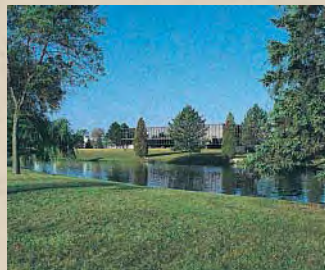


# *Community Profile*



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# COMMUNITY PROFILE

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## COMMUNITY PROFILE

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### A MESSAGE FROM THE MAYOR

Dear Members of the Business Community:

On behalf of City Council and the City of Stratford, I would like to thank-you for selecting Stratford as a potential location for doing business.

Over the years, Stratford has established a global reputation as a world-class tourist destination. The Stratford Festival continues to attract hundreds of thousands of visitors to our community each year by consistently delivering superior repertory theatre productions. Our thriving downtown is filled with intriguing shops and outstanding restaurants, giving Stratford a truly dynamic atmosphere.

However, tourism is just one component of what makes Stratford a vibrant community. We are very proud of the *"Business Community"* that calls Stratford home. Stratford has a competitive advantage, which enables local manufacturers to thrive in today's global marketplace. Any municipality can sell you a location but Stratford offers you culture, atmosphere, a highly qualified workforce and a quality of life that is second to none. Please review this publication to see why Stratford is *dramatically different* and the perfect location for your business.

Join us in Stratford, where **"Business takes center stage"**.

Sincerely,

**Dan Mathieson**

Mayor



**City of Stratford**

P.O. Box 818  
1 Wellington Street  
Stratford, Ontario Canada  
N5A 6W1

**Tel:** 519.271.0250 ext. 234

**Fax:** 519.271.2783

# COMMUNITY PROFILE

## LOCATION



### DISTANCE CHART

City	Market Size	Distance (Km/Miles)	Drive Time (Hr)
Stratford's Countryside		2/1	.3
Kitchener	210,000	50/31	.5
Woodstock	36,000	45/27	.5
Cambridge	80,000	61/38	.75
London	377,000	65/40	.75
Brantford	94,000	80/50	.75
Hamilton	610,000	100/62	1
Toronto	3,900,000	155/97	1.5
Montreal	1,100,000	686/429	6.5
Cleveland, USA	506,000	505/316	5
Pittsburg, USA	370,000	560/350	5.5
Chicago, USA	2,783,000	689/431	7
Boston, USA	574,000	940/588	9.5
New York, USA	7,322,000	931/582	9.5
<b>BORDER CROSSINGS</b>			
Niagara Falls		184/115	2
<b>Sarnia</b>		150/94	<b>1.5</b>
Fort Erie		206/129	2
Buffalo		206/129	2
Windsor/Detroit		243/152	2.5

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# COMMUNITY PROFILE

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## LOCATION

The City of Stratford is located in the heart of southwestern Ontario. This region offers the largest concentration of manufacturing industries in Canada. The City is linked to Canada's major transportation artery; Highway 401, by Highway 7 & 7/8 or by: Perth Road 113/County Road 6. Stratford is within a three-hour drive of more than 6,000,000 customers and four major border crossings to the United States. Stratford's location may be the competitive advantage your company is looking for. This strategic location allows easy access to several of the world's fastest growing markets.

### Longitude & Latitude:

Latitude: N 43 ° 24'

Longitude: N 80 ° 56'

### Elevation:

360 metres (1,180 feet) above sea level.

### Time Zone:

Eastern Standard Time

### Area of Stratford:

6,224 Acres

2,519 Hectares

25.25 Square Kilometres

9.65 Square Mile

## CLIMATE

The City of Stratford enjoys a year-round moderate climate. Stratford is located on the same latitude as Boston, Massachusetts, the Nebraska heartland and Northern California. Southwestern Ontario offers four distinct seasons, which make a wide variety of leisure activities possible. So when you come to Ontario don't forget to bring either your snow skis or your water skis. The winter weather lasts from December thru March whilst summer temperatures stretch from May thru October.

