

City of
Summerside

Prince Edward Island
Canada

THE GOOD, THE BAD THE ABSOLUTELY AMAZING

ECONOMIC DEVELOPMENT
ANNUAL REPORT

60 NEW BUSINESSES
ESTABLISHED IN 2020

OVER 30 PNP BUSINESSES
OPEN, EMPLOYING
80 PEOPLE

160 IMMIGRANT INVESTORS
DESTINED TO ARRIVE

OVER 43,000 SQ FT OF NEW
INDUSTRIAL/COMMERCIAL
SPACE ABSORBED BY
NEW BUSINESSES

370 BUILDING PERMITS,
AN INCREASE OF 56%
OVER 2019

OVER \$42 MILLION
IN PERMIT VALUE

INCREASE OF 51%
IN INDUSTRIAL/
COMMERCIAL DEVELOP-
MENT INVESTMENT

COMPLETION OF
INFRASTRUCTURE FOR
8 NEW INDUSTRIAL LOTS

START OF DESIGN ON FIRST
TWO 15,000 SQ FT
BUILDINGS IN SUMMERSIDE
BUSINESS COMMONS
ECO PARK

BUSINESS COMMONS ECO
PARK TO PROVIDE 115,000
SQ FT OF LIGHT
MANUFACTURING SPACE

OVER \$58 MILLION
IN GRANT FUNDING FOR
SUMMERSIDE SUNBANK

START OF WORK ON
DOWNTOWN CORE BLOCK
REDEVELOPMENT

JUST LOOK WHAT SUMMERSIDE ACCOMPLISHED!

Despite the challenges
that faced us all



START ON THE REZONING
OF HIPPENSTALL'S CORNER

37 NEW SINGLE-FAMILY
DWELLINGS

44 NEW SEMI-DETACHED
UNITS IN THE CITY

21 NEW TOWNHOUSES



5 NEW ROW HOUSES
TOTALING 30 UNITS

3 NEW APARTMENT
BUILDINGS TOTALING
22 UNITS

NEW SUITE OF SITE-
SELECTION DATA
ANALYSIS TOOLS



UPDATED BUSINESS
DIRECTORY

3 DIRECT INVESTMENT
PROSPECTS FROM THE UK

3 LIVING LAB PROJECTS
FOR FOREIGN COMPANIES
LOOKING TO EXPAND INTO
NORTH AMERICA

2020

Local companies continuing to expand

2020 saw more companies looking to invest in both human and capital resources so as to further strengthen their ability to service their clients. Given Summerside's quality infrastructure, sound business fundamentals and stewardship in renewable energy, businesses want to invest in things that build capacity and grow their operations in our city. A great example is an IT company that wants to hire another 100 people to grow and service their client base. They have identified Summerside as their centre of excellence to make that growth a reality.

Other notable companies intending to hire include:

- ① Two IT-Managed Services companies—an additional 20 positions
- ① New 17,000 sq ft Scientific Manufacturing tenant for Eco Park
- ① New Cannabis Extraction company—10 new positions

Based on our current prospect interactions and active files, Summerside could see new demand for over 140,000 sq ft of retail space, over 40,000 sq ft of office space and over 114,200 sq ft of industrial space.



New investment in infrastructure grabs major attention

Given our investments in major projects like Sunbank, Downtown and Recreation, more companies are looking to forge relationships with Summerside so as to play an active role as we move our infrastructure forward. The 2020 announcement of the Summerside Business Commons Eco Park saw a sharp increase in interest with not only the infrastructure but the philosophy and strategy behind it.

We are also working with several firms that have been negatively impacted by COVID and looking for advice and guidance on supports, strategies and opportunities to minimize impact. These include those seeking to grow their operations as they embrace the realities brought on by the pandemic. Given Summerside's focus on helping companies, this continues to translate into increased inquiries.

BUSINESS SATISFACTION RATE OF 90%+ PER BUSINESS RETENTION SURVEY



East coast advantage pays extra dividends

With the new realities faced globally, companies are looking for investment locations to tap into markets as well as to shore up business. From a Canadian perspective, the East Coast has always been thought of as a quality investment location. For Summerside particularly, our strong business attributes, our track record of international success, customer service, and how we punch above our weight paint an attractive picture. As a result, we are seeing more and more investment as people realize the opportunity and money to be made in Summerside.

The gateway to North America

Internationally, 2020 inquiries have been grounded on our legacy work, positioning Summerside as the gateway to North America. Companies are looking to establish a foothold in North America to shore up supply chains and to be closer to their customer base. Summerside is a great choice for this investment and we see it in all sectors, including Manufacturing, Aerospace, and Renewable Energy.



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MESSAGE FROM THE CHAIR



Local focus and global connection driving investment

Summerside is reaping the rewards of strategic thinking, key partnerships, an aggressive marketing program, and city-led infrastructure programs. Our Economic Development team, along with our network of partners, continues to fuel the growth of the City's economy by focussing locally and connecting globally to drive investment.

Firm goals for economic development

- Increase the quality and quantity of employment opportunities
- Create a diverse and sustainable economic base
- Improve the City's non-residential tax assessment base
- Policy and regulatory review to provide an environment which supports future investment
- Support appropriate and planned growth strategies
- Provide data, analysis and tools to businesses and our community partners

While Summerside has always been well positioned for investment, and our economic fundamentals are some of the strongest in the Province, investors and businesses took significant strides in 2020 by continuing to grow our economy at a record pace.

The Economic Development Office (EDO) continued its track of servicing clients seeking investment opportunities and despite the challenges of 2020, Summerside is well positioned for 2021 and beyond.

A primary obstacle in Economic Development is forming a vision from competing priorities and activities. Summerside has overcome this problem by remaining focussed on priority sectors, investment opportunities, and addressing gaps in the community to ensure diversification and continued economic growth. Our vision stems from community values, economic strengths, and consensus on a desired future. Summerside's goals are the tangible expressions of this vision and the EDO endeavours to turn them into reality.

Summerside has and always will continue to ensure our environment is conducive to business, and we will articulate that message throughout our networks and remain nimble in facilitating investment. Summerside has vast investment and business growth potential, and with our export-minded approach and business composition, it represents outstanding opportunity for companies wishing to grow.

Councillor Brian McFeely
Chair, Economic Development

“
...investors and businesses took significant strides in 2020 by continuing to grow our economy at a record pace.”

ABSOLUTELY AMAZING!

NEW BUSINESS BOOM

Saying 2020 has been a challenging year would be an understatement but regardless of the hardships, successes have been nothing short of amazing. One of these is the number of new businesses that have taken root, particularly restaurants. Besides those in the pipeline, there have been several further inquiries from others, suggesting an even greater demand for restaurant space.

More space needed

With so many new businesses setting up, available space becomes a concern for others yet to arrive, but it's a good concern to have. If vacancy rates become too low and queries for space keep coming, it is a signal for property managers and building owners to convert or create space to meet the demand.

We like to keep dialogues going with those who own commercial or industrial space so as to keep them informed of any intel we have for current needs and what the future may hold. If you are a space owner and would like to have this discussion, please reach out. At the very least, our office can learn about your space offerings and help you find tenants.



We like to keep dialogues going with those who own commercial or industrial space

2020 business boom

New Businesses Established in 2020

Business Name	Address	Industry
A&G Music World	216 Water St	Educational Services
Abacus Services	263 Heather Moyse Dr	Professional and Technical Services
All Muscle Massage Therapy	14 Rufus St	Health Care and Social Assistance
Allan Marshall & Associates	674 Water St E	Finance and Insurance
Ampy Technology	271 Water St	Professional and Technical Services
Ann Cakes & Café	123 Water St	Accommodation and Food Services
Arigato Sushi	221 Water St	Accommodation and Food Services
Asia Food Stock Grocery	261 Heather Moyse Dr	Retail Trade
Asteco Immigration Consulting	9 Summer St	Public Administration
Beyond STEM	263 Heather Moyse Dr	Educational Services
Blu Talks Event Planning	269 Heather Moyse Dr	Other Services
Bob's Water Sampling Services	110 Milton Ave	Professional and Technical Services
Bridging the Gap	201 Water St	Educational Services
Business Porters	9 Summer St	Transportation and Warehousing
BYCM Innovation	201 Water St	Professional and Technical Services
Cameron Law	293 Water St	Professional and Technical Services
CAN Car Race and Model	622 Water St E	Retail Trade
Detail Warehouse	149 Industrial Cres	Other Services
Digifilm média-Pressé	372 Driscoll St	Information and Cultural Services
Digital Creative	Not Available	Professional and Technical Services
Do It Yourself DJ	145 Linda Ave	Retail Trade
Easywrap Gifts	271 Water St	Retail Trade, Wholesale Trade
Effective Fundraising PEI	145 Linda Ave	Administrative and Support
Exim Cavi Trading	216 Water St	Wholesale Trade
Five Star Home Improvements	103 Lefurgey Ave	Construction
G&T Book Café	30 Spring St	Accommodation and Food Services
Home by Caley Joy	250 Water St	Retail Trade
Hoss' Fish n' Chips (permanent loc.)	454 Granville St	Accommodation and Food Services
HT Tech Heating	658 Water St E	Manufacturing
iLeap Technology	201 Water St	Information and Cultural Services
Inoko Digital PEI	263 Heather Moyse Dr	Professional and Technical Services
Island Pregnancy Centre	314 First St	Health Care and Social Assistance

