



ANNUAL

BUSINESS REVIEW 2021



Photo: Outdoor Travel

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**WANDERERS
ALWAYS
WELCOME**



**NIAGARA
BENCH
LANDS**

WINE COLLECTOR





MESSAGE FROM

Mayor Sandra Easton

While the COVID-19 pandemic bestowed unprecedented public health and financial hardships in 2020 and into 2021, the Town of Lincoln's business community has demonstrated extreme resilience throughout the pandemic and shows promise of growth and economic prosperity into the future.

I would first like to thank Staff for all of the impactful programs, projects, and initiatives implemented throughout 2021 to ensure our businesses were able to operate efficiently and safely, while following all public health guidelines. More importantly, I would like to recognize all the businesses that continue to be resilient and flexible as we continue to travel down the path of economic recovery.

MESSAGE FROM THE

Chair Tony Brunet

As the current chair of the Planning and Economic Development Committee, I am pleased to share our first ever 2021 Economic Development Annual Business Review.

The Annual Business Review showcases key economic development activities, exciting business success stories, and detailed investment seen throughout 2021. This review not only acknowledges the hard work completed by staff and council in 2021, but also recognizes some of the many amazing businesses that call the Town of Lincoln home.

MESSAGE FROM

Director of Economic Development & Communications Paul Di Ianni

Many of Lincoln's long-term economic goals, which are guided by the Town of Lincoln's Economic Development Strategy and Action Plan, were implemented in tandem with short-term initiatives designed to support our existing business community throughout the remainder of the pandemic. With the help of our ongoing advocacy and strong relationships with upper levels of government, Economic Development Staff were able to deliver valuable targeted programs across all key sectors in our economy.

I would like to thank Council for providing strategic direction to help guide economic prosperity throughout Lincoln, and my colleagues at Town Hall for supporting our projects and initiatives throughout the year.



Z O S E N



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 & Mandate



Council Priorities

Council priorities include areas of focus for the current term of Council, with pillars that support & 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



POPULATION
in 2021 Census
25,719



UNEMPLOYMENT
RATE
in 2016 Census
4.6%



Number of
BUSINESSES
(Stats Can - June 2021)
1,020



JOBS
in Lincoln
(Emsi 2021)
12,358

TOP
SECTORS
include



15%
MANUFACTURING
(Including Beverage
Manufacturing)



12%
HEALTH CARE &
SOCIAL SERVICES



12%
AGRICULTURE
(Emsi 2021)

Economic Overview

Home to about 25,750 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 town'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.

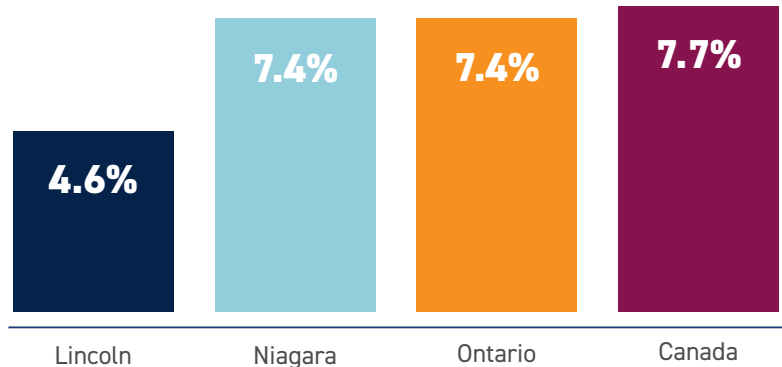
Lincoln is the sixth most populated of Niagara's 12 municipalities, outpacing the region as a whole in growth from 2016 to 2021. Over the past two decades, Lincoln has grown steadily with a 24.7 per cent increase since 2001.

Lincoln's key economic and employment sectors are agriculture, manufacturing, and tourism. In 2016 Lincoln led both the Niagara region and the entire Golden Horseshoe in gross farm receipts with \$253 million. 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.

