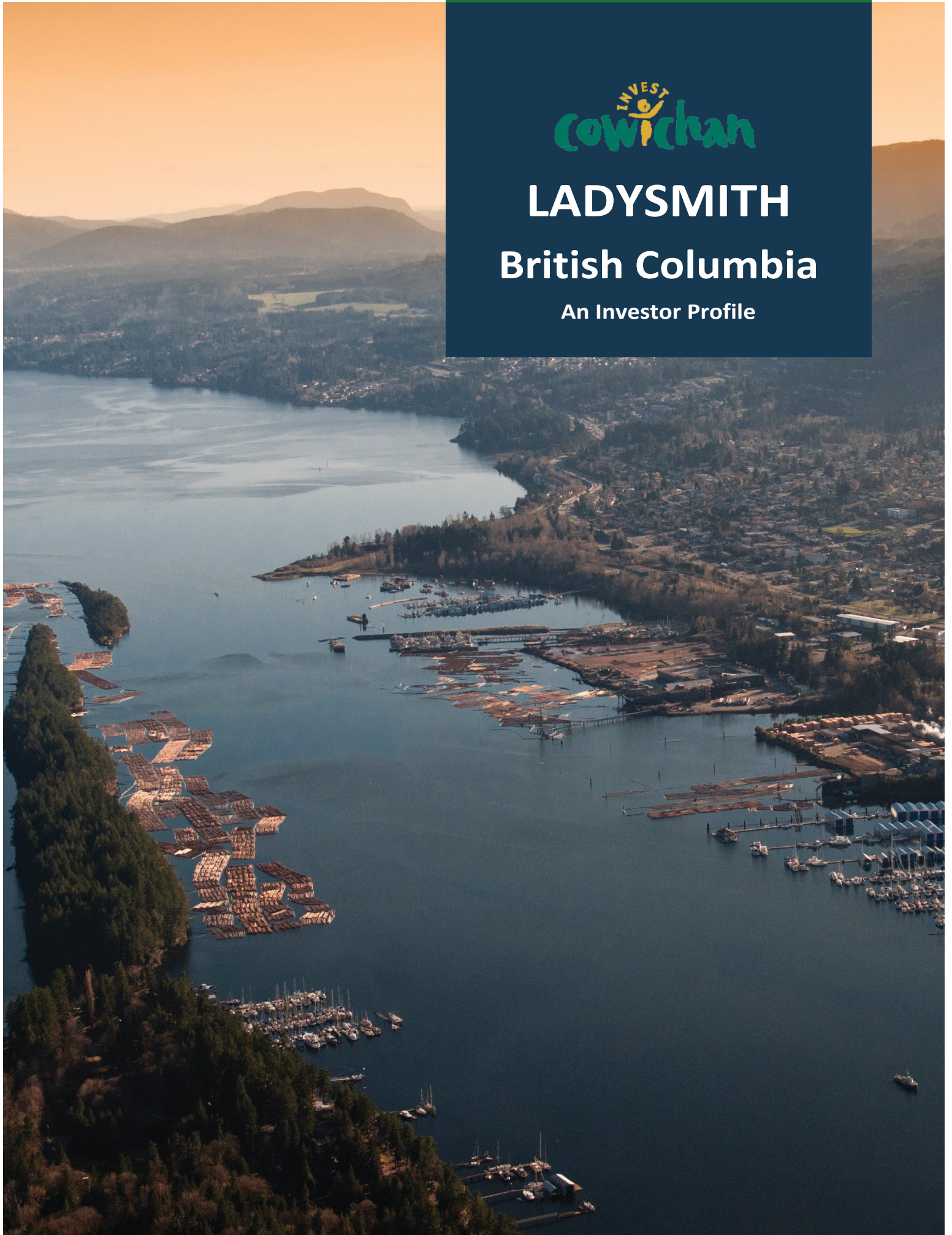




# LADYSMITH

## British Columbia

An Investor Profile





## LADYSMITH BRITISH COLUMBIA

**Location:** Southern Vancouver Island, British Columbia

**Population:** 8,537 (Statistics Canada, 2016)

**Key Economic Sectors:** Forestry and wood products, marine services, tourism services, retail



*The Town of Ladysmith is located in the traditional territory of the Stz'uminus First Nation, and has a proud heritage. The Town has a clear vision for a prosperous, sustainable and resilient future. They have won an award for being a small-business friendly community. New residents are welcome, responsible growth encouraged and they are open to investment.*

### INFORMATION FOR INVESTORS

Located on the 49th parallel, Ladysmith provides an active waterfront, two industrial parks and a beautiful heritage downtown. The Town is committed to fostering a healthy, resilient and environmentally responsible economy. With its mild climate, proximity to major urban centres and convenient transportation networks, Ladysmith is a natural choice to live, work and play.