New Businesses Established in 2020

Business Name	Address	Industry
Jolly Roger's Seafood	150 Heather Moyse Dr	Accommodation and Food Services
Kensington Computer Essentials	3 Summer St	Information and Cultural Services
KMI Media and Design	610 South Dr	Professional and Technical Services
Little Bear Too (second loc.)	20 Water St	Health Care and Social Assistance
Mai Sky	216 Water St	Retail Trade
Maritime Diesel	719 Water St E	Other Services
Mind Spark Centre	10 Slemon Park Dr	Educational Services
Moment's Café	12 Cedar St	Accommodation and Food Services
Nanofend Timeless Solutions	263 Heather Moyse Dr	Wholesale Trade, Retail Trade
Old Hickory Buildings of Summerside	636 Water St E	Construction
PEI Office of Immigration	268 Water St	Public Administration
Salty Dog Creative	270 Pope Rd	Other Services
Seabreeze Therapeutic Massage	263 Heather Moyse Dr	Other Services
Sharon's Cake Creations	123 Water St	Accommodation and Food Services
SS Silver & Accessories	674 Water St E	Retail Trade
Super Sync Technology	201 Water St	Professional and Technical Services
Suyom's Automotive & Truck Shop	124 Greenwood Dr	Other Services
The Portside Apartment	160 Water St	Real Estate and Rental and Leasing
The Recovery Studio	115 Walker Ave	Other Services
The Runway Drive-In	Cannon Dr	Information and Cultural Services
The Sacred Grove Holistic Health Practice	155 Brennan Ave	Health Care and Social Assistance
The Soapaholic Soaps	259 Heather Moyse Dr	Manufacturing
TNT Artspirations	43 Dakota Cres	Arts, Entertainment, and Recreation
Upcycle Green Technology Auto Shop	100 Industrial Cres	Other Services
Venkys Gourmet Fast Food	475 Granville St	Accommodation and Food Services
Waddell's Fish Mart	246 Heather Moyse Dr	Manufacturing
Wendy Holm Counselling Services	293 Water St	Health Care and Social Assistance
Z&G's Specialty Fusion Cuisine	98 Water St	Accommodation and Food Services

2020
business boom



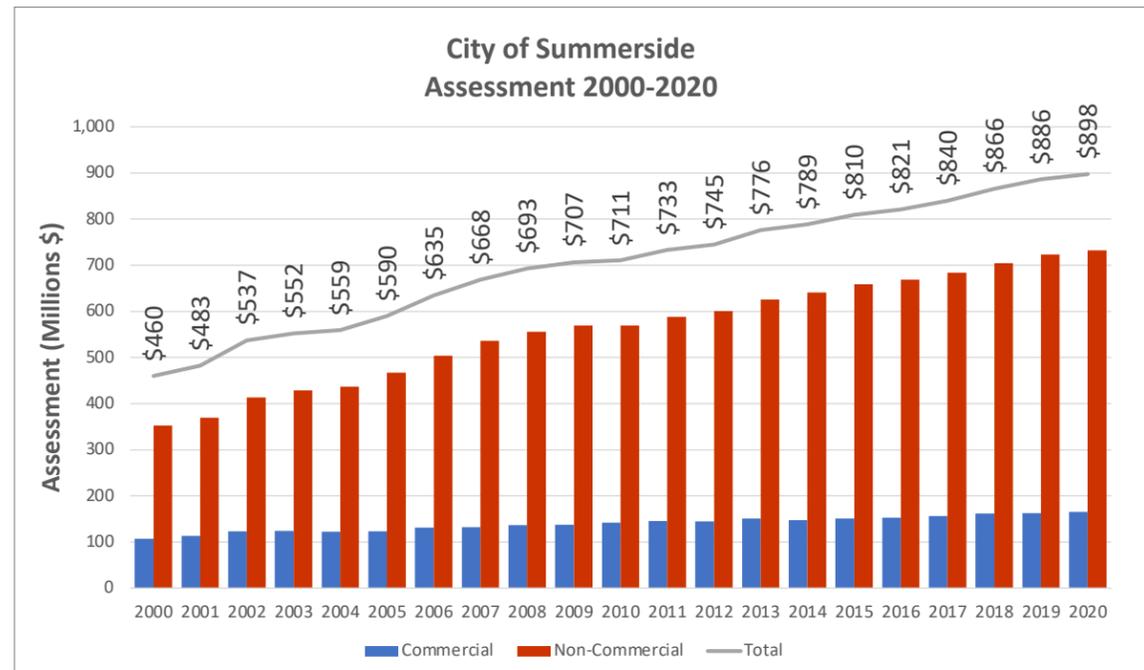
JUST LOOK WHAT WAS ACCOMPLISHED!

Summerside Indicators			
Core Stat	YTD Dec 2020	YTD Dec 2019	% Change (YOY)
Total Construction Value	\$42,564,040	\$38,659,650	10.1%
Commercial Construction Value	\$8,360,670	\$5,776,830	44.7%
Industrial Construction Value	\$1,948,000	\$1,040,500	87.2%
Residential Construction Value	\$27,860,270	\$25,635,150	8.7%
Institutional Construction Value	\$4,395,100	\$6,207,170	-29.2%
Total Number of Permits	370	237	56.1%
Commercial Permits	61	33	84.8%
Industrial Permits	9	11	-18.2%
Residential Permits	288	185	55.7%
Institutional Permits	12	8	50.0%

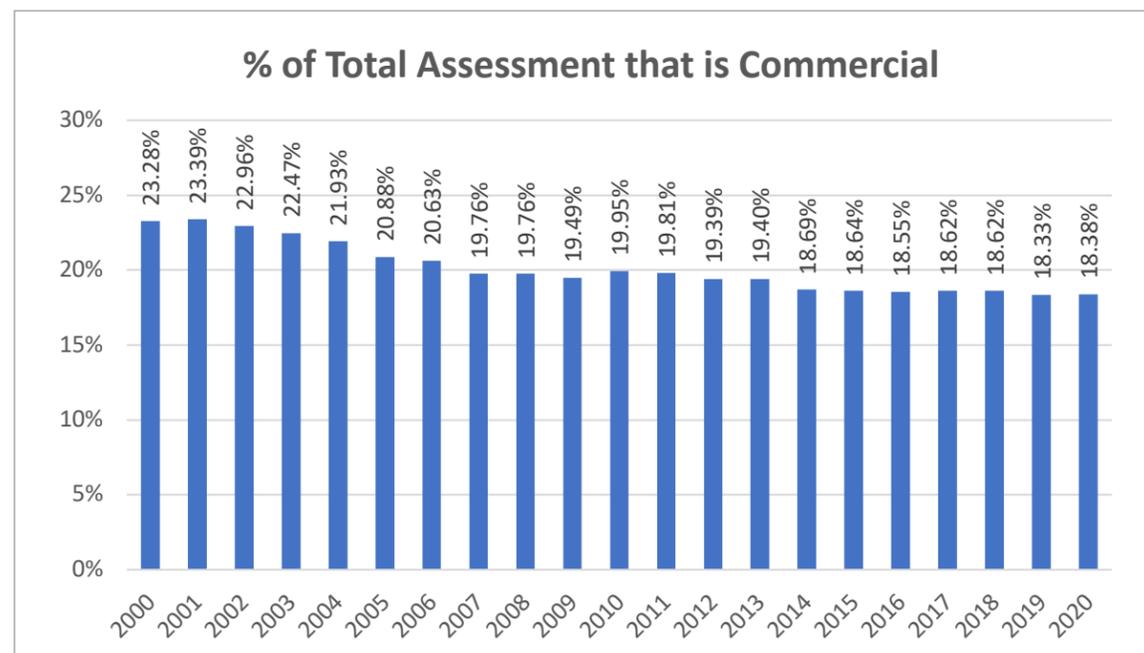
Source: City of Summerside, Dept. of Technical Services

PEI Indicators			
Core Stat	Dec-20	Dec-19	% Change (YOY)
Population (Age 15+)	132,400	130,100	1.8%
Labour Force	85,100	86,900	-2.1%
Employment	76,500	80,000	-4.4%
Full-time Employment	65,300	68,200	-4.3%
Part-time Employment	11,300	11,800	-4.2%
Unemployment	8,600	6,900	24.6%
			% Change (YOY pp)
Employment Rate	57.8%	61.5%	-3.7%
Unemployment Rate	10.1%	7.9%	2.2%
Participation Rate	64.3%	66.8%	-2.5%

