

CHOOSE CORNWALL

The Newsletter of Cornwall Economic Development



Eleven Points Logistics Begins Servicing Target Stores

Cornwall's Economy Offers Opportunities

2012 was a great year, and 2013 is continuing that positive trend

Cornwall is a busy place these days. It may come as a surprise to some, but to those who have been following what is happening in Eastern Ontario, it is a story that began a few years ago and shows little sign of abating. Investments by private and public organizations are adding to a level of development activity not seen in the region in decades, and it bodes well for the future.

Let's take a look at some of the numbers.

In 2005, the 10-year rolling average of building permits issued by the City was \$32 million. Over the next seven years, the figure would nearly double to \$60 million, and in 2012, the value of building permits issued topped \$112 million. It is the third highest amount ever recorded at City Hall, but it is the trend of sustained development that speaks to what the future may hold.

Activity has been consistent over time and across all sectors. While some major projects have dominated the headlines, small to medium sized investments have also been strong.

One key project has been the completion of the 1.4 million sq.ft. Eleven Points Logistics distribution centre that will begin servicing Target stores in Eastern Canada. This project required the construction of a new road, which has in turn opened up another 200 acres for development in the Cornwall Business Park. You can read more about both projects in this newsletter.

Public sector investment has been dominated by 3 major projects: the \$120 million Cornwall Community Hospital redevelopment, the \$79 million construction of a new international bridge, and the \$57 million upgrade to

the City's wastewater treatment facility. Work has been completed at the hospital, and the other two projects are on schedule for completion by 2016.

Cornwall has also welcomed new commercial development, with new restaurants opening in the heart of the city and new retail plazas being built in multiple areas. Construction activity has been equally split between big box retail complexes and smaller, local entrepreneurial efforts, and taken as a whole, activity in this sector has been very impressive.


Not to be outdone, large private sector employers have invested as well, with investments happening at BASF, FCM, Seaway Express, SCM and others. You can read stories about expansions at Olymel, Laminacorr and MPIQC on the following pages, along with a story about Atelka opening a new call centre in Cornwall.

Development activity in the residential sector has also been strong. The Riverdale Terrace and Cotton Mill Lofts projects are now complete, several subdivisions are welcoming new homes, and an impressive new seven-storey project is underway at King's Landing.

Investors are expressing a lot of confidence in Cornwall, and that includes entrepreneurs. Over 70 new small businesses have opened in the past 18 months, many of which turned to the Cornwall Business Enterprise Centre for assistance.

From the single entrepreneur to the multi-national corporation, investments both big and small are creating job opportunities and prosperity for local residents. Our team at Cornwall Economic Development are working hard to see that activity continue.

You can learn more about recent development activity on the following pages, with more detailed stories online at **ChooseCornwall.ca**.



Mark Boileau *Manager, Cornwall Economic Development*



Target Distribution Centre Opens

Eleven Points Logistics to ship to stores this summer

The massive Eleven Points Logistics distribution centre is a hub of activity, as the team works to supply goods to new Target stores opening across Eastern Ontario, Quebec and the Maritimes.

The Cornwall distribution centre is 1.4 million sq.ft. and sits on 169 acres. Racks tower over 30 feet in the air and the facility is well served by over 200 dock level doors. The building is large enough that one could lay the CN Tower inside the building and not touch the east or west walls.

"Cornwall is a fantastic community and we are thrilled to be opening a distribution centre in such a vibrant community," said Tom Shaw, Vice-President of Distribution for Target Canada. "We looked at a number of factors when selecting the site for our Eastern Canada Distribution Centre and the decision to locate in Cornwall was an easy one."

In late 2011, the City completed the sale of 169 acres of serviced land in the Cornwall Business Park to Target. Throughout the following year, the site was a beehive of activity as contractors rushed to complete the state-of-the-art facility, one of three Canadian distribution centres to service Target's entry into the Canadian retail market.