### Ontario Climate Information:

Environment Canada

1-900-565-5000

(User pay)

### Daily Weather:

Environment Canada

[www.weatheroffice.ec.gc.ca](http://www.weatheroffice.ec.gc.ca)

[www.theweathernetwork.com](http://www.theweathernetwork.com)

[www.ontarioweather.com](http://www.ontarioweather.com)

### Winter Road Conditions:

Ministry of Transportation

1-800-265-5407

[www.mto.gov.on.ca](http://www.mto.gov.on.ca)

### Road Construction:

1-800-268-4686

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## Weather Normals (30 Year Average)

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	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Daily Maximum (°C)	-3.8	-2.9	2.5	10.5	17.7	22.7	25.3	24.1	19.8	13.1	5.8	-0.9
Daily Minimum (°C)	-11.1	-10.7	-5.5	0.7	6.3	11.3	13.7	13.0	9.7	4.3	-0.5	-7.2
Daily Mean (°C)	-7.4	-6.8	-1.4	5.6	12.0	17.1	19.5	18.6	14.8	8.8	2.7	-4.0
Rainfall (mm)	21.5	23.1	46.9	69.9	75.7	77.2	86.3	89.0	100.4	79.0	79.5	47.9
Snowfall (cm)	73.9	49.7	27.8	9.7	0.4	0.0	0.0	0.0	0.0	2.2	23.4	67.2
Month-End Snow Cover (cm)	26.0	17.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	17.0

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## COMMUNITY PROFILE

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### ECONOMIC INDICATORS - AT A GLANCE

Indicators	2007	2006*	2005	2004	2003	2002
Population	31,641	30,461	31,026	30,630	30,408	29,972
Number of New Businesses	29	35	36	58	37	41
City-owned Industrial Land Sales (acres)	0.0	40.0	0.0	2.1	2.6	34.8
Value of Land Sales (\$ Cdn)	\$0	\$1,520,000	\$0	\$99,500	\$129,100	\$1,102,870
Value of Construction Activity (\$1000's Cdn)	\$77,133	\$34,511	\$47,844	\$28,594	\$42,816	\$39,592
Housing Starts	108	172	146	88	187	119
Unemployment Rate, Local (percent)	4.0	4.8	4.2	4.5	5.8	4.7
New Industrial Space Constructed (sq. ft.)	509,416	55,584	62,819	65,080	24,960	216,000
New Commercial Space Constructed (sq. ft.)	68,374	9,705	36,506	333	25,820	27,000
Total City Assessment (\$1000's Cdn)	\$2,413,662	\$2,380,028	\$2,086,788	\$1,933,858	\$1,855,725	\$1,761,547
Commercial/Industrial Assessment (\$1000's Cdn)	\$1,927,364	\$367,822	\$342,573	\$327,987	\$327,729	\$309,455
Residential Assessment (\$1000's Cdn)	\$369,377	\$1,895,286	\$1,644,993	\$1,605,871	\$1,527,996	\$1,444,730
Rate of Assessment Growth (percent)	1.41	14.05	7.91	4.20	5.30	2.00
Retail Sales (\$1000's Cdn)	\$345,048	\$548,050	\$304,407	\$292,160	\$278,660	\$265,119
Festival Theatre Revenue (\$1000's Cdn)	\$40,596	\$41,070	\$34,122	\$33,538	\$34,357	\$30,225
Festival Theatre Annual Budget (\$1000's Cdn)	\$53,923	\$52,980	\$52,075	\$51,900	\$45,923	\$41,538
Festival Theatre Attendance (tickets sold)	528,000	550,000	539,397	568,715	607,356	672,924

*\* Indicates this is a Census Year*

## Transportation

Stratford is well connected to major markets through an established network of regional and provincial highways. The MacDonald Cartier Freeway (Highway 401) offers express, toll-free delivery of products throughout southern Ontario, with linkages into the Northeastern United States. Highway 7/8 offers a four-lane connection to Highway 401 and the easterly markets of Kitchener-Waterloo-Cambridge while Highway 7 connects Stratford to London and locations to the west. Other major highways servicing Stratford and area include provincial highways 8 & 59, and County Roads 113 & 119. Stratford's linkages to major transportation arteries allow local companies to thrive in a Just-in-Time environment and many of Stratford's manufacturing industries have the Just-in-Time delivery system in place.

### BUS SERVICES

#### Stratford Transit

City of Stratford transit provides an affordable and convenient alternative to driving within Stratford. There are 6 regularly scheduled transit routes within the City and the frequency of pick-up is every 30 minutes. Passes and schedules are available through the Transit Office at 60 Corcoran Street, and at City Hall.

