



**GROWING**  
**DRIVING**  
**BUILDING**  
**TALKING**

County of Brant

# Economic Development & Tourism



**Brant**

ECONOMIC DEVELOPMENT & TOURISM

YEAR IN  
REVIEW  

---

2018

# Economic Development

## STRONG AND STABLE

1,342 businesses

16,166 local jobs

(Source: McSweeney & Associates)

Employment rate **1.6% below** provincial average



## REACHING OUT FOR BUSINESS



The new **investinbrant.ca** website was launched to share key information

60+ business consultations

**#BrantWorks** was created to connect people to local jobs

250 business community leaders attended the Salute to Brant Business **SOLD OUT** event



Twitter, Instagram and Facebook channels were created to connect and engage the business community, resulting in over **850 followers**

The new **Economic Development Strategy and Action Plan** will direct future economic development to support the County of Brant's current economic base and enable new opportunities for growth. The four prominent pillars of the strategy include:

**GROWING** a more diversified local economy

**DRIVING** investment to the County

**BUILDING** Brant's downtowns

**TALKING** renewed focus on communications and engagement

## RECORD YEAR IN GROWTH

**895** building permits issued valued at roughly **\$173 million**. This was the highest year-end construction value the County of Brant has ever experienced



**467%** total growth in permits issued for commercial, industrial and residential from 2017 to 2018

**9** companies expanded their businesses for a total expansion of over 156,000 sq. ft. resulting in **40 new full-time jobs**

### Did you know?

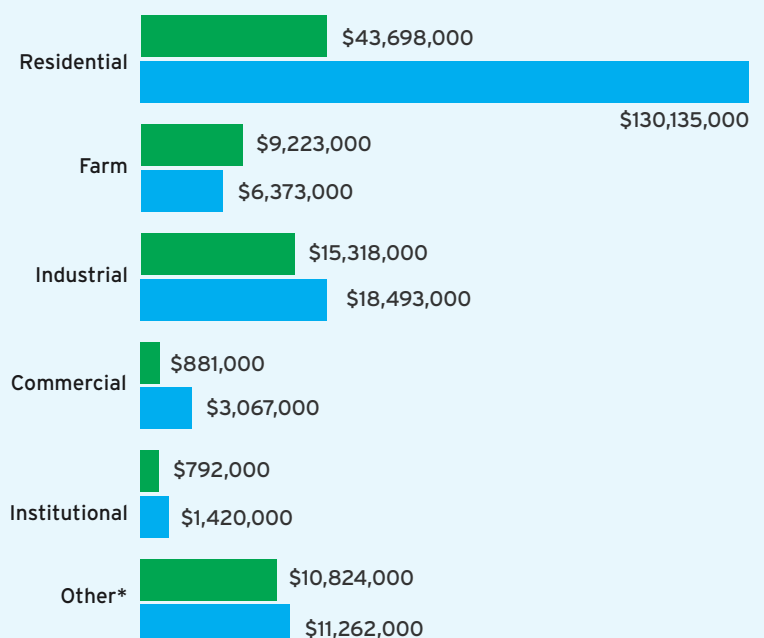
Commercial building permit values grew by **248%** from 2017 to 2018!



## YEAR OVER YEAR

### BUILDING PERMIT VALUES

403 Business Park was **SOLD OUT** in 2018!



\*includes small projects such as garages, small sheds, renovations not considered residential

● 2017 ● 2018

# Tourism

COUNTY OF BRANT  
WELCOMED OVER  
**337,400** VISITORS IN  
2018 WITH A VISITOR  
SPENDING IMPACT OF  
**\$25,428,417**

## VISIT, STAY AND PLAY

71% of visitors were from **outside** the County of Brant. Reasons for visiting:



21% visiting friends and relatives



18% outdoor recreation



17% dining

## VISITOR SPENDING

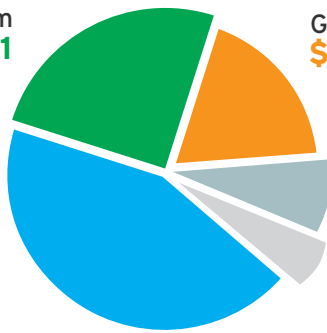
Outdoor tourism  
**\$5,217,351**

Group tours  
**\$254,150**

Sports  
(non tournament)  
**\$166,587**

Special events  
and festivals  
**\$19,743,073**

Arts and Culture  
**\$47,256**



Over **\$350,000** of conference revenue from over 20 businesses



### Visitors came from:

32%	Greater Toronto Hamilton Area
18%	Brantford
17%	Kitchener/Cambridge/Waterloo
13%	Other (Canada)
3%	London, Ontario
1%	Niagara

(Source: Ontario Tourism Regional Economic Impact Model, OTREIM)

## READY, SET, ACTION 2018!

**38** days of filming

**505** total cast and crew welcomed

**10** seat applications submitted

**2** feature films

**5** TV episodes

**7** different County of Brant locations

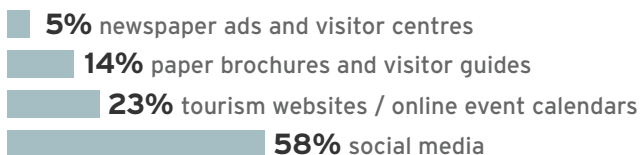


ECONOMIC IMPACT:

**\$76,018**

## WE'RE ENGAGED!

How visitors heard about us:



## SOCIAL MEDIA FOLLOWERS

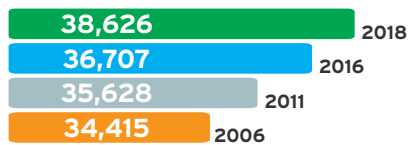
Facebook: 2,347	▲ up 72% over 2017
Instagram: 1,144	▲ up 259.7% over 2017
Twitter: 1,299	▲ up 22.4% over 2017
Visitor Blog:	965 views (▲ up 129.8%) 716 visitors (▲ up 192.2%)



5 International Airports ▶ 40 minutes  
 GO Transit Bus Terminal ▶ 5 minutes  
 Access highways 403, 24, 53 ▶ 5 minutes

Business Highway 401 ▶ 30 minutes  
 50 minutes ▶ deep water port  
 19 Universities/Colleges located within 140km (1.5 hours)

## DEMOGRAPHICS

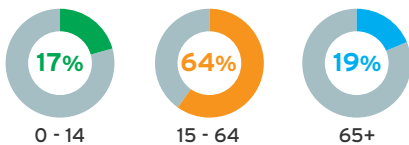


## HOUSEHOLD INCOME



More than 30% have incomes greater than \$100,000

## AGE PROFILE



## RESIDENTIAL REAL ESTATE



**\$453,021**

2018 average residential sale price  
 (Source: Brantford-Brant Regional Real Estate Association Inc.)



County of Brant  
 Economic Development & Tourism  
 519.442.6324 | investinbrant.ca

@investinBrant Brantecdev1

Where both businesses and people flourish.