The number of local construction jobs involved with the project numbered in the hundreds throughout 2012. It is estimated that the amount of granular material delivered to the building site by Cornwall Gravel would have constructed a driveway from Cornwall to Quebec City. Laplante Welding was responsible for locally fabricating and installing 6,200 tonnes of steel, totalling 10,000 pieces within an 8 week period.

The distribution centre is operated by Eleven Points Logistics which has assembled a team of skilled and dedicated associates.

"This is a state of the art distribution centre, with the very latest in technology and systems," noted Alan La Barge, General Manager of the Cornwall facility. "We like to take care of our associates and offer them good jobs with competitive

Cornwall Distribution Centre
FIRST RECEIPT
June 3rd, 2013



Mayor Bob Kilger celebrated the first receipt of goods with officials from Target and Eleven Points Logistics.

wages and a pension plan. We've had very positive feedback from our associates and look forward to growing our team."

Eleven Points Logistics continues to hire staff for a variety of positions as it builds its workforce. For more information on working at the Cornwall Distribution Centre, please visit www.EPLjobs.ca.



Eleven Points Logistics Distribution Centre is 1.4 million sq.ft.

Bar Q Adds Another Dimension to Downtown Dining

Chef Christian Barque is back with a new restaurant

Chef Christian Barque brings his culinary magic to Bar Q, a new 72 seat restaurant in the heart of Downtown Cornwall. Bar Q's menu will feature a variety of steak and seafood dishes.

"My goal was to create a menu that showcases traditional meats with unique flavours," says Chef Barque. "I plan on changing things up on a regular basis, especially as certain foods come into season."

The restaurant menu is prominently displayed on an antique roll of butcher's paper – the first indication of the eclectic décor that can be found throughout the restaurant. From the mason jar chandelier over the bar to the oak tables that were hand-crafted using wood from an old dance floor, a lot of the décor seems to have been repurposed from a former life.

"Heritage is very important to me," says Chef Barque. "There is a certain beauty in the way things were once made, and we should celebrate our past." Chef Barque has built up a loyal following after working at several restaurants in the region. It was time to start his own spot.



"I have been working towards this opening for over a year now," says Mr. Barque. "My goal was to create a spot where people would feel comfortable".

"A place that is just slightly off the beaten path – a place with character, where

people can start to create their own history."

Bar Q will be open for dinner Tuesday through to Saturday and lunch Wednesday, Thursday and Friday. Reservations are recommended.

www.Facebook.com/theBarQ

Luxury Condos planned for Pitt and Second

Suites twice the size of regular bungalows at 2,379 to 2,551 sq.ft.

Designed with the active retired couple in mind that just can't see themselves leaving their spacious home to move into a small condo, the refocused Dominion Place project at Pitt and Second combines location, convenience, luxury and comfort in a new class of real estate previously not available in Cornwall.

The four-storey building will make a statement at the most iconic intersection in Downtown Cornwall, and will feature 15 suites twice the size of a typical bungalow (2,379 to 2,551 sq.ft.) with professional office space on the ground floor. The project is being built by

Bourgon Construction and will offer amenities such as a Roof Top Terrace / BBQ area with outstanding views of the St. Lawrence River and the Adirondacks, two meeting rooms for friends and

family gatherings, dedicated onsite parking (2 per unit), spacious exercise facility, and large secured basement storage (one per condo). These amenities combine to provide a truly luxurious carefree living experience.

The project is now out to tender with final pricing expected in early August. Plans and renderings can be viewed at

www.DominionPlace.ca



Olymel Expanding Cornwall Operations

Food processor invests \$37 million in expanded facility

Olymel has announced a major investment in its food processing plant in the Cornwall Business Park.

The company is investing \$37 million in the expansion of its facility, and will add 70,000 sq.ft. to the existing space.

Work includes the addition of a continuous smokehouse and the construction of a biological reactor designed to increase wastewater treatment and purification capacity. This expansion will create fifty new jobs and enable the Cornwall plant to expand its capacity to produce not only bacon but also a wider variety of processed pork products.

