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2008 Year in Review

Presentation to Team Cornwall


Mark Boileau
Cornwall Economic Development



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The Big Picture

- **World and National Economy in Flux**
 - World markets in significant turmoil
 - USA and Canada under recessionary pressures
 - Manufacturing shift to low-cost countries
- **Demographic Shifts**
 - Baby boomers continue to age
 - Migration of young workers to Alberta and Saskatchewan
 - Migration of baby boomers to smaller cities



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Cornwall's Position

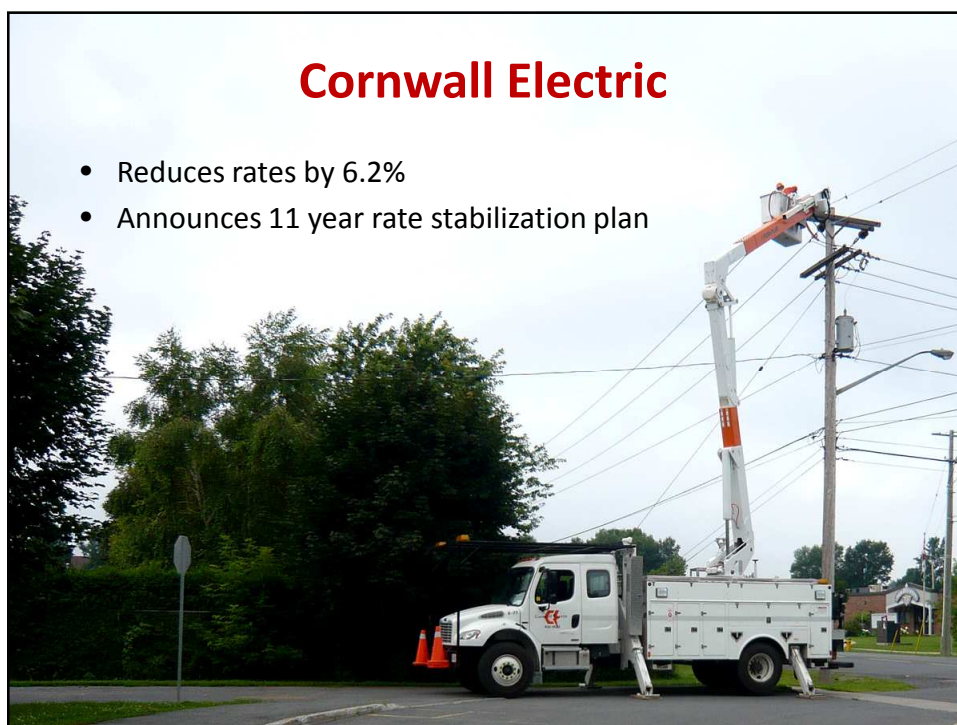
- **Economic Diversification**
 - Our economy is diversified across a number of sectors
 - Should provide a stabilizing influence
 - Companies with value added niche products and services will continue to succeed
- **Competitive Edge**
 - Cornwall offers true value in a number of site selection factors
- **People**
 - Unemployment rate currently **4%**
 - » Below national and provincial levels



Building Permits

Hold steady at approximately \$38 million year-to-date









Locweld

Receives contract to supply structural steel framework for
\$98 million Montreal bridge project



Seaway Express

Purchases land in
Cornwall Business Park

Benson Organization

\$250,000 in improvements to former Midas building on Brookdale



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Commercial Growth

- **Canlyte**
 - Increase staffing to nearly 300
 - Parent company bought by Phillips
- **Olymel**
 - Expands building, expands staff to 475
- **Richelieu Hosiery**
 - Moves to larger facilities in Business Park
- **Laminacorr**
 - Expands to new Business Park location

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MiniMax

- Doubling in size with 30,000 sf addition
- Grant-Marion Construction



Verdant Power

- Pursuing water turbine technology in St. Lawrence River



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Commercial Growth

- **Knorplast**
 - One of Canada's "Fastest Growing Companies" (Profit Magazine)
 - Now employs 30
- **American Standard**
 - Increases staff to 100
- **DeJong Enterprises**
 - Establishes 12,000 sf facility in Business Park
- **Roy's Pools**
 - Establishes new facility on Rosemount Ave.