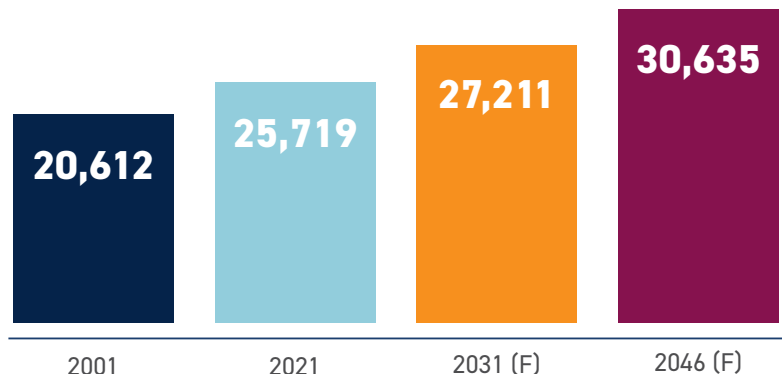
UNEMPLOYMENT RATE

Lincoln's unemployment rate averaged 4.6% and is significantly lower than the regional, provincial and national average.



POPULATION GROWTH

Lincoln is the sixth most populated of Niagara's 12 municipalities, outpacing the region as a whole in growth from 2016 to 2021. Over the past two decades, Lincoln has grown steadily with a 24.7 per cent increase since 2001.





What We Deliver

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

The Economic Development Strategy and Action Plan serves as a roadmap for Lincoln's economic development activities that seek to enhance the quality of life in balance with other community goals. The principle economic development roles and strategies that will drive results include:

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

The Tourism Strategy and Action Plan adopted by Council in June 2020, began with the creation of the previously noted Economic Development Strategy that was approved by Council in the Fall of 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 business that Lincoln has are a major driver 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.



WINE ACTIVITIES

2021 Key Activities

Economic Development



YOUTH SKILLS STUDIO



This Employment Ontario program is funded in part by the Government of Canada and the Government of Ontario.

DIGITAL MAIN STREET 3.0

In early August 2021, the Town of Lincoln received \$23,000 from Digital Main Street Ontario for our third consecutive Digital Service Squad (DSS) since 2019. The DSS has assisted Lincoln businesses with several activities, including developing a Google My Business profile, enhancing their social media presence, and providing support for a basic website and e-commerce set-up.

Since the initial launch of the Digital Service Squad program in 2019, we have assisted approximately 150 businesses in the following ways:

- 36 businesses registering or updating their Google My Business profile
- 44 businesses receiving custom 360-degree photos for their online presence
- 38 businesses receiving the \$2,500 Digital Transformation Grant to use towards their digital upgrades of their choice. Total of \$95,000 distributed across our business community.
- 34 businesses registered for Digital Main Street's ShopHere powered by Google to create their online store to sell their products

YOUTH SKILLS STUDIO

In partnership with Civiconnect, a local not-for-profit, the Town of Lincoln received over \$2 million in funding from the province of Ontario's Skills Development Fund to develop the Youth Skills Studio (YSS).

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.

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

- Hired 132 participants (31% over target)
- Provided 70,000 hours of work-integrated learning with participants (14% over target)
- Delivered 100 projects to local businesses (25% over target)

2021 Key Activities



AMO & ROMA DELEGATIONS

In 2021, the Association of Municipalities of Ontario & the Rural Ontario Municipal Association hosted their annual conferences and delegations. The Town of Lincoln advocated for a variety of issues and projects facing our municipality:

- Alcohol Modernization and Taxation to support our craft beverage and restaurant sector
- West Lincoln Memorial Hospital
- Support for Public Libraries, BIA's and Tourism
- Cannabis Cultivation and Land-use Planning
- Skills Development Fund and the Youth Skills Studio Application
- Enabling Change Fund and our Museum Memories Program
- Niagara Escarpment Crossing to reduce truck traffic and support downtown economic development

On December 16, 2021, the Government of Ontario announced that they will be freezing the basic beer tax rate alongside cutting LCBO wholesale prices for bars and restaurants. This is welcome news as Town Staff and Council advocated for this change.

GATEWAY, WAYFINDING, AND COMMUNITY SIGNAGE ENHANCEMENTS

To help create a sense of arrival and place throughout Lincoln, Economic Development Staff undertook a Request for Quotation (RFQ) for the redevelopment and upgrading of the Town's QEW Gateway sign at Ontario Street in Beamsville.

Staff applied for and received over \$15,000 from the Ontario Ministry of Agriculture, Food and Rural Affairs Rural Economic Development Program to support this project. The new gateway sign, which is passed by millions traveling along the QEW will further:

- Create a sense of entry/exit to Lincoln
- Enhance the idea that tourists are welcome and appreciated
- Assist in helping tourists find the destination
- Enhance pride in the community
- Provide an increased perception of putting the Town of Lincoln on the map

2021 Key Activities



TENT & PATIO FAST TRACKING

At the beginning of the pandemic, the Alcohol and Gaming Commission of Ontario (AGCO) announced a patio policy that allows for the temporary physical extension of liquor licensed premises. Under the patio policy, which has now been extended 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 meet 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.

