

Living and Working in Summerside

City of
Summerside

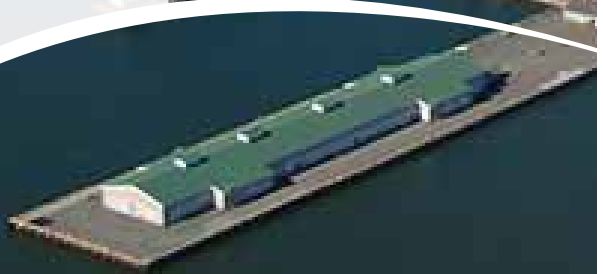
Prince Edward Island, Canada



Nestled on the “summer side” of the world’s greatest island is a community striding confidently into the future. Though in relative terms it may be small in size, it is home to big ideas, big opportunities, and big experiences.

As the Island’s second largest and fastest growing city, Summerside offers diverse careers and exciting business opportunities. Factor in world class recreational facilities, affordable living in beautiful surroundings, and its abundance of services and you will begin to see why Summerside is a superior community in which to live, work, and play!

Take a few moments to discover this small city with big opportunities for yourself...





Live + Play

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, excellent schools and social amenities. Real estate is affordable, the air is clean and the community is safe.

With a population of approximately 16,000 (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!

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.

But don't just take our word for it... When measured against 10 key factors that influence overall quality of life, this is how life here stacks up:

Public Security: PEI has the second lowest crime rate in Canada (2001 Census)

Cost of Food: One of the most affordable places in Canada with CPI lower than the average for the rest of Canada

Fitness for Habitation: No risk from natural disasters or by man-made hazardous waste industries

Housing Standards: PEI has one of the highest home ownership rates as a result of our affordable housing

Communications: PEI offers one of the most sophisticated telecommunications networks in the world

Education: PEI offers all levels of education to meet your family's needs

Public Health: Every resident has access to free, high quality health care

Peace and Quiet: A peaceful and tranquil environment

Traffic: Commuting to work and getting around in your spare time has never been easier

Air Quality: With the environment first, PEI offers superb air quality



Transportation Links

- Direct major highway access
- Modern port facilities with near year round operation
- First class International Airport served by major airlines including Air Canada, PEI Air, and Westjet (45 minutes away)
- Confederation Bridge (20 minutes from Downtown)

**Source, City of Summerside, Economic Development, 2008.*



Affordable Living

Best described as a blend of heritage architecture with modern innovations, Summerside is committed to sustainability and maintaining a high quality of life enjoyed by all in our community.

Trees, parks, schools, and services are integral components of every neighbourhood in Summerside. Residents enjoy activities within the boundaries of the City, which can seldom be found in any other single location. From ocean-side strolls to professional theatre, it is all here!

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.

In fact, Summerside is recognized as a leader in the provision of quality drinking water, telecommunications infrastructure, recreational facilities, and health care services.



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

Real Estate Contacts:

- **Burns Properties Incorporated**
263 Harbour Drive, Suite 18 C1N 5P1
902.888.2313 – www.burnsproperties.ca
- **Century 21 Northumberland Realty**
629 Water Street East C1N 4H8
902.436.2265 – www.century21pei.com
- **Coldwell Banker Bradley Realty Ltd.**
61 Central Street C1N 3L2
902.436.4663 – www.bradleyrealty.pe.ca
- **RE/MAX Harbourside Realty Ltd.**
660 Water Street, C1N 1A3
902.888.3600 – www.remaxharbourside.ca
- **Royal LePage County Estates**
630 Water Street C1N 4H8
902.436.9251 – www.royallepagepei.com

Quality Learning

Summerside is a true learning centre. From day-care to post-secondary education, our community has access to the highest caliber of education and training.

Primary, Intermediate, and Senior School

The Western Regional School Board is the body which operates the six primary, intermediate, and senior schools based in Summerside. Co-curricular activities, learning supports, and experiential learning are integral components of educational programming.

Post-Secondary Education

Holland College offers a number of core curriculum courses in Summerside from its Technology, Marine and Fisheries and Vocational programs as well as the Atlantic Police Academy. The college also specializes in delivering customized training programs designed to meet any employer's needs. The University of Prince Edward Island, located less than 45 minutes from Summerside, provides a wide range of academic programs in the arts, sciences, business and education.



Life Long Learning

Career Skills is a private institution offering Business and Information Technology diploma programs. Core curriculums include Business Administration, Office Administration, Entrepreneurship, Business Management, and Information Technology. Courses and business seminars can be tailored to the individual needs of employers.

The College of Piping, one of the only colleges of its kind, offers instruction in Highland bagpiping, Scottish-style snare drumming, Highland dancing

and step dancing. Programs are also offered for the piano, fiddle and tin whistle. The courses cater to adults and youth of all ability levels. Summer school, workshops and a piping internship program give out-of-province students an opportunity to develop these heritage skills.

