




2007 Year in Review

Presentation to Team Cornwall

Mark Boileau
Cornwall Economic Development



The Big Picture

- **A Complex Mix of Economic Factors**
 - Cornwall's economy influenced by national and international trends
 - Manufacturing sector challenged with dollar and global competition
 - Municipalities under significant funding pressures
 - Canadian population aging
- Unemployment rate currently 5.1%
 - » On par with national and provincial levels
- Building permits remain strong
- Companies with value added niche products and services will continue to succeed

Paris Holdings

- Work continues to remediate Domtar site



Building Permits value over \$38 million



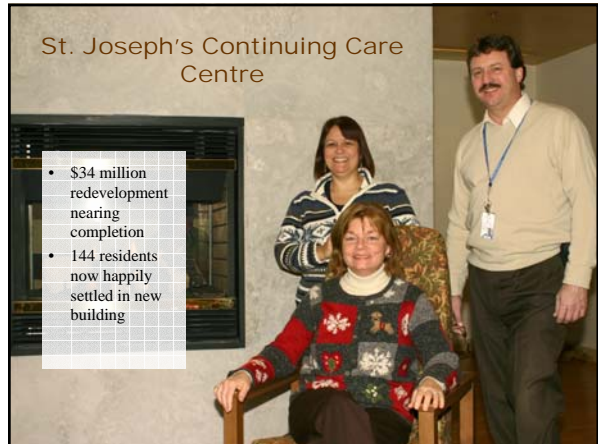
Benson Organization



- Operates 7 business divisions, employing over 350 people in Cornwall
- Employment increased by over 75 people in 2007
- Completed 70,000 sq.ft. addition to Distribution Centre on Education Road

St. Joseph's Continuing Care Centre

- \$34 million redevelopment nearing completion
- 144 residents now happily settled in new building

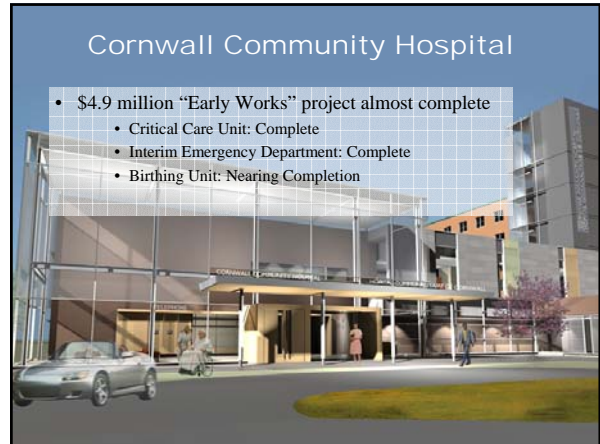


McConnell Manor



- \$18.5 million expansion creates 118 well appointed apartments for seniors

Cornwall Community Hospital



- \$4.9 million "Early Works" project almost complete
 - Critical Care Unit: Complete
 - Interim Emergency Department: Complete
 - Birthing Unit: Nearing Completion

Seaway Express



- Partners with Team Cornwall to put Cornwall's message on the road
- Acquires warehouse and additional 6 acres for future expansion
- 7 new employees
- 12% increase in freight revenue
- Investment in facilities and trailers totalled over \$600,000 in 2007

Johns Manville



- New Easyboard product to be carried by Home Depot
- Additional shifts and new jobs

LIQUIFORCE



- Cornwall's newest company holding Job Fair today

Industrial Growth



- **Knorplast**
 - Expansion at 1800 Vincent Massey
 - One of Canada's "Fastest Growing Companies" (Profit Magazine)
- **Liquiforce**
 - Announces move to Cornwall, Job Fair held in December
- **American Standard**
 - Increased workforce by 35
- **Laminacorr**
 - Expansion to new Business Park location
- **Tenaquip**
 - One of Canada's "Best Managed Companies" (Deloitte Touche)

CANLYTE

- \$4 million investment in new equipment
- Full time employment increases to 273