BROADBAND SURVEY & ANALYSIS

To help showcase internet connectivity across the Town, staff launched our broadband survey to gather real-time input from our businesses and residents throughout Lincoln. The survey was published on [SpeakUpLincoln.ca](https://speakuplincoln.ca).

Key findings included:

- Insufficient Internet: 64% of respondents that subscribe to the fastest available internet still feel their internet speed is insufficient
- Uneven Distribution: Certain respondents receiving speeds of 1-10Mbps and others receiving 501-1000Mbps are paying the same premium for drastically different speeds
- Lack of Rural Broadband: CRTC standards of 50/10 Mbps lie only within the main urban centres

Staff will be using this data for public and private sector investment to increase broadband speeds and internet access in our community.

2021 Key Activities

Tourism



NATURAL GAS EXPANSION

As part of Ontario's Natural Gas Expansion Program, Economic Development Staff have been working closely with Enbridge to help identify natural gas expansion projects throughout our community to support our local businesses.

On June 9, 2021, the Province announced that the total funding for the Grimsby-Lincoln area will total approximately \$4,295,182. The project will help reduce costs for our large greenhouse operations, giving them a competitive advantage in today's economy, and supporting economic development in Lincoln.

FREE RAPID TESTING KITS

Through the Province of Ontario's Antigen Screening Program, The Town of Lincoln, the Lincoln Chamber of Commerce, and the Rotary Club of Lincoln collaborated to roll out the Rapid Screening Program from June 17 – November 24, 2021, to our local business community.

In total, the program delivered 7300+ tests to over 66 local businesses during the 5-month time frame. The program helped keep our businesses and their employees safe while reinforcing that Lincoln is a safe place to shop, visit and explore.

TOURISM ADAPTION AND RECOVERY FUND

Niagara Economic Development, in partnership with the Town of Lincoln and fellow local area municipalities, secured and awarded \$2 million in direct funding from The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) to support Niagara's tourism industry in its recovery from COVID-19.

As a result of the COVID-19 pandemic, Lincoln's tourism and hospitality businesses were hard hit due to public health restrictions. Recognizing the need for support, the Town's Economic Development and Tourism team worked closely with 41 local businesses to secure 25% of the total funds awarded to Niagara for Lincoln. In total, close to five-hundred thousand dollars (\$500,000) was awarded to Lincoln's tourism and hospitality businesses to support economic recovery and adaption, leveraging over \$1.3 million of private sector investment.

2021 Key Activities



**Winter
WineFest** at home

WINTER WINEFEST @ HOME

To help local tourism operators recover from the loss of legacy Icewine and annual winter programming affected by the COVID-19 pandemic, the Town, in partnership with Twenty Valley Tourism Association (TVTA), and with support from the Government of Ontario, Tourism Industry Association of Ontario, Federal Government of Canada and Tourism Partnership Niagara launched Winter WineFest at Home; an updated take on the traditional in-person outdoor festivities. This newly-designed virtual event concept adopted the organization's annual street festival into a multi-faceted online event.

The main campaign consisted of static image ads run across Instagram and Facebook. A smaller campaign was also run in tandem focused on video creative distributed through Facebook.

Throughout the entirety of the campaign, we saw the following key performance metrics:

- 178,478 total reach
- 460,032 total impressions

WANDERLOST
explore. experience. earn.

WANDERLOST LINCOLN

In early spring, the Town of Lincoln received \$83,920 in funding to help launch a new WanderLost Lincoln event concept from the Government of Ontario, through the Ministry of Heritage, Sport, Tourism and Culture Industries' Reconnect Festival and Event Program.

The WanderLost festival programming showcased a diverse mix of local attractions and businesses through an interactive scavenger hunt application and a business/attraction webpage for users to visit. WanderLost Lincoln helped visitors navigate the ever-changing limitations of the COVID-19 pandemic, plan their visit, as well as uncover the stories, promotions, and events associated with Lincoln's tourism sector.

