



# LINCOLN

## COMMUNITY PROFILE

a place to **GROW** | a place to **PROSPER** | a place to **BELONG**



[lincoln.ca](http://lincoln.ca)  
@TownofLincolnON

a place to

**GROW**

a place to

**PROSPER**

a place to

**BELONG**



## MAYOR'S WELCOME



Growing up in the area, I have always appreciated Lincoln for its natural beauty, vibrant downtown core, commerce, transportation network, and proximity to larger cities. I take great pride in serving as the Mayor of Lincoln and enjoy engaging with new investors and residents. Our Council recognizes the importance of business investment, and we continue to leverage our unique value proposition in Lincoln for both new and existing commercial enterprises, as well as progressive plans for industry.

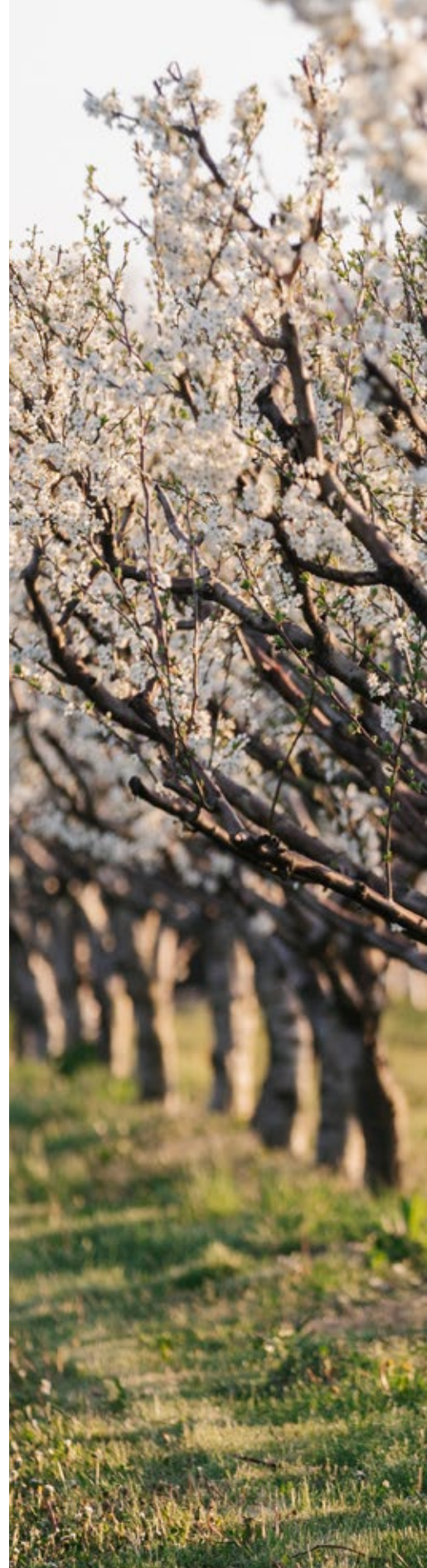
The Greenbelt provides us with the gift of heritage-rich land, with plenty of open space, secure for our growing families and for your new or growing business. Lincoln is also strategically positioned between Toronto and the northeastern United States, with quick and easy access to transportation corridors that connect to the world and global economy. The Queen Elizabeth Way (QEW) transects our northern region, facilitating the seamless transportation of both people and goods.

Lincoln is a strong community, providing first-class opportunities for businesses and families to work and play. With attention to smart growth, we are committed to providing a mix of building types, diverse housing and transportation options, and community engagement. Residents enjoy the benefits of tranquil rural life with access to big city amenities in an area enhanced by picturesque outdoor spaces, trails and the Lake Ontario shoreline.

As you search for the ideal location for your business or new home, we hope you will discover what we already know—the best of both worlds lives here in Lincoln. We invite you to **grow, prosper, and belong** with us in Lincoln.

