



# GROW WITH US

COMMUNITY INVESTMENT PROFILE

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*Morden*   
City of Discovery



# **INTRODUCTION**

The progressive and diverse nature of industry and commerce in Morden has led to steady growth of businesses, trades and specialists from within the City, as well as national and international businesses expanding into Morden.

Morden Economic Development wants to connect with businesses and entrepreneurs who are interested in growing their business in a young, ambitious city. In Morden, your success is our business!

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# POSITIVE GROWTH INDICATORS

- Manitoba's fastest growing City!
- Low unemployment rate
- High growth projections by Morden's major employers and the City of Morden

## GROW WITH US

Morden is an ideal place to locate a business due to its thriving economic environment, skilled workforce, market access and steady growth.

This growth will be accomplished by attracting new commercial and manufacturing business to Morden, and by supporting entrepreneurs in start-up and early stages by facilitating access to business resources. Strategic services such as the Morden Community Driven Immigration Initiative are offered as an incentive to new and existing businesses to create business growth.

Morden offers start-up, early stage, existing, and new business a multitude of business advantages such as: access to international markets through the mid-continent Trade Corridor, rail, municipal airport and Industrial and Retail Incubator Malls. Other collaborative services for business include: business development services, and a one-of-a-kind immigration initiative matching employer needs to

applicant's skill set. The City of Morden sits next to the U.S.A. and Canada Border, and is strategically situated as an international gateway for economic growth and a hub for successful entrepreneurship.

Contributing to Morden's overall cost competitive environment is the fact that there is no municipal business tax. The economy's diversification provides an extremely stable and positive environment for business to compete within the global economy. Morden's economic base is primarily agriculture, manufacturing, and tourism. Morden's ties to the agricultural sector are strengthened by the presence of The Morden Agriculture Canada Research Station.

The high quality of life, diverse cultural backgrounds, access to amenities and recreational opportunities here make Morden a great place to live and raise a family!

# KEY SECTORS

The diverse nature of agriculture, industry and commerce in Morden and district has led to the successful development of a number of businesses, trades and specialists over many years.

We also have the following National/International businesses with a presence here in Morden.

## » TRADES FOR SUPPORT SERVICES

- Computer Sales, Support, Training, and Programming
- Electricians
- Welders Pipe Fitters
- Gas Fitters
- Plumbing & Heating
- Concrete Construction
- Metal Erecting Trades
- Refrigeration and Air Conditioning Mechanics
- Heavy Duty Equipment Mechanics
- Heavy Duty Truck Mechanics
- Auto / Truck Mechanics
- Carpenters
- Cabinetmakers
- Plasterers
- Masonry
- Painters and Decorators
- Floor Covering Installers

## » INDUSTRIAL

- 3M Canada
- Buhler Industries Inc.
- Huron Windows
- Decor Cabinets Ltd
- Cross Country Trailer Mfg.
- TerraCab Industries Inc.
- Elias ReliaBELT
- Elias Woodworking
- Lode King -Aluminum trailer division
- Drive Products



# WHY OTHER FIRMS CHOSE MORDEN



The company had been based in Ontario and wanted a western presence in a town of under 15,000 population. Morden had a very well maintained industrial park with good railway access and a good pool of semi-skilled workers.

[www.3mcanada.ca](http://www.3mcanada.ca)



The work force, strong work ethic, close locations to the U.S. and good support from the City were cited as factors determining the location in Morden.

[www.buhlerindustries.com](http://www.buhlerindustries.com)



Morden has a good labour force and recreation facilities for staff. The City Council is to be commended for its support of business.

[www.huronwin.com](http://www.huronwin.com)



Decor operates two modern production facilities and a showroom with the latest innovations in cabinetry based in Morden, Manitoba and its expanding dealer network is spreading throughout Canada and the USA.

[www.decorcabinets.com](http://www.decorcabinets.com)



TerraCab (formerly JoDale Perry) is a leader in the design, engineering and manufacturing of ROPS products, providing some of the most striking designs and innovative engineering solutions available on today's market for tractors, utility vehicles, golf course equipment and commercial applications.

