Summerside | CANADA

Your Password to

NORTH AMERICAN IT MARKETS

bigpossibilities.ca

City of Summerside

Prince Edward Island
Canada

YOU WILL MAKE
MORE MONEY IN SUMMERSIDE

The City of Summerside's unique municipally-owned infrastructure and progressive business environment presents distinct advantages over every other Atlantic designation. It is the perfect gateway for foreign companies to expand globally while gaining a foothold in North American markets.

Located on Canada's east coast—in the province of Prince Edward Island—the City of Summerside is widely recognized as a leader and early adopter of innovation and investment in specific and growing sectors. It is a small place with very big things to offer.

Summerside leverages its success across many sectors—including Aerospace, IT, Renewable Energy, and Mid-Stage Start-Ups—with the objective of growing evermore present in International markets.

HERE IS WHY
IT HAS TO BE SUMMERSIDE

Pro-growth leadership—including an interconnected network of senior collaborators and industry experts, plus public and private investors, that brings all key players into the "same room."

Big think—unique Living Lab assets including research, development, and partnerships to support investment in green and alternative energy, waste management technology, and connectivity.

Lifestyle—ideal work/life balance, minimal commuting time, recreational, cultural and entertainment services throughout the province, plus a shared sense of community in a very attractive seaside setting.

Low cost / low risk—a promising strategy for a manageable entry into North America.

Lower production / ownership cost—beta testing of new technologies and products permits "Fail First, Fail Fast" in addition to "Fail Cheap" advantages, which accelerate the development cycle and reduce risk and cost. Plus ready access to customers for product validation.

Employee retention—lower turnover and wage burden relative to other North American cities.

Collaborative focus—including creative partnerships with a wide range of professional organizations.

Time zone advantage—for online / phone-based service companies with two shifts 8:00am to 8:00pm, customers can be served during all normal business hours in all time zones across Canada and the U.S.

The best country in the world for global investment

- ✓ Canada is the best country for global investment, it's a fact
- ✓ Canada has international relations beyond its borders including over 1.5 billion customers in 51 countries
- ✓ Canada has trade agreements, allowing a fluid global market, with the United States, Mexico, the European Union, the United Kingdom and Pacific countries
- ✓ Access to Canada's global trade markets is facilitated through a robust and sophisticated infrastructure of over 26 major airports with international connections, over 17 seaports and 117 border crossings for efficient and timely movement of goods and services
- ✓ Talent is the foundation of Canadian enterprise and Canada is the most educated country in the world
- ✓ Canada enjoys stability with political, banking and corruption indices atop the global economy
- ✓ Investment in Scientific Research and Innovation is at the forefront of growing Canada's economy
- ✓ Canada continues to rank in the Top 5 countries in the world for quality of life

SUMMERSIDE MEANS GROWTH FOR IT

AT ONE OF THE LOWEST COSTS IN THE G7

IT is a leading growth sector in Summerside, with companies engaged in all aspects of the industry from mobile video development, payroll systems, and e-health software to client service and support, and testing laboratories for product advancements.

The Summerside password to North American IT markets incorporates a unique combination of a great many assets: strategic location, government support, fast-track loans, freedom from red tape, move-in-ready facilities, productive workers, and a Living Lab for launching products sooner.

In Summerside, the Information and Communications Technology sector benefits from highly competitive business costs, a positive tax environment and superior telecommunications infrastructure. And Summerside adds acceleration to information technology at one of the lowest costs in the G7.

Federal and provincial government support

Provincial and federal governments are key allies in promoting the industry to North American markets and beyond with a wide array of incentives and labour rebate programs. Additionally, all levels of government are committed to business success, a fact demonstrated by investments in infrastructure.

Driven by the Summerside Energy Group, fibre is being deployed to all Summerside premises to fully integrate energy and communications. Initially inspired to ensure more efficient management of diverse energy input...

Fibre is becoming a key IT enabler and a totally open network for business.

The education and training industry on Prince Edward Island provides programs to ensure the IT industry always has the talent it needs to grow. The University of Prince Edward Island leads in all key disciplines of the IT specialist, while Holland College develops programs tailored to meet specific IT tenant needs.

Lower costs mean higher profits

From an economic perspective, locating in Summerside allows IT firms to run leaner operations than in obvious locations such as Boston and Montreal. From a talent perspective, Prince Edward Island provides highly skilled workers with a much lower cost of living compared to other locations in North America.

Summerside is quickly becoming recognized by investors, site selectors and business leaders as “the city to watch” for growth. With state-of-the-art facilities and technology—and exceptionally supportive government bodies—Summerside continues to surprise even those businesses calling it home.

Immediate opportunities in IT

Summerside has immediate opportunities for established companies with strong management and innovative products, looking at North American markets in which to grow share in the development of video games, software, computer network technologies, and software testing.

