

Local History

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**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 any development proposals or economic opportunities which Brantford provides.

Your confidential 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
Paisley MacKenzie - Senior Development Officer
John Frabotta - Development Officer
Chris Maziarz - Small Business Development
Officer**

June 1989

BRANTFORD COMMUNITY PROFILE

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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 130 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

Population..... 76,150 (1987)
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.....35 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.....43 public, 6 secondary; 15 elementary schools, 1 secondary in separate school system; 1 community college; W. Ross MacDonald School (formerly Ontario School for the Blind); 9 universities within a 70 mile (113 km) radius.

Library..... Central library and branch - 183,000 volumes. Part of Ontario Library Service System. Computer terminal available for industry and commerce.

Municipal

Parks..... 90 park areas comprising 680 acres (272 hectares) of land.

Recreation

Facilities.....3000 seat arena, 500 seat auditorium, 8 major recreation centres.

Harbours..... Hamilton Harbour - 20 miles (32 km) away

Hotels/Motels... 12 with 526 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..... Variety of shopping opportunities, major downtown shopping mall.

Industries..... Over 300 diversified companies.

Business and

Service Clubs....33

Golf Clubs.....2 Public, 1 Private.

Housing..... Approximately 66% of all residents own their own homes.



Brantford – An Introduction

Map of North America

City of Brantford



Prepared By: The City of Brantford
Planning Department
December 1988

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 and 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 less than 100 miles (160 km) from the Buffalo - Niagara Falls point of entry,

Brantford lies in the heart of the most populated area in the North American Continent. In a single day's trucking, 130 million customers and 60 percent of all manufacturing establishments in North America can be reached.

DISTANCE AND TRAVEL TIME BY HIGHWAY

Destination	Miles	Km	Travel Time
Cambridge	17	27	20 mins.
Hamilton	24	38	25 mins.
Kitchener	26	42	30 mins.
Guelph	31	50	30 mins.
Oakville	42	67	45 mins.
London	57	91	1 hr.
St. Catharines	60	96	1 hr.
Toronto	65	104	1 hr., 5 mins.
Niagara Falls	68	109	1 hr., 8 mins.
Buffalo	90	144	1 hr., 30 mins.
Oshawa	97	155	1 hr., 40 mins.
Windsor	170	272	2 hrs., 50 mins.
Detroit	171	274	2 hrs., 50 mins.
North Bay	270	432	5 hrs.
Ottawa	317	507	5 hrs., 30 mins.
Montreal	405	648	6 hrs., 45 mins.

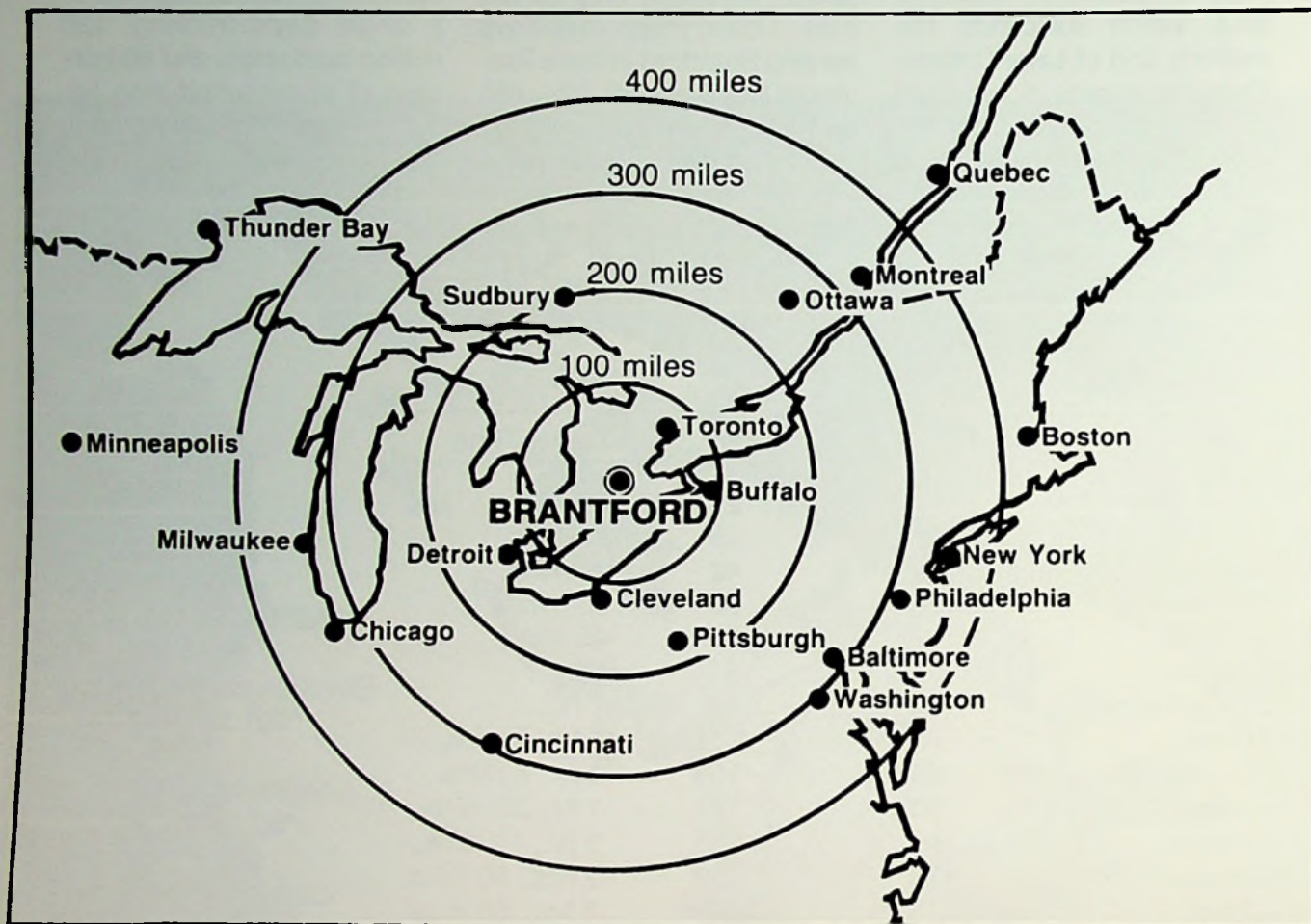
GENERAL STATISTICS

Elevation above sea level
*701.563 feet

Longitude at City Hall
*80° 15'45" W

Latitude at City Hall
*43°8'26" N

**BRANTFORD'S GEOGRAPHIC LOCATION TO MAJOR
NORTH AMERICAN CENTRES**





Acknowledged internationally as the "Telephone City", Brantford marks with pride that dramatic moment in 1874 when Alexander Graham Bell invented the telephone, laun-

ching one of the world's greatest industries - communications! Three years later in 1877, Brantford was incorporated as a City of 10,000 individuals.

THE DEVELOPMENT OF BRANTFORD

Name	Date
Kandoucho	1656
Mohawk Village	1784
Village of Brantford	1830
Town of Brantford	1847
City of Brantford	May 31, 1877

Mohawk Village, in the vicinity of the recently restored Mohawk Chapel, was the site of the first settlement in the area. Joseph Brant was the Indian Chief of the Six Nations Indian Reserve which resided on the territory.

When a town site was purchased from them in 1830, Brantford was founded - taking its name from the historic spot where Joseph Brant forded the Grand River.

The Grand River has played a vital role in the development of Brantford. In the 1800s, the river provided the opportunity and impetus for economic growth when barges brought raw materials up and manufactured goods down the water to the Great Lakes and beyond.

As railways and roadways replaced the river, Brantford remained a focal point of strong industrial expansion. Its key location and varied modes of transportation continue to allow the City to service North America and provide goods throughout the world.

CLIMATE

CLIMATE - The climate in Brantford is typical of Southern Ontario and is moderated by the influence of the nearby Great Lakes - producing a favourable frost-free season and an annual average rainfall of 31 inches (97 centimetres). The result is an ideal combination of growing conditions for a wide range of crops.

The following table sets forth average precipitation and temperature data (1988) for the Brantford area.

Annual Snowfall	69.2 cm
Annual Rainfall	748.2 mm
Highest Recorded Temperature	+38.5° C
Lowest Recorded Temperature	-21.0° C
Annual Mean Maximum Temperature	+13.4° C
Annual Mean Minimum Temperature	+2.6° C

EXTREMES IN PRECIPITATION* (1988)

Most rain in one month	July	194.8 mm
Most rain in one day	July 30	48.0 mm
Most rain in the shortest time	July 21 & 24	69.0 mm
Driest month	June	5.6 mm
Most snow in one month	February	34.0 cm
Most snow in one day	February 3	13.0 cm

EXTREMES IN TEMPERATURE* (1988)

Hottest time recorded	38.5° C	July 7, 1988
Coldest time recorded	-21.0° C	January 14, 1988

* Source: City of Brantford, Engineer's Annual Report, 1988.

**MUNICIPAL COMPARISON OF CLIMATIC DATA OVER A THIRTY YEAR PERIOD
(1951 - 1980)**

CITY	TEMPERATURE			PRECIPITATION					
	EXTREME MAX TEMPERATURE °C	EXTREME MIN TEMPERATURE °C	DAILY TEMP. °C	DAYS WITH PRECIPITATION	GREATEST RAIN IN 24 HOURS (MM)	GREATEST SNOW IN 24 HOURS (CM)	DAYS WITH SNOW	ANNUAL SNOWFALL (CM)	TOTAL PRECIPITATION (MM)
Barrie	38.9	-37.8	5.8	138	128.8	70.6	49	280.3	949.5
BRANTFORD	35.0	-28.4	7.6	135	72.1	22.9	35	115.0	818.5
Cambridge	37.8	-35.6	7.5	121	99.1	61.0	31	123.6	898.7
Guelph	38.3	-37.2	6.7	140	103.4	55.1	47	144.0	833.3
Hamilton	35.6	-27.8	7.4	131	90.7	43.2	42	143.1	824.0
London	36.7	-31.7	7.3	166	83.3	57.0	69	208.8	909.4
Niagara Falls	38.3	-25.0	8.9	138	95.3	45.7	43	162.9	942.3
St. Catharines	40.0	-24.4	8.9	121	77.1	45.7	28	118.6	806.5
St. Thomas	38.9	-34.4	7.7	144	104.6	31.8	41	143.1	912.0
Toronto	40.6	-32.8	8.9	134	98.6	48.3	41	139.2	800.5
Waterford	n.a.	n.a.	n.a.	119	89.9	21.0	31	118.0	909.1
Waterloo	n.a.	n.a.	n.a.	124	103.4	30.5	49	148.0	894.5
Windsor	38.3	-26.1	9.1	139	78.0	36.8	45	117.4	848.8
Woodstock	38.9	-36.7	7.3	143	132.1	38.1	41	126.0	861.6
Ontario	40.6	-32.8	8.9	134	98.6	48.3	41	139.2	800.5

PRECIPITATION & TEMPERATURE MAXIMUM/MINIMUM, 1988*

Month	Max. Temp. °C	Min. Temp. °C	Rain (mm) (total)	Snow (cm) (total)
January	+13.0	-10.6	22.3	12.0
February	+9.5	-11.1	21.0	34.0
March	+22.5	-4.9	27.4	3.0
April	+19.5	+1.6	55.5	0
May	+33.0	+8.3	55.4	0
June	+35.5	+11.6	5.6	0
July	+38.5	+15.5	194.8	0
August	+33.5	+16.1	53.8	0
September	+26.5	+9.7	85.1	0
October	+26.0	+2.9	99.5	0
November	+11.5	-1.1	86.4	0
December		-6.8	41.4	20.2

Source: City of Brantford, Engineer's Annual Report, 1988.

POPULATION

POPULATION - Brantford's population in 1987 was 76,150, this is an increase of over 19% since 1976. The compound annual rate of growth since 1951 has been 2.26%. While Brantford's population is predominately of British descent, other nationalities represented include French (1.9%), Italian (3.4%), German (2.3%), and many others.

POPULATION GROWTH FOR THE CITY OF BRANTFORD

Year	Population
1847	3,000
1850	3,200
1870	7,000
1880	10,688
1890	14,280
1900	16,216
1910	20,711
1920	30,549
1930	30,103
1940	31,135
1950	36,532
1960	54,093
1970	60,704
1980	70,487
1987	76,150

CENSUS CANADA POPULATION BY ETHNIC ORIGIN (1986)

British	32,390
Dutch	1,425
French	1,760
German	1,445
Italian	2,565
Chinese	315
Portugese	445
Other	8,725
Multiple	25,990

Source: Provincial Assessment Department; Statistics Canada 1986, City of Brantford Census Division

POPULATION PROJECTION

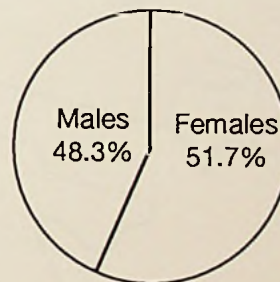
YEAR	POPULATION	CHANGE	% CHANGE
1986	76,146		
1987	77,060	914	1.20%
1988	77,984	925	1.20%
1989	78,920	936	1.20%
1990	79,867	947	1.20%
1991	80,826	958	1.20%
1992	81,796	970	1.20%
1993	82,777	982	1.20%
1994	83,771	993	1.20%
1995	84,776	1005	1.20%
1996	85,793	1017	1.20%
1997	86,823	1030	1.20%
1998	87,864	1042	1.20%
1999	88,919	1054	1.20%
2000	89,986	1067	1.20%
2001	91,066	1080	1.20%

EXPONENTIAL PROJECTION ASSUMING 1.2% RATE BASED ON PROVINCIAL GROWTH RATE FROM MINISTRY OF TREASURY & ECONOMICS

Source: City of Brantford Planning Department, 1986.

