

# Retailer & Franchise Guide



City of  
*Summerside*

Prince Edward Island, Canada

# Summerside:

## A small city with BIG opportunity.

The retail and commercial hub of western Prince Edward Island (PEI), Summerside offers an ideal location to establish your outlet or franchise.

Our success is based on a track record for realizing BIG ideas. We utilize innovative industry partnerships and collaborate with all levels of government to create an economic climate that is prime for investment with multiple tax incentives, low operating costs, and world-class economic development support.

Summerside is PEI's second largest city and represents 11% of the province's population. We are home to over 600 active businesses of which 115 are retail establishments. In recent years, retail sales for Prince County totaled over \$350 million. More than half of that figure was spent in Summerside.



# Our People

## Population

**City of Summerside 14,500**

**Prince County 44,499**

**Province 140,402 (Stats Canada: Published January 2009)**

## Statistical Highlights (March 2009)

Prince Edward Island Labour Force 77,600

Summerside Labour Force 11,700

Unemployment Rate 11.5%

Summerside takes pride in its people. We are a safe community for all ages with access to high quality education, world-class recreation, and health care services. Our median age is 41 and our population is evenly proportioned across gender and age brackets, providing a cross section of target markets for a multitude of retail and franchise opportunities.

Our workforce is highly skilled and well educated. Well over 70% of our population has a high-school diploma or higher. We are home to six schools operated by the Western Prince Regional School Board, a community college campus, and numerous training facilities. All are a stone's throw away from your Summerside home base

## Demographics of Selected Regions 2001-2006

Total	PEI		Queens County		Kings County		Prince County		Summerside	
	2001	2006	2001	2006	2001	2006	2001	2006	2001	2006
All persons (3)	135,295	135,850	71,620	72,745	19,180	18,605	<b>44,495</b>	<b>44,495</b>	<b>14,655</b>	<b>14,500</b>
Age 0-4	7,555	6,690	3,865	3,570	1,065	835	<b>2,625</b>	<b>2,290</b>	<b>875</b>	<b>725</b>
Age 5-14	19,095	17,295	9,910	8,905	2,820	2,530	<b>6,365</b>	<b>5,870</b>	<b>1,935</b>	<b>1,840</b>
Age 15-19	10,230	9,940	5,260	5,255	1,590	1,450	<b>3,380</b>	<b>3,240</b>	<b>1,070</b>	<b>995</b>
Age 20-24	8,730	8,585	4,990	4,945	1,140	1,090	<b>2,600</b>	<b>2,550</b>	<b>930</b>	<b>905</b>
Age 25-44	37,795	34,640	20,170	18,915	5,145	4,470	<b>12,485</b>	<b>11,260</b>	<b>4,100</b>	<b>3,610</b>
Age 45-54	20,120	21,075	10,920	11,455	2,830	2,830	<b>6,370</b>	<b>6,785</b>	<b>2,100</b>	<b>2,165</b>
Age 55-64	13,205	17,445	6,915	9,255	1,930	2,570	<b>4,355</b>	<b>5,620</b>	<b>1,385</b>	<b>1,740</b>
Age 65-74	9,700	10,805	4,935	5,535	1,425	1,510	<b>3,340</b>	<b>3,765</b>	<b>1,160</b>	<b>1,290</b>
Age 75-84	6,410	6,685	3,345	3,475	900	965	<b>2,155</b>	<b>2,250</b>	<b>775</b>	<b>855</b>
Age 85 and over	2,465	2,690	1,315	1,445	335	365	<b>820</b>	<b>880</b>	<b>325</b>	<b>360</b>
Median age of the population	38	41	38	41	38	42	<b>38</b>	<b>41</b>	<b>38</b>	<b>41</b>
Population ages 15 and over	80.3%	82.3%	81.0%	83.0%	80.0%	82.0%	<b>80.0%</b>	<b>82.0%</b>	<b>81.0%</b>	<b>82.0%</b>

