



Community Profile



City of
Summerside

Prince Edward Island, Canada

Opportunity Knocks

Small City. Big Opportunity. That's the Summerside advantage.


Located in the Gulf of St. Lawrence, much of the city's early economic development leaned on agriculture and the tourist trade. While these continue to be very important to the economy, the past 10 years have seen an impressive level of expansion in knowledge-based industries including: **Aerospace, Information Technology, Food Processing, and Manufacturing.**


Summerside provides companies with a competitive business environment where key location sensitive costs such as real estate and labour are significantly lower than most North American markets.

Summerside's proposition for business development includes:

- Central PEI location with a trade area population of 45,000 – 35% of the Island market share
- Proximity to larger markets – Summerside's strong infrastructure network connects business to a market in excess of 22 million people all within a day's drive.
- Transportation links – international airport, deep water port, and proximity to Confederation Bridge (20 minutes)
- Skilled, dedicated & available workforce – demonstrated capacity for attracting and retaining core talent
- Tax Free Zones, Tailored Incentive Packages, Research & Development Clusters for specific sectors
- High quality of life for employees

All levels of government have recognized the importance of business and human resource investment. They have collaborated to offer tax incentives and tailored financial solutions to our business and industry partners' needs.



An aerial photograph of a coastal town, likely Summerside, showing a mix of residential areas, green spaces, and a marina with many sailboats in the foreground. The town is surrounded by water, and the sky is clear and blue.

“Doing business in Summerside means access to skilled workers and attractive incentives that help me achieve the goals I have for my company.”

Scott Fingler, *Fiber Connections*

A Less Taxing Environment:

- Federal Corporate Tax Rate = 18%
- Federal Small Business Corporate Tax Rate = 5%
- Provincial Corporate Tax Rate (Small Business) = 1%
- Provincial Corporate Tax Rate (Other) = 16%
- Provincial Commercial Property Tax Rate = \$1.50/\$100 of Assessment
- Municipal Commercial Property Tax Rate = \$1.92/\$100 of Assessment
- Average Industrial Land Price = \$82,000/acre
- A full annual rebate on all provincial taxes for aviation related businesses operating in Slemon Park
- 10 year tax rebate program for export-focused manufacturers or value-added service providers
- Provincial incentive programs for bioscience, IT, manufacturing, export-focused goods and services

Summerside recognizes that planning for growth in a city should be more than building homes for people to live in. It should also include plans for business and industry, jobs, and services that make a city work. The city has grown with an attentive eye to those who live here and has delivered in providing jobs for the majority of residents. A diverse economy has created a highly stable operating environment for existing businesses and residents.

Thus, Summerside's value proposition for the job seeker is equally strong:

- Projected growth in employment opportunities across several industrial sectors
- Wide range of employers – key industry players, public sector/government, small – medium sized firms, not-for-profit agencies
- Affordable, safe, and vibrant community in which to work and live
- Access to high quality educational institutions and lifelong learning opportunities
- Multitude of recreational and cultural activities

Agencies and government offices offering assistance with job search, establishing a small business, and career training are open, ready, and willing to help you achieve success!

With higher incomes per capita, some of the lowest taxation rates in the country, and an affordable housing market, Summerside places value on the hard work you do for every dollar earned.



Labour Force

Population

City of Summerside 14,500

Prince County 44,495

Province 142,300 (est Sept 2010)

Statistical Highlights (November, 2010)

Summerside Labour Force – 9,800 (est)

Prince Edward Island Labour Force – 81,000

Unemployment Rate – 12.5%



Our People



Summerside takes pride in its people. We are a safe community for all ages with access to high quality education, world-class recreation, and health care services.

