



BRANTFORD
PUBLIC LIBRARY

REFERENCE

to be read in Library only

971.348

Bra

c.2. Local History

Class No.1984

PRELUDE

This document entitled Brantford Community Profile has been compiled to provide the business community, developers, and investors with up-to-date statistics and data on the City of Brantford. Additional information including a directory of manufacturing industries, available industrial sites and buildings, City newsletters, community life style, and general economic data, can be obtained from the City of Brantford's Department of Economic Development.

Please feel free to contact Development Department staff to discuss in confidence, any development proposals or economic opportunities which Brantford provides. Your inquiries may be answered as follows:

Department of Economic Development
City Hall
100 Wellington Square
BRANTFORD, Ontario
N3T 2M3
(519) 759-4150

David Amos - Director of Economic Development
Lloyd Berryman - Senior Development Officer

INDEX

	<u>PAGE</u>
<u>A</u>	
Accommodation - Visitors.....	7
Age Group Distribution.....	4
Agriculture.....	5
Air Transportation.....	19
Air Services.....	22-23
Airport.....	22
Area (City).....	2
Arenas.....	40-42
Assessments.....	17-18
Assistance to Industry.....	15-16
Associations & Clubs.....	34
Average Weekly Wages in the Industrial Composite.....	13
<u>B</u>	
Banks.....	9-10
Bell Homestead.....	A40
Building Permits.....	15
Business Assessment.....	17-18
Business Tax.....	17-18
Braneida Industrial Park.....	16
Braneida Industrial Park Map.....	A16
Brantford Population.....	5
Brantford Summary.....	1
Brantford Waterfront Development.....	A41
Bus Transportation.....	19
<u>C</u>	
Churches.....	34
City Council.....	24
Civic Data.....	34-42
Climate.....	3
Clubs, Associations & Societies.....	34
Colleges.....	37
Community Centres & Facilities.....	39-42
Commuting Distance.....	13
County of Brant (Map).....	A6
Custom Facilities.....	23

PAGE

D

Dentists.....	35
Doctors.....	35

E

Education.....	36-38
Electric Consumption - Electric Rates.....	30-31
Elevation.....	2
Employment & Average Weekly Wages & Salaries by Industry for the Brantford Area.....	12
Energy.....	30-33
Extremes in Precipitation.....	3
Extremes in Temperature.....	3

F

Financial Data.....	9-11
Fire Protection.....	26

G

Garbage Disposal - Industrial Waste Removal.....	29
Gas (Natural).....	17-18
General Statistics.....	2
Government (Civic).....	24

H

Health Services.....	35
Hospitals.....	35
Hotel - Motel Accommodations.....	34
Housing.....	7-8
Humidity.....	3
Hydro.....	30

I

Income (Personal & Disposable).....	11
Industrial Development.....	15-16
Industrial Land.....	16
Industrial Park.....	16
Industrial Waste Removal.....	29
Inside Brantford (Map).....	A39

PAGE

L

Labour Force.....	12-14
Labour Turnover.....	13
Land Use.....	15-16
Latitude.....	2
Libraries.....	35
Location.....	2
Longitude.....	2

M

Manufacturing.....	11
Manufacturing Distribution of Employment.....	12
Map of North America - City of Brantford.....	A2
Market Area.....	5
Media.....	34
Medical.....	35
Mill Rate.....	17
Motel Accommodation.....	34
Municipal Administration.....	24
Municipal Services.....	25-29

N

Natural Gas.....	32-33
Natural Gas Rates.....	32-33
Newspapers.....	34

O

Optometrists.....	35
-------------------	----

P

Parking Facilities.....	27
Parks & Recreation.....	39-42
Personal Disposable Income.....	11
Physicians.....	35
Police Services - City.....	25
Population.....	4-6
Power Sources.....	30-33
Precipitation.....	3
Present Industrial Areas (Map).....	A15
Property Tax.....	17-18

PAGE

R

Radio.....	34
Rail.....	19
Railways.....	20-21
Recreation & Culture.....	39-42
Religion.....	4
Retail Sales.....	11
Roads.....	27
Road Miles - Brantford To:.....	2
Road Transportation.....	

S

Salaries.....	12
Schools.....	36-38
Sewage Disposal.....	29
Streets and Roads.....	27
Summary.....	1
Survey of Markets.....	43-44

T

Tax Structure.....	17-18
Television.....	34
Temperature.....	3
Tourism.....	34
Trading Area.....	5-6
Training Facilities & Education.....	14
Transportation.....	19-23

U

Universities.....	36
-------------------	----

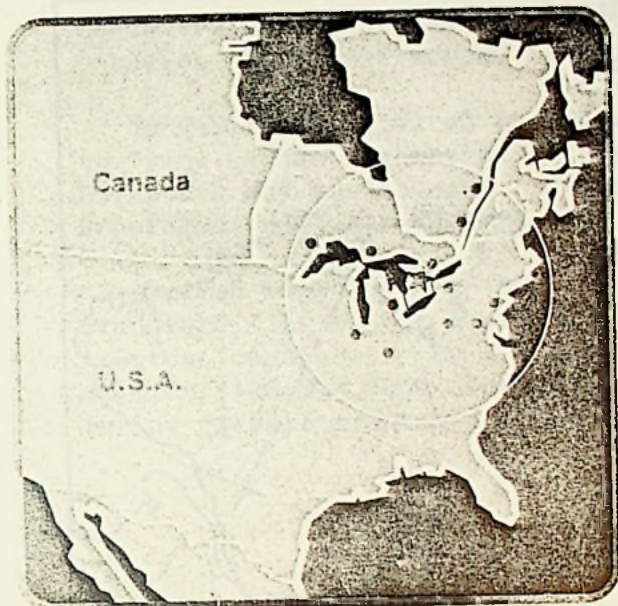
V

Vocational Schools.....	36
-------------------------	----

W

Wage Rates.....	12-13
Water Rates.....	27-28
Water Transportation.....	19
Weather.....	3
Work Force.....	12-13
Working Hours and Statutory Holidays.....	13-14

The City of **Brantford** is located in the middle of the largest industrial corridor in the free world.



A business location in **Brantford** provides one-day trucking access to:

- ★ 60% of all manufacturing establishments in North America
- ★ 85% of the total Canadian population
- ★ 54% of total retail sales in North America
- ★ market area of approximately 120 million people
- ★ 65% of total North American personal income
- ★ 48% of the total U.S. population
- ★ 10 of the top 12 U.S. industrial markets

For more information write to
David Amos
Director of Economic Development

CITY OF **Brantford** DEPARTMENT OF **Economic Development**

City Hall, 100 Wellington Square, Brantford, Ontario, N3T 2M3
Telephone: (519) 759-4150

Brantford Facts

Population:	74,569
City Area:	27 square miles (70 sq. km)
Roads:	227 miles (365 sq. km)
Watermains:	182 miles (293 km)
Bus Routes:	91 miles (146 km)
Financial Institutions:	28 banks, trust and loan offices
Railways:	C.N.R., C.P.R. and T.H.& B.
Air:	Brantford Municipal Airport - Customs port of entry. Lester B. Pearson (Toronto) International Airport - 50 miles (80 km) away.
Newspapers:	Brantford Expositor and Brant News (weekly)
Schools:	30 public, 4 secondary, 18 elementary schools in separate school system, 1 community college, W. Ross MacDonald School (formerly Ontario School for the Blind), 7 universities within a 60 mile (97 km) radius
Library:	central library and branch - 186,000 volumes. Part of South Central Regional System. Computer terminal available for industry and commerce.
Municipal Parks:	72 park areas comprising 890 acres (360 hectares) of land
Recreation Facilities:	3,000 seat arena, 500 seat auditorium. 8 major recreation centres
Harbors:	Hamilton Harbour - 20 miles (32 km) away
Hotels/Motels:	11 with 450 rooms
Water Pumping Capacity:	20 million imperial gallons (90.0 million litres) per day
Natural Gas:	1,000 B.T.U. per cu. ft.
Hydro:	primary voltage level of 27,600 volts available to industry
Radio Station:	C.K.P.C. - A.M./F.M.
Shopping:	2 major shopping malls. Downtown mall at design stage over 200
Industries:	
Business and Service Clubs:	33
Golf Clubs:	4

City of Brantford
Department of Economic Development
See other side

Map of North America



LOCATION

LOCATION

The City of Brantford, Ontario is centrally located in Canada's most concentrated industrial area which surrounds the westerly end of Lake Ontario. Excellent access is provided to the City by rail, road or air.

Conveniently situated on Highway #403, Brantford is directly connected to Trans-Canada Highway #401 immediately to the west, and the Queen Elizabeth Way to the east. Other major highways serving Brantford include Provincial Highways #2, #24, #53 and #54.

Located only 104 km. (65 miles) from a major United States entry point, Brantford lies in the heart of the most populated area in the North American continent. In a single day's trucking, one hundred and twenty million (120,000,000) consumers and sixty percent (60%) of all manufacturing establishments in North America can be reached.

Kilometers ()			
<u>Road Miles - Brantford to:</u>			
Galt	17 (27)	St. Thomas	74 (118)
Hamilton	24 (38)	Buffalo	90 (144)
Kitchener	26 (42)	Oshawa	97 (155)
Guelph	31 (50)	Owen Sound	113 (181)
Oakville	42 (67)	Windsor	170 (272)
London	57 (91)	Detroit	171 (274)
St. Catharines	60 (96)	North Bay	270 (432)
Toronto	65 (104)	Ottawa	317 (507)
Niagara Falls	68 (109)	Montreal	405 (648)

General Statistics

Elevation above sea level - 701.563 feet
Longitude at City Hall - 80°15' 45"W
Latitude at City Hall - 43°8' 26"N
Incorporated as a Town - 1847
Incorporated as a City - 1877
1983 Population - 74,569*

* Source: Provincial Assessment Department

CLIMATE

The climate in Brantford is typical of Southern Ontario and is moderated by the influence of the nearby Great Lakes. The following table sets forth average precipitation and temperature data on the Brantford area.

CLIMATE (1982)

Annual Snowfall	72.3	cm
Annual Rainfall	797.0	mm
Highest Recorded Temperature	+31.5°	C.
Lowest Recorded Temperature	-25.0°	C.
Annual Mean Maximum Temperature	+12.0°	C.
Annual Mean Minimum Temperature	+ 2.7°	C.

EXTREMES IN PRECIPITATION

Most rain in one month	August	125.9	mm
Most rain in one day	August 24	74.0	mm
Driest month	October	27.9	mm
Most snow in one month	January	61.0	cm
Most snow in one day	March 25	16.0	cm

EXTREMES IN TEMPERATURE

Hottest recorded	31.5° C.	July 16
Coldest recorded	-25.0° C.	January 17

PRECIPITATION & TEMPERATURE MAXIMUM/MINIMUM

<u>MONTH</u>	<u>MAX TEMP °C.</u>	<u>MIN TEMP °C.</u>	<u>RAIN (mm)</u>	<u>SNOW (cm)</u>
January	8.0	-25.0	26.8	61.0
February	6.0	-23.5	4.0	36.4
March	18.0	-17.0	58.5	24.0
April	24.0	-11.0	34.0	15.0
May	28.5	2.5	77.2	
June	28.0	6.0	119.1	
July	31.5	10.0	43.6	
August	29.5	2.5	125.9	
September	29.5	3.5	101.7	
October	25.0	- 3.0	27.9	
November	21.0	- 9.0	112.6	2.0
December	20.5	-17.0	65.7	35.5

* Source: City Engineer's Report, 1982

POPULATION

Brantford's population stood at 73,525 in 1983, an increase of 19.65% since 1973. The compound annual rate of growth since 1951 has been 2.26%.

The City's population is highly cosmopolitan with many nationalities represented. While Brantford's population is predominantly of British descent, other nationalities represented include French (3.7%), Italian (4.0%), German (5.1%) and others. The major single religious denomination is Protestant.

POPULATION BREAKDOWN

The following is a population breakdown for the year 1971 to 1983 inclusive.

