



2023 ANNUAL BUSINESS REVIEW

Economic Development Highlights & 2022 Year in Review



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**WANDERERS
ALWAYS WELCOME**





MESSAGE FROM

Mayor Sandra Easton

I am pleased to present the Town of Lincoln's Annual Business Review. Lincoln continues to inspire confidence in investors, and what an exciting year it has been for our community and local economy! With the most challenging phases of the COVID-19 pandemic behind us, business operations returned to a new normal and community events were once again opened to residents and visitors alike.

In 2022, we were able to achieve many of our long-term goals to support a prosperous community, while still battling the lingering effects of the pandemic. From the investment in our new tourism brand, the Niagara Benchlands, to providing meaningful projects and programs to support the entire business community, 2022 was an excellent year.

The recently elected 2022-26 Town of Lincoln Council are currently developing a strategic plan for our term of Council that will carry forward the great work begun by the previous Councils. Our last strategic plan focused on priorities to make Lincoln a Welcoming, Connected, Vibrant and Resilient community. The Town's focus on a strong economy is captured throughout much of the previous strategic plan. I look forward to sharing more information about the work on our updated plan in the coming months.

I would like to thank Staff for all the impactful programs, projects, and initiatives implemented throughout 2022. More importantly, I would like to recognize all the businesses who stayed persistent throughout the pandemic and who continue to make Lincoln the ideal place to invest and grow.



MESSAGE FROM

J.D. Pachereva, Chair of Planning and Economic Development

As the Chair of the Planning and Economic Development Committee, I am excited to share our second Economic Development Annual Business Review, which showcases key economic development activities, exciting business success stories, and detailed investment we have facilitated throughout 2022.

All sectors of our local economy have seen unprecedented growth and a strong rebound from the COVID-19 pandemic; private sector investment is up, and our community is creating jobs. This has helped make Lincoln a great place to work, live and explore.

From tourism and hospitality to our diverse agriculture industry, Lincoln's local economy has grown to become one of the most innovative and progressive in the Region. We have seen growth in our manufacturing sector, with the development of a new industrial mall in Beamsville on one of Lincoln's last vacant industrial parcels and in our agricultural sector with the new state-of-the-art Vineland Growers Co-operative facility in Jordan.

The 2023 Annual Business Review not only acknowledges the hard work completed by Staff and Council in 2022, but also recognizes some of the many amazing businesses that call the Town of Lincoln home. We are proud to support our local businesses and thank you for your dedication to the Lincoln community. Together, we are fostering future economic growth and community prosperity. If at anytime you need our support or assistance, please do not hesitate to reach out. We are here for you.



MESSAGE FROM
Anna Murre,
Vice-Chair of
Planning and
Economic
Development

It is an honour to share my first message as vice-chair of the Planning and Economic Development Committee during my first term as Councillor. The Town’s overall economy is on the rise, surpassing pre-pandemic levels in unemployment rate and investment dollars in our business community. This is thanks to both the resilience of our business owners and operators, and the continued support from the team of dedicated Council and Staff at the Town of Lincoln.

Our business-focused programs and initiatives are designed to help local businesses flourish across all industries. I look forward to continued collaboration to build a Lincoln that is prosperous, vibrant, and open for business.



MESSAGE FROM
Paul
Di Ianni,
Director of
Economic
Development and
Communications

I would like to thank the 2018-2022 term of Council for their commitment to supporting economic development activities over the past four years. In 2022, we were able to achieve many of our long-term economic goals, as outlined in the Town of Lincoln’s Economic Development Strategy and Action Plan.

Our businesses are the backbone of our local economy and are the drivers of economic development and growth into the future. As we move into a post-pandemic environment, it is important that we continue to work as a collective destination to support one another to help achieve economic prosperity. The Town of Lincoln’s investment into the Niagara Benchlands brand identity and other economic development and tourism activities brings us one step closer to our common goal.



VISIONS

a place to **GROW**

Youth, aging in place, agriculture – growing crops, farming, greenhouse support, business growth, early childhood development (youth), proper planning and growing smart, growing your family here in Lincoln

a place to **PROSPER**

A place for small/medium businesses to succeed, opportunities, job creation, tourism, destination, local markets, festivals, beautification, industrial parks, prosperity, community vibrancy, innovation

a place to **BELONG**

Maintain community feeling, connectedness, more local events, support for families, history and heritage, local markets, local and unique festivals, moving around town, one community

Town of Lincoln Corporate Vision and Mandate



Council Priorities

Council priorities include areas of focus for the current term of Council, with pillars that support and achieve Lincoln's community vision of a place to grow, a place to prosper, a place to belong.

The Economic Development team draws upon Council's Priorities to provide projects, programs, and services that strategically plan for a future-fit Lincoln.



WELCOMING

To be a welcoming community for people, fresh ideas and businesses

The Town of Lincoln strives to create a welcoming environment that is open to fresh ideas and new perspectives; where residents and businesses participate fully in the social, cultural and economic life of the Town; and where people and businesses discover and identify our community as a desirable place to grow, prosper, and belong.



VIBRANT

To create a happy, healthy, prosperous community

As a community of neighbours and given our roots in agricultural excellence, we celebrate our history and are emboldened with a creative spirit that embraces the future. We strive to lead forward by sharing knowledge, ideas, resources, and investing in responsible community stewardship. We drive new economic opportunities through innovation and investment.