Demographics of Selected Regions 2001-2006

Total	PEI		Queens County		Kings County		Prince County		Summerside	
	2001	2006	2001	2006	2001	2006	2001	2006	2001	2006
All persons (3)	135,295	135,850	71,620	72,745	19,180	18,605	44,495	44,495	14,655	14,500
Age 0-4	7,555	6,690	3,865	3,570	1,065	835	2,625	2,290	875	725
Age 5-14	19,095	17,295	9,910	8,905	2,820	2,530	6,365	5,870	1,935	1,840
Age 15-19	10,230	9,940	5,260	5,255	1,590	1,450	3,380	3,240	1,070	995
Age 25-44	37,795	34,640	20,170	18,915	5,145	4,470	12,485	11,260	4,100	3,610
Age 45-54	20,120	21,075	10,920	11,455	2,830	2,830	6,370	6,785	2,100	2,165
Age 55-64	13,205	17,445	6,915	9,255	1,930	2,570	4,355	5,620	1,385	1,740
Age 65-74	9,700	10,805	4,935	5,535	1,425	1,510	3,340	3,765	1,160	1,290
Age 75-84	6,410	6,685	3,345	3,475	900	965	2,155	2,250	775	855
Age 85 and over	2,465	2,690	1,315	1,445	335	365	820	880	325	360
Median age of the population	38	41	38	41	38	42	38	41	38	41
Population ages 15 and over	80.3%	82.3%	81.0%	83.0%	80.0%	82.0%	80.0%	82.0%	81.0%	82.0%

Our workforce is highly skilled and well educated. Well over 70% of our population has a high-school diploma or higher. We are home to six schools operated by the Western Prince Regional School Board, a community college campus, and numerous training facilities to meet your learning needs.

Sixteen top universities are within the Atlantic Canada region, as well as a myriad of private and vocational schools. All are a stone's throw away from your Summerside home base.

Education

Population 15+	1996	% of Pop	2001	% of Pop	2006	% of Pop
Total – Highest degree, certificate or diploma	12,435		12,760		13,060	
Less than grade 9	1,470	11.8	1,455	11.4	3830	29
High school graduation certificate	2,135	17.2	2,200	19	3370	25.8
Total – Post Secondary Education	5,960	47.9	6,295	49.3	9,235	70.1
Trades certificate or diploma	1,530	12.3	1,705	13.4	1340	10.2
College certificate or diploma	1,900	15.3	2,085	16.3	2710	20.7
University certificate or diploma below bachelor level	190	1.5	295	2.3	430	3.3
University degree	1,170	9.4	1,105	8.7	1360	10.4
Bachelor's degree	835	6.7	825	6.5	1020	7.8
University certificate above bachelor level	165	1.3	100	0.8	130	1
Master's degree	95	0.7	55	0.4	205	1.6
Earned Doctorate					10	

Location, Location, Location

A beautiful waterfront city with a proud history and bright future, Summerside is a unique community known for its exceptional quality of life and beautiful setting in Prince Edward Island.

Summerside has everything – a multitude of recreational opportunities, a diverse and growing industrial, commercial and agricultural base, quality health care and excellent schools and social amenities. Real estate is affordable, the air is clean and the community is safe.

With a population of approximately 15,000 (increases substantially in the summer season) Summerside is the regional centre for Western PEI and draws from a market population in excess of 45,000.





Summerside's proximity to major markets in Canada and the Northeastern United States, combined with effective transportation, makes Summerside an unparalleled setting as a location for business and to live and enjoy life!

Transportation Links

- Direct major highway access
- Modern port facilities with near year round operation
- First class International Airport (right in our own backyard!) served by major airlines including Air Canada, PEI Air, and Westjet
- Confederation Bridge (20 minutes from Downtown)

**Source, City of Summerside, Economic Development, (2009-05-06)*

Our Industry

Summerside's Economy has an opportunist reputation, and over the past decade has seen significant advancement and growth. Employment, business expansion, investment, the birth of new firms and many other attributes have contributed to the growth of this great city.

Sectors targeted to bring a new level of prominence to Summerside include Aerospace, ICT Enterprise, Education, Consumer Product Providers and Advanced Manufacturing. While Summerside has many opportunities for growth in all sectors including retail and service sectors, we have identified some key opportunities for growth in our goods producing sectors. Specifically, Summerside is looking for partners, joint venture opportunities, and new enterprise in the following areas:

Advanced Manufacturing

- Precision machining
- Environmental industry
- Building material

ICT

- Interactive media
- E-learning
- Software development
- Video game development

Aerospace

- Fixed wing air-framer
- Strip & paint facility
- Engines repair and overhaul,
- Propeller/rotor blade shop
- Avionics