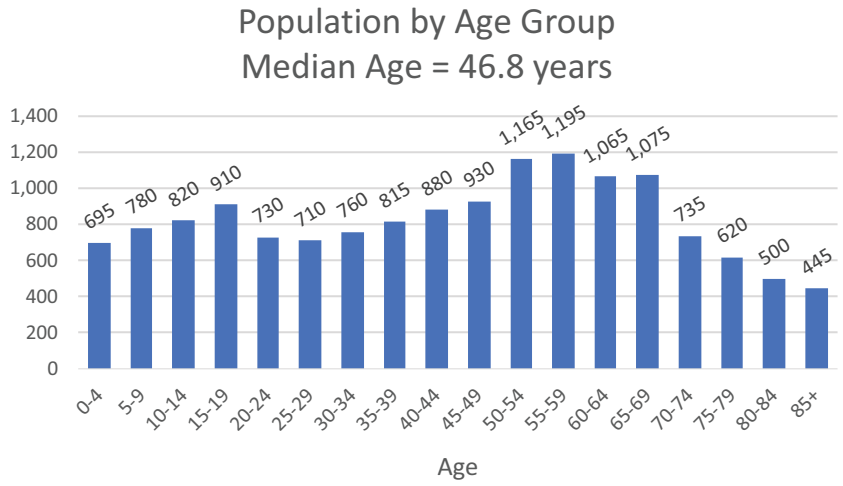
- ✓ Companies seeking meaningful benefits from aggressive incentives and competitive costs
- ✓ Firms searching for a state-of-the-art smart building, developed with the green principles and infrastructure required by the IT industry
- ✓ Companies looking for a prime test bed for products as part of their R&D
- ✓ Firms seeking an environment where like-minded companies can collaborate and innovate
- ✓ Small to medium niche firms with a focus on development or support
- ✓ Companies who could benefit from the unparalleled loyalty and work ethic of Prince Edward Islanders

SUMMERSIDE BY THE NUMBERS

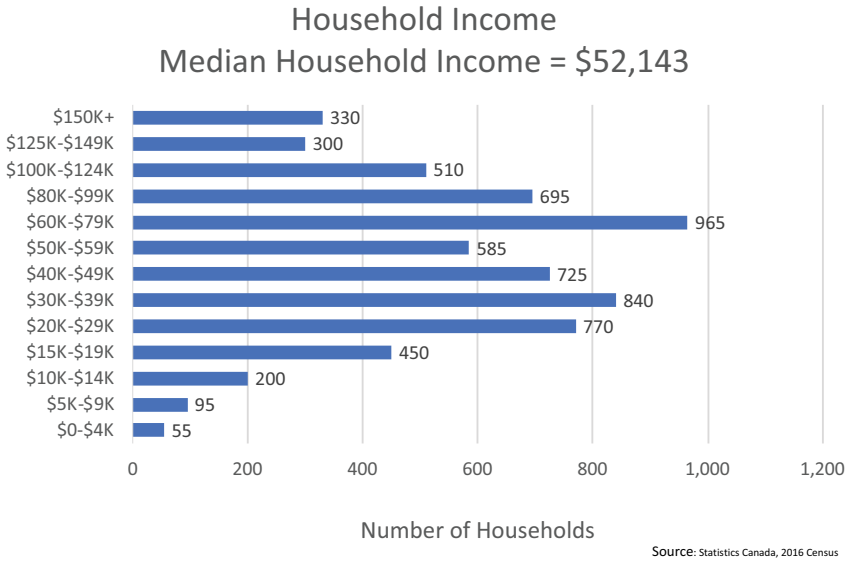
The following section provides a high-level snapshot of the broad range of factors of the key metrics which make up Summerside, with a focus on our demographic, labour and cost structures. Summerside's economic makeup is consistently cited as one that presents growth, stability and diversification for investors and is underpinned by significant opportunities for business and investment.

Demographics

Like many small municipalities across Canada Summerside's demographical makeup and diversification continues to evolve in a very positive fashion. In 2016 Summerside's official population was just over 14,800 persons with an average age slight above 46 years of age, again consistent with overall Canadian patterns. The makeup of our households' mimics those of our provincial averages with average household size of 2.2 persons. Summerside has become a growing and highly educated population and continues to make strides as a destination for business and, while our population represents around 12% of the Islands total population, our retail and service markets represents over 20% of provincial expenditures. With a consistent rise in population, household incomes and cultural diversification Summerside is home to a growing diverse and multilingual population base.