CONNECTED

To connect all of Lincoln – people, places and our natural landscapes

The Town of Lincoln is committed to intentionally and strategically building stronger socioeconomic links between and among people and places, both within Lincoln and beyond. We endeavour to build exceptional public places, while celebrating the character and charm of our unique community and preserving our natural landscapes.



RESILIENT

To be intentional in building stronger community resilience

To strengthen our community's response and adaptation to a wide array of future changes, the Town of Lincoln is committed to expanding and utilizing our available resources (people and assets) to prepare for, respond to, and move towards a more sustainable future. Our community-driven approach and progressive public policies are foundational to achieving our shared vision for Lincoln.

WYOMING TOWN OF LINCOLN DEMOGRAPHICS

TOWN OF LINCOLN DEMOGRAPHICS



POPULATION
in 2021 Census
25,719



**UNEMPLOYMENT
RATE**
(Stats Can - 2022)
4.3%



Number of
BUSINESSES
(Stats Can - 2022)
1,032



JOBS
in Lincoln
(Lightcast, 2022)
12,424

TOP SECTORS (Lightcast, 2022)

13.9%

MANUFACTURING
(Including beverage
manufacturing)

12.3%

**HEALTH CARE AND
SOCIAL ASSISTANCE**

11.4%

CONSTRUCTION

11.3%

AGRICULTURE

8.1%

RETAIL TRADE

Economic Overview

Home to more than 25,000 people, the Town of Lincoln is located in the Niagara region on the south shore of Lake Ontario. The QEW, a vital cross-border Canada-US corridor, transects the community's north end. Lincoln has a diverse economy; from exceptionally productive agricultural and horticultural sectors to manufacturing, value-added agricultural businesses, and tourism, Lincoln is on the move.

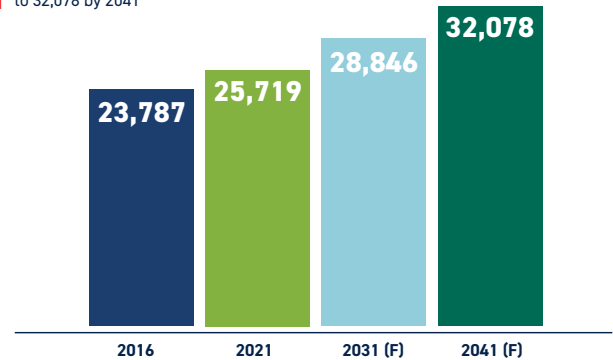
Lincoln is the sixth most populated of Niagara's 12 municipalities, outpacing the Region's growth rate as a whole from 2016 to 2021. Over the past two decades, Lincoln has grown steadily, with a 24.8 per cent increase since 2001.

Lincoln's key economic and employment sectors are agriculture, manufacturing, and tourism. Lincoln boasts the highest concentration of greenhouses in Niagara and dominates the greenhouse floriculture production in Ontario.

Lincoln's vision – **a place to grow, a place to prosper, a place to belong** – represents the economic and social advantage to live and do business in Lincoln. Our vibrant and prosperous community prides itself on having policies and procedures in place that help foster growth and development in our entire economy.

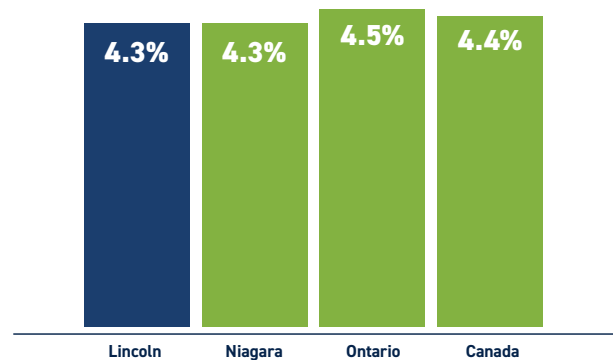
Population Growth

Lincoln is the sixth most populated of Niagara's 12 municipalities, outpacing the region as a whole in growth from 2011 to 2016. Lincoln is expected to grow to 32,078 by 2041



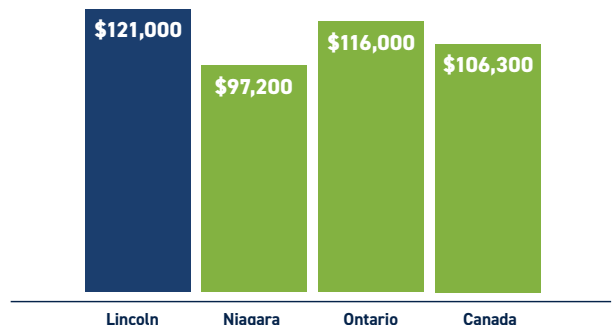
Unemployment Rate

Lincoln's unemployment rate currently averages at 4.3 per cent and is equal to or less than the averages regionally, provincially, and nationally



Average Household Income

Lincoln residents have a higher average household income than the average resident in the region, province and nation





What We Deliver

Lincoln's Economic Development and Tourism team is guided by two key strategies to stimulate socioeconomic growth throughout the Town of Lincoln.

Economic Development Strategy and Action Plan

The Town of Lincoln's Economic Development Strategy and Action Plan was established as the Town's first official Economic Development Strategy. The strategy was part of several initiatives to increase the focus on economic development within the Town of Lincoln.