	<u>AGE 0-8</u>	<u>AGE 9-15</u>	<u>AGE 16-19</u>	<u>AGE 20-65</u>	<u>AGE 66 & OVER</u>	<u>TOTAL ALL AGES</u>
1983	8,290	7,562	4,908	41,626	11,139	73,525*
1982	9,312	7,719	5,022	42,627	8,584	73,264
1980	9,595	8,035	5,257	41,067	9,101	73,055
1979	9,360	8,007	5,016	39,269	8,548	70,200
1978	9,361	8,134	4,962	39,233	7,401	69,091
1977	9,308	8,376	4,964	39,045	7,197	68,890
1976	9,113	8,391	4,419	47,486	7,021	66,930
1975	8,722	8,378	4,768	35,849	7,407	65,124
1974	8,493	8,526	4,695	34,562	7,311	63,587
1973	7,604	8,258	4,662	34,057	6,864	61,445
1972	8,962	8,266	4,798	33,910	6,756	62,692
1971	8,691	8,192	4,560	33,738	6,511	61,692

* Source: Provincial Assessment Records

POPULATION GROWTH

<u>YEAR</u>	<u>POPULATION</u>	<u>YEAR</u>	<u>POPULATION</u>
1847	3,000	1930	30,103
1850	3,200	1940	31,135
1870	7,000	1950	36,532
1880	10,688	1960	54,093
1890	14,280	1970	60,704
1900	16,216	1980	70,487
1910	20,711	1983	74,315*
1920	30,549		

* Source: Statistics Canada

CENSUS CANADA POPULATION BY RACIAL ORIGIN (1971)

British	57,095
French	2,865
German	4,035
Italian	2,655
Netherlands	2,385
Polish	2,930
Scandinavian	425
Ukrainian	2,040
Other	5,855

BRANTFORD TRADING AREA

The City of Brantford is the County Seat for Brant County. The city proper comprises 26.5 square miles of land and is located on the Grand River. The city is surrounded by 20,000 acres (31.25 square miles) of gently rolling farmland. Brantford is "the City" to over eleven hundred farmers within the Brant County agricultural area. A favourable "frost-free" season and an annual average rainfall of 31 inches (97 centimeters) offers an ideal combination of growing conditions for a wide range of crops.

One of the major tobacco growing areas of the world is immediately adjacent to the City of Brantford.

COUNTY OF BRANT



BRANTFORD TRADING AREA (cont'd)

Cities, Towns and Townships

<u>COMMUNITY</u>	<u>Kilometers () DISTANCE</u>	<u>POPULATION (1)</u>
Brantford	---	74,315
Paris	7 miles (11)	7,272
Simcoe	24 miles (38)	14,326
Township of Brantford	---	6,639
Township of South Dumfries	10 miles (16)	3,940
Township of Oakland	8 miles (13)	1,238
Township of Onondaga	10 miles (16)	1,291
Township of Burford	9 miles (14)	5,392
Township of Delhi*	25 miles (40)	14,923
Township of Norfolk*	20 miles (32)	10,769
		<hr/>
		140,105
		=====

(1) Taken from 1983 Municipal Directory

* Townships and Towns in the Regional Municipality of Haldimand-Norfolk under Brantford's market influence and labour pool

--- Distance of Townships are based on an approximate centre to centre measurement between the Townships concerned and the City of Brantford

HOUSING

Whether you prefer turn-of-the century Victorian mansions, the latest in architecturally designed energy efficient homes, or multi-family accommodation, the City of Brantford can meet your housing needs. Approximately 70 percent of Brantford's residents own single family homes. These houses are traditionally available on large spacious lots located along tree-lined streets. Parks, recreational facilities, public transit, and a variety of shopping opportunities are all within easy reach of City residents.

The comparison of housing costs found on page 8, clearly indicates that even though Brantford's housing is of equal or better quality than in other North American centres, it is much more affordable.

Development potential as of November 1, 1983
is as follows:

1) units available for immediate development	881
2) units available for 'future' development	695
	<hr/>
Total Units	1,576
	=====

MULTI-FAMILY HOUSING

A wide variety of bachelor, one to three bedroom apartment units, row houses, and condominiums are found throughout the City. Results of a October, 1983 survey undertaken by Central Mortgage and Housing, revealed that there is presently a 2.3 percent vacancy rate in private structures of six units or more.

FINANCIAL DATA

BRANTFORD OFFERS AFFORDABLE HOUSING

<u>MUNICIPALITY</u>	<u>FACTOR</u>
Vancouver, B.C.	2.54
Victoria	2.07
Calgary, Alta.	2.08
Edmonton	1.82
Regina, Sask.	1.28
Winnipeg, Man.	1.25
Cambridge, Ont.	1.14
Guelph	1.25
Hamilton	1.35
Kingston	1.17
Kitchener-Waterloo	1.34
London	1.26
Mississauga	1.98
Niagara	1.02
Oakville	2.10
Oshawa	1.45
Ottawa	1.94
Peterborough	1.12
St. Catharines	1.13
Sarnia	1.25
Toronto	2.15
Windsor	1.03
Montreal, Que.	1.43
Fredericton, N.B.	1.06

The City of Brantford provides housing opportunities at an extremely competitive price.

By multiplying present estimated housing market value by factor as indicated by the above chart an estimated comparable cost between housing in Brantford and other municipalities may be obtained.

FINANCIAL DATA

The City of Brantford is both the financial and political centre of Brant County. All major financial institutions are represented in the community as follows:

BANKS IN BRANTFORD (Main Branches)

The Canadian Imperial Bank of Commerce
Dalhousie & Market Streets
Manager: J.A. Hawkins
Phone: 752-5477

The Bank of Montreal
57 Market Street
Manager: J.F. Long
Phone: 756-2700

The Bank of Nova Scotia
170 Colborne Street
Manager: J.M. Coulas
Phone: 759-5810

The Royal Bank of Canada
32 Market Street
Manager: D.C. Pollock
Phone: 753-4121

The Toronto-Dominion Bank
58 Market Street
Manager: R.A. Turenne
Phone: 756-0550

Province of Ontario Savings Bank
138 Dalhousie Street
Manager: C. Campbell
Phone: 753-4131

TRUST COMPANIES

The Permanent
70 Market Street
Manager: V. Sisson
Phone: 759-4020

Crown Trust Company
112 Dalhousie Street
Manager: G.L. Breen
Phone: 752-4393

First City Trust Company
28 Market Street
Manager: C. Baker
Phone: 752-4319

FINANCE COMPANIES IN BRANTFORD

Avco Financial Services
147 King George Road

Phone: 759-6720

Beneficial Finance Systems
137 Colborne Street

Phone: 753-4195

Household Finance Corp. of Canada
118 Colborne Street

Phone: 752-6561

COLLECTION AGENCY

Credit Bureau
154 Dalhousie Street (Collections)

Phone: 753-3483

Phone: 753-7311

BUYING POWER INDEXES

	<u>BRANTFORD</u> <u>** CA AREA</u>	<u>COUNTY</u> <u>OF BRANT</u>
<u>POPULATION (1983) (1)</u>		
10 year growth	10.52%	8.82%
Population	87,527	99,416
Households	32,908	36,869
<u>PERSONAL DISPOSABLE</u> <u>INCOME (1983)</u>		
* Total	\$926,000,000.	\$1,093,195,000.
Per Capita	\$10,579.	\$10,996.
<u>RETAIL SALES (1983)</u>		
* Total	\$401,200,000.	\$413,600,000.
Per Capita	\$4,584.	\$4,160.
<u>MANUFACTURING</u>		
* Shipments, Value (1980)	\$1,605,739,000.	\$1,626,579,800.

* The Financial Post Canadian Markets 1984

(1) Province of Ontario Assessment Office

** Census agglomeration of Brantford is comprised of Brantford, city; Paris, town; and Brantford, township.

LABOUR FORCE

MANUFACTURING DISTRIBUTION
OF EMPLOYMENT

<u>INDUSTRY</u>	<u>PERCENTAGE</u>
Machinery	36.6
Transportation Equipment	7.3
Metal Fabrication	6.6
Primary Metal	5.0
Chemical	6.5
Electrical	3.6
Textiles	4.9
Paper and Allied Products	4.9
Rubber	3.0
Food and Beveraged	4.3

EMPLOYMENT AND AVERAGE WEEKLY WAGES AND SALARIES
BY INDUSTRY FOR THE BRANTFORD AREA (ALL EMPLOYEES)

<u>Type of Industry</u>	<u>No. of Employees</u>	<u>AVERAGE WEEKLY WAGES AND SALARIES</u>		
		<u>Oct/83</u>	<u>Oct/82</u>	<u>Oct/81</u>
Manufacturing	13,700	\$435.69	\$385.74	\$394.48
Durable Goods	7,300	491.00	405.00	424.33
Non-Durable Goods	6,400	386.00	361.00	338.00

Definitions:

DURABLE GOODS MANUFACTURING - The sum of wood products, furniture and fixtures, primary metal industries, metal fabricating industries, machinery (except electrical), transportation equipment, electrical products and non-metallic mineral products.

NON-DURABLE GOODS MANUFACTURING - The sum of the remaining manufacturing industries.

SOURCE: Statistics Canada

These figures are based on reports from employers of 20 or more employees.

AVERAGE WEEKLY WAGES
IN THE INDUSTRIAL COMPOSITE

	<u>1981</u>	<u>1982</u>	<u>1983</u>
BRANTFORD	323.00	335.00	331.00
ONTARIO	349.00	383.00	386.00
CANADA	357.00	390.00	390.00

Source: Statistics Canada

COMMUTING DISTANCE

The majority of Brantford employees live either in the City of Brantford or the immediately adjacent areas throughout the County, including the Town of Paris and the Villages of Burford and St. George, which lie about 7 to 9 miles (11 to 14 kilometers) from the centre of Brantford. There is also some commuting to employment in Brantford from those areas of Norfolk, Wentworth and Oxford Counties, lying just outside the Brant County lines. The farthest point in the County is about 18 to 20 miles (29 to 32 kilometers) from the City.

LABOUR TURNOVER

The City of Brantford has a reputation for co-operation between industrial labour and management. Historically, the business community has been free of strikes and labour unrest. Satisfaction with working conditions and job opportunity is positively reflected in the low labour turnover rates. For example:

205 employees with 25 or more years of service
330 employees with 15 or more years of service
25 employees with 10 or more years of service
25 employees with 5 or more years of service
60 employees with 1 or more years of service

WORKING HOURS AND STATUTORY HOLIDAYS

Most industrial plants work a 40-hour week on a variety of 1, 2, and 3 shift schedules.

WORKING HOURS AND STATUTORY HOLIDAYS (cont'd)