Summerside is also home to many private employment training facilities. For further details contact contact the City at 902.432.1230 or the Summerside Chamber of Commerce at 902.436.9651.



Vibrant Downtown



A city's downtown core is traditionally a lively community focal point, and Summerside is no exception. Our downtown is home to many of the city's services, office buildings, attractions, specialty shops, and restaurants.

Culture is also in abundant supply! The Wyatt Heritage Properties, The Jubilee Theatre, Silver Fox Curling & Yacht Club, and the Eptek Centre for the Arts are just a few pieces of the colourful tapestry that is Downtown Summerside. Outdoor entertainment, fireworks and festivals add an extra element of fun to the vibrant downtown atmosphere throughout the year!

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

Combine all this with one of PEI's most breathtaking views – it's no wonder the Downtown is becoming the centre of activity.

At Your Service...



Summerside offers a multitude of services and conveniences... Shopping centres featuring major retail outlets, financial institutions, convention/conference facilities, professional services, and accommodations for out-of-town guests are all at your fingertips.

A strong and healthy community is a priority for Summerside...

Prince County Hospital and a number of clinics offering specialized medical care make up the health care cornerstones of our community. We are proud to have a dedicated team of physicians, nurses, clinicians, EMTs, and other medical professionals who call Summerside home.

Numerous service organizations, faith communities/churches, and not-for-profit agencies are active members of the community. Their focus is on the emotional, spiritual, and personal well being of not only the residents of Summerside but further afield as well.

Stay Connected

Media outlets based in Summerside include:

CJRW 102.1	Radio: Classic Hits	902.436.2201
CHLQ 93.1	Radio: Adult Contemporary	902.892.1066
CHTN 100.3	Radio: Classic Hits Ocean 100	902.892.1066
CFCY 95.1	Radio: Country	902.892.1066
CBC 96.1	Radio 1 - news/talk/features	902.629.6400
CBC 104.7	Radio 2 - news/talk/features	902.692.6400
CBAF 88.1	French Radio	902.892.6400
CKQK 105.5	Radio: Rock	902.569.1003
The Journal Pioneer	Summerside Daily	902.436.2121
The Guardian	Charlottetown Daily	902.436.9331
LaVoix Acadienne	French Newspaper	902.436.6005
Eastern Graphic	Weekly Regional	902.838.2515
Island Farmer	Bi-weekly	902.838.2515
Kwimu Messenger	Mi'kmaq Monthly Publication	902.838.2515
West Prince Graphic	Weekly Regional	902.838.2515
The Buzz	Monthly Entertainment	902.628.1958
East Link		
Community Television	Cable Services	902.436.2936
CBC	Television/Provincial News	902.629.6400



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!

Looking for a great way to spend an afternoon? Browse the gift shops and boutiques, explore the boating and fishing heritage that helped to shape Summerside, or sip a latte while going for a stroll on the boardwalk.

Fine restaurants, comfortable pubs, and an active live music scene are among the many options for spending quality time with friends and family.

Top it all off with a first run movie multiplex, bowling alley, and top-notch recreation facilities and you see how the 'to see and do' list fits into our "never a dull moment philosophy".



At Play

Getting active in Summerside is easy! Whether it's a championship golf course, curling rink, or a great workout you seek, Summerside offers world-class recreational facilities at affordable prices.

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

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.



Summerside is in an exciting period of economic expansion. A key contributor to the Island economy, Summerside is quickly emerging as one of the most accessible and competitive markets in North America.

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



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



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.

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 which 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.

There are over 1,000 businesses in Summerside that employ over 7,000 workers. 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.

Skilled Workforce

Summerside's workforce is well represented by individuals with strong technical skills and quality training. Well over 70% of the population has a High School Diploma or higher.

In combination with PEI's record of low employee turnover, Summerside's workforce continually proves itself to be a valuable asset to business enterprise in all sectors.

Diverse Industry

Several industry sectors are major players in the diverse business landscape of Summerside. These include: primary industries/ manufacturing - specialized in: materials, goods production, and food / agricultural processing; health and social services; the wholesale and retail trade; and service sectors.



Over the last 10 years, Summerside has considerably increased its market share in knowledge-based industries. The strongest area for growth in this regard is in Aerospace – specifically in avionic production and mass transit enterprises. Looking to build on this success, Summerside is currently undertaking increased economic development efforts in aerospace, information and communications technology, and advanced manufacturing.

Collaborative Partnerships

How can we foster innovation? How can we help employees maximize their effectiveness? How can we collaborate to offer an investment and enterprise friendly environment? These are some of the key questions Summerside has asked itself in planning its economic development.

We have joined forces with our business leaders, government partners, and city visionaries to offer a variety of innovative industry practices, tax incentives, and customized business investment solutions.



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