[www.terracab.ca](http://www.terracab.ca)



Drive Products manufactures a complete range of truck mounted equipment and products through a growing branch and partner network across Canada. Drive Products produces Voth aluminum truck bodies for heavy industrial applications. They have a diversification strategy centered around strong distribution, systems integration, upfitting and manufacturing capabilities in Morden and beyond

[www.driveproducts.com](http://www.driveproducts.com)

# MORDEN BUSINESS GATEWAY

**Morden Business Gateway** supports existing Morden businesses to reach their growth potential, as well as to encourage new businesses to explore the opportunities Morden has to offer in a competent and confidential manner.

The Gateway is a resource centre providing a wide range of business information, programs, services and referrals including, but not limited to:

- Site Selections
- Community Information
- Labour Market Information
- Financial Assistance Programs  
Business Counselling
- Workshops, Seminars and Webinars
- Ask the Expert
- Morden Community Driven Immigration Initiative  
assistance for employers





# LOCATION



*At the center of North America lies Morden, Manitoba, 112 km from Winnipeg City Limits, 19 km from the U.S. border, and 127 km from the Winnipeg International Airport.*

## Weather/Climate

Seasonal Averages	Celsius
January	-16.1 °C
April	4.5 °C
July	20.5 °C
October	6.9 °C

## Precipitation

Annual	416.2 mm
Snowfall	119.7 cm
Frost-free Days	125-135 days
Sunshine	2,200 hours

# POPULATION

## Statistics Canada 2021 = 9,929

In the period from 2016 to 2021, the City of Morden's population grew by 15%.

An increase in immigration to Morden has been extremely well received by the community as a whole and businesses are benefiting from the expanded labour force.

On average, Morden welcomes a new family per week through the Morden Immigration initiative.

### Morden Census 2021 Population and Dwelling Counts

Population in 2021	10,006
Population in 2016	8,668
2016-2021 population change (%) Total	15
Total private dwellings	4,189
Population density per square km	609.5
Land area (square km)	16.29

### Morden Family and Household Characteristics

Selected Family Characteristics	Morden (2021)
Total number of census families	2,760
Number of married-couple families	2,200
Number of common-law-couple families	235
Number of lone-parent families	325
Average number of persons per family	1.9
Number of 2 person families	1,395
Number of 3 person families	535
Number of 4 person families	545
Number of 5 or more person families	285

### Selected household characteristics

Total private households	4,020
Households containing a couple (married or common-law) with children	1,155
Households containing a couple (married or common-law) without children	1,165
One-person households	1160
Other household types	515
Average household size	2.4

### Selected occupied private dwelling characteristics

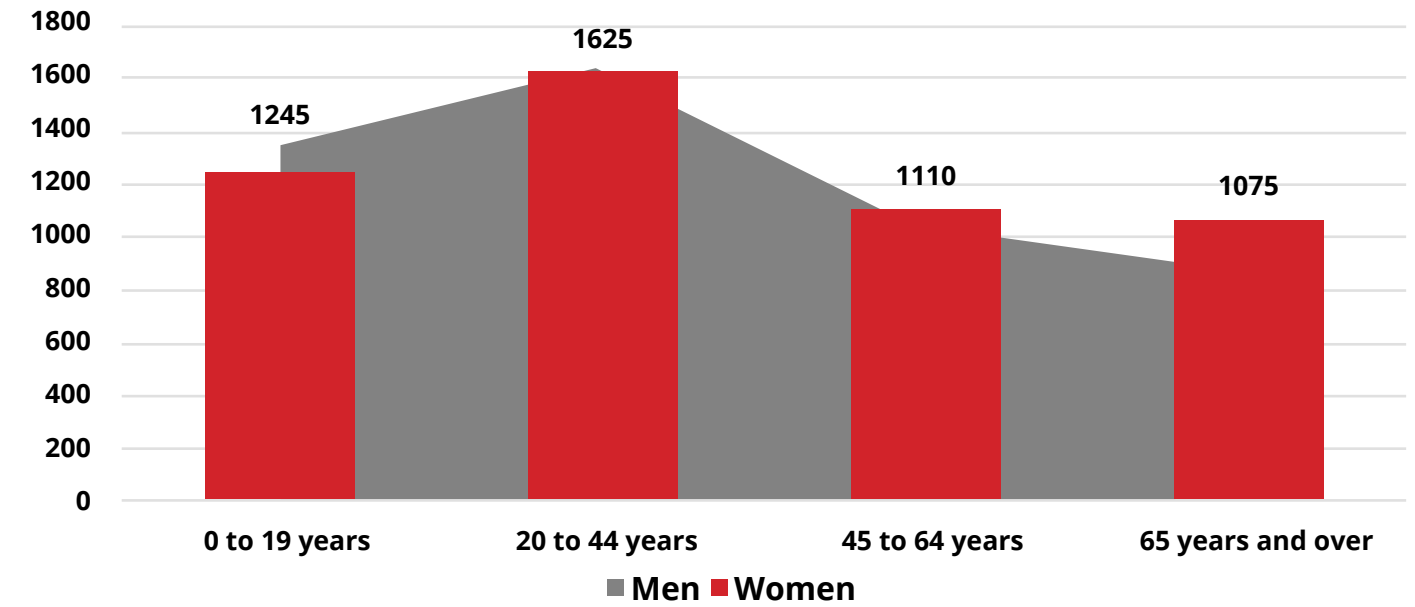
Total number of dwellings	3,995
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# POPULATION