Throughout the WanderLost festival programming, we met the following key performance metrics:

- 340 active application users
- 156 virtual challenges completed
- 35 local businesses showcased

The activities executed as a result of the WanderLost program, gave the Town an opportunity to increase destination awareness for both Niagara residents and those outside of Niagara alike. This also created qualified sales leads for our local tourism businesses through the development of our gamified scavenger hunt app.

2021 Key Activities

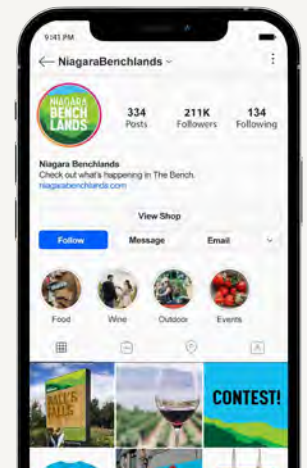


NIAGARA BENCHLANDS TOURISM AND DESTINATION BRAND IDENTITY

On October 18, 2021, The Town of Lincoln's Council unanimously supported Staff's recommendation of the 'Niagara Benchlands' as Lincoln's new tourism and brand identity. The Town of Lincoln's new Niagara Benchlands destination brand will look to:

- Create and build an identity for Lincoln that stands out from other competitive destinations, and communicate its benefits and strengths to potential investors, visitors and residents
- Attract skilled labor, investment, and visitation
- Make decisions around city planning, infrastructure investment, and public policy support
- Create a unified voice and vision for the Lincoln-centered destination that focuses on the strengths of our diverse tourism sector
- Bring the Town of Lincoln to life, by seeking inspiration from our unique culture, cuisine, technology, architecture, heritage, art, and future vision

The Town's Economic Development and Tourism team will continue to work in partnership with Lincoln's local tourism sector and stakeholders to implement and activate the Town's five-year Tourism Strategy and Action Plan (2020-2025), with the support of its new Niagara Benchlands destination identity.



2021 Key Activities



DESTINATION MARKETING ORGANIZATION DEVELOPMENT – TRANSITIONING THE TWENTY VALLEY TOURISM ASSOCIATION

The Town of Lincoln and the City of St. Catharines have formally partnered to explore, facilitate, promote, foster, and support tourism and economic development opportunities by exploring the viability of developing a joint Destination Marketing Organization (“DMO”).

Currently, the Town of Lincoln is supported by the Twenty Valley Tourism Association (“TVTA” – i.e. Lincoln’s DMO). This project will explore the possibility of redeveloping the TVTA into a joint DMO for the Town of Lincoln and the City of St. Catharines.

This project aims to:

- Review and collaborate in joint funding opportunities to support the new rural/urban DMO and properly market the destination
- Develop co-operative marketing and destination awareness campaigns including but not limited to digital, social, and print
- Provide shared research activities, including seminars, conferences, and public lectures to support the tourism partners we have in our communities

- Joint destination awareness advancement initiatives and other tourism and economic development projects and activities
- Pursuit of external funding opportunities to support collaborative efforts

SHOPLINCOLN.CA

Established on May 5, 2020, ShopLincoln.ca was activated to support local businesses during the COVID-19 pandemic and help residents and visitors alike get connected with our diverse business community. Although the website was developed initially in response to the COVID-19 pandemic, the platform has quickly become a permanent resource for continued tourism adaptation and recovery marketing initiatives to support all businesses in Lincoln.

From January 1, 2021 – December 31, 2021, the website saw the following key performance indicators:

- 23,891 Unique page views
- 11,487 Users

In part of the initiative’s success, the website was named a finalist for the 2020 Awards of Excellence through the Economic Developers Council of Ontario.

2021 Key Activities



YOUR HOMETOWN HOLIDAY – SHOP LOCAL, HOLIDAY CAMPAIGN

The Town in partnership with the Lincoln Chamber of Commerce, and Downtown Bench Beamsville BIA, received support from Niagara Region Economic Development and the Ontario Chamber of Commerce's Shop Local program, to bring back the Your Hometown Holiday, Shop Local campaign to Lincoln for a second year. Building upon the success of a similar adaptation program delivered in 2020, the 'Your Hometown Holiday' concept allows the Chamber to include more businesses from across all our major business categories and in turn, create a greater impact in our Lincoln community.

Through this initiative, we were able to achieve the following results for our local business community.

