



Gateway Niagara Information Centre.



Stretch of QEW moving through Grimsby.



Grimsby housing along Lake Ontario.



Casablanca Winery Inn and businesses along the QEW.



Grimsby Power.

THE TOWN OF GRIMSBY

Charming lakeside community has become an attractive destination for both tourists and businesses.

BY SCOTT LESLIE

The Business Link

If you've been looking for a place to live and work with that perfect blend of natural beauty and attractive amenities, you don't have to look any further than the Town of Grimsby. Divided by the QEW and nestled along the Niagara Escarpment, Grimsby is one of the most picturesque areas in the Niagara Peninsula with its tree-lined streets, rural setting, and its many parklands and beaches.

Often known as "The Gateway to Niagara," Grimsby has seen significant population growth in recent years. The Town is currently home to over 27,000 residents with an additional 125,000 people in the immediate vicinity. The majority of local residents are high school or college graduates, and a high percentage of residents are university-educated.

With its close proximity to Hamilton, Halton and St. Catharines regions, Grimsby has become a popular bedroom community with a large populace of commuters. However, Grimsby is also a very self-sufficient community with a wide range of housing choices, amenities and employment opportunities.

The Town itself is surrounded by a number of older established residential areas as well as new home developments like Cherrywood Estates. There are several health care and senior services in the area such as the Grimsby Senior Citizens Centre, the Maplecrest Village Retirement Residence and the West Lincoln Memorial Hospital. Grimsby also features a variety of goods and services including groceries, financial services, convenience stores, boutiques, drugstores, hardware stores, artisan shops, antique stores and alcohol outlets.

A Strong Economic Base

In terms of its economy, the Town of Grimsby has come a long way in recent years. Once dominated by its fruit-growing and canning industries, the Town has continued to expand and diversify.

Many construction and transportation services have found Grimsby an ideal place to do business. For instance, for nearly twenty years Wide Range Transportation Services has been operating a trucking, warehousing and logistics operation from their headquarters on 689 South Service Road. Grimsby design-build construction firm Tarbutt Construction Limited has been in business for over two decades, serving the industrial, commercial and institutional sectors throughout Niagara and southern Ontario. There are also leading homebuilders like Phelps Homes that has been developing condos, adult lifestyle

communities and single family dwellings for the past 35 years.

In terms of manufacturing, there are several local companies like Handling Specialty, an innovative firm dedicated to the custom design and manufacture of material handling systems. Handling Specialty is a source for engineered-to-order lifting, tilting, rotating and traversing equipment for clients seeking innovative solutions, exceptional professional support, world-class credentials and unmatched experience.

Over the years, the QEW has had a profound impact on the town's development. For instance, Grimsby's QEW location has made it ideal for businesses looking for more exposure and access to international trade. Grimsby is just a day's drive from 50% of the Canadian and U.S. populations...

Continued on page 36

Continued from page 35

...not to mention 60% of North America's industrial market and 75% of its purchasing power.

New Developments

Shopping and retail is another area where Grimsby really excels. Several big box retailers have moved in to the outskirts of Grimsby to help turn the community into a stronger shopping destination. For example, a 105,694 square foot Real Canadian Superstore was opened on Casablanca Boulevard. Operated by the Loblaw's Corporation, the store features a drive-thru drugstore, a 15,554-square-foot mezzanine, and a full-service gas bar. RONA Building Centres have also established a \$1.3-million location on 359 South Service Road, providing do-it-yourselfers and professional contractors with a wide range of home improvement products.

The Town of Grimsby has issued millions of dollars in commercial building permits over the years. But more recently, one area of importance for Grimsby has been their desire to revitalize the downtown core. Several studies have been launched to examine the issue, and the Town has undertaken a Community Improvement Plan as part of a wider Downtown Revitalization Strategy.

In 2008, the provincial government announced its intention to invest \$155,000 in Grimsby's downtown core as part of Ontario's Rural Economic Development Program. This revitalization project will help create a more attractive downtown shopping experience for residents and visitors. The plan will retain the small town character of the downtown core through the addition of new signage, planters, benches, storefront

facades and other beautification features.

Grimsby's downtown has also adopted the slogan—"Friendly By Nature"—and it's one that certainly rings true. Grimsby merchants such as Village Studio Photography or MacGirr Home Hardware, pride themselves on their close relationship with their customers and their ability to meet all their needs through areas like special orders. As a result, customer loyalty in Grimsby is very high.

Attractions and Amenities

Located as it is along the QEW, Grimsby has several outstanding amenities for passing travelers and tourists such as the Gateway Niagara Information Centre. Located at Casablanca Avenue, this tourist facility provides visitors with information on everything to see and do around Grimsby and Niagara. The centre features helpful travel counselors, interactive video information stations, over 150 brochures on local sights—even discounts for a number of local hotels and attractions.

