

Innisfil Heights Investment Guide

A Comprehensive Guide to
Opportunities, Growth, & Support



Innisfil
Economic Development



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A Message from Mayor Dollin

On behalf of the Council of the Town of Innisfil, I'm proud to share our Innisfil Heights Investment Guide with you. This guide represents our vision for a future that builds on Innisfil's strengths, welcoming new growth and opportunities while staying true to our community's character. We are a town that values connection, innovation, and quality of life, and we're excited to partner with businesses that share these values.

As Ontario grows, Innisfil has become a destination for those looking to build a career while enjoying the lifestyle of lakeside living. We've expanded our infrastructure, championed ambitious developments like The Orbit, and are paving the way for sustainable growth by supporting the expansion of key sectors such as healthcare and advanced manufacturing. We're working alongside key partners like Lakehead University and Georgian College to build a skilled and diverse workforce, and we're developing programming to support businesses as they look to scale operations.

Our goal has always been to prepare for tomorrow while honouring what makes Innisfil a special place to live and work today. I know I speak for all of Council when I say that we are ready and eager to support your business journey here. Whether it's navigating your site selection needs or connecting you to our local network of business support resources, we are committed to making Innisfil a place where your family, business and teams can truly flourish.

I look forward to working together to shape a future where Innisfil remains the very best place to invest, innovate, and call home.

Sincerely,



Lynn Dollin
Mayor of Innisfil



“We are a town that values connection, innovation, and quality of life, and we're excited to partner with businesses that share these values.”

Introduction

The Town of Innisfil's Economic Development team is dedicated to driving investment, supporting businesses, and fostering sustainable growth. Our mission is to attract and retain strategic investments that align with the town's priorities, ensuring Innisfil remains a premier destination for businesses to establish, expand, and thrive.

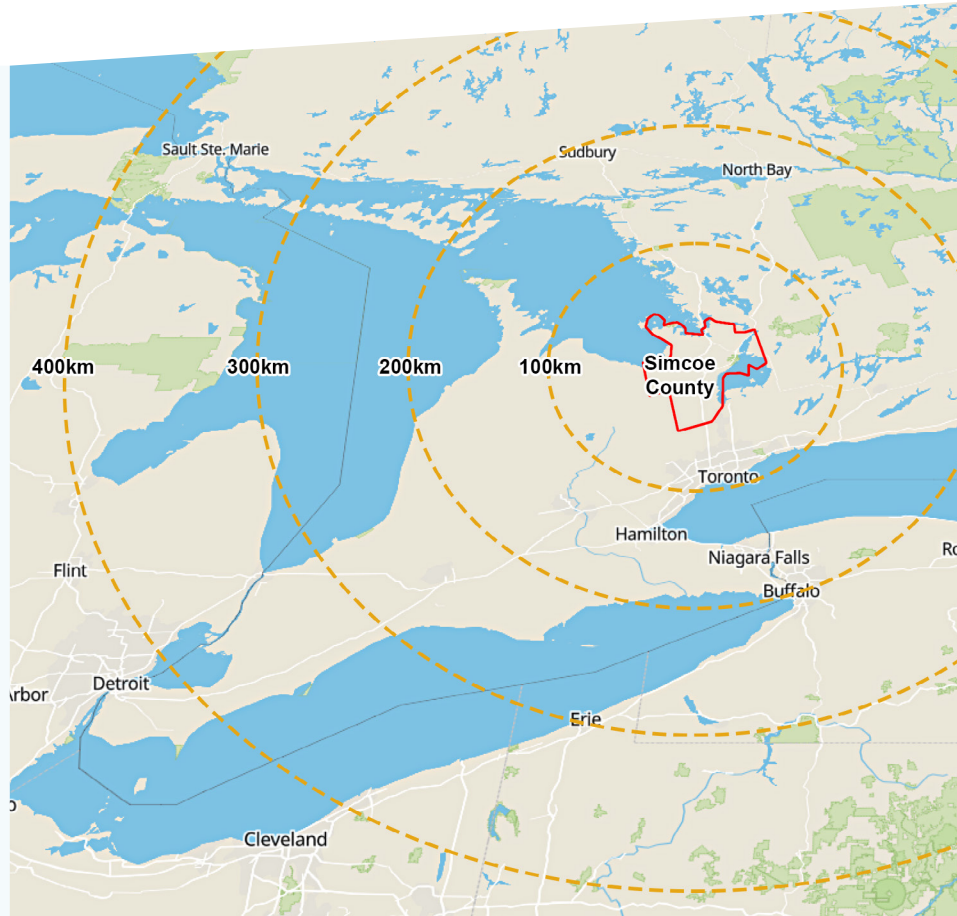
At the heart of Innisfil's growth potential is the Innisfil Heights Employment Area (Innisfil Heights), a key employment area spanning 1,600 acres along Highway 400. With the capacity to support over 16,000 jobs, Innisfil Heights offers prime opportunities for industrial, commercial, and tourism-based developments, particularly in technology-driven and manufacturing sectors. Innisfil is committed to investment in solutions that position Innisfil Heights as an attractive, competitive choice for forward-thinking businesses.