#### Schedule & Pass Information:

519-271-0250 x264

#### Transit Fees:

	Cash	Tickets
Adult	\$2.00	\$1.75
Student	\$1.75	\$1.50
Senior	\$2.00	\$1.75

*\*\*Children five and under are free*

Adult Pass \$50.00

Sr. / Student Pass \$30.00 \*\*

*\*\*Applies only to elementary/secondary/65+*

*\*\*Also applies to ODSP & OW clients – ID required*

#### Daily Service:

Mon. - Fri. 6am – 9:30pm

Sat. 6am – 7:30pm

#### Private Bus Service

Greyhound offers two daily trips to Kitchener and Toronto at 9:20am and 4:20pm and two trips to London at 12:55 pm and 6:55 pm. From these junction stations, transportation can be purchased to most communities in Ontario and selected destinations in the United States. The local Greyhound pickup is located at 219 Frederick Street open daily including holidays from 9:00am to 5:00pm and can be reached at 519- 273-2160.

#### Private Bus Service:

Greyhound Canada  
519-273-2160  
1-800-661-8747 (fares/schedules)  
www.greyhound.ca

Cherrey Bus Lines Inc.  
519-271-7741  
1-800-265-8980  
www.cherreybuslines.com  
info@maxeytravel.com

#### Airport Shuttle

Stratford Airporter provides direct transit service to Toronto's Lester B. Pearson International Airport, London's International and/or Hamilton Airport. For schedules and fees please call 519-273-0057.

#### Airways Transit:

Stratford Airporter  
519-273-0057  
1-888-549-8602  
www.stratfordairporter.com

Formal Limousine Service  
519-273-6070  
1-888-892-5981

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## COMMUNITY PROFILE

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### RAIL SERVICES

Passenger Rail Service is delivered by VIA Rail. Trains depart from Stratford to Sarnia-Chicago daily at 1:03pm, and 7:49pm. Trains depart for Kitchener-Waterloo-Toronto Mon. - Fri. at 6:09am, 8:52am and 9:00 pm Sat. and Sun. 8:52 am and 9:00 pm.

Three carriers provide daily freight rail service to Stratford: Canadian National Railway, Canadian Pacific Railway and the Goderich-Exeter Railway Company. Several of the business development lots in the Wright Business Park have access to rail service.

#### **Via Train Station:**

101 Shakespeare Street  
Ticket Reservations:  
1-888-842-7245  
[www.viarail.ca](http://www.viarail.ca)

#### **Canadian Pacific Railway:**

1-888-333-6370 (head office)  
1-800-766-7912 (public)  
[www.cpr.ca](http://www.cpr.ca)

#### **Canadian National Railway:**

1-888-668-4626 (price inquiry line)  
1-888-888-5909 (public inquiries line)  
[www.cn.ca](http://www.cn.ca)

#### **Goderich-Exeter Railway Co.:**

2-101 Shakespeare Street,  
Stratford, ON N5A 3W5  
519-271-1441

Email: [Douglas.Mackenzie@railamerica.com](mailto:Douglas.Mackenzie@railamerica.com)

### PORT SERVICES

Stratford is located within a 1.5-hour drive of four major ports. The port of Goderich, located on Lake Huron, provides seaway depth berthing and modern docking facilities. The port of Port Stanley is the only deep-water port on the north shore of Lake Erie. The port of Toronto is a large international

trading centre offering full service container and cargo handling facilities. The Port of Hamilton is fast becoming a full service port facility committed to servicing this area. Access via truck and rail is available to all ports providing business with a gateway to ocean transportation.

#### **Port of Goderich:**

(519) 524-3234

#### **Port Stanley:**

(519) 782-3054 (dockside - seasonal)  
(519) 782-4274 (harbour master, Scott Payne)

#### **Toronto Port Authority:**

(416) 863-2000 – [www.torontoport.com](http://www.torontoport.com)

#### **Hamilton Harbour Commission:**

(905) 525-4330 – 1-800-263-2131  
[www.hamiltonport.ca](http://www.hamiltonport.ca)

### INTERNATIONAL AIRPORTS

Four international airports, offering a global transportation linkage, are within a 1.5-hour drive of Stratford: Toronto Pearson International, London International, Region of Waterloo International and Hamilton International. Whether it's driving to these airports or flying from Stratford's Municipal Airport, local companies are easily connected to the rest of the world.

