



WoodstockNOW

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Sign of the Times

CommerceWay Business Park, Phase 1 is now complete and ready for sale. A new "For Sale" sign at the intersection of Highways 401 and 403 will be used to promote the business park to more than 70,000 vehicles per day.

The City of Woodstock has invested more than \$2 million to service approximately 100 acres in Phase 1 of the **CommerceWay Business Park**. Once the park is completely built out, more than \$9 million will have been spent to develop 270 acres of prime industrial land on Canada's "main street".

The return on investment for the City of Woodstock is the expectation of an addition of more than 1 million square feet of new industrial plants and the creation of at least 2,500 new jobs.



CommerceWay Business Park could be Your Ideal Business Location! For more information on the availability of development sites in CommerceWay visit www.WoodstockNow.com.

2003 Year in Review 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

inside this issue:

- 1 *Sign of the Times*
- 1 *Award Winning Site*
- 1 *Bysham Park Business Community Continues to Grow*
- 2 *Woodstock Again Improves its Competitive Edge*
- 2 *No Development Charges a Strong Draw for Woodstock*
- 2 *Industrial Permits Rebound*
- 2 *Residential Building Showing Strong Growth*
- 3 *SOMA/International Marketing*
- 3 *Toyota Ground Breaking*
- 3 *Technical Training Centre Addresses Skill Development*
- 4 *Meet Our Team*

Award Winning Site!

Less than one year after its official launch, **WoodstockNow.com** has received national recognition for its unique and highly innovative approach to an economic development web site.

The Economic Developers Association of Canada has awarded the City of Woodstock **first place** in the web site category at its annual conference.

Chosen from an impressive field of entrants from across Canada,



Woodstock has been selected as having the nation's **best economic development web site** in its class. Check out some of the unique features on our award winning web site at www.WoodstockNow.com.



Bysham Park Business Community Continues to Grow

In response to the increasing demand for industrial lots of all sizes, the City of Woodstock has completed **Phase 2** of the **Bysham Business Park Community**.



More than \$800,000 in infrastructure work adds another **20 acres** to the City's inventory of serviced industrial land and lays the groundwork for future expansions of the park.

In addition to Phase 2, a further **40 acres** are still available for development in the **Bysham Park Business Community**.

Woodstock Still Improving Its Competitive Edge!

For the second time in a year Oxford County Council has moved to **reduce the tax burden** on the Large Industrial tax class. The reduction in the tax ratio is designed to encourage smaller industries to expand while at the same time assisting larger industries in their continued growth. Ultimately Council's decision makes our community a more competitive business environment.

Council's first decision to reduce the Large Industrial tax ratio in the spring of 2004 was received as a very positive sign by the business community that the County is serious about their success.

The most recent reduction in the Large Industrial tax ratio will effectively **eliminate the 125,000 square foot barrier to industrial growth and lower the tax ratio for our largest employers**. This final step is expected to be in place for 2005.

The reduction will **lower municipal property taxes** that large industrial users pay **from the current 3.0084, to 2.745 times that of residential property owners**. The financial impact of a reduction in the large industrial tax ratio is expected to have only a modest impact on residential rate payers, an average of about \$10 per household.

No Development Charges a Strong Draw for Woodstock

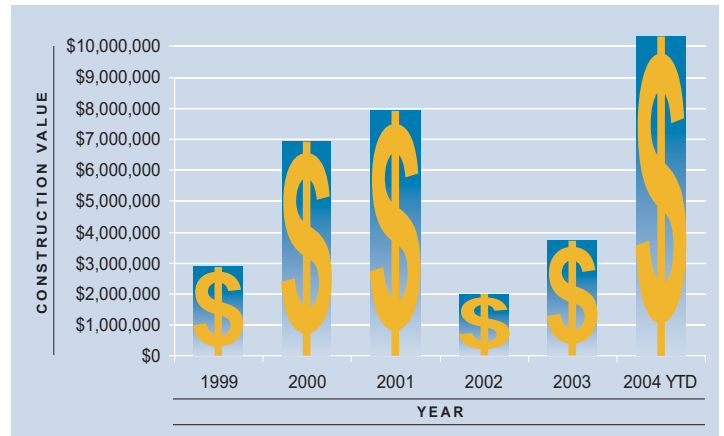
"We are beginning to see rapidly increasing interest in Woodstock from the outside investment community", said Len Magyar, Development Commissioner for the City of Woodstock. "We are being contacted by realtors and site selectors who we have never heard from before and are making it on to the radar screen of more and more companies who are considering expansion and relocation."

A myriad of factors are behind the increased development activity in Woodstock, but a **lack of development charges, ease of transportation, and land availability and cost** are among the key factors. With increasing concerns about border delays and tight time requirements for just-in-time delivery, a business location in **Woodstock is as an excellent remedy to these issues**.

