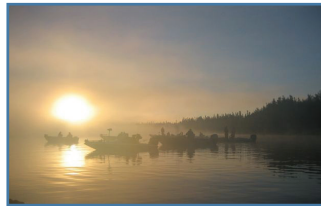


# Greenstone



## DEVELOPING THE FUTURE

Greenstone Economic Development Corporation

# About the GEDC

The Greenstone Economic Development Corporation (GEDC) fosters and encourages the start-up and operations of successful enterprises in all economic sectors within the Greenstone Area.

GEDC is a part of the Community Futures Development Corporation (CFDC) Network, which carries out services relating to community economic development planning, local business investment and development, and counseling. GEDC is a bilingual, non-profit, community based organization that services the communities within the Greenstone area. The organization supports Greenstone's vision for a prosperous and sustainable future through its many pro-business initiatives.



## GREENSTONE ECONOMIC DEVELOPMENT CORPORATION

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## Message From the Mayor



On behalf of Council, thank you for your considering the Municipality of Greenstone in your business plans. One of my top priorities when I took office was to transform the way the Municipality of Greenstone interacts with business. With the recent announcement of the Ring of Fire and the thriving mining industry, four key economic priorities for putting Greenstone back to work are: attracting and retaining business; investing in growth sectors; supporting small businesses; and educating and training the labour force for the demands and opportunities the Ring of Fire presents.

The Municipality Economic Development office has three projects underway: the Green Plan to meet the need for increased power capacity; a new review of the communication infrastructure to provide industry with the technology necessary to communicate effectively in a global market place; and the implementation of a Labour Market Working Group to establish a regional training centre to deliver education and training programs on and off site.

We are moving ahead with innovative new approaches and I want to recognize the efforts of all our First Nation partners, government, local businesses, community stakeholders and our new business partners for their incredible commitment to, and investment in, the future of Greenstone.

Renald (Ron) Beaulieu, Mayor of the Municipality of Greenstone

**BEARDMORE - CARAMAT - GERALDTON - JELICOE - LONGLAC - MACDIARMID - NAKINA**



# Welcome to Greenstone

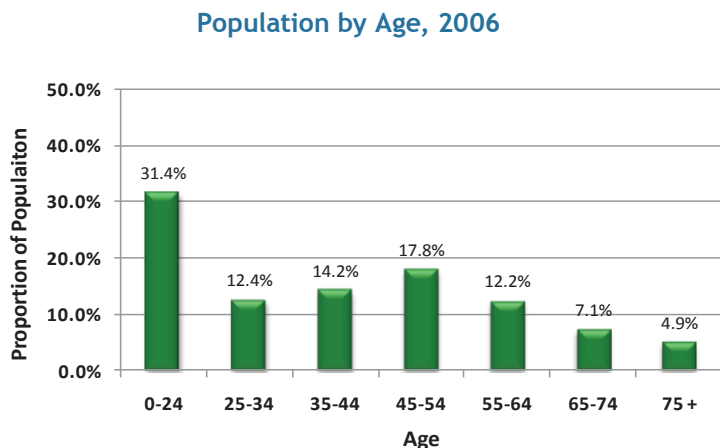
## History

Greenstone is the amalgamation of the former towns of Geraldton, Longlac, Nakina, Beardmore, Caramat, Jellicoe, Orient Bay and MacDiarmid. The amalgamation, which took place in 2001, made Greenstone one of the largest municipalities by land area in Canada.

Greenstone was made up primarily of forestry sector operations, and has a strong history in tourism and support through other northern communities through food, fuel and transportation. Greenstone is home to eight former gold mines, and holds much potential for growth in the mining sector as Greenstone as mineral exploration continues.

## Demographics

In 2006, the population of the Municipality of Greenstone was 4,906. Over 75% of Greenstone's population is under 55 years of age, which indicates that the majority of the population is readily available to enter the labour force.



Source: Statistics Canada Community Profiles, 2006

## Economy

Greenstone's economy has always depended heavily on natural resources. Until recently, the economy relied extensively on the forestry industry, but has now expanded to other areas. Most recently, Greenstone, and areas to the north, have been explored for precious metals by the mining industry.

The major industries in Greenstone include: trades, transport & equipment operators & related operations; occupations unique to primary industries; occupations unique to processing, manufacturing and utilities; and agriculture and manufacturing. The region has also seen an increase in demand for administration and health care positions.

