelerator Guelph

- University of Guelph's commercialization support program helps agri-food businesses realize their growth with practical, hands-on workshops and mentorship.
- Their model includes opportunities for new entrepreneurs to mix with seasoned veterans.



<https://uoguelph.ca/research/innovation/commercialize/accelerator-guelph>

Business Centre G-W

- Business Centre Guelph-Wellington provides the entry point for entrepreneurship in Guelph and Wellington County, helping individuals get into business for themselves.
- Programs include: Digital Main Street; Starter Company+; Business 101



<https://guelphbusiness.com/>



Sectors in Guelph



Advanced Manufacturing

- Number of residents employed in the sector
 - Close to 16,000
- Number of businesses/entrepreneurs
 - Over 500

Leading businesses:

Linamar, Polycon, Blount Canada, DENSO, Hammond Manufacturing, Guelph Manufacturing Group



Information and Communications Technology

- Number of residents employed in the sector
 - Over 2,500
- Number of businesses/entrepreneurs
 - More than 350

Leading businesses:

Inbox Marketer, Speakfeel, Sandbox Software, SYNEX Canada



Cleantech

- Number of residents employed in the sector
 - Over 3,100
- Number of businesses/entrepreneurs
 - Almost 500

Leading businesses:

Canadian Solar, Current Water Technologies, RWDI, SiREM, ProMinent, SUEZ Water Technologies & Solutions, Maxxam Analytics, Novus Environmental



Agri-Innovation

- Number of residents employed in the sector
 - Close to 7,000
- Number of businesses/entrepreneurs
 - Almost 1,500

Leading businesses:

Cargill, Sleeman, Nestle, Maple Leaf, Gay Lea, NSF Canada

Testimonials



“The Guelph Economic Development team were creative, fast and a true partner to ensure we found the best solution for our hub here in Guelph.”

- *Jim Jarrell, President and COO, Linamar Corporation*

“NSF International and the City of Guelph share a mutual commitment to the economic growth of the Canadian food industry. Collaboration with the City of Guelph has resulted in the expansion of our business and facilities providing tremendous value to Canadian food and beverage companies while allowing NSF to launch a diverse portfolio of global services. There is not a better Canadian location for our business than Guelph, Ontario.”

- *Petra Schennach, Global Managing Director, Training & Education, NSF Canada*



NSF International
Services in Canada



“BIOREM operates in 23 countries and has worked with many different jurisdictions and Economic Development departments. Working with the Guelph team has been by far the most productive and efficient use of our time. They’ve worked closely with us to truly understand our needs and to best position us locally, provincially and federally to achieve our strategic vision. I highly recommend Guelph if you are considering a Cleantech expansion.”

- *Derek Webb, President and CEO, BIOREM*

Building Partnerships

We make it easy to do business with City Hall

Growing and resilient economy

Guelph has one of Canada's lowest unemployment rates, strongest housing markets, most innovative municipal governments and competitive tax rates—all contributing to a strong, reliable and sustainable local economy.

Prime location

Guelph is close to everything, and it feels like you're away from it all. You'll have easy access to international airports, major highways and reliable rail. Toronto, Canada's largest city, is just an hour down the highway, and we're a short drive to the U.S. borders. From Guelph, you will have access to over 150 million North American consumers within one day's drive. Not to mention our spectacular natural green spaces that stretch for days.

Enviably talented pool

We're home to a prominent University and College with more than a dozen top post-secondary institutions in surrounding communities. Employment skews professional, technical, agri-food and advanced technology. In all, a workforce of more than three million people live within an hour's commute.

Competitive cost of doing business

Guelph offers top-notch professional services and amenities without a big city cost of living. Guelph has one of the lowest land and development costs in the Greater Toronto area. You'll enjoy lower-than-average labour and business costs, and Ontario offers the lowest overall tax rate on new business investment amongst all members of the G7.

Entrepreneurial spirit

More than \$14 billion is spent on research and development each year in Ontario, and Guelph is a hotspot for discovery and innovation. Guelph is home to some of the world's most innovative companies, has more than 40 research institutes, and a spirit of collaboration to help bring your ideas to life.