Kindest regards,

**Sandra Easton** | Mayor, Town of Lincoln





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Local fruit stand

## ABOUT LINCOLN

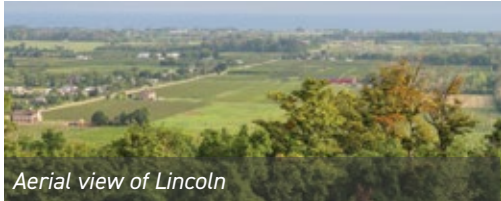
The Town of Lincoln holds a prominent location in Ontario's Niagara Peninsula. As one of the fastest-growing communities in Niagara, Lincoln is an ideal place to establish or expand your business. Lincoln is a recognized Agricultural Centre of Excellence with thriving agriculture, food and beverage, technology, manufacturing and tourism sectors. Promoting an “Open for Business” message and attracting new investment are key drivers towards economic growth and prosperity in Lincoln.

Lincoln is situated along the QEW and the Niagara Escarpment, with scenic frontage on Lake Ontario. Beamsville serves as the administrative centre and main business area, while other population clusters include Vineland, Jordan, Campden, Rockway, Tintern, and the future Prudhommes development. Lincoln's superior natural beauty features the waterfront and picturesque Jordan Harbour, orchards, vineyards, and conservation areas. Lincoln's highly productive agriculture sector thrives thanks to the region's fertile soil and the temperature moderating effects of Lake Ontario and the Niagara Escarpment. The latter is recognized as an environmentally protected UN World Biosphere Reserve, making the escarpment and the land in its vicinity as internationally significant.

The Town of Lincoln's population increase between 2016 and 2021 exceeded previous growth targets as established in the 2016 Lincoln Official Plan and exceeded overall growth across Niagara Region. The Town is working to provide diverse housing stock well within the reach of many families so that residents of all backgrounds and lifestyles can find a place to call home within our community.



QEW Hwy in Lincoln



Aerial view of Lincoln



Lincoln vineyard



Ball's Falls Thanksgiving Festival

# LINCOLN'S COMMUNITY

The Town of Lincoln is made up of several communities and hamlets that together create Lincoln's strong and diverse economy. The eight, and soon to be nine hamlets, possess their own unique identity, making each community their own micro-destination for tourists and residents alike.





## KEY DEMOGRAPHICS



POPULATION  
2021 CENSUS  
**25,719**



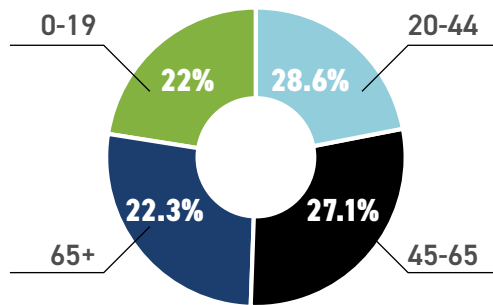
POPULATION  
GROWTH  
FROM 2016 - 2021  
**8.1%**



**4<sup>th</sup>**

FASTEST GROWING  
MUNICIPALITY IN NIAGARA

### AGE BREAKDOWN 2021 CENSUS





# STRATEGIC LOCATION & TRANSPORTATION

The Town of Lincoln is situated in the Greater Golden Horseshoe, in the heart of the Niagara Region on the south shore of Lake Ontario. Strategically positioned between Toronto and the U.S. Northeast, Lincoln is within a day's drive of 55% of the U.S. and 60% of Canada's population.

Lincoln boasts quick and easy access to transportation corridors that connect to the world and global economy. Lincoln serves as the affordable gateway to 130 million consumers residing in major U.S. and Canadian cities within 750 kilometers, making it an ideal location for those seeking business opportunities or settling down with their family.



## AIRPORTS:

Located within a one hour drive to four international airports:

-  Toronto's Pearson International Airport (YYZ)
-  Hamilton International Airport (YHM)
-  Buffalo-Niagara International Airport (BUF)
-  Niagara Falls International Airport (IAG)



QEW Hwy in Lincoln



Canada / US Border - Rainbow Bridge





## **BORDERS:**

Five border crossings within a one hour drive.



