

North Bay Retail and Commercial Sector

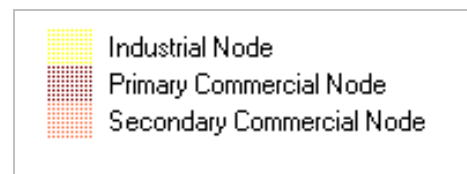
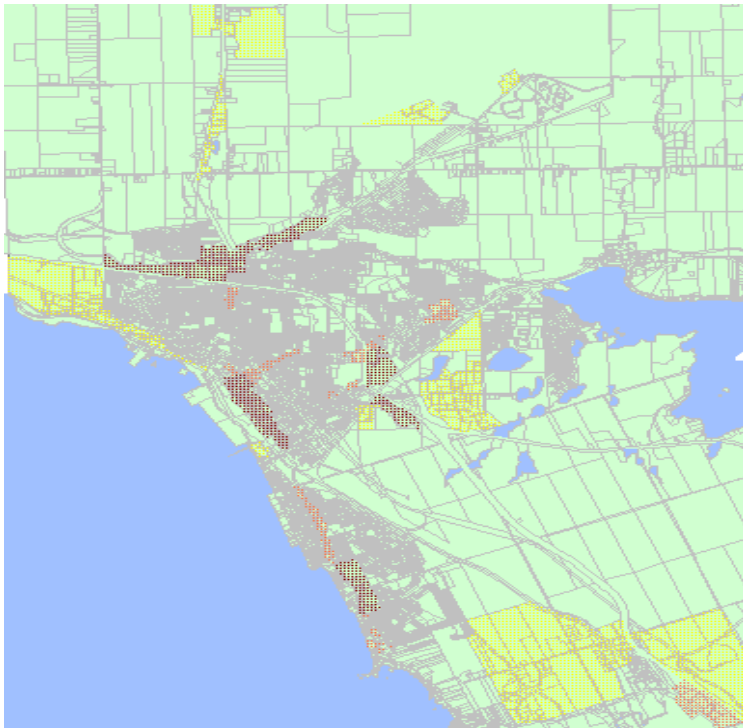
Industry Background

The commercial sector in North Bay is comprised of five primary vibrant nodes and a number of secondary ones spread throughout the city, with a full range of businesses, from large multinationals to small independents. The retail sector is one of the largest employers in the region, with over 30% of the region's workforce employed in either a sales or service occupation.

Recent expansions to regional shopping centres are complimented by the urban downtown core. Through the Downtown Community Improvement Plan (DCIP), the municipality invested approximately four million dollars which, in turn, has led to 40 million dollars of private sector investment and the establishment of many unique stores and restaurants. These investments continue to support a strong regional market and maintain a balanced approach to commercial development.

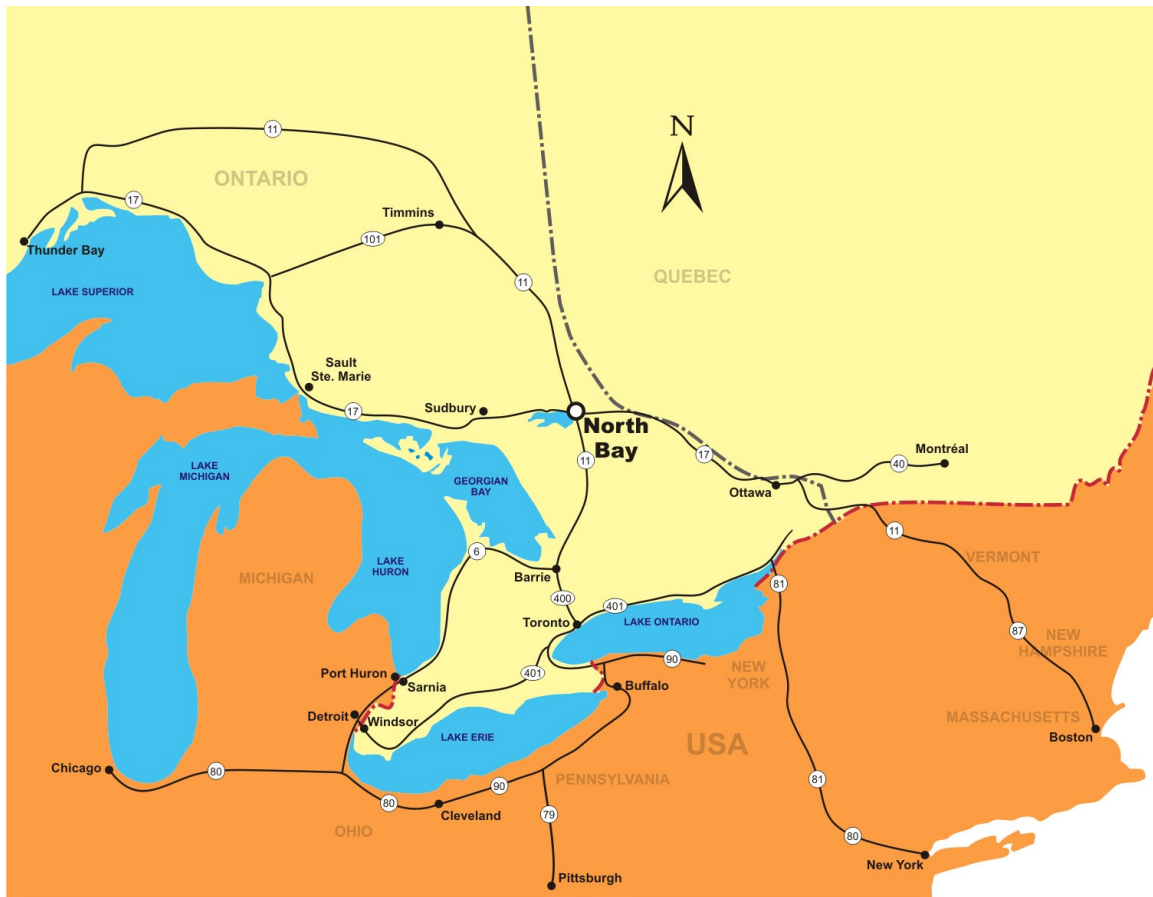
North Bay's retail trade services a market that contains a population of approximately 109,000 people. Visitors to the area inject over \$95 million into the economy through the retail sector each year.