All numbers are seasonally adjusted. Source: Stats Canada Table 10-14-0287-01



Source: City of Summerside, Dept. of Financial Services



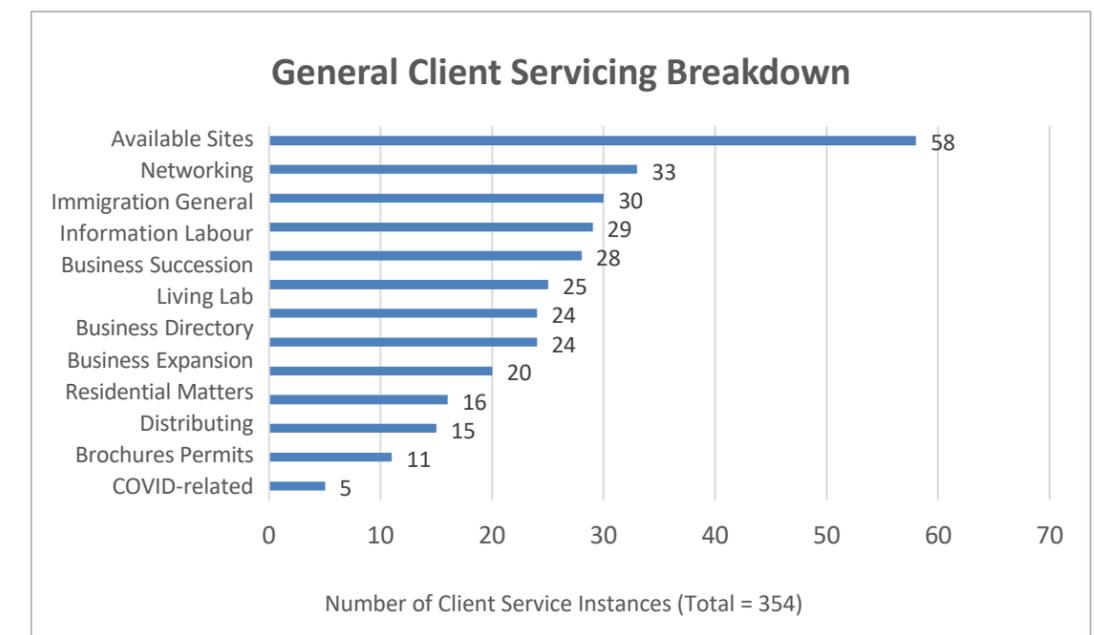
Source: City of Summerside, Dept. of Financial Services



JUST LOOK WHAT WAS ACCOMPLISHED!

EFFECTIVE CLIENT SERVICING

In any given year, there are hundreds of people that the EDO either reaches out or responds to, and though 2020 was a unique year, it was no different in that regard. In fact, investment activity in 2020 was one of the most active in recent years, a reflection of the amount of real service taking place.



Summerside EDO clients mainly seek guidance, support and direction in categories focussing on labour growth and physical expansion. These interactions account for the potential to increase not only our labour pool but demand for an ever-shrinking stock of commercial and industrial space.

Over 30 PNP businesses opened

Immigration is another key pillar to our economic diversification. As of the end of 2020, Summerside had attracted 32 new enterprises through the PNP Business Impact Stream.

It's important to note that these new PNP entrepreneurs, who absorbed over 30,000 sq ft of commercial and industrial space, came to Summerside with their families (a total of 101 people). This trend will continue as our pipeline of immigrant investors set to establish in 2021 and 2022 sits at approximately 160. Their servicing requests are shown in the following chart.



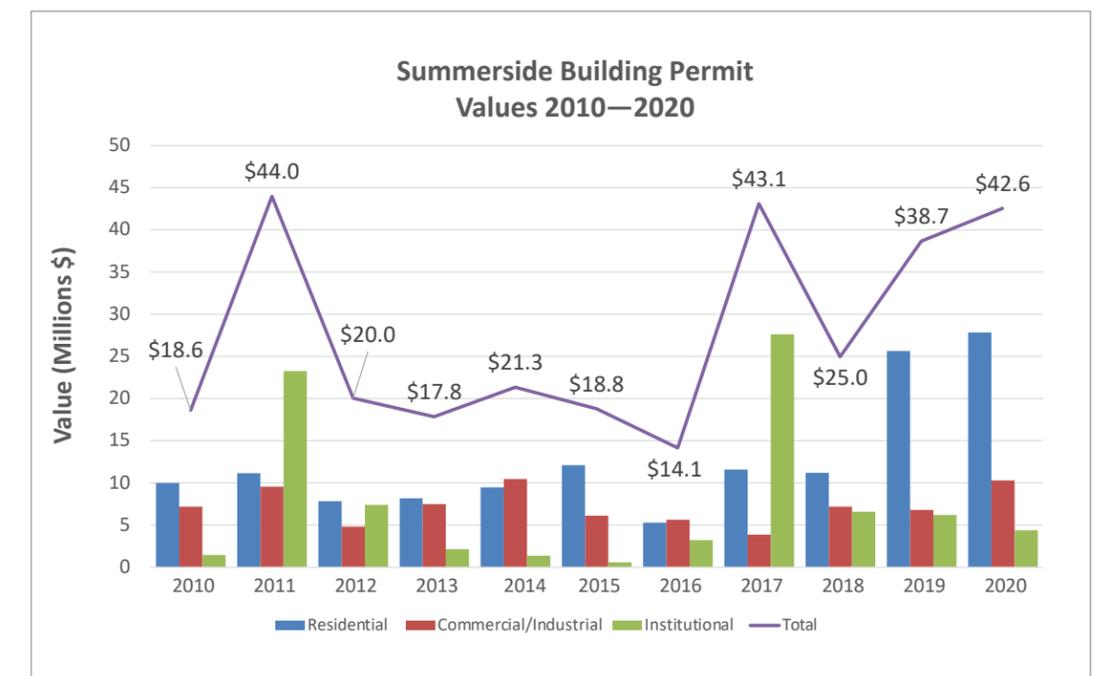
Immigration is another key pillar to our economic diversification

JUST LOOK WHAT WAS ACCOMPLISHED!

MAJOR GAINS IN PERMIT VALUES

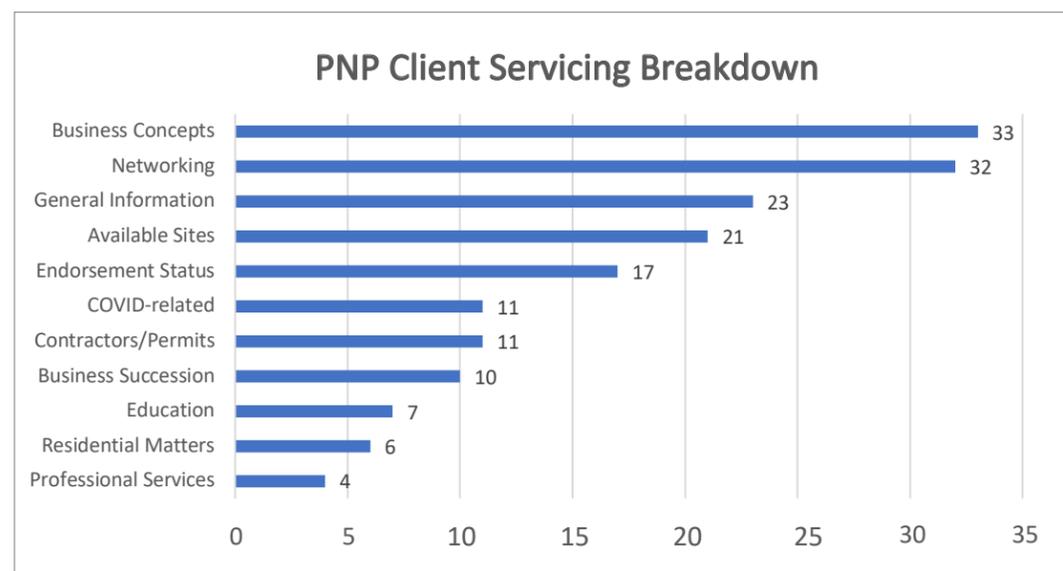
Like labour, number of businesses, and vacancy rates, construction is a core economic indicator. In Summerside, it is directly linked with interest and represents investment activity.

2020 saw Summerside surpass the \$42 million mark, with both the private and public sectors contributing to our Residential, Commercial, and Institutional infrastructure. Combined permit values increased 10% over the 2019 season, with Commercial/Industrial soaring to 51% higher, making it one of our strongest years ever. It is a trend that will continue as we address significant demand pressures in all building categories.



