

Website Launch & Brand Alignment

Presented By

Trevor Trewartha,

CEO/Strategic Director





Contact Us

Where Business Meets Opportunity

Ignite Your Company's Potential in Ontario East

See Regional Profile



Unlock Potential

Investing in Ontario East is easy. With a lower cost of living and a strategic location in the heart of North America's largest markets, Ontario East is a prime choice for businesses looking to relocate or expand. Our economic developers work collaboratively to make your decision to invest in the region an easy one.

Connect with Us



Learn More About the Region

Introducing the New Ontario East Website



Regional Profile

- [Our Communities](#)
- [Advantages](#)
- [Workforce](#)
- [Incentives & Funding](#)
- [Success Stories](#)



Available Properties for Site Selection

[Start Your Search](#)



Key Employment Sectors

- [Advanced Manufacturing](#)
- [Food and Beverage](#)
- [Logistics and Transportation](#)
- [Other Sectors](#)

Why Ontario East?

[See All Advantages](#)



Lower Cost of Land

Our land costs are significantly lower than larger urban centres. The cost of serviced industrially zoned land ranges from \$10,000 an acre to \$100,000 an acre, averaging \$30,000 an acre.



A Strong Supply Chain

Includes large multinational corporations, small and mid-size enterprises and innovative start-ups.



A Skilled and Dedicated Workforce

Custom training and workforce development programs are available.



Quality of Life

Short and stress-free commute times while experiencing the safety and charm of medium-sized cities and rural communities.

- Elevated branding and digestible, yet robust content.
- Designed to attract and convert leads interested in investing in Eastern Ontario.
- Comprehensive user experience tailored for business growth.

Become a Member of Ontario East

Become a Member

Membership Directory →



Subscribe to our eNewsletter.

First Name	Last Name	Business/Organization	Email Address	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="submit" value="Submit"/>

CONTACT US

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623 Fortune Crescent, Suite 100
Kingston, ON K7P 0L5

[Email Us](#)



LINKS

Regional Profile
Available Properties
Key Employment Sectors
FAQs
News
Jobs & RFPs

Members
About Us
Events
Ontario East Municipal Conference
Contact Us

ZoomProspector

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Optimized for Attracting and Engaging Investors

- Clear calls-to-action encourage inquiries from potential investors.
- Seamless navigation to explore business opportunities.
- Integrated forms and features guiding leads through inquiry and action.

Available Properties (via ZoomProspector)

- Extensive regional data and property searching now available.

The screenshot displays the ZoomProspector website interface for Ontario East. At the top, a navigation bar includes 'Ontario East', 'PROPERTY SEARCH', 'EXPLORE COMMUNITIES', 'REGIONAL DATA', and 'TALENT'. A search bar is located on the left, and a 'Saved Results' counter is on the right. Below the navigation, there are filters for 'Location', 'All Properties', 'Size', 'Sale / Lease', and 'All Filters'. A 'New Search' button is also present. The main content area shows 'Property Results' for 69 total properties. A 'Map Layers' panel is open, showing options for 'Census Areas', 'Energy', 'Environmental', 'Points of Interest', and 'Transportation'. The map displays the region around Ottawa, with various towns and roads labeled. Below the map, two property listings are visible:

- Belleville North East Industrial ...**
 Address: College Street East
 Municipality: Belleville
 Postcode: K8N0A3
 Min Size: 300 Acres
 Max Size: 300 Acres
- Richmond Industrial Park: 15 A...**
 Address: 40 Frisk Road
 Municipality: Greater Napanee
 Postcode: K7R 3L2
 Min Size: 15 Acres
 Max Size: 15 Acres

Member Directory

- Stronger and cleaner membership directory.

Current Member Directory

Sort by Name ▾

Communities ▾

Search for a Member

Search by name, address or organization

🔍

A to Z

Member	Business/Organization	Position/Title	Contacts
Richard Allen	County of Frontenac	Manager of Economic Development	→ Contact Information
Jay Amer	Amer and Associates Economic Development	President	→ Contact Information
Mike Baker	Wood Manufacturing Cluster of Ontario	CEO	→ Contact Information
Lisa Benoit	Perth Employment Centre	Manager, Community Employment Services	→ Contact Information
Olivier Berthiaume	United Counties of Prescott-Russell	Chief of Staff and Communications	→ Contact Information

Explore the potential of Ontario East, where two million residents and a robust economy converge. Benefit from affordable properties, strategic market access and a supportive environment for business growth.