Statutory Holidays are commonly recognized as -

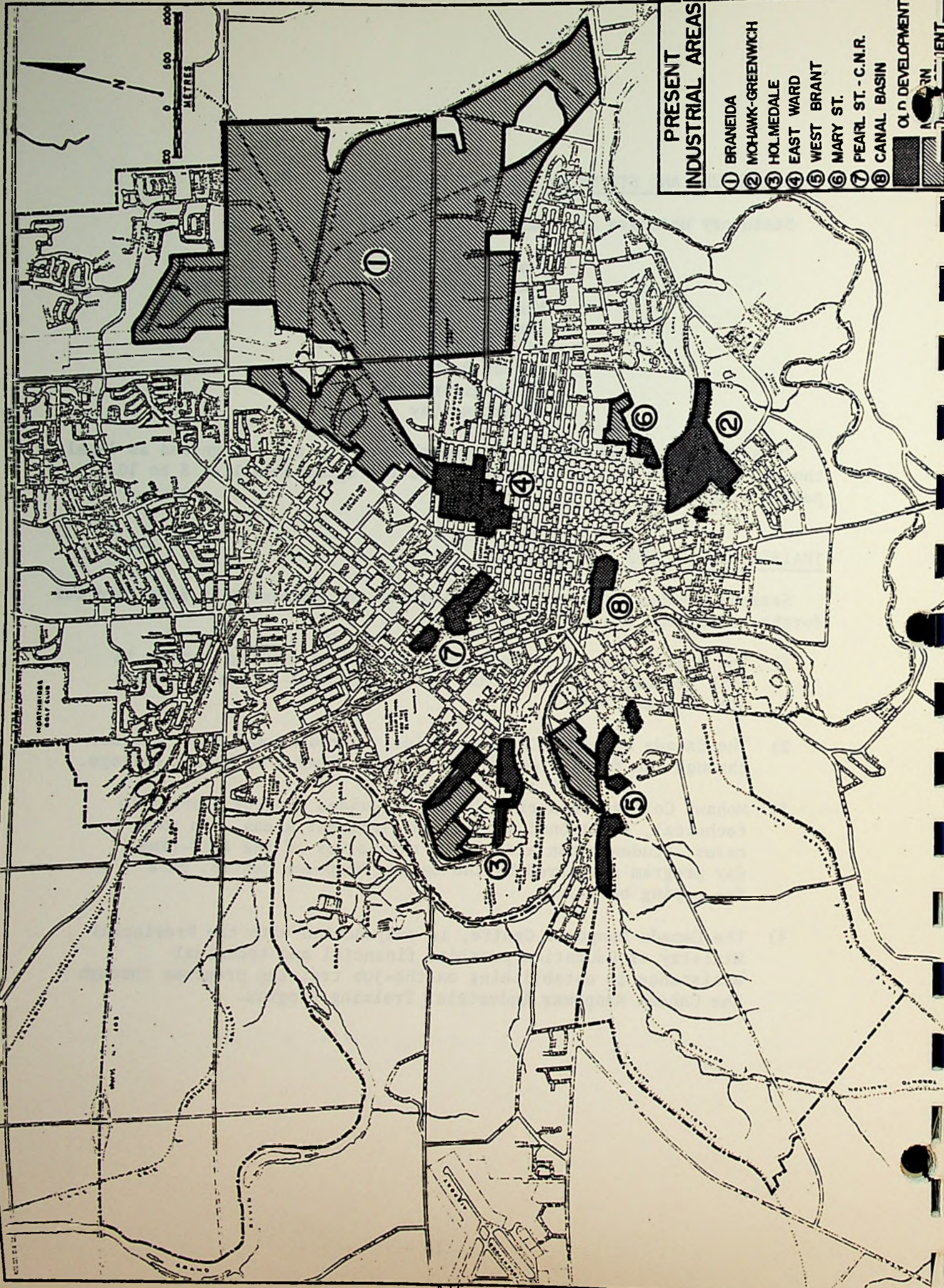
New Year's Day
Good Friday
Victoria Day
Dominion Day
Civic Holiday
Labour Day
Thanksgiving Day
Christmas Day

In addition, Easter Monday and Remembrance Day are recognized as legal, though not public holidays. Many collective agreements list 8 to 10 paid holidays.

TRAINING FACILITIES AND EDUCATION

Several avenues are available to workers and employers in Brantford for further education and training.

- 1) The Brant County Board of Education offers evening courses in both academic and vocational areas. Special interest courses are also available.
- 2) The Canada Manpower Centre provides upgrading and skill courses through the facilities of the Braneida Campus of Mohawk College.
- 3) Mohawk College, Braneida Campus, provides evening courses in technical, vocational and general interest areas. In some cases, students can also avail themselves of the full-time day program sponsored by the Canada Manpower Centre, on a fee paying basis.
- 4) The Canada Manpower Centre, in conjunction with the Provincial Ministry of Education provides financial and technical assistance in establishing on-the-job training programs through the Canada Manpower Industrial Training Program.



PRESENT INDUSTRIAL AREAS

- ① BRANEIDA
- ② MC-HAWK-GREENWICH
- ③ HOL-MEDALE
- ④ EAST WARD
- ⑤ WEST BRANT
- ⑥ MARY ST.
- ⑦ PEARL ST. - C.N.R.
- ⑧ CANAL BASIN

OLD DEVELOPMENT
NEW DEVELOPMENT

INDUSTRIAL DEVELOPMENT

INDUSTRIAL DEVELOPMENT IN BRANTFORD AND AREA 1964 - 1983 INCLUSIVE

<u>YEAR</u>	<u>NEW INDUSTRIES</u>
1964	6
1965	7
1966	6
1967	6
1968	2
1969	4
1970	1
1971	3
1972	1
1973	5
1974	3
1975	6
1976	3
1977	2
1978	4
1979	2
1980	3
1981	3
1982	8
1983	7
	<hr/>
	82
	==

In the 20 year period 1964-83, building permit value of some 82 new industries and a multitude of industrial expansion in Brantford totalled \$70,000,000. The capital investment by industry in new and expanded facilities during that period was some 161 million dollars.

The impetus to this phenomenal development is greatly due to municipal and utility co-operation and initiative in providing all necessary services as required.

ASSISTANCE TO INDUSTRY

Brantford has been designated by the Federal Government as a Tier II municipality to participate under the new, national program to provide direct financial assistance in all areas of Canada.

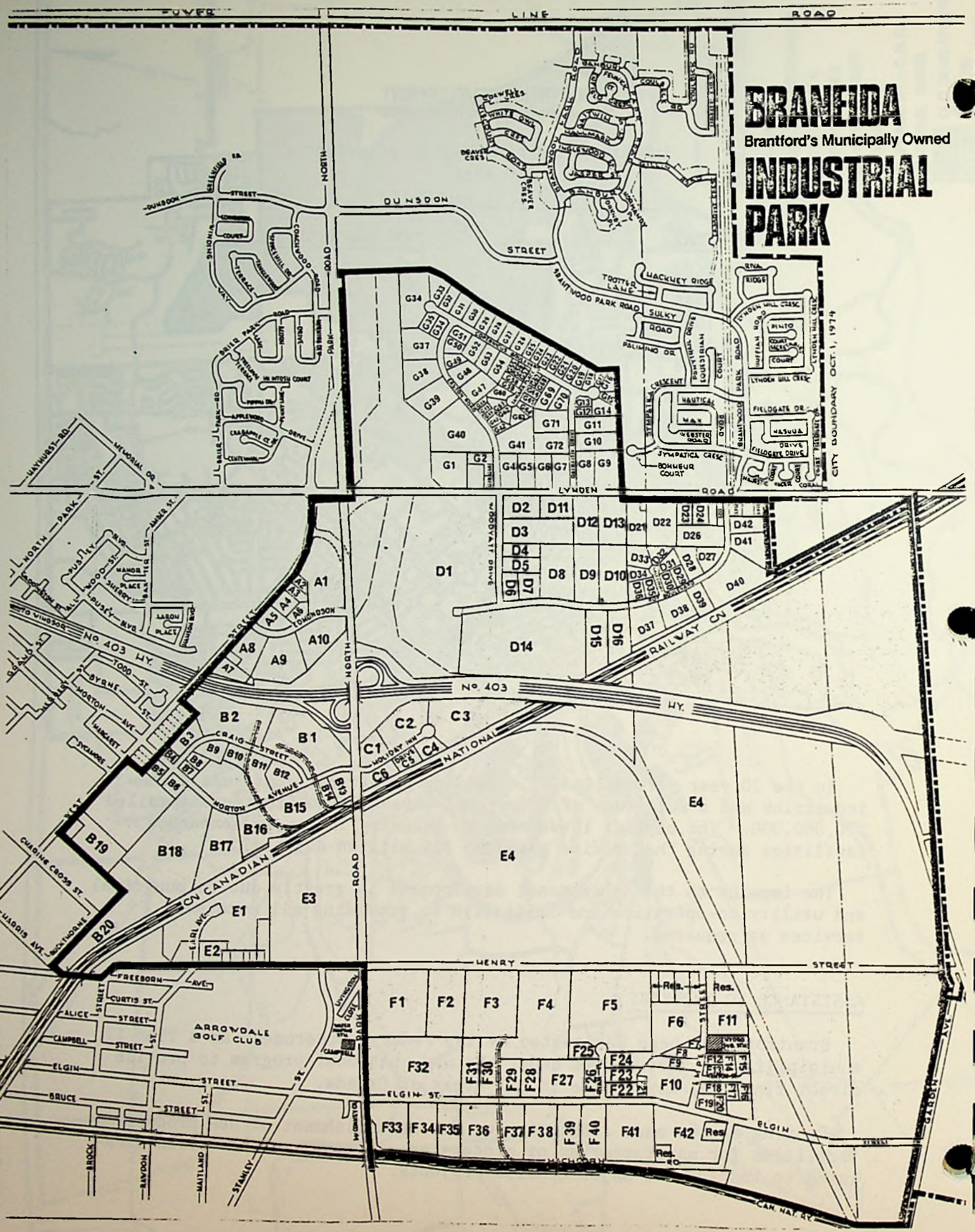
Funding may be made available for the establishment of new production facilities for manufacturing or processing, selected service sectors related to industry or major tourism projects.

BRANEIDA

Brantford's Municipally Owned

INDUSTRIAL PARK

CITY BOUNDARY OCT. 1, 1974



ASSISTANCE TO INDUSTRY (cont'd)

Eligible costs are capital costs including buildings, machinery and equipment, capitalized preproduction expense and directly related infrastructure. As a Tier II municipality your firm, by meeting established qualifications, is eligible for up to 35% assistance against capital requirements.

The City of Brantford Department of Economic Development will provide full assistance in making application under the program.

THE BRANEIDA INDUSTRIAL PARK

BRANEIDA - (Brantford's North-Eastern Industrial Development Area) embracing some 1,500 acres of industrially zoned land is a prime example of the Municipality's intent to co-operate with industry and new development. Our policy has been to assemble land in advance of need, and then on requirement, fully service blocks and sell in various sized parcels for industry purposes.

In order that there will be no misunderstanding of the term "fully serviced", we mean that the following are provided:

storm sewer
municipal water
hydro
street lights
public transit

sanitary sewer
natural gas
curb & gutter

Additional information regarding available industrial sites and buildings may be obtained by contacting the Department of Economic Development, City Hall, Brantford. (759-4150)

MUNICIPAL TAXES

INDUSTRIAL TAXES IN BRANTFORD, ONTARIO

Taxes levied by the Municipality apply to:

1. Land
2. Buildings
3. Business Tax

LAND ASSESSMENT based upon:

1. Location and services
2. Use of property
3. Other criteria which require the professional estimate of a trained assessment officer

Assessments cannot be expressed accurately as a percentage of the market price since the evaluation standards of the assessment officers do not necessarily coincide with those of realtors. The acreage upon which a building is constructed and the property utilized immediately will be assessed at a higher rate than the unimproved acreage held for future expansion. Each parcel of industrial land, therefore, will be assessed by the same standard for each industry, but will vary according to the percentage of the property improved by construction and use.

BUILDING ASSESSMENT

It is based upon 1945 normal construction costs. In order for us to estimate the assessment of a proposed industrial building, it is necessary to see the specifications. Estimated costs by construction firms cannot be used since there are variations in these estimates.

BUSINESS TAX

In all Ontario communities, including Brantford, a business tax is applied to all manufacturing industries at a rate of 60% of the realty tax. (This is statutory).

