

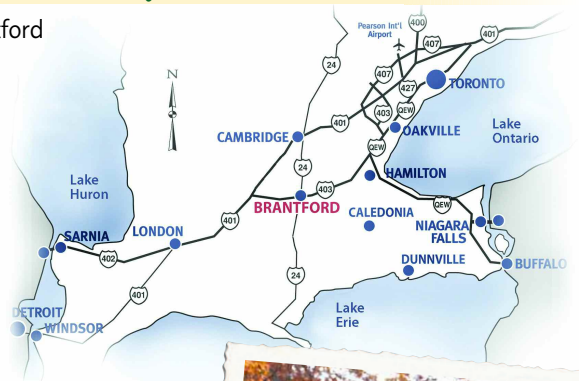
BRANTFORD'S TOURISM DIGEST

Quick Facts, Tourism Industry Activities and Community Profile **DECEMBER 2010**

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PLAN A VISIT

A designated urban growth centre in the provincial growth plan, Brantford, Ontario is a great place to put down roots for both business and family. Situated on the picturesque Grand River, the city of Brantford is located in the heart of southern Ontario, with direct access to Hwy. 403 and close proximity to other major highways, rail lines and three Canadian ports of entry (Windsor, Toronto and Niagara Falls). For visitors, Brantford is an easy-to-find destination for day trips and weekend getaways.



ATTRACTIONS

The **Sanderson Centre for the Performing Arts** is a 1,133-seat intimate theatre with superb acoustics and fully equipped, state-of-the-art lighting and sound systems. The 2009 season marked the 90th anniversary of the opening of the theatre that continues to delight audiences with children's programs, comedies, dramas, musical celebrities and orchestra performances.

The **Bell Homestead National Historic Site** celebrated its 100th anniversary in 2010. Staff dressed in 19th century costume lead site tours, complete with demonstrations of various household activities and audio-visual presentations.

Just a half hour from Hamilton, **OLG Casino Brantford** offers gaming thrills with over 500 slot machines ranging from \$0.01 to \$5, and 55 table games including Craps, Blackjack and 14 Texas Hold'em Poker tables.



Most Unique

- The **Canadian Military Heritage Museum** collects, preserves and displays artifacts pertaining to the military history of Canada. www.cmhmq.ca
- **Woodland Cultural Centre** is a First Nations educational and cultural centre. The museum displays over 35,000 artifacts, making it one of the largest facilities in Canada managed and administered by First Nations. www.woodland-centre.on.ca



DOWNTOWN BRANTFORD

Harmony Square in downtown Brantford is a gathering spot for everyone to enjoy. A four-season destination, it's a virtual oasis in the heart of downtown. In the winter, the square's ice rink brings people of all ages out for a skate, while the summer season's warmer weather transforms the ice rink into a splash pad, complete with a schedule jam-packed with fun, family-friendly events.

The Downtown Master Plan has brought a great deal of progress in the redevelopment of downtown Brantford over the last two years. Approved in 2008, this plan's vision of transforming downtown Brantford into a dynamic, beautiful year-round destination is steadily becoming a reality, thanks to the implementation of various key priorities. One of these top priorities was the implementation of a Business Retention and Recruitment Strategy, specifically focused on downtown. Numerous surveys were conducted, which provided important background information



in the ongoing development of this strategy. It is posted on www.brantford.ca.

FESTIVALS & EVENTS

Brantford is host to a variety of festivals and events throughout the year for everyone to enjoy. For a complete listing of all community events, visit www.brantford.ca/events.

TRAILS & WATERWAYS

- In October 2010, the Brant Waterways Foundation and the County of Brant held an official ceremony celebrating the completion of the **Toronto Hamilton & Buffalo Trail (TH&B)** project. Work on this project included converting 12-km of abandoned TH & B Rail corridor into a multi-use trail, completing a key trail link of the Trans Canada Trail in southwestern Ontario. The governments of Canada and Ontario and the Brant Waterways Foundation each committed up to \$505,400 to the eligible costs for the project, which had a total cost of \$1,516,200.
- Officially designated as an **Exceptional Waters**, the stretch of the Grand River between Paris and Brantford is steeped in rich history, recreational value and diverse habitat, with 82 species of fish.

Waterways Outfitters - Environment First

- **Blue Heron Rafting:** www.blueheronrafting.com
The Brantford Environmental Awareness Group has partnered with Blue Heron Rafting in Brantford for the last eight years for its annual spring river clean-up event in May.
- **Grand Experiences Canoe & Kayak Outfitters, Paris, ON:** www.grand-experiences.com
Grand Experiences' environmental efforts have earned them the prestigious Canadian Tire Environmental Award, which is presented to businesses that show initiative in the quest for preserving the beauty of our country.
- **Heritage River Canoe & Kayak Company:** www.heritageriver.com
Its Grand Paddle event, coordinated every July 1 (Canada Day) holiday for the last six years, helps rehabilitate the Grand River Watershed.