Age groups	Both sexes	Males	Females	Morden, % share 2021
0 to 4 years	645	315	335	6.5
5 to 9 years	710	380	330	7.2
10 to 14 years	660	340	320	6.7
15 to 19 years	565	305	260	5.7
20 to 24 years	545	295	250	5.5
25 to 29 years	645	320	320	6.5
30 to 34 years	655	320	340	6.6
35 to 39 years	760	390	370	7.7
40 to 44 years	655	310	345	6.6
45 to 49 years	600	305	295	6.1
50 to 54 years	495	235	265	5.0
55 to 59 years	505	240	265	5.1
60 to 64 years	530	245	285	5.3
65 to 69 years	490	245	245	4.9
70 to 74 years	490	235	260	4.9
75 to 79 years	360	170	190	3.6
80 to 84 years	285	115	170	2.9
85 years and over	320	100	220	3.2
<b>Total</b>	<b>9,930</b>	<b>4,870</b>	<b>5,060</b>	<b>100.0</b>

# POPULATION

Age groups of the population, 2021



# POPULATION

2021 Estimates and Projections	Morden (T),	MB
2021 Total Population in Private Households by Selected Ethnic Origins	9,929	%
North American Indigenous	30	0.3%
First Nations	150	1.5%
Canadian	1,255	12.9%
French Canadian	70	0.7%
Spanish	120	1.2%
British Isles	225	2.3%
English	1,400	14.4%
Irish	910	9.4%
Scottish	1,070	11%
Caucasian	280	2.9%
French	540	5.6%
Brazilian	40	0.4%
Dutch	650	6.7%
German	2,290	23.6%
Portuguese	50	0.5%
Metis	190	1.9%
Polish	380	3.9%
Russian	1,520	15.7%
Ukrainian	890	9.2%
European	225	2.3%
Italian	125	1.3%
Mennonite	1345	13.9%
Latin, Central and South American origins	30	0.3%
African origins	25	0.3%
Mexican	445	4.6%
Caucasian	280	2.9%
Asian	50	0.5%
Indian	40	0.4%
East and Southeast Asian origins	0	0%
Chinese	40	0.4%
Filipino	445	4.6%

\* The sum of the ethnic groups in this table is greater than the population in private households because a person may report more than one ethnic origin.

# LABOUR FORCE PROFILE - SOUTH CENTRAL MANITOBA

## Labour Force Characteristics (Source: Labour Force Survey, 2021)

The South-Central region in Manitoba had the lowest unemployment rates in each of the last five years. In 2016, the unemployment rate in the region was 2.3 percent.

Of the 53,900 persons employed in 2016, 43,000 persons or 80 percent were in full-time positions.

Labour Force Characteristics (population 15 and over)						
	2010	2011	2012	2013	2015	2016
Population	46,100	47,30	48,200	48,900	84,400	85,400
Labour force	32,100	32,800	31,800	32,700	57,100	56,200
Employment	31,000	31,600	30,700	31,800	54,800	53,900
Full-time employment	24,500	25,100	24,300	24,200	44,700	43,000
Part-time employe	6,500	6,500	6,400	7,600	10,100	10,900
Unemployment	1,100	1,200	1,000	1,000	2,300	2,300
Not in labour force	14,000	14,500	16,500	16,200	27,400	29,200
Unemployment rate (%)	3.4	3.7	3.1	3.1	4.0	2.3
Participation Rate (%)	69.6	69.3	66.0	66.9	67.7	65.8
Employment Rate (%)	67.2	66.8	63.7	65.0	64.9	63.1