We have successfully partnered with companies across diverse sectors, guiding them through Innisfil's landscape and helping them seize growth opportunities. Guided by our core values of integrity, professionalism, and responsiveness, we offer tailored support throughout the investment journey—from site selection and regulatory guidance to market expansion.

We trust this guide will demonstrate why Innisfil is an ideal investment destination and provide you with comfort that our team can assist at every step.

Our strategy with DSV Innisfil is to offer our clients an option outside of the constricted GTA industrial market, without sacrificing time to market. Innisfil's collaboration with our development and its seamless access to Highway 400 fulfills this promise. We are excited to build our business, innovation, and growth in the Town of Innisfil.

– Rob Chanona,
Managing Director
Canada, DSV Global
Transport and Logistics



Map: Image of Simcoe County's proximity to US markets

Top Reasons to Choose INNISFIL



The proximity to both major urban centers and industrial hubs provide the perfect foundation for IHL Canada to thrive and expand in the years ahead.

- IHL Canada



Proximity to Market

Innisfil is located within southern Ontario just **50 minutes from Toronto**, Canada's business and financial capital, providing access to world-class markets.

Strategic Transportation Network

Innisfil is well positioned within Simcoe County with **quick and efficient access to major highways, airports, and railways**, connecting businesses to clients and value chain partners across Southern Ontario and the Northeastern United States.



National Recognition

Ranked among the **Top 5 Best Communities in Canada** by **Maclean's Magazine** for internet access, population growth, and safety.



Innovative Municipality

Recognized as the **Most Innovative Municipality** for our modern transit system, powered by Uber.



Rapid Growth

Innisfil is experiencing rapid growth, outpacing the rates of both Simcoe County and Ontario. **Innisfil's population grew by 32% from 2011 to 2021** and is projected to double to 85,000 by 2051. Employment is also on the rise, with **over 10,000 jobs in 2023**, expected to increase to 26,000 by 2051.

Quick Facts

Innisfil is centrally located along Highway 400 between Toronto and Barrie, providing businesses direct access to significant and growing markets. Our Economic Development team offers comprehensive support to investors, helping unlock the potential of Innisfil's strategic advantages.

Forecasted Growth

- ✦ Population Growth: Innisfil's population grew by 32% between 2011 and 2021 and is forecasted to double to 85,000 by 2051, reflecting strong long-term growth.
- ✦ Employment Growth: Innisfil currently supports over 10,000 jobs, with this figure projected to rise to 26,000 by 2051 as the town's key employment sectors expand.

Location & Connectivity

- ✦ Innisfil is situated on Highway 400 between Toronto and Barrie, with proximity to Lake Simcoe Regional Airport, offering exceptional connectivity.
- ✦ Innisfil is centrally located within Simcoe County, which has an estimated population of over 530,000 people, and is adjacent to the City of Barrie (population 212,856) and York Region (population 1,239,500). Access to CN's rail network via the Barrie Collingwood Railway enables seamless expansion into North American markets.

Labour Market

- ✦ Innisfil's central location within the County of Simcoe ensures businesses have access to a skilled labour pool of over 238,465 people, with 1.7 million more workers within a one-hour commute.
- ✦ Innisfil works closely with strategic partners including the County of Simcoe, Lakehead University and Georgian College to support talent attraction, workforce development and the creation of customized programming to support the evolving needs of local employers.



