

SUMMERSIDE



SMALL CITY ... BIG OPPORTUNITY

Summerside Hotel Information Session

Agenda

Welcome and Introductions

City Overview

Wellness Centre Overview

Hotel Overview

Tour of Facility

Wrap up and Q & A



SUMMERSIDE

Why Summerside?



- ✓ Our New \$38 Million Sport and Convention Centre
- ✓ Growing Community
- ✓ A Gap in the Marketplace – Full Service Hotel
- ✓ Synergy of Location
- ✓ The Right Demand and Supply Generators
- ✓ Very Competitive Development Environment
- ✓ A committed investment by the municipality and private sector in infrastructure
- ✓ A New Brand Coming and Attitude

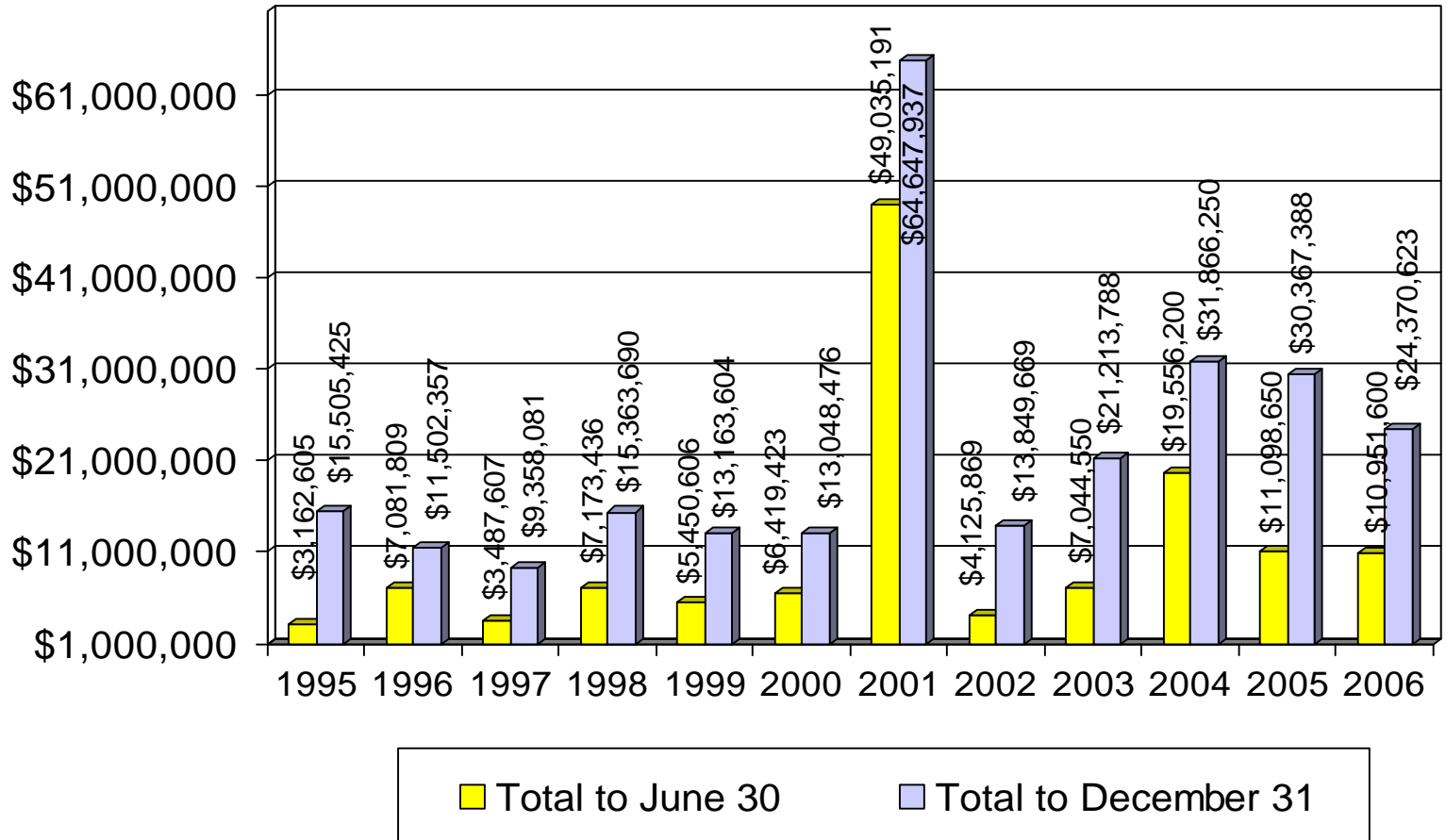
Because We Understand the Importance of Business and Opportunity