## **ON-DEMAND TRANSIT:**

The Town of Lincoln is part of the Niagara Region On-Demand Transit System, which allows riders to request trips in real-time through a mobile app or over the phone by selecting a pickup point and destination.



## **RAIL:**

Major railways pass through Lincoln, connecting the community to larger markets across Ontario and into the U.S.



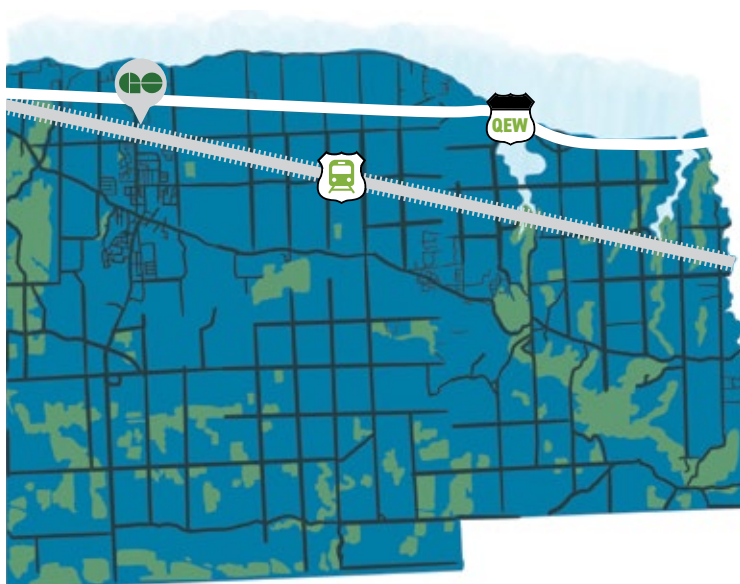
## **QUEEN ELIZABETH WAY HIGHWAY:**

The 400 series 139km highway passes through the Town of Lincoln and is a direct route to the Canada-U.S. border and Toronto.



## **GO TRAIN:**

Future home of the proposed Beamsville GO-Train Expansion Site.



# INDUSTRIES & SECTORS

The Town of Lincoln's diverse economy includes exceptionally productive agricultural and horticultural sectors, manufacturing, value-added agricultural businesses, and tourism.

Lincoln is home to over 50 wineries, breweries, and distilleries while also possessing the highest concentration of greenhouses in Niagara, dominating the greenhouse floriculture production in Ontario.



## TOP SECTORS

(Lightcast, 2023):



**13.9%**

**MANUFACTURING**  
(Including beverage manufacturing)



**10.7%**

**CONSTRUCTION**



**9.9%**

**AGRICULTURE**



**9.7%**

**HEALTH CARE & SOCIAL ASSISTANCE**



**9.5%**

**WHOLESALE TRADE**



## TOP EMPLOYERS

(In no order):

Albright Centre Inc.

Bayview Flowers

Bethesda Community Services Inc.

Freeman Herbs

Hendriks Greenhouses

Lakelee Orchards

Linwell Gardens Ltd.

Moyer Diebel Limited

Ophardt Hygiene

United Mennonite Home

Vineland Estates Winery



*Ophardt Hygiene*



# WORK IN LINCOLN

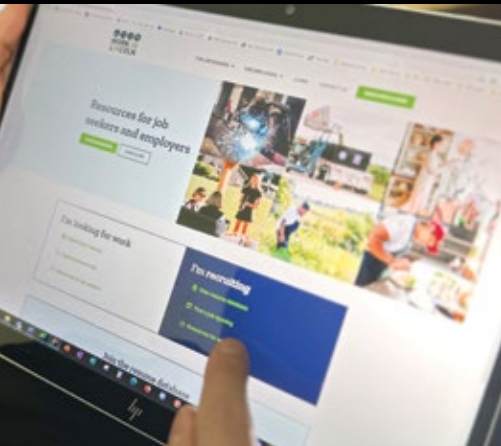
Resources for **job seekers** and **employers**

**Employers** - gain access to top qualified job seekers in the area. Post your job openings to reach qualified candidates. Browse through our resume database to find your perfect candidate.