To improve the economic well-being of our community through developing and implementing an integrated mix of policies, programs and initiatives, the Town outlined objectives within the following economic development roles and strategies to drive efficient results:

-  Promoting an "Open for Business" message
-  Business retention and expansion
-  Innovation and entrepreneurship
-  Attracting new investment
-  Talent and workforce development
-  Marketing

Tourism Strategy and Action Plan

The Tourism Strategy and Action Plan adopted by Council in June 2020 was an offshoot of the previously noted Economic Development Strategy that was approved by Council in Fall 2018. The Economic Development Strategy recognized the importance of the tourism industry to the overall health of the local economy. Tourism and the related value-added agricultural businesses in Lincoln are major drivers of the local economy, evident in the large concentration of local beverage manufacturing jobs compared to the rest of Ontario.

The main objectives for Lincoln's Tourism Strategy are:

- To clearly define the role of the Town in the tourism sector;
- To attract new tourism-related investment;
- To strengthen and grow the local economy, as well as create and sustain more jobs;
- To develop a new tourism brand for the municipality

These objectives have been the overarching roadmap for which Town Staff have activated this plan to date, and will continue to strive to achieve in all our future tourism projects and initiatives.

ACILITIES



2022 Key Activities

DIGITAL MAIN STREET 4.0

In July 2022, the Town of Lincoln received \$93,000.00 from Digital Main Street Ontario for our fourth consecutive Digital Service Squad (DSS) since 2019. The DSS has assisted Lincoln businesses with several crucial activities to increase their online presence and thus improve their bottom line. These include developing a Google My Business profile, enhancing their social media presence, and providing support for a basic website and e-commerce set-up.



In 2022, the Town of Lincoln DSS assisted 44 businesses in receiving the \$2,500 Digital Transformation Grant (DTG). Distributing a total of \$110,000 throughout the local business community. Since 2019, Town of Lincoln businesses have received a total of 82, \$2,500 DTG's, circulating a total of \$205,000 to help our businesses adopt online technologies.

AGRI-FOOD INNOVATION AND FOOD SAFETY CONFERENCE

On November 3, 2022 the Town of Lincoln, in partnership with Clean Works Corporation, hosted their first Agri-food Innovation and Food Safety Conference at Ball's Falls Conservation Area. The event, which discussed agri-food innovation, food safety, and value-added agriculture, directly supported the Town of Lincoln's Economic Development Strategy and Action Plan.

Overall, the conference was an overwhelming success with 100 attendees, presenters and vendors participating in a day full of learning from industry experts and networking with various retailers, growers, processors, academia, and government representatives.



YOUTH SKILLS STUDIO

The Town of Lincoln received over \$2M of funding in 2021 and an additional \$2.5M in 2022 from the province of Ontario's Skills Development Fund to develop the Youth Skills Studio (YSS), in partnership with Civiconnect, a local not-for-profit organization.

The YSS is a work-integrated learning environment that provides paid employment to youth aged 15-29 to work on technology-based projects for local businesses. The program is designed to support youth retention and talent attraction here in our community, while also supporting our local businesses to grow and enhance their digital presence, all of which are key goals in our Economic Development Strategy.

In 2022, the YSS introduced the Tourism and Hospitality Training and Certification Program to provide hospitality and soft skills training to support Lincoln's hardest hit sector from the pandemic.

To date the Youth Skills Studio has produced the following results:

- ↑ Hired 350 youth participants (21 per cent over target)
- ↑ Provided 220,000 hours of work-integrated learning with participants (57 per cent over target)
- ↑ Delivered 200 projects to local businesses (14 per cent over target)





AMO AND ROMA DELEGATIONS

The Association of Municipalities of Ontario and the Rural Ontario Municipal Association hosted their annual conferences and delegations. In 2022, the Town of Lincoln advocated for a variety of issues and projects facing our municipality. These topics included:

- Clean Lakes and Shoreline Protection
- Jordan Lions Park Redevelopment
- Rittenhouse Reimagined (Proposed Library Infrastructure Project)
- QEW Fire Service Responses
- Truck Traffic and Safety Blitzes
- West Lincoln Memorial Hospital
- Niagara Irrigation Project
- Aggregate Sector
- Youth Skills Studio – SDF Application
- Seniors and Active Living Centre
- Ontario Staycation Tax Credit
- Niagara Escarpment Crossing
- Craft Beverage Support through tax reductions
- Ontario Community Environment Fund Application
- Broadband Infrastructure
- Investing in Canada Infrastructure Program Application
- Disaster Mitigation and Adaptation Fund

TENT AND PATIO FAST TRACKING

At the beginning of the pandemic, the Alcohol and Gaming Commission of Ontario (AGCO) announced a patio policy that allowed for the temporary physical extension of liquor licensed premises. Under the patio policy, which was extended (under a new format) until January 1, 2023, all eligible liquor sales licensees and holders of a By-the-Glass endorsement may add or temporarily extend their licensed premises without having to apply to the AGCO, provided that they met certain criteria.

To assist in the process, the Town of Lincoln fully supported the temporary extension of patios while also expediting the necessary applications and permitting processes, to reduce red tape for our restaurant and hospitality businesses throughout 2022. If you are in need of a seasonal tent or temporary patio expansion, please connect with us at economicdevelopment@lincoln.ca



COVID-19 BUSINESS SUPPORT PHONE LINE

At the beginning of 2022, The Town of Lincoln launched a business support line to assist our business community during the Omicron wave of the COVID-19 pandemic. The phone line was launched in response to further support the business community with any questions or concerns related to their business and the COVID-19 pandemic.

The launching of the Business Support Line was the next phase of our recovery plan to help get Lincoln's businesses on the path towards economic recovery and a post pandemic business environment.