## Climate

During the summer months, the temperatures in the daytime rise as high as the low 30's with cool evenings. In the winter the average temperature is -14 degrees, which allows residents to enjoy many winter activities that the area has to offer.







# Growth Sectors

A strong commitment is being made by Greenstone to promote sustainable growth and development while also maintaining and developing all the support systems necessary for growth to occur. Greenstone's skilled workforce and competitive location positions it to succeed in a number of key sectors.

## Mining

There is a significant opportunity for development in gold mining within Greenstone and surrounding areas, with many areas currently being explored for future development. Greenstone is home to many junior exploration companies who are exploring the greenstone belt and the underexplored Beardmore-Geraldton Gold Camp: 'Stake a claim where the past meets the future'. In addition, the area known as the Ring of Fire has vast deposits of metals, including platinum, palladium and, most significantly, chromite. The Ring of Fire has been one of the most important developments in Canadian mining due to the huge deposits of precious metal in the area. This area is located in the James Bay lowlands, 350 km north of Greenstone.

## Forestry

The forest industry is diversifying in Northern Ontario. The Ontario Ministry of Northern Development, Mines and Forests recently announced proposed changes to the way in which wood resources will be administered

in Ontario, through Ontario's Forest Tenure and Pricing System. This competitive process, open to anyone, including new and existing forest companies, allows companies to submit a proposal to be evaluated on a number of criteria. This opens up new opportunities for the use of large amounts of wood that are currently controlled by businesses no longer in production. Greenstone lies within the heart of the Boreal Forest with more than a 2 million hectares of harvestable forest made up of predominately spruce, poplar and jack pine in the surrounding area, positioning the community for the resurgence of the sector.

## Green Energy

The Green Energy Initiative creates economic opportunities within the Greenstone area by identifying and adapting an alternative, renewable infrastructure. The initiative will also bridge the gap between rural energy cost and rural energy demand as well as provide alternative solutions to industry and the Municipality.

## Business Process Outsourcing

Business process outsourcing contracts the responsibilities of a specific business function to a third party. With the available bilingual workforce in Greenstone, as well as the availability of government funding and commercial property, Greenstone has a competitive advantage as a location for a contact centre.

## Manufacturing

The Greenstone region, with its diverse workforce and natural resources, is prepared to move into the manufacturing sector. Bringing small manufacturing into the community will have great potential to add to future economic growth in the mining sector and the forestry sector through value-added forest products.

## Tourism

With all the natural amenities to be found in the area, Greenstone can provide visitors with many great memories. Greenstone offers everything from snowmobile trails and ice climbing in the winter, to hiking, fishing and beautiful campgrounds in the summer.

## FOR MORE INFORMATION

For more information on each growth sector, please visit the growth sectors page at [www.gedc.ca](http://www.gedc.ca)





# Diverse Workforce

## Education

Greenstone offers many post-secondary and training opportunities to residents in an effort to help them meet the needs of the industries in the community. This includes a Confederation College satellite campus in Geraldton, which offers programs such as Business Accounting, Human Resources, Pre-Health Sciences, Surface Diamond Driller Helper, and Welding. Confederation College also works closely with all industry partners to satisfy their training needs.

Characteristics	Greenstone	Greenstone %
No Certificate, diploma or degree	1425	36.3%
High school certificate or equivalent	1025	26.1%
Apprenticeship or trades certificate or diploma	400	10.2%
College, CEGEP or other non-university certificate or diploma	735	18.7%
University certificate or diploma below the bachelor level	65	1.7%
University certificate, diploma or degree	265	6.7%

Source: Statistics Canada Community Profiles 2006

## Knowledge of Official Languages

Language	Greenstone	Ontario
English and French	33.0%	11.5%
English only	65.0%	85.9%
French only	1.8%	0.4%
Neither English nor French	0.2%	2.2%

Source: Statistics Canada Community Profiles, 2006

## Labour Force

Greenstone is home to a multi-skilled labour force. Workers in Greenstone have experience in the mining and forestry sectors, acquiring skills that are assets to small manufacturing businesses. Compared to the provincial average (10%), Greenstone has a high number of workers with training in a specific trade (14%). Greenstone also has a much larger proportion of bilingual workers than the province.