**Job seekers** - upload your resume, view job openings, and access resources to help you advance your career in the Town of Lincoln!



Get started today at [workinlincoln.ca](http://workinlincoln.ca)



## WORKFORCE & EMPLOYMENT

With a local population of just under 26,000 and a regional population of 478,000, Lincoln employers have access to a highly skilled, qualified workforce. The Town of Lincoln continues to implement the appropriate initiatives to attract, retain and adapt Lincoln's talent pool to meet the needs of businesses and agricultural enterprises.



**EMPLOYMENT RATE**  
(STATS CAN, 2023)

**57.9%**

**UNEMPLOYMENT RATE**  
(STATS CAN, 2023)

**5.8%**

**PARTICIPATION RATE**  
(STATS CAN, 2023)

**61.6%**



# 16,113

**JOBS IN LINCOLN**  
(Lightcast, 2023)

## TOP OCCUPATIONS

(LIGHTCAST, 2023):

**25.5%**

Sales & service

**19.7%**

Trades, transport & administrative

**12.9%**

Business, finance & administration

**9.1%**

Natural resources, agriculture & related production

**8.6%**

Education, law, social, community & government

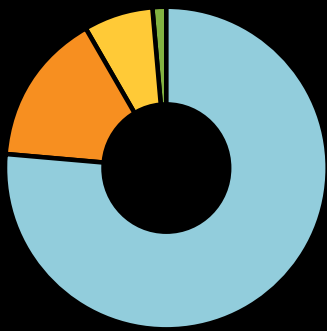
**8.2%**

Manufacturing & utilities

# HOUSING & INCOME

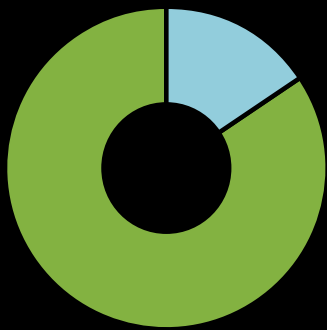
As a predominantly rural community, the majority of Lincoln's current housing stock is comprised of single and semi-detached homes. However, as the Town continues to be an attractive place to live, more mixed-use and other housing stock options are coming online and being proposed, thereby opening up the availability of a variety of housing for both residents and newcomers alike

When comparing the Town of Lincoln to similar municipalities and neighbouring regions, Lincoln provides competitive and affordable housing options for new residents.



## HOUSING TYPE:

- 76.9%: Single & Semi Detached
- 15.5%: Townhouses & Duplexes
- 7%: Apartments
- 0.6%: Other



