

# A City with a World of Possibilities



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ONTARIO CANADA

## 2009 Year in Review

Presentation to Team Cornwall

**Mark Boileau**

Cornwall Economic Development

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## The Big Picture

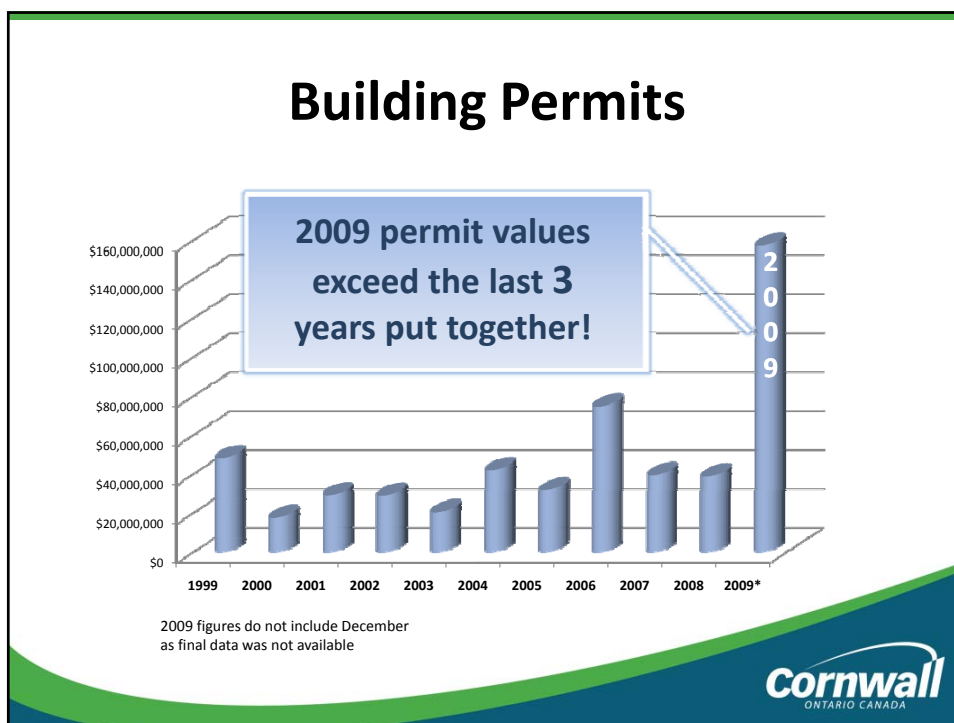
- **2009 - Global Recession**
  - World financial markets in significant turmoil
  - North America, Europe and Asia under significant recessionary pressures
  - Ontario loses position as Canada's economic engine
- **Demographic Shifts**
  - Baby boomers continue to age
  - Migration of baby boomers to smaller cities
  - Immigration key to growth



## Cornwall's Position

- **Economy**
  - Above average percentage of workforce in manufacturing
  - Growing logistics and service sectors
  - No significant company closures due to recession
- **Competitive Edge**
  - Cornwall offers true value in a number of site selection factors
- **People**
  - Unemployment rate currently **7%**
    - » Below national and provincial levels





## Institutional Growth

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## OPG Visitor Information Centre