ENHANCED BUSINESS E-NEWSLETTER

In 2020, Town of Lincoln Staff launched our Business Recovery E-newsletter to provide continued outreach to our business community, keeping them up to date with COVID-19 related news and information. The ongoing e-newsletter consisted of the newest guidelines, government supported grants and funding, and other important business-related news releases from across all levels of government.

In 2022, staff transitioned this newsletter to become a permanent resource for our business community to keep all our business stakeholders up to speed on the various projects and initiatives going on throughout the Town. Our Business E-Newsletter has become an excellent communication channel for Town Staff and external stakeholders.

If you are a business looking to spread some knowledge and information, or you are interested in subscribing to the list, contact the Town of Lincoln's Economic Development Team at economicdevelopment@lincoln.ca



BEAM STREET COLLABORATIVE WORKING SPACE

By early 2022, The Downtown Bench Beamsville BIA, Lincoln Chamber of Commerce, and Civiconnect began sharing office space at 4996 Beam Street, Beamsville. The three organizations, which collectively focus on supporting the Town of Lincoln's business community, now call the office space home at the Town of Lincoln owned facility.

Altogether, alongside the Town of Lincoln Economic Development Department, the four organizations worked together throughout 2022 to achieve the common goal of supporting the business community and facilitating economic growth and prosperity throughout the municipality.

CIVICONNECT





NIAGARA BENCHLANDS WINTER WINEFEST

WINTER WINEFEST

The Town of Lincoln, in partnership with the Twenty Valley Tourism Association (TVTA), welcomed back the region's most notable winter program, Winter WineFest, from Dec. 9 - 11 with the support of funding the Town generously received through the Niagara Tourism Relief Fund. The 13th annual Winter WineFest featured the festival's most sought-after programming, with the addition of new holiday, family-friendly programming.

The festival, traditionally hosted by TVTA, attracted over 11,000 visitors to the Niagara Benchlands destination in 2020 before the pandemic. Noting the various operational challenges, the festival historically faced, compounded by the compelling consumer demand created by cancelled events throughout the pandemic; the Town took a more conservative and strategic approach to festival market re-entry with the return of an in-person event in 2022.

In its 13th year, the Town strategically teamed up with the Niagara Peninsula Conservation Authority (NPCA) to host the festival. Moving the location from a street festival to Ball's Falls Conservation Area further enriched festival programming for attendees, adding exclusive access to the annual Holiday Light Trail, alongside three jam-packed days of craft beverage, culinary, and holiday market programming, traditionally hosted at Winter WineFest.

2022 Festival Highlights:

- Non-stop live, local entertainment Friday, Saturday, and Sunday
- Marché-style craft beverage and culinary village
- Outdoor holiday market, featuring local artisans and handcraft makers
- Tastemaker-led workshop experiences such as Upper Canada Cheese and Sparkling Wine Seminar, as well as the Tawse Spirits Cocktail Class
- Annual Tastemaker barrel rolling competition
- Front-of-the-line access to the third-annual Holiday Light Trail and family-friendly programming hosted by the NPCA

NIAGARA BENCHLANDS TOURISM SUMMIT

The inaugural Niagara Benchlands Tourism Summit featured a full day of interactive learning, networking, and strategic planning for Lincoln's Tourism and Hospitality industry.

This new summit engaged, invigorated, and provided the tactical tools and resources required to help Lincoln's hardest-hit economic sector grow, prosper, and belong in 2022.

Featuring interactive workshops and presentations from some of Ontario's most influential tourism professionals; in-person and virtual attendees got a chance to ask questions, gain access to impactful industry insights, as well as collect online resources and templates to help apply the knowledge captured at the Summit in their business operations.

The summit formally launched the Niagara Benchlands tourism destination brand to local stakeholders and showcase the tools/ resources created to help local businesses amplify the Town's efforts in their own, unique business channels.

For more information on the 2023 Niagara Benchlands Destination Development Fund, please connect with Britnie Bazylewski, Tourism Coordinator at tourism@niagagrabenchlands.ca





Lincoln + Newfoundland and Labrador
13th 13 FESTIVAL

NIAGARA 2022 CANADA SUMMER GAMES

The Town of Lincoln's Havin' a Time in the Niagara Benchlands event marked the return of Lincoln's first large-scale, in-person tourism event to be held in our community since January 2020. This event provided opportunities for increased visitation (3,293 visitors) and visitor spending in our community.

The event also supported the formation of a pan-provincial partnership between the Town and the Province of Newfoundland and Labrador. This partnership supported \$40,000 in direct investment from the co-host Province, and increased awareness of the rich cultural heritage of both destinations.

In addition to traditional economic success, the Havin' a Time in the Niagara Benchlands event also acted as a catapult to vault Lincoln's newly realized tourism identity- the Niagara Benchlands to the forefront of the Ontario Tourism landscape. With a strategic marketing mix; audience growth on our social media platforms grew significantly during the height of the event promotional period (July 1- August 31) by 33.8 per cent . Additionally, the destination's platform reach also grew by 16.9 per cent allowing the Town to penetrate more consumer feeds and share the stories of our local Tastemakers, the compelling draw of our wide-open spaces, and, the welcoming nature of our local communities.

Finally, the Town was able to maintain 43 jobs across Ontario's culture and entertainment sector, as well as create 1 full-time employment opportunity as a direct result of the execution of this event.

The Town of Lincoln is committed to attracting, retaining, and developing the entire tourism value supply chain. It is through opportunities like Reconnect Ontario that the Town continues to leverage local investments to create opportunities for job creation, continued economic recovery, and sustainable sector growth.