## TENURE:

- 15.7%: Rent
- 84.3%: Own

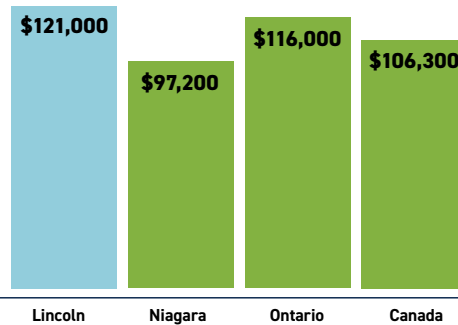


# 9,555

## HOUSEHOLDS IN LINCOLN

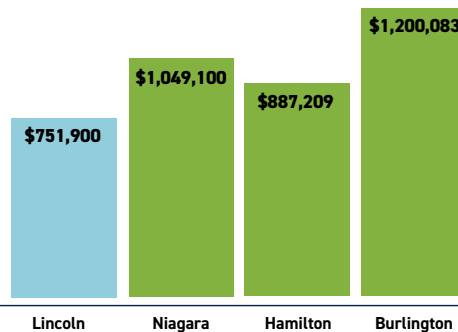
### AVERAGE HOUSEHOLD INCOME

STATS CAN 2021 CENSUS



### AVERAGE SALE PRICE

STATS CAN 2021 CENSUS



Aerial view of Vineland

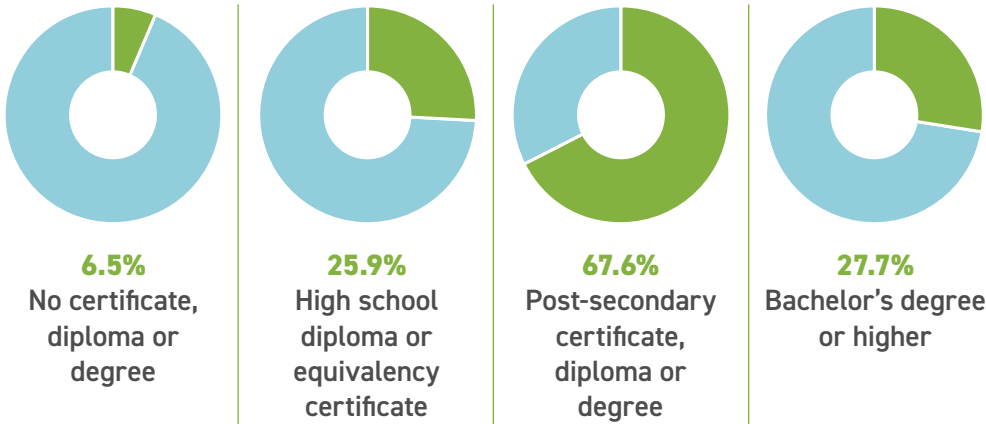


Niagara College NOTL campus

# EDUCATIONAL INSTITUTIONS

The Town of Lincoln is home to a variety of elementary and secondary schools within the District School Board of Niagara and the Niagara Catholic District School education systems. Lincoln is also situated within a 30-minute drive to three post-secondary institutions in the Greater Golden Horseshoe area.

## EDUCATIONAL ATTAINMENT



STATS CAN 2021 CENSUS

## ELEMENTARY SCHOOLS

- Senator Gibson Public School
- Jacob Beam Public School
- Saint Mark Catholic Elementary School
- Saint John Catholic Elementary School
- Twenty Valley Public School
- Saint Edward Catholic Elementary School

## SECONDARY SCHOOLS

- NEW West Niagara Secondary School
- Great Lakes Christian High School

## NEARBY POST-SECONDARY INSTITUTIONS

- Brock University – 15-minute drive
- McMaster University – 30-minute drive
- Niagara College – 20–30-minute drive

# INCENTIVES



## NIAGARA REGION DEVELOPMENT CHARGE INCENTIVES

Niagara Region's Development Charges Reduction Program provides a major financial incentive to encourage development and redevelopment in designated exemption areas and Brownfield sites in urban areas.

Developments may be eligible for an exemption of up to 50% of applicable Regional Development Charges, if the projects satisfy a pre-defined number of Niagara's Smart Growth Design Criteria or Leadership in Energy and Environmental Design (LEED) certification.