North Bay is home to a wide variety of multinational chains, as well as specialty shops. Four designated primary commercial nodes and a fifth currently under development, and three secondary nodes, exist within the City limits.



North Bay's Strategic Location

North Bay is a three-hour drive north of Canada's largest city, Toronto, and west of our nation's capital, Ottawa. For the retail market, North Bay acts as a regional centre, attractive to shoppers with higher disposable incomes from more northerly areas and Quebec that do not have the same broad range of shops and retail outlets to choose from.



Average Wage Rates for the Retail/Commercial Sector

The following chart highlights the wages for various general occupations within the retail and commercial business sectors.

NOC Code	Description	Average Wage Rate
0621	Retail Trade Managers	\$ 12.45
6211	Retail Trade Supervisors	\$ 10.46
6421	Retail Salespersons and Sales Clerks	\$ 9.90
6242	Cooks	\$ 9.30
6611	Cashiers	\$ 8.35
6621	Service Station Attendants	Minimum wage**
6622	Grocery Clerks and Store Shelf Stockers	\$ 9.48
6641	Food Counter Attendants, Kitchen Helpers	\$ 9.35

**Minimum wage \$10.25/hr, effective March 31, 2010

Source: Local Labour Market Data from Service Canada

Key Reasons for Retail & Service Sector Businesses to Locate in North Bay

#1. Access to a Large, Growing Base of Customers

- North Bay services an immediate regional market with a population of approximately 109,000 people.
- North Bay is located at the junction of Highway 11 and the Trans-Canada Highway 17, providing access to major Canadian and American markets.
- North Bay acts as a regional centre, attractive to shoppers (with high disposable incomes), from more northerly areas that do not have access to the same broad range of shops and retail outlets.

#2. Investment in Sector Infrastructure

- As a result of the Downtown Community Improvement Plan (DCIP), over \$44 million in public and private funding has been invested into the revitalization of the downtown core and the establishment of many unique stores and restaurants.

The City of North Bay has a number of sizeable and strategically significant sites in the Downtown and surrounding areas that are classified as a Brownfield.

A number of investments by the City of North Bay has created a unique opportunity to redevelop these Brownfield sites. Most notably, the City of North Bay is in the process of redeveloping over 20 acres of Brownfield site into a Community Waterfront Park - \$29 million has been budgeted for the waterfront development.

- The Northgate Regional Shopping Centre is committed to providing shoppers with the same level of quality shopping that can be found in larger metropolitan areas like Toronto. Through investment in renovations and aggressive marketing campaigns, this regional centre has grown to employ over 1,400 individuals and is home to over 100 retailers and service providers.

#3. Active, Growing Tourism Industry

- Each year the North Bay region attracts an estimated 1.35 million visitors.
- Visitors to the area contribute over \$95 million to the economy through the retail sector each year.
- The North Bay region's proximity to Southern Ontario makes it an appealing choice of destination for residents from that area, as well as residents in Northwestern Quebec, the United States, as well as international visitors.

#4. Quality of Life

- A large portion of our health care costs are publicly funded and North Bay is on the forefront of technology in the health care field, and is home to the successful completion of the first telerobotic surgery performed. A \$500 million regional health care facility is under construction with completion expected in the fall of 2010.
- Situated on a beautiful 720-acre campus, Nipissing University is ranked #1 among students by *MacLean's Magazine*, and Canadore College is the fastest growing college in Ontario.
- From condo-by-the-lake living, to modern executive-style dwellings, to old-world Victorian housing, living in North Bay is both safe and affordable.
- North Bay's waterfront, on Lake Nipissing, is the heartbeat of the city, featuring a magnificent walkway, beautiful gardens, a museum, and a public marina.