CULTIVATE THE NIAGARA BENCHLANDS, AGRI-TOURISM DISCOVERY PROGRAM

CultivATE the Niagara Benchlands' is a new agritourism program designed to position and identify Lincoln's market-ready farms, farm markets/stands, and u-pick farms, with the ultimate goals of increasing visitation and incremental sales opportunities for local agritourism businesses.

Developed with support from Niagara Region Economic Development, inaugural participation is complimentary. Local agritourism partners who fit the mandatory participation criterion will be eligible to participate and receive the following benefits:

- Listing inclusion on our new CultivATE trail map
- Listing inclusion on our new Niagara Benchlands website as a featured farm/farm stand/u-pick farm
- Opportunities to be featured in paid advertising tactics such as social media spotlights, travel itinerary blogs, and influencer visits as it pertains to this new program



NIAGARA BENCHLANDS COLAB PORTAL

Created in 2022 in partnership with Niagara Region Economic Development the new FREE Niagara Benchlands CoLab Resource Portal offers resources to help Lincoln's Tourism-based businesses thrive! The portal provides businesses with the opportunity to:

- Share upcoming events through our online events calendar
- Connect with other local businesses and their key personnel through our online company directory
- Access important Niagara Benchlands marketing and events assets through our online repository
- Access current funding and grant opportunities
- Catch up on all tourism communication through our newsletter widget





NIAGARA BENCHLANDS DESTINATION DEVELOPMENT FUND

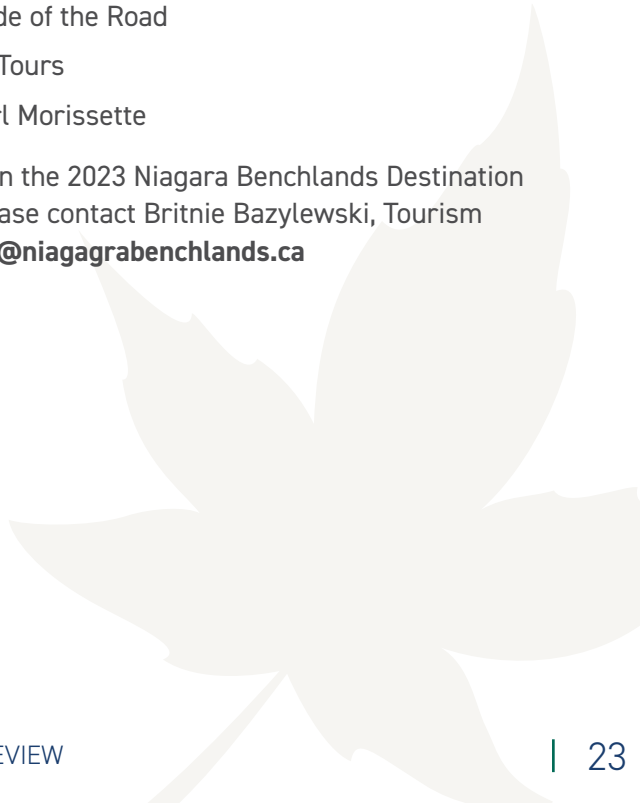
The purpose of the Niagara Benchlands Destination Development Fund Grant Policy is to assist the Town of Lincoln in growing awareness of the Niagara Benchlands destination for greater economic growth, job creation, as well as continued economic prosperity in Lincoln's tourism sector.

By supporting Lincoln's tourism-based businesses and organizations with financial aid, encouraging greater collaboration amongst private-sector businesses, and utilizing Town-owned marketing and promotional channels, the fund ensures that municipal funds are disbursed in meaningful, equitable, and measurable ways.

Lincoln was able to support six projects in 2022, and the inaugural fund was able to support the following local Lincoln businesses:

- Bench Brewing Company
- Creekside Estate Winery
- Creekside Estate Winery, on behalf of a collection of Lincoln's Craft Beverage Purveyors
- House by the Side of the Road
- Niagara Nature Tours
- Restaurant Pearl Morissette

For more information on the 2023 Niagara Benchlands Destination Development Fund, please contact Britnie Bazylewski, Tourism Coordinator at tourism@niagagrabenclands.ca



DEVELOPING A NEW DESTINATION MARKETING ORGANIZATION FOR LINCOLN

For approximately 20 years, the Town has outsourced tourism development and management to the Twenty Valley Tourism Association (TVTA), officially our Destination Marketing Organization (DMO).

After careful consideration and consultation with the tourism industry, the recommendation is that the Town play a larger role in managing the destination, while allowing a public-private partnership between the Town (and the City of St. Catharines) and our private industry stakeholders to market the Niagara Benchlands.

While the Town has a strategic role to play in the overall management of tourism in our community, it has become evident that the Town should continue with a third-party organization to help drive destination marketing and product development.

The core purpose of the DMO will be to build brand awareness of the destination by promoting its benefits, merits and experiences to leisure travelers, travel trade, corporate meetings, sports groups and events, and travel media within key markets.

This will be accomplished through sales and marketing initiatives in partnership with industry and local business community.

The promotional emphasis on the destination will take a more year-round approach, leveraging the destinations' better-known attributes and reputation while also highlighting lesser-known offerings and experiences.