**LEARN MORE**



*Aerial view of Beamsville*



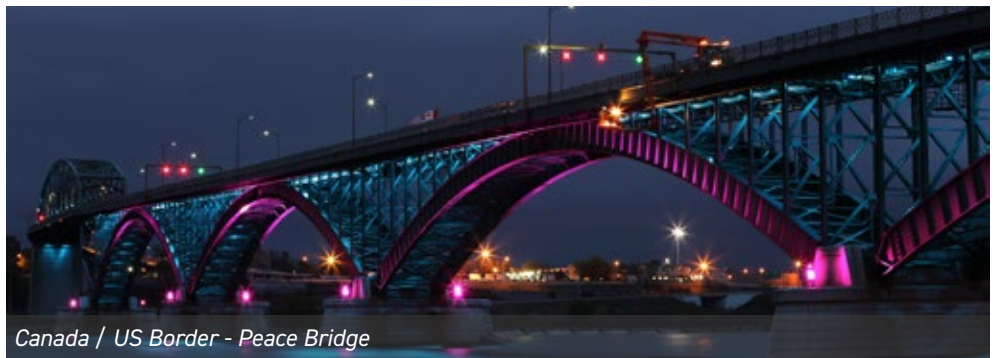
Niagara Falls

## NIAGARA FOREIGN TRADE ZONE

The Niagara Foreign Trade Zone assists companies access the federal, provincial, and regional programs that support Canada's export development efforts. The Niagara Foreign Trade Zone's "one-window" approach means that it has never been easier or more efficient for businesses to navigate their way through the diverse range of support that exists.

### Some programs include:

- Duty Deferral Program: Duty Relief Program, Duty Drawback on Exported Goods, Custom Bonded Warehouse can be used on their own or combined to develop a solution that meets the unique needs of your business.
- Export Distribution Centre Program: Allows companies to purchase products in Canada without paying HST up front on transactions of \$1,000.00 or more if the products are going to be exported.
- Exporters of Processing Services Program: Allows businesses to import goods tax-free if those goods are foreign-owned and going to be exported within four years. Unlike foreign trade incentives in other countries, these programs are not location specific, which offers companies more geographic flexibility.



Canada / US Border - Peace Bridge



Welland Canal



## TOURISM

The Town of Lincoln is committed to building a strong, vibrant community by ensuring sustainable growth that serves the long-term interest of our economy, businesses, environment, and our citizens. The magnificent Niagara Escarpment, picturesque Lake Ontario shoreline, and flourishing craft beverage industry are just a few of the amenities available to residents and visitors looking to explore the Niagara Benchlands. Visit [NiagaraBenchlands.ca](https://NiagaraBenchlands.ca) to learn more.

## CRAFT BEVERAGE INDUSTRY

The Niagara Benchlands have over 50 wineries, breweries and distillers located within Lincoln. Spending some time sipping at Niagara Benchlands wineries, cideries and distilleries reveals a recurrent theme. Every ingredient sourced, be it grape, grain, or apple, adds a subtle story to each beverage. In every delicious drop, you can taste the difference of mineral-rich soils, complex landscapes, and cool climate weather patterns.



## FARMS & MARKETS

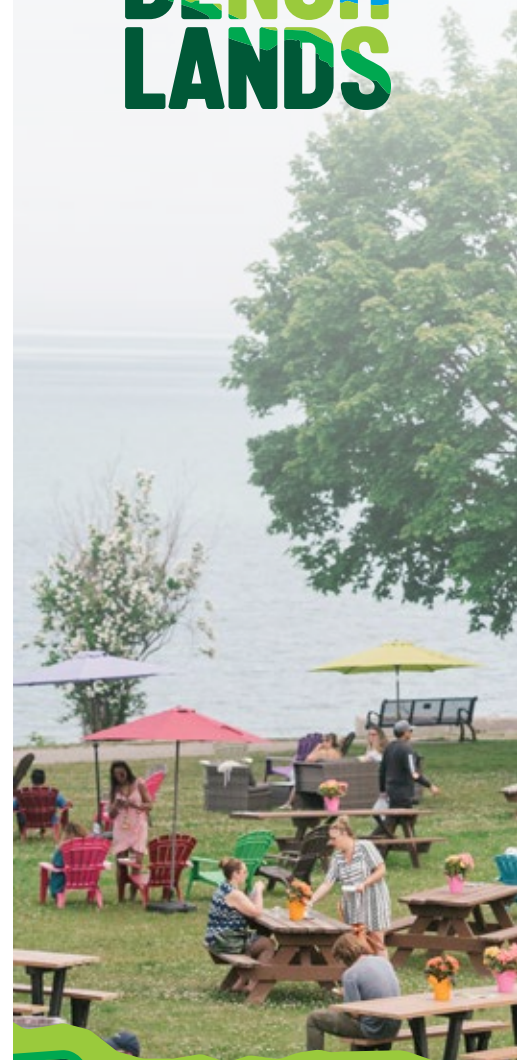
There is no need to ask what produce is in season when you visit Niagara Benchlands. Simply roll up to one of our region's many markets, roadside stands or greenhouses and see for yourself. Chat with our passionate growers, and you will quickly sense the immense pride they take in sharing their freshest garden vegetables, tender fruit, berries, baked goods, and other homemade treats.