City of Summerside, Dept. of Technical Services

Increased building permit values are especially encouraging, given our 4-year plan which focusses on this area. Expanding businesses, new immigrants starting businesses, and the construction of the Summerside Business Commons will only cause these permit values to increase.



Number of Client Service Instances (Total = 173)

Major Industrial, Commercial, and Institutional Investments (2020)

Location/Applicant	Address	Category	Type	Value (\$)
ADL	79 Water St.	Industrial	Addition	300,000
Finance PEI	105 Industrial Cres.	Industrial	Alteration	88,500
Mila Supply	175 Greenwood Dr.	Industrial	Alteration	250,000
Summerside Electric	94 Ottawa St.	Industrial	Alteration	1,300,000
Atlantic Superstore	535 Granville St.	Commercial	Alteration	180,000
Caseley Auto Sales	56 Water St.	Commercial	Change of Use/Alteration	85,000
Centennial Auto Body	610 South Dr.	Commercial	Addition/Alteration	40,000
Core Block Demolition	Various Downtown	Commercial	Demolition	300,000
Furniture Gallery	664 Water St. E	Commercial	Addition	110,000
Granville Street Plaza	454 Granville St.	Commercial	Change of Use/ Alteration & New	317,000
Maclsaac Backhoeing	112 Greenwood Dr.	Commercial	New	135,000
Ocean View Resort & Golf	535 MacKenzie Dr.	Commercial	Addition/Alteration	6,300,000
Pizza & Donair Hub	624 Water St. E	Commercial	Change of Use/ Alteration & New	52,900
Prince County Auto Parts	66 Water St.	Commercial	New	60,000
Spinnakers' Landing	150 Heather Moyse Dr.	Commercial	Alteration	30,000
Summerside Hyundai	335 Pope Rd.	Commercial	Alteration & New	146,000
Town Centre	271 Water St.	Commercial	Alteration	80,000
Township Chevrolet	34 Water St.	Commercial	Addition/Alteration	65,000
Wilson's Fuels	612 Water St. E	Commercial	Alteration	135,000
City of Summerside	33 Summer St.	Institutional	Alteration	520,000
City of Summerside	511 Notre Dame St.	Institutional	Alteration	490,000
French School Board	5 ave Maris Stella	Institutional	Addition	2,229,000
Government of PEI	205 Linden Ave.	Institutional	Alteration	224,000
Holland College	98 Water St.	Institutional	Change of Use/Alteration	115,000
Inspire Learning Centre	57 Central St.	Institutional	Alteration	750,000

Source: City of Summerside, Dept. of Technical Services

Residentially, 2020 was an outstanding year. This momentum will carry on as subdivisions continue to be approved and developed. The amount of new residential construction has increased dramatically in the past 5 years in order to cope with demand for all housing types.

The amount of new residential construction has increased dramatically in the past 5 years

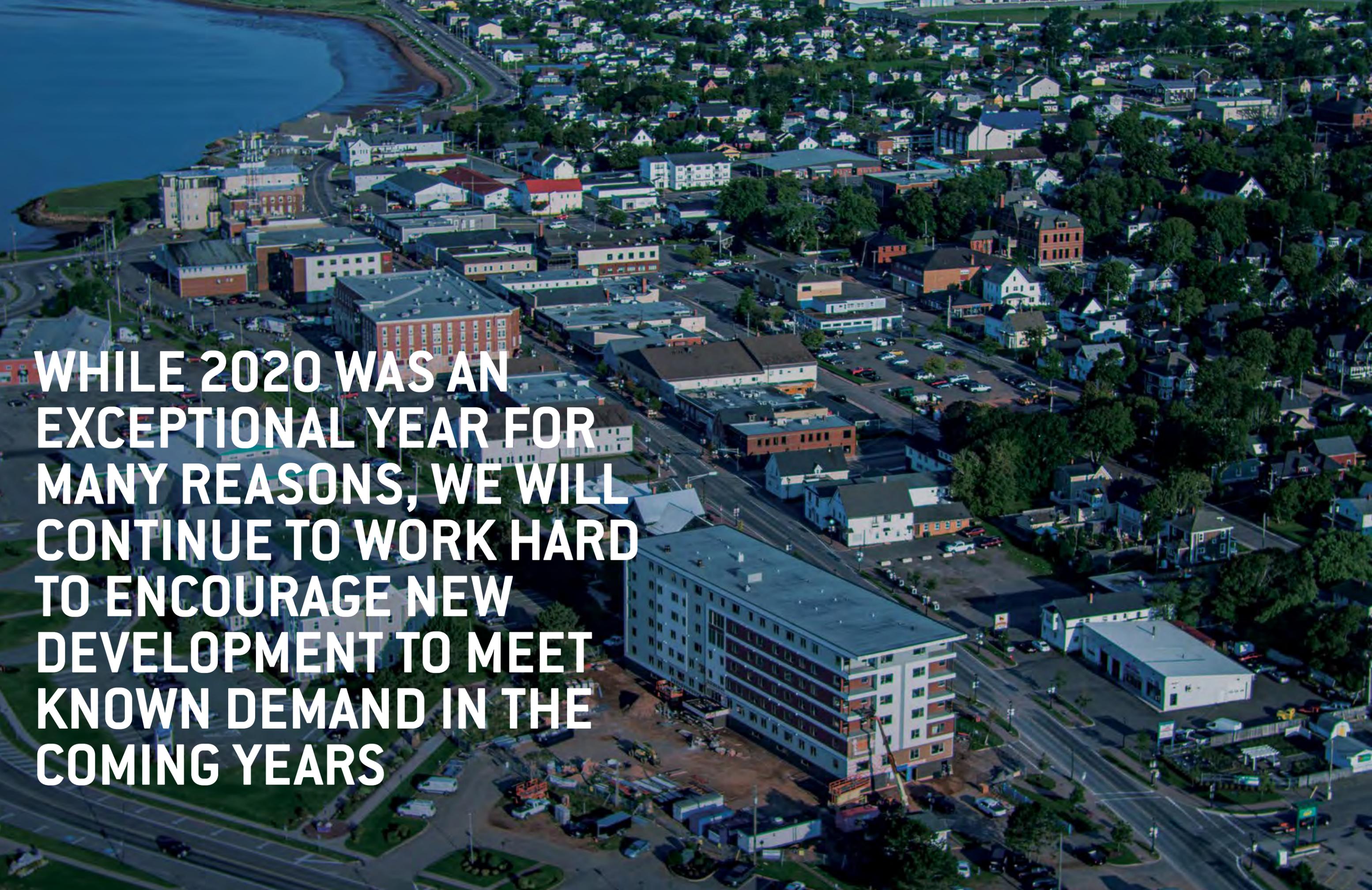


New Residential Construction (2016–2020)

	2016	2017	2018	2019	2020
Single Family Units	5	15	20	22	37
Semi-Detached Units	14	26	8	26	44
Row House Units	16	20	15	4	30
Townhouse Units	0	0	0	0	21
Apartment Units	0	0	0	117	22
Total Units	35	61	43	169	154

Source: City of Summerside, Dept. of Technical Services

Looking deeper into these numbers reveals an encouraging picture for the future of Summerside. It clearly shines light on market reaction to addressing known gaps in Summerside building stock. And while 2020 was an exceptional year for many reasons, we will continue to work hard to encourage new development to meet known demand in the coming years.



**WHILE 2020 WAS AN
EXCEPTIONAL YEAR FOR
MANY REASONS, WE WILL
CONTINUE TO WORK HARD
TO ENCOURAGE NEW
DEVELOPMENT TO MEET
KNOWN DEMAND IN THE
COMING YEARS**

JUST LOOK WHAT WAS ACCOMPLISHED!

BUSINESS DIRECTORY UPDATE

The City of Summerside business directory is more than just a simple business listing service. It is designed as an intelligent multi-functional business, marketing, and economic development tool, consulted by a diverse user base including governments, local and international businesses, tourists, private sector investors, site selectors, and job seekers.

For businesses, the directory provides the means to identify networking and marketing opportunities, strategic partners, new markets, industry statistics, and potential clients. For the municipality, directory information is used for such things as strategic planning, business expansion, attraction and retention, statistic collection, and marketing and promoting the City's businesses.

The Business Directory is also an employer census of all brick-and-mortar businesses operating within the City and now features over 750 records. It contains information such as company name, business description, address, website and North American Industry Classification Code, the year the business was established in Summerside and the year the business was established as a business.

In the Fall of 2020, we performed a complete update of the Business Directory, utilizing a comprehensive questionnaire. Besides basic information, businesses provided intelligence data on labour, markets served, space occupied, and products imported and exported.