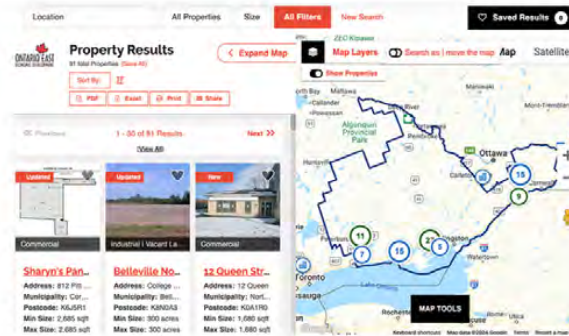
Explore Ontario East



Our Communities

From bustling urban centres to serene rural landscapes, Ontario East's communities offer a balance of business potential and quality living.

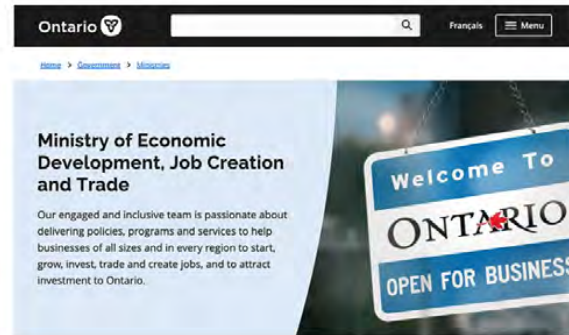
[Take a Look](#)



Available Properties

A diverse array of cost-effective, strategically located properties.

[Explore Properties](#)



Incentives & Funding

Access resources from our partner Ministries and Agencies in Eastern Ontario.

[See Resources](#)



Advantages

Strategic location, cost-effective real estate and a supportive business environment.

[View Advantages](#)



Workforce

Dynamic, skilled and dedicated, our workforce will help drive success for your organization.


[See Workforce](#)

Regional Profile

- More robust profile showcasing Eastern Ontario's economic advantages.

By the Numbers


11,589 The number of people employed in the food and beverage sector in Eastern Ontario.



3rd
Largest in North America.
Annual sales total more than **\$48 billion**.

67%
Of the total food and beverage businesses in Ontario, manufacturers make up this percentage of all the businesses.

200 Number of communities within the Ontario East region.




Costs to Operate Are Lower Here

Eastern Ontario's competitive advantage lies in its lower operational costs, from affordable real estate to cost-effective labour and utilities.

View the Ontario East-Advanced Food and Beverage Industry Operating Costs Report (2022)

[Download Now](#)



Sector Overviews

- More comprehensive sector landing
- Advanced Manufacturing
- Logistics & Transportation
- Food & Beverage
- Other Industries

Jobs & RFPs

Unlock Exciting Careers & RFP Opportunities in Eastern Ontario

Please note that past postings are included for our members' reference.

Current Postings (0) Past Postings (51)

Sort v
x Oldest to Newest

Peterborough & the Kawarthas Economic Development Employment Opportunity

📌 Posted: June 3, 2019

[Read More →](#)

Prescott Employment Opportunity

📌 Posted: September 16, 2020

[Read More →](#)

Township of Selwyn Employment Opportunity

📌 Posted: December 17, 2020

[Read More →](#)

EOLC Release of RFP for AI-Powered Labour Market Tool

📌 Posted: July 7, 2021

[Read More →](#)

Municipality of South Dundas Employment Opportunity

📌 Posted: July 15, 2020

[Read More →](#)

North Glengarry Employment Opportunity

📌 Posted: November 26, 2020

[Read More →](#)

Town of Gananoque: Waterfront Marina Call for Expressions of Interest

📌 Posted: June 21, 2021

[Read More →](#)

Employment Opportunity: Digital Service Squad Team Member

📌 Posted: July 27, 2021

[Read More →](#)

Jobs/RFPs & Events

- Opportunities and activities in the region.