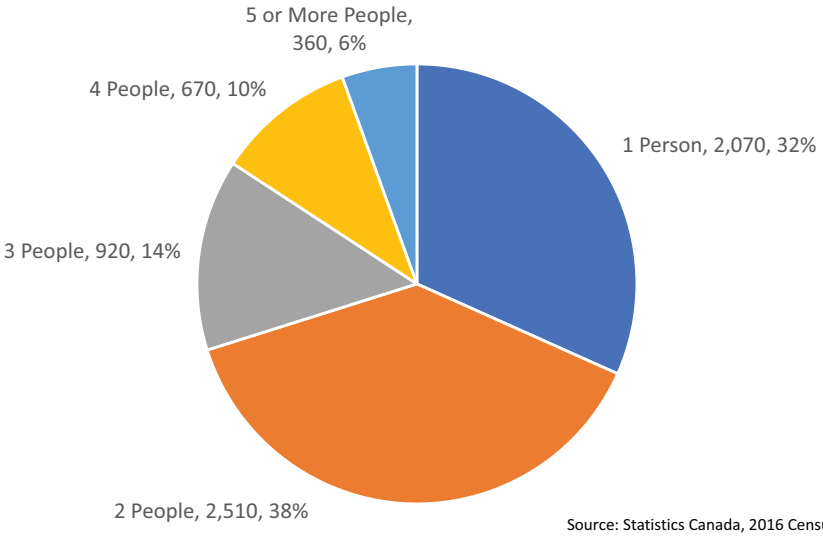


Source: Statistics Canada, 2016 Census



Source: Statistics Canada, 2016 Census

Household Size
Average Household Size = 2.2 People



Source: Statistics Canada, 2016 Census

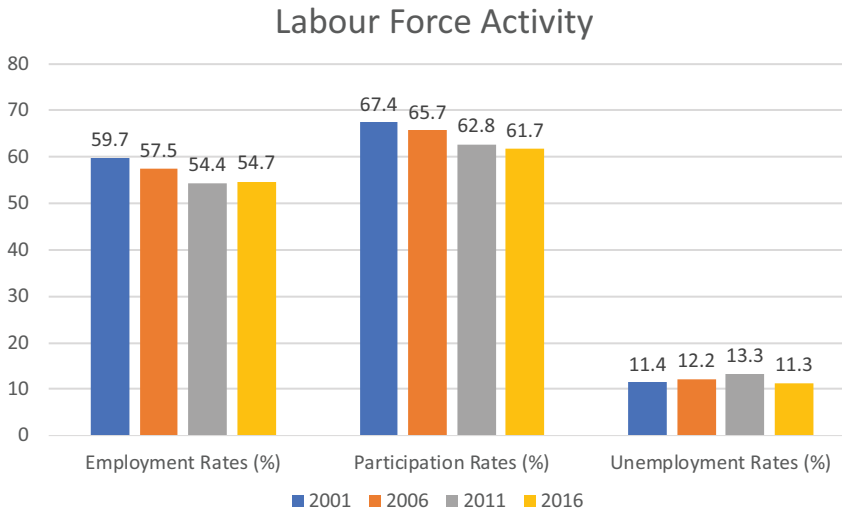
Labour Profile

Summerside's labour force is well represented by individuals with strong technical skills—well over 50% of the population possess a High School Diploma or Higher. This fact, along with strong commitment from our provincial partners and our learning institutions, provide Summerside with a large pool of educated and dedicated employees.

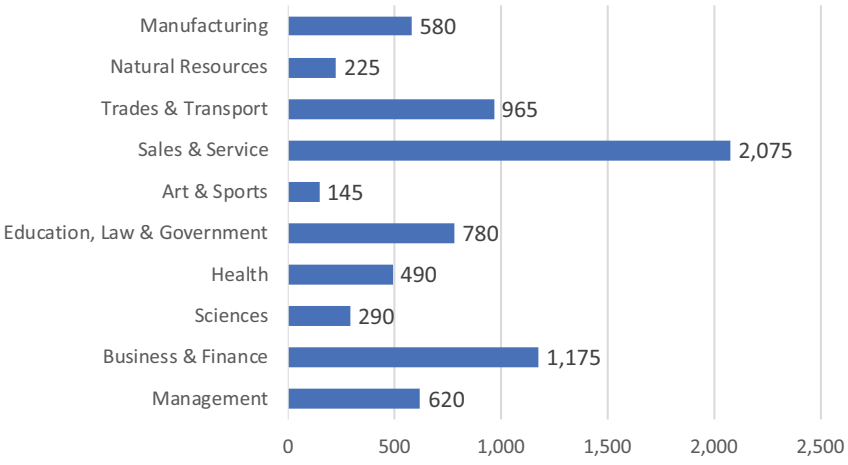
Labour which forms the largest cost centre of business operations is one of our competitive strengths and in addition to our lower rates, governments through our labour programs can support enterprise from the outset.

Summerside has some of the most competitive wages and least amount of statutory holidays compared to the other regions, meaning less labour obligations for businesses.

Typically, the labour market within Summerside boasts a higher participation and employment rate compared to the rest of the province and our labour pool is highly dedicated with average tenure well above National Standards. Our labour force is well represented in a cross section of industries with a high concentration in manufacturing and IT related industries.

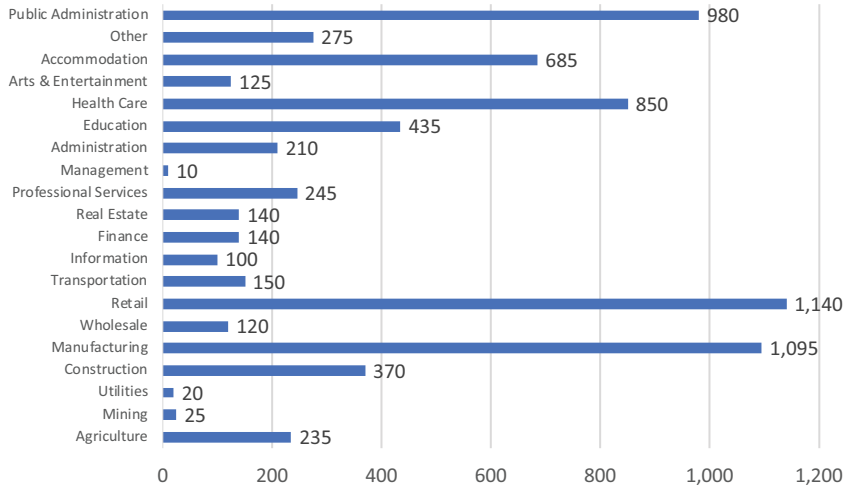


Labour Force by Occupation
Total Labour Force = 7,480



Source: Statistics Canada, 2016 Census

Labour Force by Industry
Total Labour Force = 7,480



Source: Statistics Canada, 2016 Census

Business Costs

Summerside and for that matter Canada stack up among the top in the world when it comes to business costs, be it marginal tax rates, aggressive tax treatment on investment or the significant incentives in all aspects of fostering business.