# Household Income

## Distribution by Income Group

Income Level	1996 # Households	1996 % Distribution	2000 # of Households	2000% of Distribution	2005 # of Households	2005% of Distribution
Under \$10,000	345	6.3%	300	4.7	235	3.95%
\$10,000 – \$19,999	1,115	20.3%	1,050	16.5	815	17.63%
\$20,000 – \$29,999	860	15.7%	1,005	15.8	855	28.04%
\$30,000 – \$39,999	760	13.9%	950	14.9	905	29.55%
\$40,000 – \$49,999	715	13.0%	820	12.9	660	26.28%
\$50,000 and Over	1,680	30.6%	2,230	35.1	2490	52.90%
<b>All Private Households</b>	<b>5,480</b>		<b>6,355</b>		<b>5960</b>	

*\*Source, Summerside, 2006 Stats Canada*

## Average Annual Household Income

Geographic Area	Average Household Income
Prince Edward Island	\$55,396
Prince County	\$51,564
Summerside	\$50,510
Charlottetown	\$54,962

Our marketplace extends beyond our residents and business community. Summeride’s trade market area has a population estimated at 45,000 and we attract well over 500,000 visitors per annum to our city. Downtown Summerside abounds in new development – from streetscaping to beach and park enhancement, from restoration to new construction, this area of Summerside has entered a fast growth period. In 2008 the Spring Street Farmer’s Market opened to rave reviews – from customers as well as existing downtown merchants who recognize the ‘foot traffic’ value in this Saturday attraction.

# Incentives for Business

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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 19%
- Federal Small Business Corporate Tax 11%
- Provincial Corporate Tax Rate (small Business) 2.1%
- Provincial Corporate Tax Rate (other Business) 16%
- Provincial Commercial Property Tax Rate \$1.50 per \$100 of Assessment
- Municipal Commercial Property Tax Rate \$1.92 per \$100 of Assessment
- Average Industrial Land Price \$12,000/acre
- A full annual rebate on all provincial taxes for aviation related business operating in Slemon Park
- 10 year tax rebate program for export-focused manufacturers or value added service providers
- 35% Scientific research and investment tax credit
- 10% Manufacturing equipment and machinery tax credit

**“Growing my business in Summerside was one of the best decisions I could have made.”**

Reagh Ellis,  
*Mark's Work Wearhouse*



# The Retail Market

Currently, our retail market analysis shows a 10% leakage from the local economy in this sector. This figure suggests that opportunities await and our community is ready for further growth in the retail marketplace.

Retail Categories in Summerside & Prince County with Deficits in both the Retail Market Analysis & the Market Threshold Analysis:

Category	Retail Market Analysis		Threshold Analysis
	Pull Factor	\$ Deficit	
<b>Automotive Parts</b>	0.59	\$1.0 million	
Auto Parts & Accessories			1.3 stores
<b>Clothing</b>	0.13	\$14.9 million	
Men's Clothing			1.6 stores
Women's Clothing			2.2 stores
Children's & Infant Clothing			0.0 stores
Family Clothing			+2.8 stores
<b>Sporting Goods, Hobbies</b>	0.32	\$6.1 million	
Sporting Goods			2.3 stores
Hobby Toy & Games			0.3 stores
Sewing , Needlework			1.3 stores
Musical Instruments & Supplies			+0.7 stores
Book Stores & News Dealers			0.6 stores
<b>Office Supply, Stationary</b>	0.48	\$2.8 million	
Office Supply & Stationary			0.3 stores
Gifts			2.4 stores

Category	# of Establishments	Threshold Population	Theoretical Deficit
<b>Accomodations</b>			
Hotels	6	5,882	(1.6)
Motor Hotels	1	15,033	(2.0)
Resorts	4	11,275	+0.1
Motels	12	3,382	(1.2)
Bed & Breakfast	4	3,979	(7.2)
Housekeeping Cottages & Cabins	6	3,866	(5.5)