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DreamBuilderStudios

- \$500,000 investment in state of the art audio/film/photography facility
- North American distribution and ownership in Indie Guitars
- Other businesses continue to grow and expand



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Business Growth

- **Royal LePage**
 - Renovates new offices on Pitt Street
- **CanadianTravel.com**
 - New call centre opens at Second and Cumberland
- **Nissan**
 - 3,000 sf expansion on Brookdale Avenue
- **Seaway Travel Centre**
 - New activity at Brookdale and 401 includes Nicholby's and entertainment area



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Commercial Growth

- **Astro Printing**

- \$84,000 investment in new digital printing and finishing machine



- **Ontario Hockey Academy**

- New academy being run at former Jazz Magnolia's



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Corus Entertainment

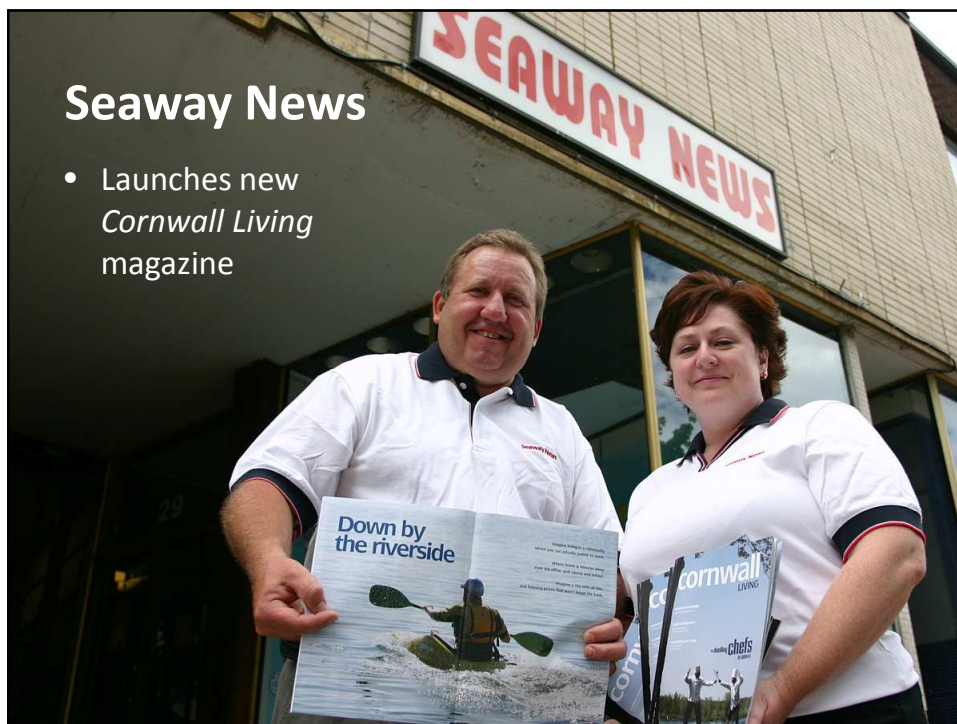
Wins two National Awards for Broadcasting Excellence