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 initial and ongoing support programs have been honed to reduce the risks of expansion by establishing cost certainties, improving returns and easing the start-up transition.

The City of Summerside and partners work collaboratively, creating incentive programs to stimulate and encourage targeted development and redevelopment in key geographic areas of the city. These programs demonstrate our commitment to partnership and provide cost certainties in the process. They are centered on capital and labor assistance to reduce the barriers you face.

Provincial Personal Income Tax	Rate (%)
First $31,984	9.8
$31,984 - $63,969	13.8
$63,969	16.7

Federal Personal Income Tax	Rate (%)
First $47,630	15
$47,630 - $95,259	20.5
$95,259 - $147,667	26
$147,667 - $210,371	29
$210,371+	33

Federal Corporate Income Tax	Rate (%)
General	15
Manufacturing & Processing	15
Investment	15
Small Business	9

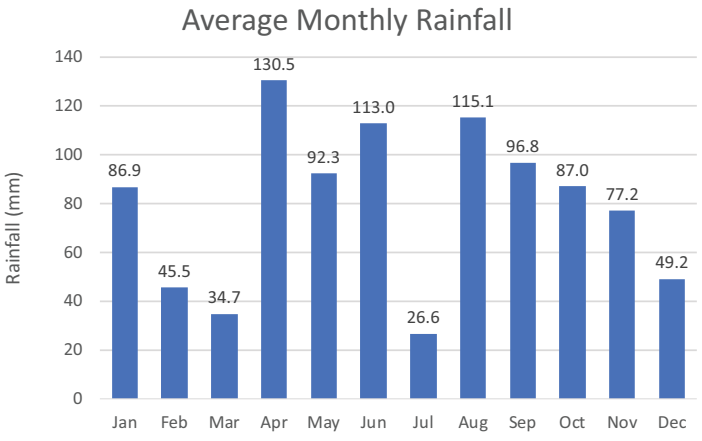
Provincial Corporate Income Tax	Rate (%)
General	16
Manufacturing & Processing	16
Investment	16
Small Business	3.5

Source: Canada Revenue Agency (Jan. 2019)

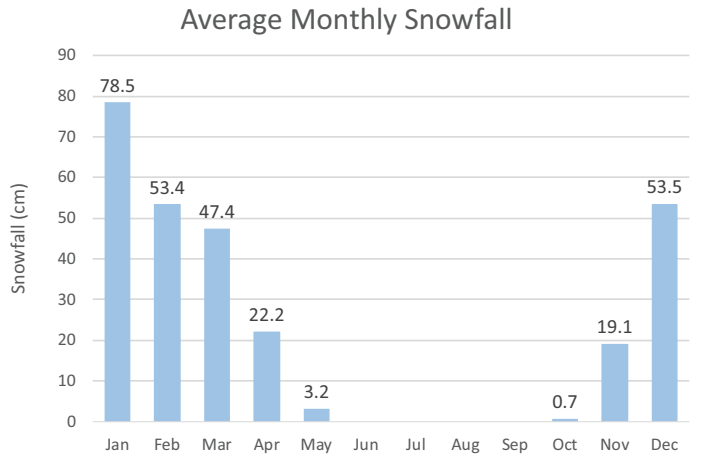
Rates	Summerside
Property Tax Rates (Per $100):	
Commercial - Provincial	$1.50
Commercial - Municipal	$1.90
Non-Commercial - Provincial	$1.00
Non-Commercial - Municipal	$0.74
Water Rate (Metered) 75MM Pipe:	
Base Charge	$122.07
Per 1000 Gallon	$1.56
Sewer Rate (Metered) 75MM Pipe:	
Base Charge	$150.50
Per 1000 Gallon	$1.51
Electric Rate (Small Industrial):	
1st Energy Block ($ per kWh)	$0.1731
Remainder Energy ($ per kWh)	$0.0872
Demand Charge ($ per KW)	$7.46

Climate

Like the rest of Canada, Summerside enjoys four seasons and, as a coastal city, the weather is less severe than one might expect from a Canadian city. Summerside enjoys the moderate swings in temperature and precipitation that is experienced in most of Canada with average temperatures and precipitation seen in most parts of the country.



Source: Environment Canada (Sep. 2019)