#### **Toronto Pearson International Airport:**

(416) 776-3000 / 1-866-207-1690 (info)  
[www.gtaa.com](http://www.gtaa.com)

#### **London International Airport:**

(519) 452-4015  
[www.londonairport.on.ca](http://www.londonairport.on.ca)

#### **Region of Waterloo International Airport:**

(519) 648-2256 / 1-866-648-2256 (Canada only)  
[www.waterlooairport.ca](http://www.waterlooairport.ca)

#### **Hamilton International Airport:**

(905) 679-1999 ext. 260 (general inquiries)  
[www.hamiltonairport.com](http://www.hamiltonairport.com)

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## COMMUNITY PROFILE

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### STRATFORD MUNICIPAL AIRPORT

Stratford Municipal Airport is situated on a 482-acre parcel of land in the Township of Perth East, County of Perth, about 6-km northeast of the City of Stratford. The airport was expanded to better serve the needs of the business community as well as visitors to Stratford. Stratford's airport boasts modern runways and state-of-the-art facilities. The airport is equipped to handle air traffic ranging from Dash 8s to helicopters. A flight school is also available.

The airport was developed privately in 1964 for aircraft operation. In the early 1970s the City of Stratford recognized the importance of a municipally owned airport. With the cooperation of the Federal and Provincial governments the airport was purchased by the city. Beginning in 1988 a major redevelopment of the Airport began. This project included construction of runway 05/23. Over the next several years a new terminal, building maintenance shed, private hanger development, fuel system, expanded apron and upgrade to runway 17/35 was completed. The final phase was completed in 1993 when runway 05/23 was extended to 5000 feet.

With the development of the airport complete, the City of Stratford is in a position to develop new economic opportunities for its citizens and potential new companies. Corporate, freight, training and recreational flights make up the approximate 13,000 annual aircraft movements. The Stratford Airport is home to 44 aircraft at the present time.

#### Stratford Municipal Airport:

R.R. 1  
Stratford, ON N5A 6S2

Tel: 519-272-0933  
Fax: 519-271-2473

#### Airport Manager:

Andy Woodham

#### Airport Location:

Latitude 43°24"52" North  
Longitude 80°56"08" West

#### Runways:

05/23	5000'x100'asphalt
17/35	3000'x50' asphalt

#### Navigation Aids:

VOR/DME London 117.2

#### Fuel:

100LL - Jet A

#### Aircraft Parking:

Overnight & Monthly  
Call Airport for Current Fees  
519-272-0933

#### Canada Border Services Agency:

[www.cbsa.gc.ca](http://www.cbsa.gc.ca)  
Canpass: 1-800-461-9999  
1-888-226-7277



# COMMUNITY PROFILE

## ECONOMY

Stratford's economic base is diversified: manufacturing, tourism, commercial, financial and service industries combine to create a stable business environment. The top two sectors of Stratford's growing economy are manufacturing and tourism - a unique combination that works well. Industries such as Honeywell Consumer Products Group, Dyna-Mig, FIO Canada, Novatronics Division of Curtiss Wright, Schaeffler Canada, Aisin Canada and Hayashi Canada have chosen to call Stratford 'home'. These international companies rely on Stratford's labour to produce a variety of quality products including automotive parts, aerospace components, precision bearings and industrial machinery.

Stratford is the envy of many communities. Stratford's unemployment rate is a reflection of our vibrant and thriving economy. In 2007, the local unemployment rate continued to be less than or equal to both national and provincial unemployment levels. A 4 % unemployment rate is a healthy rate because it provides industries with a pool of qualified employees without having a large percentage of the population out of work. Based on the strength of the local manufacturing base and our tourism sector, Stratford is considered an "economic hot spot" in Canada.

A copy of the most current **Wage Survey for the Kitchener/Cambridge/Guelph/Listowel/Stratford** can be downloaded from the Service Canada Website located at:

<http://www.labourmarketinformation.ca>.