Responsibilities of the new DMO would include:

- Build brand awareness of the destination
- Promote the destination to the leisure segment, as well as the business meetings, travel trade, sports and corporate community, in established feeder markets (in-province and outside the province)
- Special events marketing of the destination (sporting events, festivals etc.) working in conjunction with municipal and/or regional event organizations
- Promote members/partners of the DMO through marketing, sales and promotional initiatives
- Create partnership investment initiatives
- Build and manage media and press relations
- Market readiness and visitor service initiatives
- Act as an incubator for the visioning and development of new events and attractions aimed at augmenting off-season periods
- Generate business intelligence for stakeholders to use within their own strategic business planning
- Educate residents on the importance of a strong visitor economy and enlist them to be part of the tourism story



INDUSTRIALS PHOTOGRAPHS

2022 Economic Indicators and Investments

PERMITS AND CONSTRUCTION

Promoting an “Open for Business” message and attracting new investment is an important role that will drive results in terms of economic development for the Town of Lincoln. The success of investment attraction can be measured through residential, commercial, industrial, and institutional construction statistics. Below is a snapshot of investment in Lincoln in 2022.

Type of Permit	Number of Permits in 2022	Estimated Construction Value
Residential	175	\$34,905,736.00
Agricultural	14	\$27,965,338.00
Industrial	3	\$9,048,000.00
Commercial	12	\$1,564,500.00
Institutional	2	\$2,710,000.00
Other	49	\$578,550.00
Totals	255	\$76,722,124.00

ECONOMIC INDICATORS

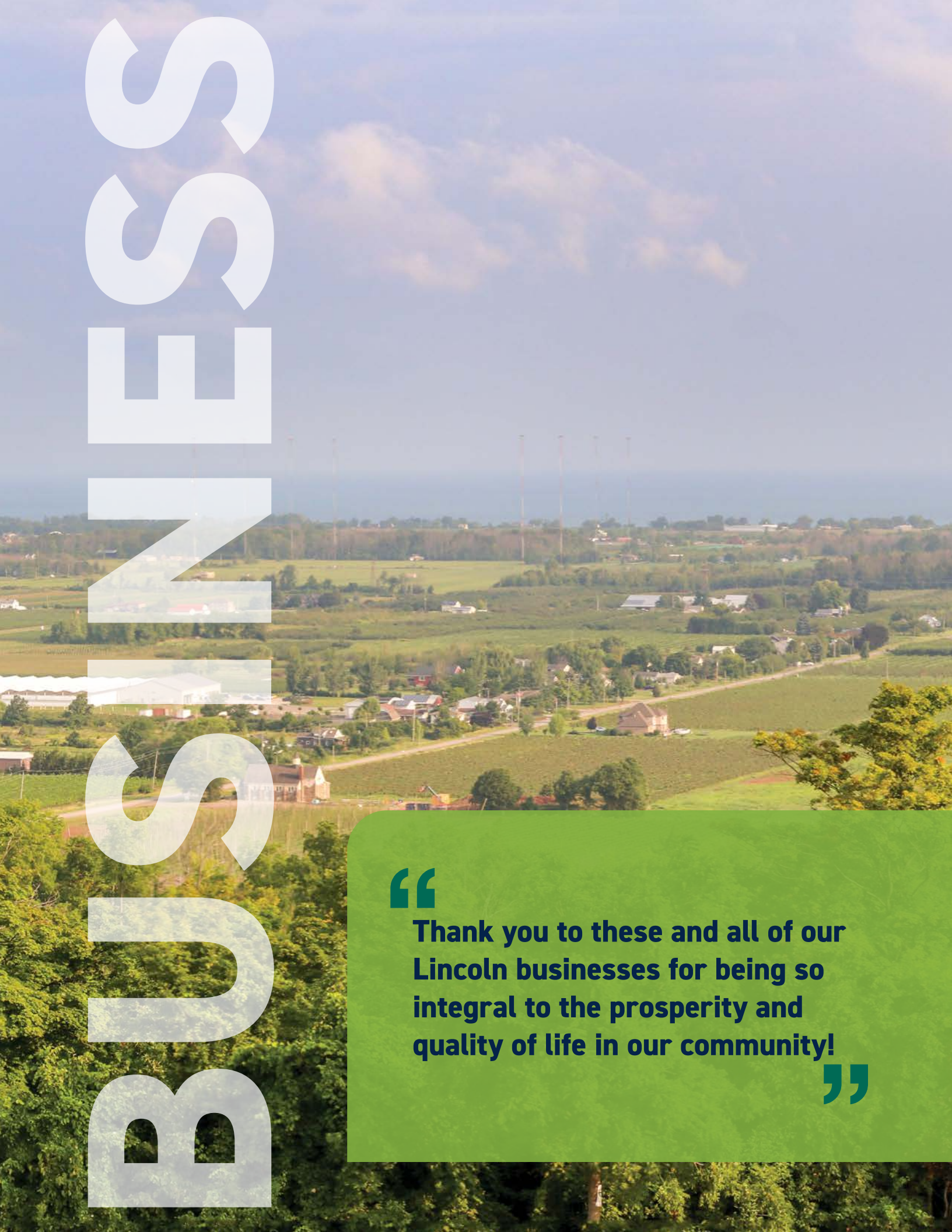
Real GDP at Basic Prices (\$M 2012), Estimates for Lincoln, ON							
	2019	2020	2021	2022	2023 (F)	2024 (F)	2025 (F)
Real GDP (Millions \$ 2012)	1,068.89	1,003.86	1,064.01	1,111.23	1,139.73	1,158.12	1,176.75
Change	16.12	-65.03	60.15	47.22	28.51	18.39	18.63
% Change	1.50%	-6.10%	6.00%	4.40%	2.60%	1.60%	1.60%