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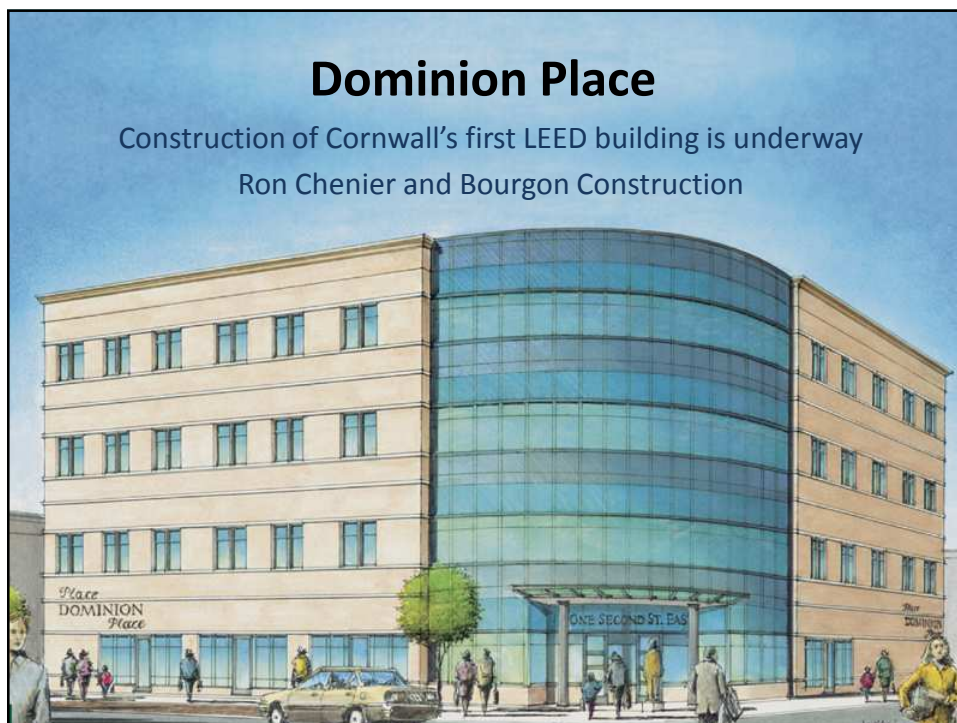
Seaway News

- Launches new *Cornwall Living* magazine



Dominion Place

Construction of Cornwall's first LEED building is underway
Ron Chenier and Bourgon Construction



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Commercial Growth

- **Farm Boy**
 - Completes \$1 million redevelopment of Cornwall store
- **Lowe Gravelle**
 - Merges with Plasco Energy of Ottawa
- **New Downtown Restaurants**
 - Moustache Joe's
 - Sherri's Breakfast Club
 - Serrano's
 - Athena's Delight
 - Champion's Roadhouse
- **State Farm Insurance**
 - Jason Gadbois opens new insurance office

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Community Improvement

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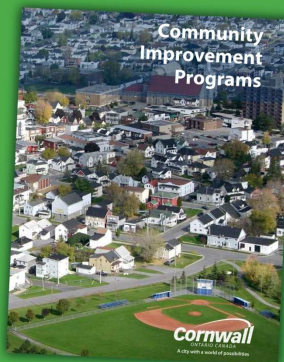
Community Improvement

- **Heart of the City**

- 20 applications received in 2008
- Total project values of \$2.5 million
- Ratio of 7 to 1 (private vs public funding)

- **Brownfield Program**

- Helping to redevelop old industrial sites
- 3 applications received in 2008
- \$5.5 million in total project costs



New brochure now available

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Ontario Helps

- MTCU and OMAFRA have provided assistance and funding to implement action plans arising from the Economic Development Strategic Plan



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Premier McGuinty Visits Cornwall

- **Announces Eastern Ontario Development Fund**
- Fund offers up to 15% grant dollars to help Cornwall companies expand



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Cornwall Business Enterprise Centre

- **Small Business Support**
 - Alyssa Blais took over as Business Consultant
 - Provided 400 one-on-one consultations to both start-up and existing businesses
 - Held a popular series of seminars
 - First annual ARTpreneur conference attracted 130 artists
 - Four young people opened a 'Summer Company' in 2008



