

City of
Summerside

Prince Edward Island
Canada



SUMMERSIDE IS OPEN FOR BUSINESS



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THE OPPORTUNITY

The cost and social advantages of establishing a Summerside IT support and sales office are substantial.

Coming to Summerside means:

- A prime business location where companies make more money
- Ease of doing business through a turn-key infrastructure
- Instant access to Canadian and U.S. markets
- Commitment to your long-term success

With direct support



Rentals — financial assistance in helping establish your operations



Labour — rebates to help in your first year of operation



Capital — key support to leasehold fit-ups



SUMMERSIDE HAS SO MUCH TO OFFER

Situated on Prince Edward Island (PEI) in the Gulf of St. Lawrence, off the Atlantic Coast of eastern Canada, the City of Summerside occupies an ideal nearshore location, mid-way between major North American and European cities.

With less than a two hour flight to New York, Boston and Toronto, PEI ensures excellent access to markets through year-round ports, major air cargo routes and high-bulk land transportation. Compelling infrastructure and incomparable support systems have made the City of Summerside a location of choice for IT.

Global companies have established their most profitable nearshore locations in Summerside, largely due to a number of factors including:

- The area's highly productive workforce
- Lowest operating cost in the G7
- Positive tax environment

KPMG ranks Summerside as the lowest cost location in North America for operating a nearshore/shared service centre.





Enjoy life and business in balance

- Live more affordably with average house prices in the range of \$175,000
- Drive to work in 5 minutes – the average commute time in Summerside
- Relax in a safe and truly low crime environment
- Learn from great institutions – Holland College, a pipeline of labour and just 40 minutes from Summerside, the University of Prince Edward Island



SMALL COMMUNITY, SUCCESSFUL SYSTEM

Summerside is home to over 600 diverse and successful companies from manufacturing to business services, transportation, retail and education, with a strong focus on export markets.

Diversity fosters stability and the manageable size of Summerside's commercial environment nurtures agility. Seventy-five per cent of Summerside's enterprises have between 1 and 10 employees. Twenty-five per cent of businesses are large corporate and public institutions.

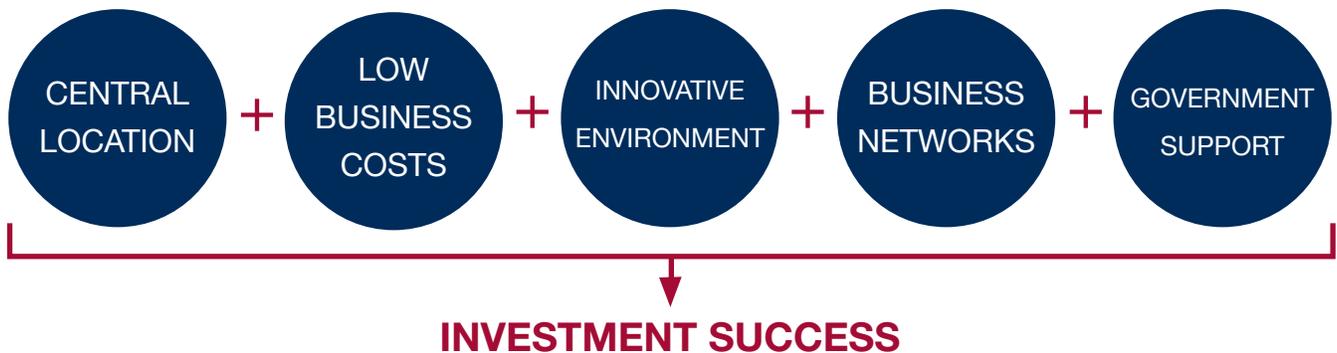
Summerside is ideal for investment in technology and myriad other businesses. For companies already calling it home, the City continues to surprise.

Summerside exceeds expectations

The business environment in Summerside is ingrained with entrepreneurial thinking. State-of-the-art technology is embraced as a driver for innovation, and growth and development are driven by dynamic networks of community leaders.

As more and more companies review their growth plans seeking improved efficiencies, reduced costs, increased profits and access to more markets, a compelling case for expanding in Summerside becomes even more obvious.

Summerside offers a strategic location in the time zone bridging Europe and the West Coast. Its fully serviced private airport provides quality infrastructure and diversified production facilities. Summerside's port hosts climate controlled storage and year-round shipping.



