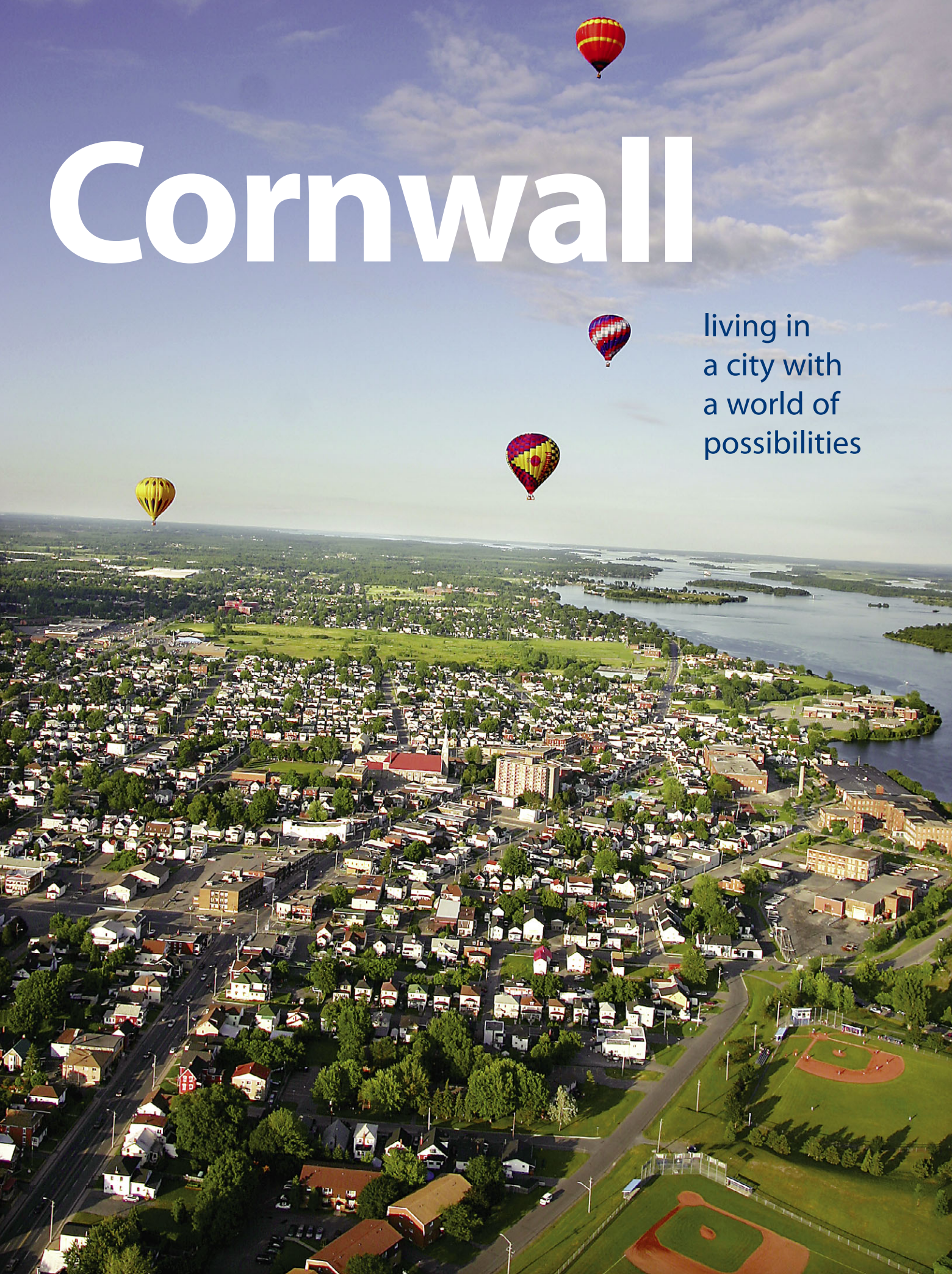


Cornwall

living in
a city with
a world of
possibilities





Quality of life is the number one reason why people are happy to call Cornwall home.

A couple of years ago, the Ottawa advertising firm Banfield Seguin was tasked with creating a new marketing campaign for the City of Cornwall. Before they could create a logo and some ads, the ad team first had to find out what was special about the city. They spoke to dozens of people: business leaders, tradespeople and professionals... but mostly they just spoke to everyday people.