ART
preneur
FIRST ANNUAL CONFERENCE

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Community Improvement

- **Cornwall Carbon Reduction Initiative**
 - Receives \$72,000 grant from Ontario Trillium Foundation
- **Medical Recruitment**
 - City establishes scholarship fund
- **Business Retention & Expansion**
 - Downtown and Le Village Businesses Surveyed
 - Manufacturing sector next

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Banners

- Cornwall Electric helped install new decorative banners to celebrate our community
 - Sports
 - Environment
 - Industry
- 4 New banners scheduled for Spring 2009



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Out of this World

- Cornwall Flag flies into outer space on Space Shuttle Atlantis in October
- Mike Skowronski takes Cornwall 2 kilometres below the surface of the Pacific Ocean with the Woods Hole submersible, Alvin



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Institutional Growth

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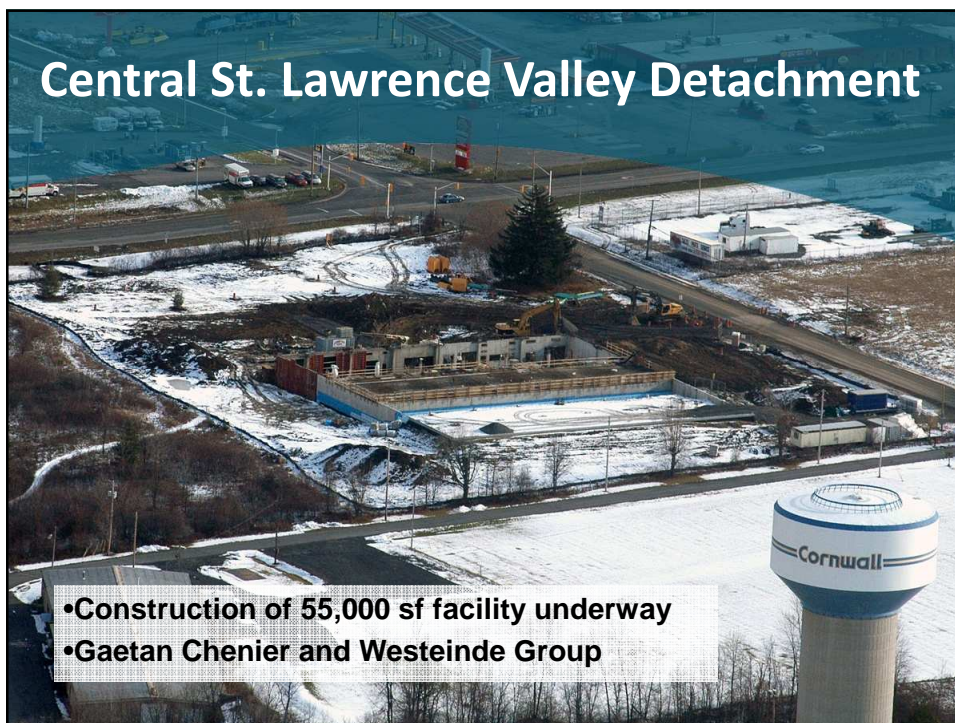
Service Canada