- Provide strategic marketing and qualified revenue generation opportunities to local tourism businesses that provide high Return on Engagement (ROE) for visitors and an impactful Return on Investment (ROI) for the business
- Create a compelling and innovative promotion that encouraged the local and provincial discovery of our Lincoln destination, while celebrating Ontario's favourite holiday pastimes, soul-warming flavours, and one-of-a-kind shopping experiences
- Collect important consumer visitation data and share it with key stakeholders, tourism partners, and local businesses to better inform their recovery and adaptation plans
- Adopt an agile communications strategy to ensure timely, relevant, and transparent updates to visitors regarding holiday programming, provincial/regional/municipal COVID safety updates
- Create an engaging, mixed-media marketing plan that attracts visitation from our hyper-local market in Niagara as well as from safe, tourism markets in Southwest Ontario and the GTA
- Enhance ongoing efforts to encourage Niagara residents and visitors alike to shop and support local tourism SMEs
- Create tools and resources for our local businesses to ensure maximum program participation and success

2021 Economic Indicators & Investments

Permits & 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 2021.

Although COVID-19 restrictions once again posed many difficulties across all industries, the Town still saw over \$164 million of private sector investment in 2021, exceeding the 10-year average. More specifically, the Town saw significant building activity spikes in sector-specific permits related to Agriculture (1799%), Industrial (1289%), Commercial (60%), and Institutional (4073%).

TYPE OF PERMIT	# OF PERMITS IN 2021	ESTIMATED VALUE OF CONSTRUCTION
Residential	203	\$79,714,585.00
Agricultural	25	\$42,939,100.00
Industrial	8	\$11,880,000.00
Commercial	11	\$6,110,000.00
Institutional	3	\$42,570,000.00
TOTAL		\$183,213,685.00

Altogether, building permits for businesses in the community saw an increase of 1202% from 2020 to 2021.

Economic Indicators

Real GDP at Basic Prices (\$M 2012), Estimates for Lincoln, ON							
	2018	2019	2020	2021	2022f	2023f	2024f
GDP (\$M 2012)	1,061.96	1,063.96	1,026.73	1,082.09	1,140.68	1,160.95	1,183.67
Change (\$M)		2.00	-37.23	55.36	58.59	20.27	22.73
% Change		0.2%	-3.5%	5.4%	5.4%	1.8%	2.0%

2021 Economic Indicators & Investments

New Business & 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% of new jobs are generated from existing businesses, however, staff knows that in Lincoln this number is closer to 90%, which is why our top priority has been working with our existing businesses. In 2021, Lincoln saw an influx of business investment and growth throughout some of our key economic sectors.

Some of the new businesses or business expansions that Lincoln saw in 2021, include:

New Businesses or Expansions in 2021		
BUSINESS	LOCATION	STATUS
Ophardt Hygiene	4743 Christie Dr, Beamsville, ON L0R 1B4	Building additions
Vineland Growers	2505 4th Ave, Jordan, ON L0R 1S0	New facility
Boekestyn Greenhouse	4019 Thirteenth St, Vineland, ON L0R 2C0	New greenhouse
Bayview Floral	3764 Jordan Rd, Jordan Station, ON L0R 1S0	Greenhouse addition
Linwell Gardens	5280 S Service Rd, Beamsville, On L0R 1B3	Greenhouse addition
Hendriks Greenhouses	5095 N Service Rd, Beamsville, ON L0R 1B3	Greenhouse addition
New Industrial Mall	4672 Bartlett Road, Beamsville, ON L0R 1B1	New industrial development
Grand Oak Culinary Market	4600 Victoria Ave, Vineland Station, ON L0R 2E0	New pavilion and outdoor dining area
Bench Brewing	3991 King St, Beamsville, ON L0R 1B1	Banquet facility addition
DentalVille Family Dentistry	4961 King St Unit 10, Beamsville, ON L0R 1B0	New dentist office
Villa Romana Estate Winery	4746 King St, Beamsville, ON L0R 1B1	New winery
Amherst Crane Rentals	4680 Fretz Blvd, Beamsville, ON L0R 1B4	Building addition



SMALL BATCH DISTILLERS

Business Sector Highlights

Agriculture



Vineland Research & Innovation Centre

On March 18, 2021, the Federal and Provincial governments announced an investment of more than \$330,000 for the Vineland Research and Innovation Centre through the Canadian Agricultural Partnership. The investment has been used to purchase specialized equipment to improve the research capabilities that will benefit Lincoln and Ontario's overall greenhouse sector. The research will focus on improving harvesting and storage practices, inventory tracking, and improvements to biosecurity and COVID-19 protocols.