TOTAL POPULATION BY GENDER*

Male	36,775
Female	39,375
Total	76,150



*SOURCE: Statistics Canada 1986 City of Brantford Census Division

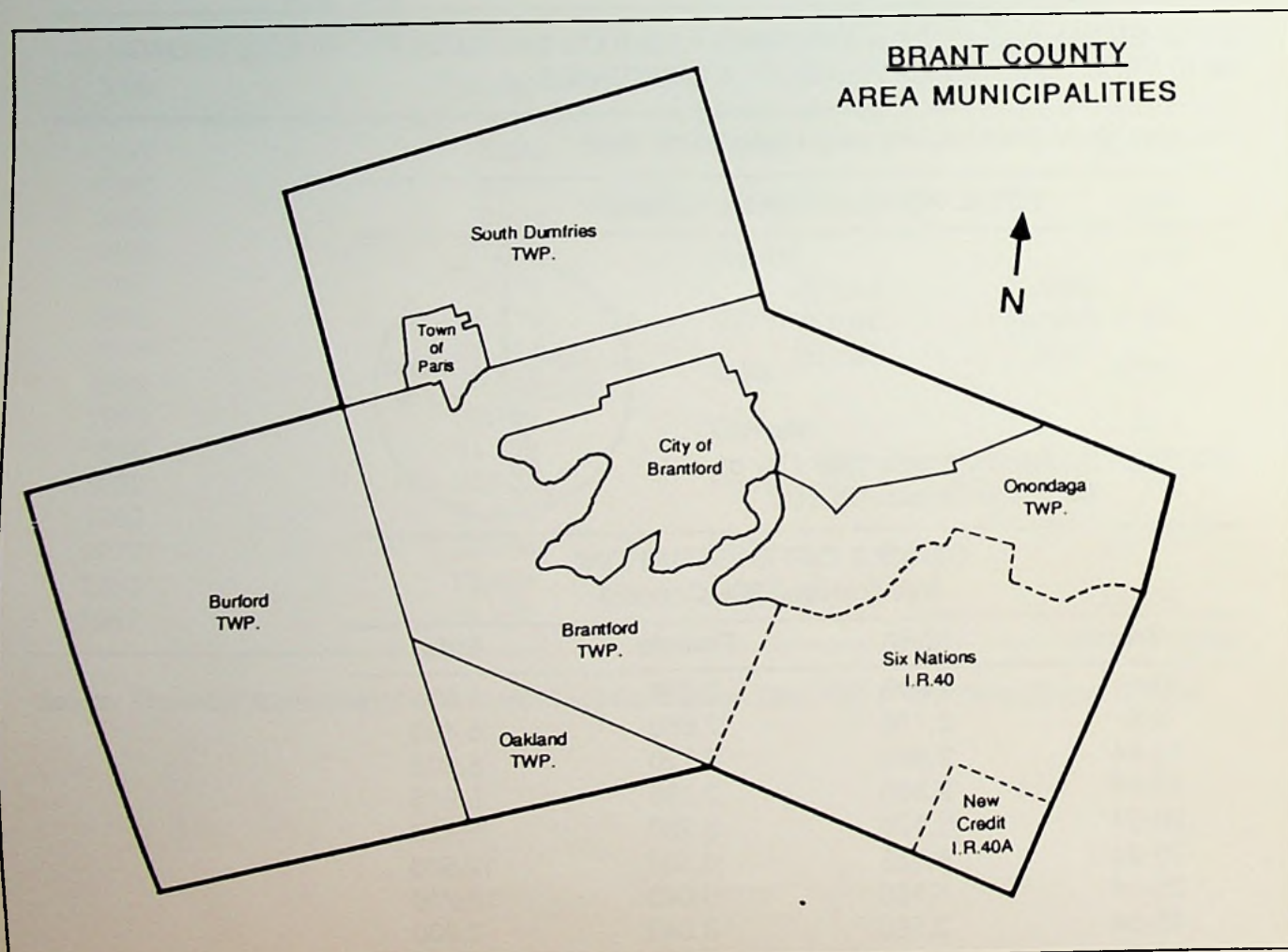
GENDER DIFFERENTIATION* Age Group (1986 Census)

Age Groups	Male	Female	Total
0-4	2,800	2,705	5,585
5-9	2,770	2,650	5,420
10-14	2,885	2,720	5,605
15-19	2,860	2,785	5,645
20-24	3,170	3,250	6,420
25-34	6,025	6,505	12,530
35-44	5,160	5,080	10,240
45-54	3,560	3,640	7,200
55-64	3,530	4,015	7,545
65-74	2,545	3,370	5,915
75 yrs. +	1,390	2,645	4,035

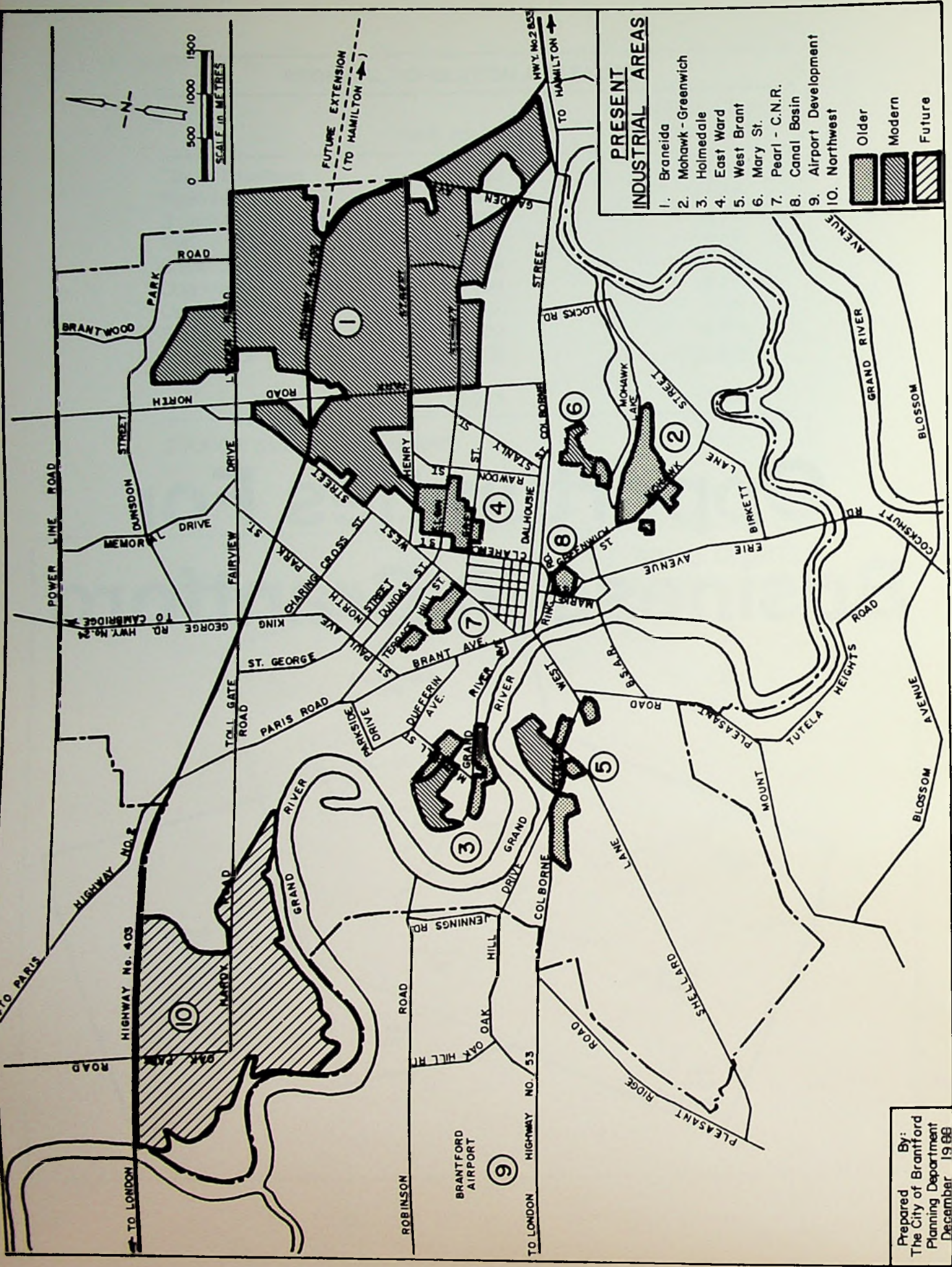
REGIONAL POPULATION AND TRENDS

	1986 Population	Change from 1981 Level
City of Brantford	76,150	+2.4%
Town of Paris	7,898	+5.2%
Brantford Township	6,477	-0.5%
Burford Township	5,227	-5.2%
South Dumfries Township	4,019	+2.5%
Onandaga Township	1,299	-3.3%
Oakland Township	1,233	-2.3%
Six Nations	3,702	-0.6%
New Credit Reserve	<u>266</u>	<u>-11.6%</u>
	106,271	+1.8%

SOURCE: Statistics Canada 1986



Opportunities For Business In Brantford



Prepared By:
 The City of Brantford
 Planning Department
 December 1986

INDUSTRY IN BRANTFORD -
 There are currently over 280 diverse industries located in Brantford and immediate area. Many are internationally known companies originating from countries such as Japan, Germany, England and the United States. Manufactured products

range from food processing to automotive parts. Brantford also has the largest concentration of heating and refrigeration industries in Canada.

Over 35 industries in Brantford employ 100 individuals or more.

Industrial growth has been

occurring at an unprecedented rate in recent years (see charts below) as manufacturers are discovering Brantford's diverse labour force and its strategic location to major markets.

**INDUSTRIAL DEVELOPMENT IN BRANTFORD
 (1982-1987 Inclusive)**

YEAR	NEW INDUSTRIES	DIRECT JOBS	INITIAL SQUARE FOOTAGE REQUIRED
1982	8	N.A.	N.A.
1983	8	209	138,500
1984	16	322	246,900
1985	11	218	124,000
1986	14	397	334,700
1987	30	663	705,950
1988	33	450	542,342
TOTAL	120	2,259	2,092,392

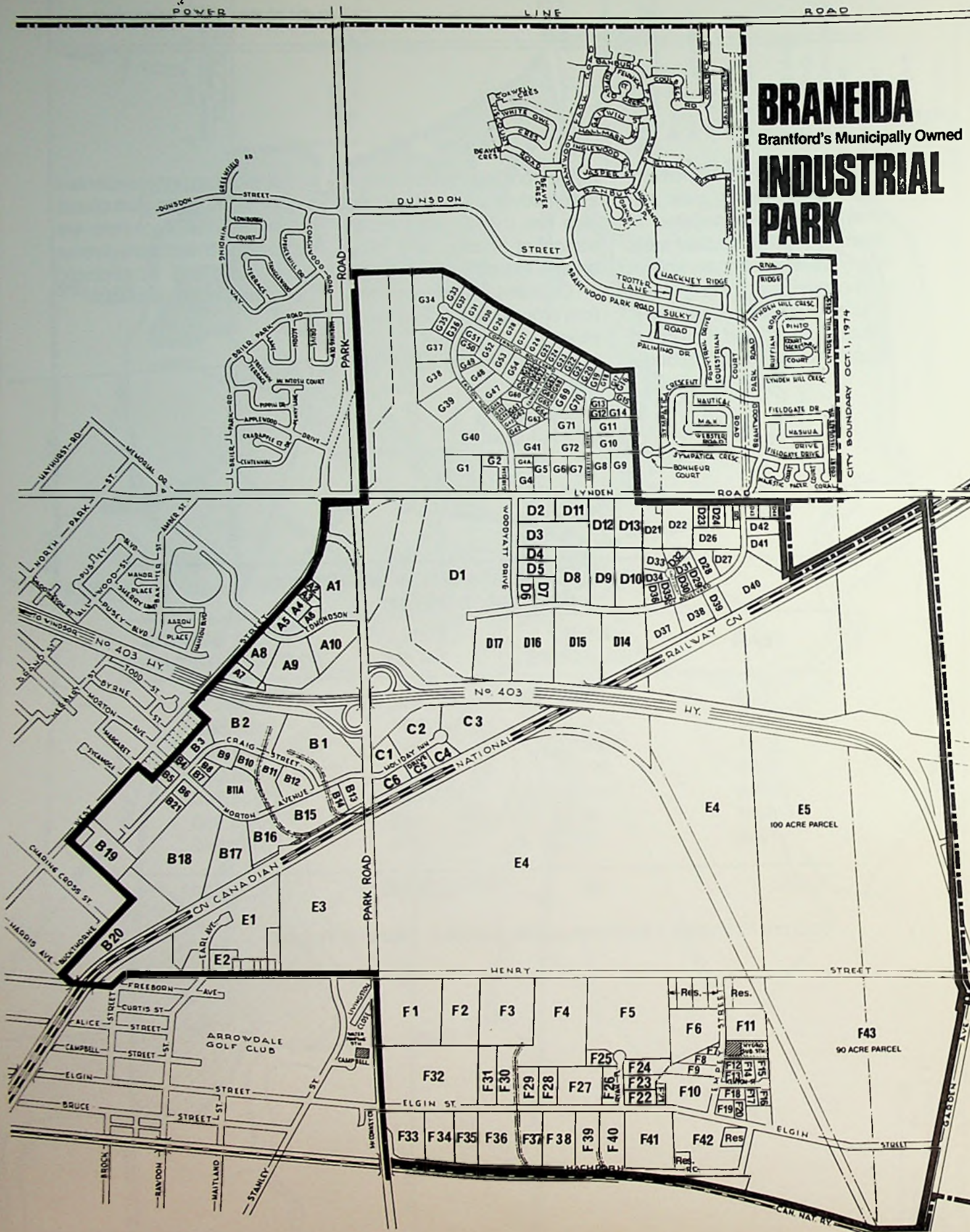
Source: Economic Development Department, Year End Reports

BRANEIDA

Brantford's Municipally Owned

INDUSTRIAL PARK

CITY BOUNDARY OCT 1, 1974



The City-owned Braneida Industrial Park comprises some 1,500 acres of zoned industrial land. To date, approximately 80 percent of the Park has been developed.

In order to continue and to encourage industrial development the City is currently planning another major industrial park consisting of approximately 1,300 acres in the north-west area of the City.

Our policy has been to assemble land in advance of need, and then on requirement, fully serviced blocks are sold in various sized parcels for industrial uses.

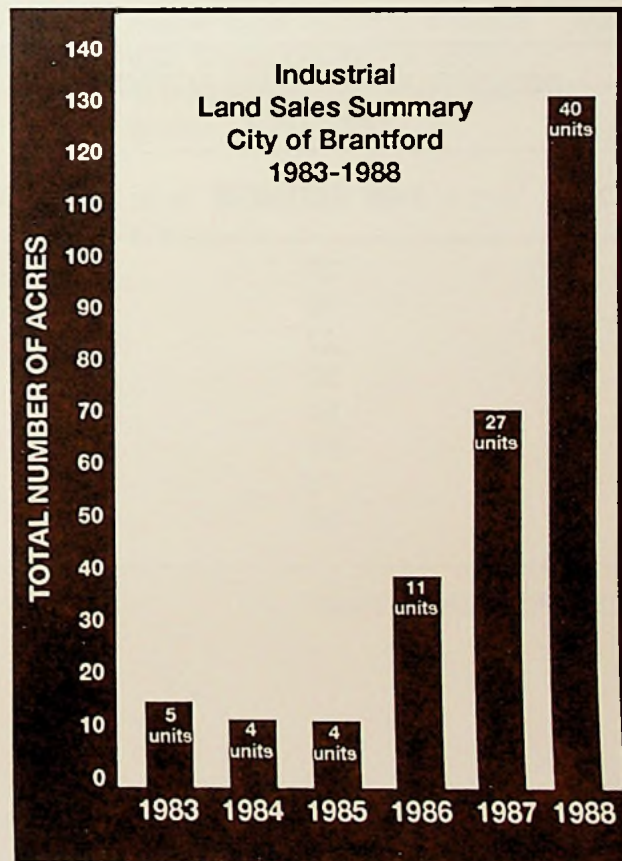
Fully serviced land consists of the following:

- municipal water
- natural gas
- curb & gutter
- public transit
- street lights

- sanitary sewer
- storm sewer
- hydro

Additional information regarding available industrial sites and buildings may be obtained by contacting the Department of Economic Development, City Hall, 100 Wellington Square, Brantford, Ontario, (519) 759-4150.

SUMMARY
TOTAL NUMBER OF ACRES SOLD PER YEAR
(1980 - 1988)



Source: Brantford Economic Development Department

**PRIME LAND
DIRT CHEAP!**

**COMPARATIVE INDUSTRIAL LAND PRICES IN
ONTARIO MUNICIPALITIES
FEBRUARY, 1989**

	MUNICIPALITY	COST OF SERVICED LAND PER ACRE
<p>One aspect of Brantford's favourable industrial climate is the relatively low cost of serviced industrial land. The accompanying chart comparing Brantford with other Ontario municipalities convincingly illustrates this.</p>	Barrie	\$ 65,000 - \$75,000/acre
	Brantford	\$ 20,000 - \$35,000/acre
	Burlington	\$200,000 / acre plus
	Cambridge	\$ 90,000 - \$130,000/acre
	Guelph	\$ 95,000 - \$105,000/acre
	Hamilton Region	\$ 60,000 - \$80,000/acre
	Kitchener	\$105,000 - \$110,000/acre
	Mississauga	\$325,000 - \$600,000/acre
	Niagara Region	\$ 20,000 - \$140,000/acre
	Waterloo	\$ 90,000 / acre
	Peterborough	\$ 35,000 - \$45,000/acre

**INDUSTRIAL BUILDING ACTIVITY
1981-1988**

YEAR PERMIT ISSUED	# OF PERMITS	CONSTRUCTION VALUE
1981	27	\$2,943,700
1982	19	\$3,500,000
1983	27	\$2,070,000
1984	32	\$5,055,568
1985	36	\$2,263,025
1986	51	\$9,153,856
1987	76	\$6,291,800
1988	90	\$23,692,786

SOURCE: City of Brantford Building Department

THE DEPARTMENT OF ECONOMIC DEVELOPMENT

The Department of Economic Development plays an active role in the development and growth of the City.

The role and purpose of the Department is varied:

Promote Brantford as a viable location for new or expanding businesses/industries.