1983 MILL RATE

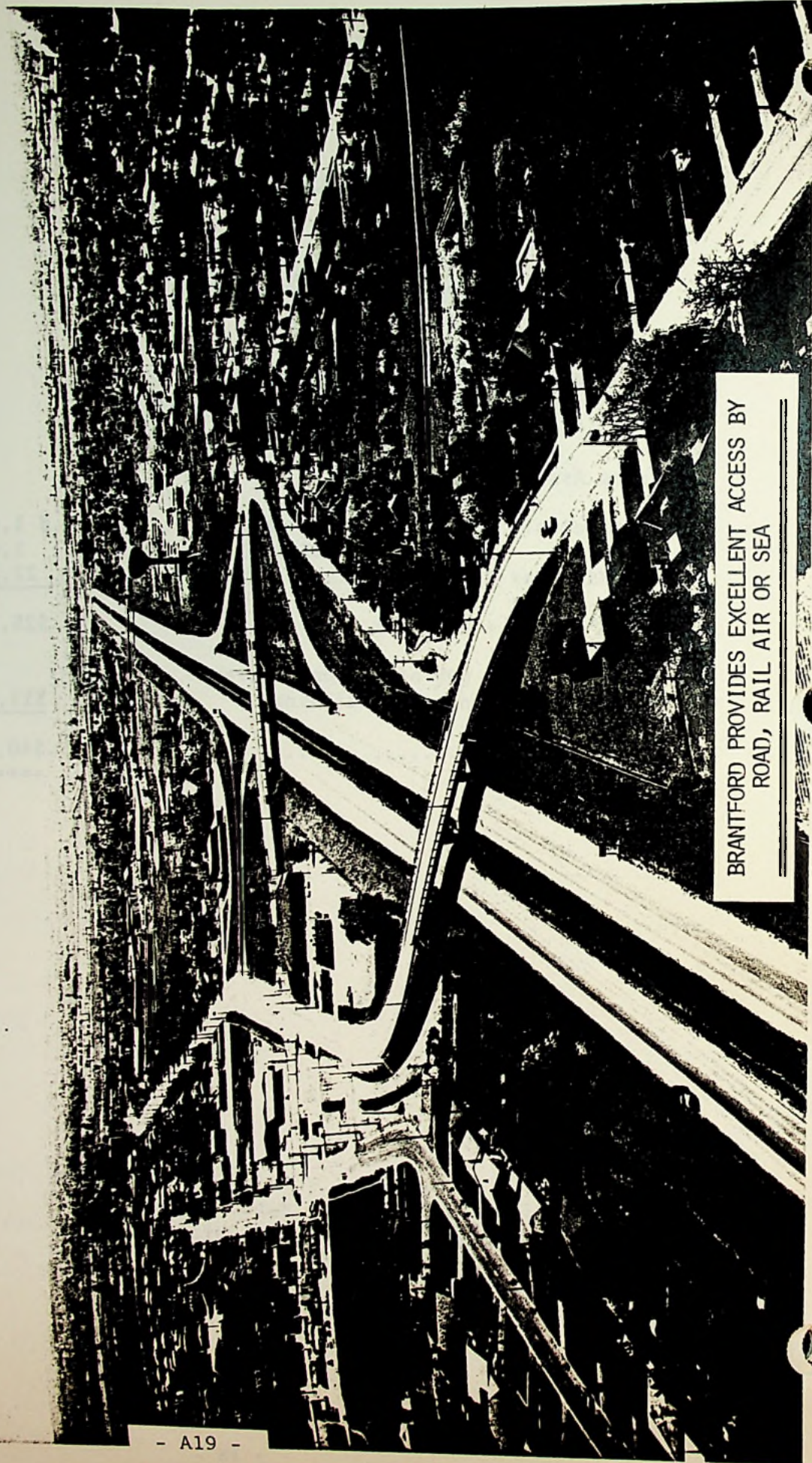
The mill rate for commercial and industrial properties in Brantford in 1983 is 189.63 mills. This applies in the calculation of land, building and business tax. We will provide an estimate of municipal taxes when the acreage of property and building specifications are provided by any interested company.

INDUSTRIAL TAXES IN BRANTFORD (cont'd)

SAMPLE ONLY

Land 10 acres - Assessment	\$ 16,250.
3 acres - Assessment @ \$2,500 per acre	
7 acres - Assessment @ \$1,250 per acre	
Building Assessment	\$117,730.
Land Taxes: 7 acres @ 161.18* mills.....	\$ 1,410.32
3 acres @ 189.63**mills.....	1,422.22
Building Tax @ 189.63 mills.....	<u>22,325.14</u>
Total - land + building	\$25,157.68
Business Tax - 60% of tax on 3 acres of land + tax on total buildings	<u>\$15,094.60</u>
TOTAL TAX.....	<u>\$40,252.28</u> =====

*1983 residential mill rate
**1983 industrial/commercial mill rate



BRANTFORD PROVIDES EXCELLENT ACCESS BY ROAD, RAIL AIR OR SEA

TRANSPORTATION

ROAD

Brantford is well serviced by all types of transportation. With excellent connections to the Macdonald-Cartier Freeway, (part of the Trans-Canada Highway) highway access to major urban centres in Ontario and the northeastern United States is superb. The recently completed Highway 403 directly connects Brantford with Hamilton and Toronto via the Queen Elizabeth Way. Other major highways serving Brantford include Provincial Highways #2, #24, #53 and #54. Commercial truck transportation provides overnight service to neighbouring communities, and the City of Toronto, and to U.S. ports of entry.

RAIL

Canadian National Railways provides scheduled daily passenger service by Via Rail, while both C.N.R. and the Toronto-Hamilton-Buffalo Railway (T.H.&B.) have extensive facilities in Brantford. T.H.&B. provides passenger service to Hamilton and connects with the New York Central System at Waterford and Welland.

AIR

Brantford Municipal Airport provides service for light private and commercial aircraft. Charter and scheduled flights departing from nearby Mount Hope Airport in Hamilton are available through Nordair while Toronto International Airport is within an hour's drive of the City. Domestic and international flights are available through many major commercial air carriers at that location.

WATER

Brantford is within 30 minutes by road and rail from the seaway port of Hamilton on Lake Ontario. This harbour provides seaway depth berthing at an ever-increasing number of wharves and terminals. The Port of Hamilton ranks high among Canada's leading seaports in total cargo tonnage handled.

Alternate access to the St. Lawrence Seaway is available through the Port of Toronto located 65 miles (104 km.) from Brantford. The Toronto Port is a large international trade centre offering full service cargo facilities.

BUS

Within the City, bus transportation is provided by the Brantford Transit Commission. Scheduled routes include regular service to Braneida Industrial Park.

CANADIAN NATIONAL RAILWAYS

Facilities of the Canadian National Railways in Brantford are as follows:

YARD

Storage capacity of 400 cars. The C.N.R. operates approximately ten miles of industrial trackage through central Brantford.

TEAM TRACKS

Wadsworth Street - 20 car capacity
Cainsville - 10 car capacity

SCALES & RAMPS

Two loading ramps (handles Piggyback Trailers)
52' 125-ton capacity scale track
20-ton capacity truck scale
5-ton capacity platform scale in freight shed

OVERHEAD CRANES

3-ton capacity electric overhead crane in freight shed
10-ton overhead track crane located just west of the freight shed

FREIGHT OFFICE AND SHED

Located on Wadsworth Street, the shed is capable of handling 30 merchandise cars and is equipped with 1½ ton fork lift truck.

Yard switching is on a 24-hour day basis, Monday through Friday and an 8 hour basis Saturday and Sunday. Cars are inter-switched with the T.H.&B. and L.E.&N. daily.

PASSENGER DEPOTS

Ticket Office - Station - Wadsworth Street Phone: 753-4179
CNCP Telecommunications (No Charge-Dial) 1-800-268-9475

EXPRESS

The Express Office is located at the west end of the passenger station and handles Canadian National Express and railway express, also air express and air cargo shipments for TCA. Cartage with pick-up and delivery service is offered on Less-Than-Carload and Carload Freight handled to or from the C.N.R. freight shed.

THE TORONTO, HAMILTON, BUFFALO RAILWAY CO.

The T.H.&B. Railway Company serves the south side of the City entering at Cainsville on the east from Hamilton. The general offices are located in the Railway Station, Hamilton, Ontario. District offices are located in Buffalo, Pittsburg and Port Colborne, Ontario.

YARDS

Mohawk Yard - extending east from Mohawk Street -
capacity - 150 cars

Market Street - extending east from Market Street to Eagle
Avenue - capacity - 75 cars

TEAM TRACKS

Cainsville, Market Street, West Colborne Street

SCALES AND RAMP

50 foot, 150-ton capacity track scale in Market Street Yard,
2 car ramp at Newport Street.

FREIGHT

Daily switching, 5 days per week, additional service as required.
Through manifest freight service to all connections.

PASSENGER

All services from Hamilton. Tickets, information and baggage
handling arranged at Brantford Station.

EXPRESS

Railway Express Company operate over our line and provide service
in and out of Brantford.

INTERCHANGE

With Lake Eire and Northern and Canadian National Railways at
Brantford.

CONNECTIONS

With New York Central System at Waterford; New York Central System
at Welland and Canadian Pacific Railway at Hamilton.

BRANTFORD MUNICIPAL AIRPORT

Located on the immediate outskirts of the City of Brantford, the Brantford Municipal Airport offers numerous advantages to area businessmen. Easy driving distance to the principal centres, including one hour to Toronto International Airport, it is within easy flying distance of major centres in Canada and the United States.

FLYING TIMES

Toronto	30 minutes	Detroit	3 hours 20 min.
Pittsburgh	2 hours 30 min.	Montreal	1 hour 22 min.
Chicago	3 hours 50 min.	New York	3 hours 20 min.
Cleveland	2 hours 10 min.	North Bay	2 hours 10 min.
Muskoka	1 hour 15 min.		

THE BRANT NORFOLK AERO CLUB

The Club operates the Brantford Municipal Airport for the City Airport Commission and is equipped to train pilots for private or commercial licenses. The Club is equipped to give instruction in night flying as well as Line and Instrument Training. All instruction is supervised by Government Licensed Instructors.

COMFORTABLE LOUNGE

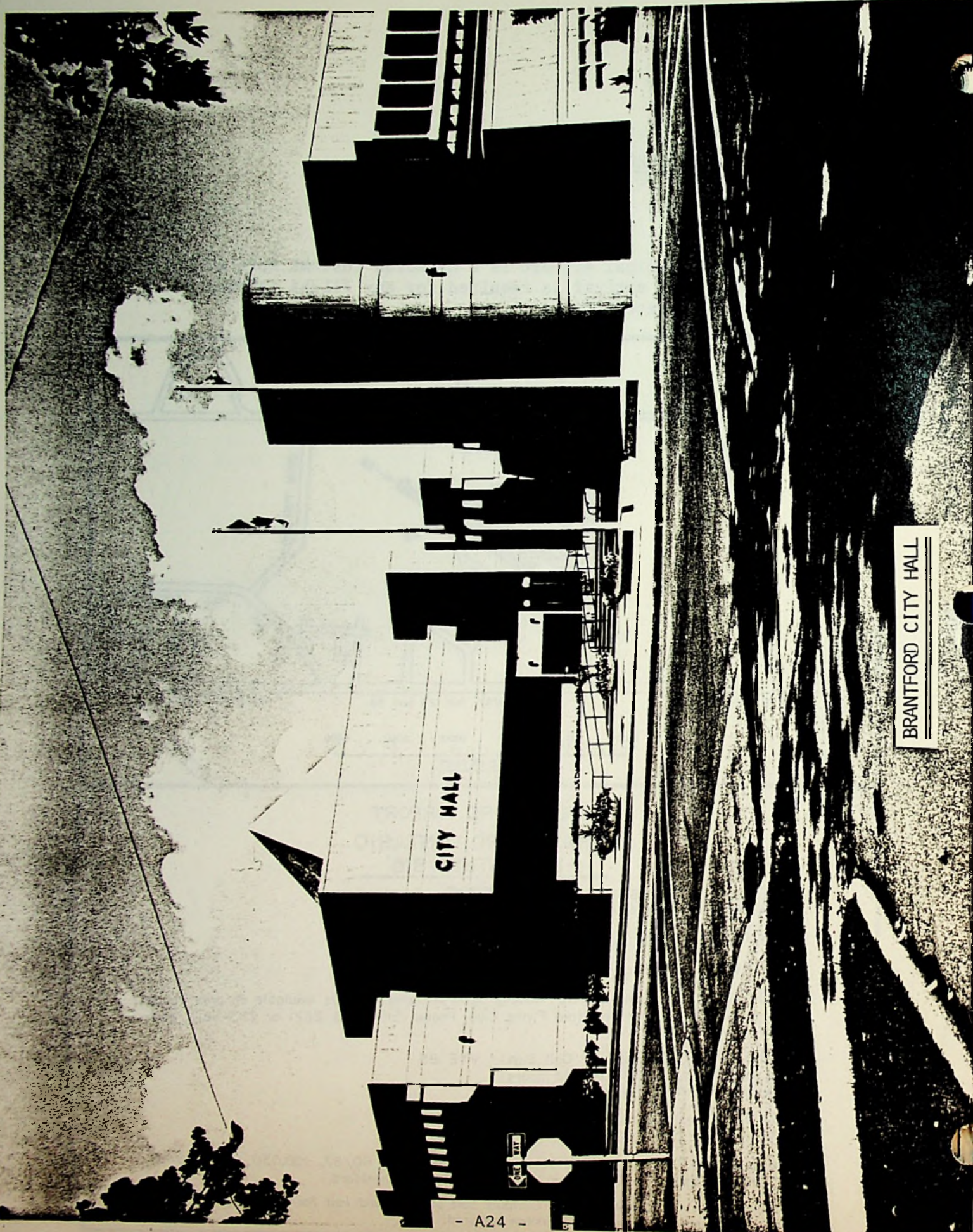
Lounge facilities are at the disposal of members, and may be used for business conferences when time is an important consideration. A call to the Airport prior to arrival will be all that is needed to arrange the necessary accommodation.

