



# WoodstockNOW

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Newsletter July 2004

## CommerceWay Business Park Phase 1 NOW Open!

May 26, 2004 marked an historic day for the City of Woodstock and an outstanding opportunity for businesses expanding or relocating into Southern Ontario. The ground breaking for **CommerceWay Business Park** signaled the beginning of a prestige industrial development that is expected to attract a lot of interest.

Nearly 270 acres of prime industrial land is being developed by the City of Woodstock at the intersection of Highways 401 and 403. Starting in August 2004 development lots from 1 acre to 100 acres in size will be available for purchase.

Pricing is expected to range from \$55,000 to \$85,000 per acre with the higher price being attached to lots with 401/403 exposure. The City of Woodstock is spending approximately \$9 million servicing the CommerceWay development. A new sewage pumping station, roads, water and sewer services, and storm water management are currently being constructed in the park. When complete, the City will provide utility connections to all property lines for development lots and provide storm water management on City-owned land so as not to encumber land for building.

CommerceWay is ideally situated at the intersection of Highways 401 and 403 and is visible from both highways. From a logistical standpoint the Park represents what is perhaps the **best location** in all



Mayor Michael Harding (centre) is joined by Woodstock city councillors Phil Poole, Pat Sobeski, Deb Tait and Connie Lauder to officially open CommerceWay Business Park.

of Southern Ontario. Located half way between Toronto and Detroit, on two major highways, and within a two-hour drive of four international border crossings, **CommerceWay** offers unparalleled accessibility.

For businesses seeking a high profile location, CommerceWay offers the unique attribute of a location on Canada's "main street". Nearly 70,000 vehicles per day pass by the available building lots that front Highway 401.

For more information on the availability of development sites in CommerceWay visit [www.WoodstockNow.com](http://www.WoodstockNow.com).

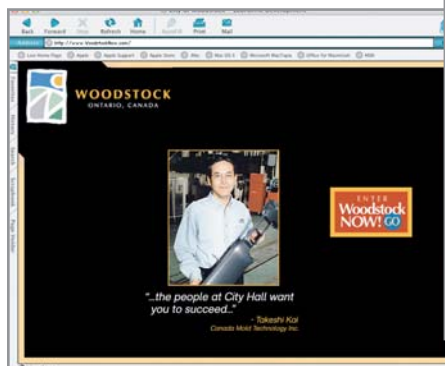
## WoodstockNow.com

The Woodstock Economic Development Department has just launched a new web site that is believed to be among the best in its industry.

**WoodstockNow.com** was based upon best practices in economic development web sites and is intended to be a powerful source of information for anyone considering an investment in the community. The site is rich with data and features a searchable business directory and a database of ICI real estate listings for the community. The web site also features an **interactive cost calculator** to help clients develop project cash flows. This feature is the first to provide this level of detail.

The web site was developed with the business

community and site selection professionals in mind. The site is intended as a one-stop location for business and economic development information for Woodstock, Ont. Visit this one-of-a-kind site at [www.WoodstockNow.com](http://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

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## Woodstock Continues to Improve its Competitive Edge



*"The proposed reduction in industrial tax rates is intended to create equal treatment of all industries here while at the same time improving our competitive position and ability to attract and grow business."*

**Mayor Michael Harding**

Oxford County Council recently reduced the tax ratio for the Large Industrial Class and has committed to **move to a single Industrial Tax Class in 2005**. This move will effectively eliminate the 125,000 square foot barrier to industrial growth and lower the tax ratio for the City's largest employers.

In a recent business survey, 85% of executives ranked taxation as either important or very important in terms of influencing their investment decisions. Woodstock is serious about keeping and

attracting investment and has proven this through action.

The move toward a single tax rate for all industries is expected to benefit both new and existing businesses. Existing businesses will no longer be impeded from growing beyond 125,000 square feet and into the large industrial class. New investment from outside the community will be encouraged because **Woodstock's tax treatment of large industries has become even more competitive.**

The reduction in the Large Industrial tax ratio at Oxford County Council is not about favoring any one business. Smaller growing businesses will only benefit from the rate change if they expand. It is especially important for the tier one and tier two auto-related suppliers as auto assembly expands throughout the area. If a business expands they will pay taxes on the increased area of their facility. Thus, any decrease in the tax burden to large industry is expected to be offset by new investment in the community.

"The proposed change in industrial rates is intended to create equal treatment of all industries in Woodstock while at the same time improving our competitive position and ability to attract and grow business" according to Mayor Michael Harding.