NEW BUSINESS AND EXPANSIONS

Business Retention and Expansion is a key priority as outlined in Lincoln’s Economic Development and Action Plan. It is said that approximately 70-80 per cent of new jobs are generated from existing businesses, however, staff knows that in Lincoln this number is closer to 90 per cent, which is why our top priority has been working with our existing businesses. Some of the new businesses and business expansions in 2022 included:

- Newark Brewing Company
- Cross Fit Bench Community Fitness
- Fusion Latina
- Burrito Guyz
- Xeist Inc.
- Niagara Custom Crush Studio
- Pure Joy Café
- Ventech Mechanical Services Inc.
- Dorken Systems Inc (Expansion)
- Sweet Middle East Inc
- Visser Machine Works
- Bartlett Road Industrial Mall
- Vykan
- Yalla Middle Eastern Grill
- Maple Leaf Nurseries
- Bear Cave Silent Booths

SCENES FROM LINCOLN



“

Thank you to these and all of our Lincoln businesses for being so integral to the prosperity and quality of life in our community!

”

Business Sector Highlights

Agriculture



SUNRISE GREENHOUSES

Sunrise Greenhouses was awarded the Excellence in Agribusiness, Farming and Rural Achievement award at the 18th Annual Niagara Business Achievement Awards hosted by the Greater Niagara Chamber of Commerce.

Sunrise Greenhouses opened its doors in 1982 and has called Lincoln home for more than 40 years, growing to become one of Lincoln's largest greenhouse growers. Currently, Sunrise Greenhouses functions out of over 1,000,000 square feet of growing space and features exclusive hand-picked plants worldwide.

Congratulations to Sunrise Greenhouses for receiving this award.

PROVIDE AGRO

N.M. BARTLETT INC. / PROVIDE AGRO

Provide Agro Corporation was awarded the Agri-Business Award at the 2022 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

In 2012, N.M. Bartlett Inc purchased a 22,000 sq. ft. facility in Beamsville to house Provide Agro, the new operations of their equipment line of business. As a N.M. Bartlett Inc. company, Provide Agro offers high quality packhouse and specialty field equipment for agriculture businesses across the Region and Province. Their high-quality customer service, help create custom solutions for their customers to ensure they have the right equipment for the job.

Congratulations to N.M. Barlett Inc. / Provide Agro Corporation for their well-deserved Agri-Business award at the Lincoln Chamber of Commerce OBAA.

Food and Beverage



RESTAURANT PEARL MORRISETTE

Restaurant Pearl Morrisette (RPM) has been ranked No. 4 on the Canada’s 100 Best Restaurants Magazine list for 2022. Each year the magazine releases an up-to-date list, ranked by culinary experts, of the top 100 restaurants for influential food lovers to enjoy.

After winning best new restaurant back in 2018, RPM continues to grow, while becoming a staple in wine country dining experience in Niagara. To set itself apart from competitors, RPM serves an ever-changing prix fixe menu composed of the highest quality ingredients of the region while inspired by seasonal French cooking.

Congratulations to the team at Restaurant Pearl Morrisette for this tremendous achievement to help grow the Niagara Benchlands culinary scene.





BENCH

BREWING COMPANY

BENCH BREWING COMPANY

Bench Brewing Company was awarded the Environmental Leadership Award at the 18th Annual Niagara Business Achievement Awards hosted by the Greater Niagara Chamber of Commerce. On top of that, Bench Brewing Company also won the Sustainability Initiative award at the 2022 Canadian Brewers Choice Awards.

Bench Brewing Company has taken a variety of steps to reduce their environmental footprint, including recycling 100 per cent of the wastewater produced during brewing, while using the remaining organics from the water as fertilizer, and spent grains are donated to local farmers to feed cattle. Since 2021, Bench has also received their carbon neutral certification using a Radicle Climate Smart program.

Congratulations to Bench Brewing Company for being a leader in sustainability across the region, province and country.

BACK 10 CELLARS

BACK 10 CELLARS

Back 10 Cellars was awarded the Niagara Benchlands Tourism Award of Excellence at the 2022 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

The small-batch 10-acre vineyard has grown to become one of Lincoln's most popular tourist destinations. Known for their award-winning Resiling, Chardonnay, Rose, Cabernet Franc, and Pinot Noir, Back 10 Cellars is a must-stop destination on your next wine tour through the Niagara Benchlands.

Congratulations to Andrew and Christina Brooks and their team at Back 10 Cellars for receiving this well-deserved award.

Food and Beverage



VINELAND
ESTATES WINERY

VINELAND ESTATES WINERY RESTAURANT

Vineland Estates Winery Restaurant has been recognized as one of the most beloved restaurants across the country in 2022.

OpenTable, a global leader in restaurant technology, announced their 2022 most beloved restaurants across the country. To determine the list, Open Table analyzes over a million reviews from verified OpenTable diners across the country to determine the top restaurants that leave a lasting impression for the diners.

Vineland Estates Winery is one of Niagara's first winery restaurants and a leader in the Niagara Benchlands thriving wine and culinary scene. The restaurant, which is an original 1845 homestead, offers cuisine from local ingredients paired with the finest Vineland Estate vintages.

Congratulations to Vineland Estates Winery for being recognized by OpenTable as one of the most beloved restaurants across the country in 2022.





GOOD EARTH FOOD AND WINE CO.

The Good Earth Food and Wine Co. has been recognized as one of the most beloved restaurants across the country in 2022.