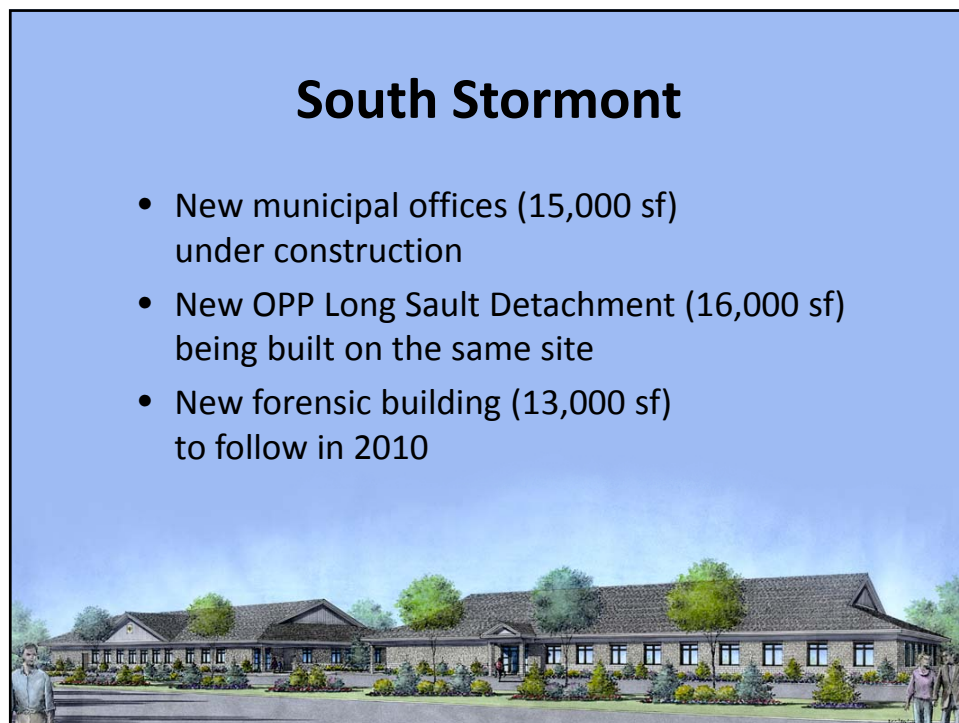
\$8 million showcase facility designed by  
the Thompson Rosemount Group



## St. Joseph's Continuing Care

Completes work on  
\$34 million expansion





## Service Canada Call Centre

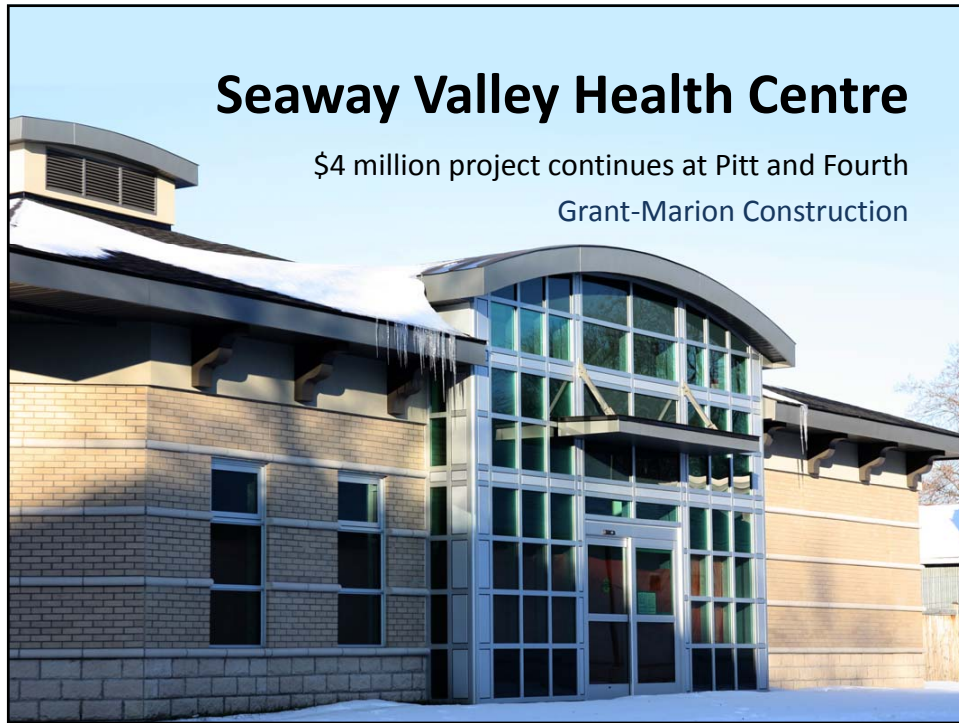
33,000 sf facility under construction  
by Perras Distefano  
177 well-paying jobs, recruitment has begun