*\*Please note that you must select the sub-heading wages and salaries.*

### Major Employers:

Stratford Festival of Canada	1,773
Cooper-Standard	890
Stratford General Hospital	830
Schaeffler Canada	816
Honeywell Consumer	700
Dresden Industrial	600
FAG Aerospace	400
Stackpole	350
Hendrickson Springs	297
Dyna-mig Mfg. Of Stratford Inc.	270
Clemmer Steelcraft Technologies	220

### Chartered Banks, Trust Companies & Credit Unions:

	#
BMO	2
CIBC	1
CitiFinancial	1
RBC Financial	2
Scotia Bank & Trust	2
TD Canada Trust	2
Mitchell & District Credit Union	1
Libro Financial	1
Farm Credit Corporation (FCC)	1

### Stratford Retail Market:

2008 Sales Estimate	\$522 Million
% Canadian Total	0.12%
Per Capita	\$16,500

*Source: FP CanadianDemographics 2008*

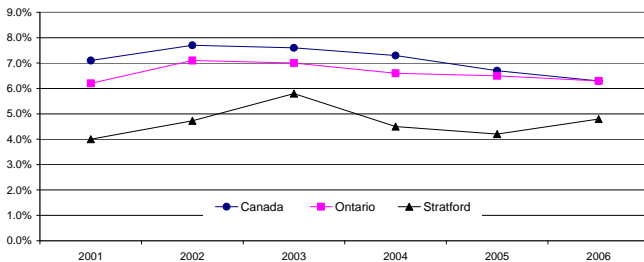


**More than 70% of Stratford's existing manufacturing industries are non-union. Work stoppages of any sort are a rarity in Stratford.**

# COMMUNITY PROFILE

The Stratford employment area is defined as Region 580 by Statistics Canada. Region 580 encompasses the City of Stratford and significant segments of Perth and Huron counties. The local Stratford economy gives you a stable, thriving environment in which your business can grow.

## Yearly Unemployment Level



## Occupations By Major Groups (2008 Estimates):

	Male	Female
Management	1,067	688
Business, Finance & Administration	653	1,714
Natural & Applied Science & Related	685	128
Health	174	764
Social Sciences, Gov't Services & Religion	161	325
Education	144	400
Arts, Culture, Recreation & Sport	314	296
Sales & Service	1,798	2,472
Trades, Transport & Equipment Operators	2,355	246
Primary Industries	207	93
Processing, Manufacturing & Utilities	1,856	1,271

## Labour Force

(2008 Estimates):	Male	Female
In the Labour Force	9,517	8,501
Participation Rate	76.9%	63.2%
Employed	9,120	8,031
Unemployed	397	470
Unemployed Rate	4.2%	5.5%
Not in Labour Force	2,857	4,959

## Average Household Expenditures (2008 Estimates):

Food	\$7,387
Shelter	\$13,058
Clothing	\$2,768
Transportation	\$8,378
Health & Personal	\$2,609
Recreation, Reading & Ed.	\$5,138
Taxes & Securities	\$16,637
Other	\$9,755
Total	\$65,730

## Income

### (2008 Estimate):

Average Household	\$66,894
Average Family	\$79,523
Male:	
Average Employment	\$43,510
Average Full Time	\$52,882
Female:	
Average Employment	\$28,277
Average Full Time	\$38,233

Source: FP Canadian Demographics 2008

## TAXATION

### Property Taxes

For the 1998 taxation year, the Province of Ontario introduced a new assessment system called Current Value Assessment (CVA). The Province reassessed all properties in Ontario to reflect the current market-based value, replacing historic assessed values used for many properties in many municipalities. The Current Value Assessment of a property in Stratford is similar to the real estate value of that property as of January 1, 2005. The current assessment update cycle is January 1 of the year before the taxation year. This criterion applies to residential, commercial and Industrial. Since 1998, there have been no business taxes levied. Instead, the commercial and industrial realty taxes contain a factor included in their tax rates to accommodate this legislative change. The amount of property taxes paid in Stratford is calculated using two variables: the CVA of a property as calculated by the Ontario Property Assessment Corporation and the tax rate as determined by the revenue requirements of the City of Stratford.

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# COMMUNITY PROFILE

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The 2008 Tax rates are as follows:

	General	School Boards	Total
Residential	0.01191482	0.00264000	0.01455482
Multi-Res.	0.02566334	0.00264000	0.02830334
Com. Occup.	0.02438517	0.02283295	0.04721812
Com. Vacant	0.01706962	0.01598307	0.03305268
Ind. Occupied	0.03733476	0.02968127	0.06701603
Ind. Vacant	0.02359724	0.01929823	0.04356042
Farmland	0.00297871	0.00066000	0.00363871

## City of Stratford Tax Office:

Stratford City Hall  
P.O. Box 818  
Stratford, ON N5A 6W1  
(519) 271-0250 ext. 212