and

Summerside is an City of Opportunity

Total Construction Activity

Value of Building Permits



Source: City of Summerside, Technical Services, 2005

Summerside ... A Growing Community

Some of the 2005 -2006 Major Developments in Summerside

SUMMERSIDE



123 New Condo/Apartment Units

166 New Single Family Dwellings being built

91 New Other Residential Units

61,656 Square Feet of New Commercial under Construction

300 Acres of Land Recently Sold for development

Over \$1 million being invested in the downtown core

New \$38 million Recreation Centre

New Waste Treatment Plant

New 4.5 Meg Wind Generating Station

Summerside ... Some of Our Top Performers

SUMMERSIDE

Company	Sector	Employees
Humpty Dumpty	Food	101
Amalgamated Dairies Limited	Food	232
Honeywell Engine Systems	Aerospace	124
MDS-Prad Technologies Corporation	Aerospace	66
Testori Americas Corporation	Aerospace	80
Holland College Aerospace Centre	Education	22
Wiebel Aerospace	Aerospace	60
Atlantic Turbines International	Aerospace	267
Abrasive Enterprises Incorporated	Paper	60
Maritime Paper Products	Paper	19
Prestige Kitchens	Wood	16
PEI Bag Company	Paper	25
Summerside Industrial Fabricators	Metal	25
Kodak Canada	Technology	22
Revolution Media	Technology	10
Resolve Corporation	Technology	235
Canada Revenue Service	Government	952



www.kodak.ca

Honeywell



Resolve



MDS-PRAD
TECHNOLOGIES CORPORATION



Summerside ... A Public Infrastructure Place

Summerside continues to invest in quality infrastructure, including quality drinking water, recreational facilities, health care facilities and other exciting and progressive community assets.

Summerside's downtown and waterfront are undergoing many new changes – blending old architecture and enhancing it with the new, providing quaint restaurants, cafes, service, business, and waterfront leisure activities for its residents

SUMMERSIDE



- **New Recreation Complex**
- **New Wind Generation Capacity**
- **New Waste Treatment Facility**
- **New Hospital and Schools**
- **Increase Water Capacity**
- **Increase in Greenspace Opportunities**
- **Waterfront Development**