Category	# of Establishments	Threshold Population	Theoretical Deficit
RV Parks & Campgrounds	4	7,121	(2.2)
<b>Food Service</b>			
Full Service Restaurants	41	960	(5.4)
Limited Service Eating Places	55	960	+8.6
Food Service Contractors	5	9,664	+0.4
Caterers	5	22,549	+3.0
Drinking Places (Alcoholic Bev.)	6	12,299	+2.4

Category	# of Existing Firms	Threshold Population	Theoretical Deficit
<b>Transportation Services</b>			
Taxi Services	1	16,912	(1.6)
Couriers	1	16,912	(1.6)
<b>Finance &amp; Insurance</b>			
Personal & Commercial Banking	6	5,882	(1.6)
Portfolio Management	12	3,146	(2.1)
Claims Adjusters	2	11,275	(1.9)
<b>Real Estate</b>			
Real Estate Agents & Brokers	10	3,979	(1.2)
Passenger Car Rental	1	13,529	(2.3)
<b>Professional, Scientific &amp; Technical Services</b>			
Accountants	8	4,665	(1.5)
Computer Systems Design	9	3,221	(4.8)
Management Consulting	6	5,011	(2.9)
Veterinary Services	2	12,299	(1.6)
<b>Administrative &amp; Support Services</b>			
Travel Agencies	1	13,529	(2.3)
Janitorial Services	7	4,665	(2.5)
<b>Health Care &amp; Social Assistance Services</b>			
Office of Dentists	13	2,879	(2.5)
Physical, Occupational & Speech Therapists	1	19,328	(1.3)
Child Day-Care Services	15	2,114	(6.0)
<b>Other Services</b>			
Car Washes	2	12,299	(1.6)
Re-upholstery / Furniture Repair	2	13,529	(1.3)
Coin Operated Laundries	1	16,912	(1.6)

## The Retail Market *...continued*

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Based on our recent gap analysis, Summerside is seeking retail and franchisee partners in:

- Women's Clothing (2.2 stores)
- Men's Clothing (1.6 stores)
- Sporting Goods ( 2.3 Stores)
- Gifts ( 2.4 stores)
- Automotive Parts & Accessories ( 1.3 Stores)
- Full Service Restaurants (5.4)
- Hotel/Motel Accommodations (3.6 establishments)
- Computer Systems Design (4.8 firms/stores)

**“Doing business in Summerside means access to skilled workers and attractive incentives that help me achieve the goals I have for my company.”**