After a while, they put all their research together and came up with a new marketing vision that was based upon one word: success. John Charette, Banfield Seguin's Creative Director explains it this way: "Cornwall provides people an opportunity to succeed – be it in business, sports or simply raising a family. The City offers an excellent environment for people to grow and prosper."

Since the launch of the "Choose Cornwall" campaign, the City's Economic Development office has been fielding dozens of calls from people interested in the city. The majority of the calls have been from people considering moving their families to Cornwall.

"The number of residential enquiries has certainly increased over the last couple of years," says Bob Peters, Senior Development Officer for the City. "We have received enquiries from people in every province. People are looking to lower their cost of living, and moving outside large metropolitan areas is popular."

A key factor in Cornwall's attractiveness as a residential location is the relatively low cost of housing in the City.

According to the Cornwall and District Real Estate Board, the average sale price of a home in Cornwall in 2008 was just over \$145,000. That was less than half the sale price of homes in Ontario and Canada. Although the current recession has seen average sale prices decline across Canada, the price differential is still astounding. A person could sell their home in Ottawa, Toronto or Montreal, buy an equivalent home in Cornwall – and still have a significant nest-egg for their retirement. The ChooseCornwall.ca website provides housing comparisons between Ottawa and Cornwall.

*Cornwall is a place where you can succeed
- and where your family will thrive.*

Of course, the cost of housing is not the only factor driving people's decisions on where to live. If so, Cornwall would be swamped with people from Vancouver, Calgary and Toronto seeking refuge. For many, employment determines where they live, as people will often move to take advantage of a new job opportunity.



New residents looking to build rather than buy a home also benefit financially. Cornwall is one of the few municipalities without development charges, which can reach as high as \$15,000 in other communities.

In late 2008, Mayor Bob Kilger announced that Shoppers Drug Mart would be establishing a major distribution centre in the City. He made the announcement at the end of a Team Cornwall meeting, in which the City's Economic Development Manager, Mark Boileau, had just finished recapping the year's economic review. The Shoppers Drug Mart project will eventually create 130 new jobs, to go along with 177 new Service Canada jobs announced earlier in the year by MP Guy Lauzon. The announcements came at a time when Cornwall's unemployment rate was below the provincial and national average.

"We will have over 300 jobs to fill shortly, and we have begun to receive enquiries from people looking to move to Cornwall to fill those positions," notes Bob Peters. "We post employment opportunities on the ChooseCornwall website to help local companies find the people they need in order to succeed."

Another key factor driving people to look closely at Cornwall as a place to live is demographics. The largest segment of Canada's population is a group of people commonly referred to as "baby boomers", typically born during the middle part of the 20th Century. Because the size of group is so large, boomers often influence economic trends with their spending and lifestyle choices.

Renowned researcher David Foot explains that as

Average Housing Prices	
Canada	\$312,063
Ontario	\$308,613
Ottawa	\$293,385
Toronto	\$387,470
Montreal	\$256,665
Cornwall	\$145,558
Average sale price as of July 2008	

boomers near retirement age, they are increasingly attracted to smaller communities that offer a quiet quality of life. Health care, recreation and cultural amenities are important factors driving relocation decisions.

Over the past five years, the Cornwall Community Hospital and St. Joseph's Continuing Care Centre have dominated the building permit reports from City Hall. St. Joe's has just opened a new \$34 million complex continuing care centre, while the Hospital is beginning the final phase of a \$115 million redevelopment and expansion project. 2009 will also see the opening a new hospice and health clinic.

Ongoing residential development will ensure that all new residents, young and old, will have a choice in accommodations. From tree lined subdivisions to waterfront condominiums to apartments for seniors, there is no shortage of options.

"The time has never been better to move to Cornwall," states Bob Peters. "Housing prices remain affordable, new jobs are on the horizon, and the City continues to reinvest in infrastructure, such as the new multi-use sports facility."

During the making of the recently released film 86400, 30 people were interviewed and asked what they thought about living in Cornwall. The remarks on screen echoed those Banfield Seguin heard a few years earlier: Cornwall is a good place to live and a great place to raise a family.

cornwall

LIVING

This article has been reprinted from the 2009 edition of the Cornwall Living magazine. The magazine is published annually by the Seaway News.

You can order your **free copy** of the current version of the magazine via the ChooseCornwall.ca website.



Seaway  **News**