Visitors can find several places along the QEW to satisfy their travelling needs like the Fifth Wheel Truck Stop on 398 North Service Road. Here, the Fifth Wheel Truck Stop offers a range of amenities for weary travelers including fuel islands, a family restaurant, a convenience store, motel facilities, and parking for over 100 vehicles.

With its scenic location on the edge of Lake Ontario, the Town of Grimsby has many outdoor and recreational activities to choose from, whether it's boating, biking, sport fishing or watersports. For instance, the Fifty Point Conservation Area offers one of Lake Ontario's nicest beaches with plenty of opportunity for camping, picnicking or boating

at the nearby marina. There's easy access to the Bruce Trail where several groups meet to trek along the Escarpment. Grimsby's Beamer Memorial Conservation Area on the top of the Escarpment also provides an ideal point for nature and hawk-watching enthusiasts.

Grimsby has a wealth of community events for the resident and tourist alike. In late April, the Grimsby Public Art Gallery holds the "Wayzgoose" Annual Bookarts Fair. This festival celebrates the mediums of art, paper and print with demonstrations of paper making, book binding, calligraphy and book making. Since it first started in 1978, the "Wayzgoose" has attracted hundreds of artists, dealers and visitors from across the U.S. and Canada.

The Grimsby Festival of Art takes place in early September and showcases quality work by dozens of artists and craftspeople. Now entering its 46th year, the festival is one of Niagara's biggest and longest running fall events, drawing a wide range of North American exhibitors and spectators. Their Festival at the Forty is another one of Grimsby's most frequented events. Each summer, thousands of people gather downtown to take in all kinds of local entertainers, musicians, foods, exhibitors and activities for the children.

The Heart of Niagara's Wine Country

Grimsby has always been famous as a tender fruit producer, and during the summer, many vendors can be found along the local roadsides selling peaches, apricots, cherries and other fruits. But during the last few decades, the Town has also developed a strong wine industry—and is one of the best grape-growing areas in Canada with

several wineries, vineyards and distilleries.

Due to its location along the QEW, Grimsby serves as the starting point for touring Niagara's wine region. One of the first stops on the famed Niagara Wine Route is Kittling Ridge Estate Wines and Spirits. Known for its excellent growing conditions and award-winning wines, Kittling Ridge draws its name from the ridge that surrounds the winery. The escarpment rises steeply and air thermals attract birds that can be seen soaring or "kittling" overhead.

Some other prominent wineries include Andrew Peller Limited. As one of the Canada's most successful wine producers, their award-winning premium brands include Peller Estates, Trius, Hillebrand, Thirty Bench, Croc Crossing, Sandhill and Copper Moon.

Small Town Character, Big Time Opportunities

Over the past decade, the Grimsby community has continued to experience tremendous growth. According to recent census data, Grimsby grew by 18% between 2001 and 2006. Grimsby is surrounded by the natural boundaries of Lake Ontario and the Niagara Escarpment, and more recently, had its urban boundary officially defined by the Greenbelt Plan. Despite these limits, however, Grimsby's residential and population growth is expected to increase steadily over the ensuing decades.

As a thriving agricultural community and an economic stronghold, Grimsby has become a preferred place to live and work in the Niagara Region. Grimsby's small town character, popular attractions and easy access to the international border with the QEW will ensure the town's commercial and industrial success for many years to come. **BL**

**Specializing in
the Sales, Service and Calibration
of Industrial Instrumentation**

A.R. Services is proud to announce we are NOW the exclusive Canadian Distributors for the quality line of Shimaden Products.

SHIMADEN COMPANY LIMITED
Temperature and Humidity Control

1/1000 °C **±0.1% High Accuracy**
High Resolution **100ms High Speed**

FP23



SR23



Sophisticated Temperature Control by Temperature Specialist.



AR Services

104-155 Main St. E. Suite 215,
Grimsby, ON L3M 1P2

P: 905.309.5990
F: 905.945.2514

www.arservices.ca



ACCREDITED

ISO 17025 Accredited
To meet the needs of these
Quality Management Systems:
ISO/IEC 9000-9004, TS16949,
NADCAP, CFIA-PWPCP, HACCP





Saving energy makes sense
– business sense.





Incentives are available on:

- Energy audits
- Energy-efficient lighting
- Equipment and system upgrades
- Energy-efficient new construction

Energy efficiency incentives are available for businesses of all types and sizes from your local electric utility. **Small businesses** may be eligible for incentives to upgrade lighting. **Commercial, agricultural, institutional and manufacturing operations** may tap into funding for lighting, system and equipment upgrades, energy audits and shifting energy usage away from peak demand times.

Big or small, every Ontario business can benefit from energy efficiency.

Subject to additional terms and conditions found at saveenergy.ca. Subject to change without notice. Funded by the Ontario Power Authority and offered by Grimsby Power. A mark of the Province of Ontario protected under Canadian trademark law. Used under sublicense. Official Mark of the Ontario Power Authority. Used under license.

