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# Niagara Original: a new brand to help Niagara tell its story to the world

Niagara has a new brand. Niagara Original is the new positioning and design platform upon which Niagara will author its unique story to tell to the world. Business and community leaders were introduced to the new Niagara Original brand on November 18 during an official launch event at the Fallsview Casino Resort in Niagara Falls.

At the heart of the new Niagara region brand is the specially-created Niagara Original signature which is comprised of two core elements: the logo and the wordmark. The logo consists of a lower cased letter n combined with the silhouette of a maple leaf. When combined with the Niagara Original wordmark, the new signature serves as a powerful, flexible and unique identifier which is easily adaptable across multiple industry sectors.

"The Niagara Original positioning was developed through a series of workshops over the course of the last year and was shaped through a number of stakeholder interviews conducted throughout the entire region, traveller surveys and interviews conducted with business and opinion leaders in the GTA," said Patrick Gedge, CEO, Niagara Economic Development Corporation. The research proved quite informative. According to the findings, Niagara is perceived as a short-term, not a longer-term vacation destination. As well, business leaders do not think of Niagara as a business community, but rather a tourism destination.

"The people of Niagara are well-aware of what their region has to offer, but visitors and potential investors don't seem to realize the true benefits of Niagara until they visit the area," said Gedge. "Rather than let the existing perception of Niagara continue, we want to take a proactive approach on how we are perceived so, at the end of the day, there's



Students from Niagara College present elements of the new Niagara Original brand which was officially launched on November 18, 2008 at the Fallsview Casino Resort, Niagara Falls.  
Photo: Courtesy of St. Catharines Standard



more reasons to invest into Niagara, and that helps the economy."

Local business leaders and stakeholders are encouraged by the Niagara Original brand and the opportunities it presents.

"It's absolutely critical that we define

"Niagara" as a place and leverage the value in that name. I think "Niagara Original" has enormous potential," said Rudi Kroeker, President and CEO, Whiting Equipment Canada, Welland.

"It really grabbed me as soon as I saw it. I got it. "Original" says so much, in just one word, about what Niagara was, is and can be. It's a great concept for the greater good of Niagara," said Perry Johnson, Proprietor, The Stone Road Grille, Niagara-on-the-Lake.

Developed by Toronto-based Cundari SFP, which has worked on place branding for cities such as Washington, DC, Raleigh, NC, and Calgary, AB, the Niagara Original brand offers an innovative and flexible means for local businesses to join in the effort to promote Niagara as an valuable location in which to invest and visit. (continued...)

The Niagara Original Brand Initiative is supported by the Ontario Ministry of Tourism, Ontario Ministry of Economic Development, Niagara Economic Development Corporation, Destination Niagara and several industry partners in Niagara.

To help move the Niagara Original brand forward, Gedge said those involved in the initiative will meet with companies to discuss why branding is important and how relevant it could be to an individual operator or business. "Developing and implementing a brand is not a short-term exercise. We're working with people throughout Niagara to help them explore how the new brand platform can help them or best represent them," he said.

"We want people to use the brand because, ultimately, it will be a good business proposition. This is not about the next six months or year. We are laying the foundation for the next five years at least. We are positioning the marketplace to get people to think about Niagara in ways that are different than the current perceptions."

Learn more about the Niagara Original brand, including how your business or organization can begin integrating the Niagara Original signature into its marketing and communications efforts. Please call (905) 685-1308, email [info@niagaraoriginal.com](mailto:info@niagaraoriginal.com) or visit [www.niagaraoriginal.com](http://www.niagaraoriginal.com)

## niagara original: Sectoral Signatures

The Niagara Original brand signature is adaptable across industry sectors



ACADEMICS



AGRIBUSINESS



ATTRactions  
AMUSEMENTS



RESEARCH



CULINARY



CONSERVATION AREAS,  
OUTDOORS



GAMING



CYCLING



GOLF

### \$200 million motorsport complex planned for Fort Erie

Kuwaiti Islamic Investment Bank Bayt al-Mal and partners will invest \$200 million to build a motorsport and commercial complex in Niagara. The company has already purchased 623 acres of land in Fort Erie.