Assist new or existing businesses in their location requirement for land and/or buildings, commercial, industrial, or institutional.

Liaise with special interest groups and government agencies to assist and co-ordinate economic opportunities in the community.

Offer advice and know-how to inquiries regarding any aspect of business i.e. financing, marketing, labour force.

Assist local industry through the development of export opportunities and training programs.

Host Brantford "awareness" events.

Host and co-host seminars relevant to the local business community.

Research and write promotional material for local, national and international distribution.

Advertise in local, national and international publications and other media.

Dept. of Economic
Development
100 Wellington Square
Brantford
(519) 759-4150

LABOUR FORCE

LABOUR FORCE - Brantford and Brant County workers offer employers a diversified and experienced labour force. Brantford's industries enjoy a reputation for good labour

management relations while our workers demonstrate flexibility by their willingness to work shifts. Through the efforts of local agencies such as BITAC (Brant Industrial Train-

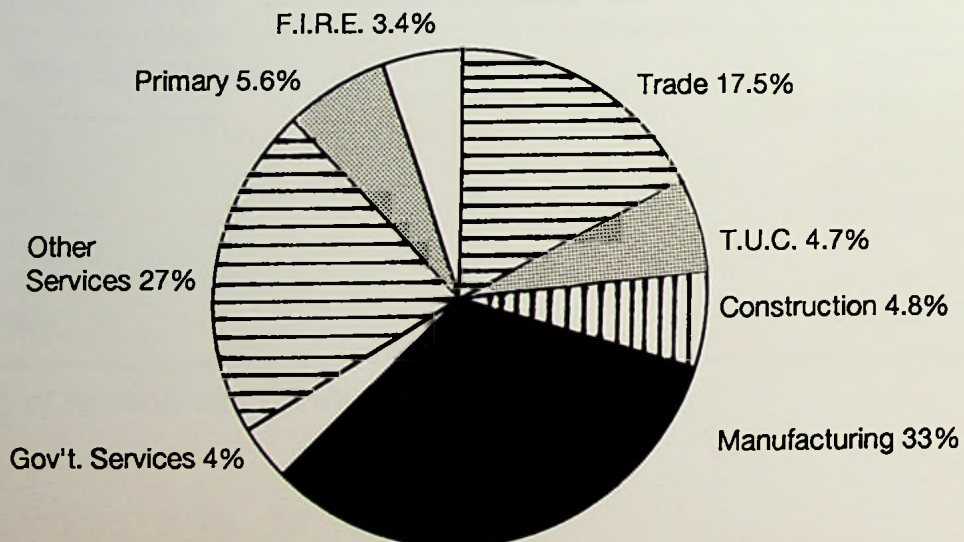
ing Advisory Committe), Mohawk College, the Ontario Skills Development Office and the Canada Employment Centre skills are constantly being upgraded.

LABOUR FORCE ACTIVITY BY SEX

	MALE	FEMALE	TOTAL
Total Population (15 years & older)	39,215	42,120	81,335
In the Labour Force	29,970	23,500	53,470
Participation Rate	76.4	55.8	65.7
Employed	27,395	21,105	48,500
Unemployment Rate	8.6	10.2	9.3

Source: Statistics Canada, 1986 Brant County Census Division

TOTAL PERCENTAGE OF EMPLOYEES BY INDUSTRY DIVISIONS BRANTFORD/BRANT COUNTY



F.I.R.E. - Finance, Insurance and Real Estate

T.U.C. - Transportation, Storage, Communication & other utilities

Other Services - Education, Health, Social and other business service industries

Source: Statistics Canada, 1986 Brant County Census Division

**BRANT COUNTY LABOUR FORCE DISTRIBUTION
BY OCCUPATIONAL MAJOR GROUPS**

	NUMBER	PER CENT
Clerical Occupation	8,275	15.7
Production & Repair Occupation	6,270	11.9
Service Occupation	5,745	10.0
Sales Occupation	4,830	9.2
Managerial & Administration	4,385	8.3
Machining Occupation	2,960	5.6
Processing Occupation	2,615	5.0
Medicine & Health	2,570	4.9
Construction Occupation	2,480	4.7
Farming Occupation	2,450	4.7
Other	2,120	4.0
Teaching & Related Occupations	1,915	3.6
Transportation Occupation	1,750	3.3
Material Handling Occupation	1,470	2.8
Technical Occupations	1,085	2.1
Social Science Occupations	810	1.5
Arts & Recreation	610	1.2
Religious Occupations	85	.20
Mining & Oil Occupation	70	.10
Forestry & Logging	45	.09
Fishing & Trapping	20	.04
TOTAL	52,560	99.83

*Source: Compusearch Market & Social Research Limited 1988
City of Brantford Planning Department*

**NUMERICAL BREAKDOWN OF MANUFACTURING
COMPANIES IN BRANTFORD
BY EMPLOYEE SIZE**

NUMBER OF INDIVIDUALS EMPLOYED	NUMBER OF COMPANIES BELONGING TO EACH CATEGORY* JANUARY, 1989
500+	4
250-499	12
100-249	23
50-99	37
20-49	66
0-19	<u>147</u>
	289*

* Data for 3 companies was unavailable

1988

**DISTRIBUTION OF MANUFACTURING EMPLOYMENT BY TYPE
IN THE CITY OF BRANTFORD**

INDUSTRY	JOBS	PERCENTAGE
Machinery	2,646	18.3%
Electrical Products	1,095	7.6%
Metal Fabrication	1,435	9.9%
Other	1,888	13.1%
Non-metallic Mineral Products	503	3.5%
Textiles	1,253	8.6%
Paper & Allied Industries	963	6.6%
Rubber & Plastics	880	6.1%
Chemical & Chemical Products	807	5.6%
Transportation Equipment	1,005	6.9%
Printing & Publishing	654	4.5%
Food & Beverage	785	5.5%
Primary Metal Industries	554	3.8%
	<hr/>	
	14,468	100.0%

SOURCE: City of Brantford Industrial Directory 1988

30 LARGEST MANUFACTURERS RANKED BY NUMBER OF EMPLOYEES*

COMPANY NAME	NUMBER OF EMPLOYEES
1. Gates Canada Inc.	672
2. Keeprite Inc.	604
3. TRW Canada Ltd.	550
4. Fruehauf Canada	526
5. Hussmann Store Equipment Limited	458
6. Levi Strauss & Co. (Canada) Inc.	385
7. Raymond Industrial Equipment Limited	362
8. S.C. Johnson & Son Limited	350
9. The New Harding Group	307
10. Crane Canada Inc.	300
11. Galtaco Redlaw Castings Corporation	295
12. Koehring Waterous	278
13. Baxter Corporation	270
14. Twinpak Inc.	261
15. Canadian Blue Bird Sales Company	254
16. Solaray	250
17. Stelco Fastener and Forging Company	235
18. Screen Print Display Advertising Ltd.	218
19. Sonoco Limited	215
20. The Expositor	208
21. Gunther Mele Limited	200
22. Slater Steels (Slacan)	196
23. Eagle Precision Technologies Inc.	193
24. Westcan Electric Heating Inc.	180
25. Dafoe & Dafoe	158
26. Ascoelectric	150
27. BASF Inmont Canada Inc.	150
28. Cascades Dominion Inc.	142
29. Dresser Pump Division	139
30. Lockwood Manufacturing Inc.	121

*SOURCE: City of Brantford Industrial Directory 1989 Edition

AVERAGE WEEKLY WAGES
(Including Overtime, Industrial Aggregate)

FEB. 1987

BRANTFORD	\$439.72
CANADA	\$474.66

SOURCE: Canadian Markets 1987 - The Financial Post - Information Service

MINIMUM RATES
(Rates Effective as of October 1st, 1989)

General Minimum Wage (hourly)	\$5.00
Student (hourly, applies to students under 18 who work 28 hours or less/week or during school holidays)	\$4.15
Domestic (hourly)	\$5.00
Minimum hourly rate for an employee who serves liquor directly to the public	\$4.50

Legislation

There are several Acts that affect employment in Ontario; the Employment Standards Act, the Ontario Human Rights Code, the Industrial Safety Act, the Construction Safety Act, the Workman's Compensation Act, the Unemployment Insurance Act and the Canada

Pension Plan. More information on these acts can be obtained from either the Ministry of Labour, Offices in Kitchener at 1-800-265-2468, or Hamilton at 1-800-263-9296, or from the local Canada Employment Centre at (519) 756-6101.

Working Hours and Statutory Hours

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

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.

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 km) 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. ie: Kitchener, Hamilton, etc.

TRAINING FACILITIES AND EDUCATION

Brantford industries enjoy a variety of training programs available throughout the City. The following are several avenues which are available to workers and employers in the City for further education and training thus providing a well educated and skilled workforce.

The Brant County Board of Education offers evening courses in both academic and vocational areas. Special interest courses are also available.

The Canada Employment Centre provides upgrading and skill courses through the facilities of Mohawk College, Brant Campuses.

The Centre, in conjunction with the Provincial Ministry of Skills Development provides financial and technical assistance to establish on-the-job training programs through the Canadian Job Strategy program. Detailed information may be obtained by contacting the Canada Employment Centre (519) 756-6161 or Mohawk College/Ontario Skills Development Office (519) 752-1442.

The Ontario Skills Development Office (OSDO) administered by Mohawk College offers consulting services to employers, and provides assistance in identifying training needs, developing training plans, suggesting training and funding services, and evaluating training programs. Information can be obtained by calling the OSDO office at (519) 752-1442.

Through Mohawk's facilities in Brant, under the auspices of the Federal and Provincial Government, specific programs can be developed to meet the needs of individual industries. As well, access to financial assistance for training purposes is available through the Federal Canadian Jobs Strategy (CJS) and the Provincial Ontario Skills Development Office (OSDO).

The Federal Canadian Jobs Strategy, and specifically the Skill Investment and Skill Shortages programs are designed to develop and expand training of Canadian employees. Through a process of consultation among the Canada Employment Centre (CEC), the Brantford Industrial Training Advisory Committee (BITAC) composed of representatives from various industrial sectors and Mohawk College, specific trades are identified and training programs developed. (Contact BITAC (519) 752-9112).

Presently, training in six trades is being jointly offered by CEC, OSDO, BITAC and the Apprenticeship Branch of the Ministry of Skills Development. The training is available on a part time basis at Mohawk College's Brant-Elgin Street Campus two evenings a week.

The six trades are:

1. Industrial Mechanic (Millwright)
2. General Machinist
3. Fitter welder
4. Tool and Die Maker
5. Motor Vehicle Mechanics (MAP 40)*
6. Printing

***MAP 40 - Modified Apprenticeship Program
(40 week full time course)**

Other programs offered through BITAC, Mohawk College and CEC are:

- Industrial Craftsman Internship (ICI)*
- Industrial Machinist
- Tool and Die Craftsman
- Industrial Mechanic

* Industrial Craftsman Internship (ICI) is an alternative to the apprenticeship program. It is a three year co-operative program offered at Mohawk College, Brant Elgin Street Campus.

Short courses in power sewing machine operations and food services are also offered.

Mohawk College		
-Brant-Elgin St. Campus	441 Elgin St.	759-7200
-Brant-Colborne St. Campus	225 Colborne St.	759-7200
-Ontario Skills Development Office	38 Darling St. Suite 303	752-1442
Ministry of Skills Development		
- Apprenticeship Branch	14 Holiday Inn Dr.	756-5197

**GRADUATES OF THE APPRENTICESHIP PROGRAMS
SPONSORED BY THE MINISTRY OF SKILLS DEVELOPMENT
(1984 - 1989)**

	Tool & Die Makers	Industrial Mechanic Mill Wrights	General Machinists	Motor Vehicle Mechanics	Draftsmen	Pitter Welders	Power Sewing	Yearly Total
1984	3	15	12	--	--	--	--	30
1985	8	--	8	10	2	--	--	28
1986	5	--	10	11	--	12	--	38
1987	3	--	13	11	--	13	31	71
1988	8	18	16	9	--	--	13	64
1989*	5	21	10	9	--	8	--	53
TOTAL	32	54	69	50	2	33	44	284

* Number of students expected to graduate in June 1989

Ministry of Skills Development
Apprenticeship Branch
756-5197

BRANTFORD TRADE AREA



- PRIMARY TRADE AREA
- SECONDARY TRADE AREA

Source: Realty Research Group Limited
 City of Brantford Retail Update
 December 1981.

Prepared By: The City of Brantford Planning Department
 December 1988.

COMMERCIAL ACTIVITY

BRANTFORD TRADE AREA - The primary trading area is comprised of the City of Brantford and Brantford Township, consisting of approximately 86,000 people. The secondary trading area is a combination of several surrounding communities consisting of a population of more than 122,000 individuals. A tertiary trading area also exists which includes cities such as Cambridge and Hamilton.

TRADE AREA DELINEATION (See Map on Previous Page)

*Primary Trade Area - City of Brantford, Brantford Township

* Secondary Trade Area - north to St. George
 northeast to Ancaster and Dundas
 east to Caledonia, Cayuga and Hagersville
 south to Waterford and Simcoe
 west to Scotland, Burford and Paris

It is important to note that there is always a portion of sales, usually 5% to 20%, that accrue from outside the trade area.

TRADE AREA POPULATION (ROUNDED TO NEAREST 1,000)

	<u>1981</u>	<u>1986</u>	<u>1988 (Est)</u>	<u>1990 (Proj)</u>	<u>1993 (Proj)</u>	<u>1998 (Proj)</u>
Primary Trade Area	81,000	83,000	86,000	89,000	93,000	99,000
Secondary Trade Area	114,000	119,000	122,000	124,000	129,000	135,000
Total	195,000	202,000	208,000	213,000	222,000	234,000

SOURCE: Statistics Canada, Census of Population, 1961, 1966, 1971, 1976 and 1986; Provincial Assessment Records, 1980; Realty Research Group Ltd., 1985; and Compusearch Market and Social Research Limited, 1988.

AVERAGE HOUSEHOLD INCOME AND PROJECTIONS FOR TRADE AREA

	<u>1980</u>	<u>1988 Est</u>	<u>1990 Proj</u>	<u>1993 Proj</u>
Primary Trade Area	\$22,841	\$39,631	\$44,094	\$51,732
Secondary Trade Area	\$25,920	\$48,362	\$53,732	\$62,958

SOURCE: Compusearch Market and Social Research Limited, 1988.

AVERAGE PER CAPITA INCOME ESTIMATE FOR TRADE AREA

	<u>1980</u>	<u>1988 (Est)</u>
Primary Trade Area	\$8,051	\$14,327
Secondary Trade Area	\$8,629	\$16,894

SOURCE: Compusearch Market and Social Research Limited, 1988

1988	Personal Income for Primary Trade Area	\$1,337,548,900
	Personal Income Per Capita	\$14,300
1988	Retail Sales for Primary Trade Area	\$539,365,000
	Retail Sales Per Capita	\$5,800
1986	Average Number of Persons per Household for Primary Trade Area	2.7

SOURCE: *Financial Post - Canadian Markets 1988/89, Statistics Canada 1986 Census Divisions.*

Commercial development in Brantford has steadily increased over the last five years. Since 1984 approximately 1,202,405 sq. ft. of commercial space has been constructed of which 261,888 sq. ft. represents new office space. Overall, there is 608,902 sq. ft. of prime office space built in the City.

Brantford offers prime retail and office space at rates substantially lower than those in the Metro Toronto Region.

Commercial lease rates range for new constructed space as of January, 1989:

Office - \$7.00 - \$13.00 net
*Retail - \$10.00 - \$18.00 net

*Note - Does not include enclosed shopping mall space.