- ✓ **We work closely with you to help you “get to yes” and make your plans a reality.**
- ✓ **We provide you with user guides, user-friendly web pages and checklists to make your journey clear.**
- ✓ **We build the team you need and help you every step of the way.**
- ✓ **We're listening to business needs and continually improving how we do business.**

Municipal Costs

Development charges

| | Per square foot | Per square metre |
|--|-----------------|------------------|
| Industrial, commercial & institutional | \$ 13.21 | \$ 142.24 |

Source: City of Guelph, Finance Dept., December 13, 2021 – March 1, 2024

Building permit fees (new build)

| | Per square foot | Per square metre |
|----------------------|-----------------|------------------|
| Residential | \$ 1.50 | \$ 16.15 |
| Multi-residential | \$ 1.95 | \$ 20.99 |
| Office (finished) | \$ 1.95 | \$ 20.99 |
| Industrial/warehouse | \$ 1.05 | \$ 11.30 |
| Retail (finished) | \$ 1.95 | \$ 20.99 |

Source: City of Guelph, Building Dept., effective January 1, 2022

Site plan fees

| | Per square foot | Per square metre |
|-------------------------------------|-----------------|------------------|
| Commercial, office & institutional* | \$ 0.28 | \$ 3.06 |
| Industrial* | \$ 0.18 | \$ 1.90 |
| Residential* | \$160.04/unit | |

All calculations are for gross floor area

* Base fee of \$6,901.52 applies to any site plan application plus rates above

Source: City of Guelph, Planning Dept., effective January 1, 2022

Water, wastewater and stormwater

| | Per cubic metre | Per day |
|------------|-----------------|---------|
| Water | \$ 1.82 | \$ 0.26 |
| Wastewater | \$ 1.94 | \$ 0.32 |

For connection fee information contact the City of Guelph Building Dept. 519-837-5615

Source: City of Guelph, Water Services, effective January 1, 2021

Stormwater

Businesses are assessed by the City of Guelph and pay a monthly fee that reflects the hard surfaces on their property such as rooftops, parking lots and concrete surfaces. For more information visit guelph.ca/stormwater

Tax rates

| | Industrial | Commercial | Residential |
|-----------------|------------|------------|-------------|
| City rate* | 2.18% | 1.82% | 0.99% |
| Education rate* | 0.88% | 0.88% | 0.15% |
| Total rate* | 3.06% | 2.70% | 1.14% |

*Figures have been rounded to the nearest hundredth percent

Source: City of Guelph, Taxation and Revenue, May 1, 2021 – April 31, 2022

Municipal Incentives

Water Smart Business

- The City can help cover the cost of water audits, calculate the payback period, and offer financial incentives to support your investment in water-saving technologies
- Sleeman Breweries upgraded their bottle line pasteurizer to save \$266,000 a year.
- Read the Sleeman Breweries case study.



<https://guelph.ca/living/environment/water/rebates/watersmartbusiness/>

Save on Energy Program

- Whether it's a major renovation or smaller upgrade, businesses can take advantage of program and incentives that support increasing energy efficiency.
- The four programs are:
 - Retrofit Program;
 - Process and Systems Upgrade Program;
 - Energy Performance Program; and
 - Energy Manager Program



<https://uoguelph.ca/research/innovation/commercialize/accelerator-guelph>

Sewer Credit

- Industrial, commercial and institutional customers who reduce their wastewater treatment needs by at least 25 per cent may qualify for a credit on their bill, paid once a year.
- The credit applies to 75 per cent of the difference between the amount of water used and the amount water sent into the City's sewer system.



<https://guelph.ca/living/environment/water/rebates/sewer-abatement-credit-program/>

Stormwater Credits

- Industrial, commercial, institutional and multi-residential properties of six units or more may qualify for a credit on their stormwater bill.
- Business can get up to 50% off their stormwater service through the City's credit program



<https://guelph.ca/living/environment/water/rebates/stormwater-service-fee-credit-program/guelph>

Team Directory



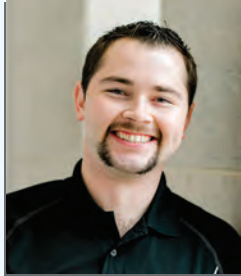
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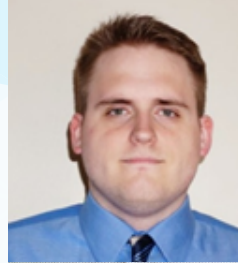
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