



Growth Strong: All Indicators Point UP

Over the past year there has been an impressive growth pattern throughout the City of Woodstock. Building permits are up, construction activity is up, lands sales are up considerably and the population is growing. With four new industries establishing, a growing population base and booming industrial and commercial developments, Woodstock's future looks very bright.

Since January 2003, **Aisin Canada Inc.** chose Woodstock for the company's first Canadian manufacturing facility, **Uvalux International Inc.** relocated their head office and distribution centre to Woodstock, **ICT Group** established its new marketing research contact centre and **Perma Paving Company** selected Woodstock as a location to manufacture decorative concrete landscape products. With the exception of Perma Paving, all the new industries took over existing vacant buildings, making continued use of the City's available building inventory. Together, these developments represent about 400 new jobs.

Industrial land sales reached a record level in 2003 and are expected to result in an increase in construction and building permit activity over the

next few years. Woodstock has worked extremely hard to raise the profile of the community and that hard work is starting to pay-off.

Along with servicing for **CommerceWay** Business Park, the second phase of the **Bysham Park** Business Community will commence in the spring of 2004. CommerceWay will add 270 acres to the City's inventory of vacant industrial land at Highway 401/403, while the Bysham Park expansion will add another 61 acres to the City's inventory adjacent to Highway 2.

Prostock, the First Professional development locally known as **Montclair Square** has added 15 national retailers to the City's commercial fabric. Anchored by **Canadian Tire** and **Wal-Mart**, the site represents a regional shopping node for Oxford County with over 300,000 square feet of retail floor space to meet consumers' needs.

First class housing, recreation and entertainment, thriving industries and businesses, it's all happening here. Woodstock is a community where "the balance is in your favour."

2003 Economic Development Fast Facts:

- 300 NEW INDUSTRIAL JOBS
- 300 NEW COMMERCIAL JOBS
- \$73,867,103 IN NEW CONSTRUCTION
- 112 NEW SINGLE FAMILY HOMES CONSTRUCTED
- 15 ACRES OF INDUSTRIAL LAND SOLD

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2003 Building Permit Values City of Woodstock

Residential
\$39,966,000

Commercial
\$7,459,625

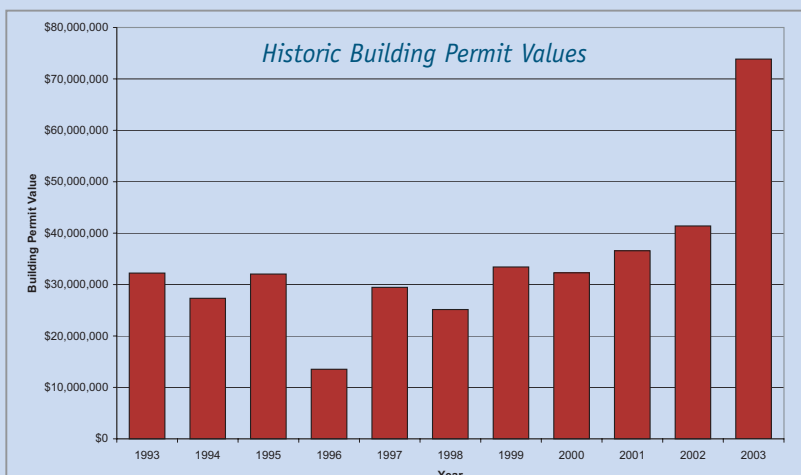
Industrial
\$3,725,442

Institutional
\$22,716,036

2003 Total
\$73,867,103

Building Permit Values Hit New High in 2003

Building Permit values for 2003 are more than double the 10-year average and nearly two times higher than 2002.



Record Year for Land Sales

In 2003, the City marked its best sales ever for municipally owned industrial land. A total of 14.7 acres of City owned land were sold for \$604,000. Sales in 2003, represent a 223% increase over the 10 year average of 6.6 acres in sales.