Scott Fingler, *Fiber Connections*



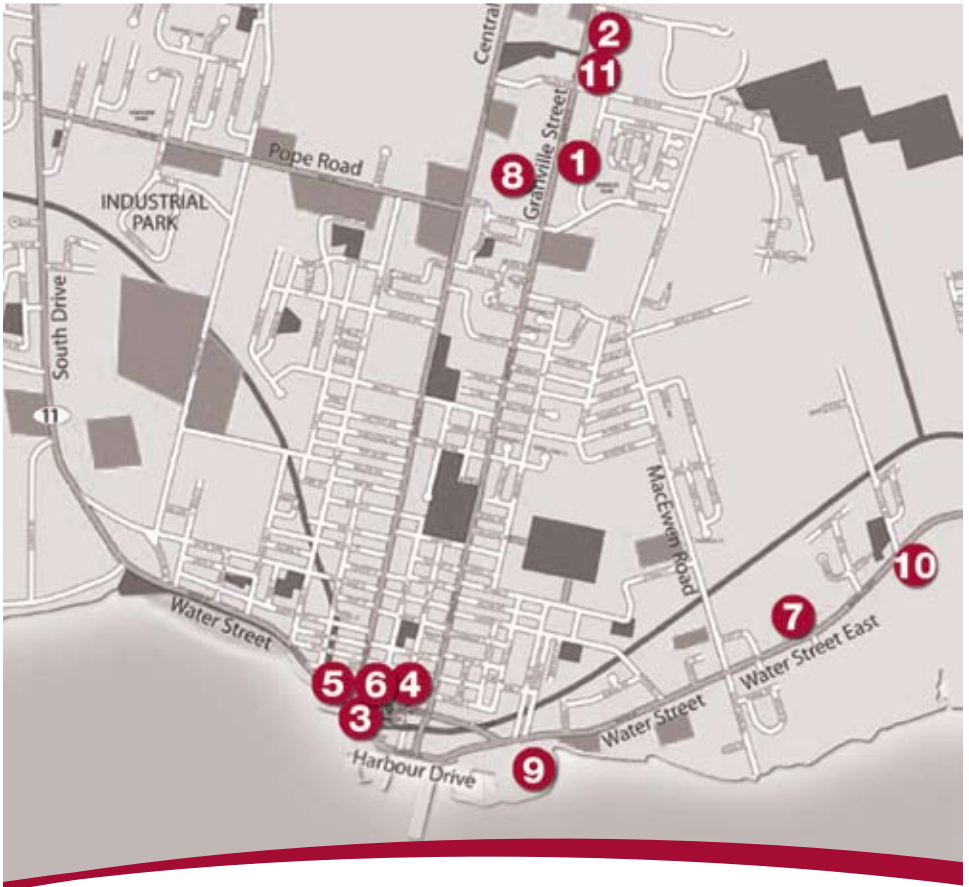
# Leasing

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Summerside has many unique spaces to house your retail establishment or franchise. Whether it is our distinct heritage or a taste of our modern flare, we have a space in our lively downtown core at our major shopping centres to accommodate your needs.

City of Summerside Shopping Centre Leasing

We invite you to discover more about leasing opportunities in Summerside on our website: [www.city.summerside.ca](http://www.city.summerside.ca)



- 1 County Fair Mall**  
475 Granville Street  
Atlantic Shopping Centres  
Tanya Wanamaker  
902.436.7247  
[www.crombiereit.ca](http://www.crombiereit.ca)
- 2 Atlantic Superstore**  
454 Granville Street  
Larry Williams  
902.888.1581  
[www.atlanticsuperstore.ca](http://www.atlanticsuperstore.ca)
- 3 Harbour Quay**  
265 Harbour Drive  
Burns Properties Inc.  
Don Burns  
902.888.2313  
[www.burnsproperties.ca](http://www.burnsproperties.ca)
- 4 McNeill Mall**  
251 Water Street  
Hillcrest Housing  
John McNeill  
902.436.9070
- 5 Greco Mall**  
325 Water Street  
Hillcrest Housing /  
Arcona Construction Ltd.  
John McNeill  
902.436.9070
- 6 Town Centre**  
KLL Investments Ltd.  
273 Water Street  
Wayne Linkletter  
902.887.2522  
[www.thecanadiangroup.com/kllinvestments/index.htm](http://www.thecanadiangroup.com/kllinvestments/index.htm)
- 7 Century 21 Strip Mall**  
629 Water Street East  
Nicolle Morrison & Ron Barrett  
902.436.2265  
[www.century21pei.com](http://www.century21pei.com)
- 8 Granville Street Plaza**  
454 Granville Street  
Plaza Retail Corporation  
Jim Pushie  
902.481.5548  
[www.plaza.ca/portfolio/PEI/Summerside/Granville\\_Street\\_Plaza.pdf](http://www.plaza.ca/portfolio/PEI/Summerside/Granville_Street_Plaza.pdf)
- 9 Waterfront Shopping Centre**  
Oran Canada  
Tina Mundy  
902.439.8137
- 10 NuCity Plaza**  
674 Water Street East  
Ken Hickey  
902.436.4971
- 11 North Granville Optical**  
505 Granville Street  
Trevor MacLeod  
Vogue Optical Connor Holdings  
902.566.3326

## The Next Step

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Impressed? You're not alone. The international KPMG study continues to rank Prince Edward Island as one of the most cost-effective locations to do business. PEI offers competitive corporate taxes and tax credits, low operating costs, and affordable labour costs. You can find a well-educated and highly skilled workforce here. Governments are flexible and work together to help your business succeed.

Contact us and let us show you how this small city with big ideas, big opportunities, and big experiences can work for you!

**Michael Thususka Ec.D.,**  
*Director Economic Development*

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