Industrial Growth



- **Olymel Prince Foods**
 - \$1 million expansion to Business Park facility
- **BTB Real Estate Trust**
 - \$15 million purchase of five industrial buildings
 - Cornwall Warehousing to manage the properties
- **Pharmetics**
 - Completing improvements to Boundary Road facility in order to accommodate manufacturing
- **Mostimondiale**
 - Establish wine bottling facility on Warner Drive in Long Sault
- **Innovative Converting**
 - Expansion requires additional staff

OXY-ARC

- Chamber Small Business of the Year
- Purchased building on Rosemount Drive to accommodate expansion



GLOPAK

- Adds 25,000 sq.ft. to its Vincent Massey operations




Tomlinson

- Completes \$500,000 building in Business Park



Employment Crunch



- Cornwall companies continue to look for people, and Job Fairs are being considered in Ottawa and Montreal for 2008

Company	Positions to Fill in 2008*
Teleperformance	250
StarTek	200
Advantech	6
Farm Boy	40
Johns Manville	9
Liquiforce	50
Sigmapoint	20-30
Autopak	10
Seaway Corporation	3
Olymel Prince Foods	4

* Estimates only

Corus Entertainment



Moves into new offices “on the shores of the St. Lawrence” in the Spring of 2007

Astro Printing



• \$125,000 investment in new state-of-the-art machinery

Farm Boy



❖ \$1 million renovation to include Fish counter, expanded Kitchen with Chef and central bulk facility to supply all stores
 ❖ Opened 10th store in 2007 in Ottawa
 ❖ Looking to add 40 people in 2008

Business Growth 

- **Benson Autoparts**
 - \$250,000 in improvements to former Midas building on Brookdale
- **Chamber of Commerce**
 - Invests \$187,000 on improvements to Second Street offices
- **C & C Welding**
 - New building on Copeland Drive in Business Park
- **Enterprise Rent-A-Car**
 - Redevelopment of new offices on Pitt Street

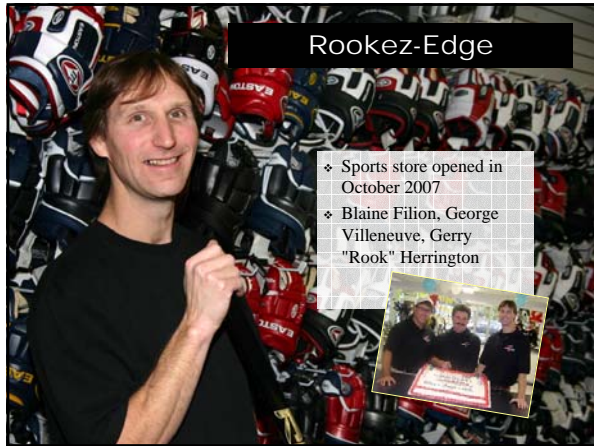
Business Growth 

- **StarTek**
 - Transfers jobs from Hawkesbury
- **Tim Hortons**
 - New Restaurant at Pitt & Tollgate
- **Allstate / Electrolux**
 - New offices at Pitt & Tollgate
- **Agape Centre**
 - \$500,000 invested in renovations to new facility on Fifth Street


Business Growth 

- **Value Village**
 - \$1 million, 22,000 sq.ft. store opens in February
- **Cornwall Golf and Country Club**
 - \$250,000 investment in pump house
 - Relaunch of the restaurant as “Bogey’s”
- **Moustache Joes**
 - New deli set to open on Pitt Street
- **Jennum Developments**
 - Canadian Cancer Society and easyhome anchor Pitt and Ninth development