Source: Statistics Canada, Labour Force Survey 2013



# EMPLOYMENT BY OCCUPATION & INDUSTRY

## Employment by Occupation

The occupation groups (NOC-S) employing the highest number of people in 2013 were: Trades, transport and equipment operators and related occupations

### Sales and service occupations

Occupations unique to primary industry

Between 2009 and 2013, the occupation group with the largest per cent change increase in employment were:

- Natural and applied sciences and related occupations (40.0%)
- Management occupations (33.3%)
- Health occupations (20.0%)

Employment by Occupation Groups 2011	2009	2010	2011	2012	2013
Total employed all occupation	29600	31000	31600	30700	31800
Management occupations	1500	2200	2500	2000	2000
Business, finance and administrative occupations	3400	3900	4000	3500	3100
Natural and applied sciences and related occupations	500	700	600	700	700
Health occupations	2000	1900	1700	1800	2400
Occupations in social science, education government service and religion	2300	1800	1800	1800	2400
Occupations in art, culture, recreation and sport	X	X	X	500	X
Sales and service occupations	6800	6700	5800	6600	6200
Trades, transport and equipment operators and related occupations	6200	5600	6600	6100	6900
Occupations unique to primary industry	4000	4100	4400	4200	4400
Occupations unique to processing, manufacturing and utilities	2700	3900	3800	3600	3100

Source: Statistics Canada, Labour Force Survey 2013  
X - Suppressed to meet the confidentiality requirements of the Statistics Act

# EMPLOYMENT BY OCCUPATION & INDUSTRY

## Employment by Industry

In 2015, 62.2 per cent of people were employed in the service-producing sector compared to 37.6 per cent in the goods-producing sector.

The top three industries (NAICS) based on the number of people employed were:

- Manufacturing (9,000 people)
- Wholesale and retail trade (7,000 people)
- Health care and social assistance (7,000 people)

Between 2011 and 2015, the industries with the largest per cent change increase in employment were:

- Professional, scientific and technical services (100.0%)
- Educational services (44.4%)
- Other services (except public administration) (30.0%)

Central - Employment by North American Industry Classification System (NAICS)					
	2011	2012	2013	2014	2015
Total employment, all industries	52,300	51,800	54,500	55,100	54,800
<b>Goods-producing sector</b>	<b>19,900</b>	<b>17,900</b>	<b>19,600</b>	<b>18,900</b>	<b>20,600</b>
Agriculture	6,900	6,600	7,600	6,600	6,900
Forestry, fishing, mining, quarrying, oil and gas	x	x	x	x	x
Utilities	x	x	500	600	x
Construction	3,800	3,400	3,700	4,200	4,300
Manufacturing	8,600	7,300	7,600	7,400	9,000
<b>Service-producing sector</b>	<b>32,400</b>	<b>33,900</b>	<b>35,000</b>	<b>36,200</b>	<b>34,100</b>
Wholesale and retail trade	7,000	7,600	7,900	8,300	7,000
Transportation and warehousing	3,000	2,700	3,000	2,900	2,500
Finance, insurance, real estate and leasing	2,300	1,700	1,800	2,100	1,900
Professional, scientific, and technical services	800	1,000	900	1,000	1,600
Business, building and other support services	800	900	1,200	1,200	700
Education Services	3,600	3,400	3,600	4,700	5,200
Health care and social assistance	7,100	7,700	8,300	7,500	7,000
Information, culture and recreation	1,100	1,200	900	1,100	1,300
Accommodation and food services	3,000	2,800	2,700	2,600	2,500
Other Services	2,000	2,300	2,300	2,700	2,600
Public administration	1,800	2,400	2,300	2,300	1,900

Source: Statistics Canada, CANSIM table 282-0125  
Note: X - Suppressed to meet the confidentiality requirements of the Statistics Act  
\* South Central and North Central have been combined in the Statistics Canada tables