Increasing development costs in other areas of the province have also been to Woodstock's advantage. With vacant industrial land becoming scarce and reaching \$400,000 per acre in larger urban centres, and some development charges reaching the \$9 - \$12 per square foot range in the GTA, Woodstock is being viewed as a location where businesses can reduce their development and operating costs without compromising market access or availability of skilled labour. For comparison sake, a 100,000 square foot building in the Toronto area could pay as much as \$900,000 in development charges before construction even begins. In Woodstock, the development charges for the same building would be \$0. **That is \$0 for development charges, regardless if it is a 2,000 square foot building or a 2 million square foot building.**

Industrial Permits Rebound

Industrial Building Permit Values

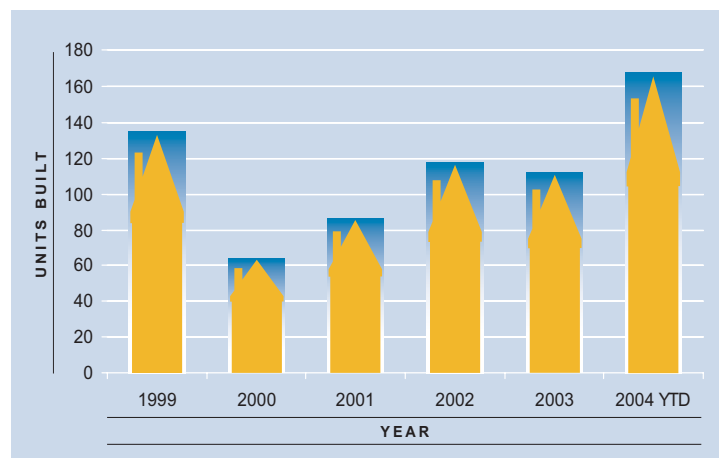


Woodstock industrial building permits are rebounding, and in 2004 will surpass the \$8 million in permits issued in 2001. With one month still left in the year, industrial building permits have already surpassed **\$10.3 million**, and more permits are still expected.

Year-to-date figures represent an increase of **more than 84%** over the 10 year average of \$5.6 million in industrial construction.

Residential Building Showing Strong Growth

Single Family Dwelling Starts



Woodstock is in the midst of a cycle of growth and as the local industrial base grows, so too does the city's population. As of the end of November 2004, 167 residential permits had already been issued for single family dwellings. This represents an **increase of 62% over the five-year average** with many more permits expected to be issued before year's end.

Technical Training Centre Addresses Skills Development

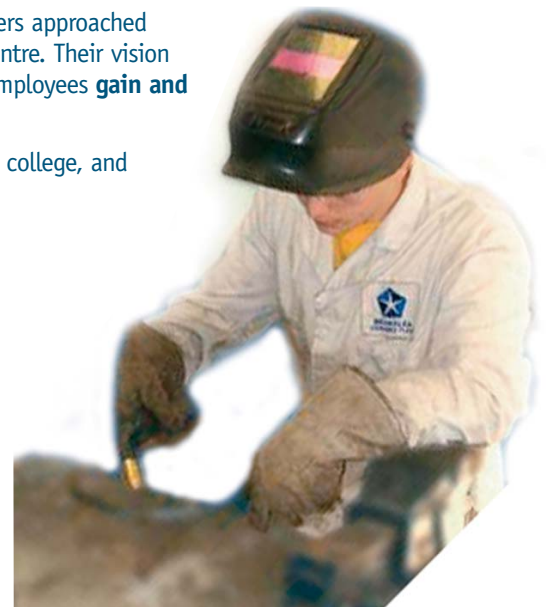
No one could have imagined the outcome when in 2002, a group of Oxford County manufacturers approached **Fanshawe College** and the **Thames Valley District School Board** with an idea for a training centre. Their vision was to create a training centre which would help students, potential employees, and present employees **gain and maintain the skills required by today's industrial work force.**

The idea grew into an alliance of industry, local and federal governments, local and community college, and the local school board and has resulted in the formation of the "**Oxford Technical Training Centre**" (OTTC) located in College Avenue Secondary School, Woodstock, Ontario, Canada.