Comprehensive Branding Refresh

- Formalized logo assets and created a consistent visual identity.
- Developed brand guidelines for cohesive use across all platforms.
- Branding aligned to communicate professionalism and innovation.

ONTARIO EAST | Brand At-A-Glance Guidelines

To maintain a consistent brand identity and increase name recognition, we have developed a set of brand guidelines for the use of the logos. We acknowledge that these guidelines cannot address every situation that may arise, therefore, any questions can be directed to:

Ontario East Economic Development
info@ontarioeast.ca

TYPOGRAPHY

Barlow Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234
<https://fonts.google.com/specimen/Barlow>

LOGO VARIATIONS

FILE FORMATS

EPS format is great for high-quality printing and can be scaled without losing quality. Ideal for use in print projects with page layout and graphics programs.

TIF files are suitable for printing with high-resolution and transparent backgrounds. Don't scale them larger than actual size.

JPG format is appropriate for everyday use, such as presentations and reports, but doesn't support transparent backgrounds and can look blurry when scaled up.

PNG is great for digital or email use and supports transparent backgrounds. Don't scale them larger than actual size.

COLOUR PALETTE

Primary

CMYK: 44 34 22 77 RGB: 52 55 65 HEX: #343741	CMYK: 23 16 13 46 RGB: 121 125 130 HEX: #797D82	CMYK: 0 97 87 53 RGB: 134 9 15 HEX: #86090F	PMS: 7626 C CMYK: 0 93 95 2 RGB: 232 54 40 HEX: #E83678	CMYK: 0 28 28 0 RGB: 249 192 170 HEX: #F9C0AA

Secondary

CMYK: 100 84 34 0 RGB: 33 73 124 HEX: #21497C	CMYK: 42 10 2 8 RGB: 134 185 216 HEX: #86B9D8	CMYK: 0 51 100 0 RGB: 247 146 30 HEX: #F7921E	CMYK: 0 14 100 0 RGB: 255 214 0 HEX: #FFD800	CMYK: 36 0 100 0 RGB: 176 210 53 HEX: #B0D235

ONTARIO EAST | Brand At-A-Glance Guidelines

CLEAR SPACE

To safeguard the integrity of the Ontario East logo, always endeavour to maintain a margin of space that surrounds the logo, the width of which is defined in this diagram. No type or graphics should ever cross this margin. This will maximize the logo's visibility and legibility.

MINIMUM SIZE

PRINT 0.75" wide WEB 70px wide

BACKGROUNDS It is important to have adequate contrast between the logo and the background for optimal visibility.

Do

Use the CMYK positive logo on simple light backgrounds. Use the CMYK reverse logo on simple dark backgrounds.

Do not

Use the CMYK positive logo on medium/dark backgrounds. Use the CMYK reverse logo on light/medium backgrounds.

Use the black positive logo on a cluttered background without adequate contrast. Use the white reverse logo on a cluttered background without adequate contrast.

UNACCEPTABLE ALTERATIONS This illustrates some, but not all of the possible misuses of the logo.

Do not change the colour of any element. **Do not** add drop shadows or other effects. **Do not** change the proportions.

Do not outline the logo. **Do not** change the size of any element. **Do not** rotate or place the logo on an angle.

Why Choose Ontario East?

- STRATEGIC LOCATION**
Close proximity to major cities in Canada and the U.S.
- LOWER COST OF LAND**
Properties for sale or lease cost significantly less than larger urban centres.
- A SKILLED AND DEDICATED WORKFORCE**
Custom training and workforce development programs.
- A STRONG SUPPLY CHAIN**
Companies range from large multinationals, SMEs and innovative start-ups.
- THE EXCEPTIONAL QUALITY OF LIFE**
Easy commute times, and safe, small to medium-sized cities and rural communities.
- SOLID TRANSPORTATION INFRASTRUCTURE**
Served by modern multi-lane highways, access to rail services, several airports and deep water seaports.
- EASY ACCESS TO THE U.S.**
Accessible to the U.S. by three non-congested border crossings.

Map showing Ontario East regions: HALIBURTON, NIPISSING, HASTINGS, FRONTENAC, LANARK, LEEDS & GREENVILLE, BRUCE, KENNEDY & ADDINGTON, LENOX & ADDINGTON, NORTHUMBERLAND, PRINCE EDWARD, HENFREW, Ottawa, Prescott & Russell, STORNOWAN, DUNDAS, SOLENT, CANARY, and Peterborough. The map also shows the border with the USA (New York State) and Lake Ontario.