COMMERCIAL BUILDING ACTIVITY 1984 - 1988

YEAR	PERMITS ISSUED	CONSTRUCTION VALUE	SQUARE FOOTAGE (SQ.FT.)
1984	93	\$5,128,461	127,747
1985	124	\$28,334,217	494,404
1986	233	\$16,448,819	225,758
1987	238	\$9,143,824	151,676
1988	164	\$14,619,492	202,520
TOTAL	852	\$73,674,813	1,202,405

SOURCE: *City of Brantford, Building Department.*

MAJOR OFFICE BUILDINGS IN BRANTFORD

BUILDING	LOCATION	SIZE (SQ.FT.) GROSS
A) Massey House ¹	171 Colborne Street	82,938
B) Darling Court ¹	38 Darling Street	45,000
C) Bell Canada ¹	92 Market Street	44,485
D) West Mall Business Centre	325 West Street	Bldg.A - 18,000 Bldg.B - 17,000 35,000 (total)
E) Terrace Hill Medical Centre	271 Terrace Hill Street	32,000
F) Colborne Court ¹	233 Colborne Street	31,600
G) Park Place Business Centre	446 Grey Street	28,000
H) Chelsea Place ¹	20 Darling Street	26,786
I) Canada Trust ¹	70 Market Street	24,049
J) Century 21 Place	515 Park Road North	24,000
K) Kirby Landing	200 Grand River Avenue	Bldg.1 - 4,000 Bldg.2 - 10,000 Bldg.3 - 2,000 Bldg.4 - 7,000 23,000 (total)
L) Eaton Market Square ¹ (3rd floor)	1 Market Square	22,000
M) Holstein Association of Canada ¹	41 George Street	21,689
N) Central Profesional Centre	72 Brant Avenue	18,000
O) Canadian Foresters ¹	84 Market Street	17,577
P) Medical Art Centre	353 St. Paul Avenue	16,000
Q) Northview Professional Centre	322 Fairview Drive	15,000
R) Brant Commuity Credit Union ¹	7 Charlotte Street	14,232

	BUILDING	LOCATION	SIZE (SQ. FT.) GROSS
S)	Waterous, Holden, Amey, Hitchon ¹ Barristers & Solicitors	20 Wellington Street	13,700
T)	Greystone Medical Centre	442 Grey Street	13,300
U)	Canadian Imperial Bank of Commerce ¹	34 Market Street	12,977
V)	Millard, Rouse & Rosebrugh Chartered Accountants	96 Nelson Street	11,383
W)	Harvey Building ¹	172 Darling Street	9,200
X)	Hospodar Davies Lawyers	120 Market Street	9,067
Y)	North Brantford Professional Centre	525 Park Road North	8,967
Z)	Imperial Bank of Commerce Building ¹	50 Dalhousie Street	8,952
		TOTAL	608,902

NOTE: This list relates to major non public sector office buildings and does not include the total office space built in the City of Brantford.

1) Building located in downtown business core.

See map on page 32 for office locations.

SOURCE: City of Brantford Building Department and Regional Assessment Office 1989.

Brantford and area residents can experience a wide range of shopping choices within the community. Facilities are situated conveniently throughout the City, thereby making access easy and shopping pleasurable.

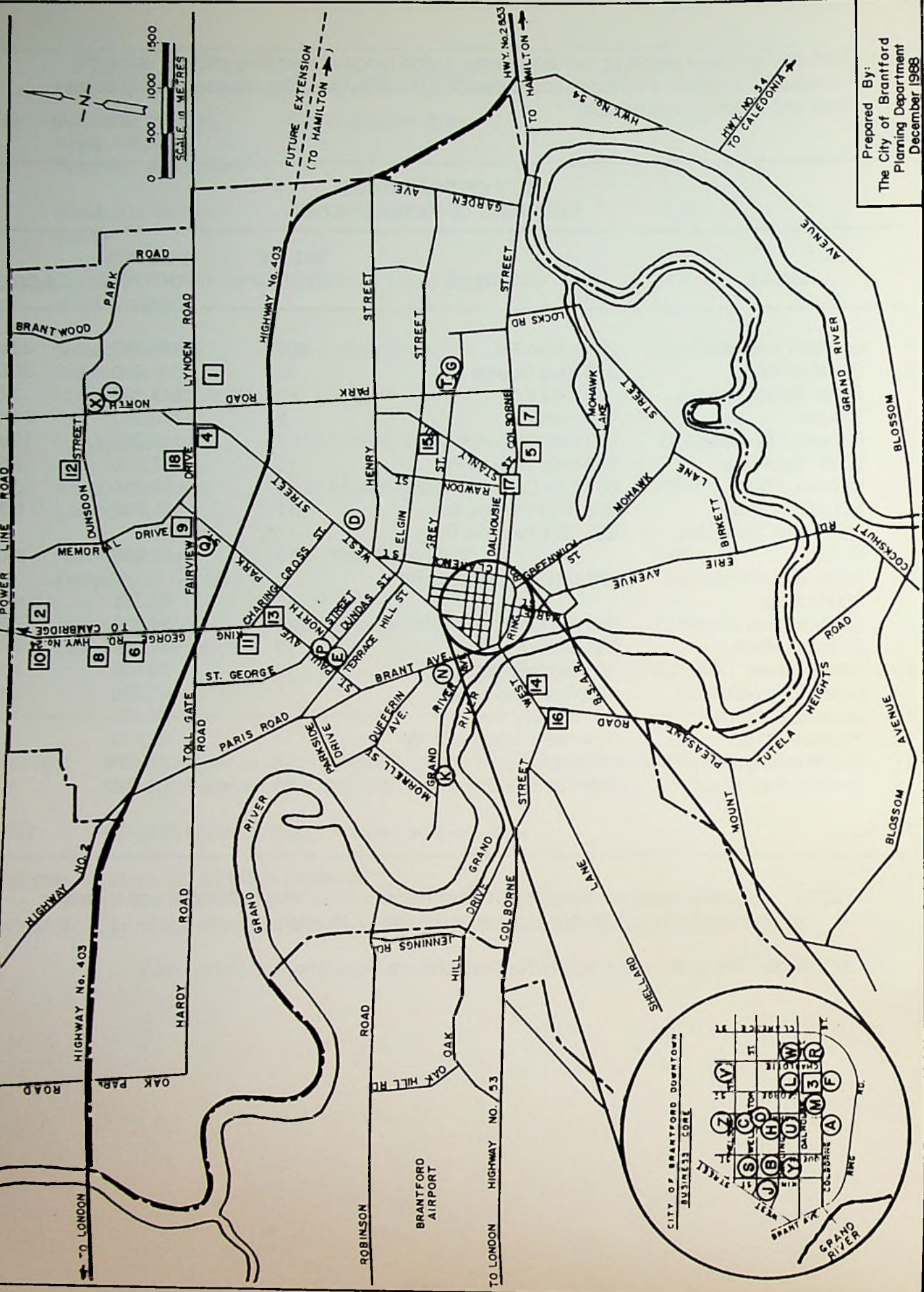
**CITY OF BRANTFORD
SHOPPING CENTRES/PLAZAS**

NAME	ADDRESS	NO. OF STORES	SQUARE FOOTAGE	ACREAGE
1. Lynden Park Mall	84 Lynden Rd.	100	437,380	40.0
2. Brantford Mall	300 King George Rd.	50	365,000	30.0
3. Eaton Market Square	1 Market St.	60	243,800	3.0
4. Towers	410 Fairview	2	110,030	21.1
5. Canadian Tire Plaza	573-585 Colborne St.	7	103,749	10.6
6. LOEB IGA Plaza	185 King George Rd.	15	67,518	6.3
7. Mohawk Plaza	639-669 Colborne St. E.	14	63,014	5.0
8. Northridge Plaza	265 King George Rd.	11	58,602	6.7
9. North Park Shopping Centre	325, 291 Fairview Dr.	15	56,162	5.0
10. Alexanians/Consumers Distributing	329-331 King George Rd.	8	43,391	4.0
11. Canada Trust Square	39 King George Rd.	11	34,933	2.6
12. Dunsdon Plaza	241 Dunsdon St.	12	34,323	3.6
13. Home Centre	10 King George Rd.	10	28,982	2.9
14. Calbeck's Food Store	108 Colborne St. W.	1	28,000	2.0
15. Arrowdale Village	174 Stanley St.	9	24,000	1.1
16. Pleasant Plaza	154-168 Colborne St. W	4	23,072	1.8
17. Bargain Harold's/Valdi	10 Stanley St.	6	22,449	1.8
18. Fairview Park Plaza	403 Fairview Dr.	11	21,010	1.9
TOTAL		336	1,765,415	149.4

NOTE: Listing based on Shopping Centres/Plazas whose total building space is greater than 20,000 sq. ft. See Map on next page for locations.

SOURCE: *City of Brantford Economic Development Department, October 1988.*

CITY OF BRANTFORD
MAJOR OFFICE BUILDINGS and SHOPPING CENTRES/PLAZAS

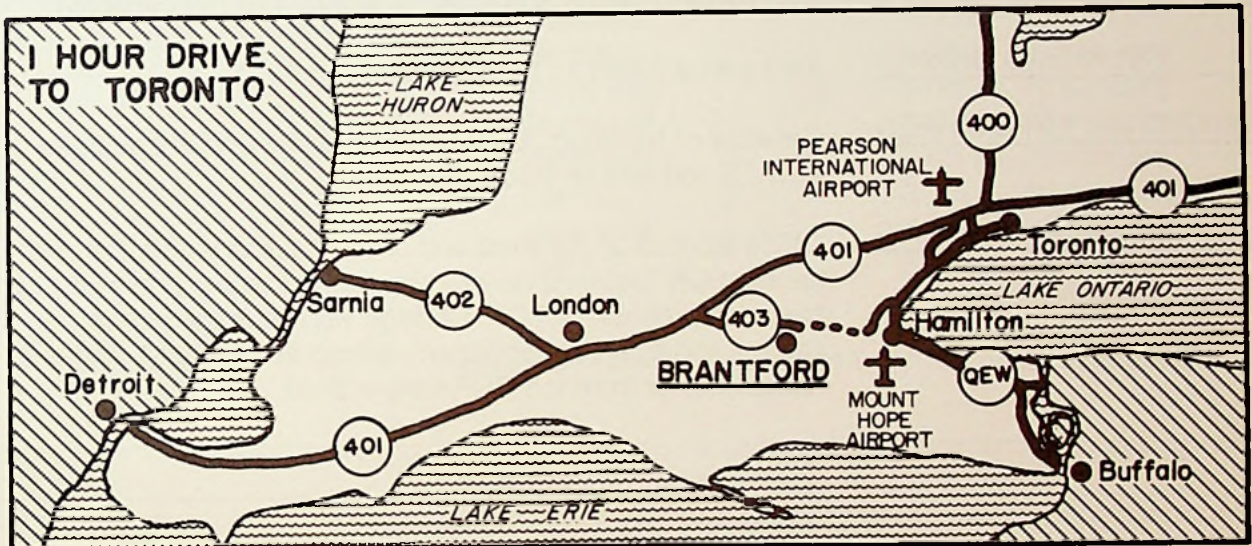


Prepared By:
 The City of Brantford
 Planning Department
 December 1988

TRANSPORTATION - good access to major centres. rate rail, air and water trans-
 Brantford enjoys an excellent Within close proximity are first- portation facilities.
 network of road systems with

ROAD

ROAD - Brantford is conveniently and strategically located at the crossroads of Canada's most travelled highways. Highway 403 travels through the City, linking Brantford to North America's major market areas.. A fully integrated Highway system connecting Hwy. 401 to the QEW via Hwy. 403 is expected to be completed by 1995. Other Provincial Highways serving the City include 2, 24, 53, and 54.



Prepared By:
 The City of Brantford Planning Department
 December 1988.

BUS

BUS TRANSPORTATION - is provided by the Brantford Transit commission. Scheduled routes include regular service to the Braneida Industrial Park.

Rates:
 (as of Jan. 1/89)

Adult	.90
Senior	.85
Student	.85

Brantford Transit
 50 Wellington Stret
 (519) 753-7392, Ext. 263

RAIL

RAIL - Brantford is served by both the Canadian National and Canadian Pacific Railways. Extensive passenger and freight service are available

within the City. There are 16 passenger trains daily connecting Brantford with Toronto, Windsor, Sarnia, Chicago, Ottawa and Montreal.

For more information:
Brantford Station
(519) 759-8760
CNCP Telecommunications
1-800-268-9520

CANADIAN NATIONAL RAILWAY

<u>YARD</u>	Storage capacity of 400 cars and approximately 10 miles (16 km) of industrial trackage through central Brantford.
<u>TEAM TRACKS</u>	Two with a 30 car capacity (total)
<u>SCALES AND RAMPS</u>	Two loading ramps and three scales (5-125 ton capacity)
<u>OVERHEAD CRANES</u>	Two with a 3 and 10 ton capacity
<u>FREIGHT and OFFICE SHED</u>	Capable of handling 30 merchandise cars and is equipped with 1.5 ton fork lift truck.
<u>EXPRESS</u>	Office located at the west end of the passenger station and handles CN Express, railway express and air express and air cargo shipments for TCA. Cartage with pick-up and delivery service is offered on less-than-carload and carload freight is handled to or from the CNR freight shed.

CANADIAN PACIFIC RAIL

<u>YARD</u>	Two yards with a total capacity of 225 cars
<u>TEAM TRACKS</u>	Three tracks
<u>SCALES and RAMPS</u>	A 150 ton capacity scale and one 2 car ramp
<u>FREIGHT</u>	Daily switching, Monday-Friday (additional service as required) Through manifest freight service to all connections
<u>EXPRESS</u>	Railway Express Company operates the line and provides service in and out of Brantford.
<u>INTERCHANGE</u>	At Brantford with Lake Erie and Northern and Canadian National Railways
<u>CONNECTIONS</u>	At Waterford and Welland with New York Central System. At Hamilton with Canadian Pacific Railway

Toronto's Lester B. Pearson International Airport is just one hour away and provides flights to all major global destinations.

Mount Hope Airport, 20 minutes from Brantford, serves the surrounding area with jet service to many Canadian and

American destinations. Brantford's Municipal Airport provides service for light private, jet and commercial aircraft.

BRANTFORD MUNICIPAL AIRPORT

The Municipal Airport is located just five minutes immediately west of the City Centre.

Flying Times to Selected Destinations*

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

* Flying time calculations based upon a twin-engine craft.

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 also equipped to give instruction in night flying as well as Line and

Instrument Training. All instruction is supervised by Gov't Licensed Instructors.

Lounge facilities

are at the disposal of Club members, and may be used for business conferences when time is an important consideration. Noon luncheon snacks and coffee are available at the Airport cafeteria which is open 7-days a week.

Charter flights

are available for Club members (pilots and non-pilots) by competent pilots and fully-serviced aircraft to major centres.

Arrangements are made with the Airport Manager, Mr. Bob Michalchuk (519) 753-2521.

**A COMPARISON OF THE THREE MAJOR AIRPORTS SERVING
BRANTFORD AND BRANT COUNTY**

Pearson International Airport 55 boarding gates are located within two terminals in addition to 22 off-gate aircraft parting spaces.

Terminal 1 - Circular in shape with an integrated parking garage, 24 aircraft gates and an annual passenger capacity of approximately 6 million.

Terminal 2 - Linear design with 31 aircraft gates and an annual capacity of 9 million passengers.

Terminal 3 - To be designed, financed, built and operated by a private sector developer, it will be operational by 1990, and will provide 24 additional aircraft gates and 3,000 parking spaces.

Customs and Immigration and U.S. Preclearance facilities are available in both existing terminals.

Runways - 3 main, 25 taxiways - 9,500-11,050 ft. long X 200 ft. wide
Restaurants/bars, duty free shops.
Ranked 11th in the world (1986, ICAO) for international passengers.
Ranked 1st as busiest airport in Canada.

Mount Hope Airport Direct flights via Tempus Air and Allegheny Commuter to various Canadian and U.S. destinations.