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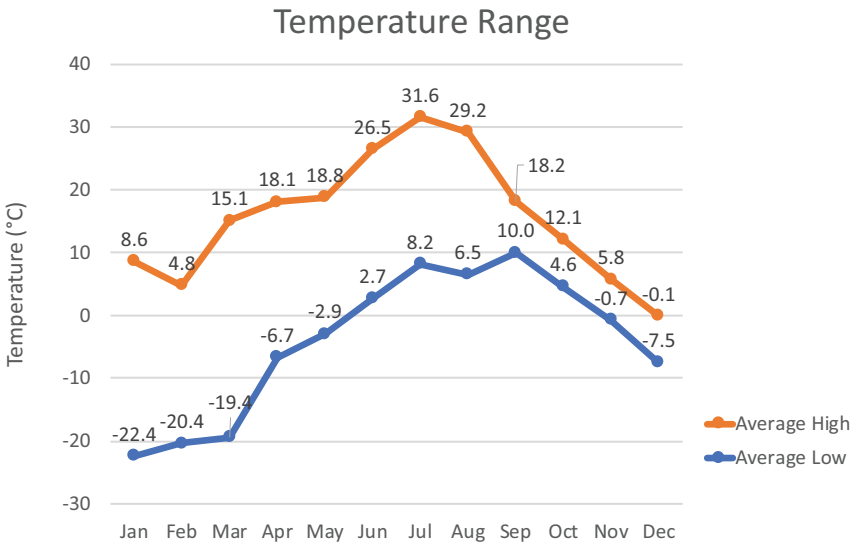
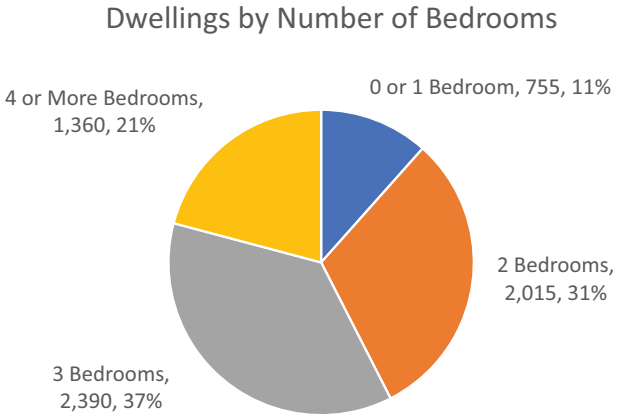
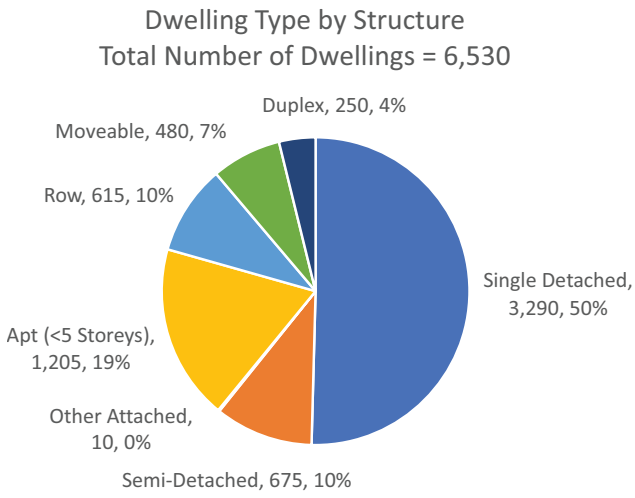


Source: Environment Canada (Sep. 2019)

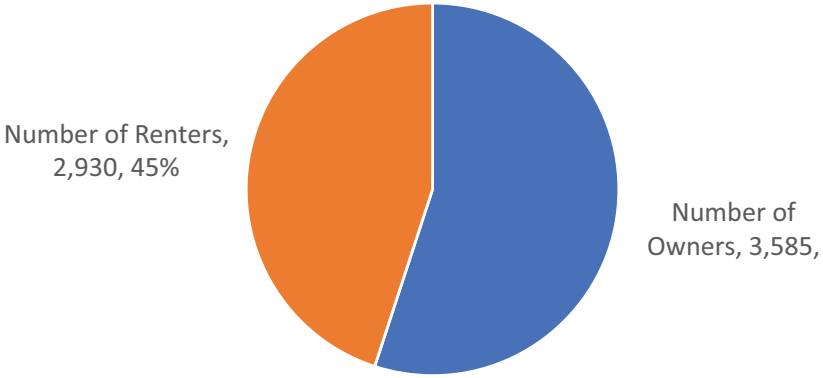
Housing

Summerside offers a vast selection of housing options including rental and purchase accommodations, often described as diverse and affordable. With average house prices far below the national Canadian average, home ownership in Summerside is easily attainable. Summerside is currently undergoing a resurgence in housing developments to meet the expanding demand in housing.