Ontario East Economic Development Commission
613.634.8569 | OntarioEast.ca

@OntarioEast

We're ready to help answer any questions you may have about Ontario East.
info@OntarioEast.ca

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Tools to Engage and Inform

- **Digital Brochures:** Scannable, visually appealing, and designed for conversion.
- **PowerPoint Decks:** Engaging presentations tailored for pitching to potential investors.
- **Sector Fact Sheets:** Easy-to-digest overviews of each sector, with a focus on key advantages.

ONTARIO EAST ECONOMIC DEVELOPMENT

EASY ACCESS TO THE U.S.
Three non-congested border crossings.

STRATEGIC LOCATION
Located in close proximity to major Canadian and U.S. cities.

ACCESS TO TRANSPORTATION
Multi-lane highways, rail services, several airports and seaports.

More Than 200 Communities

1000s of Businesses

Nearly 2 M Residents

The Ontario East Advantage

ONTARIO EAST ECONOMIC DEVELOPMENT

A central location for investment opportunities and business growth.

Lower Cost of Land
Cost is significantly lower than larger urban centres.

A Skilled and Dedicated Workforce
Custom training and workforce development programs.

A Strong Supply Chain
Large multinational corporations, SMEs and innovative start-ups.

Quality of Life
Short and stress-free commute times while experiencing the safety and charm of medium-sized cities and rural communities.