Rookez-Edge

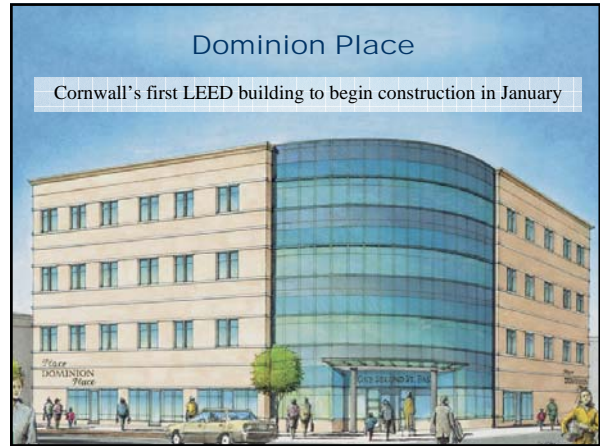


- ❖ Sports store opened in October 2007
- ❖ Blaine Filion, George Villeneuve, Gerry "Rook" Herrington



Dominion Place

Cornwall's first LEED building to begin construction in January



Business Growth



- **Heart of the City**
 - Applications still being received, properties being developed
 - Investment in the millions
 - Ratio of 5.5 to 1 (private vs public funding)
- **Groupe Renaissance**
 - Filion Jewellers
 - The Port Theatre
 - The Finishing Lofts Project



• 5 Brownfield projects in 2007

Business Growth



- **Ottawa Commuter Service**
 - Delaney introduces daily commuter service between Ottawa and Cornwall
 - Monthly passes and single way tickets available
- **Transcontinental acquires Seaway News**
 - Rick Shaver elected chair of the Ontario Community Newspaper Association
 - Rick Shaver named publisher




Theresa Taylor



- First female to win overall title
- Also won Ladies Championship

Ontario Champion

Business Enterprise Centre



- **Small Business Help**
 - Handled 2000 general inquiries during the year
 - Provided 400 one-on-one consultations to both start-up and existing businesses
 - Directly involved with over 100 business start-ups



Institutional Growth



- **City of Cornwall**
 - \$7.3 million Brookdale Ave. reconstruction
- **Service Canada**
 - Employment Insurance Centre of Specialization
 - 40 new public service jobs
- **Province of Ontario**
 - \$5 million expansion to Courthouse completed
- **R.H. Saunders Generation Plant**
 - \$8 million retrofit
- **Employment Ontario**
 - Transfer of employment programs to Province of Ontario




St. Lawrence College



- Don Fairweather takes over as Dean of the Cornwall Campus
- College to offer training course for Liquiforce
- Continues to work with SLRIES on environmental initiatives



Residential Growth



- **J.F. Markell**
 - Completed Phases 8 and 9 of Northwoods Glen, totaling 56 single and semi-detached lots and one multi-unit fourplex
- **JC Godard**
 - New Bellwood Ridge subdivision, has 11 potential phases that could see as many as 212 single family dwellings, 36 townhouse blocks and a 77 unit seniors building
 - Submitted application for new 109 unit Blackburn Gardens subdivision at Pitt and Tollgate behind Teleperformance
- **C.H. Clement**
 - Orsi Subdivision south of Holy Cross Boulevard proposed to have 59 single lots and 48 condominiums
 - Miller Court condominium project begun on Fourth Street to add 7 townhouse condominium units to downtown

Menard Bros & Associates

2007 Tarion Award of Excellence

Small Volume Builder



Paul (left) and Guy (right) Menard of Menard Bros. & Associates proudly display their 2007 Ontario Builder of the Year award.

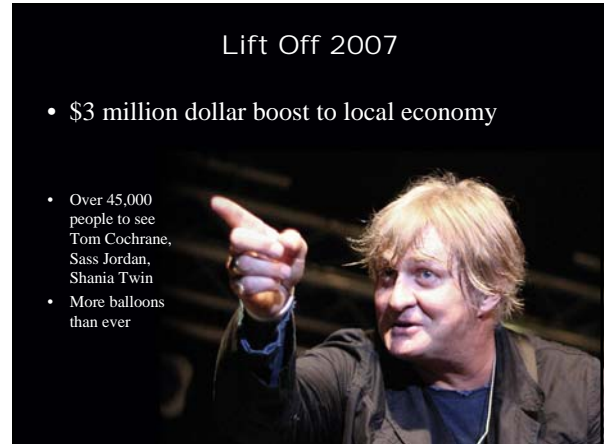
Tourism 2007

- Conventions and sport tournaments in 2007
- 37 Events
- 27,240 Participants
- Total Economic Contribution \$10,653,250