Population:

In 2021, Innisfil had a population of 43,326, with an annual growth rate of 3.45%. (2021 census vs 2016 census).



Average Age:
42 years



Innisfil Heights:

Over 1,600 acres of prime employment lands in a strategic location along Highway 400.



Major Employers

In Innisfil, we are proud to host over 4,000 businesses across key sectors. Our major employers include:

- ✦ Tempo Flexible Packaging
- ✦ Friday Harbour Resort
- ✦ DSV Global Transport and Logistics
- ✦ Gateway Casinos Innisfil & Georgian Downs
- ✦ Tarpin Lumber Inc.
- ✦ Joe Johnson Equipment

For more information on Innisfil's employers and key sectors, please visit innisfil.ca/Development.




"Innisfil offers a close-knit, welcoming community with ample growth opportunities. Its prime location near Highway 400 ensures convenience, while its safe and supportive environment makes it a great place to work."
- Tarpin Lumber & Truss





Key Sectors




Advanced Manufacturing: As a key export and employment sector in Innisfil, manufacturing is bolstered by specializations in plastics, rubber, transportation equipment, and machinery. To ensure the sector's continued economic competitiveness, Innisfil is committed to building an ecosystem that supports investment in digital technologies, enhances supply network visibility, and fosters a more agile, knowledge-based workforce. With ample room to expand lean and light manufacturing, Innisfil is positioned as a strategic location for growth and innovation in advanced manufacturing.



Agri-Technology and Food Processing: Innisfil's strong agricultural heritage and network of over 170 farms support opportunities for growth in agri-tech and food processing. The town encourages modern farming innovations such as precision agriculture, vertical farming, and sustainable food production, alongside investment in food processing facilities to enhance the value of local agricultural products.



Creative Industries: Innisfil's proximity to major urban centers and rich cultural assets create an ideal environment for the growth of creative industries. The town encourages development in digital media, design, and other creative fields, fostering a vibrant economy that attracts talent and nurtures small businesses in these creative sectors.



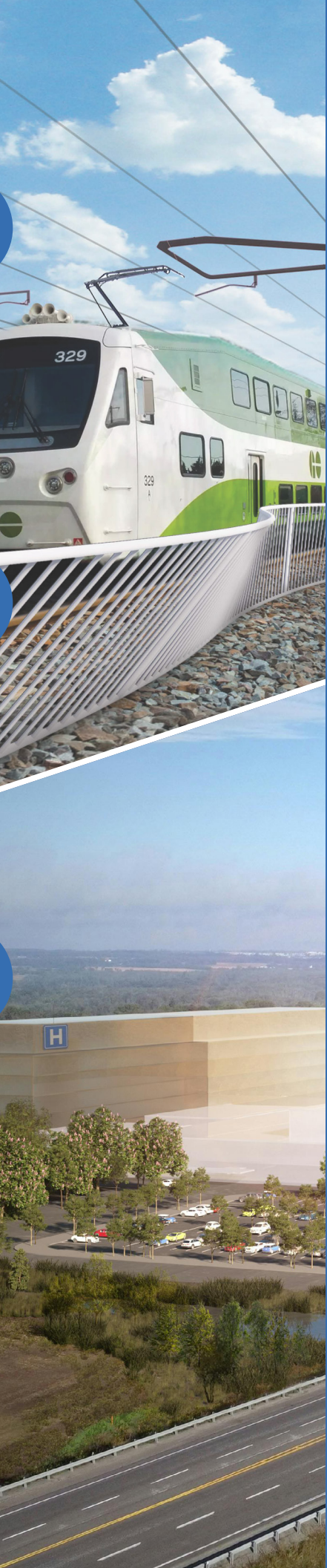
Tourism & Recreation: Innisfil's tourism sector offers diverse recreational and cultural experiences, from Lake Simcoe's waterfront activities to destinations like Gateway Casinos, Georgian Downs, and Friday Harbour Resort. Expanding on agri-tourism and food tourism highlights the town's rural charm, drawing both visitors and residents.



Life Sciences: Innisfil has growing potential in life sciences, especially with the upcoming development of the Royal Victoria Regional Health Centre's South Campus within the community. This new healthcare hub will bring job growth and attract healthcare-related businesses, supporting Innisfil's emerging identity in this sector.