## Labour Force by Industry, 2006

Industry	Skilled Workers	Proportion of Labour Force
Agriculture, forestry, fishing and hunting	205	7.6%
Mining and oil and gas extraction	30	1.1%
Utilities	25	0.9%
Construction	45	1.7%
Manufacturing	705	26.3%
Wholesale trade	40	1.5%
Retail trade	255	9.5%
Transportation and warehousing	185	6.9%
Information and cultural industries	30	1.1%
Finance and insurance	65	2.4%
Real estate and rental and leasing	15	0.6%
Professional, scientific and technical services	25	0.9%
Administrative and support, waste management and remediation services	30	1.1%
Educational services	260	9.7%
Health care and social assistance	275	10.3%
Arts, entertainment and recreation	15	0.6%
Accommodation and food services	220	8.2%
Other services (except public administration)	85	3.2%
Public administration	175	6.5%
<b>Total Experienced Labour Force</b>	<b>2685</b>	





# Competitive Advantages

*If you are considering starting a new business or growing your existing business, the communities of Greenstone have many benefits to offer.*

- Numerous business incentives, including multiple funding opportunities and tax advantages
- A large availability of affordable land throughout the area
- Lower construction and labour costs than many municipalities
- Competition is likely to be minor, allowing for a larger demand
- Excellent quality of life - relaxed pace lifestyle, allowing more time to spend with family and enjoying the natural amenities
- Close proximity to Thunder Bay and U.S markets allowing for easy market access
- Two airports: The Greenstone Regional Airport in Geraldton, and the R. Elmer Ruddick Airport, in Nakina. The airport in Nakina has recently received funding from the Federal Government to make important safety and infrastructure upgrades. There are industrial lots available for lease.



## Taxes and Utilities

Property Class	Greenstone Tax Rate
Residential	2.238930%
Commercial (Occupied)	4.163856%
Industrial (Occupied)	5.729705%

Source: Municipality of Greenstone, 2010

The Municipality of Greenstone offers competitive water and sewer rates, natural gas and electricity, and high-speed internet and mobile telephone services.

## Canada's Tax Advantage

- In January 2011, Canada will reduce the corporate tax rate to 16.5 percent from 18 percent. Rates are further reduced to 15 percent in January 1, 2012.
- At 15 percent, in 2012, Canada's corporate tax rate will be the lowest of the G7 nations.

## Ontario's Tax Advantage

- Effective January 2011, Ontario's corporate tax rate will be reduced to 11.5 percent from 12 percent
- This rate will be further reduced to 11 percent in January 2012, and 10 percent in January 2013







## GEDC Services

### Business Development

GEDC's Business Development division encourages and nurtures the growth of new and existing businesses in the Greenstone region through access to capital and business advisory services. Excellent partnerships with financial institutions enable further growth and bank readiness of our clients. GEDC's Business Development Services include:

- Access to Capital
- Business Seminars
- Advisory/Counselling Services
- Business Self-Help Resource Centre

### Community Development

GEDC's Community Development division is driven to creating a sustainable community. Creating a sustainable community involves fostering economic revitalization and opportunity that extends to all businesses throughout a geographic region. GEDC's Community Development Services include:

- Local Initiative Contribution
- Business Directory
- Greenstone Region Asset Inventory
- Growth Sectors
- Commercial/Industrial Property Inventory
- Demographic Data



## Access to Major Markets

Greenstone is accessible by highway, air, and railway. Many Greenstone communities are located along the Trans Canada Highway (Ontario Highway 11), with the remaining communities branching off of it.