## Municipal Property Assessment Office:

57 Napier Street  
Goderich, ON N7A 1W2  
1-866-296-6722  
Fax: 1-866-297-6703  
e-mail: [goderich@opac.on.ca](mailto:goderich@opac.on.ca)  
[www.mpac.ca](http://www.mpac.ca)

## Resident Corporations

The Canadian Government levies an income tax on corporations residing in Canada, based on income from all sources inside and outside Canada. These taxes are payable to the Canada Revenue Agency. The Canadian Government does allow for certain deductions and incentives to businesses of which an accountant or lawyer should be aware. Detailed tax information is available from the Canada Revenue Agency by calling 1-800-959-5525 or at [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca). It is strongly recommended that such matters be discussed with an accountant or tax lawyer. Where you file your paper return depends on where the corporation is located.

Corporations served by the tax services office of Kitchener/Waterloo contact:

## Canada Revenue Agency

Tax Centre  
105-275 Pope Road  
Summerside PE C1N 6E8  
1-800-959-8281 (individual tax inquiries)  
1-800-959-5525 (business tax inquiries)

## Subsidiaries of Foreign Companies & Branch Operations

A non-resident corporation may be subject to Canadian income tax if, at any time in the year; one of the following situations applies, it carried on business in Canada; it had a taxable capital gain; it disposed of taxable Canadian property. A non-resident corporation has to file a return in a number of situations. Every corporation that is non-resident in a taxation year is subject to branch tax. The branch tax rate is 25%, but a tax treaty can reduce this percentage. The International Tax Services Office in Ottawa assesses returns that non-resident corporations file. To send returns or correspondence and if you have questions contact:

## International Tax Services Office

2204 Walkley Road  
Ottawa ON K1A 1A8

Long-distance from Canada and the United States call:  
1-800-561-7761, ext 9144

Long-distance from outside Canada and the United States call collect:  
(613) 954-9681

## Provincial Corporation Income Tax

Provincial taxes are calculated on the same basis as the federal tax. Corporations, which qualify for federal small business deductions, are also entitled to a provincial small business tax credit. For more information contact the Government of Ontario, Ministry of Finance.

## Ministry of Revenue Tax Office

London Regional Tax Office  
Dufferin Corporate Centre  
400-130 Dufferin Avenue  
London N6A 6G8  
Tel.: (519) 433-3901  
Toll Free: 1-800-265-1540  
FAX: (519) 661-6618  
Hours: 8:30 a.m. to 5:00 p.m. (Mon-Fri)

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## COMMUNITY PROFILE

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### Federal & Provincial Personal Income Tax

Both levels of government levy tax on income from all sources inside or outside of Canada for residents of Ontario. Non-residents are liable to both governments on income earned during the year in the province. Taxes are payable annually. For more information contact the Canada Revenue Agency.

### Ontario Sales Tax

The Provincial Government levies a sales tax on certain goods consumed, used or sold within the province. Retail vendors are required to obtain a license and maintain adequate sales records.

RETAIL SALES TAX (RST) - 8%

### Federal Goods and Services Tax

The GST applies to all goods and services except basic groceries, prescription drugs and medical devices.

GOODS AND SERVICES TAX (GST) - 5%

### Federal Tax

A federal excise tax is imposed on specific goods such as jewelry, cigarettes and alcoholic beverages that are either manufactured in or imported into Canada. Manufacturers or importers of these goods are required to obtain a sales tax license of which there is no charge. Applications and further information are available from the District Excise Office.

## LABOUR LAWS AND LEGISLATION

Ontario has an Employment Standards Act that applies to most employees and employers.

The Act covers the following topics:

- Who is covered by the Act
- Child Employment
- Payment of Wages
- Parental Leave
- Hours of Work
- Employment Agencies
- Annual Vacation
- Minimum Wage
- General Holidays
- Pay Legislation
- Termination of Employment

### Minimum Wage

Under the Employment Standards Act most employees must be paid \$8.75 per hour effective March 31, 2008. Different rates apply to some groups covered under special circumstances, such as:

- Students under 18 working less than 28 hours during a school year - \$8.20 per hour effective March 31, 2008
- Employees serving alcohol directly to customers - \$7.60 per hour effective March 31, 2008

There are no longer special rates for learners, ambulance workers or construction workers. No special wage rates for commission sales people, live-in superintendents or janitors. Employers cannot deduct pay for faulty workmanship, cash shortage, or loss of property where any other person had access to the cash or property. Regulations governing deductions for income tax, court orders and deductions are to be authorized by employees.