Clean-Tech Supply Chain: Innisfil is pursuing growth in the clean-tech and renewable energy sectors by building on its established waste management and manufacturing base. The town is committed to green building practices, energy efficiency, and sustainable business operations, aligning with provincial trends and establishing Innisfil as a sustainable choice for forward-thinking industries.



Major Developments

Significant projects such as the ongoing development of Innisfil Heights, The Orbit, the proposed GO station, and a hospital campus highlight Innisfil's potential for business and community growth.

The Orbit: The Orbit is a visionary, high-density, transit-oriented community centered around the proposed Innisfil GO Station at 6th Line. Designed to blend urban and small-town living, it aims to foster growth while preserving Innisfil's agricultural lands and natural landscapes. By promoting smart, sustainable development, The Orbit will integrate residential, commercial, and recreational spaces to create a vibrant and diverse community.

Innisfil GO Station: The development of the Innisfil GO Station is set to significantly enhance connectivity and accessibility for residents and businesses alike. Nestled within the Orbit project, the station will serve as a vital link between Innisfil and the Greater Toronto Area via the GO Transit network. This increased accessibility will broaden workforce options, attract businesses that rely on transportation hubs, and stimulate both residential and commercial development around the Orbit.

Royal Victoria Regional Health Centre South Campus:

Situated at the intersection of Yonge Street and Innisfil Beach Road, the Royal Victoria Regional Health Centre's (RVH) South Campus will initially feature a Health Hub offering outpatient care, with plans to expand into a full-service hospital complete with an emergency department and operating rooms over the next 20 years. This development will enhance healthcare access and create local job opportunities, further reinforcing Innisfil's commitment to community growth.

Gateway Casinos Expansion: Gateway Casino's planned expansion positions Innisfil as a key entertainment hub within the region. This proposed investment aims to enhance accessibility for visitors and create a vibrant entry point to Innisfil, attracting both local patrons and tourists. The expansion is expected to add approximately 200 new jobs to the casino's current workforce and contributing to local employment growth. By anchoring commercial development in the area, the Gateway project supports Innisfil's strategy to retain economic investment locally, offering nearby businesses increased traffic and revenue.



Best In Class Economic Development Support

Our Economic Development team is committed to supporting businesses at every stage of their journey, from initial setup to ongoing growth. Through tailored programs, strategic partnerships, and local expertise, we ensure that investors in Innisfil have access to all the resources they need for success.

Commercial and Industrial Development

- ◆ **Commitment to Investment-Ready Lands:** We have identified and inventoried prime investment lands, including key areas like the Innisfil Heights Employment Area. Spanning over 1,600 acres along Highway 400, this area is well-suited for a diverse range of industries, including industrial, commercial, and tourism-based ventures. Once fully developed, Innisfil Heights has the potential to create over 16,000 jobs, making it central to our economic strategy.
- ◆ **Streamlined Development Processes:** We simplify the development journey with efficient approval processes, ensuring businesses can set up and grow quickly in Innisfil.
- ◆ **Supportive Business Environment:** Through strong relationships with local stakeholders, including industry leaders and government bodies, we cultivate a supportive environment where businesses can thrive.
- ◆ **Future-Focused Initiatives:** We continuously innovate through the development of initiatives such as Community Improvement Plans (CIPs) aimed at attracting high-value investments in key sectors.



Workforce Development and Talent Attraction

The Town of Innisfil recognizes the importance of aligning the workforce with the needs of local employers and is actively working with business development and post-secondary partners across the County of Simcoe to develop programming, resources, and workforce attraction initiatives.

- ◆ **Georgian College**, a leader in skilled trades education, has a robust co-op program connecting over 6,200 employer partners to 5,000 co-op students annually, ensuring graduates are equipped with job-ready skills. Notably, Tempo Flexible Packaging has benefited from a decade-long collaboration with Georgian, enhancing its operations through innovative solutions in areas like graphic design, automation, and human resources.
- ◆ **Lakehead University** complements these efforts through its Office of Innovation, Partnerships, and Economic Development (IPED), driving industry-academic collaborations.

Together, these institutions foster a dynamic ecosystem of talent development and applied research, advancing Innisfil's expertise in skilled trades and innovation while supporting the growth of local industries.