Industry	Total Catchment Area, 2021	Catchment Area, % share 2021	Morden 2021	Morden % share, 2021
Total	31,940	100.0	4,830	100.0
31-33 Manufacturing	5,115	16.0	935	19.4
11 Agriculture, forestry, fishing and hunting	4,395	13.8	185	3.8
62 Health care and social assistance	4,095	12.8	790	16.4
23 Construction	3,035	9.5	400	8.3
44-45 Retail trade	3,015	9.4	545	11.3
61 Educational services	2,520	7.9	430	8.9
48-49 Transportation and Warehousing	1,675	5.2	160	3.3
81 Other services (except public administration)	1,550	4.9	215	4.5
72 Accommodation and food services	1,305	4.1	230	4.8
41 Wholesale trade	1,070	3.4	145	3.0
54 Professional, scientific and technical services	900	2.8	200	4.1
91 Public administration	810	2.5	190	3.9
56 Administrative and support, waste management and remediation services	810	2.5	100	2.1
52 Finance and insurance	660	2.1	130	2.7
71 Arts, entertainment and recreation	340	1.1	65	1.3
51 Information and cultural industries	280	0.9	60	1.2
53 Real estate and rental and leasing	200	0.6	25	0.5
22 Utilities	100	0.3	10	0.2
21 Mining, quarrying, and oil and gas extraction	50	0.2	15	0.3
55 Management of companies and enterprises	15	0.0		0.0

The National Household Survey estimates that 53% of adults aged 25 to 64 in Morden had completed some form of postsecondary education:

- 9% had an Apprenticeship or trades certificate or diploma
- 21% had a college or other non-university certificate or diploma 23% had a university certificate or diploma
- 32% had a high school diploma
- 15% had no certificate or diploma

### Trading Area (2016 Census)

Morden is a vibrant community located in one of Canada's fastest growing municipalities with a trade area population of over 65,000 within 60 Kilometers and over 1 Million within a 150 kilometer radius. This includes Morden, Winkler, Altona, Carman and rural areas.

### Growth Rate - Trade Area

Population growth in trade area 2011-2016 10.2%

### Population Growth Rate - Morden

- 1996-2001 8.0%
- 2001-2006 6.9%
- 2006-2011 18.9%
- 2011-2016 11.0%

### Growth Trends

#### Traffic Count - MB Highway Traffic Info System

- Highway #3 - Morden - East of th Street 2005 Average Daily Traffic = 9,160
- 2007 Average Daily Traffic = 10,900
- 2009 Average Daily Traffic = 12,010
- 2011 Average Daily Traffic = 11,640
- 2016 Estimated Daily Traffic = 14,651
- 2017 Estimated Daily Traffic = 15,222
- 2018 Estimate Daily Traffic = 15,816

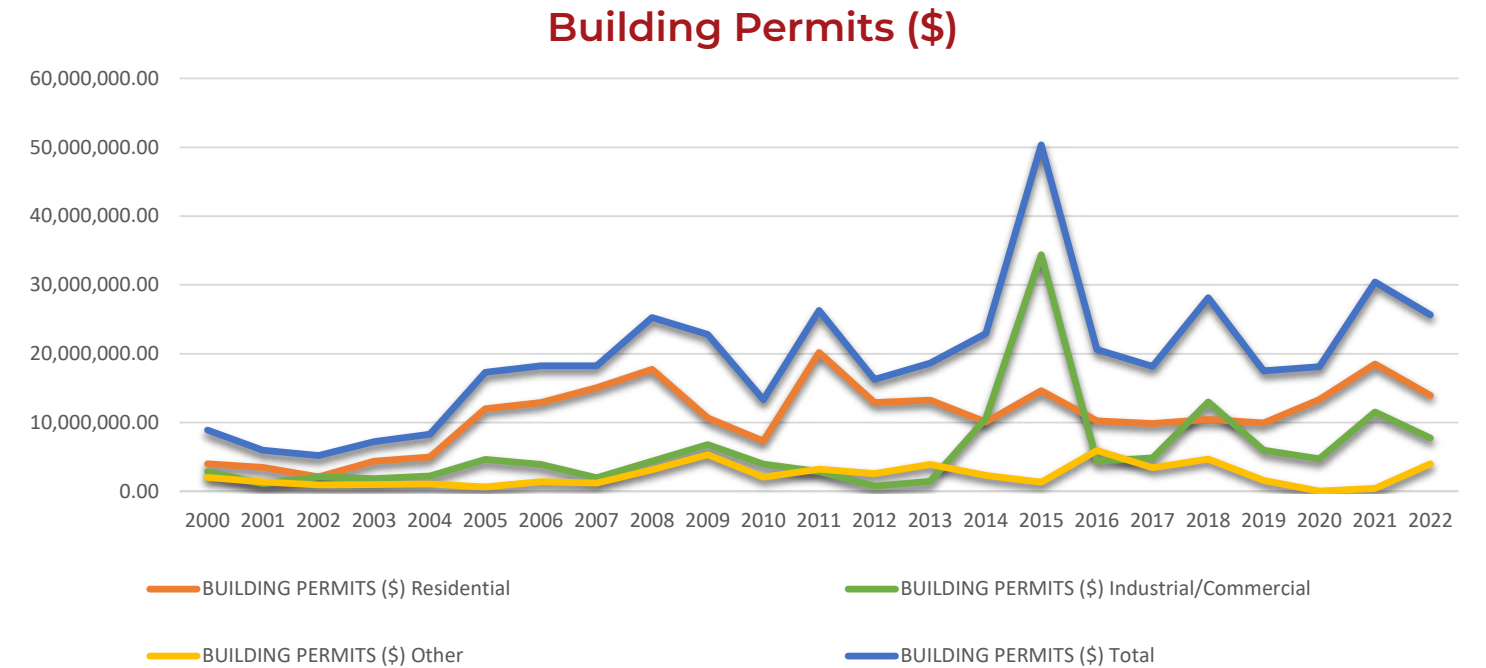
(increased by 3.9% per annum to reflect area population growth of Morden, Winkler and RM of Stanley)