## Institutional Growth

- **Ministry of Training, Colleges and Universities**
  - Moves to 132 Second Street E.
- **Service Canada**
  - Improvements to 111 Water Street
- **Children's Aid Society**
  - \$400,000 Renovations at 150 Boundary
- **Ministry of Justice**
  - \$15 million Courthouse now complete









## St. Lawrence College

- \$10 million redevelopment of Moulinette Hall set to begin
- TRG to handle project



- Enrollment up
- Expands Apprenticeship Program
- New Game Development Program





## City of Cornwall

- **Secondary Wastewater Treatment Facility**
  - \$55 million project schedule to start in 2010
- **New EMS Headquarters**
  - \$5 million facility on Campbell Street
- **Nick Kaneb Drive**
  - New road in east end
- **Optimum Drive**
  - New road in Business Park

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## City of Cornwall

- 
- Brookdale North Watermain **\$2.1 million**
  - Tollgate Road Services: **\$855,000**
  - Recreation facilities: **\$2.5 million**

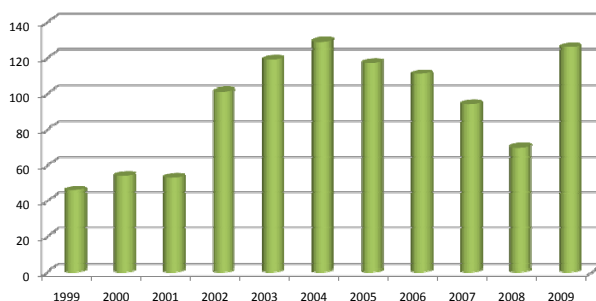
## Cornwall Transit

Introduces 3 smaller environmentally friendly, handicap accessible buses



## Residential Growth

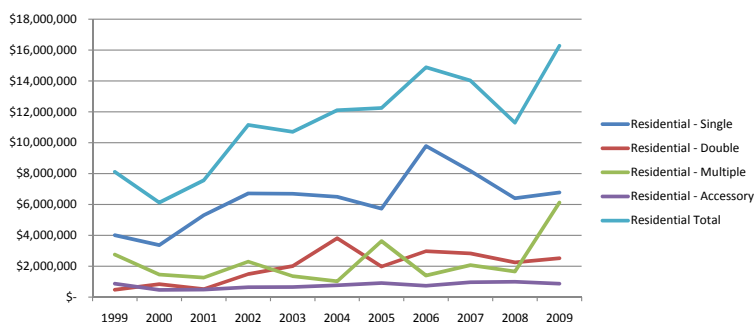
126 new dwelling units makes 2009 the second busiest year this decade





## Residential Growth

Healthy activity in all types of dwelling units



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## Cotton Mill Lofts

\$7.5 Million project underway, over 50% sold



## Kinsmen Centre Condos

Ready for occupancy in Spring 2010

Heart of the City project



## Residential Growth

- **William Lang Condominiums**
  - 8 unit Condo conversion of 117 Sydney
- **1644 Brookdale Ave**
  - \$500,000 value
- **J.F. Markell Homes**
  - New 20 unit condo building under construction at 33 Cumberland (\$2 million value)