Population Demographics

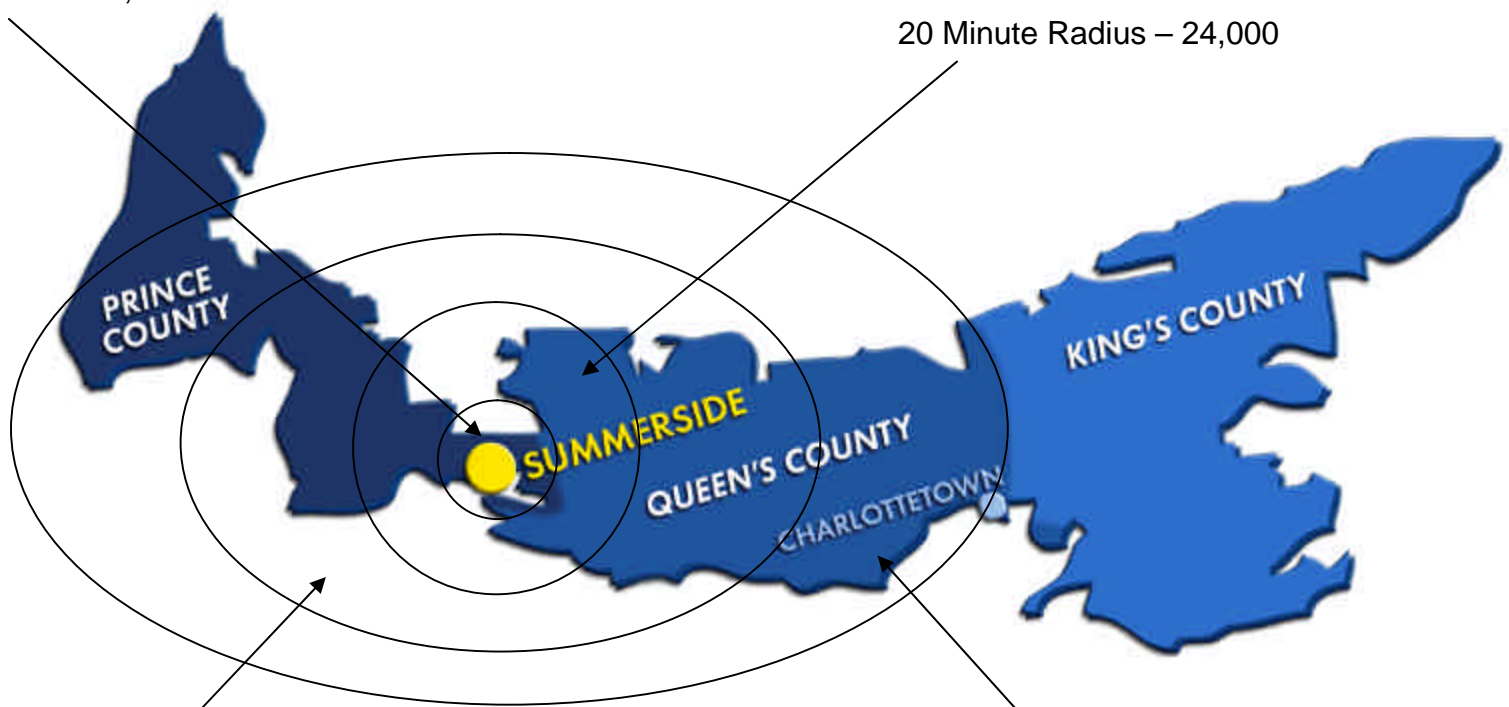
SUMMERSIDE

City Population – 16,000

20 Minute Radius – 24,000

30 Minute Radius – 35,031

45 Minute Radius – 103,987



Population Demographics ... By Selected Region

SUMMERSIDE

	PEI	Queens County	Kings County	Prince County	Summerside	Alberton	Tignish	O'Leary	Kensington
Demographics									
Total - All persons (3)	135,295	71,620	19,180	44,495	14,655	1,115	830	860	1,385
Age 0-4	7,555	3,865	1,065	2,625	875	50	55	40	75
Age 5-14	19,095	9,910	2,820	6,365	1,935	160	105	110	205
Age 15-19	10,230	5,260	1,590	3,380	1,070	60	50	55	90
Age 20-24	8,730	4,990	1,140	2,600	930	65	50	45	65
Age 25-44	37,795	20,170	5,145	12,485	4,100	285	200	180	395
Age 45-54	20,120	10,920	2,830	6,370	2,100	155	105	100	160
Age 55-64	13,205	6,915	1,930	4,355	1,385	120	95	90	100
Age 65-74	9,700	4,935	1,425	3,340	1,160	75	90	95	135
Age 75-84	6,410	3,345	900	2,155	775	85	70	80	110
Age 85 and over	2,465	1,315	335	820	325	60	20	70	45
Median age of the population	38	38	38	38	38	41	42	45	39
% of the population ages 15 and over	80.3	81	80	80	81	81	81	83	80