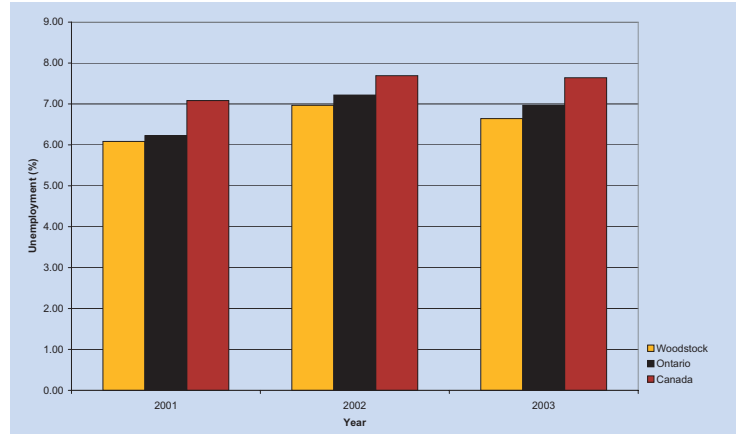
Not surprisingly land sales and building activity are closely linked resulting in an expected increase in industrial building permit activity and construction over the next two to three years.

With the next phase of the Bysham Park Business Community being developed in early 2004 and planned servicing for CommerceWay Business Park, the 270-acre development at Highway 401/403, strong land sales are expected to continue.

Purchaser	Acreage	Purchase Price
Kenton Flooring	1.2	\$49,000
Perma Paving Stone Co.	12.5	\$516,000
Marcus Abernathie	1.0	\$39,000
Total	14.7	\$604,000

Stable Unemployment Rate

Historic UI Rates



Employment trends have remained stable over the last 10-year period, with employment loss in the manufacturing sector being offset by new company openings. Unemployment rates have fluctuated from 6 to 8-1/2 % with the current rate around 7%. As a result there remains an available skilled labour force in Woodstock, ready to meet the needs of new and expanding employers.

Evolving from an agricultural heritage, the Woodstock labour force features an exceptionally healthy and stable work ethic. Woodstock offers competitive wage rates and an available pool of skilled labour.

CommerceWay Land: A Prime Location

Servicing of Woodstock's newest business park is expected to begin in May of 2004. CommerceWay will offer more than 270 acres of prestige industrial land for industrial growth in the City. Existing Woodstock businesses requiring land for expansion, as well as national and



international industries establishing new facilities, will both be interested in the opportunity that CommerceWay provides.

The park, located south of Parkinson Road at the intersection of Highways 401 and 403 offers visibility to nearly 22 million vehicles annually, or 60,000 vehicles per day. For a business requiring high visibility and access to a variety of markets in Canada, the US North East, and the US mid-West, there is no better choice. Land will become available for sale once servicing of the land commences and is expected to range from \$50,000 to \$75,000 per acre with a premium paid for 401 frontage.

Woodstock Dominant Commercial Market in Oxford

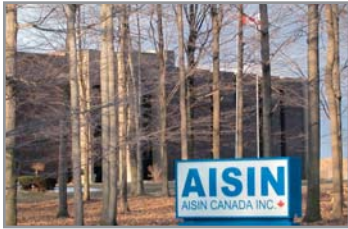
Recent growth in the Woodstock commercial market has solidified the City's position as the regional commercial centre for Oxford County. With an immediate market area of about 100,000 Woodstock is accessible by more than 800,000 people who live within a 30 minute drive and nearly 2 million people who live within one hour.

Woodstock has achieved a critical mass that has attracted the attention of many national retailers in recent years. **Wal-Mart, Canadian Tire, Staples, Marks Work Warehouse, and Leons** are only a few of the national retailers investing in Woodstock. The retail and

commercial sector often equates the investment of large scale retailers as a vote of confidence in the local market, this in turn encourages smaller retailers to follow suit.

Nearly 400,000 square feet of retail commercial development has taken place across the City over the last couple of years with more planned for the future. Woodstock's growing population and access to an extended market, by way of Highway 401 and Highway 403, have created ideal conditions for retail and commercial growth in the City.

New Investments To Woodstock in 2003



Aisin World Corp. of America

Aisin World Corp. of America established its first Canadian automotive components manufacturing presence in Woodstock. **Aisin Canada Inc.** began production in August, at a 55,000 square foot facility and is expected to employ 100 by mid-2004. Though **Toyota** is its primary customer, the company will eventually serve other major automakers based in North America.

The close proximity of **Toyota** and **CAMI** was an important factor in the decision to locate in Woodstock. The plant will provide final assembly and inspection of automotive body parts, including belt and windshield moldings. It will also provide a logistics base in Canada for importation and distribution of other **AISIN** automotive components.