### DOING BUSINESS IN LADYSMITH

Ladysmith offers multiple tax incentives and economic revitalization programs, and assistance services for small business owners.

Awarded the "Most Small Business-Friendly Community" in the Vancouver Island/Coast Region, Ladysmith can provide a wealth of knowledge, assistance and resources for new businesses.



### INVESTMENT OPPORTUNITIES

Ladysmith is growing! Reap the benefits of its natural harbour and marina facilities and wood mills. We're close to major transportation networks and urban centres.

- **Forestry and wood products** — With two local mills, value-added wood products manufacturers are locating here.
- **Marine manufacturing and services** — Good natural harbour and a variety of marine services.
- **Tourism infrastructure** — 80% increase in visitors since 2008. Growing culinary food sector with downtown restaurants and retail. Marine tourist docks with modern amenities.
- **Green Industry** — Clean technologies, eco-tourism, eco-industrial parks, live-work, green building.
- **Professional Services** — Small town atmosphere, recreational opportunities and transportation links make Ladysmith an ideal location for professionals.
- **Food and beverage processing** — Shellfish processing (oysters, clams, scallops and more). Local producers enjoy superior market access and growing conditions. Support services are also nearby.


### TWO INDUSTRIAL PARKS

Ladysmith has two industrial parks, with excellent highway access, utilities, and industrial zoning.

The 50 ha Rocky Creek Industrial Park fronts Ladysmith harbour and provides for live-work, light and heavy industrial uses. The 42 ha South Ladysmith Industrial Park is suited for a range of industrial uses.

### WATERFRONT DEVELOPMENT

Ladysmith's stunning waterfront is one of the community's most defining features.

Transfer Beach Park is treasured, where residents go to experience nature, tranquility, water activities and community events. 

Adjacent to the Beach lie over 26 acres of provincial and town-owned land—all vacant and awaiting development.

The Town's sustainability and waterfront area plans envision a dynamic multi-use waterfront village. It would include natural, recreational and marine activity areas, waterfront services, residential development and a working industrial waterfront.

The current focus is on confirming the development vision and environmental clean-up of the area. The intent is to make way for sustainable mixed use development, through a dynamic and partnered Ladysmith Waterfront Development Plan.





### PORT FACILITIES

- **Ladysmith Marina** — Has 150 moorage slips as well as boathouses. Also home to the Ladysmith Yacht Club.
- **Ladysmith Maritime Society Community Marina** — Provides moorage and facilities for overnight visitors, tourist docks. Hosts a Maritime Museum and a Visitor Reception Centre.
- **Ladysmith Fisherman's Wharf** — Offers a boat launch and moorage for up to 100 commercial boaters at the government dock.



### INFRASTRUCTURE

- **Water & wastewater:** The water supply system can serve a population of up to 15,000. A state-of-the-art secondary sewage treatment system expansion to serve up to 30,000 is being built.
- **Telecommunications:** The town has access to digital cable and high-speed internet service.
- **Electricity:** Delivered by **BC Hydro**. Rates are among the lowest in North America.
- **Natural Gas:** Provided by **Fortis BC**. A liquefied natural gas (LNG) storage facility is located 6 km northwest of Ladysmith.

### TRANSPORTATION LINKS

Ladysmith is strategically located to offer easy access to the major transportation hubs of Vancouver Island.

- **Road:** Trans-Canada Highway links Ladysmith to the rest of Vancouver Island.
- **Bus:** Greyhound intercity service, as well as local and regional public buses are available.
- **Air service:** Nanaimo Airport (YCD) is just 7 km north of Ladysmith. Passenger and cargo service are available.
- **Ferry:** Passenger and cargo ferries are 15-25 minutes away, at Duke Point and Departure Bay in Nanaimo.
- **Port Facilities:** Ladysmith's harbour is used by commercial and pleasure boats.

### LARGE EMPLOYERS

The local economy is service-oriented, with a significant goods-producing sector and many small and home-based businesses.

#### Ladysmith Major Employers

- **Forestry** — Western Forest Products Sawmills
- **Retail** — 49th Parallel Grocery Store, Save-on-Foods, Home Hardware
- **Media/Publishing** — Ladysmith Press
- **Financial services** — Ladysmith and District Credit Union, Island Saving Credit Union, CIBC, RBC, and BMO
- **Seafood processing** — Limberis Seafood Processors





### SUSTAINABILITY AND GREEN VISION

Ladysmith is a green community, recognized as a leader in sustainability. The Town achieved Canada's Top 100 Greenest Employer in 2012, 2013 and 2014. In 2010, we received a Canadian Institute of Planners Award of Excellence for our Community Sustainability Vision. This vision is about:

- 1) improving the quality of life for all residents
- 2) protecting and enhancing the natural environment
- 3) strengthening the local economy
- 4) enriching and celebrating the town's uniqueness

### GOVERNMENT



LADYSMITH

An elected Council made up of a Mayor and six Council members govern Ladysmith. Municipal elections are held every four years. Ladysmith is represented on the Cowichan Valley Regional Board by one Director.