On July 7, 2021, the Federal Government announced funding of nearly \$4 million to support four horticultural research projects at the Vineland Research and Innovation Centre (VRIC). These projects include VRIC's on-the-vine breeding program, disease resistance and adaptation for Canadian roses, pest management for the greenhouse sector, and horticultural waste into value-added ingredients in Canada.

These investments further put a staple on our community as a Centre of Excellence for Agriculture.

Vineland Growers' Co-operative Limited

Vineland Growers Co-operative is the longest continually run co-operative in Ontario. For over 100 years the co-operative has been owned and operated by Canadian farmers. Vineland Growers is committed to providing the highest quality, local produce to its customers and ensuring sustainable profit for local growers.

As the history and legacy of Vineland Growers continues to unfold in the Town of Lincoln, we would like to recognize the progress being made to the future site of Vineland Growers at 2505 4th Avenue, Jordan. Although the building has been in the making behind the scenes for years, the new facility is expected to open in early 2022 for operation. Congratulations to the Vineland Growers Co-operative for their tremendous support and investment in the Town of Lincoln.

Business Sector Highlights

Food & Beverage



Malivoire Wine Company

Malivoire Wine Company won Winery of the Year at the National Wine Awards, taking the top honour out of a field of 260 competitors.

After tasting and critiquing more than 2,000 wines from across the country, the judges in Penticton, BC, at the National Wine Awards, declared Malivoire Wine WINERY OF THE YEAR. The most prestigious wine award in Canada was given to Malivoire after it claimed a total of 17 medals in the competition:

- 3 x Platinum
- 1 x Gold
- 8 x Silver
- 5 x Bronze

The 3 Platinum medals were achieved for 2020 Gamay “Le Coeur” (translated to ‘the heart’), Bisous Rosé NV Sparkling, and 2020 Analog Red (a wine composed of Cabernet Franc and Gamay), and is a new milestone for the National Wine Awards.

Congratulations to the Malivoire Wine Company for their achievements at the National Wine Awards.



Hidden Bench Estate Winery

The Hidden Bench 2018 Felseck Vineyard Chardonnay, crafted by winemaker Jay Johnston, earned “Best of Show” at the prestigious Decanter Wine Awards based in London, England, UK.

The award-winning wine, 2018 Felseck Vineyard Chardonnay, is a barrel fermented single vineyard Chardonnay from a 3.5-acre parcel of 30 year old certified organic vines. The grapes are handpicked, sorted and then gently whole cluster pressed prior to fermenting with natural yeasts in French oak barrels. The wine is then bottled unfiltered and unfiltered after 14 months of aging. Total production was 3,500 bottles. The 2018 winning wine will be first available to wine club members in September and to consumers later in the fall at \$45.

Congratulations to Jay Johnston and the team at Hidden Bench for their tremendous achievement.



Business Sector Highlights



Newark Brewing Company

Newark Brewing Company, established in late 2018, will be opening its doors in early 2022 at 4766 Christie Drive in Beamsville.

As per the Town's Economic Development Strategy, the attraction of additional craft beverage manufacturers in Lincoln helps to support the creation of jobs, economic growth, and overall tourism goals.

Congratulations to Newark Brewing for opening their new space in Beamsville, and we look forward to showcasing their Germanic and Belgian-style beers in Lincoln.

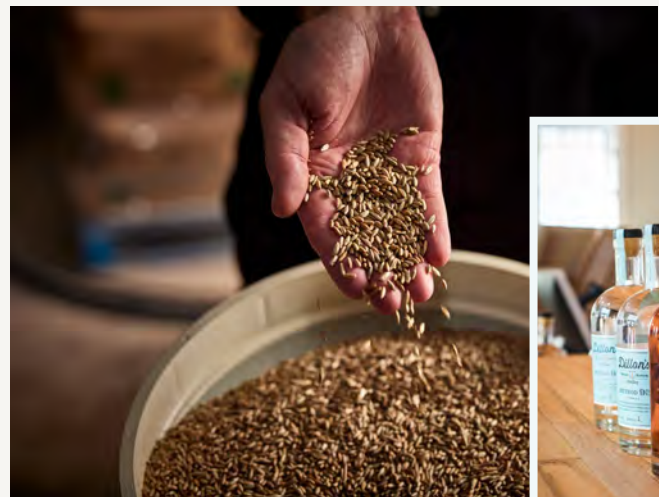


Dillon's Small Batch Distillers

Geoff Dillon from Dillon's Small Batch Distillers was awarded Entrepreneur of the Year at the Greater Niagara Chamber of Commerce (GNCC) 2021 Niagara Business Achievement Awards.