Business Retention and Expansion (BR&E)

Innisfil's Business Retention and Expansion (BR&E) initiatives are designed to help local businesses thrive. We provide proactive support to ensure long-term success, addressing challenges and identifying growth opportunities.

BR&E Program Highlights:

- ◆ **Shop Innisfil Campaign:** Promotes local businesses and encourages community support.
- ◆ **Annual Mayor's Business Breakfast:** A platform for businesses to engage with local leaders, exchange ideas, and gain insights on Innisfil's economic outlook.
- ◆ **Business Visits and Council Business Tours:** Our team regularly visits businesses to understand their needs and foster connections. Tours facilitate direct dialogue between business owners, Town staff, and Council members, ensuring ongoing collaboration and support.
- ◆ **Workforce Development Initiatives:** We connect local employers with talent by participating in community job fairs, skilled trades shows and sector specific projects to ensure businesses have access to the talent required to excel and expand.



Marketing and Promotion

Our marketing and promotional efforts aim to elevate Innisfil's profile as a premier destination for business and investment. Through targeted campaigns and strategic partnerships, we highlight the Town's unique advantages, including:

- ◆ **Strategic Location:** Proximity to major transportation routes makes Innisfil an accessible and attractive location for businesses.
- ◆ **Forward-Thinking Infrastructure:** Investments in technology, services, and infrastructure create a solid foundation for business growth.
- ◆ **Exceptional Quality of Life:** Innisfil's blend of urban amenities and natural beauty makes it an ideal place for businesses and their employees to live and work.

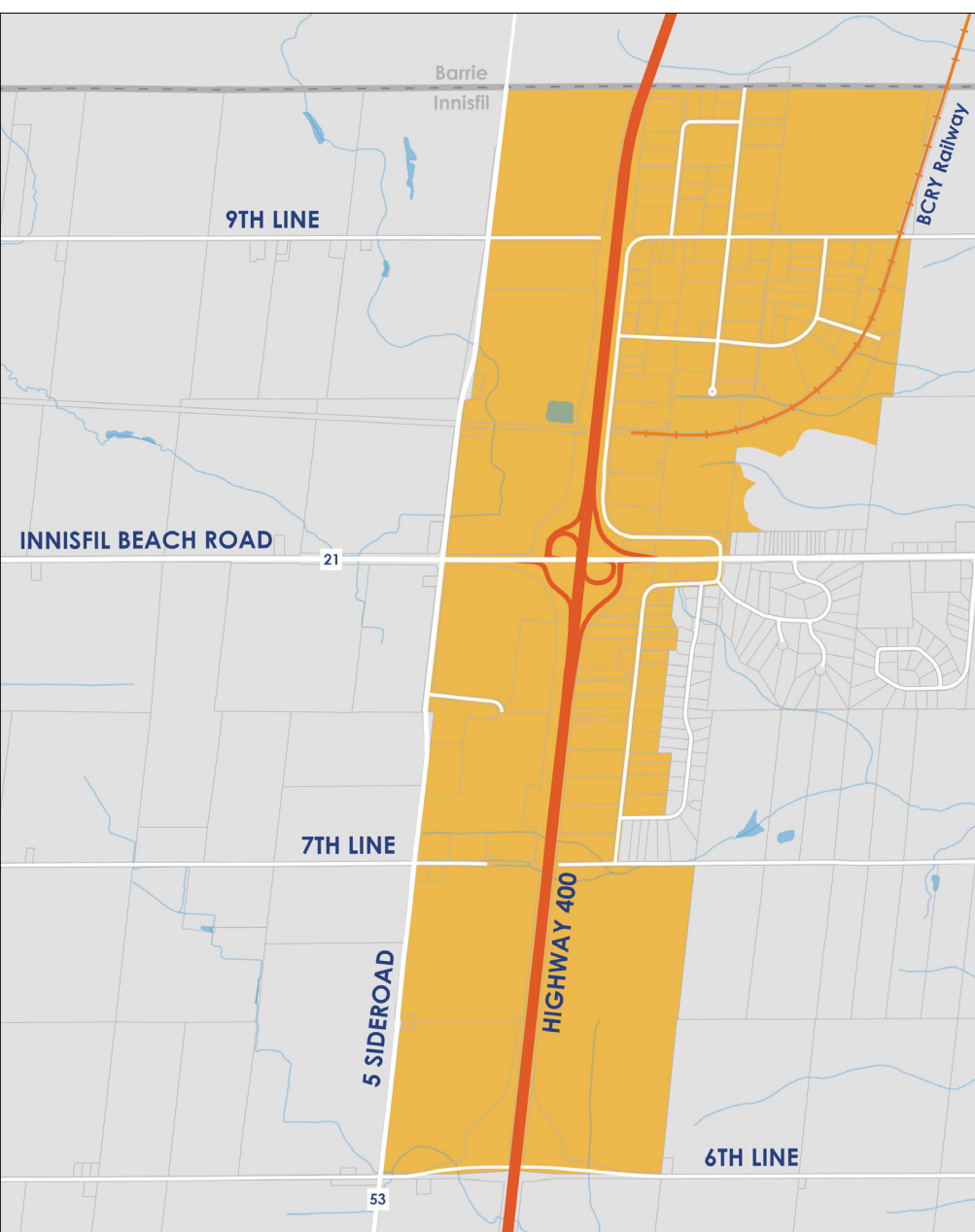
By collaborating with regional and provincial partners, we amplify our message and connect with businesses and investors worldwide. Together, we're building a progressive, business-friendly community that welcomes new opportunities.