MODERN CAFETERIA

Noon luncheon snacks and coffee are available at the Airport cafeteria. Hours: Open all day until 4:30 p.m., Saturdays open until 5:30 p.m. - also open Sundays.

CHARTER FLIGHTS

The Brant-Norfolk Aero Club can place at the disposal of its members (pilots and non-pilots), competent pilots and fully serviced aircraft for charter flights to fields at major centres. Arrangements for such charter flights can be made with the Airport Manager, Mr. Bob Michalchuk.



BRANTFORD CITY HALL

MUNICIPAL ADMINISTRATION

Acknowledged internationally as the "Telephone City," Brantford marks with pride that dramatic moment in 1874 when Alexander Graham Bell invented the telephone, launching one of the world's greatest industries--communications! Three years later in 1877, Brantford was incorporated as a City of 10,000 and by the turn of the century ranked third in industrial production in the country.

The City Council, Public Utilities Commission, Brant County Board of Education and the Brant County Separate School Board are the elected bodies. City Council is the senior body.

CITY COUNCIL

City Council is the senior elected body of the City of Brantford and is comprised of the Mayor and ten Aldermen. The City is divided into five wards each of which return two Aldermen. The Mayor is elected by a city-wide vote with elections held every three years.

ADMINISTRATION

Fifteen special purpose Boards and a Commission are appointed by City Council. Topics are referred by Council to the appropriate Board for research, discussion and policy recommendations. Policy decisions are made solely by the City Council.

The Council administers the usual municipal services including the transit system, industrial and commercial development, civic utilities and the Brantford Airport. Recreational facilities, the farmer's market and cultural attractions also fall under the City's jurisdiction. Council also works in concert with other levels of government to administer conservation, regional planning, health, social and welfare services, education and housing. Naturally, the financial affairs of the City are given special attention through Council and finance-related Boards with the Office of the Treasurer playing an important role in planning, forecasting and setting the capital budget.

The Brant County Board of Education and the Brant County Roman Catholic Separate School Board are responsible for education in the county and work independently of the City to administer educational concerns. Liaison between the Boards and the civic administration co-ordinates activities related to operation of the education system when necessary.

MUNICIPAL SERVICES

POLICE

A staff of 107 Police Officers and 29 Civilians, under the command of Police Chief J.G. Weir, comprise the Brantford Police Force located on Greenwich Street. The following services are provided:

- A mobile Patrol Section provides twenty-four hour a day service to the public, including response to complaints, preliminary investigations, inspection of business premises and preventive patrols;
- A Traffic Section is responsible for the investigation of all serious accidents, major traffic-related offences and selective traffic enforcement;
- An Adult and Student School Crossing Guard program to ensure the safety of children travelling to and from school;
- A Support Services Branch that investigates all serious crimes and provides technical aid to investigators;
- A trained Auxiliary Police Force that assists the regular Force during routine and emergency situations;
- A Community Relations program that liaises and promotes crime prevention with the public;
- A Safety Education program for the public, and in particular, school children.

FIRE PROTECTION

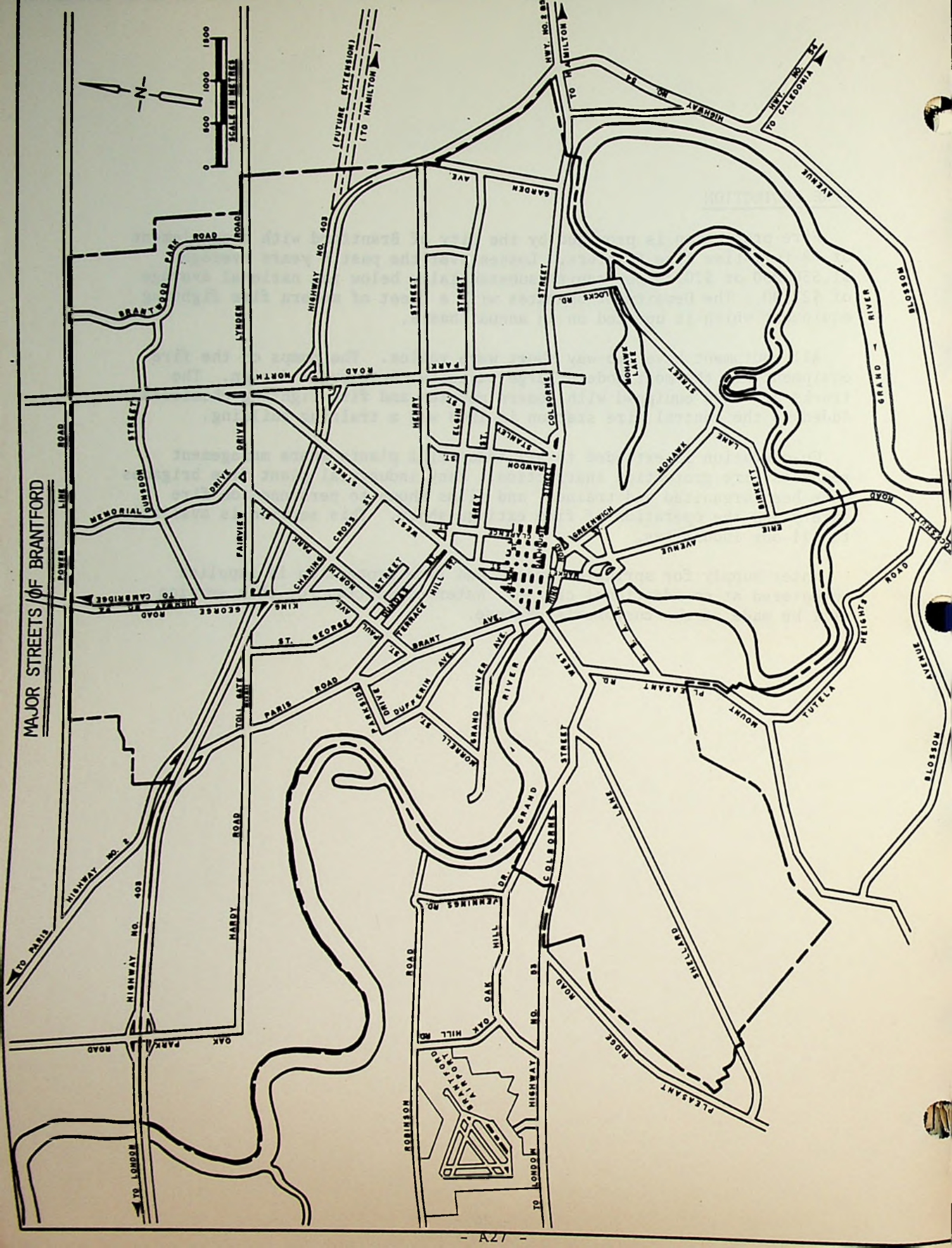
Fire protection is provided by the City of Brantford with a complement of 78 full-time fire fighters. Losses over the past 5 years average \$1,530,000 or \$20.40/per capita substantially below the national average of \$27.00. The Department operates with a fleet of modern fire fighting equipment which is updated on an annual basis.

All equipment have two-way short wave radios. The pumps on the fire equipment are the most modern large capacity centrifugal design. The trucks are also equipped with modern nozzles and fire fighting chemicals. Added to the central fire station in 1968 was a training building.

Co-operation is extended to all industrial plants where management requests fire protection instruction. Many industrial plant fire brigades have been organized and trained, and films shown to personnel on fire safety and the operation of fire extinguishers. This service is available to all our industries.

Water supply for sprinkler system and fire protection is supplied un-metered at no additional charge. Water connection for this service will be made at the customer's expense.

MAJOR STREETS OF BRANTFORD



STREETS AND ROADS

<u>PAVEMENT TYPE</u>	<u>1977</u>	<u>1980</u>	<u>1982</u>
1. Concrete Surface	14.3 km	12.8 km	19.8 km
2. Bituminous Surface - Concrete Base	7.4 km	6.6 km	8.3 km
3. High Cost Flexible*	136.2 km	139.8 km	246.8 km
4. Low Cost Bituminous	38.0 km	34.9 km	66.9 km
5. Surface Treated Gravel	19.2 km	14.9 km	20.5 km
6. Surface Untreated Gravel	<u>1.8 km</u>	<u>1.8 km</u>	<u>2.9 km</u>
	206.9 km	210.8 km	365.2 km

*HMST included

PARKING FACILITIES

The City of Brantford has 1,106 off-street parking spaces and 550 on-street parking spaces available in the downtown district. In addition, construction of a 900 car parking garage is proposed to be constructed in 1984.

WATER

The City of Brantford obtains its water supply from the Grand River and is assured of an abundant supply throughout the entire year. The capacity of our existing system is 18,000,000 G.P.D. Consumption of water at normal periods is around 11 million G.P.D. The treatment process consists of free residual chlorination, aeration, dechlorination, activated carbon for taste and odour control, coagulation and settling using aluminum sulphate and activated silica, PH control using calcium hydrate, filtration, fluoridation and post treatment of chlorine residual using sulphur dioxide and ammonia. The analysis of the finished water is described on the following page.

WATER ANALYSIS

Ph	7.8-8.2	Iron	0
Turbidity less than	J.T.U.	Manganese	0
Dissolved solids	(300 normal)	Calcium (as Cao)	89-110 ppm
Total Alkalinity		Mg	0
(as CaCo3)	(175 normal)	SO 4	29-80 ppm
Silica - less than	5 ppm	NO 3 as N	50-70 ppm
Total Hardness	(310 normal)	Organic Nitrogen	0.94-2.5 ppm
(as CaCo3)		Fluorine (as F)	0.94-1.8 ppm
		Chloramine Residual	1.0
			0.3-0.5 ppm

RATE SCHEDULE, TWO-MONTH BILLING PERIOD

(Effective January 1, 1984)
(all water rates are net)

The rate consists of a basic charge based on installed meter size, plus a consumption charge for water used.

<u>METER SIZE</u>	<u>BASIC CHARGE</u>	<u>MINIMUM BILL</u>
5/8"	\$ 8.65	\$ 8.65
3/4"	12.77	20.27
1 "	19.63	36.21
1½ "	24.95	70.01
2 "	34.72	135.37
4 "	94.94	430.28
6 "	163.61	721.59
8 "	232.07	1,175.96

CONSUMPTION RATES

The consumption charge above is a metric rate. If the water meter in use registers in cubic feet, conversion to the metric rate is made for billing purposes.

First 200 cubic metres	20.9¢
Next 1,500 cubic metres	17.5¢
Balance	14.8¢

Water supply for sprinkler system and fire protection is supplied un-metered at no additional charge. Water connection for this service will be made at the customer's expense.

SEWAGE DISPOSAL

All sewage is accepted by the City of Brantford processing plant in south Brantford. The design capacity of the Water Pollution Control Plant is 81,000 cubic metres per day. The average daily flow is 59,000 cubic metres, leaving a reserve of 22,000 cubic metres per day. A \$10,000,000 plant expansion was completed in 1980.

<u>METER SIZE</u>	<u>PER TWO MONTHS</u>
5/8"	\$ 4.75
3/4"	4.75
1 "	\$10.50/100 cubic meters water purchased

GARBAGE - INDUSTRIAL WASTE REMOVAL

Garbage disposal is conducted by sanitary land fill. The municipality does not provide collection of garbage for industry. However, the handling of industrial waste can be contracted to contractors such as:

Lorne Avey	242 Sheridan Street	752-3884
Brantford Disposal Service	150 Clarence Street	756-6380

In the event an industry would prefer to dispose of its own industrial waste, the City dump, located on the south side of the City (Morrison Road) is open daily from 8:00 a.m. to 6:00 p.m. Monday through Friday. Saturday hours are from 8:00 a.m. to 5:00 p.m. Closed Sundays, Christmas Day and New Year's Day; holiday hours are 8:00 a.m. to 5:00 p.m.

ENERGY

HYDRO

The Public Utilities Commission is prepared to supply electric power to any industry in virtually unlimited quantity upon reasonable notice. At the present time, various industries are supplied with either 37.6 kv, 3 phase, 3 wire; 4,150 volts, 3 phase, 4 wire; and 600 volts, 3 phase. Commercial and industrial establishments are also supplied with 120/208 volts, 3 phase, 4 wire; and 115/230 volts, single phase. The frequency of supply is 60 cycle. The transformer capacity is 120,000 K.V.A. For detailed information, reference should be made to the Public Utilities Commission Office at 50 Wellington Street.