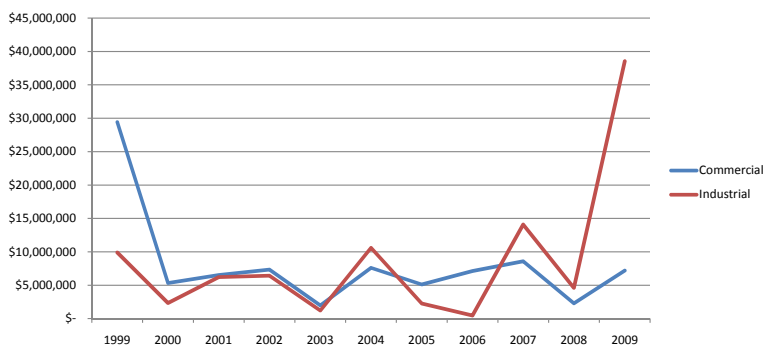
## Residential Growth

- **Cornwall & Area Housing Corporation**
  - \$3.3 Million, 4 storey-32 unit apartment building
- **JC Godard**
  - New 2 storey, 74 unit retirement residence being built on former Healy Motors site
- **Busy Subdivisions**
  - Heron Park
  - East Ridge
  - Brookgate
  - Northwoods Glen

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## Commercial Growth

Building permits show increase from previous year



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## Paris Holdings

Work continues to remediate Domtar site



## Shoppers Drug Mart DC

550,000 sf distribution centre valued at over \$60 million  
Matrix to operate facility and will create 130 new jobs





A large white sign for Supply Chain Management (SCM) is mounted on a metal structure. The sign features the letters 'S', 'C', 'M', and 'U' in a stylized, overlapping diamond pattern. Below the logo, the text 'SUPPLY CHAIN management' is written in a sans-serif font. At the bottom of the sign, it says 'a member company of Tibbitt & Britten Group North America'. The sign is set against a background of a clear blue sky and some bare trees.

## SCM

- Walmart Canada renews contract to 2013
- Team members made significant accomplishments in waste reduction and health and safety programs

A photograph of a street intersection. A tall, grey utility pole stands in the center. Two blue street signs are attached to the pole: 'PROM Optimum DR' and 'SCM Way'. In the foreground, a white sign for 'Seaway Express' is visible. The sign includes the company logo and text about leasing inquiries and local deliveries. The background shows a blue sky with scattered clouds and some bare trees.

## Seaway Express

Acquires 7 acre property strategically located between SCM and SDM Distribution Centres

**Seaway Express**  
TRANSPORT • WAREHOUSE • DISTRIBUTION  
FOR LEASING INQUIRIES  
10,000 - 50,000 SF AVAILABLE  
LOCAL DELIVERIES  
SCM OR MATRIX  
CONTACT 613-333-8804 ext.21  
www.seawayexpress.ca







## Employment Growth

- Following companies also experienced employment growth:
  - American Standard
  - Eastern Welding
  - NuMED Canada
  - Ridgewood
  - Satisfied Brake



## Commercial Growth

- **Canlyte**
  - Increase staffing to nearly 300
  - Parent company bought by Phillips
- **Olymel**
  - In expansion mode
- **FCM Recycling**
  - 50,000 sf
- **Armco Industries**
  - Blackadder Drive







## Commercial Growth

- **Ontario Hockey Academy**
  - Expands Vincent Massey Operations
- **Bonnie Togs**
  - New retail store in Eastcourt Mall
- **Ramada Inn**
  - \$500,000 in renovations
- **Best Western Parkway Inn**
  - \$200,000 in renovations

## Harden Group

70,000 sf commercial plaza, more tenants to follow



## Shoppers Drug Mart

New large format store to open in Summer 2010

Expanding from 8,700 to 24,000 sf



## Pizza Hut

\$850,000 new restaurant on Brookdale Avenue



## Commercial Growth


- **Seaway Chevrolet Cadillac Buick GMC Ltd.**
  - \$790,000 expansion
- **Seaway Hyundai**
  - \$1 million expansion
- **Carstar**
  - Buys land on Rosemount
- **Baxtrom YIG**
  - \$575,000 in renovations

## Commercial Growth

- **Unlimitel**
  - Establishing a new communications hub in 2010
- **Effi.com**
  - Call centre at 600 Campbell
- **Sign-It Signs**
  - Invests \$250,000 in expansion
- **Ottawa Aviation Services**
  - Opens operation at Cornwall Regional Airport