It is estimated that the project could generate over \$34 million per year in new tax revenue alone, create over 1,200 jobs, and increase economic development and tourism.

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

### MMFX invests \$55 million into former Atlas site

MMFX Technologies Corp. is investing millions of dollars in Welland to revamp the former Atlas Steel melt shop. The company announced that it has secured US\$55 million for the project from an investment banking, finance and investment advisory group focused exclusively on nanotechnology. The bulk of the funding will be used to finance renovations and startup costs associated with firing up the one-time Atlas melt shop.

### Local GM plant honoured in productivity survey

The General Motors engine plant in St. Catharines has been named as being the No. 1 auto parts manufacturer in its category in North America. The survey measures North American automotive manufacturers' assembly, power train and stamping plant productivity.

The Harbour Report North America 2008 named the plant tops for the "eight-cylinder, overhead valve" segment, beating out three other plants in that category.

## Queenston Bridge gets \$62 million boost

A major overhaul of the Canadian plaza at the Queenston-Lewiston Bridge got support from the federal government earlier this summer when Niagara Falls MP Rob Nicholson announced that \$62 million will be made available to assist the Niagara Falls Bridge Commission with the final half of a \$130-million project aimed at making one of Canada's busiest border crossings more efficient. Work is expected to be complete by mid-2011.

## Eurocopter Canada celebrates Fort Erie expansion

Eurocopter Canada officially opened its newly expanded headquarters and manufacturing facility in Fort Erie this summer. The site, which has grown by approximately 4,500 square metres to 12,200 square metres in total, will allow the company to further develop its manufacturing of high-tech parts for its worldwide fleet of helicopters. It's expected to create an additional 30 jobs by the end of the year to go along with the 200 people currently employed at Eurocopter.

Part of the Fort Erie expansion is for composite material manufacturing, as well as to supply more equipment and parts to the company's global supply chain. Along with providing helicopters the company offers technical and logistical support and a training centre for pilots and maintenance engineers. [www.eurocopter.ca](http://www.eurocopter.ca)

## Port Colborne's Carbohydrate Valley video wins award

"Carbohydrate Valley" a five-part video, identifying Port Colborne as a prime location for international companies looking to invest and succeed in Canada's bio-based economy, is the bronze winner of a 2008 Summit Creative Award.

The two local anchors of the Carbohydrate Valley cluster- CASCO Inc. and Jungbunzlauer International are featured in the production. CASCO, one of the first bio-product firms to set-up in Canada, produces an array of products categorized as starches, sweeteners, oils and animal feed. Jungbunzlauer, one of the world's leading biotechnology/food manu-

facturers chose to locate it's North American operations in Port Colborne. Other biotechnology firms are being invited to become part of this cluster of dynamic companies.

The video was produced by Pacific Productions, a full-service multimedia marketing and production company, specializing in emerging audio-visual technologies. [www.carbohydratevalley.ca](http://www.carbohydratevalley.ca)

## Garden City Tower wins awards

The Garden City Tower has won two prestigious environmental building awards. The 13-year-old building, located at 301 St. Paul Street in St. Catharines, was awarded the International Office Building of the Year Award and a National Earth Award from the Toronto chapter of the Building Owners and Managers Association. The awards recognize environmental standards both nationally and internationally. Cutting-edge environmental and operational practices helped the Garden City Tower achieve the top spot.

## 90 home subdivision breaks ground in Welland

Tetherwood Estates, a development by Rinaldi Homes, will break ground on the north side of Ontario Road near Memorial Park in Welland. The development will provide a wide range of homes that appeal to different buyers. Among the 90 homes being built, some will be 1,250-square-foot two-bedroom bungalows. Pricing will start in the low \$200,000s.