SUMMERSIDE VALUE PROPOSITIONS

Key business location

- On Canada's East Coast, accessible to North East U.S. and Western Europe
- 24-hour development cycle between Europe, North America and Asia



Lowered and stabilized costs

- Low-cost operating environment per KPMG international rankings
- Interest-free loans, tax rebates and over 100 incentive options

Economic incentives

- Access to standard innovation tax and labour rebate programs
- Additional discounts on cost of doing business: rents/ energy/ permits



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Empowering infrastructure

- High-speed fibre, smart grid technology and sustainable energy programs
- City-owned electric utility with 99% approval rating
- Atlantic seaport and developed waterfront facilities
- Fully serviced airport
- \$35 million sports and entertainment complex
- Move-in-ready office and industrial space

Reliable labour force

- Over 70% of the population has a post-secondary education
- Cited as one of the most productive and profitable by multinational partners
- Worker days lost are the lowest in Canada
- Average job tenure 9 years
- Custom training programs created by educational institutions



Speed

- Entrepreneurial environment with low bureaucracy and systems to cut red tape
- Assigned economic development professionals to act as concierges

Commitment to your success

- Assistance in reducing development time for new product introductions
- North American wide network of key contacts to grow your business
- Deep insight to the nuances of doing business in North America
- Track record of success with direct foreign investment

Partnerships

- Pilot projects and test beds with infrastructure, investment and contracts
- Living Lab program provides access to power grid and fibre network

Logistics

- Access to all PEI ports and Confederation Bridge to mainland
- Equal access to the PEI airports and highway system
- Access to educational programs — college and university — and labour pool

Quality of life

- Safe community with unspoiled waterfront and beach
- Low cost of living for employers and employees
- New schools and hospital
- 5-minute commute times



OUR LIVING LAB

A Living Lab is a platform for industry to collaborate with government in exploring real-world issues and demonstrating how innovation can provide solutions. The overarching goal of Summerside's Living Lab is to advance innovation and create export development opportunities in partnership with early start-ups or established enterprises while assisting the City's growth.

The Lab brings together partners with a shared vision that will produce results for those who wish to build business models for advanced deployment in earlier stages of product life. With its unique and empowering infrastructure, Summerside is a test bed for firms looking to develop real market solutions, validation and full-scale deployment of products and services.

In Summerside we understand...

The Problem:

A business faces challenges validating its technology through rapid testing, prototyping and commercialization. Providing product credibility presents a major barrier.

The Solution:

A municipality devoted to reducing development time and validation in a fail-fast/fail-cheap environment — a unique opportunity for rapid commercialization.

The Bottom Line:

Summerside provides a robust and sophisticated environment with a unique range of empowering assets including its own electrical company, renewable energy and fibre optic network. It operates in a completely open and mutually beneficial collaborative manner.



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Summerside's value proposition, given its unique deployment of enabling infrastructure and long list of experienced partners, is the ability to test, accelerate and produce results that have substantive benefit for other jurisdictions. We plan to become a City that not only develops innovation and technology, integration and next generation products, we intend to be an early adopter demonstration source that grows jobs and exportable solutions for other jurisdictions worldwide.

Summerside is a true validation centre where you can develop, test, refine and prove products and technologies and then export them to worldwide markets.



THE FLOURISHING ICT SECTOR

Information Communications Technology (ICT) has become a major contributor to economic growth in Summerside and PEI in general. Sound business fundamentals and progressive vision offer companies within the sector a well-developed infrastructure, access to capital, sector-specific training institutions and a quality of place unmatched by other jurisdictions.

In recent years, ICT in Summerside has seen an emerging focus on e-health software development, client servicing and support, and testing laboratories.

Development and testing

Software and specialized application producers, built-in software

Direct services

Development and maintenance of applications, consulting, outsourcing, network and telecom infrastructure integration and management

Enabled services

Call centres, data support centres, telemarketing, business centres, online purchase admin.

Summerside and Prince Edward Island are aggressively pursuing IT companies to join a world-class cluster in the City of Summerside. It is our belief that companies in this industry thrive when given the opportunity to collaborate with peers, share training costs and work together to influence government policy and incentive programs.



SUMMERSIDE IS SPECIFICALLY SEEKING...

- Small to medium-sized niche firms with a focus on development or support
- Companies seeking a prime test-bed for products as part of their R&D
- Firms seeking an environment where like-minded companies can collaborate
- Companies with smaller workforce requirements who will benefit from the loyalty and work ethic of Prince Edward Islanders
- Firms seeking a state-of-the-art smart building developed with green principles and the infrastructure required by the IT industry
- Companies that will realize meaningful benefits from the aggressive incentives and competitive costs offered in Prince Edward Island

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FINANCIAL SUPPORT

In addition to the various labour and rental programs available, PEI companies also have access to a suite of tools that assist R&D, product enrichment and specialized capital financing — both public and private — for assistance in the growth of their operations.

Rentals

- Year 1 can provide up to \$200 per month or \$2,400 annually
- Year 2 can provide up to \$6.00 per square foot

Labour

- 25% labour rebate for 1 year's salary on every net new employee

Capital

- Up to 25% on a max spend of \$40,000 or a \$10,000 grant for office leaseholds (computers/chairs etc)
- Up to 40% on a max spend of \$40,000 or a \$16,000 grant for marketing



COLLABORATIVE SUPPORT

From the very start, Summerside will work with a business to make connections and develop relationships through its networking channels. Specifically, Summerside will work with OpenPlay to identify opportunities for showcasing its software through:

- The International Venue Managers Association
- The Association of Canadian Parks and Recreation, National and Regional Associations
- Various Recreation and Sport Governing Bodies in Canada and globally
- The Canadian Sport Tourism Alliance

We will ensure we promote the adaptability of the product to the Canadian landscape and we will feature the product and its offerings during the roll out of our social channels which will be picked up by our partners.