"This investment is part of a plan to reorganize the company's operations in the processed pork sector, and is a vote of confidence in the future of the Cornwall plant. Olymel also plans to renew its production with a plan to specialize its facilities by product type. In a context of fierce competition from U.S. products in the bacon sector, Olymel has decided to change the focus of some of its facilities, including the Cornwall plant, by combining bacon production operations with other processed meat



Olymel's expansion was facilitated by the City of Cornwall through the sale of 4 acres.

operations. By diversifying production of the Cornwall plant, we seek to increase our ability to meet our customers' varied needs and market a highly competitive product line," noted Olymel President and CEO Réjean Nadeau.

This significant investment in the Cornwall plant, previously specialized in the slicing and production of pre-cooked bacon, allows greater flexibility in the production of a wider variety of products. The plant may produce smoked products such as pork ham, picnic hams and jowls. Once the work is completed, the Cornwall plant will employ more than 320 people. Under federal jurisdiction, the operations of the Cornwall facility are supervised by the Canadian Food Inspection Agency (CFIA).

"The Olymel plant in Cornwall enjoys an advantageous geographical position close to major transportation axes and between larger centres such as

Montreal, Toronto and Ottawa. The expansion of our facilities and broadening of our operations through a more diversified product line represent an additional factor in optimizing our operations so we can better serve the Canadian and U.S. markets," added plant manager Martin Croteau.

www.Olymel.ca

Atelka Opens New Call Centre

Creates 150 jobs and hopes to add even more

Atelka has launched its first site in the Province of Ontario by opening a call centre in Cornwall. At full capacity, this new call centre will employ over 300 customer service and technical support agents.

Atelka is located in a modern 33,750 sq.ft. building at 10 Tollgate Road East in the centre of the city.

"Atelka is the largest independent call centre business in Canada, and we are particularly proud to establish operations in Ontario and contribute to the creation customer service and technical support agent jobs in Cornwall, a city recognized for the quality of its workforce,"

said Michael Vineberg, Chief Executive Officer.

The company held two job fairs in February and opened with 155 full time employees. The company continues to recruit new employees as it pursues new business to be serviced by the Cornwall team.

"We are pleased to welcome Atelka to Cornwall and to celebrate with them as they officially open their first Ontario location," said Mayor Bob Kilger. "We wish them many years of success and look forward to helping the company grow and prosper."

www.Atelka.com





NAV CENTRE Reboots

A major revitalization of the NAV CENTRE is having the desired effect. The world class conference centre is attracting new events to Cornwall, including this summer's Canadian Golden Gloves boxing championships. Improvements include the addition of a spa, a new restaurant and a revitalized fitness centre.



St. Hubert Expands

Cornwall's St. Hubert Restaurant can now seat 273 people, following a major expansion. The work, totaling over \$1 million, included the addition of a 50-seat dining area, offices and a new take-out area, in addition to renovations to the existing dining room and bar. Upgrades were also completed on the exterior of the restaurant, including a significant expansion of the parking lot.



Seaway Express Expands

One of Cornwall's fastest growing trucking firms keeps on rolling along. Seaway Express added to both its fleet of trucks and its real estate holdings in 2012, and plans additional investments in 2013. All told, the recent investment by the Gauthier family adds up to over \$500,000.



New School to be Built

The Upper Canada District School Board has announced the construction of a new elementary school to replace East Front and Gladstone Public Schools. The new school will offer room for approximately 420 students, and is expected to open in January 2016. Funding for the project will be approximately \$8.5 million.

LCBO Heads East

LCBO is making a long awaited return to the city's East End with the announcement of plans to establish a new store in Glengarry Square on Second Street East. The liquor retailer will move its Pitt Street store to the new larger location.

