

CIRCA

— 1877 —

Waterloo Region:
The Investment Hotspot



6 Quick Reasons to Invest in Waterloo, Ontario

742,000

The estimated population by 2031

45  **MINS**

The amount of time it takes to get to Pearson International Airport

Home prices are

30%

Lower than the Ontario average

4th 

Largest urban population in Ontario

Major economic sectors:

**AUTOMOTIVE,
AEROSPACE,
FOOD PROCESSING,
BUSINESS & FINANCIAL SERVICES**



3

Outstanding & innovative post-secondary institutes



More Reasons to Invest

Tech

Innovation & Collaboration

- Waterloo Region is one of the fastest growing tech markets in Canada. In less than 20 years, K-W has created over 30,000 new tech jobs.¹ With over 1,000 tech companies in the region including Google, Shopify, & NetSuite.²
- With the strong reputations of Wilfrid Laurier University, the University of Waterloo, and Conestoga College as post-secondary institutions, there is no surprise that there is a lot of talent available locally. Many of these individuals are not just finding jobs after school, but creating them.
- Following the example of Communitech and Velocity Garage, Catalyst 137 is a new tech building being built in Kitchener. The space is already 70% leased during the construction phase. In 2016, Waterloo Region recorded an increase of 74.4 per cent in new tech jobs.³

Infrastructure

Commuting Diversified

- Since the construction of the ION LRT, the region has seen 79 new developments with 23 of these developments being used for commercial, retail, office space or a combination of non-residential uses. Businesses view the LRT as an opportunity for growth in Waterloo Region which they want to be a part of.⁴
- Streetscape improvements are being implemented in Uptown Waterloo to include the replacement of underground infrastructure, reconstruction of the roadway to two lanes with bike lanes on King Street, wider sidewalks, landscaping, and more.⁵
- Since the proposal and implementation of the LRT in 2011, there has been more than \$2 billion in private developments along the 19 kilometer route from one end of Kitchener to the other end of Waterloo.⁶

Culture

Cafés, Cuisine, & Community

- With arts, culture, and heritage being an important part of K-W, there is never a dull moment. Some K-W favourites include Oktoberfest, ChristKindl Market, and the Jazz and Blues Festival.⁷
- With several post-secondary institutions, lower living costs, and a myriad of job opportunities, Waterloo Region has become a place for millennials to study, work and live in. 28% of the population is between the ages of 15 to 34, which is greater than Toronto at 27%.⁸
- If you're looking for a place to eat or grab a coffee, there are plenty of local restaurants and coffee shops to explore in Waterloo Region. [Here](#) are just a few recommended by well known chef Jonathan Gushue from The Berlin.