# OVERALL BUILDING PERMITS

Building Permits (\$)					
	#	Residential	Industrial/Commercial	Other	Total
2000	108	3,989,000.00	2,886,000.00	2,026,000.00	8,901,000.00
2001	90	3,465,000.00	1,117,000.00	1,391,000.00	5,917,000.00
2002	74	2,128,000.00	2,122,000.00	953,000.00	5,203,000.00
2003	98	4,398,000.00	1,849,000.00	1,003,000.00	7,250,000.00
2004	106	4,976,000.00	2,257,000.00	1,066,000.00	8,299,000.00
2005	128	12,027,000.00	4,630,000.00	553,000.00	17,310,000.00
2006	146	12,921,000.00	3,912,000.00	1,413,000.00	18,260,000.00
2007	176	15,053,000.00	1,918,000.00	1,199,000.00	18,241,000.00
2008	181	17,738,000.00	4,377,000.00	3,155,000.00	25,270,000.00
2009	170	10,680,000.00	6,813,000.00	5,329,000.00	22,822,000.00
2010	126	7,314,000.00	3,963,000.00	2,050,000.00	13,327,000.00
2011	120	20,181,000.00	2,898,000.00	3,225,000.00	26,304,000.00
2012	120	12,904,000.00	794,000.00	2,574,000.00	16,272,000.00
2013	131	13,250,000.00	1,455,000.00	3,912,765.00	18,633,765.00
2014	166	10,077,000.00	10,572,000.00	2,310,000.00	22,959,000.00
2015	166	14,650,700.00	34,366,000.00	1,346,300.00	50,363,000.00
2016	125	10,256,000.00	4,404,894.94	5,951,843.90	20,612,738.84
2017	136	9,850,000.00	4,861,695.00	3,433,900.00	18,145,595.00
2018	127	10,463,000.00	12,999,000.00	4,686,003.00	28,148,003.00
2019	113	8,738,000.00	5,979,000.00	2,659,500.00	17,376,500.00
2020	139	13,346,000.00	4,712,000.00	51,000.00	18,109,000.00
2021	169	18,508,000.00	11,521,300.00	418,900.00	30,448,200.00
2022	111	13,928,000.00	7,729,900.00	3,999,000.00	25,656,900.00

# OVERALL BUILDING PERMITS



## Residential Housing Stats (MSTW)

Morden is growing at an exponential rate. 1,560 acres were annexed as of January 2016 in addition to 900 acres annexed in 2001 to ensure the continued growth of the City. The following chart details the residential figures since 2005

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
# of New Residential Housing Starts	112	103	126	109	77	48	130	106	84	58	75

## Canada Post Stats for Morden Area (R6M Postal Code Area)

These statistics were taken from Canada Post website. They are valid for November 20, 2015.

- Houses 3,200
- Apartments 465
- Farms 331
- Businesses 362

**TOTAL: 4,358**



## ECONOMIC BASE

The Southern Manitoba Region is often referred to as the economic engine of Manitoba. This vibrant economy is driven primarily by a diversified manufacturing and agricultural sector as well as a growing tourism sector.