Labour Force - All Industries

Industry Group	2001 Employees	% Distribution	2006 Employees	% Distribution	% change
Total labour force 15 years and over by industry - North American Industry Classification System 2002 - 20% sample data	8605		8630		
Industry - Not applicable	105	1.2	135	1.6	0.3
All industries	8500	98.8	8490	98.4	-0.4
11 Agriculture, forestry, fishing and hunting	545	6.3	455	5.3	-1.1
21 Mining and oil and gas extraction	10	0.1	65	0.8	0.6
22 Utilities	20	0.2	40	0.5	0.2
23 Construction	440	5.1	385	4.5	-0.7
31-33 Manufacturing	1170	13.6	1140	13.2	-0.4

Labour Force - All Industries (cont'd)

Industry Group	2001 Employees	% Distribution	2006 Employees	% Distribution	% change
41 Wholesale trade	320	3.7	205	2.4	-1.3
44-45 Retail trade	1015	11.8	1130	13.1	1.3
48-49 Transportation and warehousing	270	3.1	215	2.5	-0.6
51 Information and cultural industries	180	2.1	120	1.4	-0.7
52 Finance and insurance	180	2.1	185	2.1	0.1
53 Real estate and rental and leasing	95	1.1	170	2.0	0.9
54 Professional, scientific and technical services	230	2.7	250	2.9	0.2
55 Management of companies and enterprises	0	0	0	0	0
56 Administrative and support, waste management and remediation services	350	4.1	370	4.3	0.2
61 Educational services	395	4.6	420	4.9	0.3
62 Health care and social assistance	915	10.6	1015	11.8	1.1
71 Arts, entertainment and recreation	160	1.9	140	1.6	-0.2
72 Accommodation and food services	880	10.2	920	10.7	0.4
81 Other services (except public administration)	400	4.6	330	3.8	-0.8
91 Public administration	935	10.9	920	10.7	-0.2



Affordable Living

Summerside boasts one of the lowest utility, sewer access, and property taxation rates in the country. Combined with low real estate prices, it offers both an accessible and affordable living option to its residents without compromising on infrastructure.

Distribution by Income Group

Income Level	1996 # Households	1996 % Distribution	2000 # of Households	2000% of Distribution	2005 # of Households	2005% of Distribution
Under \$10,000	345	6.3%	300	4.7	235	3.95%
\$10,000 – \$19,999	1,115	20.3%	1,050	16.5	815	17.63%
\$20,000 – \$29,999	860	15.7%	1,005	15.8	855	28.04%
\$30,000 – \$39,999	760	13.9%	950	14.9	905	29.55%
\$40,000 – \$49,999	715	13.0%	820	12.9	660	26.28%
\$50,000 and Over	1,680	30.6%	2,230	35.1	2490	52.90%
All Private Households	5,480		6,355		5960	

Average Annual Household Income

Geographic Area	Average Household Income
Prince Edward Island	\$55,396
Prince County	\$51,564
Summerside	\$50,510
Charlottetown	\$54,962

Housing Inventory

House Style	1991	1996	2001	2006
Semi-Detached	388	415	565	577
Apartment, Detached Duplex	268	250	220	208
Single-Detached	2,896	3,245	3,160	3,249
Apartments (less than 5 stories)	888	1,015	955	1,023
Movable Dwellings	272	245	420	440
Townhouse	150	310	465	453
Total	4,860	5,480	5,775	5,950

Comparison Shopping

City	Detached Bungalow	Executive Detached Two-Storey	Standard Two-Storey	Standard Townhouse
Summerside	\$140,500	\$229,500	\$190,000	\$120,000
Saint John	\$177,980	\$350,000	\$272,000	\$182,000
Halifax	\$312,000	\$330,000	\$285,000	\$225,000
Charlottetown	\$162,000	\$250,000	\$196,000	\$120,000
Mississauga	\$406,000	\$460,000	\$383,500	\$283,000
Oakville	\$378,000	\$614,250	\$441,000	\$367,500
North Vancouver	\$735,000	\$870,000	\$780,000	\$600,000

**Source, Royal LePage Survey of Canadian House Prices Third Quarter 2010*



Life of the Highest Quality

Summerside offers its residents a rich cultural heritage, a safe and healthy community, and a full range of services. These elements contribute to a high quality of life being enjoyed by all who call Summerside home.