Aisin World Corp. of America is a subsidiary of **Aisin Group**, headed by **Aisin Seiki Co., Ltd.** with corporate offices in Kariya City, Aichi, Japan. Established in 1949, with consolidated group sales of (Canadian) \$18.8 billion in 2001, **Aisin Seiki** is an international supplier of automotive components, body parts, drive train components, engine-related parts and electronic components.



ICT Group

ICT Group recently chose Woodstock for its new marketing research services contact center. Located in the former **LOEB/IGA** grocery, **ICT Group** chose Woodstock for this new investment based on the supply of skilled labour, combined with an enviable real estate option.

Woodstock has actively been pursuing a call center investment in an effort to diversify its economic base. The City is delighted to welcome this U.S.-based global provider of customer relationship management services.

The endeavour to attract **ICT** was a cooperative effort by several local and regional groups. The local development team consisted of **Woodstock Economic Development, Community Employment Services, Fanshawe College** and the **Bell Site Selection Group**, all of whom provided valuable input to secure this investment for the community.

ICT Group is an international firm with more than 45 contact centres and over 11,000 employees worldwide. This investment is important in diversifying the economic base of the municipality and the spin-off potential for other local businesses is an exciting prospect. The Woodstock facility is expected to employ about 200 people at capacity.



Perma Paving Company

Perma Paving Company of Mississauga purchased approximately 12 acres of industrial land from the City in October of 2003. The property, situated on Universal Road, is being developed for the purpose of manufacturing decorative concrete landscape products. Stage one of the development consists of a 25,000 sq. ft. facility which is currently under construction and is expected to be in production in 2004.

The Woodstock site was chosen due to its strategic location on the Highway 401/403 corridor. **Perma Paving** already provides its products to many customers in the western Ontario market and the Woodstock facility will further enhance its ability to expand market share in both Canada and the United States.

Perma Paving praised the municipality for its aggressive stance on industrial development and made special mention of the excellent cooperation they received from municipal officials. The establishment of this company in the city will add to the diversification of Woodstock's economic base and reinforces the city's great potential to secure new investment. It's anticipated that 25 employees will be hired during the first phase, with a possible total of 75 when the facility and further expansions are complete.



Uvalux International Inc.

Uvalux International Inc. selected Woodstock for the relocation of its head office and distribution facility from its current operation in Innerkip, Ontario. Renovations to the former Teledyne building are underway to house the company. The presence of the existing facility along with Woodstock's superior location is what lead the company to bring its expanding operation to the Woodstock area.

Since 1979, **Uvalux** has been North America's leading distributor of premier indoor tanning equipment, parts and lotion products. The company currently employs some 45 people, however this number is expected to grow as the company expands. The relocation to Woodstock will allow the company to accommodate long term growth and expansion plans.

This is yet another example of the success the community has had in attracting new business investment. This announcement reinforces the positive attributes of investing in Woodstock and is a continued vote of confidence by the business sector in the municipality. The attraction of this firm to the city will further diversify the community's base and provide some long term employment prospects for local residents.



1. No development charges on industrial construction.
2. Reduced building permit fees on construction > 50,000 sq. ft.
3. Industrial land prices ranging from \$40,000 - \$75,000 per acre.
4. Stable workforce.
5. Site sizes up to 100 acres. Up to 600 acres is serviceable.
6. Site plan approvals in as little as 2 weeks.
7. One of the lowest tipping fees in the Province of Ontario.
8. No stormwater management fees on industrial lands.
9. Legal and survey costs included in the price of land.
10. Hwy. 401 and 403 interconnect at Woodstock.
11. Virtually no tax increases in Woodstock over the past 4 years.
12. New \$90,000,000 hospital planned for near future.
13. 275 acres available at Hwy. 401 and 403.

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Woodstock... The Balance is in Your Favour

Our mandate is to support the City of Woodstock's objective of balanced and steady economic growth through existing and new investment.

The Office focuses on business retention and expansion, new business development, investment attraction, and market research. Woodstock Economic Development is an advocate for business dedicated to assisting all companies, regardless of size.

Services offered by Woodstock Economic Development Department include;

- Land and building site selection information
- Provision of statistical and market data
- Promotional programs to encourage new investment
- Free assistance to new and existing local companies
- Product sourcing and potential market identification
- Assistance with business start-ups
- Liaison with provincial and federal governments
- Consultation and networking with local businesses and industry

If your business is considering an expansion or relocation, or you would like to meet with one of our development staff to discuss any challenges your business may be facing, please contact our office and we would be pleased to assist.

Meet Our New Team



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