### Top Five Private Sector Employers (Survey of 2015)

Name	Product/Service	# of employees
Decor Cabinets	Cabinets & Vanities	450
Farm King	Agricultural Equipment	195
3M Canada	Healthcare, ScotchCode™ Tape	140
Tabor Home	Senior Citizen Home	118
Cross Country Manufacturing	Gravel Truck Trailers	80

### Top Five Public Sector Employers (Survey of 2015)

Name	Product/Service	# of employees
Boundary Trails Health Centre	Healthcare	500
Western School Division	Education	250
City of Morden	Municipal Govt. (Average)	80
Government of Canada	Provincial Government	65
Agriculture Canada Research Station	Agri. Research incl. seasonal	95

### Transportation

**Road:** Highway #3 to Winnipeg  
Highway #32 and #75 to the US border.

**Air:** Morden Regional Airport  
1,211 x 22 metre paved runway 10/28  
Lighted Runway with Night Beacon  
701 metre grass strip runway 17/35  
Winnipeg International Airport - 90-minute drive away.



**Rail:** Canadian Pacific (Freight)

## BUSINESS SUPPORT

### Morden Business Gateway - PDO Building

📍 133-7th Street, Morden

☎ 204-822-5088

✉ jdyck@mymorden.ca

### Morden Chamber of Commerce

📍 100-379 Stephen Street, Morden

☎ 204-822-5630

✉ execdirector@mordenchamber.com

### Communication Services

**Newspapers:** Weekly - Winkler Morden Voice, Daily - Winnipeg Free Press, Winnipeg Sun

**Radio:** C.K.M.W. Country - FM -Dial 88.9; C.F.A.M. -AM -Dial 950; Maverick. -FM -Dial 105.1 (CanAm); K.A. U.F. -FM-Dial 106.9 (Oldies); The Eagle- FM -Dial 93.5; Others- Wpg & Portage La

Prairie **Telephone:** Rogers, Telus, BellMTS

**Cellular Phone:** Rogers, Telus, BellMTS

**Internet:** Valley Fiber, Rogers, BellMTS, Xplornet

**Television:** Cable, Wireless and Satellite – Valley Fiber, BellMTS, Shaw Direct





# BUSINESS SUPPORT

## Utilities

**Electricity/Gas:** Both are provided by Manitoba Hydro. Their regional office is situated 1 mile east of Morden on Hwy #3. There is 3- phase power available in the industrial and commercial areas. Hydro rates in Manitoba are among the lowest in North America.

**Water:** Source - Lake Minnewasta

Treatment - municipal-owned Water Treatment Plant.

Flow = 90 Liters per second

Storage Capacity = 1,150,000 Imp. Gallons

**Sewage:** Infrastructure - Six-cell Lagoon System.

**Recycling:** Municipal Waste Management - curbside recycling, compost, and waste collection services

Enviroclean – Compost processing

North Star Fiber Inc. - conversion of waste paper into cellulose insulation.

## Emergency Services

**Fire:** Morden is served by an experienced Fire Chief with a 30-member team of volunteer firefighters equipped with the latest tools and Fire Hall.

**Police:** The Morden Police Service protects our community well with an experienced Police Chief and 14 officers providing 24/7 coverage.

**RCMP:** The RCMP has a detachment in Morden serving the wider community.

## Education

- Day Care Facilities
- 2 Elementary Schools
- 1 Junior School
- 1 High School
- 1 Adult Education Centre
- 1 Regional College

## Financial Institutions

Access Credit Union, CIBC, RBC

# BUSINESS SUPPORT

## Medical Services

- Boundary Trails Health Centre - Hospital
- Menzies Medical Centre - Community-owned clinic with 18 doctors.
- Boundary Trails Place - One-stop medical mall with a full range of medical service clinics.
- Tabor Home Inc. - Personal Care Home
- Dental, Optometry, Physiotherapy, Massage and Osteopathy Services

## Lodging

4 Hotels; 1 Motel; 2 B&Bs; Several hotels and B&B's within a 20 km radius







# CONTACT US

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City of Discovery

## **Jason Dyck**

*Economic Development Officer*

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## **City of Morden**

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

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

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

[facebook.com/cityofmorden](https://facebook.com/cityofmorden)

[instagram.com/cityofmorden](https://instagram.com/cityofmorden)

[twitter.com/cityofmorden](https://twitter.com/cityofmorden)

[linkedin.com/company/city-of-morden](https://linkedin.com/company/city-of-morden)