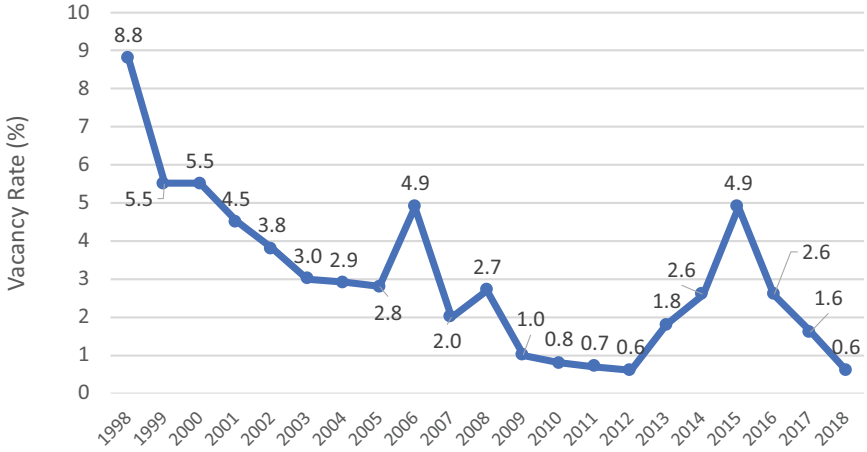


Home Ownership vs. Rental

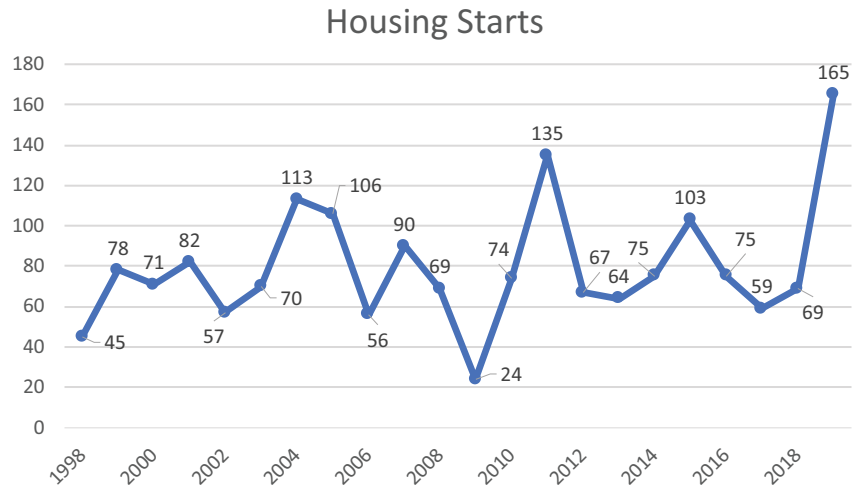


Source: Statistics Canada, 2016 Census

Vacancy Rate



Source: CMHC 2019



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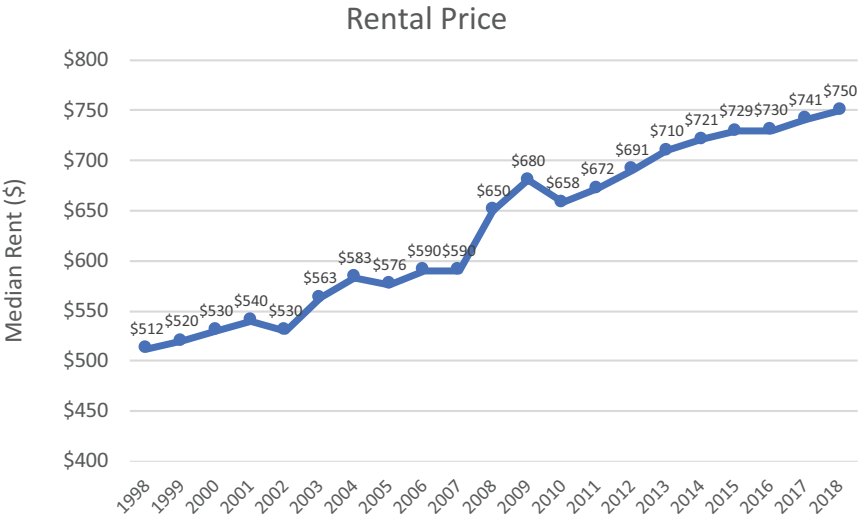
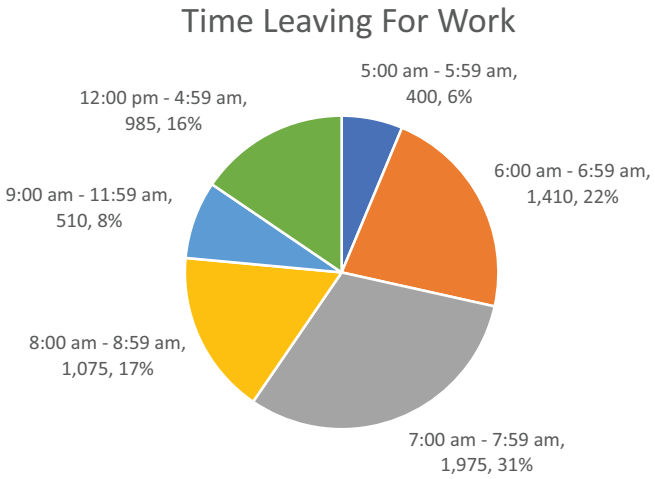
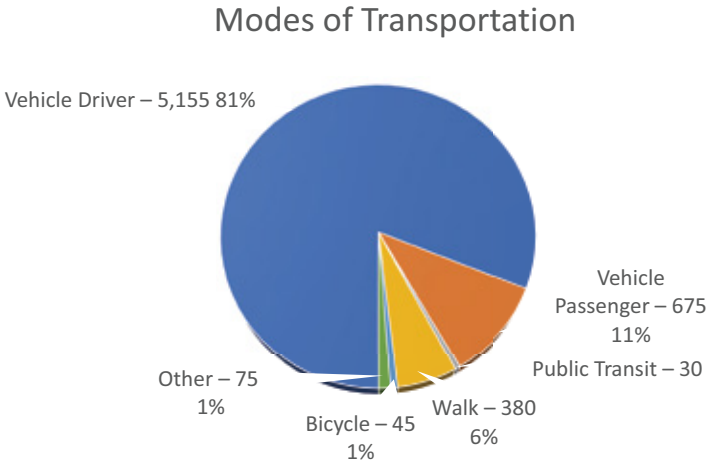