Runways - 35,188-8,000 ft. long X 150-200 ft. wide
Hamilton Flying Club offers courses and flight training
Restaurant/snack bar/bar, duty free shop
Home of the Canadian War Plane Heritage Museum
Home of the largest annual airshow in Canada

Brantford Municipal Airport A total of 16,000 movements in 1986 (12,800 local movements)

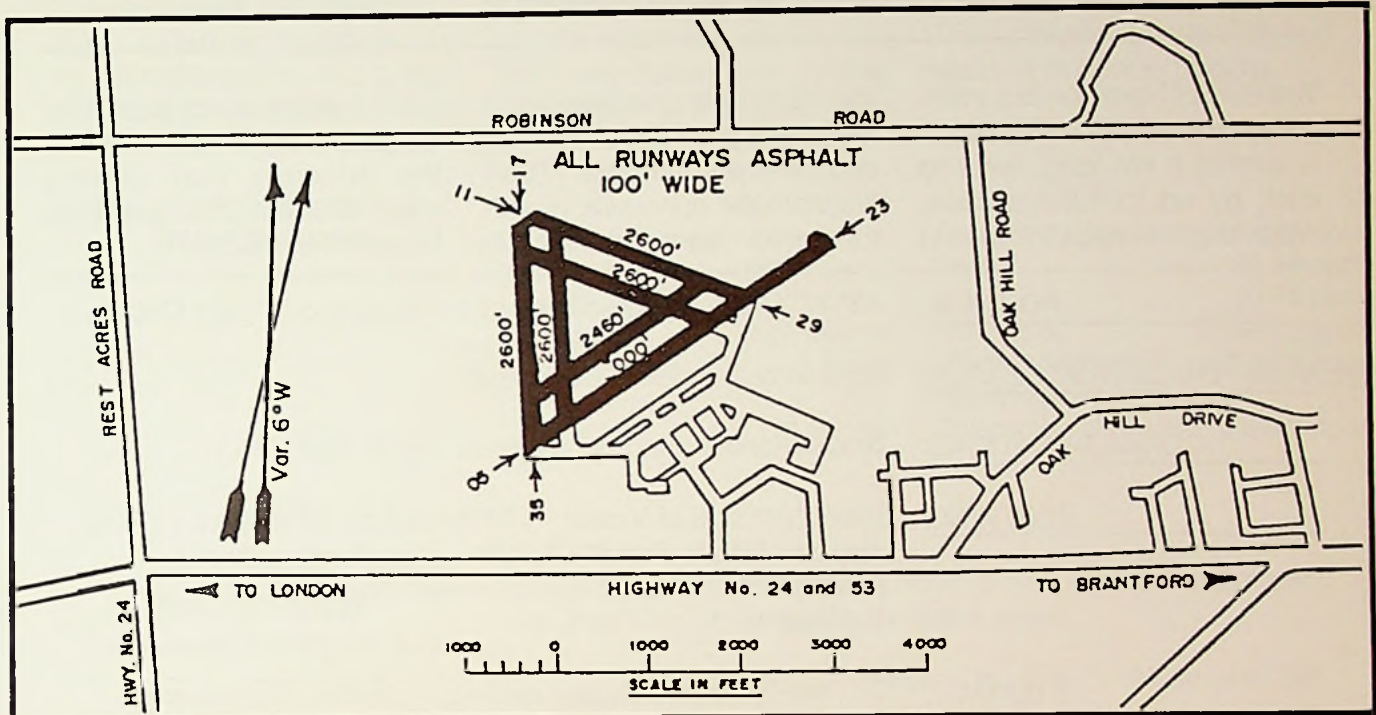
Runways - 62,600 - 5,000 ft. long X 100 ft. wide
Brant-Norfolk Aero Club offers flight training
Charter services (domestic/international) available
Restaurant/snack bar open daily

CUSTOMS

The Brantford Municipal Airport is a Canadian Customs Port of Entry.

Prior notification of arrival is required for any flight landing at

Brantford from the United States.



BRANTFORD AIRPORT BRANTFORD, ONTARIO ELEVATION 815'

LATITUDE 43°08'N LONGITUDE 80°21'W
4 miles West of Brantford.

OPERATOR. The Corporation of the City of Brantford.

USABLE. All year.

LIGHTING. Flashing beacon. Runway lights on outer runways available on prior request. Lighting on 2 hr. notice to Brantford Flying Club, Phone (519) 753-2521 or 753-3617, after hours 756-5126.

RADIO AIR GROUND. Call Sign: VYE 85
Trans and Guards 122.8 (Daylight hours)
Operator: Brantford Flying Club.

RADIO NAV. Aid. Brantford N.D.B. 4½ N.M.S.W.
IDENT. F.D. 207 KHz.

FACILITIES. Hangars and Servicing available. GAS: 80/87, 100/130. OIL: 65, 80, 100, 120.
Telephone at field. Taxi. Bus and Hotels in Brantford.

REMARKS. Licensed airport. Customs port of entry and exit for tourists only. Customs House 4½ miles. One hour prior notice required.

WATER

WATER - Access to the St. Lawrence Seaway is available through the Port of Toronto, which is located 65 miles (104 km) from Brantford. The

Toronto Port is a large international trade centre which offers full service cargo facilities.

Alternate access, however, can be gained by the seaway

Port of Hamilton on Lake Ontario. The City of Brantford is located only 30 minutes (24 miles/38 km) by road and rail from this facility.

The Port of Hamilton is a triangular-shaped water area which is almost 8 km long, west to east, by up to 4.8 km wide. Water depths reach 24.48 m in

mid-harbour and seaway depth berthing is provided at wharves and terminals. Although 1786.4 km from the open sea, Hamilton ranks high among Can-

ada's leading seaports in total cargo tonnages handled. It is the principal port serving south-western Ontario and the Niagara Peninsula.

POSITION 43° 17' North, 79° 51' West, at the west end of Lake Ontario

AVERAGE NAVIGATION SEASON April through to mid-December

COMMUNICATIONS Ship-to-shore: Harbour Masters Office VHF CH-16

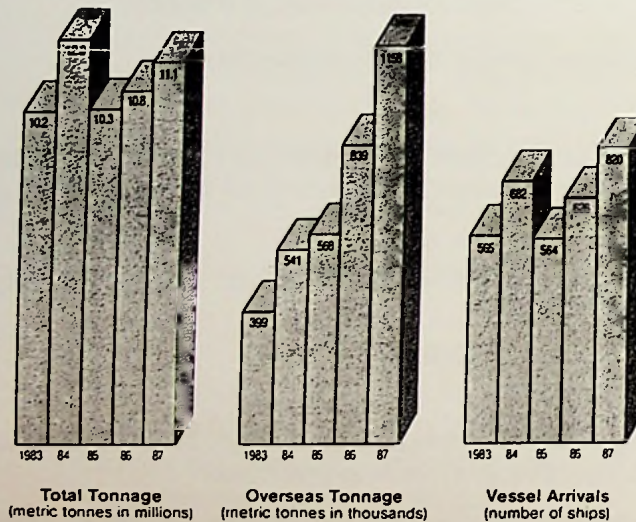
BERTHING Maximum size of Vessel - 223 metres by 23 metres on 8.25 metres of draft. Provide 7,200m of berthing (approx.)
Private docks - 4,000 metres of berthing (Stelco Inc. and Dofasco Inc.)

STORAGE Covered - 72,900 square metres, Outside - 88 hectares

SERVICING C.N.R. and C.P.R. Railways - Hamilton Civic Airport
Numerous trucking lines

TONNAGE While overall tonnage remains high over the years, overseas tonnage increased in 83-87 (See Diagram below)

5 YEAR SUMMARY



WATER - The City of Brantford obtains its water supply from the Grand River and is assured of an abundant supply through the entire year. The capacity of our existing system is 20,000,000 G.P.D. (90.0 million litres). Consumption of

water at normal levels 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 below.

Water Analysis

Ph	7.8-82	Manganese	0
Turbidity less than	J.T.U.	Calcium (as Cao)	89-110 ppm
Dissolved solids	(300 normal)	Mg	0
Total Alkalinity		SO 4	50-70 ppm
(as CaCo3)	(175 normal)	NO 3 as N	0.94-2.5 ppm
Silica-less than	5ppm	Organic Nitrogen	0.94-1.8 ppm
Total Hardness		Fluorine (as F)	1.0
(as CaCo3)	(310 normal)	Chloramine Residual	0.3-0.5 ppm
Iron	0		

**Rate Schedule
One-Month Billing Period**

*(effective January 1, 1989)
(all water rates are net)*

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

Meter Size	Billing Charge	Minimum Bill
5/8"	\$6.00	\$6.00
3/4"	\$6.00	\$6.00
1"	\$6.00	\$6.00
1-1/2"	\$6.00	\$38.70
2"	\$6.00	\$76.00
3"	\$6.00	\$110.00
4"	\$6.00	\$240.00
6"	\$6.00	\$396.00
8"	\$6.00	\$666.00

Consumption Rates Bi-Monthly

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

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

First 200m³ - 30.25 m³
 Next 750m³ - 27.25m³
 Balance - 25.0 m³

Sewage Disposal

All sewage is accepted by the City of Brantford's 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 61-62,000 cubic metres. Some industries are subject to a surcharge agreement with the City when discharge levels exceed the City's standards.

Meter Size
Residential
5/8"
3/4"
1" & greater
45% of water bill

**Garbage -
Industrial Waste Removal**

Garbage disposal is conducted by sanitary land fill. The municipality does not provide collection of garbage for industry. Contractors for the handling of waste are available within the City. 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.

Tipping Fees

Tipping fees are charged by the municipality to offset its costs of providing a locally accessible dumping facility. Introduced in 1988, tipping fees are at \$10.00 per tonne until May 1, 1989, when they will be \$13.00 per tonne until September 1, 1989, when they will be \$16.00 per tonne.

ENERGY

GENERAL SERVICE ELECTRIC RATES MONTHLY SCHEDULE ON BILLINGS ISSUED ON AND AFTER JANUARY 1, 1989

(a) Applicable to loads of 0-5000 Kilowatts

ENERGY CHARGES

First	250 Kw. Hrs. @ \$7.82 per kw. Hr.
Next	12,250 Kw. Hrs. @ \$5.63 per kw. Hr.
Balance	Kw.Hrs. @ \$4.06 per kw. Hr.

(b) Transformation Allowance

Service at less than 115 KV - 50¢ per KW billing demand

KILOWATT DEMAND CHARGE MONTHLY

First 50 KW @ No Charge
Balance KW @ \$3.90 per KW

Transformer Policy

PUC will supply transformation up to 750 KW per customer.
Above this, the cost is the responsibility of the customer.

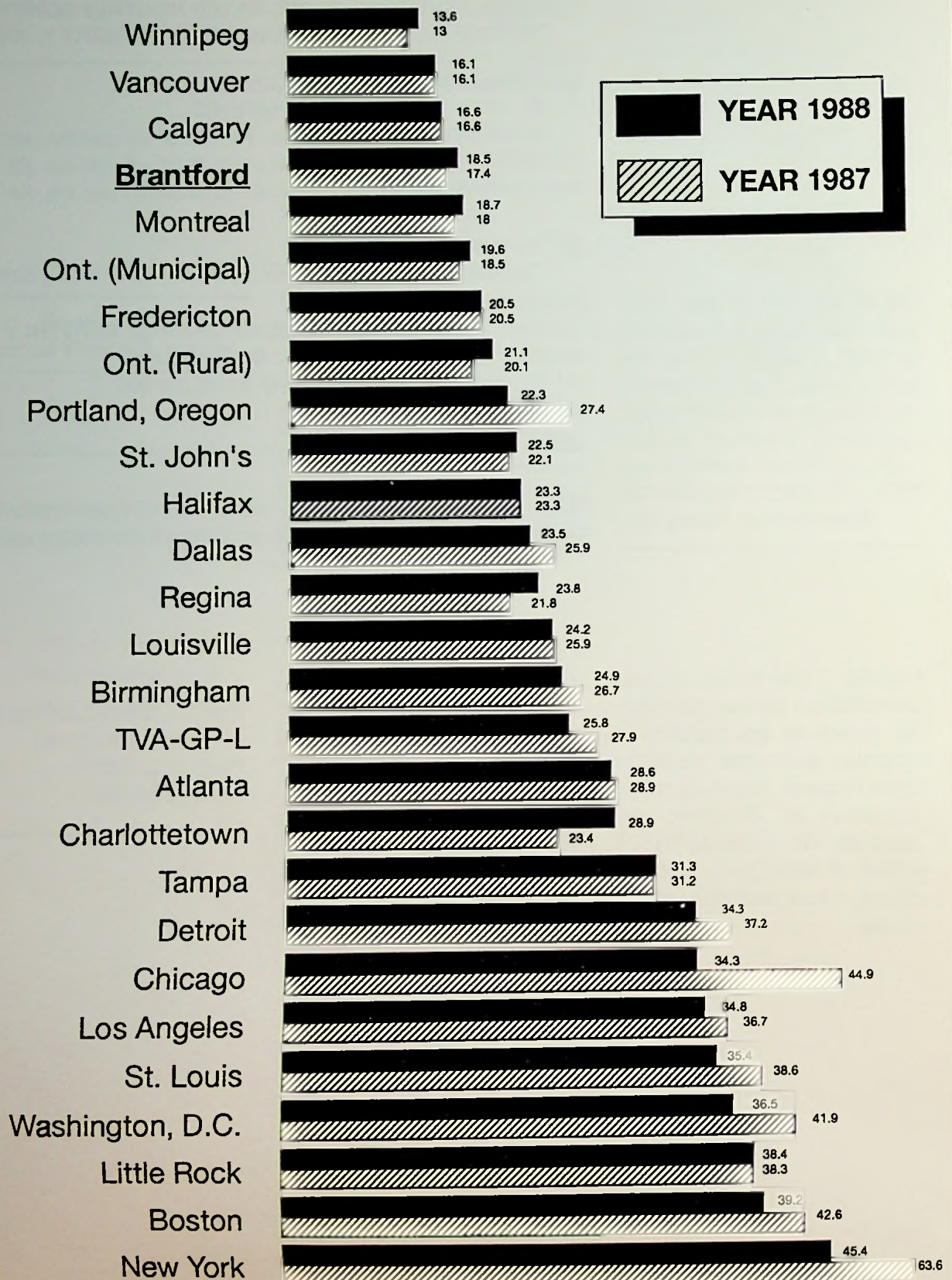
HYDRO - The Public Utilities Commission can supply electric power to any industry in virtually unlimited quantity upon request. Presently many industries in Brantford are supplied with either 27.6 kv, 3 phase, 3 wire; 5,150 volts, 3 phase, 4 wire; and 600 volts, 3 phase.

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.