Farm Boy Adds New Dine-In Option

Farm Boy has provided its customers with new ready-to-eat meal options, including the establishment of a 24-foot salad bar, hot pizza, paninis and wholesome hot meals. Customers can take the meals home, or enjoy them in the new in-store seating area.



Gaz Metro to Establish Facility in Cornwall

Gaz Metro has announced plans to build a liquefied natural gas station in the Cornwall Business Park. The LNG fueling station will be a mid-point along the Quebec City-Toronto corridor and will help transport companies reduce smog and greenhouse emissions.

Busitech Releases New Mobile App

Busitech has released new software to help manufacturers collect data using mobile devices such as smartphones. QWCollector allows operators on the plant floor to collect critical process data and deliver it efficiently across a company's network.

Your Credit Union Renovates Office

Recent renovations totalling over \$1 million at Cornwall's Your Credit Union include a modern new façade to the building as well as an open-concept interior. The business has been a downtown fixture on Second Street for 57 years.

New Complex for Business Park

BTB plans to build a new 110,000 sq.ft. commercial plaza at the corner of Marleau and Boundary on an existing 15 acre site. The new development will accommodate commercial and service industrial uses.



Table 21 Opens

Entrepreneurs Dominique Gilgen and Ahmad Mansori have taken their passion for creating trendy dining establishments to new heights with the opening of Table 21 Steakhouse and Oyster Bar in Downtown Cornwall. This summer, they also added a new outdoor patio to their Truffles Burger Bar restaurant on Pitt Street.



Festivals Attract Thousands

Cornwall's Lamoureux Park is an ideal setting for a stroll along the river – and for summer festivals that bring in top-notch entertainment, good food, and activities for the entire family. Two festivals, Lift-Off and Ribfest, have also helped attract thousands of visitors to Cornwall and are a great complement to other events in the region.



André and Maryse Pommier *Pommier Jewellers*



City Names Second Medical Scholarship Recipient

Local resident and medical student Sarah Robichaud is the second recipient of the City of Cornwall's Medical Scholarship. The scholarship is an award of \$25,000 per academic year to a total \$150,000. In return for the scholarship, Ms. Robichaud will set up a permanent practice in Cornwall for a period of no less than five years.



Treatment Plant Underway

Significant upgrades totalling over \$57 million are well underway at the Cornwall Waste Water Treatment Plant. Improvements to the facility will enable the City of Cornwall to better protect the environment and ensure the health and safety of residents. The project will also increase the plant's capacity to accommodate new growth and development.

Real Estate Market Remains Healthy

Cornwall's real estate market continues to show modest growth with sales activity increasing as more people look to move to the city. Housing prices remain amongst the most affordable in Canada, with the average 2013 sale price of a house topping just over \$170,000.

Pommier Jewellers Revitalizes Corner

Pommier Jewellers has a new look – both inside and out. Extensive renovations have taken place inside the landmark store, including new offices on the second floor. The company has also created a new community courtyard complete with an ornate outdoor clock that chimes on the hour.

King's Landing to Offer Commanding Views of St. Lawrence

Seven-storey apartment building under construction

It has been a long time since a building in Cornwall reached for the skies. That is about to change with the construction of King's Landing, an elegant seven-storey apartment complex offering spectacular panoramic views of the St. Lawrence River.

Construction has begun on the building, and upon completion will offer 40 executive apartments.

"We are very excited about this project," says JC Godard, owner of Tri-Star Living. "The building will offer luxury type amenities while at the same time taking advantage of the very best in energy efficient construction."

"We have already seen a strong interest from people looking to reserve an executive apartment," added Mr. Godard. "We offer a selection ranging from two-bedroom suites at 1650 sq.ft. to one-bedroom apartments at 1,000 sq.ft.."

King's Landing is situated just east of Le Village along the St. Lawrence River. The site will have a fully landscaped lot, ample parking for tenants and guests and immediate access to Cornwall Transit routes.