Labour Statistics ... By Selected Region

SUMMERSIDE

Industry	Summerside			Prince County		
	Total	Male	Female	Total	Male	Female
Total - Experienced labour force	8500	4315	4185	23670	12515	11150
Agriculture and other resource-based industries	570	410	165	4495	3600	895
Manufacturing and construction industries	1610	1205	410	4950	3400	1555
Wholesale and retail trade	1330	745	590	3245	1700	1545
Finance and real estate	275	130	145	555	195	360
Health and education	1305	320	985	3200	610	2585
Business services	1035	610	425	2040	1185	855
Other services	2365	895	1470	5190	1840	3355

Source: Statistics Canada,, 2001

Market Threshold Study

SUMMERSIDE

Formula - Market Threshold Study

Step 1

- Determine the Threshold Population per Business Type
 - » Formula = (Number of Business Establishments of each type in Province / Provincial Population)

Step 2

- Calculate the Number of Establishments of each type the Community Should be able to Support (based on population)
 - » Formula = (Threshold Population per Business of each Type / Population of the Community)

Step 3

- Surplus/Deficit Numbers of Businesses
 - » Formula = (Theoretical Number of Establishments – Actual Number of Business Establishments in the Community)

TABLE 18 – Summary Market Threshold Analysis

Accommodation & Food Services in Summerside & Prince County

Source: Statscan - Business Register - Dec. 2003

SUMMERSIDE

Category	# Establishments	Threshold Population	Theoretical Surplus/Deficit
<i>Accommodations</i>			
721111 – Hotels	6	5,882	(1.6)
721112 – Motor Hotels	1	15,033	(2.0)
721113 – Resorts	4	11,275	+ 0.1
721114 – Motels	12	3,382	(1.2)
721191 – Bed & Breakfast	4	3,979	(7.2)
721192 – Housekeeping Cottages & Cabins	6	3,866	(5.5)
721211 – RV Parks & Campgrounds	4	7,121	(2.2)

Tourism Quick Facts

SUMMERSIDE

Year	Total Provincial Visitation*	Percentage Change
1993	691,800	
1994	759,100	9.73
1995	777,700	2.45
1996	788,300	1.36
1997	1,238,300	57.08
1998	1,290,700	4.23
1999	1,270,000	-1.06
2000	1,179,300	-7.14
2001	1,185,000	0.48
2002	1,149,000	-3.04
2003	1,105,000	-3.83
2004	998,688	-9.6
2005	999,000	0.03