In 2007, Council members of the Stz'uminus First Nation and the Town of Ladysmith signed a Community Accord. In 2012, the Councils renewed an updated Accord, which reaffirms and strengthens the communities' commitment to build our relationship through increased cooperation and partnerships.

### TOURISM / COMMUNITY EVENTS

Ladysmith is at the doorstep of some of the best tourism and recreational opportunities on Vancouver Island.

The town is renowned for its annual events that showcase the community's tremendous sense of pride. Some of the most popular include:

- Festival of Lights
- Arts on the Avenue
- Ladysmith Days
- Kid's Pirate Day

### STZ'UMINUS FIRST NATION

The **Stz'uminus First Nation** are a Coast Salish people with a growing population of 1,300. Economic Development is managed by the Coast Salish Development Corporation (CSDC). With more than 1,200 hectares of land, including 11 kilometers of waterfront, and sizeable forest industry and aquaculture holdings, the CSDC can offer attractive investment and partnership opportunities. The corporation's mandate is to build a \$100 million local economy over the next 20 years.



## LIVING IN LADYSMITH

Ladysmith's identity as a charming west coast town is steeped in its history and the history of the area's original inhabitants, the Stz'uminus First Nation. The residents of Ladysmith recognize that growth and change are going to happen over time.

In the summer of 2008, the Town initiated a visioning process to both establish an over-arching sustainable development strategy for the Town's future, as well as to engage the community in a process to better define and develop its sense of identity and character to guide future development.

The Town of Ladysmith is deeply committed to achieving prosperity in a manner that is appropriate to the unique character and culture of the community. Ladysmith is a caring community, and we are working together to create the best social, economic, and cultural environment for all.



### EDUCATION

Our highly qualified and enthusiastic teachers provide quality education at the elementary, secondary and French immersion levels.

Post-secondary students can choose from programs at **Vancouver Island University (VIU), University of Victoria, and Camosun College.**

These institutions all have campuses within driving distance of Ladysmith.

The Town has a public library, which offers free Internet access and other educational resources.

### HEALTHCARE

Ladysmith Community Health Centre offers urgent care and clinical day care and a full range of health services. The Centre also has video-conferencing technology to connect patients to services. The Nanaimo Regional General Hospital, a modern 409 bed facility, is a 25 minute drive away.

Other private healthcare professionals, such as dentists, physiotherapists, chiropractors, massage therapists, optometrists and others are also located in the community. Ladysmith offers support services for all ages.





### COMMUNITY ORGANIZATIONS AND SPIRIT OF VOLUNTEERISM

In Ladysmith it's easy to become active in the community. Volunteerism rates are exceptionally high and social clubs abound.

Ladysmith's newest public space is Spirit Square, a place for festivals, events and celebrations. It is located in a new community complex housing the Ladysmith Resources Centre, the Boys' and Girls' Club and the Seniors' Centre.

A variety of licensed care facilities, preschools, and other early years services are located in Ladysmith.

### FOR MORE INFORMATION

Make the move to Ladysmith! You'll enjoy a welcoming investment climate, beautiful waterfront location and relaxed lifestyle. A great future is waiting for you on Vancouver Island.

#### Town of Ladysmith

[www.ladysmith.ca](http://www.ladysmith.ca)

250.245.6400

#### Economic Development Cowichan

[www.ecdevcowichan.com](http://www.ecdevcowichan.com)

250.746.7880

#### Ladysmith Chamber of Commerce

[www.ladysmithcofc.com](http://www.ladysmithcofc.com)

250.245.2112

### RECREATION

Ladysmith has year-round amenities, leisure services, programs and facilities. These include 26 kilometers of trails, 110 hectares of parks and open space, a community centre, community hall and sports fields.

Ladysmith's beautiful harbour setting and hilly landscape offer easy access to hiking and walking trails.

Transfer Beach Park has picnic facilities, playgrounds, a water spray park, amphitheatre, kayak and marine adventure centre and more! The Beach is known for its warm, clean summer swimming water – the warmest north of San Francisco.

An outdoor sports complex includes an all weather soccer field with future plans for ball fields and a fitness track. The Frank Jameson Community Centre includes an indoor swimming pool, gymnasium and fitness centre.





If you are planning on developing your property or investing in Ladysmith, the Development Services Department can provide you assistance.

For more information please contact:

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Town of Ladysmith - Development Services

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Economic Development Cowichan provides economic development, tourism marketing and film attraction for the Cowichan Region.

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