GENERAL SERVICE ELECTRIC RATES MONTHLY SCHEDULE ON BILLINGS ISSUED ON AND AFTER MARCH 1, 1983

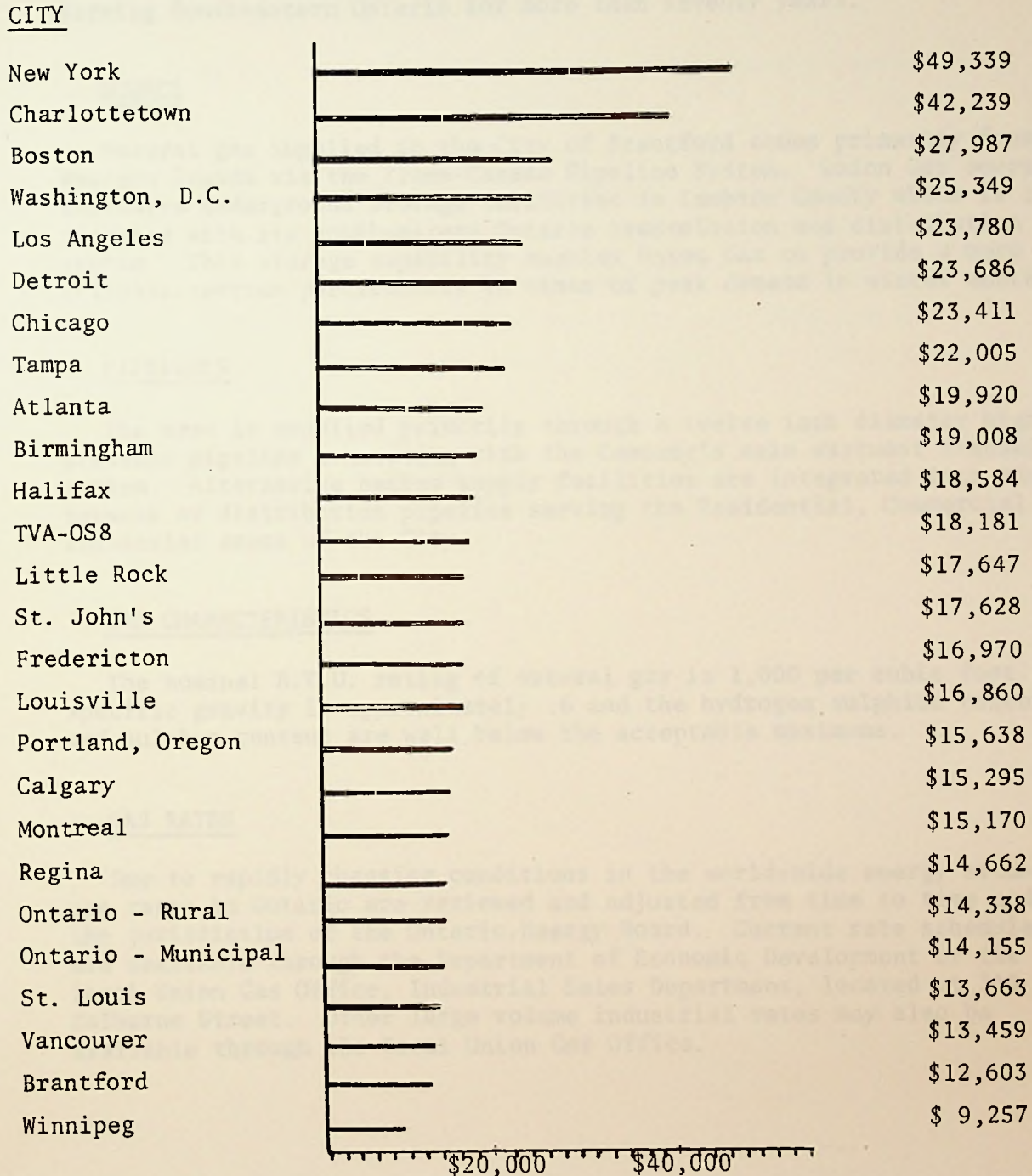
- (A) Applicable to loads of 0-5,000 Kilowatts
ENERGY CHARGES
- | | |
|------------------------|---------------------------------|
| First | 50 KW Hrs. @ 9.36¢ per KW Hr. |
| Next | 200 KW Hrs. @ 4.68¢ per KW Hr. |
| Next | 9750 KW Hrs. @ 4.11¢ per KW Hr. |
| All additional KW Hrs. | @ 2.71¢ per KW Hr. |
- (B) Transformation Allowance
Voltage between 1 and 50 KV - 30¢ per KW
of billing demand

KILOWATT DEMAND CHARGE MONTHLY

First 50 KW @ No Charge
Balance KW @ \$2.80 per KW

Brantford's locational advantage in regards to lower hydro rates is clearly shown on page 16.

CANADA & U.S.A. MONTHLY INDUSTRIAL ELECTRIC BILLS
 1,000 KW DEMAND
 400,000 KILOWATT - HOURS
 JANUARY, 1983



NOTE: Bills for American cities are calculated in American Dollars.
 Source: Ontario Hydro, Distribution and Marketing Branch

NATURAL GAS

Natural gas service is provided by Union Gas Limited which has been serving Southwestern Ontario for more than seventy years.

SOURCE

Natural gas supplied to the City of Brantford comes primarily from Western Canada via the Trans-Canada Pipeline System. Union Gas operates extensive underground storage facilities in Lambton County which is integrated with its Southwestern Ontario transmission and distribution system. This storage capability enables Union Gas to provide a more reliable service particularly in times of peak demand in winter months.

PIPELINES

The area is supplied primarily through a twelve inch diameter high pressure pipeline connecting with the Company's main eastwest transmission system. Alternative backup supply facilities are integrated into the network of distribution pipeline serving the Residential, Commercial and Industrial areas of the City.

GAS CHARACTERISTICS

The nominal B.T.U. rating of natural gas is 1,000 per cubic foot. The specific gravity is approximately .6 and the hydrogen sulphide content and sulphur content are well below the acceptable maximums.

GAS RATES

Due to rapidly changing conditions in the world-wide energy situation, gas rates in Ontario are reviewed and adjusted from time to time under the jurisdiction of the Ontario Energy Board. Current rate schedules are available through the Department of Economic Development or the local Union Gas Office, Industrial Sales Department, located at 315 Colborne Street. Other large volume industrial rates may also be available through the local Union Gas Office.

NATURAL GAS (cont'd)

The rate schedules for residential and non-contract, commercial and industrial customers have been merged. The following schedule is effective as of December 21, 1983.

Residential, Commercial & Industrial General Service
Rate (M2)

Monthly fixed charge: \$6.25 per month

First 1,400m³* consumed per month: 21.1015¢ per m³

Next 4,600 m³ consumed per month: 18.3884¢ per m³

Next 124,000m³ consumed per month: 17.6726¢ per m³

Next 270,000m³ consumed per month: 17.4975¢ per m³

All over 400,000m³ consumed per month: 17.1736¢ per m³

* m³ means cubic metres

Metric conversion factor 1 MCF = 28.173 99 m³

CIVIC DATA

GENERAL

CHURCHES AND DENOMINATIONS

Brantford has churches of all faiths. Protestant, Roman Catholic, Jewish Synagogue, Mormon, Jehovah's Witness, Christian Science, Spiritualist, and the Brantford Corps of the Salvation Army.

BUSINESS AND SERVICE CLUBS

There are 33 business and service clubs in Brantford including women's organizations, Advertising and Sales Club, Shriner's Club and Zonta Club.

CHAMBER OF COMMERCE

A voluntary, non-profit association of citizens organized to promote the commercial, industrial, agricultural and civic welfare of the community. A full-time office staff is maintained to provide services and information to citizens and the travelling public.

NEWSPAPER, RADIO AND T.V.

The Brantford Expositor, Brant News and Rogers Cable TV serve Brantford and area. Five representatives of metropolitan dailies reside in the City. Radio Station CKPC-AM operates on 10,000 watts and provides varied programming, world and local news coverage. CKPC-FM operates on 50,000 watts, providing diversified stereo programming for Brantford and district.

HOTELS AND MOTELS

Bell City Motel - 23 units	756-5236
Four Star Motel - 21 units	753-8424
Grand Motel - 24 units	753-8451
Holiday Inn - 123 units	753-8651
Jolly Baron Inn - 117 units	753-7371
Mohawk Motel - 23 units	753-8621
Plaza Motel - 13 units	759-5648
Sherwood Inn Motel - 24 units	756-5261
Sunset Motel - 10 units	753-2631
Twin Gates Motel - 13 units	752-6554
Village Inn Motor Hotel - 30 units	753-9891

GENERAL (cont'd)

LIBRARIES

The Brantford Public Library offers a wide range of books (156,000 volumes); long-playing records (3,300); 168 film strips; 375 movie films; 4,853 micro-forms; 785 large print books; 760 talking books; children's library; "shut-in" service and a continuing art display.

A Brant Library, located at 441 St. Paul Avenue, offers approximately 28,000 books for children and adults.

The Library is a part of the South Central Regional Library System which links together all Public Libraries in the Counties of Brant, Halton and Hamilton-Wentworth. The Hamilton Public Library is the resource centre for our region through affiliation with this system. Brantford Public Library members are entitled to: reciprocal borrowing - your card is honoured in any Library System; extended reference service - books and information not available in our Library may be obtained from other Libraries in the region; a wider choice of films and talking books - titles from the Regional Libraries are available for local bookings.

HOSPITALS

Health services are modern and efficient with the 463 bed Brantford General and 138 bed St. Joseph's providing excellent hospital facilities and service. Brantford's health services include 114 doctors, 23 dentists, 22 pharmacists and 7 optometrists.

EDUCATION

The City of Brantford is in Brant County and the public schools in the City are under the jurisdiction of the Brant County Board of Education.

The Board provides equal educational opportunities for all children from Kindergarten to Grade 13 in all areas of instruction, and the programs are comparable to those in any other Ontario municipality.

Special education is provided for students with learning disabilities, including a school for the mentally retarded, a school for students suffering from cerebral palsy, and special classes for children with hearing and visual disabilities.

The Board operate six secondary schools, four of which are completely composite. One provides arts and science, business and commerce, and the sixth is a special vocational school for occupational students.

There are 53 Elementary schools - 30 in the City and 23 in the surrounding County.

All of these schools are well staffed.

McMaster University (Hamilton), University of Waterloo, Wilfrid Laurier University (Kitchener) and the University of Western Ontario (London) are within easy access to Brantford.

EVENING CLASSES & ADULT EDUCATION

In addition to the regular day classes, evening classes are offered in advanced academic and technical subjects, commercial work, home economics, industrial arts and special subjects such as Art, English for New Canadians and Conversational French.

SUMMER SCHOOL PROGRAMS

The Board operates a summer school program with remedial courses and make-up courses during July and August for both elementary and secondary school students.

Further information on the Brant County Elementary and Secondary Schools may be obtained from the Brant County Board of Education, 349 Erie Avenue, 756-6301.

EDUCATION (cont'd)

W. ROSS MACDONALD SCHOOL (formerly Ontario School for the Blind) is located in Brantford on a 42 acre park on number 2 Highway in the north-west section of the City.

In 1973, a new Education Complex was opened replacing the original school built in 1872 and, at present, 207 students from across Canada are enrolled at the school. A deaf-blind department, opened in 1971, has an enrollment of 27 pupils.

Contained within the school is a 25 year swimming pool which is on contract to the Brantford Recreation Commission for out of school use.

BRANT COUNTY SEPARATE SCHOOL BOARD

The Brant County R.C. Separate School Board has under its jurisdiction 18 elementary schools with grades from Kindergarten to Grade 10. The total enrollment in the separate schools is approximately 3,580. The Elementary Separate Schools now come under the jurisdiction of the Ministry of Education for the Province of Ontario, with a Director of Education appointed by the Brant County R.C. Separate School Board.

On the secondary level, the school known as St. John's College, located on Paris Road, is co-educational under the joint direction of the Congregation of the Resurrection and the Sisters of Providence. There is an enrollment of 400 students in Grades 11-13 with 33 staff members.