Summerside is strong in manufacturing, retail, health care, accommodation and food, public administration

Key Findings from Business Directory Update

Response Rate	93%
Businesses Established in 2020	60
Final Business Count	751
Businesses with 5 or Less Employees	457 (60% of total)
Businesses with 6-10 Employees	108
Businesses with 11-20 Employees	88
Businesses with 21-50 Employees	70
Businesses with 51-100 Employees	14
Businesses with 101-500 Employees	12
Businesses with Over 500 Employees	2

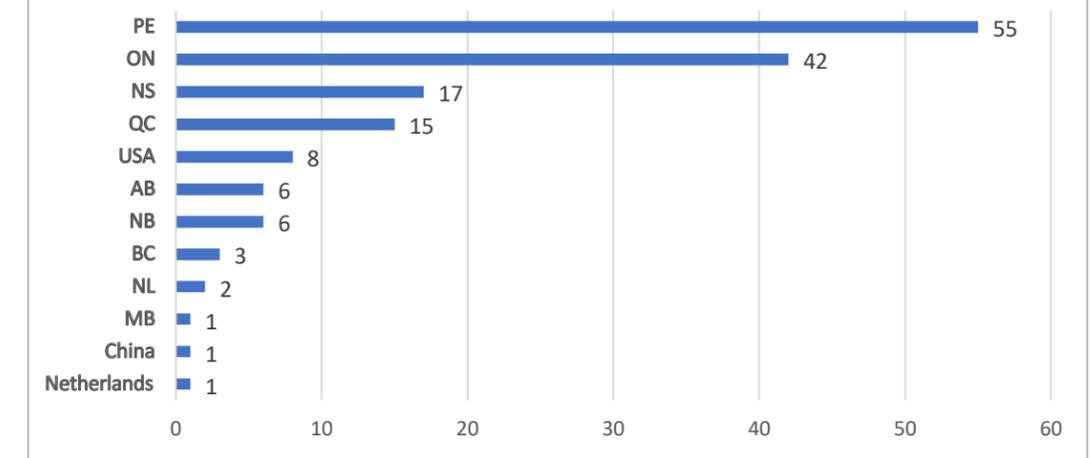
Traditionally, Summerside has been strong in manufacturing, retail, health care, accommodation and food, and public administration. This latest Directory update reinforced such thinking but also showed how diversified our business base has become.

Two areas that are starting to make waves are Information Industries and Professional Services. As IT companies continue to arrive and grow, this will translate into more quality jobs and attract even more cutting-edge businesses to the City.

Business and Employee Data by Industry

Industry	Businesses		Employees		Average # Employees
	Number	Proportion	Number	Proportion	
Agriculture	5	0.7%	131	1.3%	26.2
Utilities	2	0.3%	62	0.6%	31
Construction	47	6.3%	481	4.6%	10.2
Manufacturing	39	5.2%	1,449	14.0%	37
Wholesale	9	1.2%	52	0.5%	5.8
Retail	150	20.0%	1,774	17.1%	11.8
Transportation	18	2.4%	142	1.4%	7.9
Information	19	2.5%	86	0.8%	4.5
Finance	27	3.6%	212	2.0%	7.9
Real Estate	37	4.9%	272	2.6%	7.4
Professional Services	47	6.3%	355	3.4%	7.6
Management of Companies	1	0.1%	12	0.1%	12
Administrative	25	3.3%	309	3.0%	12.4
Educational	32	4.3%	576	5.6%	18
Health Care	74	9.9%	1,347	13.0%	18.2
Entertainment	25	3.3%	211	2.0%	8.4
Accommodation and Food	75	10.0%	882	8.5%	11.8
Other Services	98	13.1%	261	2.5%	2.7
Public Admin.	21	2.8%	1,747	16.9%	83.2
Totals	751		10,361		

Summerside Businesses Headquartered Elsewhere



Number of Businesses Headquartered Elsewhere (Total = 157)

29 businesses in Summerside sell their products or services internationally

157 businesses claim their parent office (headquarters) to be located outside of Summerside. In other words, 1 out of 5 businesses is either a branch, franchise, subsidiary or satellite office. This speaks volumes about our business climate, namely that 20% of businesses felt confident enough to expand their operations to Summerside.

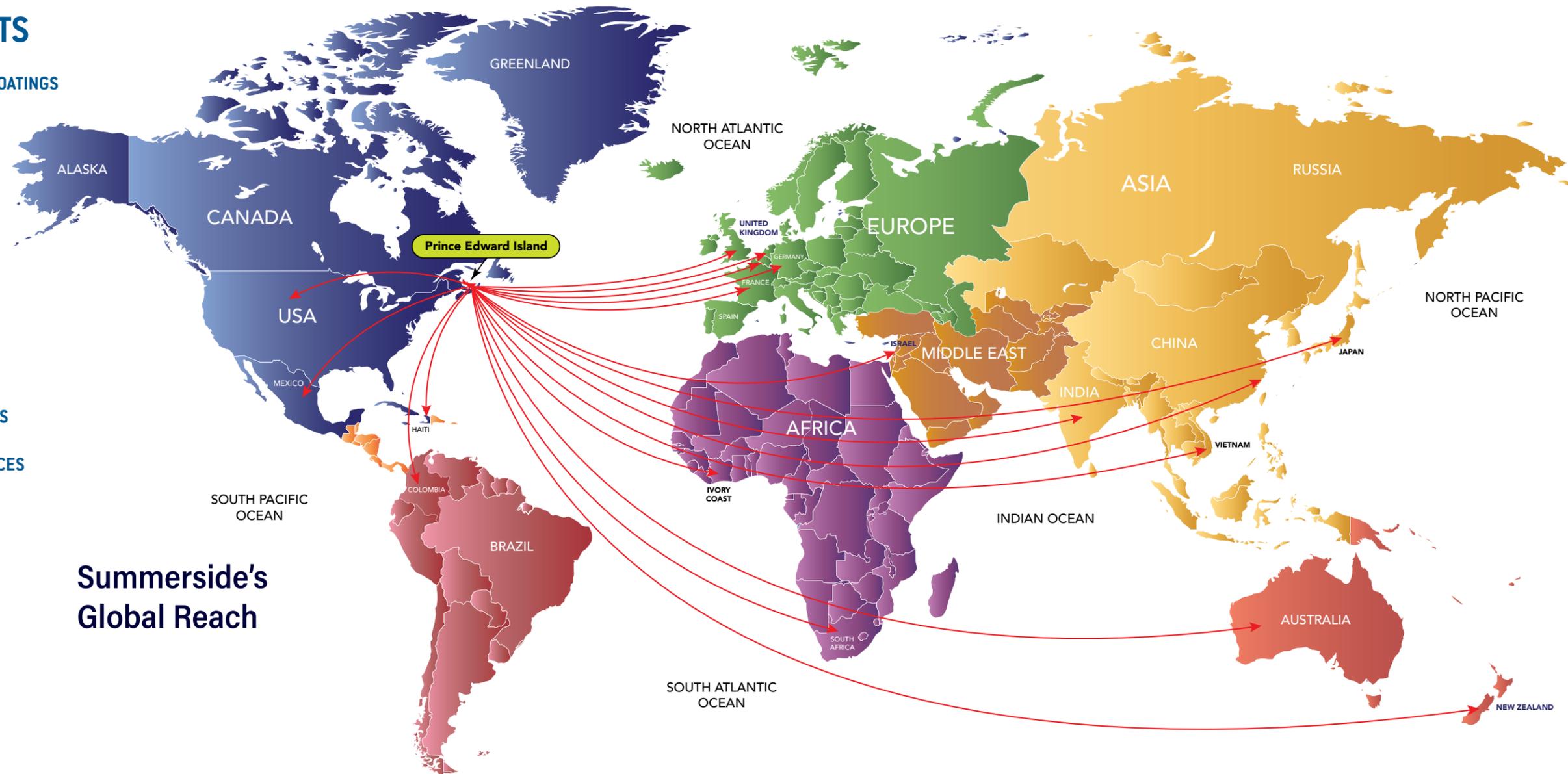
In terms of export markets, there are 29 businesses that sell their products or services internationally, with about half exporting to more than one region. With established ground transportation as well as commercial airports and container ship ports in the region, those that export physical goods have many options to do so.

Summerside's strength not only resides in its compact geographical boundaries but also its robust municipal assets and diverse business community with export propensity. It is a perfect match for a strong nearshoring business case, as evidenced by recent survey results.

The City's convenient time zone, dedicated labour pool, cost structures, and cooperation at all levels of government all endear Summerside to those looking to establish a North American base. By removing as many barriers as possible, business owners can be productive from their Summerside home base and sell their products wherever they please.

SUMMERSIDE EXPORTS

- AIRCRAFT PARTS, ENGINES, AND COATINGS
- FINANCIAL SOFTWARE
- PLASTIC COMPONENTS
- EDUCATIONAL SERVICES
- PULSE PRODUCTS
- FIBRE OPTIC CABLE ASSEMBLIES
- IT-MANAGED SERVICES
- FOOD PRODUCTS
- STEEL PRODUCTS
- TRANSPORTATION AND LOGISTICS
- ABRASIVE PRODUCTS
- LED LIGHTING
- CLOTHING AND APPAREL
- POTTERY
- RADIOLOGY INFORMATION SYSTEMS
- CONTROL SYSTEMS
- GEOGRAPHIC INFORMATION SERVICES
- VIDEO GAMES
- JEWELRY



LOOK WHERE WE'RE HEADED!