When the COVID-19 pandemic first hit our shores, Geoff Dillon wondered how he could help – and he made a rapid transition from distiller of fine spirits to a manufacturer of free disinfectant and hand sanitizer. For this extraordinary transition and community service, for selflessly giving to a community in dire need, and for working so hard to keep those we depend upon safe.

Congratulations to Geoff Dillon and his team at Dillon's Distillery for thoroughly deserving this award.



Business Sector Highlights

REV·A·LEE

BRUNCH CAFE

Revalee Brunch Café

The Town of Lincoln, in partnership with Twenty Valley Tourism Association, presented the Tourism Award of Excellence 2021, to Revalee Brunch Café at the Lincoln Chamber of Commerce's annual Outstanding Business Achievement Awards

At a time when tourism businesses were turning inwards to support their own COVID-19 recovery and business-preservation efforts; the team at Revalee Brunch Café chose to look outward to their fellow hospitality and tourism community to offer collaborative opportunities for Lincoln's residents and businesses alike.

Revalee Brunch Café challenged other local businesses to donate a gift card during the holiday season, in hopes of creating a grassroots, shop local contest that would showcase to consumers the importance of shopping local, and shopping small for the 2020 holiday season. With their spirited efforts, Revalee was able to collect over \$10,000 in donated gift cards from 170 local businesses, while generating hundreds of qualified sales leads to their fellow hospitality and tourism partners.



Fielding Estate Winery

Fielding Estate Winery was awarded the Medium Business of the Year Award at the 2021 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

Fielding Estate Winery opened in 2005 and just celebrated its 16 years in business milestone. In that time, they have grown from a 5000 case winery to a 35,000 case winery, producing all VQA wines from Niagara grapes. In 2019, Fielding also began making craft cider from apples grown on their neighbor's apple orchard. They now export to Quebec and Alberta but, their primary consumer is in Ontario. Fielding prides themselves on their long-standing employee retention and their family atmosphere.

Congratulations to Fielding Estate Winery. for their well-deserved award at the Lincoln Chamber of Commerce OBAA for Medium Business of the Year.



Business Sector Highlights



Bench Brewing Company

On April 6, 2021, Bench Brewing Company announced that they have become a Certified B Corporation (B Corp), joining a global group of companies that meet the highest standards of verified social and environmental performance, public transparency, and legal responsibility.

The “B” stands for beneficial and indicates that the certified organizations voluntarily meet certain standards of transparency, accountability, sustainability, and performance, with an aim to create value for society, not just for traditional stakeholders such as the shareholders. The rigorous verification process requires each applicant to reach a benchmark score, while providing verified evidence of socially and environmentally responsible practices relating to energy conservation, waste and water use, worker compensation, diversity and corporate transparency.

Manufacturing & Industrial



New Bartlett Road Industrial Mall

Construction has begun for the Town of Lincoln’s new industrial mall development located at 4629 Bartlett Road in Beamsville.

The development is being completed in three phases. The first portion of the development is expected to be completed in late spring 2022 and the other phases to be completed thereafter by 2023. 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 is an excellent addition to Lincoln’s existing industrial park, increasing both businesses and jobs in Lincoln.



Business Sector Highlights



Ophardt Hygiene Technologies Inc.

On January 22, 2021, the Ontario government invested \$2 million from the Ontario Together Fund to support Beamsville's own OPHARDT Hygiene Technologies Inc. as they expanded their local manufacture of soap and sanitizer dispensers. This expansion created 75 new jobs and retained 96 positions while producing vital products to support the fight against COVID-19.

With this support, Ophardt successfully expanded its facilities and moved the manufacture of soap and sanitizer dispensers from overseas to Beamsville, Ontario. They increased their production to 300,000 dispensers and one million dispenser drive modules per year in Ontario.



Verhoef Electric Inc.

Verhoef Electric Inc. was awarded Business of the Year at the Greater Niagara Chamber of Commerce (GNCC) 2021 Niagara Business Achievement Awards.

Verhoef Electric is a family run electrical contracting business that has served the Niagara and surrounding areas since 1984. The company specializes in residential, commercial, and horticultural and greenhouse controls. In the last three years, the team has increased from 10 staff to 40 staff members.