At Your Service

Summerside offers a multitude of services and conveniences...

Shopping centres featuring major retail outlets, financial institutions, a hospital and health care services, convention/conference facilities, professional services, recreation and accommodations for out-of-town guests are all at your fingertips.

Downtown Summerside is a vibrant focal point for the community. It houses many of the city's services, office buildings, attractions, specialty shops and fine restaurants.

Parking? No problem! 640 public and 825 customer spaces are available for your convenience.

Sights + Sounds

In 2006, over 530,000 visitors came to Summerside to enjoy our rich heritage and culture on a spectacular waterfront backdrop. Now, imagine if you lived here and got to experience it all year long!

Professional theatre, nationally recognized museums and galleries, and high quality entertainment are among the city's main attractions. Summerside also plays host to many festivals and events throughout the year... there is always something going on!!

Top it all off with comfortable pubs, coffee shops, an active live music scene, a bowling alley, and a multiplex theatre, and you see how the 'to see and do' list fits into our "never a dull moment philosophy".



At Play

We also offer world-class recreation. Whether it's a championship golf course, curling rink, or a great workout you seek, Summerside offers top-notch facilities at affordable prices.

The cultural attractions of Summerside offer our residents and visitors the opportunity to experience the rich history and tradition of the region through the performing arts. The beautifully appointed and state of the art equipped Harbourfront Theatre serves as a main venue for the Island's multitude of musical and theatrical talent, as well as world renowned touring artists in virtually every discipline and genre.

Maurice Gallant, General Manager - Harbourfront Theatre



Our Facilities Include:

Credit Union Place

- 3 large meeting rooms
- 2 regulation ice pads
- Rink seating for 3,500 and 500
- Meeting and VIP rooms
- Bowling lanes
- 3,500 square foot Fitness Centre
- 2 full size Squash Courts
- 6 lane, 25 meter Competitive Pool
- Leisure pool with water slides
- 2 saunas & hot tubs
- Summerside Raceway on property

Silver Fox Curling and Yacht Club

- 6 sheets of Curling Ice
- Marina facilities for 109 vessels
- Banquet facilities, groups up to 1,500

Slemon Park

- Full Gym, Fitness Centre
- Tennis & Squash Courts
- Regulation Size Arena, Softball and Baseball
- Outdoor Track, Trails, Soccer Field
- Banquet Facilities, Groups up to 350
- Central hall & classrooms
- 200 seat Lecture Theatre

Queen Elizabeth Park

- Tree-lined facility
- Three lighted Baseball Fields
- Press Box and spacious Change Rooms
- Full-service Concessions
- Seating for 10,000
- Outdoor Tennis & Basketball Courts
- Outdoor Track



Facilities Throughout The City

- Harbourfront Boardwalk
- Hiking, Biking & Walking Trails
- Outdoor Tennis & Basketball Courts
- Playgrounds, Parks & Greenspace – Over 15 Areas
- 4 Ball Diamonds

If you are looking for something a little more organized, there are a number of teams and leagues available for players of all ages. Coaches are always needed and opportunities to get involved are plentiful.

Prefer a seat in the stands? Summerside has hosted some of the Atlantic region's and Canada's most prestigious events including: Karcher Canadian Junior Curling Championships (Men's & Women's), Canadian Junior Hockey Championships, Atlantic Canadian Strongman's Competition, Softball Canada – Royal Bank Cup and the 2002 Canadian Senior Games.

Want to get away? Leaving it all behind has never been easier. Long sandy beaches, country life, and spectacular scenery are right on your doorstep. The Island is waiting to be discovered.



**Contact us and let us show you how this small city with big ideas,
big opportunities, and big experiences can work for you!**



Prince Edward Island. Canada

Michael Thususka Ec.D.,
Director Economic Development

City of Summerside
275 Fitzroy Street Summerside PE C1N 1H9

Direct Line: 902.432.1255
Mobile: 902.432.0103
Facsimile: 902.436.9296
E-mail: miket@city.summerside.pe.ca
Web: www.city.summerside.pe.ca