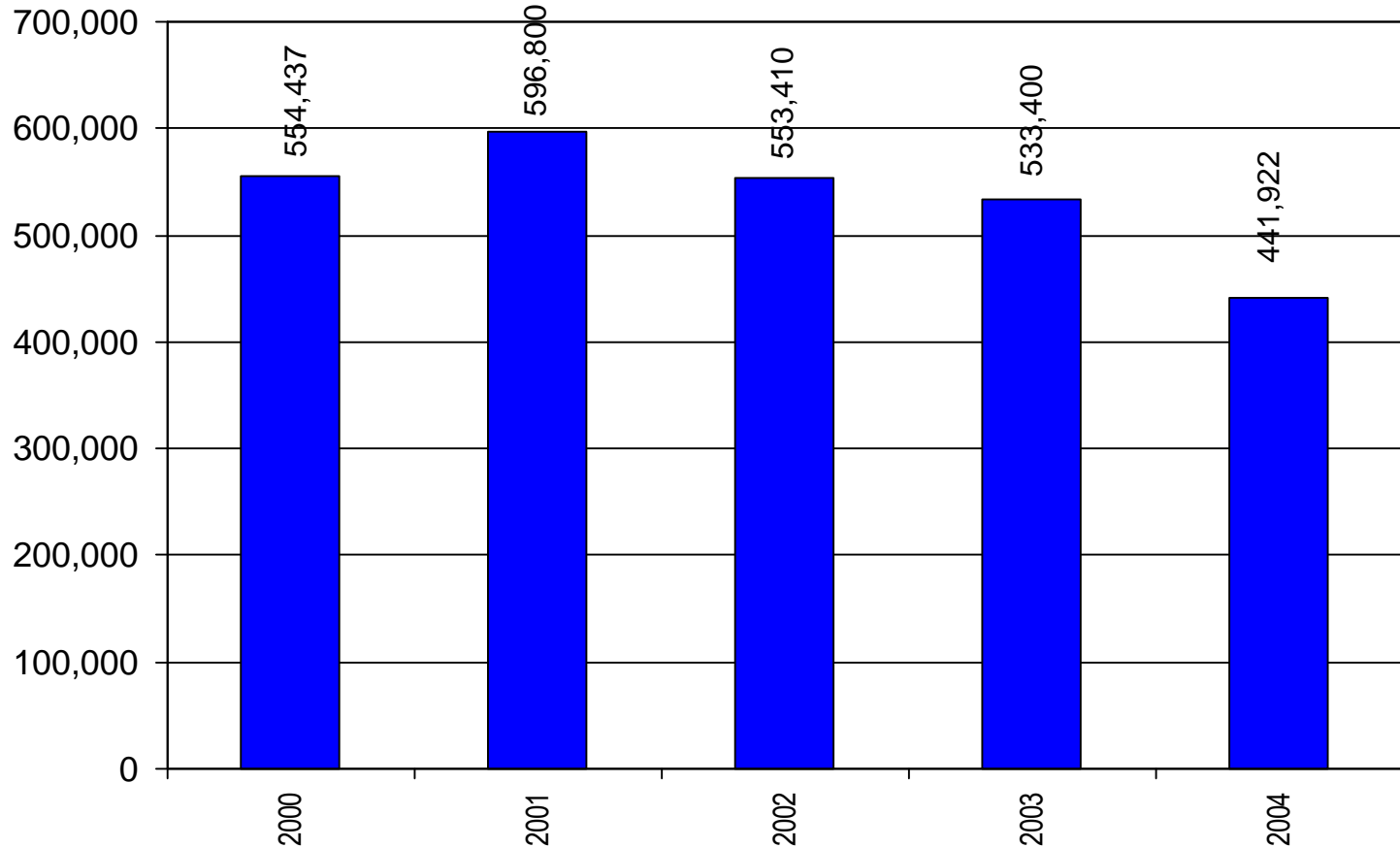
*Visitation includes Business & Pleasure Visitation



Total Visitation - Summerside

2000-2004

(Overnight/Daytrips)



* Includes Main Overnight Destination and Day Trips

SUMMERSIDE

Tourism Quick Facts

“Travel Motives”

SUMMERSIDE

Travel Motives	Summerside (5 Year Average)
Relax & Relax	8%
Personal	8%
VFR	19%
Just to See PEI	40%
Other	14%
Golf	
Sightseeing	11%



Summerside ... Just Some of our Events

SUMMERSIDE

SPORTING EVENTS

Eastern Canadian / Atlantic Regional:

ICE SPORTS:

- Figure Skating Championships
- Air Canada Cup Hockey Championships
- Purolator Hockey Championship
- Senior "B" Hockey Championship
- Junior Hockey E.P.A. Challenge Tournament
- College Hockey Challenge
- Royal Bank Cup Canadian Junior 'A' Hockey Championship
- Major Junior A
- Consolidated Credit Union 60 Team Summerside minor Hockey "AAA" Hockey Tournament
- Maritime Masters Curling Championships
- McCain's 50 Team Summerside Minor Hockey "A" Tournament

IN-DOOR SPORTS:

- Ball Hockey Championships
- Table Tennis Championships
- Midget Basketball Championships
- Ladies Bowling Championship
- Men's Basketball Championship
- Badminton Championships
- Tae Kwon Do Championships

OUTDOOR SPORTS

- Maritime Horseshow Championships
- Atlantic Senior Golf Tournament

WATER SPORTS

- Synchronized Swimming Championship
- Atlantic "B" Synchronize Swimming Competition
- Garden of the Gulf Maritime Competitive Swim Meet