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Digital Brochures

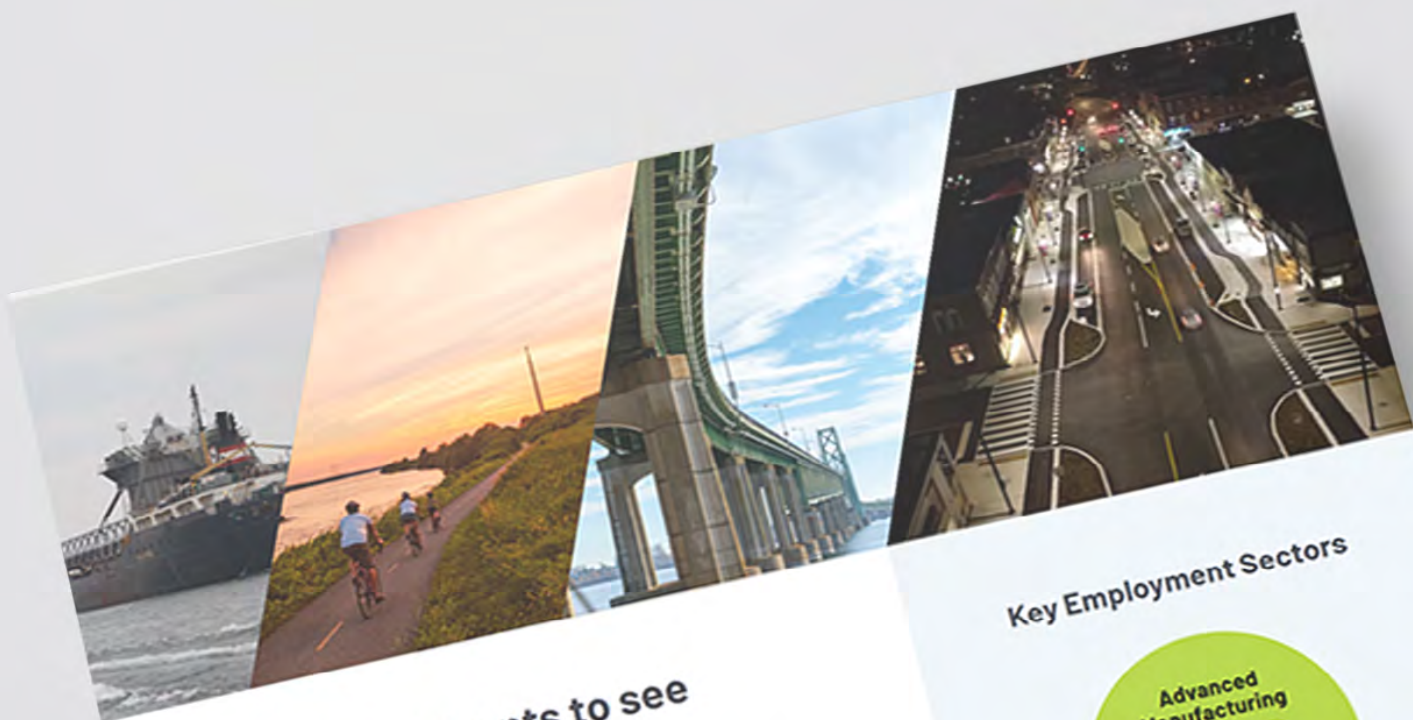


Key Employment Sectors

Advanced Manufacturing
15,300
people in the emerging workforce

Logistics and Transportation
120 M
people within one day's trucking time

Food and Beverage
11,589
people employed



Ontario East wants to see you succeed.

Our economic developers will work closely with you to make your decision to invest in the region an easy one. We'll:

- Connect you with local business networks
- Provide guidance on investment opportunities
- Streamline investment processes
- Assist with site selection
- Provide financial incentives and funding support for business growth

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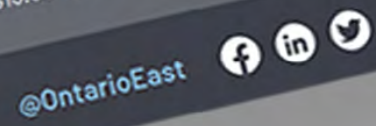
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Powerpoint Template



The Ontario East Advantage

A central location for investment opportunities and business growth.

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Location Advantages

- Quality buildings and site certified, investment-ready lands are available at costs much lower than other major centres
- Land acquisition and building costs lower than in larger urban centres
- Large tracts of land and buildings are available or can be readily built for distribution and warehousing operations

OntarioEast.ca

Why Ontario East

Investing in Ontario East is easy. With a lower cost and strategic location in the heart of North America's largest markets, Ontario East is a prime choice for businesses looking to relocate or expand.

Our economic developers work collaboratively to make your decision to invest in the region an easy one.

Exports By the Numbers

NAICS	Industry	Exports (2020)
31-33	Manufacturing	\$23,915,197,445
91	Public Administration	\$10,728,897,172
62	Health Care and Social Assistance	\$4,688,116,100
61	Educational Services	\$3,167,070,241
11	Agriculture, Forestry, Fishing and Hunting	\$1,413,113,741
48-49	Transportation and Warehousing	\$1,339,082,028
48-49	Administrative and Support, Waste Management and Remediation Services	\$1,240,187,365
56	All Other Industries	\$7,855,124,171

\$53.8 B Exports 2020
65% of Supply

Food and Beverage

Benefit from a robust and productive food processing industry, with abundant local agricultural ingredients.

Food quality buildings and site certified, investment-ready lands for a lower cost than other major centres.

Be supported by a strong supply chain with access to raw materials.

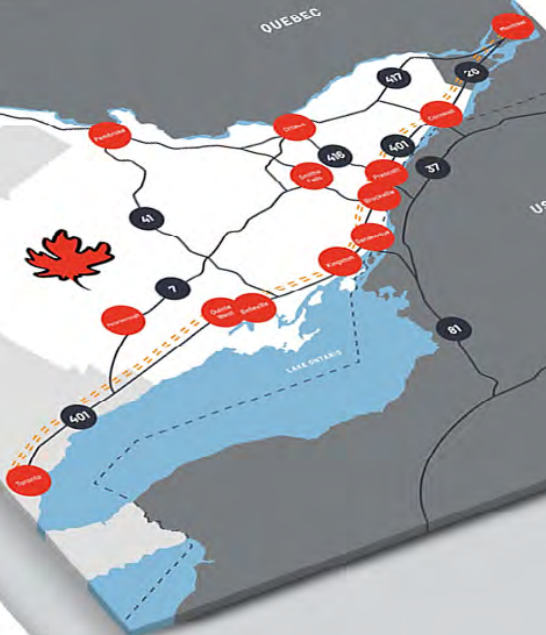
Home to world-class educational institutions specializing in food and agriculture, with ample support in research and development, training programs and equipment fabrication.