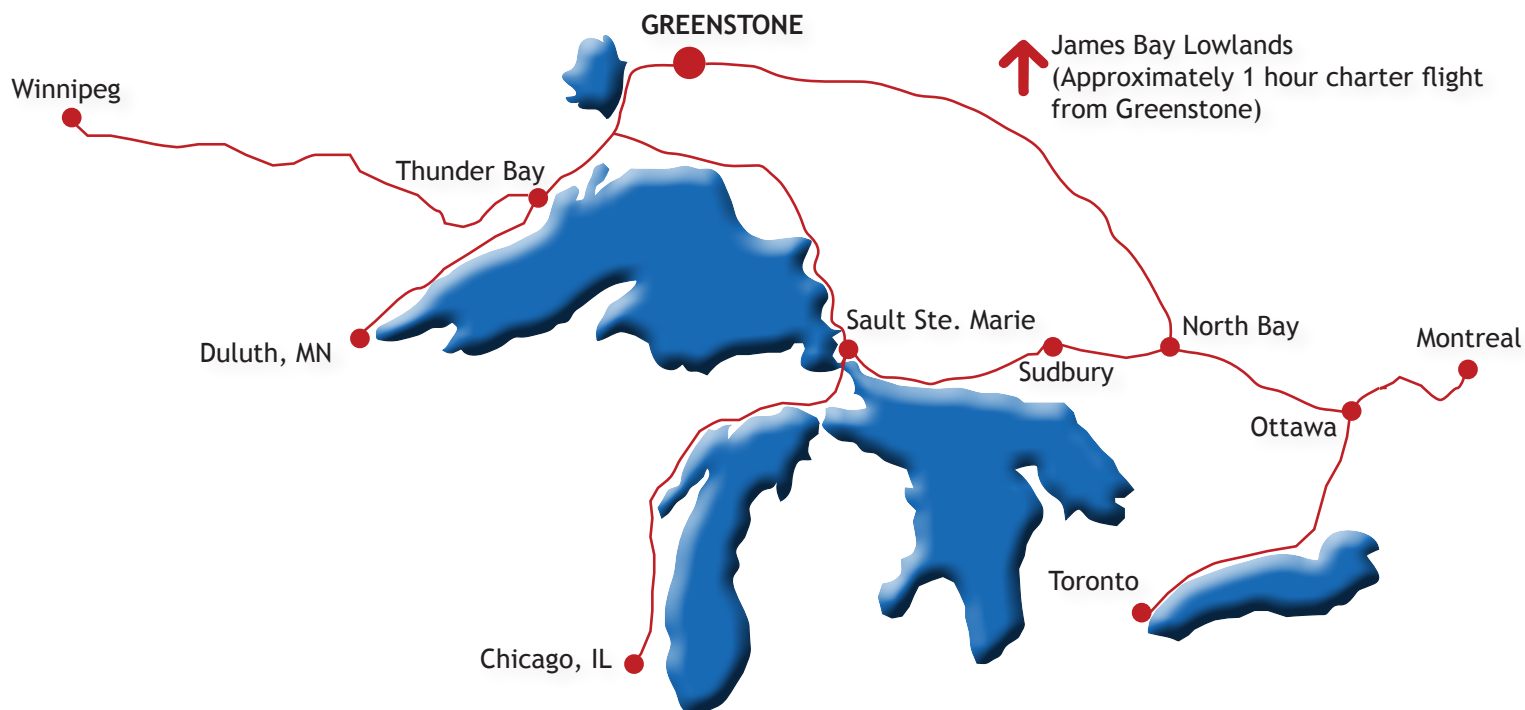
The Municipality of Greenstone contains two airports. The Greenstone Regional Airport in Geraldton, located 10 kilometres north of Geraldton, has day-to-day activities, including medical flights, MNR services, as well as private operator flights. The R. Elmer Ruddick Airport in Nakina has service through recreational and commercial flights. The nearest International airport is the Thunder Bay International Airport.

Many Greenstone communities are also accessible by rail. The Canadian National (CN) Railway runs through Caramat, Longlac and Nakina on its route from Toronto to Western Canada. There is also passenger service available through Via Rail in Longlac and Nakina.

## Amenities and Attractions

Greenstone offers a blend of small-town atmosphere, with urban convenience and a spectacular natural environment. Amenities include a wide range of schools, nearby post-secondary institutions, an abundance of parks and open natural space, a well maintained system of hiking and canoe routes, a community pool, and a Stanley Thompson/ Les Furber design golf course. Ice climbing, snowmobiling, golf and kayaking are just a small sample of what is readily available in our community.

The Geraldton District Hospital provides medical services to the community, as well as providing links to other health and social agencies within Greenstone. There are 4 medical clinics, 2 dental offices, and a public health unit in the municipality. In addition, there is also emergency service, mental illness support groups, an addiction treatment centre, and a community care access centre.



#### DRIVING DISTANCES

*Thunder Bay to Greenstone* • 300 km  
*Sault Ste. Marie to Greenstone* • 630 km  
*Sudbury to Greenstone* • 858 km  
*Duluth to Greenstone* • 646 km  
*Winnipeg to Greenstone* • 938 km  
*Toronto to Greenstone* • 1,150 km

#### TRAVEL TIME FROM

<i>Thunder Bay</i>	4 hours
<i>Duluth</i>	8 hours
<i>Sault Ste. Marie</i>	10 hours
<i>Sudbury</i>	12 hours
<i>Winnipeg</i>	13 hours
<i>Toronto</i>	17 hours

#### FOR MORE INFORMATION...



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