ARTS & CULTURE

Brantford's Municipal Cultural Plan (MCP) was first coordinated with input from the Brantford Cultural Advisory Committee, and approved by City Council in 2005. This five-year plan provided strategic direction for arts and culture in our community throughout the past five years. The MCP is currently under revision with input from a wide variety of community members and stakeholders. The 2011-2016 MCP will continue to plan for arts and culture initiatives in our community and demonstrate the impact that

the cultural sector has on our economy and greater community. To find out more, visit www.brantford.ca/bcn.

LATEST ADDITIONS

The Tipperary Bog: Cheese lovers from all over are flocking to The Tipperary Bog, located at 73 Brant Ave. Opened in 2010, it carries custom cheese boards, fresh fondues, gourmet condiments and accessories, and provides catering and cheese tasting events. 226-250-3023, www.tipperarybog.com

The Station Coffee House & Gallery

Located in Brantford's historical train station (built in 1905), the Station Coffee House & Gallery is perfect for VIA commuters and a scenic destination for those looking for great cup of java or light fare. Art events are hosted regularly. 5 Wadsworth St. 519-309-0008, www.brantfordstationgallery.ca

Addison's Restaurant and Lounge

Opened on November 1, 2010, Addison's fuses traditional fare with gourmet delicacies. Enjoy crisp waffle fries, premium stuffed pastas, burgers, flatbreads, salmon and steak. Open for breakfast, lunch and dinner. 664 Colborne St. E., 519-751-8040, www.addisonsat664.com

Great Eats

- **Gus and Guidos:** 245 King George Rd., 519-757-0088, www.gusandguidos.ca
- **My-Thai:** 393 St. Paul Ave., 519-751-8374, www.mythai.ca/mythai_brantford.php
- **Café Andreou:** 104 West St., 519-752-9111

RESEARCH & DEVELOPMENT

The City of Brantford has developed a five-year **Economic Development Strategy** that provides tactical direction for the growth, development and sustainability of our community's economy. Approved in August 2010, the strategy includes 65 recommendations that will be implemented over the next five years. The tourism sector is included in the strategy in several short-, mid- and long-term strategic actions. For more information, please go to www.brantford.ca.

The municipality has completed a **Waterfront Master Plan** for the shores of the Grand River, which runs through Brantford. The plan represents the City's vision for the Grand



River and proposes an implementation strategy for the key recommendations as identified by the community.

EXTREME MAKEOVERS

In 2009, the provincial and federal governments kicked in \$15.9 million each towards the construction of a \$39 million, four-pad arena and a \$9 million, state-of-the-art 25-m pool and dry land training centre at the **Wayne Gretzky Sports Centre**. Combined with the City's contribution, the renovation will be a total of \$48 million. The newly refurbished centre is set to open in spring 2011. For more information, visit www.brantford.ca/gretzkycentre.

The **Brantford & District Civic Centre** has recently gone through a major upgrade. The project was made possible through the support of senior levels of government: \$1 million each was allocated from the federal and provincial governments, with \$1 million from the City of Brantford. This project was completed in November 2010.

OLG Casino Brantford started an ambitious \$37.5 million renovation in 2009 that will improve the player's gaming experience, set a new standard for environment-friendly gaming sites and obtain a Silver Certification in Leadership in Energy and Environmental Design (LEED) - the worldwide standard used to identify energy-efficient facilities. OLG's Casino Brantford has become the first gaming site in Canada to use 100 per cent green electricity. Converting to green electricity at Casino Brantford is the equivalent of taking more than 400 cars off the road; the refurbishment will create 200 direct and indirect jobs in the community.

The Casino Brantford refurbishment consists of:

- Installing Energy Star appliances
- Updating the plumbing fixtures to improve water efficiency
- Giving priority to locally and regionally sourced materials with a high recycled content
- Providing bicycle racks, showers, and designated carpool/vanpool parking spaces for staff to encourage the use of alternate transportation

INNOVATIONS

In 2010, **PC Museum** made computer history when it "tweeted" on the social media site Twitter using a Commodore VIC-20, a computer built in 1980. It is the oldest computer to ever tweet and resulted in more than 85,000 visits to www.pcmuseum.ca in

one month. The museum has been visited by people all over the world, including Germany, Australia, Scotland, United States and Mexico.

BRANTFORD VISITOR & TOURISM CENTRE

The Brantford Visitor & Tourism Centre is your first point of contact for any tours, travel ideas, accommodations, events and attractions in Brantford and surrounding areas. There are numerous services available to a variety of markets, including:

- Assistance to motorcoach travellers through the creation of single and multi-day packages, complete with step-on guides and hosting on-site welcomes
- Familiarization tours that allow our partners to best promote the variety of attractions in the area
- Fulfillment and relocation packages to potential and new residents
- Souvenirs, retail items, and local artisans' creations

Go to www.discoverbrantford.com or call 1-800-265-6299 for more information.