The recent addition is of modern design with open areas, together with a very serviceable library. The general course is offered with options in commercial art, music, classical civilization, Italian, world politics, world religions and French. Grades 11, 12 and 13 were put on an individual timetable basis in September, 1971.

For information regarding the Elementary Schools, Kindergarten to Grade 10, contact the Director of Education of Separate Schools, 322 Fairview Drive, Brantford, Ontario (Telephone: 756-6369).

MOHAWK COLLEGE OF APPLIED ARTS AND TECHNOLOGY 441 Elgin Street, Brantford

For more than a decade, Mohawk College has played an important role in the provision of adult training programs, special courses, and a variety of part-time offerings in continuing education of the people of Brantford and Brant County.

EDUCATION (cont'd) - MOHAWK COLLEGE

Brantford is renowned for its co-operation with industry to enable a skilled work force to provide full productivity. Through Mohawk's facilities in Braneida, and under the auspices of the Federal and Provincial Governments, specific programs can be developed to meet the needs of individual industries under the national training program.

The National Industrial Training Program (NITP) includes general industrial and critical skills training. The former provides financial assistance to employers of 50% in the training of existing employees and 75% of wages to employers who train women in non-traditional occupations. 75% of wages is paid for the training of unemployed workers.

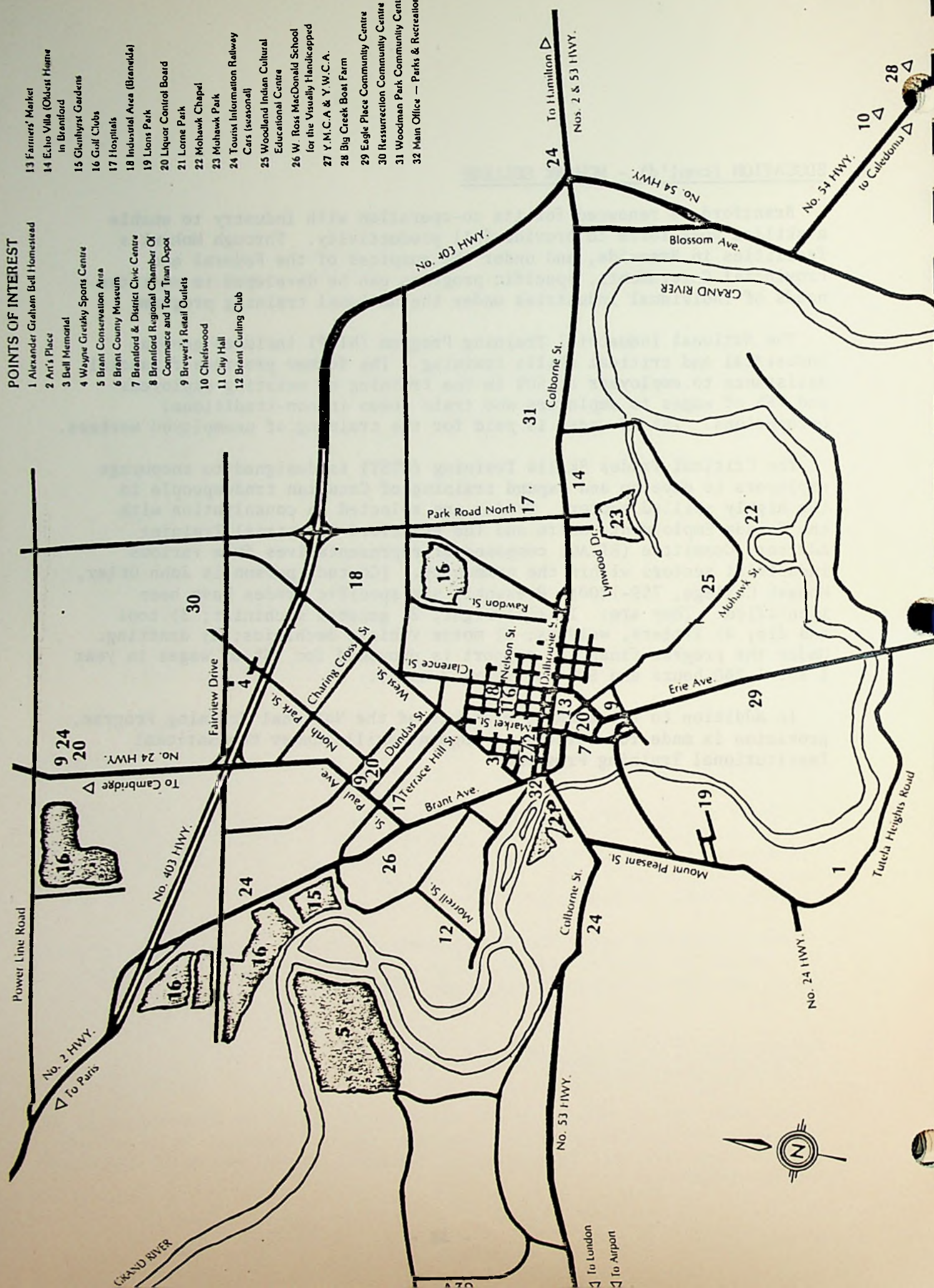
The Critical Trades Skills Training (CTST) is designed to encourage employers to develop and expand training of Canadian tradespeople in the highly skilled sector. Trades are selected in consultation with the Canada Employment Centre and The Brantford Industrial Training Advisory Committee (BITAC) composed of representatives from various industrial sectors within the community. (Contact person is John Utley, Mohawk College, 759-7200) Presently six specific trades have been identified. They are: 1) millwright; 2) general machinist; 3) tool and die; 4) fitters, welders; 5) motor vehicle mechanics; 6) drafting. Under the program financial support is provided for 75% of wages in year 1 for 1,280 hours and 50% for years 2 and 3.

In addition to these major elements of the National Training Program, provision is made for workers to augment skills under the National Institutional Training Program.

INSIDE BRANTFORD

- POINTS OF INTEREST**
- 1 Alexander Graham Bell Homestead
 - 2 Art's Place
 - 3 Bull Memorial
 - 4 Wayne Gretzky Sports Centre
 - 5 Brant Conservation Area
 - 6 Brant County Museum
 - 7 Brantford & District Civic Centre
 - 8 Brantford Regional Chamber Of Commerce and Tour Train Depot
 - 9 Brewer's Retail Outlets
 - 10 Chiefswood
 - 11 City Hall
 - 12 Brant Curling Club

- 13 Farmers' Market
- 14 E.Juo Villa (Oldest Home in Brantford)
- 15 Glenhurst Gardens
- 16 Golf Clubs
- 17 Hospitals
- 18 Industrial Area (Brantford)
- 19 Lions Park
- 20 Liquor Control Board
- 21 Lorne Park
- 22 Mohawk Chapel
- 23 Mohawk Park
- 24 Tourist Information Railway Cars (seasonal)
- 25 Woodland Indian Cultural Educational Centre
- 26 W. Ross MacDonald School for the Visually Handicapped
- 27 Y.M.C.A. & Y.W.C.A.
- 28 Big Creek Boat Farm
- 29 Eagle Place Community Centre
- 30 Resurrection Community Centre
- 31 Woodman Park Community Centre
- 32 Main Office — Parks & Recreation



MUNICIPAL PARKS & RECREATION

GENERAL

Public recreation services are administered by the Board of Park Management and Recreation Commission. There are 81 park areas comprising 925.91 acres of land. These areas are designed to provide a reasonable balance between active recreation areas and ornamental and rest areas. Over 250 acres of additional lands have been acquired for future development.

The Board of Park Management and Recreation Commission is responsible for operating two municipal cemeteries - Mount Hope and Greenwood.

The Department has extensive horticulture and forestry sections. Many beautiful horticultural parks are located throughout the City, with Lorne Park being the showplace. Over 400,000 annuals are planted within the City each year. Street trees, and trees on public property are maintained by the forestry section. Over 1,200 trees are planted each year to provide future generations with mature trees.

The Board of Park Management and Recreation Commission offers a variety of activities for people of all ages and interests. Some of these are: arts and crafts; hiking and touring; bands; camping; community committees; dancing; senior citizens; sports of all kinds; symphony orchestra and drama. A summer staff of 150 and a winter staff of 100 recreation leaders conduct the programs of the Recreation Commission.

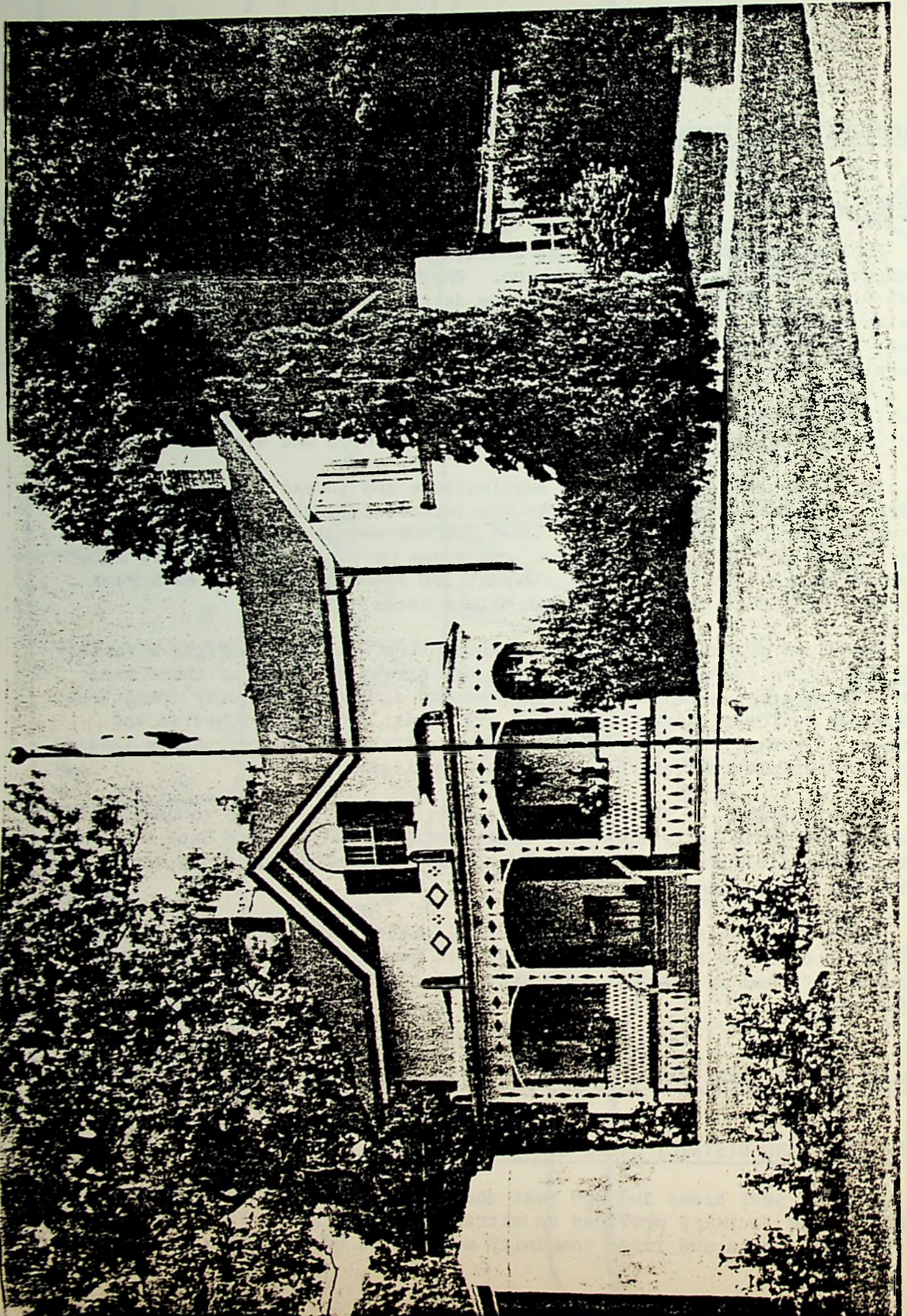
The highlights of the Brantford recreation programs have to be the wide variety of youth activities, the Brantford Memorial Concert Band and the St. John's Girls Drum Corps, providing top entertainment, and a senior citizens second to none in Canada.

There are nine senior citizens clubs, eight of which are neighbourhood groups and one is a day centre located in downtown Brantford. Information can be obtained at the Parks and Recreation Office at 1 Sherwood Drive, 756-1500.