Local fruit stand



Bench Brewing



LIKE | FOLLOW | SHARE

[niagarabenchlands.ca](https://niagarabenchlands.ca)

 BenchlandsON  
  NiagaraBenchlands

Brunch by the Lake

# NIAGARA BENCH LANDS



## OUTDOOR ADVENTURES

The Town of Lincoln's rich rural environment offers a variety of outdoor adventures for every traveller. Whether it is a beautiful back nine, a picture-perfect Niagara picnic spot, a rolling Bruce Trail hiking route, or a storied place that instantly transports you to another time, it is easy to find a special place all to yourself in Niagara Benchlands.



## HISTORY

The Lincoln Museum and Cultural Centre is home to the Jordan Historical Museum of the Twenty. There are many things to see and do at the Lincoln Museum and Cultural Centre – Visit [LincolnMuseum.ca](http://LincolnMuseum.ca) to browse the museum collections, exhibits, programs and workshops.



*Benchlands Blanc Party in Jordan Village*



*Westcott Vineyards*



*Fling on King - Annual community street party*

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[niagarabenchlands.ca](http://niagarabenchlands.ca)

 BenchlandsON  
  NiagaraBenchlands

## SERVICES & AMENITIES

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The Town of Lincoln's municipal office is the administrative centre for the Town. The Town's various departments provide a wide range of services to the public to help meet the needs of its residents and businesses. Some services are managed by other levels of government or agencies.

### SAFETY SERVICES

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- **Policing Services:** The Niagara Regional Police Service (NRPS) serves Niagara Region including the Town of Lincoln, with the Ontario Provincial Police (OPP) servicing the highway.
- **Fire Services:** The Town of Lincoln has four fire stations with a team of over 100 fully trained volunteer firefighters.
- **Ambulance Services:** Provided by the Niagara Region's Niagara Emergency Medical Services (EMS).

### HEALTH CARE SERVICES

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- **Hospitals:** There are two hospitals within 20 km that service the community, West Lincoln Memorial Hospital and St. Catharines General Hospital.
- **Medical Centres:**  
Lincoln has three medical centres to service residents – Jordan Medical Centre, Beamsville Medical Centre, and Lincoln Medical Centre.

### RECREATION AMENITIES

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- **Parks:** The Town of Lincoln has 19 parks filled with a variety of amenities to meet the needs of all ages and abilities.
- **Arenas:** The Fleming Centre and Jordan Arena are the two arenas located in the Town of Lincoln.
- **Sport Amenities:** Three baseball diamonds, six basketball courts, and seven soccer fields offer various outdoor sport and recreation options for residents and visitors.
- **Conservation Areas:** Ball's Falls Conservation Area, Cave Springs Conservation Area, and Rockway Conservation Area provide picturesque scenery and walking trails to enjoy. These are managed by the Niagara Peninsula Conservation Authority (NPCA).



*Rotary Park*



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**NIAGARA  
BENCH  
LANDS**

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@WorkInLincoln

## WANT TO LEARN MORE?

Get in touch with our Economic Development Team at [economicdevelopment@lincoln.ca](mailto:economicdevelopment@lincoln.ca)