"We're very happy to see Mr. Godard begin yet another quality residential project in Cornwall," said Mayor Bob Kilger. "The expansion of our residential capacity goes hand in hand with our efforts to market Cornwall to new residents."

The King's Landing building design incorporates attractive architectural features that include a stucco/stone exterior and an abundance of windows and balconies for the tenants.

"This development is a great example of the benefits of infill development," said Ken Bedford, Supervisor of Planning for the City. "The site was already serviced and zoned appropriately and therefore



could be considered a turn-key development site."

The King's Landing project is scheduled for occupancy in the fall of 2013.

www.Kings-Landing.ca

River Institute Launches New Applied Science Branch

Respected scientists look to partner with the private sector



Dr. Jeff Ridal and Jennifer Haley

The St. Lawrence River Institute of Environmental Sciences is looking to provide research services to companies across North America and even the world with the launching of a new Applied Research and Technical Services Branch.

"We are open for business, and we are actively looking for projects where our expertise is needed," said Dr. Jeff Ridal, Executive Director and Chief Research Scientist of the Institute.

The Institute has recently invested in scientific equipment and has established a new microscopic imaging laboratory at its St. Lawrence College location. The state of the art equipment will help researchers discover solutions to problems companies might be facing, such as how to become

more efficient, reduce demand on resources or simply to lower costs.

"We have top-notch scientists backed by an incredibly talented technical support team," said Jennifer Haley, Microbiologist. "We're anxious to take on work that will make use of our expertise and our new resources. Our goal is not to compete with the private sector, but to work in partnership."

The Institute already has a successful case study in Lafleche Leblanc Soil Recycling. Researchers at the Institute worked with company officials to investigate ways of improving the company's ground breaking work in reclaiming contaminated soil through the use of bacteria. The research has delivered direct benefits in the areas of quality control and best practices.

www.RiverInstitute.ca



Guy and Fiona Robichaud

Laminacorr Moves Into New Facility

Laminacorr has moved operations to a 38,000 sq.ft. manufacturing facility on Marleau Avenue in the Cornwall Business Park.

"This new building is ideal for our needs," says Guy Robichaud. "It has an excellent power service, silos for raw material and the 6 acre site allows us room to grow."

The new facility comes as Mr. Robichaud's daughter Fiona joins the company. A college graduate, Fiona will be helping to explore new markets for Laminacorr.

"Our long term vision has changed now that Fiona is on board," says Mr. Robichaud. "We are excited about building something together and taking Laminacorr to the next level."

Laminacorr not only converts and laminates plastic products for a variety of uses, it also makes its own corrugated plastic sheets following the purchase of an extruder a couple of years ago. Lightweight and durable, corrugated plastic is used in a variety of applications ranging from reusable packaging to signs and displays.

"Laminacorr's key strength lies in its vertical integration," notes Mr. Robichaud. "We engineer corrugated plastic products from conception to final production. We also re-process used product from our customers, making our company environment friendly."

www.Laminacorr.com

MPIQC Expands with Help From Feds

Purchases new equipment, plans to add 15 jobs

MPIQC has received \$1.2 million in Federal funding to help it expand and compete more effectively on a global basis. The money has helped purchase new state of the art Samsung Dynamic Chip shooters.

MPIQC Inc. is a contract manufacturer that provides products and services for a wide array of clients including space and satellite, military and defense contractors; communication firms; governments; automotive specialty firms and medical

companies. The company operates out of a modern 85,000 sq.ft. building in the Cornwall Business Park.

MPIQC is receiving a total of \$1.2 million in loans from three federal support programs:

- Southern Ontario Fund for Investment in Innovation: \$500,000
- Community Ventures Capital Fund: \$450,000
- SD&G Community Futures Development Corporation: \$250,000

"This combined investment will assist us in taking MPIQC to the next level," said Claude Girard, President and COO of MPIQC. "Our company is growing and so is the need to update our equipment. Because of the support of these investing partners MPIQC now has the latest technology to increase its productivity and compete on the global scene."