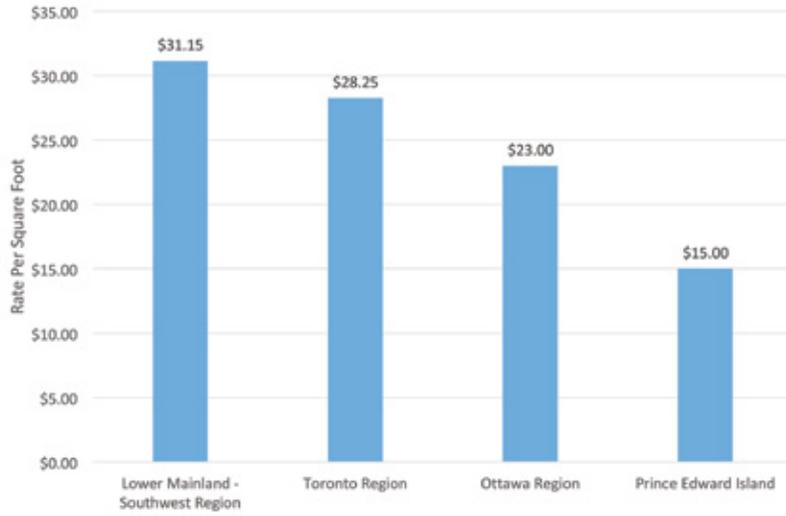
OPERATING IN SUMMERSIDE, A FINANCIAL SNAPSHOT

Labour which forms the largest cost centre of business operations is one of our competitive strengths and in addition to our lower rates, governments through our labour programs can support enterprise from the outset. Labour costs for Toronto and Vancouver are substantially higher. For example, as per CBRE Group Inc, salaries for select IT positions such as information systems analysts and consultants range from lows of \$21.63 to highs of \$43.08 for PEI, lows of \$22.60 to highs of \$60.58 for Toronto and from lows of \$23.08 to highs of \$55.29 for Vancouver. PEI, in addition to having the lowest labour costs of the three, also offers labour support in the form of up to 25% labour rebates for 1 year's salary on every new employee.

Summerside also offers lower rental costs than the rest of Canada: from \$15 per square foot compared to \$28.25 in Toronto and \$31.15 in Vancouver. Additionally, the City offers rental support in Year 1 of up to \$200 per month or \$2,400 annually and in Year 2 of up to \$6.00 per square foot. Capital support is also available: up to 25% on maximum spending of \$40,000 or a \$10,000 grant for office leaseholds and up to 40% on maximum spending of \$40,000 or \$16,000 grant for marketing. The City of Summerside offers many financial advantages to any new business interested in setting up shop in PEI.

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Average Office Lease Rates
By Selected City



Source: CBRE, 2018



THE FUN SIDE OF SUMMERSIDE

In the extremely competitive market of sport and event tourism, Summerside has outstanding facilities, the track record of hosting large events and highly skilled staff. Located just steps from the Summerside Waterfront, with a capacity of 6,000, Eastlink arena at Credit Union Place has hosted many of the greatest artists and athletes of our time.



CREDIT UNION PLACE

Credit Union Place is the newest multi-purpose sports & recreation facility in Atlantic Canada and one of the most technologically advanced in the country. It is home to the Summerside Western Capitals Hockey Club, Summerside Minor Hockey, Summerside Figure Skating Club, Summerside Dolphins Swim Club, City of Summerside Department of Community Services headquarters, several bowling leagues and the PEI Sports Hall of Fame.

Indoor and outdoor amenities include:

- Half-mile equestrian race track
- 4,000 seat ice arena with convention and event capabilities
- 500 seat NHL size practice ice surface
- 400 person convention centre with 5 breakout rooms and banquet facilities
- Aquatic facilities with 2 indoor pools and water slide
- State-of-the-art 8-lane convertible 5 and 10-pin bowling
- Tennis and racquetball courts
- Indoor walking track
- Outdoor sports field
- 535 square meters of retail space
- 476 off-street paved parking spots
- 276 overflow parking spaces



SUMMERSIDE RACEWAY

Summerside Raceway celebrates the region's strong and long history with horses, horsemanship and horse racing. In this city, horse races are cultural events attracting large crowds.

RED SHORES CASINO

The Red Shores Casino at Summerside Raceway offers entertainment packages and a wide variety of gaming options including live and simulcast racing, a gaming floor with 40 slots and two electronic Texas Hold'em Poker tables, plus food and drink in the West End Bar & Grill.



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Let's build the future together!

Come and grow with us!

Contact:

Mike Thususka Ec.D.
Director of Economic Development

Economic Development
City of Summerside
275 Fitzroy Street
Summerside, PE C1N 1H9
+1 (902) 432-0103
mike@summerside.ca
www.bigpossibilities.ca
Follow Us on Twitter:
@SummersideBiz