## Woodstock beats Ontario and U.S. in KPMG's 2004 Study

*Competitive Alternatives* is a comprehensive guide for comparing business costs in North America, Europe, and Asia-Pacific. The 2004 report is the most thorough comparison of international business costs ever undertaken by KPMG, an international accounting and management firm. It contains essential information for any company seeking a cost advantage in locating international business operations.

The study measures the combined impact of 27 significant cost components that are most likely to vary by location. The eight-month research program covered 17 industry operations in 11 countries. More than 2,000 individual business scenarios were examined, combining more than 30,000 items of data.

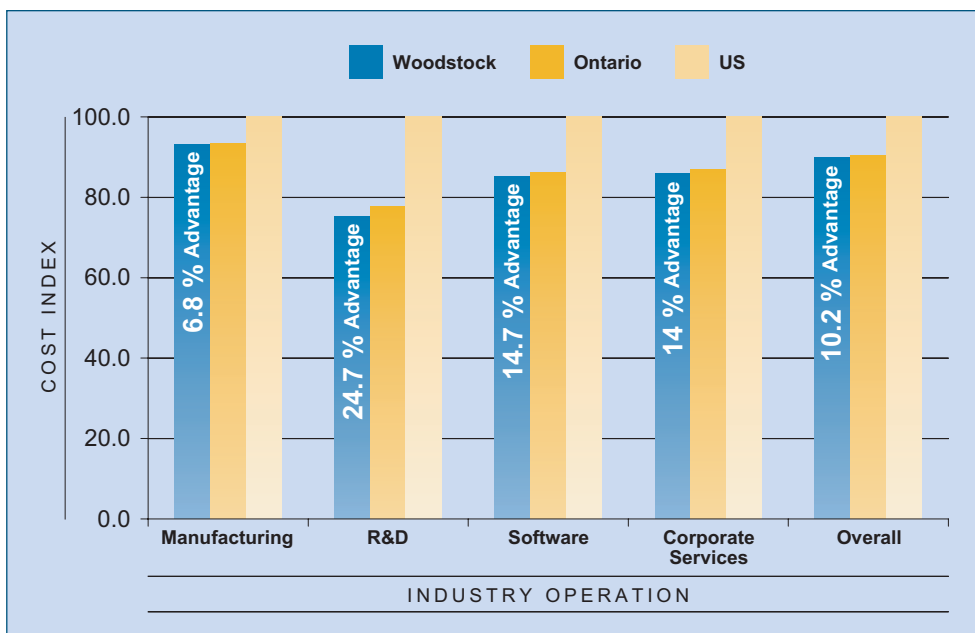
The United States represents the study baseline, and is the country that has experienced the greatest improvement in its competitiveness since 2002. The average for the 11 countries studied – Australia, Canada, France, Iceland, Italy, Japan, Germany, Luxembourg, the Netherlands, the United Kingdom, and the United States – was actually two percent higher than that of the US.

Canada is the lowest cost alternative with business costs approximately eight to nine percent below those in the United States. Woodstock was shown to have business costs over 10% lower than the US average

and had a one percent advantage over the Canadian average.

Full study results are available on-line at [www.competitivealternatives.com](http://www.competitivealternatives.com).

**Lower Operating Costs in Woodstock**



## New Investments in Woodstock to Date in 2004



### Jeamar Winches Inc.

The City of Woodstock is pleased to welcome **Jeamar Winches Inc.** to the community. With facilities in the United States and Canada, **Jeamar Winches** is a premier provider of heavy-duty winching solutions. The company currently employs 10 professionals and this number is expected to rise as the company grows from its new facility.

**Jeamar** designs and manufactures a wide range of heavy-duty winching products for customers worldwide. **Jeamar's** major markets are heavy industry, commercial marine environments, and the theatre industry, all environments where continuous-duty and adverse conditions are constant considerations.

The presence of an existing facility that met their growth needs, combined with the community's ideal location, drew the company to Woodstock. The move is strategically wise for the company and is expected to enhance the company's distribution capabilities.

The addition of **Jeamar** to Woodstock's industrial fabric continues a trend of growth and diversification. The company is an industry leader and has a good potential for future growth in the City. The City of Woodstock is pleased to have them join its business community.



### Woodstock Stampings Inc.

**Woodstock Stampings Inc.** has received final approval from their Board of Directors to proceed with a 30,000 sq. foot expansion at their current manufacturing facility in the Pattullo Ridge Business Park. The Woodstock facility was in competition with various other sister divisions for the additional business and opportunity for expansion that came with it.

The expansion will add 30 to 40 new jobs to the City and nearly \$2,000,000 in new payroll.