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## StarTek

- 
- Increased starting wages by 20%
  - Over 200 new employees to grow staff to over 700
  - Continued growth in 2010 is anticipated





## Dream Builder Group

Creative collective acquires  
two mobile TV studios



## Delaney Bus Lines

Improves commuter service with new bus, lower fares



## Small Business Growth

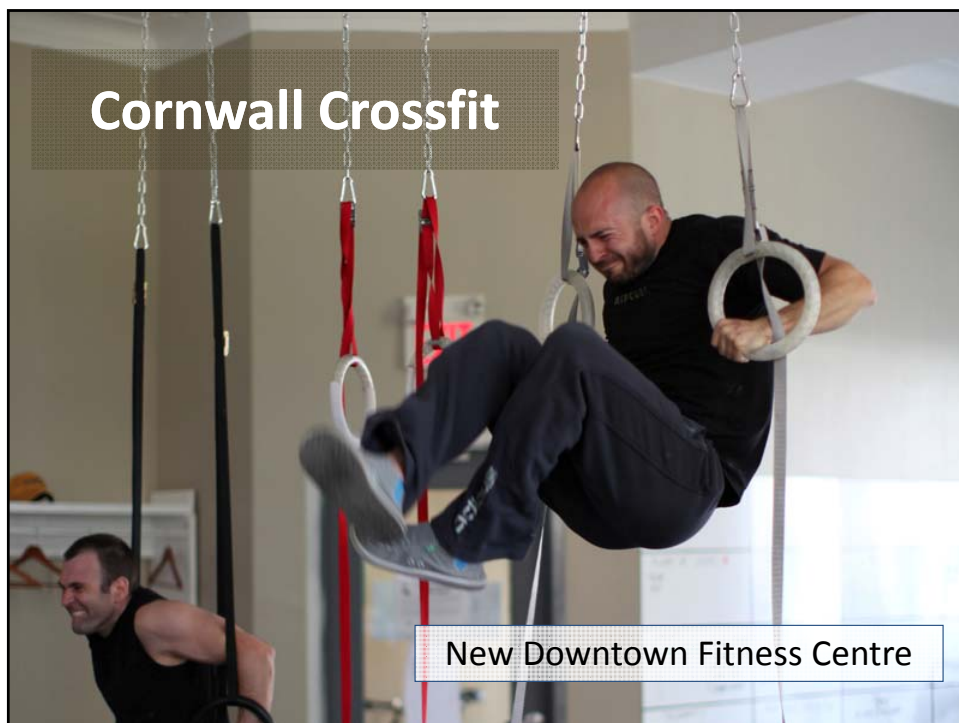
- Over 30 entrepreneurs started new businesses in Cornwall and area in 2009, including:
  - Allinotte Law Office
  - Bugaboo's Pet Store
  - Cornwall Free News
  - Girouette
  - J & T Restaurant
  - Shorteez Hair Salon
  - Stacy's Pet Depot
  - Total Cyclery & Sports

## Summer Company Program

Eight students started  
summer companies in  
2009



## Cornwall Crossfit



New Downtown Fitness Centre







## Small Business Growth

... and the list continues....!

- A Very Present Help
- Above and Beyond
- Advantages Property Management
- Bower Mulligan - Interactive Training Services
- Catering2kidz
- Dreamdesign
- Epicure Selections Consultant
- Francis Rounding Renovations
- Fraser Workplace Safety Solutions
- Lucy Locket
- Polished Tooth
- Precious Pets
- Rodney's Small Engine Repairs
- The Roasting Man
- Top Notch Cement Services
- U Weight Loss

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## Seaway News

Second edition of *Cornwall Living* magazine features local art scene





## Community Improvement

## Community Improvement

- **Heart of the City**

- 41 applications this year  
*(increase of over 100%)*
- Total project values of \$1.1 million