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## COMMUNITY PROFILE

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### Holidays

Full-time, part-time and students are entitled to 10 Public holidays at regular pay – New Years Day, Victoria Day, Good Friday, Canada Day (July 1<sup>st</sup>), Labour Day, Thanksgiving Day, Christmas Day, Boxing Day (Dec. 26). Civic holiday and Easter Sunday or Easter Monday are not required.

### Qualifications for Holidays

Must be employed for three months before and have earned wages on at least 12 days in 4 work weeks immediately prior to the holiday as well as work the regular work day before and after the holiday. If an employee agrees to work a holiday they must receive one and a half hours pay for each hour worked and can observe the holiday on another day. The actual holiday is treated like a regular day if it falls on a non-working day and the employee must be given time off or extra days pay in the week of the holiday. Regulations are slightly different for hospitals, tourist establishments and other businesses open 24 hours.

### Overtime Pay

Employees are entitled to overtime pay for any hours worked in excess of 44 hours per week. These employees must be paid at least 1.5 times their regular rate of each hour worked over 44 hours. Hours can be averaged over a number of weeks to avoid paying overtime, this requires the employee's consent and written approval of the Employment Standards Branch. Separate regulations cover local cartage, highway transportation or construction workers (sewer, roads, water main) as well as seasonal live-in employees at a tourist resort. Not included are employees working on commission, traveling sales people and some supervisors and managers.

### Vacation Pay

Vacation pay entitlement applies to all full-time, part-time and student employees. Vacation entitlement begins to accrue from 1<sup>st</sup> day of employment and after one year an employee is entitled to two weeks vacation with pay. Vacation pay is not less than 4% of total gross wages earned yearly including overtime. Employer must approve schedule of vacation, but must be scheduled within 10 months of the end of the year earned. All outstanding vacation pay must be paid within 7 days of termination. Excludes; certain groups, commissioned travelling sales people.

# COMMUNITY PROFILE

## MUNICIPAL DEVELOPMENT ACTIVITY

Stratford has not experienced the peaks and valleys of economic activity that have characterized the economy of Ontario. The City of Stratford, over the past decade, has experienced relative stability in the area of Commercial/ Industrial development activity. A major source of development activity and investment capital comes from local companies expanding their existing facilities. It is encouraging to see local companies expanding.

### Development Activity

	Residential	Industrial	Commercial	Other	Total
2007	\$23,927,000	\$35,140,000	\$8,188,000	\$9,878,000	\$77,133,000
2006	\$19,794,589	\$6,175,201	\$4,802,102	\$1,348,410	\$32,120,302
2005	\$31,470,311	\$3,766,800	\$7,302,848	\$278,633	\$42,818,592
2004	\$17,204,054	\$4,433,300	\$2,814,900	\$249,293	\$24,701,547
2003	\$26,961,011	\$6,364,251	\$7,203,912	\$405,495	\$40,934,669
2002	\$13,693,200	\$11,917,492	\$5,301,023	\$171,537	\$31,083,252
2001	\$19,931,000	\$3,063,000	\$1,885,000	\$207,325	\$25,086,325

Over the past eight years, residential development has been very strong. The demand for housing in Stratford continues to grow. Stratford offers a unique blend of culture, prosperity and atmosphere that visitors find extremely appealing.

### Residential Construction

	Single Family	Semi/Duplex	Row Housing	Apartment	Total
2007	61	18	20	2	101
2006	43	2	11	0	82
2005	65	2	11	68	146
2004	64	10	8	6	88
2003	78	36	31	42	187
2002	65	50	8	0	123
2001	53	48	17	71	189

## Residential Development

2007	\$23,927,000
2006	\$19,794,589
2005	\$31,470,311
2004	\$17,204,054
2003	\$26,961,011
2002	\$13,693,200
2001	\$19,931,000
2000	\$11,923,000