We will develop more business-friendly and responsive program tools

In March 2019, Council formally adopted a 4-Year Economic Development strategy to ensure the implementation of a more future-looking perspective, prioritizing the growth of Summerside's business enterprise. Specifically, Council's resolution was framed to focus on job and assessment growth.

- Whereas the City of Summerside wishes to grow the percentage of its Industrial/Commercial tax base from the current 18.6% to a minimum of 21% over the next four years,
- And whereas a plan has been presented to achieve these goals and objectives,
- Be it resolved that Council endorses the 4-Year Economic Development strategy.

While more of a guide than a roadmap, this resolution has seen Summerside pursue a stronger, more diverse business base. Critical to continued success in 2021, it sets the path for heightened investment and growth opportunities, building on past successes with our business community, partners and foreign investors.

Guideposts to progress

- We will develop more business-friendly and responsive program tools, including but not limited to special initiatives for business retention and attraction.
- We will cultivate productive relationships with both the private and public sector to multiply our resources and effectiveness.
- We will communicate our strengths, vision, ambitions, and specific goals in a more proactive way to heighten the awareness of our city.

Our Department and Council enacted this 4-year strategy to grow and diversify our local economy, a foundational initiative to focus ambitions over this Council's term. At its root, the goal is to stimulate a more balanced and sustainable economic base for the benefit of both businesses and residents. Fundamentally, it is to attract new businesses to Summerside, creating new tax revenue, job growth, and to build community.

Crystal clear objectives

While goals are broad in purpose, our objectives are crystal-clear.

- Ensure Summerside is developing, attracting and retaining a skilled and diverse workforce that enables business attraction and retention
- A new model for incubators, accelerators and small business start-up space and support
- Fiscal tools to stimulate development of business opportunities
- Support, grow and engage clients, both local and abroad, in validating their products or services through Summerside's Living Lab
- Enhance and cultivate more research and development opportunities
- Market new employment lands for industrial purposes, attracting non-residential enterprise
- Work with the private sector for more "market-ready" commercial space
- Through Immigration, continue to attract new business

Indeed, many of these objectives were already achieved in 2020, but moving forward into 2021, progress with the Summerside Business Commons Eco Park, Living Lab partnerships, incubator programming, and new PNP entrepreneurs all point to increased growth for our business base.



A major milestone in renewable energy

ABSOLUTELY AMAZING!

SUMMERSIDE SUNBANK

A thriving economy needs strategic investments in infrastructure to improve the lives of citizens while limiting impacts on the local environment. Investing in innovative green infrastructure is foundational in Summerside's future pursuits. It creates jobs and improves quality of life, and that's precisely what Summerside and partners achieved in 2020.

In early January, Summerside and partners took a momentous step forward in furthering the way utilities, communities and customers create, deliver and consume energy. This was done with a major renewable energy installation that puts the environmental, economic and social goals at the forefront of Summerside's mandate.

The launch of Summerside Sunbank Solar/Battery Project, which will be completed in early 2022, consists of the development and installation of 16 MWs of solar A/C along with a 20 MWh, 10 MW power-transfer battery system. Summerside is advancing the adoption and integration of variable renewables into an electrical grid and incorporating seamless delivery of service to customers in a comprehensively responsible manner.

2020

The project will allow the City to meet or exceed 62% of its electricity needs through renewable sources and reduce carbon dioxide emissions by 21,000 tonnes per year.





\$26.9 billion will support green infrastructure projects

Delivering 62% of the City's electricity needs and reducing CO₂ emissions by 21,000 tonnes a year

The project involves the construction of a new 21 MW solar farm and a battery storage facility. This renewable energy source will improve the energy efficiency of the City of Summerside. The project will allow the City to meet or exceed 62% of its electricity needs through renewable sources and reduce carbon dioxide emissions by 21,000 tonnes per year.

This project speaks to the broader Innovation Agenda that has been pursued over the past several years and enables Summerside to showcase its innovative, entrepreneurial spirit. This announcement, and the partnerships that led to it, highlight the value of the City's electric utility and our ability to be nimble, responsive, and provide national leadership in the renewable energy sector. Summerside has always embraced leveraging its assets to further its economic potential and partnerships. This project marks a major milestone in that journey.

Significant investment from all levels of government

Through the Investing in Canada infrastructure Plan, the Government of Canada is investing more than \$180 billion over 12 years in green infrastructure, public transit projects, social infrastructure, trade and transportation routes, and Canada's rural and northern communities.

\$26.9 billion of this funding is supporting green infrastructure projects, including \$5 billion available for investment through the Canada Infrastructure Bank.

These investments, through which Sunbank is financed, complement the Atlantic Growth Strategy, a federal-provincial plan aimed at stimulating economic growth in the region through five priority areas.

1. Skilled workforce/Immigration
2. Innovation
3. Clean growth and climate change
4. Trade and investment
5. Infrastructure



Summerside Sunbank Summary

Element	Value, Amount, or Timeline
Project Budget	
Project Budget	\$65.8 Million
Federal ICIP Contribution	\$26.3 Million
Provincial ICIP Contribution	\$21.9 Million
Municipal ICIP Contribution	\$3.02 Million
Samsung Technical Investment	\$3.02 Million
Third Party Financing	\$11.56 Million
Project Capacity	
Solar Capacity	21 MW (25% of all electricity needed in the City)
Battery Capacity	10 MW, 20 MWh (energy needed for 1,000 electrically heated homes)
Summerside Energy Obtained from Renewable Sources	62% (226 days of 100% green power for entire City)
Annual GHG Reduction	8,128 tonnes (emissions from 1,750 passenger vehicles)
Solar Farm Footprint	80 Acres
Total Number of Solar Panels	65,000+
Total Size of Battery	1 acre
Construction Timeline	18-24 months beginning Spring 2021
Estimated Commissioning Date	Fall 2022
Electrical Import Reduction	20% (keeps over \$2M energy dollars in PEI's economy)
Estimated Annual production	29.6 GWh (20% of annual load or 2,500 homes)
Economic Impacts	
Labour Wages Increase	\$10 Million
Indirect Economic Benefit	\$7 Million
Construction Jobs	210 FTEs
Annual Tax Revenue	\$3.8 Million

ABSOLUTELY AMAZING!

SUMMERSIDE BUSINESS COMMONS

Summerside Business Commons is the newest and most advanced business location for companies seeking a balance between sustainability and efficiency. It is where some of the most talented people will converge to create and innovate in an environment that enhances success.

This 14-acre eco industrial park is in the heart of Summerside, close to all amenities and services. It offers 115,000 sq ft of leasable space and is designed for optimum energy and cost-effectiveness. In 2020, Summerside achieved a major milestone by completing all the infrastructure and site servicing. 2021 will see construction of the park's first two 15,000 sq ft flexi manufacturing facilities.

115,000 sq ft of leasable space

A sustainable platform for tenant success

Summerside Business Commons is an integrated light manufacturing/processing hub that maximizes productivity while minimizing resources. Intelligent green features and a wide array of building solutions will be overseen and managed by an experienced team of professionals who will continuously work with the community and the environment to support a sustainable platform for tenant success.

Every lot and building have been designed with purpose and for maximum efficiency. Each building takes advantage of everything from solar orientation, the natural topography of the land, concentrated development, linkages to local and regional amenities, storm water management, natural surroundings, and energy efficiencies.

The full range of units available in the park is designed on a flexi space concept. These clean, green, and energy-efficient spaces are customizable to suit the most stringent of requirements and can be utilized for light manufacturing, including food and bio industries, research and development laboratory space, and retail and office... and with no need to pay for amenities that are rarely used.

The goal is to grow small-to-medium businesses from a wide range of industries, including but not limited to:

- Manufacturing and value-added manufacturing enterprise
- Research and development enterprise in renewable technologies, bio, IT-related and advanced IT systems development
- IT software development companies
- Value-added food processors
- Exportable products and services manufactured in Summerside
- Clean technology
- Innovative renewable energy
- Natural health products
- Engineering
- Bio-science/bio-resource





LOOK WHAT GOT FASTER!

SUMMERSIDE XCHANGE

In 2021, Summerside is embarking on a private-public sector collaboration to enhance support for early-stage companies through the launch of the Summerside Xchange. This program will create custom accelerator environments to expedite growth through education, mentorship and financing.

Compressing years of learning-by-doing into just a few months

Startups will enter accelerator environments for a fixed period of intense, rapid and immersive education aimed at speeding the life cycle of their companies by compressing years of learning-by-doing into just a few months.