Innisfil Heights Investment Readiness

The Innisfil Heights Employment Area is a cornerstone of Innisfil's economic strategy, featuring over 1,600 acres of land along Highway 400, poised for industrial, commercial, and tourism development. This prime location provides businesses with easy access to major transportation corridors and proximity to the Greater Toronto Area.

Expected to generate over 16,000 jobs across various sectors, including manufacturing and logistics, Innisfil Heights presents significant opportunities for expansion. The Town is committed to investing in the necessary infrastructure to support seamless operations and attract both local and international investors.



Innisfil Heights Employment Area Boundary Map

Our Commitment to Preparing Lands for Investment:

Innisfil Heights Action Plan: The Innisfil Heights Action Plan includes nineteen strategic actions to enhance investment readiness in the Innisfil Heights Employment Area, aiming to attract investment, generate jobs, and accelerate economic growth. Proposed action items include:

- ✦ **Community Improvement Plan (CIP):** Our ongoing development of targeted CIPs aims to attract high-value investments in key sectors and support industrial and mixed-use development.
- ✦ **Community Permit Planning System (CPPS):** Streamlines development approvals to support faster and more efficient project launches.
- ✦ **Master Drainage Study:** Provides comprehensive drainage solutions, ensuring sustainable and effective stormwater management for new developments.
- ✦ **Accelerated Approvals:** Exploring opportunities to streamline approval processes with external agencies to reduce hurdles and expedite project timelines.

Strategic Infrastructure: Direct connections to the Barrie Collingwood Railway (BCRY) facilitate connections to CN's rail network and enables expansion opportunities across North America.

Site Selection Response Team (SSRT): A dedicated response team, led by Economic Development, has been established to streamline communication, improve response times, and enhance applicant experience.

The SSRT serves as a single point of contact for inquiries, promoting transparency and competitiveness while providing insights and guidance on strategic initiatives such as investment readiness scoring and landowner forums. The team also aims to support corporate priorities by delivering feedback within five business days on Requests for Information (RFIs).






Available Vacant & Underutilized Land:

Innisfil Heights offers over 800 acres of land prime for employment and industrial development, strategically positioned for future growth.



Innisfil Heights: Utilities & Services Overview

Innisfil Heights boasts reliable access to essential utilities and services:

SERVICING	SERVICE PROVIDER	CONTACT INFO
 <p>Water/Wastewater</p>	<p>InnServices</p> <p>Municipal water; capacity and availability confirmed on a per-site basis.</p> <p>Municipal wastewater for select growth areas anticipated by 2028.</p>	<p>☎ 705-436-3710</p> <p>✉ inquiry@innisfil.ca</p> <p>🌐 innservices.co</p>
 <p>Hydro</p>	<p>InnPower Corporation</p> <p>Capacity confirmed on a per-site basis.</p>	<p>☎ 705-431-4321</p> <p>✉ systemplanning@innpower.ca cs@innpower.ca</p> <p>🌐 innpower.ca</p>
 <p>Natural Gas</p>	<p>Enbridge Gas</p> <p>Capacity confirmed on a per-site basis.</p>	<p>☎ 1-877-343-3255</p> <p>✉ customerconnections.contactcentre@enbridge.com</p> <p>🌐 myaccount.enbridgegas.com/My-Account</p>
 <p>Stormwater & Drainage</p>	<p>Town of Innisfil, Engineering</p>	<p>☎ 705-436-3710 1-888-436-3710</p> <p>✉ inquiry@innisfil.ca</p> <p>🌐 innisfil.ca</p>
 <p>Internet</p>	<p>Please see the National Broadband Internet Service Availability Map for Innisfil Heights.</p> <p>🌐 ised-isde.canada.ca/site/ised/en</p>	