Strategic Location

- Connects Toronto to Montreal via Highway 401, St. Lawrence Seaway and CN/CP Rail
- Gateway to Eastern Canada via Highway 30 in Quebec
- LTL and backhaul opportunities
- Hub for trucking industry
- Well-developed rail network
- Cargo container service Port of Montreal, Port of Johnstown

Strategic Location

- Several international and regional airports
- Access to U.S. markets with three uncongested border crossings to New York State



OntarioEast.ca

Highway
Rail Line

By the Numbers

120 M Number of consumers within one day's trucking time.

1,140 Total kilometres of 400 series highways.

2.45 M Expected number of residents in Eastern Ontario by 2051.

200 Number of communities within the Ontario East region.


Logistics and Transportation


Ontario East is a key gateway to North American markets with a highly connected and integrated transportation infrastructure.


This strategic location offers efficient access to major highways, railways, seaports and airports. With a strong and experienced workforce, advanced technology and a favourable business climate, this is where investors come to optimize their supply chain and expand their operations.

Become a Part of the Thriving Logistics and Transportation Sector in Eastern Ontario

 An active and growing sector in Eastern Ontario.

 LTL and backhaul opportunities.

 A high-value, low-cost location to do business with easy access to customers.

 Eastern Ontario is a hub for the trucking industry.

 Cargo container service available through the Port of Montreal, Port at Picton and Port of Johnstown.

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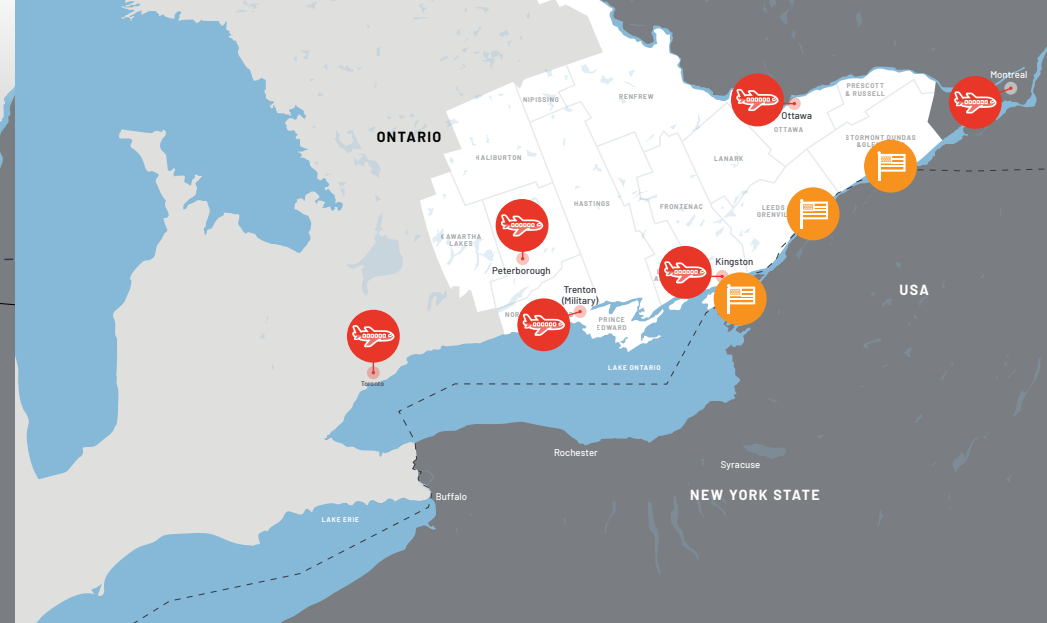
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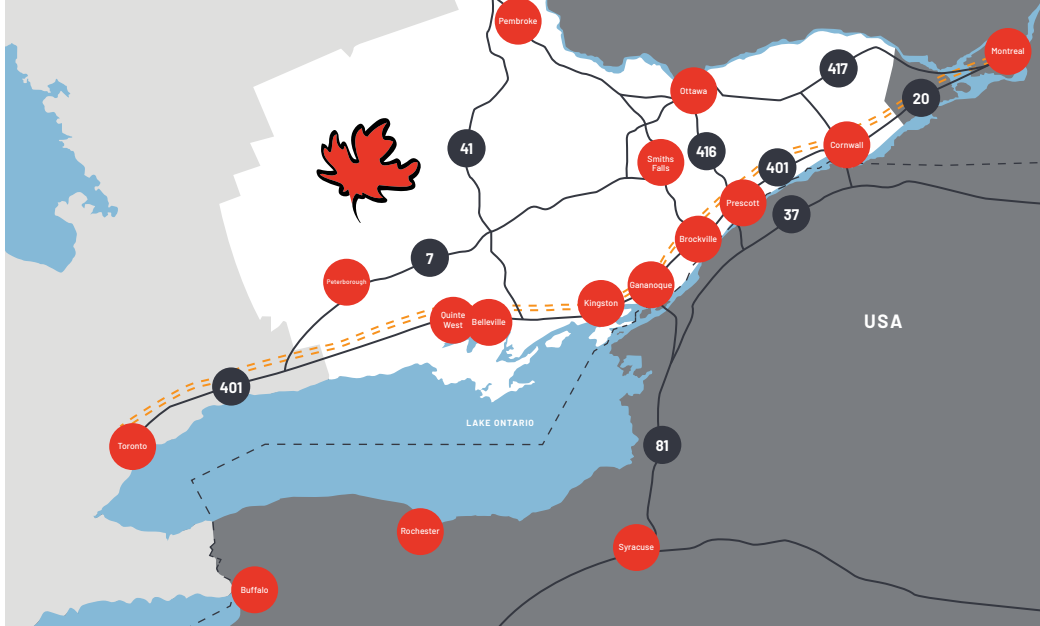
Legend Map