- **Brownfield Program**

- 8 applications received in 2009
- \$3.3 million in municipal investment
- \$42.7 million in total project costs



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**Community in Bloom Competition**  
City Receives Four Blooms and Special Award

## Community Improvement

- **Medical Recruitment**
  - City establishes scholarship fund
  - Vanessa Carter first recipient
- **Business Retention & Expansion**
  - Downtown and Le Village Businesses
  - Manufacturing sector surveyed
- **Community for Entrepreneurs**
  - CFIB ranks Cornwall as one of top Ontario cities for small business growth



## Tourism and Special Events





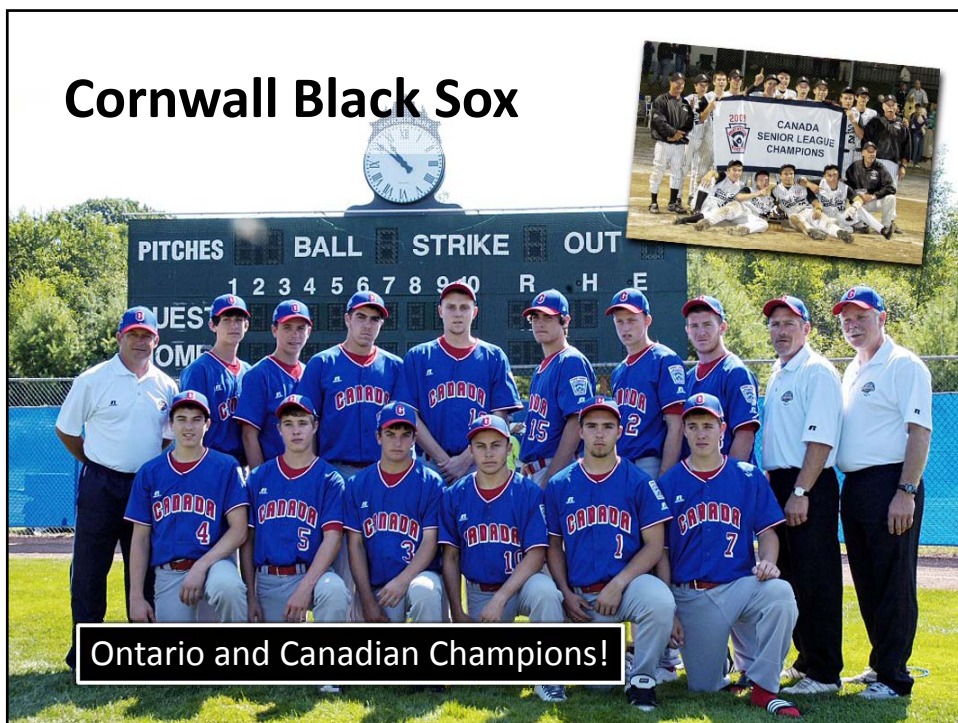


## Lift Off 2009

50,000 attended 3-day festival  
\$4.2 million dollar boost to local economy



## Cornwall Black Sox







## Big Brothers, Big Sisters



Big Brothers Big Sisters of Cornwall and District receive national recognition on the cover of *Rapport Magazine*

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## Graham Greer

- Releases self-titled CD
- Wins songwriting awards





# Spirit of a City

Sara Murphy organizes compilation CD  
celebrating local music scene and  
featuring 16 Cornwall artists



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

## Marketing Forward

## Eastern Ontario Showcase

- Cornwall profiled to over 5,000 potential investors
- 100+ Cornwall business people make the trip to Ottawa



## Choose Cornwall.ca

- Content is continually updated and expanded, including employment opportunities and business news

# www.ChooseCornwall.ca

Visits to website increased by 240%



## Marketing Efforts 2010

- Investment Attraction and Resident Attraction
- Trade shows & missions
- Information Radio  
107.7 fm
- Social media marketing



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Stay on top of local business news!



**[www.ChooseCornwall.ca](http://www.ChooseCornwall.ca)**

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