MAJOR RECREATIONAL FACILITIES AND PROGRAM FACILITIES

BRANTFORD AND DISTRICT CIVIC CENTRE

A 3,000 seat arena and 500 seat auditorium were completed in March, 1967. This facility provides an attractive setting for Brantford's major spectator events and large community activities of all kinds.



THE BELL HOMESTEAD, WHERE IN 1874, ALEXANDER GRAHAM BELL CONCEIVED THE IDEA FOR THE TELEPHONE. LATER HE PUT HIS IDEAS TO WORK WHILE TEACHING IN BOSTON, MASSACHUSETTS.

MAJOR RECREATIONAL FACILITIES AND PROGRAM HIGHLIGHTS (cont'd)

GLENHYRST GARDENS

A beautifully landscaped former 16.0 acre private estate is now the home of Glenhyrst Arts Council, the cultural centre of the district. Activities include an annual antique show, a pantomime, classes in art, ballet, French, and a public Art Gallery.

BELL HOMESTEAD AND HENDERSON HOME

Originally the home of Alexander Graham Bell, inventor of the telephone, the Bell Homestead was the site of the first long distance telephone call. July 26, 1974 marked the centennial of the invention of the telephone in Brantford.

The Henderson Home was donated to the City and moved to its present site in 1969 - originally the home of the Rev. T.P. Henderson, first business agent for the telephone.

There are beautiful grounds and a picnic area at the site of the above two homes.

PARKS

There are 81 park sites containing 925.91 acres of park land in the City of Brantford.

- 18 horticultural parks
- 44 neighbourhood parks
- 27 softball diamonds - 12 hardball diamonds
- 9 soccer/football fields
- 2 swimming pools
- 8 wading pools
- 31 natural ice rink locations including 10 asphalt multi-purpose pads, used as rink sites in winter and tennis in the summer
- 30 community committees
- 8 major recreation centres

WAYNE GRETZKY SPORTS CENTRE

- 22 acres

- 2 arenas
- enclosed football/soccer field
- practice football/soccer field
- floodlit softball diamond
- hardball diamond
- track and field facilities
- field house with dressing rooms

Brantford Waterfront Development



BRANT AVE.

GRAND RIVER

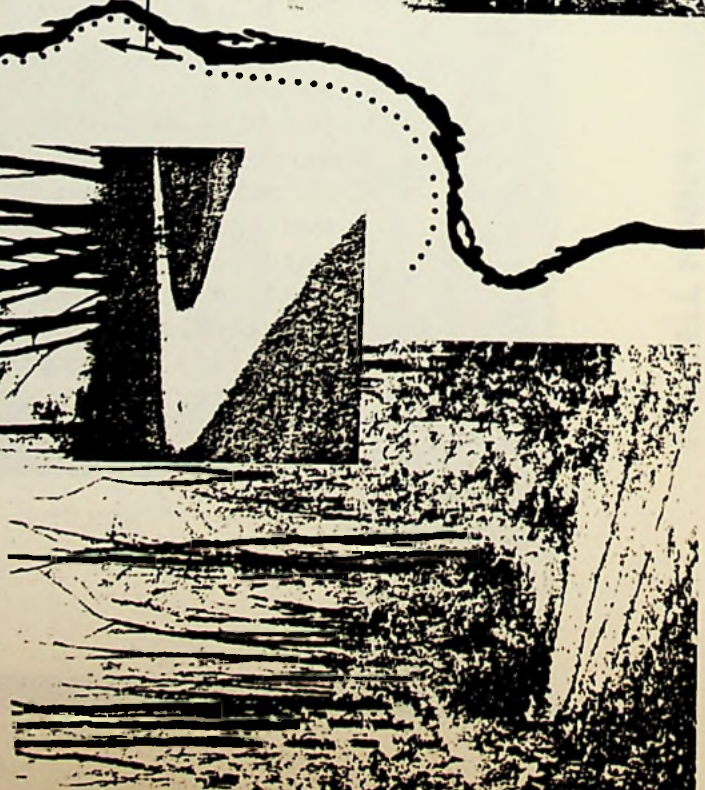


DALHOUSIE STREET



COLBORNE ST.

BICYCLE/HIKING TRAIL



MOHAWK LAKE



WAYNE GRETZKY SPORTS CENTRE (cont'd)

- Brant Aquatic Centre
- 65 metre, 8 lane pool with separate training pool & 10 metre diving tower
- saunas
- fitness and health area
- restaurant

Future plans - tennis courts

LIONS PARK RECREATION CENTRE

- 33 acres

- 1 arena with auditorium
- enclosed soccer/football field
- enclosed softball diamond (both floodlit)
- 1 practice field
- all-weather track
- 4 tennis courts - floodlit

MOHAWK PARK - 72 acres

- picnic area
- wading pool, playground
- pavillions
- football/soccer field
- track and field facilities
- lake
- indoor auditorium and stage

WATERWORKS PARK

- 183.6 acres

- wooded, picnic, nature walks
- soccer/football field
- 2 softball diamonds

COCKSHUTT PARK - 27.15 acres

- floodlit enclosed baseball diamond with grandstand
- practice baseball diamond and track (home of Cricket Club)

EARL HAIG PARK AND POOL

- 9.8 acres

- olympic sized outdoor pool plus wading area, playground, football field

RESURRECTION SCHOOL COMMUNITY CENTRE

SCHOOLS - schools are available for recreational programs outside of school hours. Non-profit organizations pay caretaker fees only.

MAJOR RECREATIONAL FACILITIES AND PROGRAM HIGHLIGHTS (cont'd)

SCHOOLS (cont'd)

- school grounds are programmed by Parks and Recreation outside of school hours.

- GOLF - NORTHRIDGE
 - 18 holes, watered fairways and clubhouse, winter activities
- ARROWDALE
 - 9 holes, clubhouse
 - plus 4 private golf courses - 1-18 hole and 3-9 hole
- TENNIS - LIONS PARK
 - 4 floodlit courts
- DUFFERIN CLUB
 - 6 floodlit courts
- BIRKETT'S LANE
 - 3 floodlit courts
- ALL-CANADIAN CLUB
 - privately owned, year-round racquet complex opened in 1978
 - 8 tennis courts
 - 4 badminton courts
 - 5 squash courts
 - 6 outdoor tennis courts
 - pro shop
 - saunas, whirlpool baths
 - restaurant

SURVEY OF MARKETS 1984

Census Agglomeration of BRANTFORD

Market: 6% above national average

Retail sales, 1983.....	\$401,200,000
% Canadian total.....	0.39
Per capita.....	\$4,410

Income: 6% below national average

Personal disposable income, 1983..	\$926,000,000
% Canadian total.....	0.34
Per capita.....	\$10,178

Current Growth Rate: +14% per decade

Population, June 1, 1983.....	91,000
% Canadian total.....	0.37
% Change, '81-'83.....	+3.0

POPULATION

1981 Census:

Total.....	88,330
Male.....	42,915
Female.....	45,415

Age Groups:

	Male	Female
0-4.....	3,300	3,255
5-9.....	3,435	3,240
10-14.....	3,445	3,285
15-19.....	4,195	3,980
20-24.....	3,760	3,890
25-34.....	7,170	7,385
35-44.....	4,965	4,810
45-54.....	4,340	4,565
55-64.....	4,090	4,615
65-69.....	1,625	2,040
70+.....	2,585	4,350

MARITAL STATUS

1981 Census:

Single (never married), age 15+.....	16,100
Married (incl. sep.).....	45,210
Widowed.....	5,310
Divorced.....	1,750

FAMILIES

1981 Census:

Families in private households, total.....	23,915
Husband-wife families.....	21,120
Lone-parent families.....	2,800
Aver. no. persons per family.....	3.2
Aver. no. children per family.....	1.3

PRIVATE HOUSEHOLDS

1981 Census:

Private households, total.....	31,120
Population in private households..	86,235
Aver. no. per household.....	2.8

MOTHER TONGUE

1981 Census:

English.....	77,090
French.....	1,090
Other.....	10,155

BANKING

	1982	1981
Branches, no.....	17	17
Note--For City of Brantford only		

BUILDING PERMITS

	1982	1981	1980
Value.....	18,899	9,332	16,453
Note--For City of Brantford only			

HOUSING

1981 Census:

Occu. priv. dwellings, total.....	31,120
Owned.....	20,715
Rented.....	10,405

Type of Dwelling:

Single detached.....	19,970
Single attached.....	3,105
Apart., 5 or more stories.....	2,960
Apart., less than 5 stories.....	3,615
Duplex.....	1,460

LEVEL OF SCHOOLING

	1976 Census	% Total
Population		
15 years +.....	62,265	100
Less than Grade 5.....	1,945	3
Grades 5-8.....	13,440	22
Grades 9-10.....	14,685	24
Grades 11-13.....	16,125	26
Post-secondary, non-university.....	8,900	14
University only.....	4,065	7
University & post secondary, non-university.....	3,100	5

Note--Level of Schooling refers to the highest grade or year completed by the person. Those currently enrolled reported their present grade or year. Note--Latest available figures.

EMPLOYMENT (1961=100)

	Brantford	Canada
1978.....	162.0	146.5
1979.....	168.6	150.7
1980.....	157.6	152.4
1981.....	158.1	155.6
1982.....	135.4	146.3

EARNINGS

	Av. weekly earnings \$	
	Brantford	Canada
1978.....	246.33	265.37
1979.....	272.41	288.25
1980.....	288.56	317.38
1981.....	318.12	355.12
1982.....	334.68	390.79

LABOUR FORCE

1976 Census:

	Male	Female
In labour force.....	23,210	15,215
Participation rate.....	77.2	47.2
15-24 yrs.....	5,570	4,590
25-44 yrs.....	9,800	6,035
45-64 yrs.....	7,125	4,285
65+.....	715	310
Employed.....	22,135	13,955
Unemployed.....	1,075	1,260
Unemployment rate.....	4.6	8.5
Married females in labour force.....	...	10,080
Participation rate.....	...	48.2

Note--Latest available figures

SURVEY OF MARKETS 1984

HOMES BUILT	1982	1981	1980
.....	47	136	592
MANUFACTURING INDUSTRIES	1980*	1976	
Plants.....	202	188	
Employees.....	16,577	16,862	
		- \$000-	
Salaries, wages.....	294,635	211,056	
Mfg. materials, cost.....	936,533	599,298	
Mfg. shipments, value.....	1,605,739	977,682	
Total value added.....	640,857	387,863	
*Preliminary			
NEWSPAPER(S)	1983 Circulation		
	Total pd. excl. bulk		
Daily:			
Expositor.....			31,605
Weekly:			
Brantford, Brant News.....			35,737
Paris, Star.....			2,023
RADIO STATION(S)	1983 Power		
CKPC.....			10,000w.
CKPC-FM.....			50,000w.

TAXATION STATISTICS

Income class:	1981*	% of Total
Under \$1,000.....	4,605	8.98
\$1,000-\$2,500.....	2,829	5.52
\$2,500-\$5,000.....	5,045	9.84
\$5,000-\$7,500.....	4,967	9.69
\$7,500-\$10,000.....	4,998	9.75
\$10,000-\$12,500.....	4,582	8.94
\$12,500-\$15,000.....	4,183	8.16
\$15,000-\$20,000.....	7,385	14.39
\$20,000-\$25,000.....	5,634	10.99
\$25,000-\$30,000.....	3,383	6.60
\$30,000 plus.....	3,663	7.14
Total returns, no.....	51,274	100.0
Total inc., \$000.....	720,457	...
Average income, \$.....	14,051	...
Total tax, \$000.....	109,428	...
Average tax, \$.....	3,152	...

*Preliminary
Note--For the City of Brantford only

Census agglomeration of Brantford is comprised of Brantford, city; Paris, town; and Brantford, township. In Brant county, Ontario On CNR, TH & B, LE & N lines. Chamber of Commerce--James Taylor, General Manager. 77 Charlotte Street, Box 1294, N3T 5T6. 519-753-2617. Department of Economic Development--David Amos, Director of Economic Development, Lloyd Berryman, Senior Development Officer. City Hall, 100 Wellington Square, N3T 2M3. 519-759-4150.

LOHIST 971.348/BRA
Brantford.
Brantford community profile. --

The Dept 1984.



3 9154 00028530 4