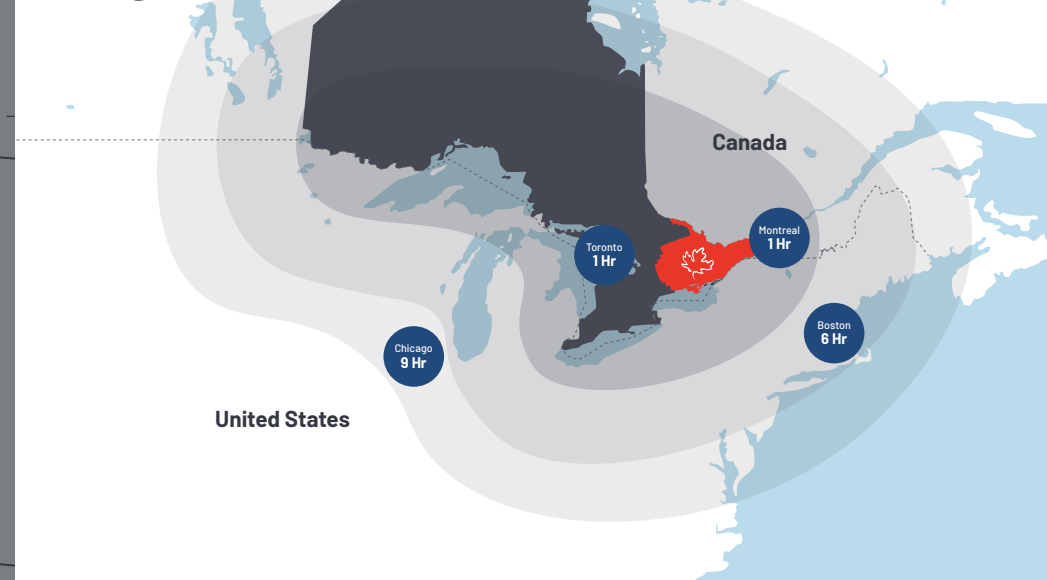
Airport & Border Map



Rail & Highway Map



Wide View Map with Driving Range



Highlighting Eastern Ontario's Assets

- Visually enhanced maps that clearly showcase the region's key features.
- Designed to support investment conversations with site selectors and stakeholders.

Copy That Engages and Converts

- Clear, compelling messaging designed to guide users to action.
- Focus on benefits and opportunities for businesses in the region.
- Content aligns with Ontario East's investment-focused goals.

Advanced Manufacturing

Robust Growth Potential and Lower Business Costs

Gain access to highly-skilled talent, leading-edge technology and progressive infrastructure that drives competitiveness and productivity.



Questions?

Thank you for your time.

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Presented By
Trevor Trewartha,
CEO/Strategic Director