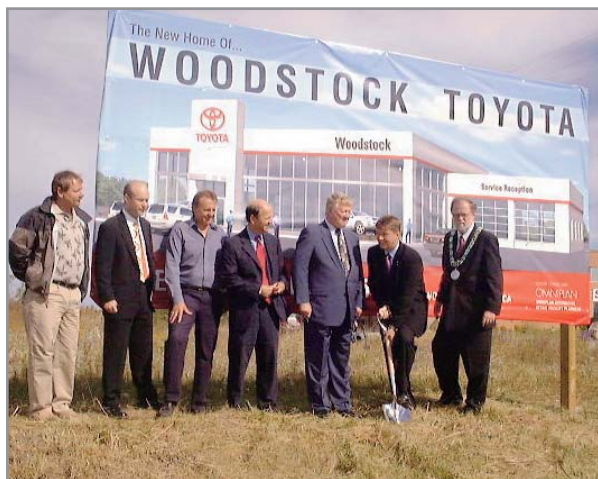
OTTC is quickly becoming a model for a local approach to skills development. The mandate of the OTTC's is:

- To introduce young people to technical skills that will last a lifetime
- To offer post-secondary opportunities in technical education
- To up-grade and enhance the current technical skills of the local workforce
- To build on community partnerships that focus on the development of technical skills

To date the centre has received an overwhelming response from youth in the community who are interested in learning more about a career in the skilled trades. More programs and equipment are planned to increase the centre's contribution to the area's skilled labour force.



Toyota Ground Breaking



Toyota Canada recently broke ground on one of their most recent dealership facilities in Woodstock, ON. Woodstock was chosen from a long list of competing communities based on its market strength and the proposal put forward by the dealership owner. Woodstock Toyota will be owned and operated by Mr. John Hogan who has extensive experience in the automotive sales industry.

The new **Toyota** dealership will help keep retail and service dollars within the city, while providing local consumers with additional car buying options. It is expected that this investment will inject \$1,000,000 of payroll into the local economy.

SOMA International Marketing

SOUTHWESTERN ONTARIO MARKETING ALLIANCE

Woodstock, in cooperation with its partners in the **Southwestern Ontario Marketing Alliance (SOMA)**, has worked hard in 2004 to raise the region's profile and target investment from the US and Europe. In recent months SOMA has lobbied the provincial government for critical infrastructure funding, undertaken trade missions into the US and Europe, and most recently contracted Dr. Claus Baumer to act as an agent for SOMA in the German market. SOMA's work with Dr. Baumer makes Woodstock one of only three Ontario communities actively working to attract investment from the promising German industrial market.

The SOMA partnership has been in existence for more than 4 years and consists of the communities of **Woodstock, Stratford, St. Thomas, Ingersoll, Aylmer, and Tillsonburg.** This partnership has allowed each of these communities to stretch their international marketing dollars much further than any one community could alone, and has raised the region's profile in the international investment community.



13 Great Reasons TO CHOOSE Woodstock NOW!

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 - \$85,000 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 municipally owned 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

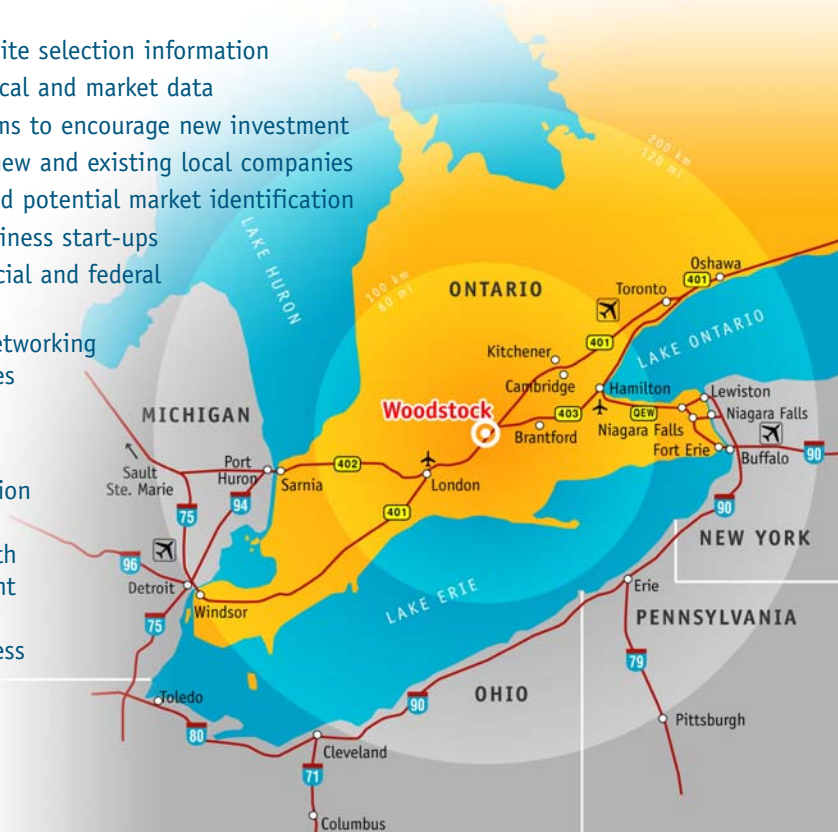
Our mandate is to support the City of Woodstock's objective of balanced and steady economic growth through existing and new investment.

The Office focuses on business retention and expansion, new business development, investment attraction, and market research. The Woodstock Economic Development Department 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.



The Economic Development Team



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