MPIQC is expected to increase employment levels from 55 to 70.

www.mpiqc.com



Construction Begins on New Commercial Plaza

FreshCo and Dollarama among the expected tenants

Work is underway on a new commercial plaza at the corner of McConnell Avenue and Ninth Street in Cornwall.

The project will house a 35,750 sq.ft. FreshCo supermarket and a 10,000 sq.ft Dollarama store in stand-alone buildings. A further 10,000 sq.ft. will be available for other retailers.

The property is being developed by Goldmanco Incorporated, a family owned retail development company based in Toronto that has been developing and managing a growing portfolio of commercial properties for over 25 years. This will be the second Goldmanco developed property in Cornwall, joining the Giant Tiger plaza at 607 Pitt Street.

“We feel that this property is a great opportunity for retailers to have a strategic location in Cornwall,” said Derek Hull, Leasing Manager with Goldmanco. “The FreshCo brand is new to Cornwall and we think it will prove to be a popular shopping destination.”

The property is just over 5 acres in size and will offer parking for 269 cars. Access to the plaza will be from Ninth Street, Marlborough Street and McConnell Avenue.

Construction of the FreshCo Supermarket and Dollarama stores is expected to be complete by September 2013.



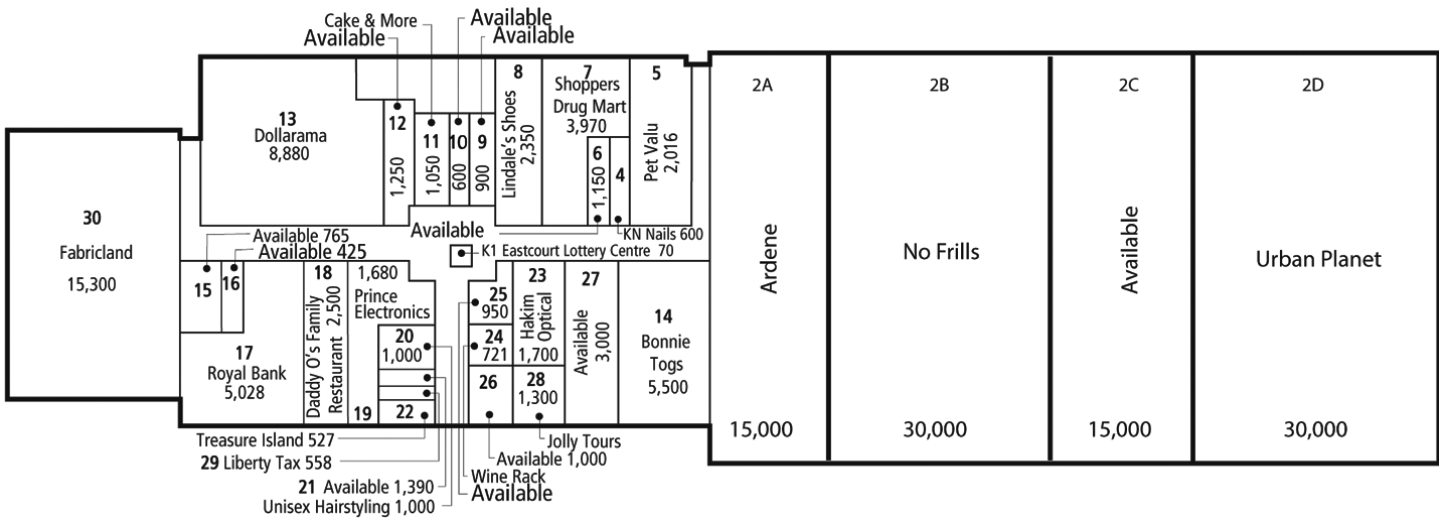
Eastcourt Mall Gets Facelift, New Tenants

Urban Planet, No Frills and Ardene stores expected to open this year

RioCan is currently retrofitting 90,000 sq.ft. in the Eastcourt Mall. The work is being done to accommodate two new 30,000 sq.ft. stores for Urban Planet and

No Frills. A new 15,000 sq.ft. Ardene's store has also been announced, leaving room for one more tenant. The 180,000 sq.ft. mall is already home to

over 25 tenants, including Fabricland, Bonnie Togs, Royal Bank and Shoppers Drug Mart. The Eastcourt Mall is located on Second Street East.