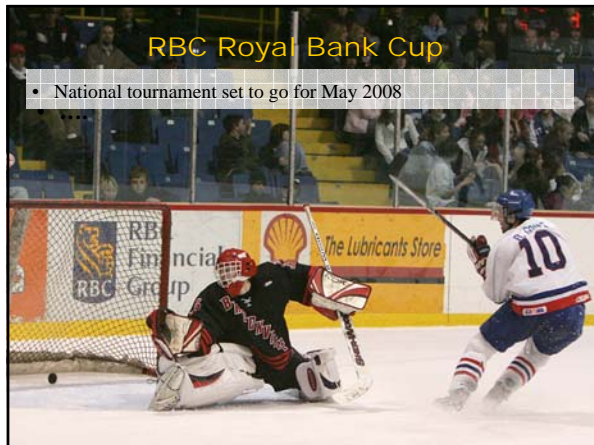
Lift Off 2007

- \$3 million dollar boost to local economy
- Over 45,000 people to see Tom Cochrane, Sass Jordan, Shania Twin
- More balloons than ever

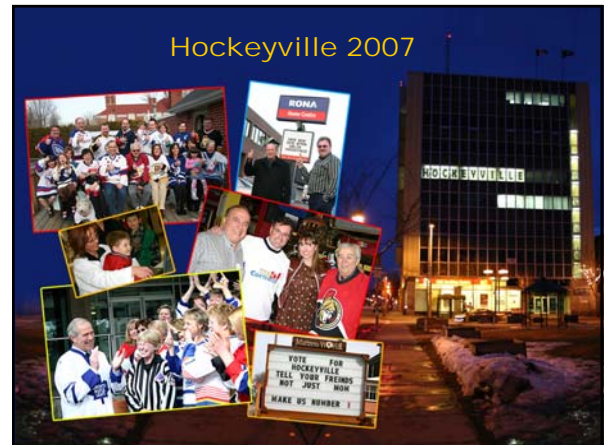


RBC Royal Bank Cup

- National tournament set to go for May 2008



Hockeyville 2007



Environment

- Cornwall Carbon Reduction Initiative generates 5 minutes positive profile on CBC
- David Suzuki visits Cornwall, generates national press





Dr. Foot Visits Cornwall



A Good Place to Live



- **Fresh Air Ontario**
 - Cornwall consistently ranks in top 10 in air quality
- **Canadian Business**
 - Ranks Cornwall among top 100 in Canada as a place to live in
- **Cornwall River Rats**
 - Junior League Ontario Champions



Looking Forward




- **Strategic Plan Implementation Advisory Committee**
 - Denis Thibault, Chair
 - Mayor Bob Kilger
 - Glen Grant
 - Terry Landon
 - Ron Bergeron
 - Roy Perkins
 - Debbie Rioux
 - Pauline Bookhout (Resource)

A city with a world of possibilities



- New Logo and tagline adopted in Fall 2007
- City positioning to be based on “a community where you can succeed”
- New logo generating positive responses outside of Cornwall

Resident Attraction

- Campaign undertaken in Fall 2007
- Cornwall is accepted as a good place to live
- Campaign aimed at Ottawa families and retirees



www.ChooseCornwall.ca



- A new fully bilingual website aimed at attracting people to live in Cornwall



Marketing



- **Marketing efforts continue**
 - Online
 - Advertising
 - Direct Marketing
 - Trade shows, trade missions
 - Co-operative efforts for key sectors, including logistics and food processing
- **Team Cornwall members have a role to play!**
 - Spread the word
 - Referrals to Economic Development Office





Cornwall
ONTARIO CANADA

Check out our new website!

www.choosecornwall.ca

Cornwall
ONTARIO CANADA
Un monde de possibilités
A city with a world of possibilities