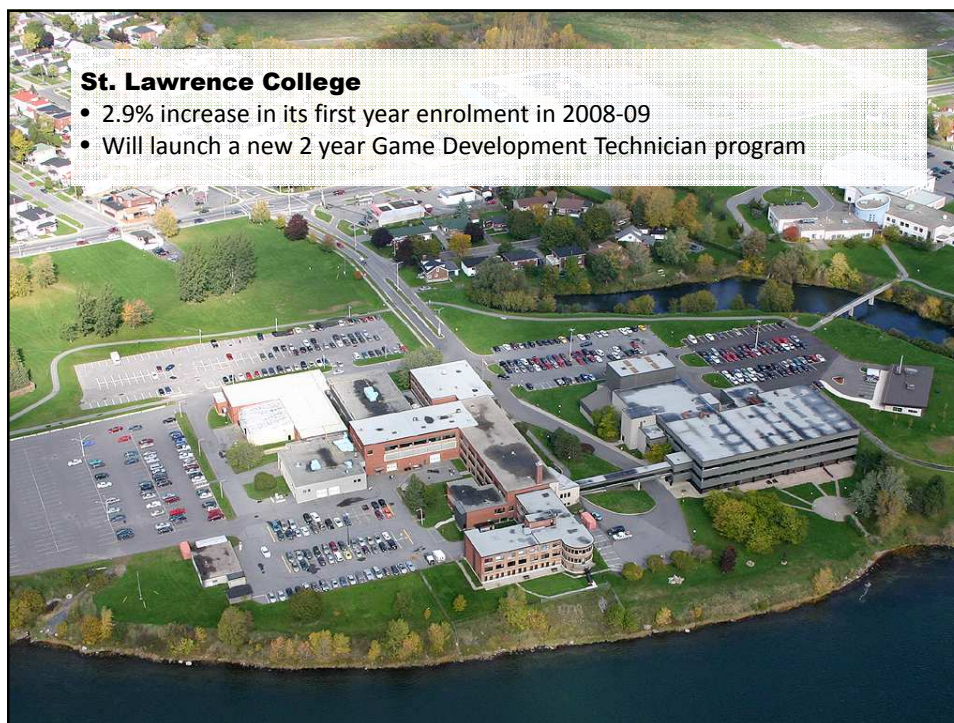
- Announces new call centre operation
- 177 new jobs



Central St. Lawrence Valley Detachment

- Construction of 55,000 sf facility underway
- Gaetan Chenier and Westeinde Group







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Institutional Growth

- **City of Cornwall**
 - Multi-pad sports facility planned for Seventh Street
 - Continued improvements to Civic Complex
 - Splash pad in Lamoureux Park
- **Three Nations Bridge**
 - Preliminary work scheduled to begin in 2009
- **Hospital Foundation**
 - Invests over \$500 K in new equipment
- **Pitt Street Health Clinic**
 - Construction starts at Pitt and Fourth



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Residential Growth

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J.F. Markell Homes

- New Condominium project at 33 Cumberland Street
- 20 units, occupancy Fall 2009



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Cotton Mill Lofts

- \$15 million project set to begin in January
- Over 80% sold, many units to out-of-town people



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Residential Growth

- **William Lang Condominiums**
 - Retrofit of 117 Sydney
- **CH Clement**
 - New condos on Fourth Street
- **McBain Condos**
 - New condo building being planned for Water Street
- **JC Godard**
 - New 2 storey, 74 unit retirement residence being built on former Healy Motors site

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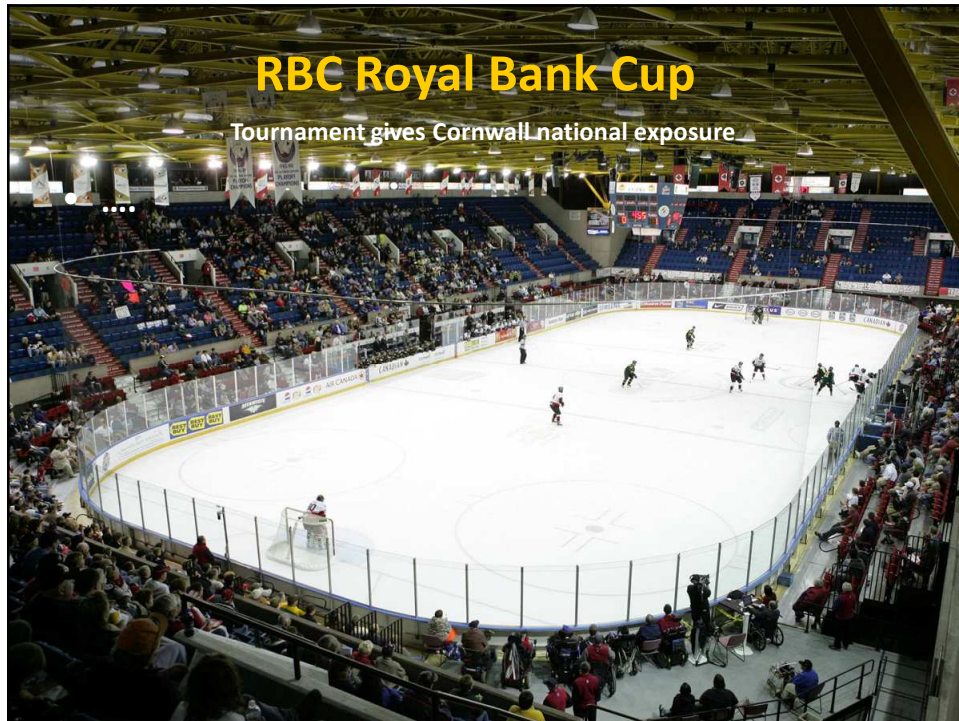


