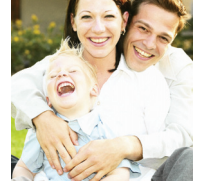




**CALEDON**  
the *natural* course of business



Winter 2008

## Caledon builds on competitive strengths

In four years, the Town of Caledon has renewed its effort in the attraction and retention of business investment. With increased activity and interest from developers, site selectors, realtors and end-users, the Economic Development & Communications (ED&C) team ensures the Town owns up to its brand as the natural course of business.

ED&C's consistent branding strategies and tactics have been recognized by the achievement of provincial, national and international awards within the economic development community. These awards are testament to our successful brand positioning and management.

In 2007, there was an increase of 41.1% from 2006 in industrial building permits issued by the Town of Caledon; for that same period, the issuance of commercial permits rose 6.9%. Notably, industrial construction value alone rose 120% in 2007, while commercial construction value rose by 44%.

According to *The Globe and Mail*, Canada added 21 million square feet of industrial space in 2007 to a national stock of 1.4 billion. Caledon's floorspace expansion accounted for 17.1% of the 2007 national growth. Fuelled by warehouses, distribution centres and third party logistics centres - companies that move goods around the globe, this investment is a reflection on the changing nature of Canadian business.

Establishing a brand identity was the first phase of ED&C's marketing strategy. The next phase will use the foundation of our branding to incorporate the unique selling propositions that focus on key growth

sectors for Caledon. The Town's award-winning "Competitive Analysis" is the background to the Town's economic development strategy. The analysis identifies the opportunities offered by emerging sectors; and determines what types of industries the Town should be targeting.

The "Competitive Analysis" incorporated a comprehensive approach that included community and economic profiling; sectoral and employment concentration analysis; identification of strengths, weaknesses, opportunities and threats; and target sector identification. Key to the approach was stakeholder consultation with local business leaders and associations, provincial and regional economic development agencies, and public officials.

In addition to growing our tourism and agricultural sectors, the "Competitive Analysis" encourages the Town of Caledon to focus our investment attraction program on two sectors of strength. The primary sectors of strength identified in the "Competitive Analysis" are focused on manufacturing industries. This includes Advanced Manufacturing and Industrial Machinery, Auto Parts, Fabricated Structural Metal, Plastic Products, and Food and Beverage. The "Competitive Analysis" recommends that in support of manufacturing, priority should also be given to the professional, scientific & technical services sector including Management, Scientific and Technical Services, Specialized Design Services and Engineering Services.

Caledon is building on its competitive strengths and community assets to diversify its economic base and stimulate the growth of high quality jobs,

investment and wealth. This involves devoting the necessary resources to grow and nurture innovative industry clusters related to its competitive advantages and local strengths.

In light of the pressures for businesses to compete on a regional – and even a global level – the Town of Caledon faces considerable competition in its efforts to sustain and expand local economic activity. The Town must deal with local issues that include demographic shifts, the suitability and quality of existing industrial lands, skills gaps and training requirements, plus the direct competition that results from Caledon's location in the Greater Toronto Area.

### Your clients fit here

On Tuesday, April 8, 2008, ED&C will host *Showcase Caledon*, the Town's inaugural real estate and development exhibition.

Join us for lunch, networking, and to find out why Caledon is the natural course of business. Learn about real estate and development opportunities in one of the GTA's hottest markets.

Hear Larry Smith, Adjunct Associate Professor of Economics at the University of Waterloo and president of Essential Economics Corporation speak about "Real Estate Development & the Global Capital Crunch".

For event information and sponsorship details, visit [www.caledon.ca/edc](http://www.caledon.ca/edc)



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# INVESTMENT ACTIVITY



**Advanced Precast Inc.**  
6 Nixon Road, Bolton  
[www.advancedprecastinc.com](http://www.advancedprecastinc.com)

Established in 1993, Advanced Precast has been offering quality architectural precast concrete product to projects all over North America. The Town of Caledon is pleased that Advanced Precast has chosen Caledon as its location to expand and continue to grow. The expansion provides an additional 68,826 square feet of manufacturing and office space to their existing facility.



**M.J.J.J. Developments**  
32 Nixon Road, Bolton

Construction has been completed on the latest building by M.J.J.J. Developments. Unit 1 has been leased and unit 2 is still available. Unit 2 offers 6,858 square feet of space, two drive-in doors and a clear height of 26 feet. The lease rate is currently \$6.75 per square foot.

For information | Steve Ryan, Spectrum 416.736.6500



**Inter-Nixon Investments Inc.**  
35 Nixon Road, Bolton

The building erected by Inter-Nixon Investments adds an additional 31,089 square feet of industrial space to Caledon's industrial inventory. This one-storey multi-unit condominium industrial building will offer 14 units to its future purchasers.

For information | Al Spizzirri, ReMax 416-743-2000



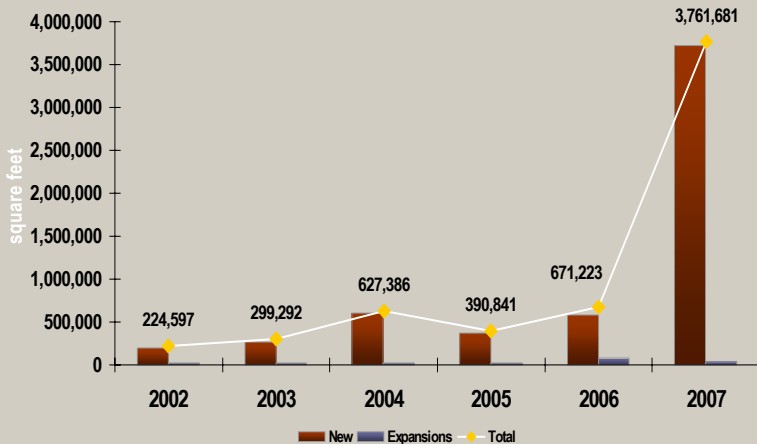
**IG Real Estate Advisors Inc.**  
Pillsworth Road, Bolton  
[www.igri.com](http://www.igri.com)

Construction is well underway on the 627,791 square foot speculative industrial building, and will be ready for possession the second quarter of 2008. The facility offers 63 truck level doors and four drive-ins with a clear height of 32 feet. The building is divisible into smaller units. The lease rate is set at \$5.85 net per square foot.

For information | Steve Rawlin, Giffels 416.798.5917

## For more information about Caledon development opportunities:

Ben Roberts, Economic Development Officer [ben.roberts@caledon.ca | x4011] or [www.caledon.ca/edc/availableproperties](http://www.caledon.ca/edc/availableproperties)



## Non-Residential Floorspace Expansion | 2002 - 2007

Over 3.7 million square feet of new non-residential floorspace was added in Caledon in 2007 – a 460% increase over 2006.

This figure represents the greatest amount of non-residential construction activity in Caledon during a single year.