Public Utilities Commission
50 Wellington Street
(519) 753-7391
Mr. Jim Steele

MONTHLY INDUSTRIAL ELECTRIC BILLS*

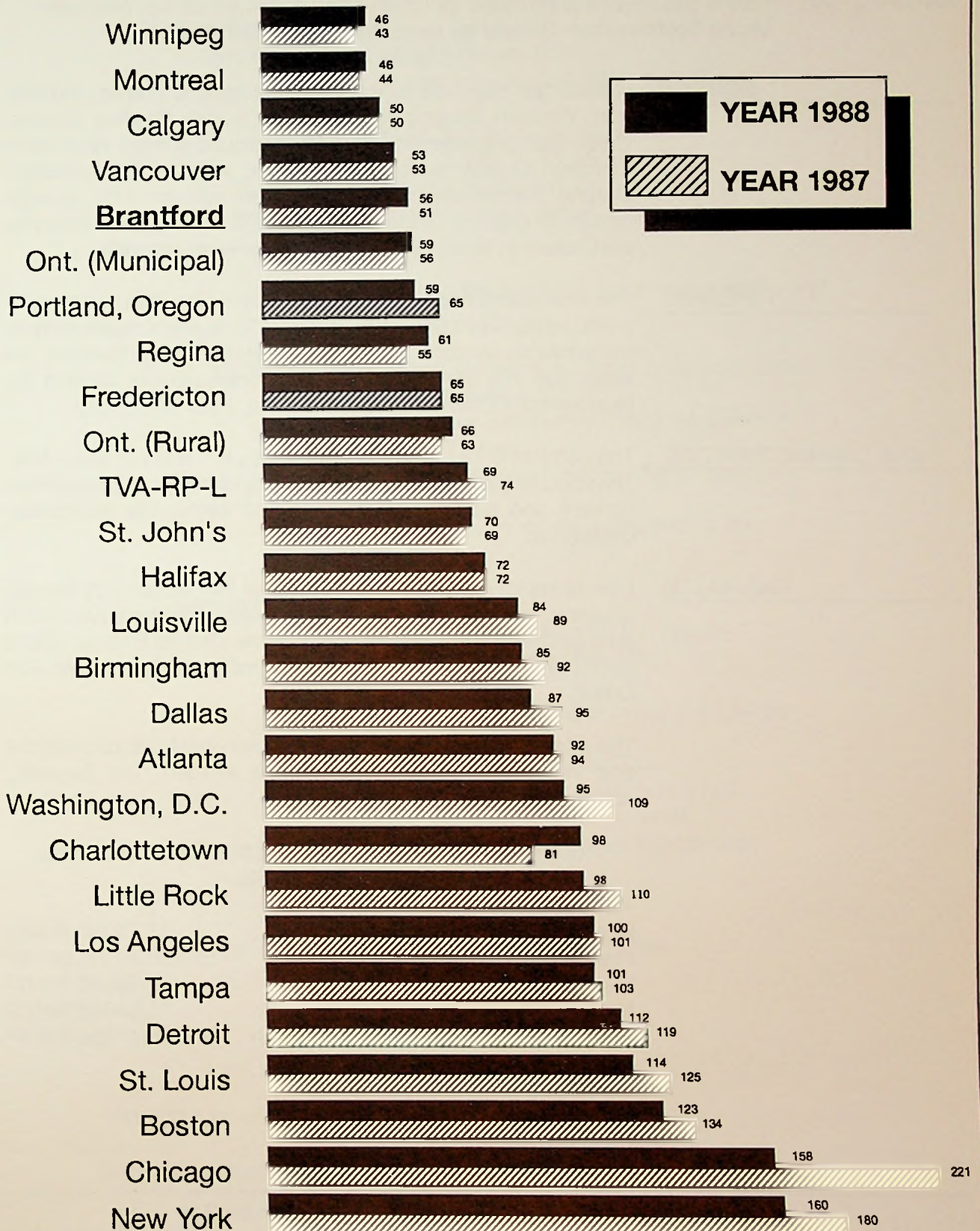
1000 KW DEMAND 400,000 KW CDN \$ 000'S



* Excluding Sales Tax and Special Local Charges

MONTHLY RESIDENTIAL ELECTRIC BILLS*

1000 KILOWATT HOURS CDN \$



* Excluding Sales Tax and Special Local Charges

NATURAL GAS

NATURAL GAS - Natural gas service is provided by Union Gas Limited which has been servicing 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 lift 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 of 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 local Union Gas Office.

The rate schedules for residential and non-contract, commercial and industrial customers have been merged. The following schedule is effective as of November 1, 1988.

Residential, Commercial & Industrial General Service Rate (M2)

Monthly fixed charge:	\$7.25 per month
First 1400m ³ * consumed per month	20.7050¢ per m ³
Next 4600m ³ * consumed per month	17.5954¢ per m ³
Next 124000m ³ * consumed per month	16.6464¢ per m ³
Next 270000m ³ * consumed per month	16.4713¢ per m ³

*m³ means cubic metres

Metric conversion factor 1 MCF = 28.17399m³

For larger consumption users, special rates will apply

Union Gas
Industrial Sales Department
315 Colborne Street
(519) 753-8611

CITY OF BRANTFORD REALTY TAXES

1. COMMERCIAL

(A) Office - \$2.14 - \$2.95 per sq. ft.

- depends on size and location within building

i.e. Avg 10,000 sq. ft. office - \$2.14 per sq. ft.

800 sq. ft. office - \$2.95 per sq. ft.

Business Tax: 30% of Realty Tax for the following uses -
transportation related, hotels, motel, independent retailers
and restaurants

50% of Realty Tax for the following uses - retail, office and
medical offices

(B) Retail - Independent or neighbourhood ShoppingCentre

\$2.14 - \$2.40 per sq. ft.

Independent or community Shopping Centre -

\$2.40 - \$2.67 per sq. ft.

Independent or Regional Mall - \$3.21 per sq. ft.

Each category can increase depending on
interior finish.

2. INDUSTRIAL

*Avg \$1.07 - \$1.34 per sq. ft. for 10,000 -
100,000 sq ft. building 10% office

i.e. 10,000 sq. ft. building or under - \$1.34 per
sq. ft.

Business Tax 60% of Realty Tax

*It is difficult to estimate taxes with a high
degree of accuracy. For an accurate
estimate contact the Regional Assessment
Office at (519) 759-6310.

SOURCE: Regional Assessment Office, June, 1989.

Life In Brantford

MUNICIPAL GOVERNMENT

CITY COUNCIL - The current Council for the City of Brantford was established in the municipal elections of 1988 for a three year term ending in November 1991.

Ten aldermen represent-

ing the five City wards (see Map p. 48) are under the chairmanship of the Mayor.

Public meetings are held weekly on Monday evenings in the Council Chambers of City Hall.

During this time, the Council administers the business affairs of the City through the various committees and departments it has established.

MAIN DEPARTMENTS AT CITY HALL - (519) 759-4150

Name

Chief Administrator's Office	227
Mayor's Office	213
Clerk's Department	223
Economic Development Department	201
Small Business Development Centre	758-1170
Data Processing Department	276
Treasury Department	264
Tax Department	206
Accounting Department	266
Planning Department	335
Committee of Adjustment	297
Legal Department	231
Engineering Department	242
Records Department	254
Personnel Office	275
Purchasing Department	235
Building Department	250

MUNICIPAL ADMINISTRATION

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.

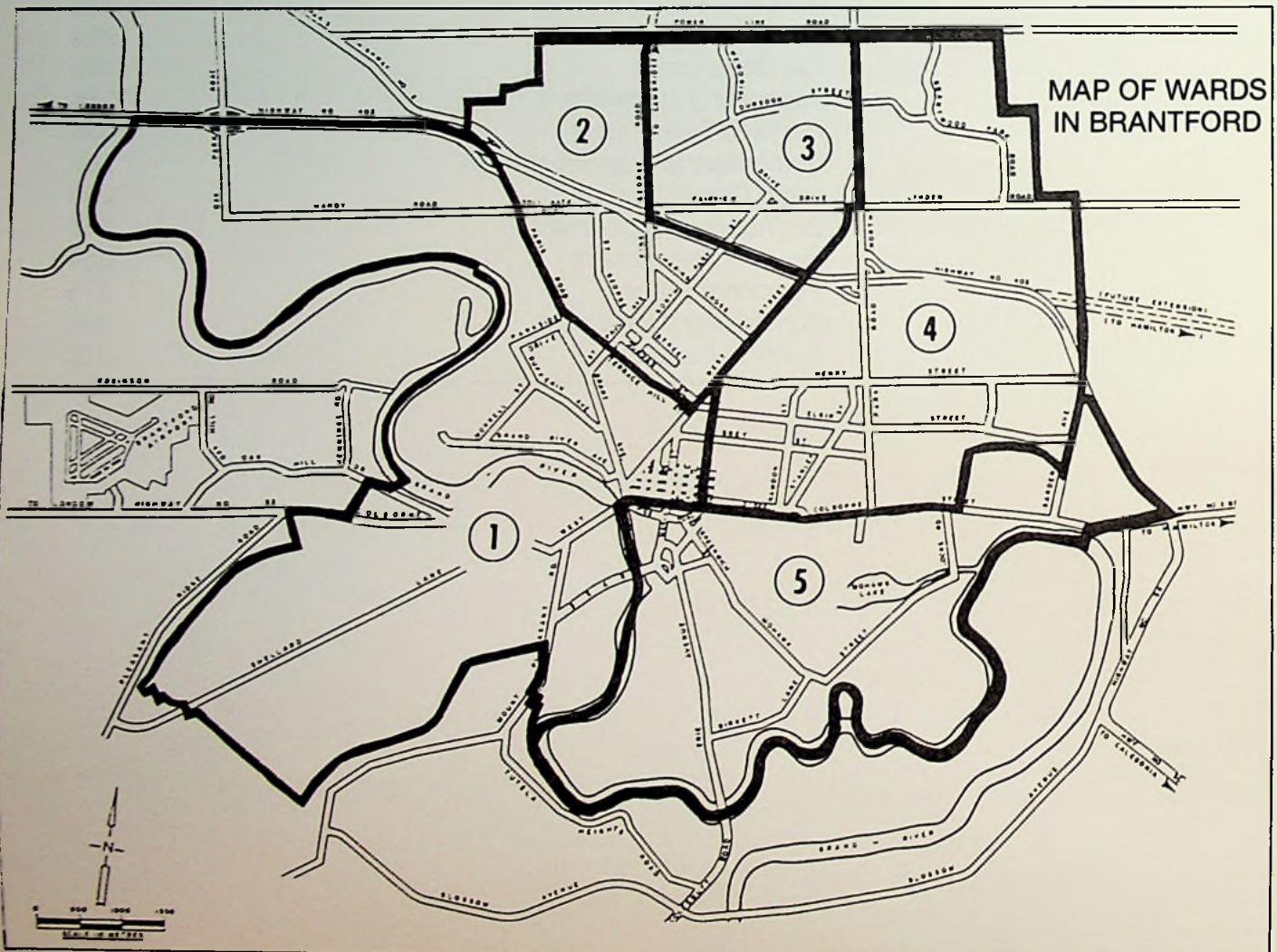
The Council administers the usual municipal services including the transit system, industrial and commercial development, civic utilities and the Brantford Airport. Recrea-

tional 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. 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, fore-

casting 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 the operation of the education system when necessary.



MUNICIPAL SERVICES

- POLICE - A staff of 112 Police Officers and 38 Civilians are under the command of Police Chief, A.W. Barber. They comprise the Brantford Police Force and provide the following services.
- 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 preventative patrols.
 - 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 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 Safety Education program for the public, and in particular, school children.
 - A Community Relations program that liaises and promotes crime prevention with the public.

A MUNICIPAL COMPARISON OF CRIME RATES (CRIMINAL CODE OFFENCES) 1984-1987

Municipality	1984	1985	1986	1987	%CHANGE 1984-1987
Brantford	9,714	8,198	8,417	9,433	-2.89
Hamilton*	23,371	22,246	24,339	41,798	+78.85
Oakville**	15,384	14,815	16,079	17,617	+19.52

*Hamilton-Wentworth Region

**Halton Region

Source: Statistics Canada, Canadian Crime Statistics, 1984-1987

Brantford Police Station
Corner of Greenwich & Newport Street
Brantford
(519) 756-7050

FIRE PROTECTION - This service is provided by the City of Brantford through the efforts of 96 full-time fire fighters. In addition, a Chief, Deputy Chief, 5 prevention officers, 4 full-time dispatchers and many others all assist in this task.

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 pump on the fire equipment are of the most modern large capacity centrifugal design. The trucks are also equipped with modern nozzles and fire fighting chemicals.

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 are shown to personnel on fire safety and the operation of fire extinguisher. This service is available to all industries in Brantford. Water supply for sprinkler systems and fire protection is supplied unmetred at no additional charge. Water connection for this service is made at the customer's expense.

PER CAPITA LOSSES DUE TO FIRE (1982-1987 AVERAGE)

Brantford*	\$13.46
Ontario	\$25.66
Canada	\$27.00

**Based on 1983-1987 (projected) data*

Central Station - Corner of Greenwich & Newport Streets	752-4346
No. 2 Station - St. Paul's Avenue	753-6162
No. 3 Station - Corner of Park Road North and Lynden Road	756-3262

FINANCIAL DATA

FINANCIAL DATA

The City of Brantford is the financial centre of Brant County. All major financial institutions are represented in the community as set out in the following.

BANKS IN BRANTFORD (Main Branches)

The Canadian Imperial Bank of Commerce Dalhousie & Market Streets	Manager: A. Racey Phone: (519) 752-5477
The Bank of Montreal 57 Market Street	Manager: L. Cox Phone: (519) 756-2700
The Bank of Nova Scotia 170 Colborne Street	Manager: A.P. Cameron Phone: (519) 759-5810
The Royal Bank of Canada 32 Market Street	Manager: T. Kehler Phone: (519) 753-4121
The Toronto-Dominion Bank 58 Market Street	Manager: A.J. Brunette Phone: (519) 756-0550
Province of Ontario Savings Office 171 Colborne Street	Manager: C. Campbell Phone: (519) 753-4131

TRUST COMPANIES

Canada Trust 70 Market Street	Manager: V. Sisson Phone: (519) 759-4020
Central Trust Company 112 Dalhousie Street	Manager: W. Armstrong Phone: (519) 752-4393
First City Trust Company 43 Market Street	Manager: C. Baker Phone: (519) 752-4319
Canada Trust 39 King George Road	Manager: A. Riley Phone: (519) 756-3160
Royal Trust 225 Fairview Drive	Manager: C.E. Buchanan Phone: (519) 756-9120
National Trust 1 Market Square	Manager: D.L. Cornfoot Phone: (519) 759-8110
Northridge Plaza	A. Manager: A. Greco Phone: (519) 752-4381
Walker's Financial Services 151 Brant Avenue	Manager: M.A. Davey Phone: (519) 759-0415

FINANCE COMPANIES

Avco Financial Services
147 King George Road

Manager: G. Tinnes
Phone: (519) 759-4381

Beneficial Canada Inc.
137 Colborne Street

Manager: S. Cameron
Phone: (519) 753-4195

Brant Community Credit
Union Ltd.
7 Charlotte Street

Manager: M. Smith
Phone: (519) 759-7550

COLLECTION AGENCY

Credit Bureau
154 Dalhousie Street
(Collections)

Manager: M. Matyas
Phone: (519) 756-2500

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.

The City is divided into numerous subdivisions which boast their own community centre and school. Parks, public transit and a variety of shopping opportunities are all within easy reach of residents.

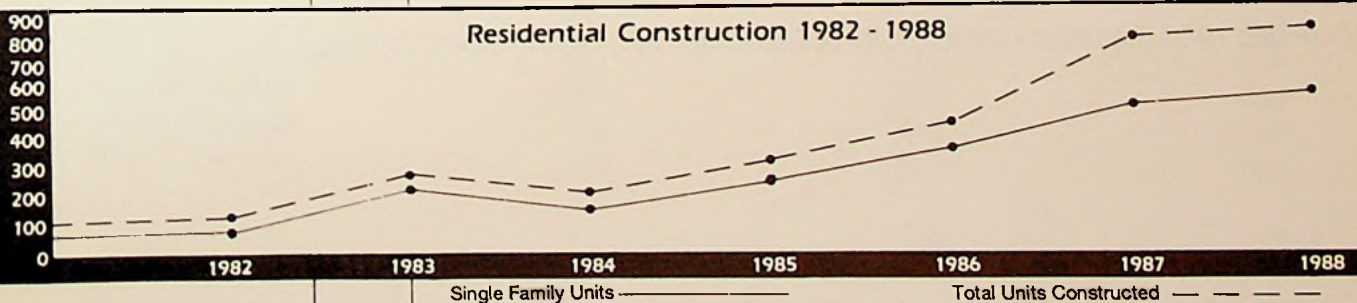
Development potential as of January, 1989 is as follows:

HOUSING POTENTIAL IN THE SUBDIVISION COMPONENT

CATEGORY	NO. OF PLANS	NO. OF UNITS BY DWELLING TYPE				
		SF	SD	MD	HD	TOTAL
A. Applications Under Consideration (Future Development)	5	253	48	156	--	466
B. Draft Approved Plans (Future Development)	12	763	98	198	--	1,059
C. Registered Plans (Immediate Development)	24	408	--	--	526	934
TOTAL	43	1,424	146	363	526	2,459

HOUSING POTENTIAL ON VACANT LAND	COMPONENT	NO. OF UNITS
	Subdivision	2,459
	Vacant Land	9,550-10,437
	Condominium	350
	TOTAL	12,359-13,246

SOURCE: City of Brantford Planning Department Annual Report, 1988



SOURCE: City of Brantford, Building Department, 1988

BRANT MULTI-LISTING SALES			
YEAR	TYPE	SALES	TOTAL
1988	Residential	\$216,801,235	262,442,171
	Other	45,640,936	
1987	Residential	\$148,097,511	182,090,168
	Other	33,090,657	
1986	Residential	\$102,728,306	138,899,137
	Other	36,165,831	
1985	Residential	\$81,114,205	104,000,000
	Other	22,885,795	
1984	Residential	\$65,317,990	80,624,330
	Other	15,306,340	
1983	Residential	\$61,345,640	74,745,929
	Other	13,400,289	
1982	Residential	\$51,379,000	60,519,442
	Other	9,140,442	

There are 32,640 private households in the Brantford (C.A.) area, with an average of 2.7 people residing per household.