OpenTable, a global leader in restaurant technology, announced their 2022 most beloved restaurants across the country. To determine the list, Open Table analyzes more than a million reviews from verified OpenTable diners across the country to determine the top restaurants that leave a lasting impression for the diners.

Over the past year, The Good Earth Food and Wine Co. has undergone some major transformations to become one of the Niagara Benchlands premier destinations to dine, sip and explore. The Good Earth Bistro, complimented by their award-winning wines, makes for the perfect destination for any culinary wanderer.

Congratulations to Good Earth Food and Wine Co. for being recognized by OpenTable as one of the most beloved restaurants across the country in 2022.



Manufacturing and Industrial

BARTLETT ROAD INDUSTRIAL MALL - PHASE 2

Construction continues for the Town of Lincoln's new industrial mall at 4629 Bartlett Road in Beamsville, as phase 2 of the property began in 2022.

The development is being completed in three phases. The first portion of the development was completed in late spring 2022, while the third and final development will begin shortly after the second. The development will be home to approximately 30 industrial units ranging from 7,500 sq. ft. to 30,000 sq. ft.

The new industrial mall has become an excellent addition to Lincoln's existing industrial park, increasing both businesses and jobs in Lincoln.





DORKEN SYSTEMS INC.

Dorken Systems Inc. is currently undergoing a major expansion of their existing facility located at 4665 Delta Way, Beamsville.

Dorken Systems provides professional support for builders, architects, engineers and contractors. Their goal is to ensure that their customers select the right product for their project. At Dorken, they specialize in high-performance air and moisture barriers to provide superior protection in any residential and commercial applications.

Dorken Systems investment in the Town of Lincoln will help grow our local economy, increasing both business and jobs in Lincoln.



Retail and Professional Services



PHARMASAVE – BEAMSVILLE AND LINCOLN MEDICAL PHARMACIES

Beamsville and Lincoln Medical Pharmacies were awarded the Small Business of the Year Award at the 2022 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

With over 850 stores across the country, Pharmasave is one of Canada’s leading independent pharmacy and drugstore retailers. Both the Beamsville and Lincoln Medical Pharmacies are independently co-owned and operated to serve the Lincoln community.

Congratulations to the Beamsville and Lincoln Medical Pharmacies for their well-deserved award at the Lincoln Chamber of Commerce OBAA.



LANDART

LandArt was awarded the Medium Business of the Year Award at the 2022 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

LandArt, which started as a small contracting business, has grown into a multiple-award-winning enterprise, servicing the areas of Niagara, Hamilton, and Burlington. Their team is composed of craftsmen and artist who are all dedicated and passionate to deliver the highest quality product for a beautiful custom landscape.

Congratulations to LandArt for their well-deserved award at the Lincoln Chamber of Commerce OBAA.





DULIBAN INSURANCE BROKERS

Duliban Insurance Brokers was awarded the Medium Business of the Year Award at the 2022 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

Duliban Insurance Brokers is one of the fastest growing insurance brokerage teams across the country. The third-generation family-owned business has grown to become a leader throughout the Town of Lincoln community, by raising thousands of dollars annually for a charity of choice. Their team of highly skilled, specialized employees can help you with your home and auto insurance needs by providing competitive quotes from over 25 of Canada's top insurance providers.

Congratulations to Duliban Insurance Brokers for their well-deserved award at the Lincoln Chamber of Commerce OBAA.



PRINTING BY INNOVATION

Printing by Innovation was awarded the Excellence in Business: 26 Employees or More Award at the 18th Annual Niagara Business Achievement Awards hosted by the Greater Niagara Chamber of Commerce.

PBI is a full-service printing company supporting clients globally. Their 40,000 square foot state-of-the-art facility hosts their dedicated staff, production equipment, and fulfillment services. They believe that managing their processes under one roof helps improve their overall execution and customer experience. The future continues to be bright at PBI, and they will strive to partner with their customers and suppliers to provide unique business value and excellence in everything they do.

Congratulations to Printing by Innovation for their well-deserved award at the 18th Annual Niagara Business Achievement Awards.

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The Town of Lincoln's Economic Development and Tourism Staff have been a valuable resource to help us grow and expand our business. We're thrilled at the work that's been done to develop the Niagara Benchlands destination brand identity, which has been a key asset to help drive growth and foot traffic to our

”

Christina Brooks

BACK 10 CELLARS

“

Lincoln's Economic Development Department continues to provide excellent support to Lincoln's greenhouse sector and for your recognition of the importance and annual economic impact our sector brings to the community. Thank you to the Town of Lincoln team for all the strategic work you do to drive economic growth in Lincoln, especially for your work on workforce development.”

”

Brian Gatcke

FOLIERA





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As the Co-owner of Second Chance Décor, I could not be happier to have opened our first bricks and mortar shop within the Town of Lincoln. Whenever our business needed support, or I had a simple question to address, Town of Lincoln Economic Development Staff were always there to answer in a timely and effective manner. Thanks to the support and communication with Town Staff, we have been able to grow and expand our existing facility multiple times in just two years.

Amanda McFarlane”

SECOND CHANCE DÉCOR

“

After opening our doors in 2022, Newark Brewing is now proud to call the Town of Lincoln home. From the early days of finding our facility, to helping us get involved with community events, Town Staff were always available to assist us at every stage. It's refreshing to see a Town so dedicated to growing the local economy and carving the way for young entrepreneurs to flourish. Thank you for helping small businesses succeed in Lincoln.

Griffin Data”

NEWARK BREWING CO

Economic Development Department

THE CORPORATION OF THE TOWN OF LINCOLN

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