The unique Summerside Xchange program is based on real-life test and experimentation environments in which startups, companies, researchers and developers work directly with the community and its infrastructure to advance product testing, development and integration in a real-world setting.

Stimulating research, development and commercialization

To provide such environments, the City of Summerside is developing an innovative ecosystem based on world best practices, leveraging the community's unique infrastructure, key information communication technology assets, and bringing together keenly aligned stakeholders. It is an environment

in which people and technology are brought together in an open and collaborative manner, stimulating and encouraging research, development, innovation and ultimately commercialization.

Benefits all 'round

1. Help early-stage businesses bridge the gap from validated product idea to repeatable revenue
2. Help these companies attract investments to fuel their growth
3. Attract companies to locate operations in Summerside
4. Support North American networks and market access

While the Xchange is sector agnostic, Summerside has unique assets and experience that tailor themselves especially to helping companies in the following industries.

- ① Electric Storage and Grid Integration
- ① Electric Vehicles (including Bus and Passenger Vehicle)
- ① Electric Car Charger Solutions with Battery Storage
- ① Security and Surveillance
- ① Appliance Control
- ① Residential Environmental Controls
- ① Smart Home Innovation
- ① Medical Home Care Solutions
- ① AI Applications
- ① Solar Energy Integration
- ① Biofuel from Waste
- ① Advanced IT Development
- ① Interoperability for Big Data

Summerside Xchange programs will be tailor-made for each company, drawing from the following advantages and adding additional services as required



The distinct advantages of Summerside Xchange

Highly innovative environment:

Summerside is a small but innovative city with a significant enabling infrastructure in which companies thrive.

Commitment:

Summerside is in for the long-term and believes in two-way success.

Significant knowledge base:

Summerside has a valuable database of former case studies on the green economy, technology, and collaboration of enterprises.

Speed of business:

Access to key decision makers with quick turnaround times is a key feature of the program.

Stakeholder network:

Vast network of like-minded partners, lawyers, accountants and industry experts.

Low-risk experimentation:

Directly lowers the risk by allowing companies to tap into Summerside's existing infrastructure.

"First Customer" opportunity:

Where appropriate, the City of Summerside will work with firms to use budget displacement or third-party seed funding to support being "first customer" opportunity

Lifestyle: A community offering high quality of life and affordable cost of living for employees.

VISION

Summerside Xchange is a program backed by the City of Summerside. It aims to establish Summerside as a global leader in advancing, testing, and data analysis of next-generation communities. Summerside does not develop or create products but provides this truly unique platform for those who do.



Living Lab consists of a sophisticated and robust environment with some of the most advanced open and accessible infrastructure in North America.

ABSOLUTELY AMAZING!

SUMMERSIDE LIVING LAB

Summerside understands that fiscal support and financial incentives are not the main reasons companies look to expand outside of their home territory. This is precisely why our support programs have been honed to reduce the risks of expansion by establishing cost certainties, improving returns, and easing the startup transition through our Living Lab platform.

Know before you go

PROBLEM: Businesses wasting time and money on establishing facilities, finding the right partners, and not making enough ROI for shareholders.

SOLUTION: Turn-key facilities in Summerside PEI shorten time to ROI. With government committed to business success, PEI is a low-cost environment to make more money faster.

PROOF: We've already helped 12 companies from several industries to secure facilities and grow export markets from Summerside.

Living Lab is governed by the City of Summerside Economic Development Office (EDO) acting as a concierge. The purpose is to provide a streamlined approach to mutually benefit clients and community. EDO brings experts and resources to maximize each project's potential.

Summerside's Living Lab has established the City as a test bed for firms looking to develop market solutions with validation and full-scale deployment

of products and services. It is open to companies seeking rapid results in testing and modelling for advanced deployment in early stages of product life.

Assets rivalling any global metropolis

Living Lab consists of a sophisticated and robust environment with some of the most advanced open and accessible infrastructure in North America. It includes a multi-faceted electric utility, a strong renewable portfolio, fibre networks, and municipal assets rivalling any global metropolis. It also facilitates quick turnaround times through access to key decision makers.

Strategic purposes

1. Extend the scope of technology
2. Cultivate the adoption of innovative technologies
3. Foster the full-scale deployment of next-generation technologies
4. Nurture growing technology to enhance sustainable quality of living and environment
5. Grow the economy
6. Drive exports

Bottom line

Summerside provides a robust and sophisticated environment with a unique range of empowering assets including its own electrical company, renewable energy, and fibre optic network. It operates in a completely open and mutually beneficial manner.

LOOK WHAT DOOR OPENED WIDER!

SMART LANDING CANADA

In 2020, City of Summerside was proud to announce it had become a founding partner in Smart Landing Program Canada (SLPC). This brand-new initiative is a cross-border program specifically designed to support innovative international startups and tech companies seeking to expand into North America. SLPC supports companies through tailor-made business development and market access programs geared toward building traction in a new market and preparing for the next round of fundraising.

The program's unique approach leverages the resources of its partner network, identifying non-dilutive funding opportunities and bringing in experts from a variety of disciplines to drive meaningful growth in an accelerated timeframe.

- **Finding the money** — Access to capital, connections, potential buyers, and grant programs
- **Finding the experts** — Access to legal, financial, business development, design, and manufacturing through international experts, SLP Board, and the International Business Development Team

Worldwide network

SLP Canada is the first organization of its kind, serving as a flagship model for the international network of SLP locations worldwide. Programs designed for companies seeking expansion in North America could become applicable for companies seeking entry to other SLP markets.

While programs are open to early-stage companies from any industry, selection is highly competitive and emphasizes impact-oriented companies which are best positioned to take advantage of the resources and connections of the SLP network and its partners.

SLP was developed in collaboration with the City of Summerside Economic Development Office, Natural Products Canada, Innovation PEI, the PEI Bio Alliance, and INPUT Program (Hungary).

SMART LANDING CANADA IS OPEN FOR BUSINESS



Identifying ideal candidates is the task of the EDO Job Matching Tool



LOOK WHAT GOT EASIER!

SITE SELECTION ANALYSIS TOOLS

In 2020, the Data Analysis Tools Centre was created to allow investors and entrepreneurs to peruse, filter and analyze various data, including demographics, households, development, industries, labour, community facilities, and more. These tools were designed with investors in mind for making informed business relocation decisions. More information can be found on the Centre's website at www.bigpossibilities.ca/data-analysis-centre

Competitive Cost Data Analytics Simulator

The EDO Cost Data Simulator facilitates predictive cost modelling for establishing or expanding in Summerside. This robust tool is designed to simulate a variety of strategic sectors and competitive global jurisdictions, providing key cost outputs for a business operation in Summerside. Given local and foreign entities looking for growth, controlling costs, increasing value and understanding operational costs are all critical to the decision-making process. This simulator is the perfect tool for providing key insights.

Job Matching Tool

Identifying ideal candidates is the task of the EDO Job Matching Tool. This specialized platform allows local businesses to find the talent they need and job seekers to find meaningful employment. The key differentiator is that the Summerside tool provides job seekers and employers with a one-stop, supply-and-demand mechanism for connecting the right candidate to the right job. Job seekers

simply complete a profile and are then provided with job postings matching their skills, qualifications and preferences. Every time a new job is posted, qualified candidates are notified automatically. Similarly, employers can create a profile as well and post positions. We currently have about 130 users signed up at <https://magnet.whoplusyou.com/lp/bigpossibilities>



LOOK WHO'S HERE!

SUMMERSIDE IMMIGRATION

The Provincial Nominee Program (PNP) Community Endorsement process was first introduced three years ago and Summerside began interviewing candidates in February 2018. Summerside embraced this process more than other endorsing communities and met with hundreds of people. Now, years later, many have arrived.

Over 30 PNP businesses open

As of the end of 2020, 32 PNP businesses had opened in Summerside, including financial services, bakeries, cafés, restaurants, education, media, hobby shops, craft stores, automotive, grocery, language training, construction, and IT servicing. All the owners have moved here. With young families averaging 3.25 members, it's a population increase of 101 with most living right in the City.

This influx of new residents represents many countries including China, Vietnam, Iran, India, Brazil, and UAE. This not only helps Summerside establish new communities, it introduces new cultures to the City which can become quickly apparent and easily appreciated in all the City's new restaurants.

Besides cultural advantages, there are many other benefits to their arrival. First, these business people are occupying commercial and industrial space totaling just over 31,000 sq ft. Second, they collectively employ 80 people. And third, Downtown, an area that is typically viewed as needing attention, has benefitted more than any other in Summerside. Out of the 32 PNP businesses, 21 are located Downtown, 5 along Water St. East, 3 Uptown, 2 at Slemmon Park, and 1 in the Industrial Park.