Tourism 2008

- 39 Conventions, Sport Tournaments and Special Events
- Over 30,000 Out-of-Town Participants
- Total Economic Contribution: \$12 million
- New logo for Tourism



The bottom half of the slide features a photograph of two speedboats racing on the water. One boat is red and the other is blue. The Cornwall and Seaway Valley Tourism logo is overlaid on the right side of the photo.





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Marketing Forward

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Smart Decisions – Small Numbers

- Latest marketing campaign highlights key advantages of Cornwall
 - Land Cost
 - Electrical Rates
 - No Development Charges
 - Housing Costs
- Ads have run in key media
 - Ottawa Citizen
 - Globe and Mail

**Smart Decisions
Start with Small Numbers**

Join the growing movement of people and businesses taking advantage of the strategic location and affordable costs of Cornwall

Big City vs Cornwall

BUSINESS PARK LAND COST \$75,000 / acre Increase 6%	ELECTRICAL RATES Increase 6%	DEVELOPMENT CHARGES \$10,000 – \$50,000 \$0	AVERAGE HOUSE PRICE \$285,000 \$141,000
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Cornwall's low cost advantage begins the moment you buy land, and extends through to building, development and everyday operating costs.

Combined with our strategic Highway 401 location, you have a solution that gives you the advantage you need to succeed now — and in the future.

It all adds up to Cornwall.

Get the whole story about all that Cornwall has to offer you, your business and your lifestyle.

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A city with a world of possibilities

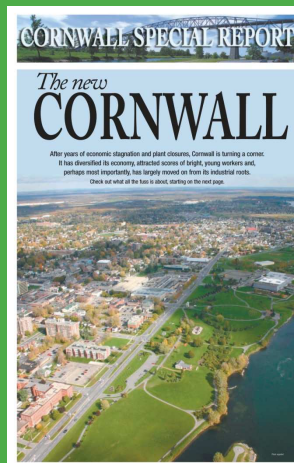


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Cornwall Special Report

- Ottawa Business Journal prepared a special 12-page report on Cornwall
- Supported by local companies and organizations
- Distribution to over 25,000 business leaders in Ottawa, plus 11,000 home subscribers of the *Globe and Mail*



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- Popular website has been reworked with expanded content, including business news



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Looking Forward

- **Marketing efforts continue**
 - Online
 - Trade shows, trade missions
- **Team Cornwall members have a role to play!**
 - Spread the word
 - Referrals to Economic Development Office



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Stay on top of local business news!

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Special Announcement

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New Investment



- **Shoppers Drug Mart** will build a new distribution centre in Cornwall's Business Park

- 500,000 sf building
- 65 acres
- 130 new jobs
- Construction to begin Spring 2009
- Completion early 2010

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Shoppers Drug Mart

- This investment will create a second major national retail distribution centre in Cornwall
- Establishes the City as a logistics/distribution centre of excellence in North America
- Local trucking companies and other service organizations will benefit
- City will be building a new road to accommodate access to the site

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