HOUSING STATISTICS			
Occu. Priv. Dwellings			
Total		32,610	
- owned		21,655	(66%)
- rented		10,980	(34%)
Single detached		21,330	
Single attached		3,105	
Apart., 5 or more stories		2,960	
Apart., less than 5 stories		1,460	
Duplex		1,460	

SOURCE: 1986 Statistics Canada, City of Brantford Census Agglomeration Area

Brantford provides a wide range of affordable housing styles, from turn-of-the-century Victorian Mansions to

modern detached and estate homes. Prices are less than most other major Ontario municipalities.

The following table compares major Southern Ontario municipalities, denoting selected housing prices for two housing types as well as estimated taxes and rental costs.

	STANDARD TWO STOREY			STANDARD TOWNHOUSE		
	PRICE	TAXES	EST. MONTHLY RENT	PRICE	TAXES	EST. MONTHLY RENT
Barrie	130,000	1,650	1,000	107,000	975	950
BRANTFORD	107,000	1,625	825	78,500	760	700
Burlington	185,000	1,587	1,125	132,000	1,013	850
Cambridge	143,000	1,500	750	91,500	840	650
Guelph	152,000	1,450	1,550	120,000	1,000	950
Hamilton West	149,000	1,586	775	153,000	1,700	850
Kitchener	132,000	1,524	850	97,000	995	700
London	125,000	1,550	800	95,000	1,250	700
Markham	245,000	2,000	1,400	205,000	1,400	1,150
Mississauga -Meadowvale/ Streetsville	184,000	1,800	1,100	155,000	1,075	975
North Toronto	360,000	2,800	1,800	230,000	1,900	1,200
Oshawa	155,000	1,325	900	118,000	950	800
Peterborough	138,000	1,750	800	77,000	950	600
Scarborough Central	230,000	1,800	1,300	170,000	1,100	1,050
St. Catharines	110,000	1,900	700	95,000	1,400	675

Source: Royal LePage Survey of Canadian House Prices, 1989.

**AVERAGE MONTHLY RENTS AND VACANCY RATES
BY UNIT TYPE
BRANTFORD CA**

UNIT	APARTMENT 6+ \$	APARTMENT 3-5 \$	ROW \$
Bachelor	320	N/A	N/A
One Bedroom	398	277	N/A
Two Bedroom	444	393	454
Three Bedroom	474	415	509
Four Bedroom	N/A	N/A	605
Vacancy Rate	0.4	0.0	0.2

SOURCE: Canada Mortgage & Housing Corporation, Hamilton Branch Fourth Quarter 1988
Local Housing Market Report

AVERAGE HOUSEHOLD EXPENDITURES

COMMUNITY	FOOD \$	SHELTER COST \$	CLOTHING \$	TRANS- PORTATION \$	HEALTH & RECREATION PERS. CARE \$	READING & EDUCATION \$	TAXES & SECURITIES \$	OTHER \$	EXPENDITURES \$
Barrie	6312	7340	2574	5109	1564	2380	9571	6985	41835
BRANTFORD	5805	6716	2309	4473	1414	2133	8176	6435	37461
Chatham	6167	7022	2425	4746	1481	2259	8673	6764	39537
Guelph	6254	7590	2540	4907	1565	2517	9325	7198	41896
Hamilton	5855	6985	2289	4310	1470	2173	7960	6484	37526
Burlington	7494	9420	3270	6176	1972	3173	13399	8505	53409
Kitchener	6207	7448	2482	4911	1545	2448	9309	6955	41305
Cambridge	6275	7322	2494	4984	1533	2342	9005	6833	40752
Waterloo	6439	8309	2808	5348	1661	2657	11421	7539	46182
London	6026	7512	2524	4719	1532	2468	9626	6920	41327
Oshawa	6900	8105	2786	5565	1716	2665	10341	7715	45793
Whitby	7813	9285	3174	6575	1953	3106	12584	8662	53152
Ottawa	6312	8305	2815	4828	1686	2717	10884	7535	45082
Peterborough	6027	6844	2372	4649	1447	2208	8471	6622	38640
St. Catharines	6339	7350	2512	4885	1552	2393	9153	6971	41155
Niagara Falls	6102	7018	2407	4811	1500	2153	8589	6814	39394
Sarnia	6400	7739	2626	5071	1605	2574	10064	7279	43358
Brampton	7380	9444	3069	5890	1956	3039	11857	8196	50831
Kingston	6093	7361	2507	4878	1531	2434	9453	7013	41270
Etobicoke	7525	8949	3095	5949	1941	2948	11899	8361	50667
Markham	8965	11828	4048	7463	2490	4011	17712	10429	66946
Milton	7339	8779	2978	6680	1838	4017	11557	10320	53908
Mississauga	7697	9907	3277	6140	2052	3230	12728	8589	53620
North York	7371	8867	3066	5799	1921	2915	11756	7995	49640
Oakville	8244	10502	3628	6819	2193	3525	15753	9418	60082
Windsor	6349	7521	2499	4748	1573	2385	9059	7099	41233
Scarborough	7098	8608	2909	5644	1830	2878	11101	7794	47859
Newmarket	7388	8891	3126	6392	1830	2918	12282	8379	51200

HEALTH CARE

According to the most recent Census Canada figures, there are 1,885 individuals employed in Brantford's health services sector. Of these, 315 are male and 1,570 are female. Included in these numbers are 118 physicians, 36 dentists, 12 chiropractors and 10 optometrists.

It is also important to note Brantford's close proximity to such world renowned medical institutions as Toronto's Sick Children's Hospital and McMaster Medical Centre in Hamilton.

In addition, there are over 60 social service organizations and associations serving Brantford and surrounding area. Almost half of these are health-care oriented.

Brantford General Hospital

Number of Beds: 380

Number of Doctors: 140 Nurses: 500

Services: audiology, diagnostic imaging, emergency, mental health, nuclear medicine, obstetrics, gynaecology, paediatrics, urology, ophthalmology and orthopedics.

Brantford General Hospital

200 Terrace Hill Street

Brantford, Ontario

(519) 752-7871

Est. 1885

St. Joseph's Hospital

Number of Beds: 132

Number of Doctors: 156 Nurses: 85 Registered, 150 R.N.A.

Services: medical and surgical units, rehab and longterm care, surgical day care, out patient labs, day hospital program and chiropody.

St. Joseph's Hospital

63 Park Road North

Brantford, Ontario

(519) 753-8641

Est. 1955

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. The programs offered are comparable to those in any Ontario municipality.

BRANT COUNTY BOARD OF EDUCATION

Elementary and Secondary Facilities:

The Board operates 43 elementary schools -- 31 in the City and 12 in the surrounding area. It also operates 6 secondary schools -- 4 of which are completely composite offering a wide variety of courses. The fifth provides arts and science, business and commerce, and the sixth is a special vocational school for occupational students.

Summer School Programs:

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

Evening Classes and Adult Education:

In addition to 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.

Special Education Facilities:

There are 5 schools in Brantford which are provided for students with learning disabilities. Four additional schools offer special education classes/care and treatment facilities. The W. Ross MacDonald school is a world-renowned facility for the visually and hearing disabled. The school is located on a 42 acre park in the north-west section of the City.

Brant County Board of Education
349 Erie Avenue
Brantford
(519) 756-6301

BRANT COUNTY R.C. SEPARATE SCHOOL BOARD

Elementary Facilities: There are 15 elementary schools located throughout Brantford which offer courses from Kindergarten to Grade 8. These facilities are 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.

Education in French is available at either the French language or French immersion schools. Combined enrollment at the two schools is approximately 210 students.

Secondary Facilities: St. John's College is a co-educational school under the joint direction of the Congregation of the Resurrection and the Sisters of Providence. Over 1,400 students attend Grades 9 through 13 here. They can supplement standard courses with options such as commercial art, music, classic civilization, Italian, French, world politics and religion.

Brant County Roman Catholic Separate School Board
 322 Fairview Drive
 Brantford
 (519) 756-6369

STUDENT-TEACHER RATIOS FOR EDUCATIONAL FACILITIES IN BRANT COUNTY

Type of School	Total Number of Students	Total Number of Teachers	Average Number of Students per Teacher
BRANT COUNTY BOARD OF EDUCATION			
Elementary	10,470	559	18.7
Secondary	5,915	383	15.5
Special Ed.	134	19	7.1
W. Ross MacDonald	215	67	3.2
BRANT COUNTY ROMAN CATHOLIC SEPARATE SCHOOL BOARD			
Elementary	3,063	159	19.3
French	210	13	16.2
Secondary	1,474	87	16.9

Mohawk College of Applied Arts and Technology
 441 Elgin Street, Brantford
 (519) 759-7200

MOHAWK COLEGE

Established in 1969, Mohawk College has played an important role in the provision of post-secondary programs, adult training programs, special courses and a variety of part-time offerings in continuing education to the people of Brantford and Brant County.

There are five campuses in Brant County, four of which are located in the City of Brantford. One campus is located at the Brantford General Hospital to serve the needs of nursing students who have been part of the tradition of the School of Nursing in Brantford since 1886.

For the '88-89 academic year 9,762 are enrolled in full and part-time programs at the college.

(519) 759-7200

Mohawk College's Brant Campuses offer a full range of diploma, certificate and special interest programs.

DIPLOMA PROGRAMS

- Early Childhood Education
- Law and Security Administration
- Office Administration
- General Business
- Nursing
- Graphic Arts Production Co-Ordinator
- Native Community Care and Counselling

Planned Program Expansion

- Packaging Technologist (Sept. '89)
- General Arts and Science (Sept. '89)
- Commercial Art (Sept. '89)

CERTIFICATE PROGRAMS

- Academic and Technical Upgrading
- Machine Shop
- Microcomputer Business Applications
- Training Handicapped Adults in Transition
- English as a Second Language
- Apprenticeship Programs (in conjunction with BITAC -- Brantford Industrial Training Advisory Committee).

POST SECONDARY INSTITUTIONS

Post secondary educational opportunities are available in and around Brantford. No less than nine universities and nine colleges are located within a convenient 70 mile radius of the City.

This unique environment allows businesses and residents alike to further their educational requirements, thus producing a well educated and skilled work force. Key research and development

resources as well as a variety of career related academic business and industrial training programs are available at these facilities. See Post Secondary Facilities map on page 63 for locations.

PREMIER'S COUNCIL TECHNOLOGY FUND CENTRES OF EXCELLENCE PROGRAM

The Centres are designed to build upon existing strengths in post-secondary institutions and industry that are international in stature.

A Centre of Excellence is:

- first and foremost, a centre of advanced research and study with a long-term perspective;
- built upon existing research excellence and areas of demonstrated strength and potential strength;
- dedicated to long-term research, with the expectation of maximum potential benefit to the economy of Ontario. It is intended to ensure the marriage of economic and intellectual strategies.

CENTRES OF EXCELLENCE - CONTACTS

INSTITUTE FOR SPACE AND TERRESTRIAL SCIENCE

Dr. L.W. Morley
Executive Director
Institute for Space & Terrestrial Science
Faculty of Science
York University
4700 Keele Street
North York, Ontario
M3J 1P3
(416) 736-5247

TELECOMMUNICATIONS RESEARCH INSTITUTE OF ONTARIO

Dr. A. Curran
President
Telecommunications Research
Institute of Ontario
307 Wedgewood Drive
Oakville, Ontario
L6J 4R6
(416) 849-8615

CENTRE FOR ADVANCED LASER & LIGHTWAVE RESEARCH

Professor R.P. Stoicheff
Dept. of Physics
University of Toronto
60 St. George Street
Toronto, Ontario
M5S 1A1
(416) 978-2948

CENTRE FOR MATERIALS RESEARCH

Dr. J.P. McGeer
Director, R & D Division
Alcan International LTd.
Box 8400
Kingston, Ontario
K7L 4Z4
(613) 549-4500

CENTRE FOR INTEGRATED MANUFACTURING

Dr. W. C. Lennox
Dean, Faculty of Engineering
University of Waterloo
200 University Avenue West
Waterloo, Ontario
N2L 3G1
(519) 885-1211 Ext. 3347

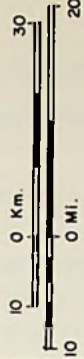
CENTRE FOR INFORMATION TECHNOLOGY

Dr. P. Larson
Interim Director
Information Technology Resource Centre
Faculty of Mathematics Room 5100
Mathematics and Computation Building
University of Waterloo
Waterloo, Ontario
N2L 3G1
(519) 885-1211 Ext. 2197

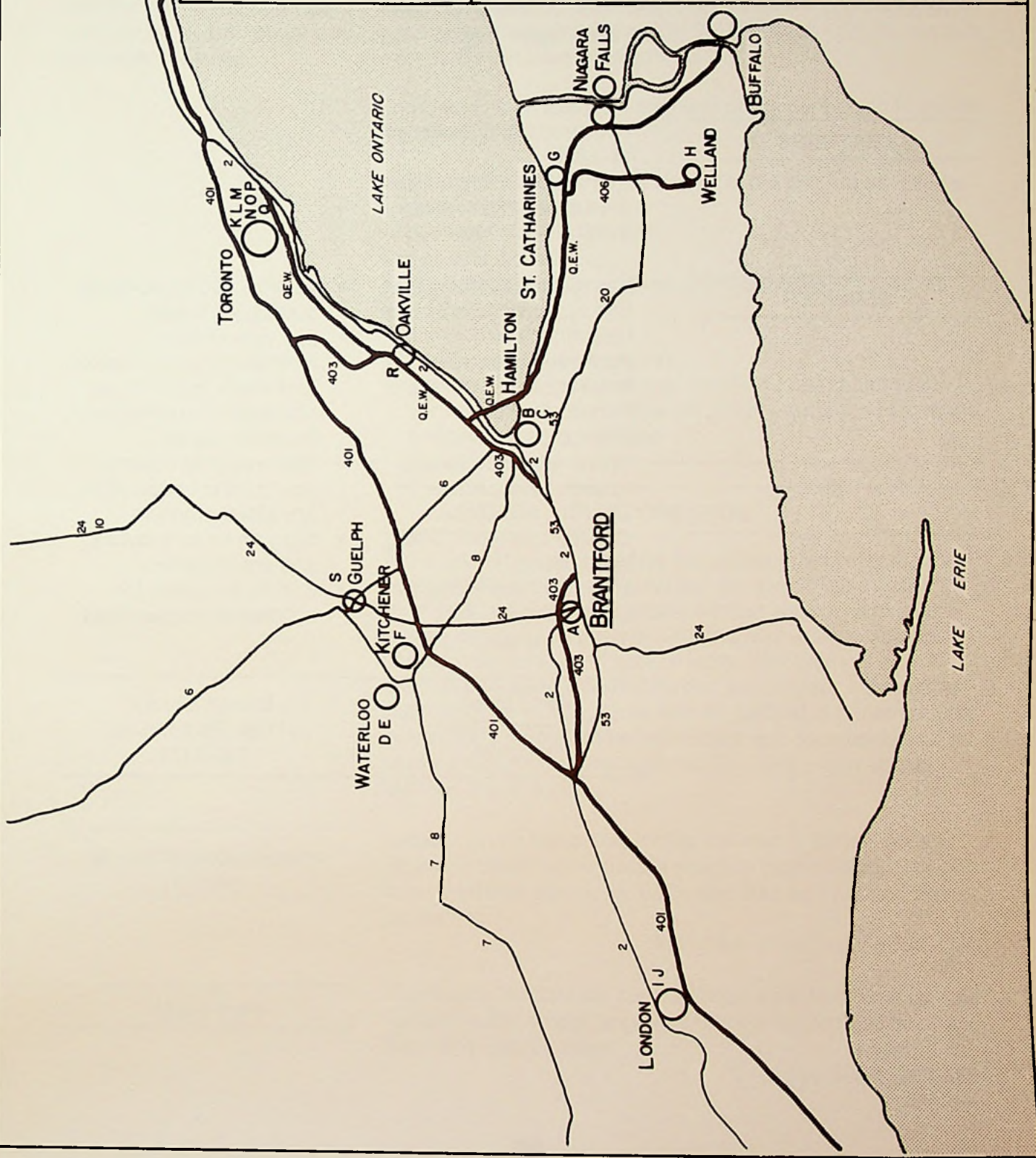
CENTRE FOR GROUNDWATER RESEARCH

Dr. John P. Greenhouse
Associate Professor & Chairman
Department of Earth Sciences
University of Waterloo
200 University Avenue West
Waterloo, Ontario
N2L 3G1
(519) 885-1211 Ext. 3791

POST SECONDARY FACILITIES



- A Mohawk College (5 Campuses) *
- B McMaster University *
- C Mohawk College
- D University of Waterloo
- E Wilfrid Laurier University
- F Conestoga College
- G Brock University
- H Niagara College
- I University of Western Ontario *
- J Fanshawe College *
- K University of Toronto *
- L York University *
- M Sheridan College
- N Ryerson Polytechnical Institute
- O Humber College
- P George Brown College
- Q Seneca College
- R Sheridan College
- S University of Guelph
- * Centres of Excellence



PUBLIC LIBRARIES

LIBRARIES - In Brantford there is a main as well as a branch public library. Together, they offer a variety of services and facilities to Brantford and area citizens.