BALL SPORTS:

- Midget Baseball Championships
- Bison Baseball Championships
- Intermediate Baseball Championships
- Intermediate Softball Championship
- Intermediate "B" Softball Championships
- Senior "B" Softball Championship
- Little League Championship
- Beaver Baseball Championships
- Slowpitch Championship
- Mosquito Baseball Championship
- Men's & Women's Orthodox Softball Championships

ALL SPORTS

- Provincial 55+ Winter Games

Summerside ... Just Some of our Events

National / Canadian:

SUMMERSIDE

ICE SPORTS:

- Police Curling Championship
- Ladies Hockey Championship
- Mixed Curling Championship
- Legion Curling Championship
- Senior Legion Curling Championship
- Canada Post Curling Championship
- Women's Hockey Championships
- Junior "A" Hockey Championship
- Firefighters Curling Championships
- Women's Midget Hockey Championship
- Correction Officers Hockey Championship
- Karcher Junior Canadian Curling Championship

WATER SPORTS:

- 11th Annual Nelipryde Canadian Masters Windsurfing Championship / 2nd Annual Canadian / US Masters Challenge

IN-DOOR SPORTS:

- Special Olympics Floor Hockey Championship
- 11th Annual Canadian Youth Chess Challenge

BALL SPORTS:

- Junior Men's Softball Championships
- Midget Baseball Championship
- Senior Men's Softball Championship
- Senior Ladies Softball Championship
- Pee Wee Baseball Championship
- SPN Ladies 'D' National Softball Championship
- PeeWee Girls National Softball Championship

Outdoor Sports:

- Senior Ladies Golf Championship

WORLD / INTERNATIONAL

- World Junior Softball Championship
- International Hydroplane Regatta
- North America Midget Softball Championship
- International Softball World Senior Championship
- World Under 17 Hockey Championships

Summerside ... Just Some of our Events

SUMMERSIDE

BUSINESS EVENTS

MEETINGS / CONVENTIONS

- Maritime Fire Chief's Convention
- Atlantic Conference of Radio Television News Directors Association
- Atlantic Water Well Association Convention
- Youth Summit
- Scouts & Ventures Jamboree
- Harley's Owners Group 7th Annual National Rally
- Harley's Owners Group Regional Rally
- RCAF FCO Reunion 2002
- Atlantic Tourism Tradeshow
- Economic Developers Association of Canada National Conference

FESTIVAL, CONCERTS & SPECIAL EVENTS

CONCERTS

- Great Big Sea Concert
- The Battlefield Band
- The Rankins in Concert

FESTIVALS

- Gene MacLellan Song Festival
- Military Tattoo
- International Highland Games
- Coast to Coast 2000 Tour – Millennium Antique Car Tour

Summerside ... A Business Friendly Place

The success of Summerside is premised on the planned approach to development and through a leadership dedicated to working with business, our commitment to public infrastructure, low business and residential costs and a streamlined governance model, make Summerside truly a business friendly city

SUMMERSIDE



The only tape we believe in ...

is the opening ceremony ribbon cutting tape

SUMMERSIDE



SUMMERSIDE WELLNESS CENTRE ... STATE OF THE ART

Wellness Centre Site Details

Summerside Wellness Centre will be a multi-faceted indoor and outdoor recreation and sport facility. The centre includes the following facilities:

- ✓ Indoor aquatics facilities including (2) pools and waterslide
- ✓ Multi-use fitness facilities including racquetball courts
- ✓ 400 person convention centre with (5) breakout rooms, kitchen and (1) banquet facilities
- ✓ 4,000 seat ice arena with convention and events capabilities
- ✓ 500 seat NHL size practice ice surface
- ✓ Indoor walking track
- ✓ State of the art eight-lane convertible five and ten-pin bowling facility
- ✓ 535 square meters of retail space
- ✓ New half-mile horse racing track
- ✓ 476 off street paved parking spots
- ✓ 276 over flow parking spaces