The Verhoef's are active in the community, being a part of notable fundraisers such as, Habitat for Humanity Build, Great Grape Stomp, Niagara Grapes of Wrath Mud Run, YWCA Coldest Night of the Year, Big Brothers Big Sisters, coaching and sponsoring Little League teams and more. Verhoef Electric is a leader in safety and quality, exceptional customer service, a notable and impressive achievement recognized as excellence in business practices. The Verhoef's promise for the future is to continue to exceed current safety standards, in order to stay ahead of new protocols and COVID-19 restrictions.

Congratulations to Verhoef Electric Inc. for receiving this award.

Business Sector Highlights



Printing by Innovation (PBI) Inc.

PBI Inc was awarded the Large Business of the Year Award at the 2021 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln 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 PBI Inc. for their well-deserved award at the Lincoln Chamber of Commerce OBAA for Large Business of the Year.



Retail & Commercial



Outdoor Travel

In early June 2021, Outdoor Travel officially opened up their state-of-the-art facility of 13 acres with an indoor showroom, at 4888 S. Service Road in Beamsville.

Since 1992, Outdoor Travel has become a leading RV recreational dealer in the GTA and surrounding areas. Outdoor Travel's new location in Beamsville offers a state-of-the-art facility featuring the latest RVs, Class A, Class B and Class C Motorhomes, 5th Wheels, travel trailers, toy haulers and tow dollies on the market.



Business Sector Highlights



Dean's No Frills

Dean's No Frills was awarded the Small Business of the Year Award at the 2021 Outstanding Business Achievement Awards (OBAA) hosted by the Lincoln Chamber of Commerce.

Food is at the heart of Dean's No Frills' offerings. Their store provides a wide, growing, and successful range of products from fresh produce, bakery, meat, natural value, organic, national brands, President's Choice, and No Name products that meet your every-day household needs at very affordable prices.

Congratulations to Dean's No Frills for their well-deserved award at the Lincoln Chamber of Commerce OBAA for Small Business of the Year.



“

On behalf of the team at Moyer Diebel Limited, I would like to commend the Town of Lincoln's Economic Development team for their efforts throughout the 2021 calendar year. Whether it was providing us with support through PPE or advocating to grow Lincoln's manufacturing sector, they were always there to support Lincoln's local business community and ensure no stone was left unturned in supporting Lincoln's business community throughout the pandemic.

”

Scott Cherevaty

PRESIDENT, CHAMPION MOYER DIEBEL CANADA

“

As the founder of Bench Brewing Company, I have been an ongoing advocate and supporter of the Town of Lincoln as a growing tourist destination in Ontario. As a result of the work and strategic planning of the Town's Economic Development team, the implementation of the Niagara Benchlands identity could not come at a more crucial time for the Town's tourism businesses as we look to bounce back from the effects of the COVID-19 pandemic. Driving traffic to our destination and brewery is a key component of our economic recovery plans.

”

Matt Giffen

FOUNDER, BENCH BREWING COMPANY





“ As we work towards economic recovery in Ontario's Grape and Wine Industry, I would like to applaud the Town of Lincoln and their Economic Development team for their ongoing support and sector advocacy throughout the pandemic. From taxation reform advocacy for Ontario's Wine Industry to timely business support initiatives, such as the Tourism Adaptation and Recovery Fund; Lincoln's Economic Development team has been instrumental in supporting Lincoln's tourism sector on the road to economic recovery. With timely and relevant access to business support programs, as well as the development of safe and innovative tourism activations for Lincoln, their ongoing assistance provided much-needed support for local businesses throughout the ever-changing landscape of the pandemic. ”

Norm Beal

PRESIDENT, PENINSULA RIDGE ESTATES WINERY

“ The Town of Lincoln's Economic Development Department has provided Sunrise Greenhouses and the Lincoln greenhouse sector with continuous support throughout the pandemic. Without the Town's support and ongoing advocacy for our sector, the opportunities for economic growth within the greenhouse industry here would have been limited. Kudos to the Economic Development team for helping to keep people working and economic investment throughout the pandemic. ”

Rodney Bierhuizen

GENERAL MANAGER AND CO-OWNER,
SUNRISE GREENHOUSES

A PLACE TO GROW



A PLACE TO





PROSPER



**A PLACE TO
BELONG**



Economic Development & Tourism Department

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