The library is a part of the Ontario Library Service - Escarpment Area which links together all Public Libraries in the Counties of Brant, Halton, Hamilton-Wentworth, Peel, and the Niagara Region.

The Hamilton Public Library is the resource centre for our region through affiliation with this system.

FEATURES

- Approx. 142,000 volumes for adults
- 41,000 volumes for children in children's library
- 3,700 sound recordings

SERVICES

- Has same library automation system as used in the Vatican in Italy
 - Public seminars ie. on small business, travel etc.
 - "Shut-in" service
 - Orientation to library
 - Online reference service to such databases as Can/Ole, Info Globe, Canada Law Book, Dialog, QL Systems
 - Over 700 films/filmstrips
 - Over 300 magazines
 - 3,060 large-print books
- Approx. 250 micro-forms
 - 500 talking books
 - 500 video Tapes
 - Inter-library loan -- books and information may be obtained from other libraries in the region
 - Reciprocal borrowing-- your card is honoured in any Library System
 - Story times for toddlers and pre-schoolers
 - Special programs for children at holiday times

Main Library
73 George Street
756-2220

Branch Library
441 St. Paul Avenue
753-2179

MUNICIPAL PARKS AND RECREATION

Brantford Parks and Recreation Department takes great pride in the provision of open space and leisure services which improve the quality of life in the community. The Parks and Recreation Advisory Board administers public parks and recreation services.

PARKS

The City has approximately 90 parks totalling more than 1,000 acres. The park system has been designed to provide balance between active recreational areas as well as restful aesthetically pleasing locations. Over 500,000 annuals are grown in City greenhouses and planted within the City each year. In addition over 1,200 trees are planted annually.

Lome Park is an excellent example of the care given to public areas in Brantford.

The current inventory of park areas in the city are as follows:

- 18 horticultural parks
- 44 neighbourhood parks
- 4 community centres
- 31 softball diamonds, 14 hardball diamonds, 21 football/soccer fields
- 3 swimming pools
- 8 major recreational centres
- 31 natural ice rink locations including 17 asphalt multi-purpose pads used as ice rink sites in winter and for tennis and basketball in summer.

RECREATION

There are many opportunities for participation in recreational programs. During the winter there are a wide variety of sports, fitness, arts and general interest programs available. In summer many leagues and tournaments take place on baseball diamonds and soccer fields. The Olympic size Brantford Aquatic Centre provides a facility for recreational swimming, swim lessons as well as national and international swim meets. There are two municipal golf courses as well as tennis and lawn bowling facilities. The major recreational facilities are as follows:

Wayne Gretzky Sports Centre

Located on 22 acres, this facility includes 2 arenas, an enclosed football/soccer field, a practice football field, two floodlit softball diamonds, track and field facilities and dressing rooms.

- North Park Street, Arena 759-4851

Lions Park

This facility has one ice surface, three softball diamonds, four flood lit tennis courts, enclosed and lighted football field, and track and field facilities.

- Edge Street, 759-4851

Brant Aquatic Centre

A tourist class facility which includes an Olympic size indoor swimming pool, diving towers, fitness facilities and saunas. Numerous national and international events have been held at the Centre.

- North Park Street, 756-7480

Golf

Arrowdale - 9 holes, clubhouse, pro shop 752-7081

Northridge - 18 holes, club house,
watered fairways, pro shop 756-6345

Other major recreational facilities located in the City but not operated by the Brantford Parks and Recreation Department include the following:

Brant Conservation Area

The Brant Conservation Area is a 185 hectare (456 acre) site bordering the west bank of the Grand River at a scenic oxbow bend in the City of Brantford. The area is managed and operated by the Grand River Conservation Authority.

The Conservation Area offers many modern facilities to complement its pleasing variety of recreational opportunities. Activities include picnicking, camping at any of the 100 serviced or 400 unserviced sites, swimming, fishing, hiking, plus winter snowshoeing and cross-country skiing. Swimmers will enjoy the .6 hectare (1-1/2 acre) filtered and treated supervised pool. Picnic shelters may be reserved for group picnics.

- Jennings Road, 752-2040

Brantford and District Civic Centre

Completed in March, 1967, the Brantford and District Civic Centre provides an attractive setting for Brantford's major spectator events and large activities of all kinds. Facilities include a 3,000 seat arena, 400 seat auditorium and a banquet capacity for 1,500 persons. Ample parking is provided on site.

- Market Street, 752-6541

Brantford YM-YWCA

The "Y" is dedicated to the physical, mental and spiritual development of the individual. On site facilities include affordable accommodation for 88 men, women and children, day care facilities, a swimming pool, a gymnasium, an indoor running track, weight lifting facilities, exercise equipment, squash and racquetball courts, saunas and whirlpools and a variety of meeting and training rooms.

With founding roots dating back to 1854, it serves all people ranging in ages from prenatal to senior citizens.

- 40 Queen Street, 752-6568

Park Racquet and Fitness Centre

Established in 1978, the Club offers a variety of facilities: 6 indoor and 6 outdoor tennis courts, 5 squash and 5 racquetball courts, a universal gym with free weights, a Nautilus fitness centre with over a dozen Nautilus machines, saunas, whirlpools, suntanning facilities, a pro shop, and a bar/restaurant open daily.

Tennis	Dufferin Club - 6 floodlit courts	756-6494
Golf	Brantford Golf and Country Club - Established in 1879, the Brantford Golf and Country Club is the fourth oldest golf course in Canada, and is currently ranked tenth in the country. Facilities include 18 hole private club, clubhouse, watered fairways, winter activities (curling - six sheets of ice) and pro shop.	752-3731

CULTURAL ACTIVITIES

Brantford boasts a wide variety of cultural attractions. The following describes some of these opportunities which are available.

Bell Homestead - Designated as a national historic site in 1953, this was the home of Alexander Graham Bell, the inventor of the telephone. It has maintained public exhibits since 1910.

- 94 Tutela Heights, 756-6220

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

Glenhyrst Gardens - A beautifully landscaped formerly private 16 acre estate is now the home of Glenhyrst Arts Council, the cultural centre of the district. On site activities include an annual antique show, a pantomime, classes in art, ballet, French and a public Art Gallery.

- 20 Ava Road, 756-5932

Capitol Theatre - Built in 1919, this facility was transformed from a vaudeville house to a movie house in 1930. More recently, the City of Brantford officially took over the 1200 seat theatre in 1986 and turned it back into a live theatre.

- 88 Dalhousie Street, 758-8090

Brant County Museum - Open year round, the museum maintains a fine collection of pioneer and Indian artifacts. Public workshops are held on a variety of topics of historical interest and research facilities include documents, maps and an extensive collection of photographs.

- 57 Charlotte Street, 752-2483

Her Majesty's Royal Chapel of the Mohawks - Open year round, the Mohawk Chapel is the oldest Protestant place of worship in Ontario, and in 1984, Queen Elizabeth and Prince Phillip visited the site. (the only Royal Chapel in the world belonging to native people.)

756-0240

International Villages Festival - The Villages reflect the City's multicultural background. They offer citizens a chance to travel "around the world" every summer in July without leaving the City. Visitors can enjoy the food, entertainment and cultural displays of the many nations represented.

Brantford Ethnoculturefest
288 Murray Street, 753-9830

International Telecommunication Discovery Centre - Brantford has been chosen as the site for the proposed International Telecommunication Discovery Centre now under development.

Ideally situated on a 11 acre downtown site, the Centre has been conceived as a dynamic, populace oriented showcase to dramatize the universal impact of telecommunications development. It will encompass thousands of square feet to present to the visitor the exciting story of telecommunications in Canada.

Six Nations "Champions of Champions" Pow-wow - Held outdoors along the Grand River at Chiefswood Park, the Pow-Wow has attracted more than 12,000 visitors annually. Native handicrafts and food are available but the focal point are the dance and drum competitions, where last year more than 250 and 10 individuals, respectively, took part.

Wayne Gretzky Celebrity Sports Classic - Named after the famous Brantford hockey player, this annual summer event attracts participants from both the sport and entertainment fields. Originally initiated in 1981 as a tennis tournament, proceeds are donated to the Canadian National Institute of the Blind, (CNIB). Beginning in 1989, the format will be changed to a celebrity slo-pitch softball baseball game. In conjunction and prior to the game, a 9.9 km run will take place which is open to the public to participate in.

753-6131

Six Nations Indian Pageant - Held the first three Fridays and Saturdays in August, at the Forest Theatre in the Pageant Grove, on the Six Nations lands along the Grand river, this Native re-inactment depicts and portrays life as it was for many of our Native ancestors.

Myrtleville House Museum - Open from May to September, the Museum welcomes visitors to tour the facility as it depicts life in 19th-century Canada. Myrtleville House, once inhabited by Allen and Eliza Good, was donated by the Good family in 1978 to the nation and is now held in trust by the Heritage Canada Foundation.

34 Myrtleville Drive, 752-3216

Adelaide Hoodless Homestead - Located in the Village of St. George, the Adelaide Hoodless Homestead, is furnished in the period of the late 19th century and is the childhood home of Adelaide Hunter. She was the inspiration behind the founding of the first Women's Institute in the world, February 19, 1897. The Homestead is owned and maintained by Federated Women's Institutes of Canada.

St. George, 448-1130

Brantford and Area Sports Hall of Recognition - To acknowledge the achievements of local sports stars and celebrities, the Sports Hall of Recognition is open from June-August and contains personal memorabilia from many of our local celebrities.

North Park Street
Wayne Gretzky Sports Centre
756-7480

Riverfest - An annual spring event held the last weekend in May to celebrate the community's natural waterways. Weekend long events are held throughout the City's many parks and include events that have a relationship with the local waterways. Lots of fun for the entire family!

Call 753-2846 for information

Canada Day Parade and Festivities - July 1 - This is one of the largest Canada Day events in Ontario. A parade, with over 100 entries, including marching bands, is followed by a picnic in Mohawk Park. Craft displays, horse rides, games, a mini-casino, and a whole lot more are here for you!

Call 753-2846 for information

CIVIC DATA

Churches and Denominations

Brantford has over 79 places of worship of all denominations: Roman Catholic, Anglican, Lutheran, Presbyterian, Baptist, Pentecostal, United, Jewish, 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. The Chamber of Commerce is located at 77 Charlotte Street, (519) 753-2617.

Brantford Regional Visitor and Convention Bureau

The purpose of the Bureau is to assist Brantford residents and visitors with enquiries about the various events and facilities available to them.
77 Charlotte Street, 753-2846

Hotels and Motels

Name	Address	Telephone	No. of Rooms
Bell City Motel	901 Colborne St. E.	756-5236	20 rooms
Econo Lodge	460 Fairview Dr.	759-2700	78 rooms
Four Star Motel	568 Colborne St.	753-8424	21 rooms
Grand Motel	780 Colborne St.	753-8451	22 rooms
Best Western	19 Holiday Inn Dr.	753-8651	115 rooms
Brant Park Inn			
Quality Inn	666 Colborne St. E.	753-7371	96 rooms
Journey's End Motel	58 King George Rd.	753-3100	80 rooms
Mohawk Motel	769 Colborne St. E.	753-8621	31 rooms
Plaza Motel	2 miles east on Hwy. 2	759-5648	11 rooms
Sherwood Motel	797 Colborne St. E.	756-5261	24 rooms
Sunset Motel	2 miles west on Hwy. 53	753-2631	10 rooms
Twin Gates Motel	950 Colborne St. E.	752-6554	18 rooms
		TOTAL	526 rooms

Local Media

Publications	Brantford Expositor	756-2020
	Brant News	759-5550
	Burford Times	449-5478
	Paris Star	442-2621

The City of Brantford is also serviced by all forms of regional, national and international media types.

Radio	CKPC 1380 AM-10,000 watts	759-1000
	CKPC Lite 92FM-50,000watts	
Television	Rogers Cable TV	759-3020

USEFUL NUMBERS

Brantford City Hall	100 Wellington	759-4150
Brant Community Credit Union	7 Charlotte 245 Dunsdon	759-7550
Brant County Board of Education	349 Erie	756-6301
Roman Catholic Sep. School Board	322 Fairview	756-6369
Brant County District Health Unit	194 Terrace Hill	753-7377
Brant County Medical Association	122 Wellington	753-0351
Brant County Social Services Day Care Unit	130 Clarence	759-3330 756-3150
Brant District Health Council	233 Colborne	756-1330
Brant Industrial Training Advisory Committee (BITAC)	58 Dalhousie	752-9112
Brant Naval Veterans' Association	54 Wadsworth	752-2658
Brant Right to Life	107 Wellington	752-3041
Brant Senior Citizen's Day Centre	25 Charlotte	753-5840
Brant United Way	88-1/2 Colborne	752-7848
Brant Women Teachers Association	448 Colborne	753-9291
Brant Young Adult Services	13 Fleet	759-7900
Brant Youth Services Inc.	R.R. #8	759-2176
Brant & District Association for the Mentally Retarded	566 West	756-2662
Brantford & District Civic Centre	Market Street	752-6541
Brantford & District Labour Council	131 Clarence	753-9142

Brantford Club	98 George	752-0931
Brantford Ethnoculturefest	288 Murray	753-9830
Brantford General Hospital	200 Terrace Hill	752-7871
Brantford Homebuilders' Association	P.O. Box 1322	752-4670
Downtown Brantford Improvement Area (BIA)	Jay Johnson	753-6644
Brantford Public Library	73 George St. 441 St. Paul Ave.	756-2220 753-2179
Brantford Public Utilities Commission	Wellington St.	753-7391
Brantford Regional Chamber of Commerce	77 Charlotte	753-2617
Brantford Regional Real Estate Association	287 Dalhousie	753-0308
Brantford School of Instrumental Music	32 Marlborough	752-6078
Brantford Regional Visitor & Convention Bureau	77 Charlotte	753-2846
Brantford Symphony Orchestra	P.O. Box 101	759-8781
Central Volunteer Bureau	101 Wellington	756-4242
Mohawk College School of Nursing St. Joseph's Hospital	235 St. Paul 63 Park Road	759-2770 753-8641
National Research Council Canada (IRAP)		758-6040
Ontario Skills Development Office	38 Darling	752-1442
Ontario Skills Development Office - Apprenticeship Branch	14 Holiday Inn Drive	756-5197
Brant Business Incentive Corporation	303-233 Colborne	752-4636

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