Incentives & Support Programs

The Town of Innisfil's Economic Development team offers a comprehensive range of services to assist businesses in relocating or expanding, including support with market intelligence, regulatory navigation, and connections to government funding programs. We are dedicated to facilitating your success in Innisfil.

- ✦ **Competitive Development Charges:** Innisfil offers competitive development charges, ensuring businesses can maximize their investment.
- ✦ **Community Improvement Plans (CIPs):** Development of a financial incentive program to attract and encourage strategic industrial and commercial development.
- ✦ **Grant Support:** We connect businesses with regional, provincial, and federal grant opportunities that align with their objectives.
- ✦ **Industry-Leading Business Accelerator Program:** DMZ Innisfil is a business accelerator designed to support entrepreneurs and small business owners in Innisfil. By providing mentorship, resources, and networking opportunities, we help businesses overcome challenges and achieve their growth goals in Innisfil.

Integrated Support for Business Growth and Government Collaboration

The Town of Innisfil works closely with regional, provincial, and federal government bodies—as well as with agencies like Invest Ontario—to foster economic growth and investment. Through partnerships with these organizations, Innisfil provides critical support for businesses, including assistance with site selection, advocacy efforts, and strategic introductions to key stakeholders.

Our Economic Development team actively pursues funding opportunities, such as grants through FedDev Ontario, to enhance investment attraction initiatives, particularly in high-growth sectors. By working alongside regional partners, including nearby municipalities, transportation authorities, and key infrastructure stakeholders, Innisfil facilitates essential discussions on infrastructure requirements, including rail and road connectivity, and creates a seamless business environment that supports companies' logistical needs.

To further promote business growth, Innisfil regularly introduces companies to the local manufacturing network, regional leaders, and business development events, such as the Mayor's Business Breakfast. These connections help new and expanding businesses integrate into the community and tap into broader economic networks.

Additionally, Innisfil collaborates with Invest Ontario to explore potential provincial funding incentives, maximizing support for impactful projects that drive regional competitiveness. Through these coordinated efforts, Innisfil ensures a supportive ecosystem for businesses looking to grow and thrive in the community.

Appendices

Appendix A: Planning Site Plan Guide

innisfil.ca/SitePlanControl

Appendix B: Additional Resources

innisfil.ca/DevelopmentResources

Town of Innisfil Resources:

- ✦ **Planning & Development Services:**
innisfil.ca/en/building-and-development/planning-and-development-services.aspx
- ✦ **Development Applications:**
innisfil.ca/en/building-and-development/development-applications.aspx
- ✦ **Pre-consultation request form:**
innisfil.ca/en/building-and-development/resources/Pre-consultation-Request-Fillable-Form-1.pdf
- ✦ **Site Plan Application form:**
innisfil.ca/en/building-and-development/resources/Site-Plan-Control-Application-Fillable-Form.pdf
- ✦ **Town of Innisfil Engineering Standards:**
innisfil.ca/en/building-and-development/resources/Documents/TOI-Complete-Engineering-Standards-2021-Accessible-Version.pdf
- ✦ **Town of Innisfil Official Plan:**
innisfil.ca/OurPlace
- ✦ **Town of Innisfil Zoning By-law:**
innisfil.ca/Zoning

Fees:

- ✦ **Fees and Charges By-law:**
innisfil.ca/en/my-government/fees-and-charges.aspx
- ✦ **Development Charges:**
innisfil.ca/en/building-and-development/development-charges.aspx
- ✦ **Building Permits:**
innisfil.ca/en/my-government/resources/Documents/user-fees.pdf

Regional Resources:

- ✦ **Funding Opportunities:**
edo.simcoe.ca/funding
- ✦ **Agricultural Resources:**
edo.simcoe.ca/resources/agricultural-resources
- ✦ **Manufacturing Resources:**
<https://edo.simcoe.ca/resources/manufacturing-resources>
- ✦ **Regional Partners:**
edo.simcoe.ca/partners
- ✦ **Regional Key Sector Overviews:**
edo.simcoe.ca/sectors
 - ✦ Manufacturing
 - ✦ Aerospace
 - ✦ Life Sciences
 - ✦ Entrepreneurship
 - ✦ Tourism
 - ✦ Agriculture

Provincial Resources:

- ✦ Invest Ontario
investontario.ca

Federal Resources:

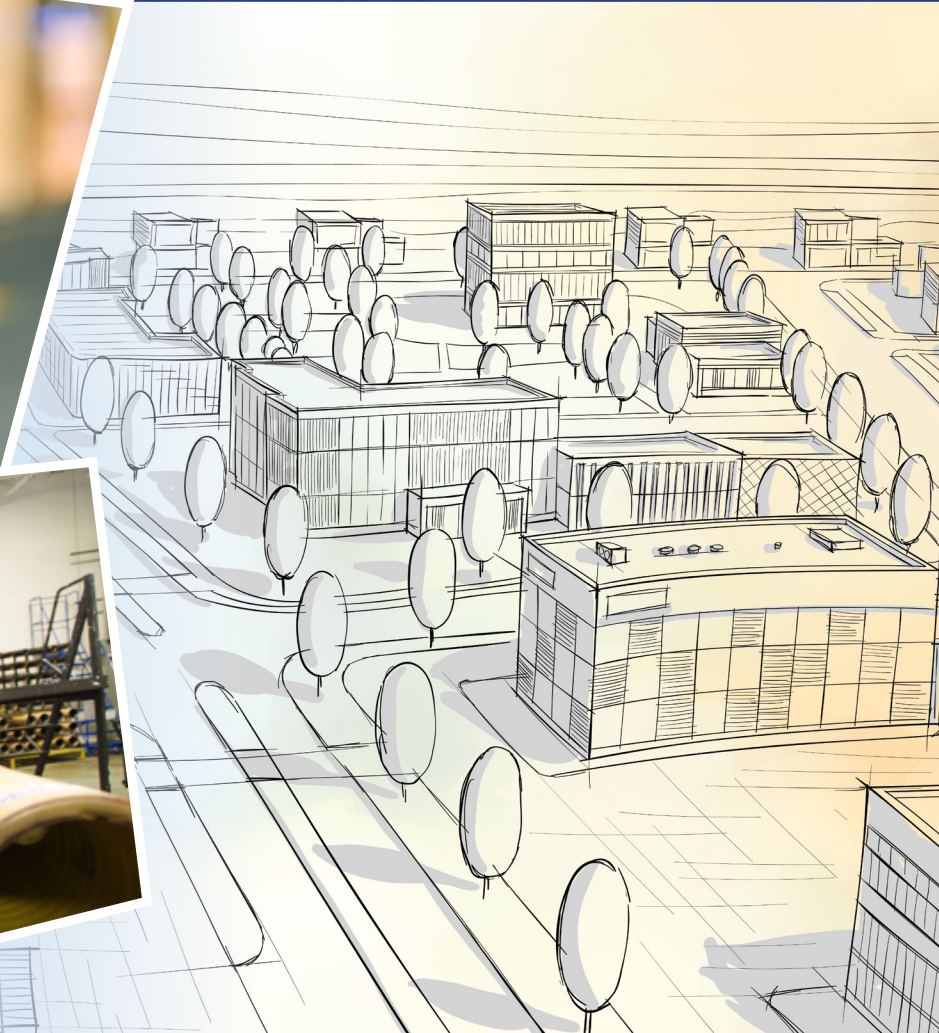
- ✦ Federal Economic Development Agency for Southern Ontario
feddev-ontario.canada.ca/en

Contact communications@innisfil.ca for an accessible version of this document.



*Looking to invest, expand, or start a business in Innisfil?
Our Economic Development team is here to help.*

Town of Innisfil Economic Development Office
business@innisfil.ca | 705-436-3710 | InvestInnisfil.ca



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