## \$40 million expansion underway at Niagara College Welland Campus

Work continues on a \$40 million expansion at Niagara College in Welland. The project includes a Skilled Trades and Technology Centre, a new athletic centre with seating for 1,000 spectators, an academic wing, and a student centre. The college's master plan will also see about \$10 million going towards upgrades to the Niagara-on-the-Lake campus on Taylor Road, where a new 4,000-square-foot wine education centre is being built as a venue for teaching, winemaking, a wine store, and visitor information. [www.niagaracollege.ca](http://www.niagaracollege.ca)

## Housing Starts up 19% in Niagara

Housing starts in Niagara increased by 19 percent in September compared to the same month last year, according to CMHC. Total starts in the Niagara-St. Catharines area from January to September grew nine percent over 2007.

[www.cmhc-schl.gc.ca](http://www.cmhc-schl.gc.ca)

## Toronto-Niagara Bike Train wins award

The Toronto-Niagara Bike Train was given the Best Tourism Marketing Partnership Award at the 2008 Ontario Tourism Awards held recently in Toronto.

[www.biketrain.ca](http://www.biketrain.ca)

## \$40 million Regional Development Fund

Federal Environment Minister, John Baird, announced a \$40 million regional development fund for Southern Ontario. The money will be provided in equal instalments over the next four years to help Hamilton and Niagara. The plan releases \$10 million annually for rural and low-employment communities in Southern Ontario and gives the region access to development programs to increase business opportunities and help create jobs.

## Niagara cheesemaker wows discerning crowd

The Upper Canada Cheese Company's Niagara Gold was recently named Best in Class in the 2008 Royal Agricultural Winter Fair's Interior Ripened Cheese category.

The Royal is Canada's largest agricultural exhibition and is held annually at Exhibition Place in Toronto.

## \$15 million Canadian Tire "Smart Store" opens

The new Canadian Tire store in Welland represents a \$15 million investment in the community and about 50 new jobs. Considered the "next generation" of Canadian Tire stores, it features 19,500 square metres of retail space and about 53,000 products.

Aspects of the new environmentally-friendly, state-of-the-art store include buttons to push throughout the store for customer assistance and areas where customers can

look up products on their own and get consumer ratings.

The new store in Welland and another in Orleans, Ontario, are the only two Smart Stores operating in the chain. The biggest change is a section of the store now dedicated to food sales. Some of the new products being marketed include health supplements, exercise equipment, and an expanded selection of pet supplies.

[www.canadiantire.ca](http://www.canadiantire.ca)

## Niagara wine chosen by legislature

Reif Estate Winery in Niagara-on-the-Lake has had its VQA 2006 Cabernet Sauvignon Reserve selected as one of the provincial Legislature's official wines of 2008-09. MPPs selected the official wines at a tasting event in early November. Selected wines will be served at official legislative events.

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

## Niagara employers make Canada's Top 100 List

Several Niagara companies have been named to the list of Canada's Top 100 Employers. Included in the list for the first time were Ridley College, St. Catharines; Meridian Credit Union, St. Catharines; and Canadian Tire Financial Services Limited, Welland.

[www.canadastop100.com](http://www.canadastop100.com)

## \$15 million donation for performing arts centre

Brock University has received its largest donation yet with a pledge of \$15 million for its downtown performing arts school. Local artist and philanthropist Marilyn Walker donated to the new school and expects her gift to provide the community with an opportunity to develop a stable and vibrant relationship with the arts. Walker's contribution is an endowment which will benefit the school in perpetuity.

[www.brocku.ca](http://www.brocku.ca)

## Handling Specialty inks deal with Royal Caribbean

Handling Specialty, based in Grimsby, has been awarded a multimillion-dollar contract for the design and manufacture of systems for Royal Caribbean International's next generation of cruise ships. The projects will include underwater stage lifts for an aquatheatre at sea, which will be a cruise industry first.

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

The Niagara Economic Development Corporation thanks the following community sponsors for their ongoing support.



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