Tourism Sector Indicators: Travel Statistics in Brantford/Brant¹

TOP 3 PLACES OF RESIDENCE OF VISITORS:

1. Waterloo Region
2. Peel Region/Greater Toronto Area
3. Haldimand-Norfolk

ECONOMIC IMPACT OF VISITOR SPENDING:

1. Total Visitors: 865,000
2. Occupancy Rate: 55%
3. RevPAR (revenue per available room): \$52.44
4. Average Daily: \$95.16

Total Visitor Spending: \$76.4 million

Total Tourism-Related Establishments: 1,265

Stars of the Grand: Brantford Customer Service Recognition Program

Launched in 2009, this program recognizes exceptional customer service efforts in our community's tourism and hospitality industries. Local businesses and attractions that deal directly with front-line staff and customer service needs, such as hotels, restaurants, attractions, gas stations, etc., are eligible to participate in the program.

Visitors and guests can nominate an employee by filling out a brochure and leaving it at the location; by mailing or faxing it to the Brantford Visitor & Tourism Centre; or by filling out a nomination online at www.starsofthegrand.ca.

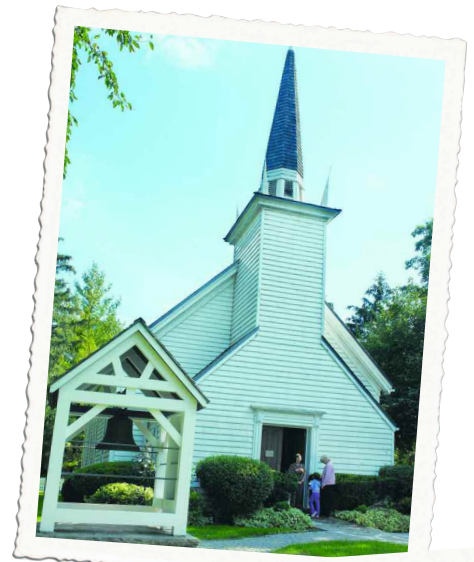


FAST FACTS

- Population: 94,884 (est.)
- Labour Force: Brantford and the County of Brant combined have a local workforce of over 68,936 and upwards of 700,000 within a 30-minute commute²
- Proximity to Markets: One-day travel time to over 130 million customers and 90 minutes to the United States border at Niagara Falls
- Post-Secondary Institutions: Brantford offers many educational opportunities, with Laurier Brantford University, Nipissing University and Mohawk College campuses located within the city
- Affordable Cost of Living: Brantford boasts a low cost of living with expenditures of \$68,728 compared to Kitchener at \$76,034, Toronto at \$82,570 and Guelph at \$79,735³
- Average Single Family House Price: \$231,090⁴
- Average Household Income: \$70,952
- Healthcare: Brant Community Healthcare system includes the Brantford General Hospital, a 350-bed acute care facility boasting \$80 million in upgrades over the last five years, and St. Joseph's Lifecare Centre, which tends to the needs of the community today and into the future
- Telecommunications: 100 per cent digital network facility providing both T1 and T3 service to industrial parks.

Transportation Linkages

- Brantford Municipal Airport: The Brantford Municipal Airport's history dates back to 1929, when the Brant-Norfolk Aero Club founded the facility. The airport services a number of different industries, including general aviation enthusiasts, the business community and aviators in training.
- Out-of-Town Airports: 26 km from Hamilton International Airport and 72 km from Pearson International Airport, Toronto.
- Greyhound Canada: The largest provider of intercity bus transportation in Canada, serving nearly 1,100 locations. The Brantford station is located within the transit terminal located at 64 Darling St.
- Via Rail Canada: VIA Rail Canada is a national passenger rail service, featuring up to 503 trains weekly on 12,500 kilometres of track and serving 450 communities across the country. The Brantford rail station is located at 5 Wadsworth St. (at the junction of Market, West and Grey streets).
- CN Rail Freight: Brantford is serviced by freight trains.



Brantford Originals

Originally called St. Paul's, **Her Majesty's Royal Chapel of the Mohawks** was the first Protestant church built in Ontario. Today, it's the oldest surviving church in Ontario, the first Royal Chapel to belong to native people and the only Royal Chapel in North America.

Inventor **Alexander Graham Bell** brought fame to Brantford when he invented the telephone here on July 26, 1874. He made the world's first-ever long distance phone call on August 10, 1876.

Proud to be the hometown of "The Great One," **Wayne Gretzky**, born on January 26, 1961. During his illustrious career, he became the National Hockey League's all-time leading scorer.



BRANTFORD VISITOR & TOURISM CENTRE

399 WAYNE GRETZKY PARKWAY, BRANTFORD ON N3R 8B4
519-751-9900 or 1-800-265-6299 www.discoverbrantford.com



1. Statistics Canada, Travel Survey of Residents of Canada (TSRC) and International Travel Survey (ITS), 2008.
2. Financial Post Markets Canadian Demographics, 2010.
3. Financial Post Markets Canadian Demographics, 2010.
4. MLS Statistical Report, October 2010.
5. Financial Post Markets Canadian Demographics, 2010.