The Woodstock operation was successful in securing the new business for a variety of reasons. A skilled and dedicated work force with a strong team spirit proved to be critical in the facility's ability to achieve continued growth. In addition, recent moves by the County of Oxford to reduce the tax burden demonstrated to the Board of Directors that Woodstock and Oxford County are indeed **open for business**. A policy of **no development charges**, when added to the community's **enviable location**, helped to make the business decision to expand in Woodstock a lot easier according to company officials.

**Woodstock Stampings Inc.** has a strong history of growth in the community. This announcement marks their 4th physical expansion to the building since they set up operations in Woodstock in 1985.



### Toyota Dealership

A **Toyota motor vehicle dealership** is moving to the community. Owner, Mr. John Hogan has purchased 3.18 acres of land on Dundas Street East. The new **Toyota** dealership, approximating some 14,000 sq. ft., will be under construction later this year with new vehicle sales starting in early 2005.

Woodstock's recent growth has attracted this new investment based on expanding residential and commercial markets. Mr. Hogan praised the City of Woodstock for assisting him with securing the **Toyota** franchise for Woodstock.

The investment of the **Toyota** dealership will help keep retail and service dollars within the city, while also 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.



### KYJO Steel Incorporated

**KYJO Steel Incorporated** has purchased 1.5 acres of industrial land in Woodstock to relocate their manufacturing operation. **KYJO's** newly constructed facility in the Bysham Park Business Community will provide custom machining services for a variety of products and customers. The new facility is expected to be in production in September.

The Woodstock site was chosen due to its strategic location at the intersection of Highways 401 and 403. The central location will allow **KYJO** to further enhance its ability to serve their customers. **KYJO** praised the municipality for its aggressive stance on industrial development and made special mention of the excellent level of cooperation received from municipal officials.

The establishment of this company in the city will add to the diversification of Woodstock's economic base and reinforce the city's already great potential to secure new investment.

## On the Horizon...

*The Woodstock Economic Development Department has been very busy answering an unusually high level of inquiries over the last several months. Keep abreast of the latest news at:*

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

# 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.

## Office of the Development Commissioner:

### City of Woodstock

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## Woodstock... The Balance is in Your Favour

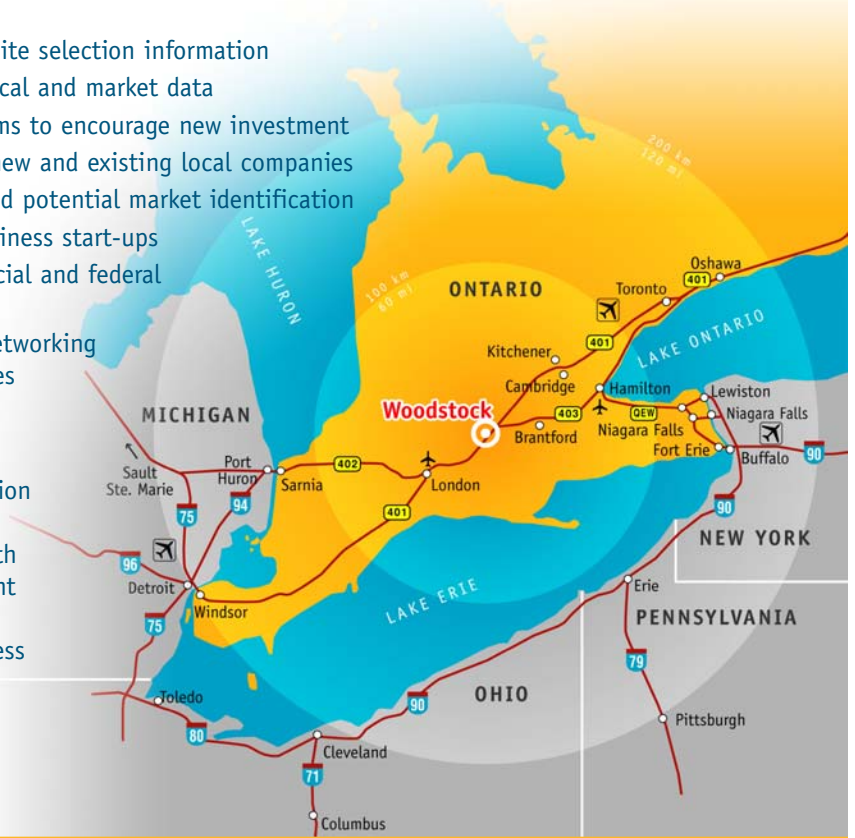
Our mandate is to support the City of Woodstock's objective of balanced and steady economic growth through existing and new investment.

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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