St. Lawrence College Creates New Logistics Course

Servicing the needs of Cornwall's growing economy

St. Lawrence College now offers a graduate program designed to prepare students for careers in the growing supply chain and logistics sector.

The one-year *Logistics and Supply Chain Management* program will be offered on the College's Cornwall campus. Over three semesters, students will study all facets of logistics and supply chain management from both a theoretical and practical perspective. Students will benefit from hands-on experience and an integrated field placement during the program.

"The supply chain sector in Eastern Ontario is expanding and there is a growing need for knowledgeable and highly skilled individuals in logistics and supply chain management," said



Don Fairweather

Glenn Vollebregt, College President and CEO.

Graduates will find meaningful employment as materials managers, retail and wholesale buyers, purchasing managers, strategic sourcing analysts and

supervisors in materials handling, among other opportunities.

"We are very happy to have this exciting new program at the Cornwall Campus, especially given the increasing growth of the supply chain sector in Cornwall," said Don Fairweather, Dean of the Cornwall Campus. "We expect the new course will be of interest to students from across North America who are looking at advancing in the sector."

The new graduate program is the latest in a series of St. Lawrence College program offerings. The College has previously offered an 8-week *Warehouse Worker* course and an 18-week *Supply Chain and Logistics Techniques* program.

www.StLawrenceCollege.ca

Cornwall Community Hospital Opens West Wing

Redevelopment project includes 6 new state-of-the-art operating rooms

The West Wing of the Cornwall Community Hospital opened this April, to the delight of the hospital staff and clients. Both levels of the 95,000 sq.ft. addition are fully operational, including the new emergency department, 6 new state of the art surgical suites and *The Rose and David Bloomfield Diagnostic Centre*.

The West Wing has been designed to improve the patient experience, and includes several key features, such as improved infection control systems and a redesigned emergency department with improved capacity to reduce wait times.



"The build has been a community project since 2009, and we are proud to deliver on our promise of providing an exceptional healthcare facility to the people of Cornwall and SD&G," said Jeanette Despatie, Chief Executive Officer.

The West Wing also houses several new pieces of vital medical equipment, courtesy of a successful fundraising campaign by the Hospital Foundation. This equipment includes a new MRI, CT Scanner, and a leading-edge Digital Urology Table.

The \$113 million project was designed by STANTEC Architecture, and built by Pomerleau.

www.CornwallHospital.ca

City makes another 260 acres available along Highway 401

The land is immediately south of Highway 401 and runs east from McConnell Avenue to the SCM Distribution Centre. The City will build new roads and extend services to the area. Development sites will benefit from a high profile, as 20,000+ vehicles travel along that stretch of Highway 401 every day.

"The property is zoned for a variety of manufacturing and supply chain activities, and we expect that the lands will generate considerable interest," said Mark Boileau, Manager of Cornwall Economic Development.

develop a facility is much lower in Cornwall than any other location in Toronto or Ottawa.

Available services in the Business Park include municipal water, sanitary sewers, electrical power, natural gas, and access to high speed telecommunication services. Access to Highway 401 is available via Interchange 796 (Boundary Road) and Interchange 792 (McConnell Avenue).

The Business Park is approximately 1500 acres in size and is home to Cornwall's largest private sector employers. In the past few years, the City of Cornwall has sold over 400 acres to companies such as Target and Shoppers Drug Mart.

A detailed map of the Cornwall Business Park is available in PDF format on the **ChooseCornwall.ca** website.



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www.ChooseCornwall.ca

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