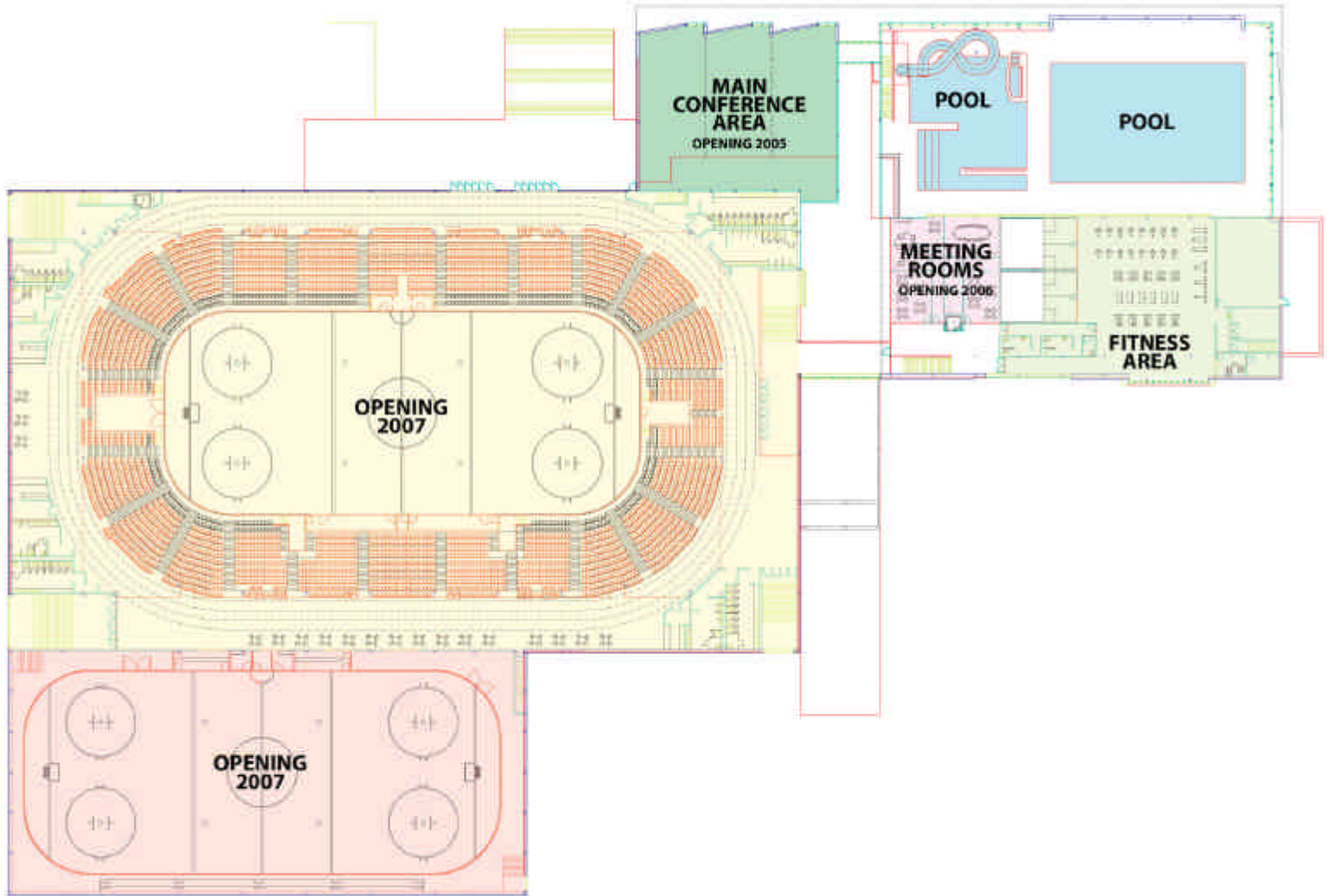
Additional facilities planned as part of the 2009 Canada Games include:

- ✓ Outdoor sports field
- ✓ Tennis Courts

SUMMERSIDE

Site Overview

SUMMERSIDE



Summerside Convention Centre - Fresh, Clean and Inviting

- 4,500 Square Feet of Dedicated Meeting and Function Space
- Multi Configuration – 3 rooms of 1,500
- 5 Multi purpose Breakout Rooms
- Capacity of 400 plus delegates – Main Convention Area
- 2 Trade Arena Centres

Exhibition Space 1 – 17,000 Square Feet

3,620 Fixed Seats

150 Observation Seats

400 Standing

- **Exhibition Space 2 – 17,000 Square Feet**
500 Seat Capacity

Over 40,000 Square Feet of Multi Purpose Meeting and Event Space

SUMMERSIDE

Summerside Convention Centre – Infrastructure Not Found in Many Centres

The range of audio, lighting and vision infrastructure and equipment available at the Centre ensures the highest quality sound and vision at all events.

We can offer:

Full Sound System – Independently Controlled By Room

Multimedia Projection System – 4 Systems

Video Conference System

Assistive Listening System

High Speed Internet (wireless)

SUMMERSIDE

Summerside Convention Centre – More Than Just A Conference Centre

We are positioning our centre strategically in the Marketplace, by offering a whole new value add proposition – A New Fresh Approach

In addition to traditional meeting spaces, Summerside has stepped it up a notch, and provides for something out of the ordinary. Working with the Summerside Convention Team to offer many specialized and interesting **team building and group activities**, one of a kind itineraries and specialized services to meet your needs

... all designed to rejuvenate and inspire!

As part of your meeting or conference Summerside can add some flare and unique activities to bring your group together and generate a new sense of purpose!

- ✓ Learn to play the Bagpipes and participate in a Highland Gathering
- ✓ Group Water Polo Tournament
- ✓ Spa and Yoga Sessions
- ✓ Live Entertainment
- ✓ Fitness Challenges

... and so much more!

SUMMERSIDE

Summerside Convention Centre – Our Long Term Strategy

5 Key Areas

- Web
- Print
- Direct Contact
- Memberships
- Alliances

- ✓ Refining our Operations
- ✓ New Brand
- ✓ Refining our Packaging Offerings *Specific Tactics*
- ✓ Web – Easy Planner
- ✓ Development of High Quality/Impact Marketing Collateral
- ✓ Prospect Management Database
- ✓ Proposal Development
- ✓ Development of Our Advertising Strategy
- ✓ Partnering with local/regional stakeholders on gaps

SUMMERSIDE

Hotel Overview

SUMMERSIDE



Wellness Centre Site Overview

SUMMERSIDE

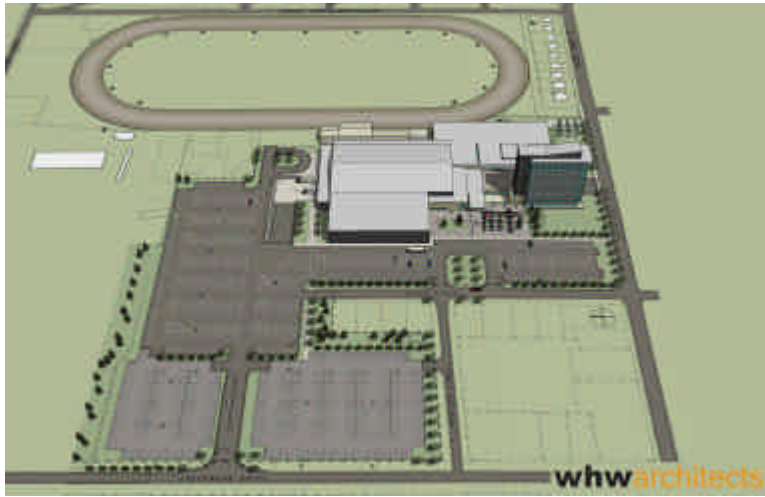


SUMMERSIDE



Hotel Location

SUMMERSIDE



Site Tour of Wellness Centre

SUMMERSIDE