Source: CMHC 2019

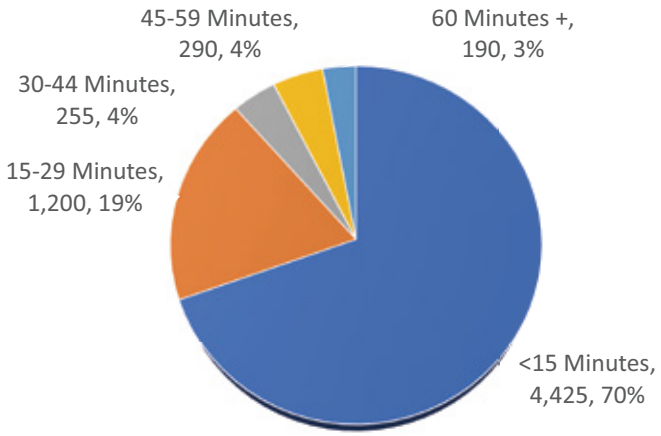
Transportation

Getting to and from work in Summerside is envied by many. An average commute time to work of less than 5 minutes allows for a better work/life balance and more free time. Our intercity public transit, airport connections, and road infrastructure result in the conducting of business being safe, efficient and reliable and most of all profitable.



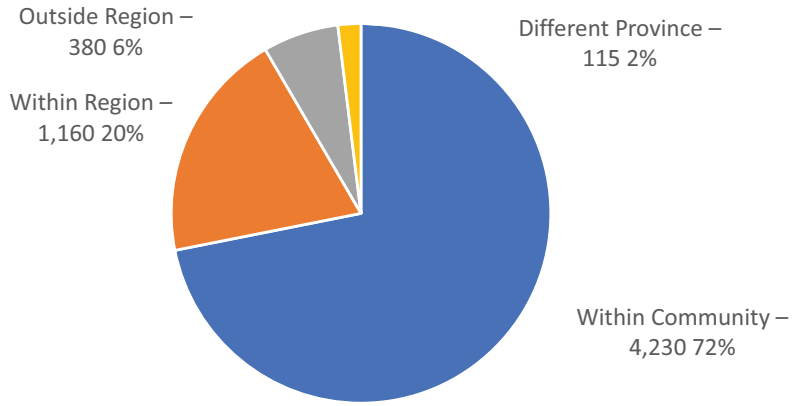


Commuting Duration

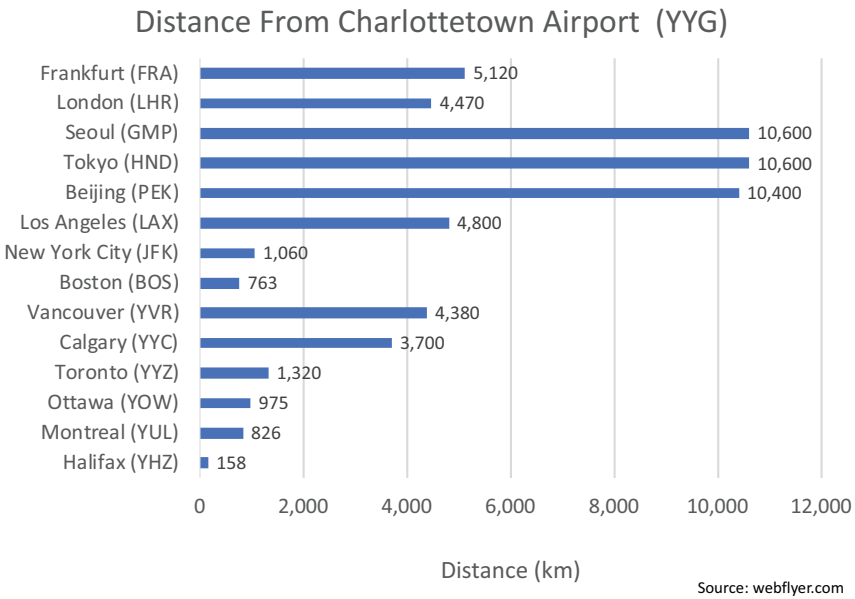


Source: Statistics Canada, 2016 Census

Commuting Destination



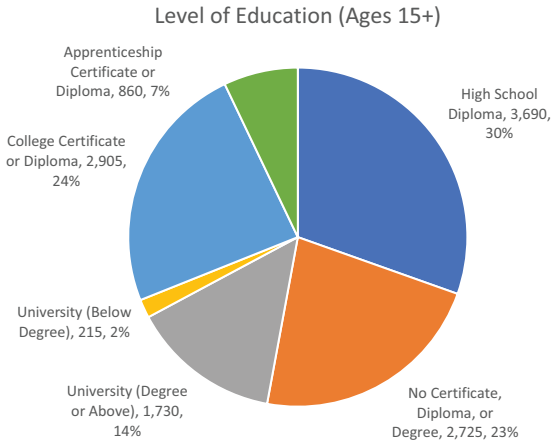
Source: Statistics Canada, 2016 Census

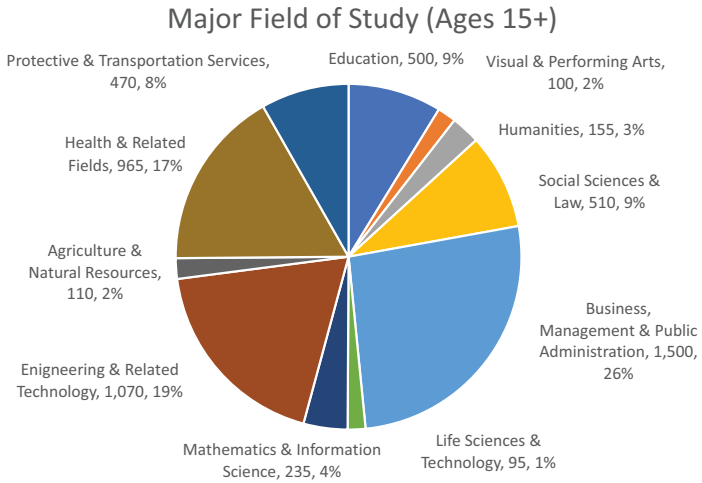


Source: webflyer.com

Education

Summerside's labour talent is often described as highly educated, experienced, skill driven and available to meet the discerning demands of business. Whether companies are looking to expand or diversify their operations, Summerside has the people with the right skill sets to make it happen. Along with our Post Secondary Educational partners, finding the right talent with the right skills is never a problem in Summerside.

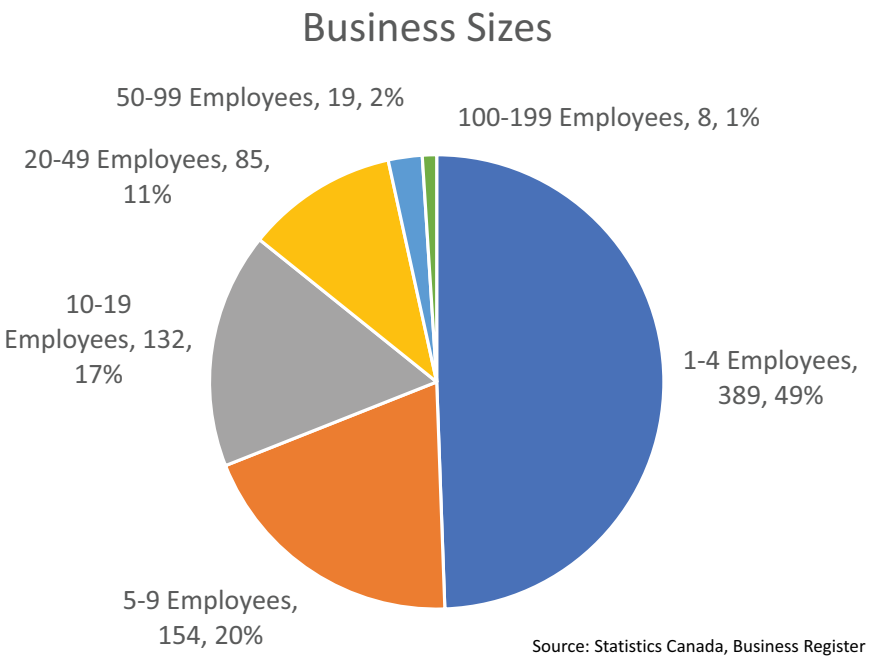




Companies

In the past decade, Summerside's economy has experienced significant diversification, advancement, and growth. It is a modern service, high-technology, education, tourism, retail, and light industrial economy providing employment and investment opportunities that range in scope from small business to multinationals.

Summerside's economy has an opportunist reputation, and over the past decade has seen significant advancement and growth. Sectors targeted to bring a new level of prominence to Summerside include Aerospace, ICT Enterprise, Education, Consumer Product Providers, and Advanced Manufacturing. Summerside also provides many opportunities for growth in all sectors.



Source: Statistics Canada, Business Register

TOOLS TO SUPPORT YOUR BUSINESS

Summerside Economic Development has a suite of tools and customized research to support every aspect of your business growth. Services include:

- ✓ Company relocations and expansions
- ✓ Customized site selection
- ✓ Industrial and commercial development projects
- ✓ Concierge Investment Program (to fast-track approvals)
- ✓ Statistical advice
- ✓ Small business start-up, growth and retention support
- ✓ Real estate, labour force and business databases to support custom research and policy development

Our robust toolset includes:

Business Directory—A comprehensive listing of all business in Summerside to support networking opportunities

Labour Tool—For businesses large and small, the Summerside Labour Sourcing Tool provides a fast, cost-effective and easy-to-use channel to post a job and tap into the supply of qualified talent you need.

Business Investment Cost-Calculator Tool—The "cost of doing business calculator" analyses site-specific costs for investment including projects for utility rates, wages and benefits, and property costs.

Real Estate Locator—Summerside Available Sites Tool helps you find suitable Industrial/Commercial business properties using refined filter settings to find the optimum site.

Demographics Analyzer—Provides customs reports allowing you to measure the dimensions and dynamics of the Summerside population.

City of Summerside
Prince Edward Island
Canada

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NORTH AMERICAN IT MARKETS

"The largest owner-operator of freestanding outpatient diagnostic imaging centers in the United States, we found the right skills to develop our Health IT software was easy in Summerside. The city's highly productive, cost effective and time-zone-friendly advantages enabled us to develop the highest quality software, deploy and support our centers in the United States and drive ROI for our company."

***Dave Perry**—Group Leader*
Radnet Inc.

Come grow with us!

funky finger productions inc. · HR.com · IO Solutions Call Center Inc. · iPayNet · starport Managed Services · WorkLinks · RadNet

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