32 PNP businesses had opened in Summerside in 2020

In addition to PNP businesses establishing Downtown, other businesses are doing so as well. This has caused many buildings that were traditionally underused to become full or close to it. These include the Sites & Bytes Building, HMS Building, Concorde Building, Maxx Sutton Properties, the McNeill Mall, Newlife Building, Harbourview Plaza, and the HQ Building.

160 more invited to arrive

Immigration is a complex process and arrivals can often be delayed or plans can change altogether, especially considering COVID matters. Nonetheless, there are still clients looking to move here and we must be aware of their needs. PNP clients who have been invited to land on PEI and invest in Summerside currently sit at around 160. In terms of space, we estimate need for an additional 82k sq ft of retail space, 32k sq ft of office space, and 36k sq ft of industrial space.

EDO will continue to network with private sector partners to address the pressures our market faces for commercial space and residential stock to accommodate new arrivals.

ANSWERING THE CALL!

COVID-19 TASK FORCE

The City of Summerside COVID-19 Task Force was formed in April 2020, about 4 weeks after the initial lockdown began on March 17. Chaired by Councillor Brian McFeely, the Task Force included members from the City of Summerside, the Greater Summerside Chamber of Commerce, Downtown Summerside, and Explore Summerside. Mandates for the group were well established.

- Advocate for the needs of our business community to various other levels of Government
- Enhance the promotion of Summerside businesses that are still open and looking to open
- Develop initiatives to support business during the current crisis
- Develop proactive measures for Summerside business mitigation and recovery

The Task Force met on many occasions during the height of the lockdown and addressed ongoing issues in relation to maintaining business continuity.

In essence, the group worked on identifying the challenges facing businesses and evaluated those from each organization's perspective.

The main deliverable of the group was to publish, solicit and maintain the Forward Summerside website www.forwardsummerside.ca

The concept of this website was to create a repository of businesses that wanted to ensure customers knew they were open amidst all the COVID confusion. It is in fact a special kind of business directory that takes the guesswork out of wondering if places are open and what (if any) differences they've imposed with occupancy, hours, curbside service, one-way aisles, and so forth.

The website was launched the last week of May, deliberately coinciding with PEI's emergence from lockdown with phased approach. At that time, consumers were confused about retail offerings, so the website's intent was to mitigate the situation. To date, 108 businesses are represented on the site.



LOOK WHAT'S IN THE WORKS!

CORE BLOCK REDEVELOPMENT

In mid-summer 2020, the City of Summerside City Council turned a new chapter in its Downtown Rejuvenation Strategy by acquiring several strategic properties in the Downtown core. The City consummated the purchase of four properties collectively known as the “Core Block” for just over \$900,000 in order to start the process of upgrading and enhancing our municipal infrastructure.

“We are excited to be taking this positive step in furthering our investments and growing our Downtown”, said Councillor Brian McFeely, Chair of Economic Development. “Not only does it allow us to address infrastructure challenges and open lands for future investment, it allows us to further cement recommendations from our Public Urban Core Plan and 4-Year Economic Development Strategy.”

Residential and commercial opportunities

Immediate plans for the block and surrounding infrastructure are still being developed but in the meantime, all four buildings have been demolished, allowing for easy access to municipal infrastructure. The goal of this project is to address key recommendations from our Urban Core Plan, with the overarching goal to ensure people living and working Downtown.



The City of Summerside will continue to explore opportunities with infrastructure funding programs and it is our hope to have the required infrastructure updates completed during the 2021 construction season. Following these updates, we will be going to the market for redevelopment options for the property which are to include residential and commercial opportunities.

While it is not the City's common practice to acquire properties outright, it was felt there had been a huge void in addressing gaps in public and private sector investments Downtown. Also, we have the standing goal of finding collaborative ways to address significant building stock issues. This strategic move for the citizens of Summerside will bring many benefits to the business community and strengthen our Downtown, enabling further growth.



JUST LOOK WHO DROPPED BY!

INVESTMENT MISSIONS

Through Innovation PEI, EDO learned that a cohort of Global Trade Commissioners would be touring Canada in February and a subset was interested in visiting Summerside. We were happy to oblige.

The visiting Trade Commissioners (and their respective geographies) were:

- Guillaume Boissy (France)
- Annie Frankland (USA – Atlanta and surrounding region)
- Tina Kotrych (USA – Chicago and surrounding region)
- Hayley Jean Rahman (United Arab Emirates)
- Leslie Venon (UK)

All these people are employees of the Canadian federal government. Essentially, their goal is to identify opportunities that would benefit Canada in terms of business taxes, number of jobs, or foreign direct investment. This could be a Canadian company looking to expand into another country or a foreign company looking to expand into Canada. Such transitions are not straightforward processes.

Expanding into a new country is a natural choice for certain companies wishing to become more robust and competitive. Doing so, however, requires knowledge about your new home, such as taxation, labour, operating costs, import/export rules, restrictions, and making the right connections. This is where a Global Trade Commissioner comes in. Their goals are like ours, but on a larger scale.

Knowing Global Trade Commissioners can come in handy

When assisting local businesses with their export aspirations, if we learn that a company is interested in foreign markets — either through a survey, business directory, or by direct communication — we have access to appropriate overseas contacts to help start the conversation.

In terms of the actual visit in February, we toured the Trade Commissioners through our IT sector (Holman Centre) and our Aerospace sector (StandardAero). We then took them to Credit Union Place for a tour and a presentation about Summerside. The cohort was impressed to hear about Living Lab, our relationship with Samsung Renewable Energy, the Sunbank project, the new Eco Park, our past and pending Inbound UK Missions, and much more.

A second inbound UK mission

Just before the lockdown, Summerside EDO hosted a second Inbound UK Mission, the first one occurring in 2018. The Mission was with us from March 9 to 12 with the following delegates arriving March 8.

Connective Touch – Biometric Door Locks
www.connectivetouch.com

Reliving – Online Archiving
www.reliving.co.uk

Force Development Services (FDS) – Tactical Equipment
www.forcedevelopment.co.uk

2021

Trade mission results in 2 people hired

There were some similarities to our first UK Mission, like working with our UK matchmaker and partnering with Innovation PEI and ACOA, but there were some subtle differences as well. For instance, this was Connective Touch's third visit to Summerside — their first was during the original mission. Their second visit was more focussed, meeting with marketing firms, accountants, installers for their product, new customers, and checking in with pilot project participants. For this third visit, Connective Touch introduced their product to even more customers and interviewed candidates for their Business Development Director position in Summerside. Two people were subsequently hired.

For the other two companies, Reliving and FDS, this was their first introduction to Summerside. We gave them the usual treatment, which is to

reach out to several people on their behalf and arranging meetings. With their input and ours, we organize as many visits as we can with local people that would be interested in their offerings. This is all to make them feel comfortable with doing business in Summerside and kickstarting their network of PEI contacts. We also set up an introductory meeting with a law office and an accounting office to get some general information about doing business here.

Making our visitors feel at home

The UK delegates left us on March 12 and all returned home safely before lockdown. In all, we are very happy with the mission and that nobody had trouble travelling. Like always, one of our greatest traits is the desire to make visiting companies feel at home and that doing business in Canada is the next natural step for them. It's all about removing barriers.

LOOKING FORWARD TO THE FUTURE! PLANS FOR 2021

Clearly, 2020 was a ground-breaking year and there are many major projects that will continue to set the pace in 2021, such as the Sunbank, the Eco-Park, and the long list of City-led developments.

Summerside's high number of residential starts, including houses and apartments, will demand further increases if we are to meet expectations and attract more development. Pipeline demand and employees looking to live closer to work will be our priority in 2021.

Immigration will also continue to rise in 2021, especially since many families were held up due to COVID. Recent years have seen over 30 businesses opened by immigrant entrepreneurs and Summerside has broadened its restaurant, retail, IT, and automotive offerings as a result. In the next few years, we expect to see more immigrant investment as well as increases in health products, innovative products, and light manufacturing. **It's going to be exciting!**

STAY TUNED...

WEB

Our main landing page for business retention and expansion:
www.bigpossibilities.ca

TWITTER

Our main business twitter feed:
[@SummersideBiz](https://twitter.com/SummersideBiz)

NEWSLETTER

Our monthly newsletter proclaims all things Summerside and is distributed globally to over 1,000 subscribers. Sign up:
www.bigpossibilities.ca/news-newsletters





Prince Edward Island
Canada

Come grow with Summerside!

We're here for our partners

Committed to competitive advantage, a pro-business climate and superior lifestyle, the Summerside Economic Development Office works proactively, collaboratively and responsively with businesses, partner agencies, educational institutions, the community and all levels of government.

We focus on leveraging Summerside's key strengths and entrepreneurial philosophy to sustain economic growth and create wealth.

The Summerside Economic Development Office offers a hands-on approach to further the success and growth of established and new businesses by assisting small and medium-size enterprises to grow their markets globally.

The EDO promotes Summerside as the ideal location for business investment.

For more information on investing in Summerside, contact:

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