## LIFESTYLE

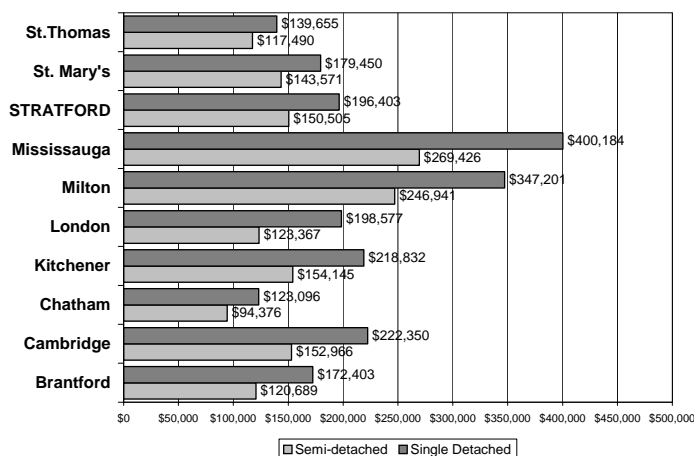
Stratford is the place to live! The City of Stratford boasts some of the most spectacular examples of Victorian style architecture in Southwestern Ontario. This is a safe, quiet community that welcomes newcomers with a friendly smile. Our thriving downtown comprises an exceptional range of intriguing boutiques and specialty shops, as well as first-rate restaurants. It is rightly described as a shopper's paradise.

Beautiful parkland surrounds Lake Victoria, providing a picturesque center to our city. Schools, playgrounds and parkland are usually within a short walk of your front door. Stratford offers a unique opportunity for you and your family to become part of a community rich in history and culture.

Amenities are essential for attracting new residents. They promote a public life and facilitate social interaction within a community. In today's global market, location is not as important to business success as in the past. Therefore, to entice business to a community it must offer an attractive lifestyle after work-hours.

# COMMUNITY PROFILE

## Average Housing Assessments – Spring 2007



- Kinsmen Club
- Kiwanis Club
- Lions Club
- Rotary Club
- Big Sisters Association
- Big Brothers Association
- Chamber of Commerce
- Zonta Club

Stratford boasts the largest park area per capita of any city in Canada. The majority of this scenic green land lies along the banks of the beautiful Avon River and picturesque Lake Victoria. There are more than 1,000 acres of groomed parkland with annuals planted in approximately 100 flowerbeds throughout the city. Mature trees provide lunchtime shade for picnickers.

### Stratford Public Library

The Stratford Public Library provides outstanding service to the citizens of Stratford and Perth County. The library offers a comprehensive list of programmed activities for children and adult audiences. High speed Internet access is available to adults on 8 public terminals, with an additional 6 stations especially designed for children. Library memberships are free to any individual paying taxes to the City of Stratford.

### Resources:

Circulating Publications	100,436
Reference Collection	4,190
Magazines/Journals	176
Videos	4,808
Compact Discs	2,526
DVDs	158
Talking Books	385
Books on Tape	1,145
Chalmers Public Theatre	
Resource Collection	864
Public Computer Work Station	2

### Service Clubs

Stratford has a variety of service clubs that work together to make this city an enjoyable and civic-minded municipality. Stratford's major clubs include:

If an active lifestyle is more to your liking, you'll enjoy the wide variety of recreational facilities maintained by the Parks & Recreation Department. Stratford supports more than 400 sports teams involving in excess of 8,000 athletes. Whether you're watching or competing, Stratford's teams provide hours of exciting fun. Stratford's minor hockey league has produced several hot prospects for the NHL.

Stratford is recognized around the world as home of the famous Stratford Shakespeare Festival, which began in 1953. The original season, lasted for 6 weeks, and has now been extended to 27 weeks. Currently, more than 600,000 visitors a year witness unsurpassed repertory theatre. In addition to performances, visitors can attend seminars, workshops and behind-the-scenes tours of the Festival. There are also opportunities to meet members of the acting company, production and administrative staff.

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## COMMUNITY PROFILE

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Residents and visitors alike have a variety of cultural facilities to enjoy in Stratford when not attending a performance at the Festival. Gallery Stratford, located close to the main theatre, has year-round exhibits that instill a sense of appreciation for the artists whose work is displayed. There are several other galleries in our city including studios where artists welcome visitors into their creative environment.

The Stratford Perth Museum features exhibits about urban and agricultural development of the area. Several collections from local residents are on display. Knowledgeable staff is available to guide you through the Museum and to tell you stories about what life was like for our forefathers.

Stratford is home to 29 churches devoted to a wide variety of denominations and affiliations, and they have added immeasurably to the community through many services and charity groups.

### **Golf Facilities:**

Stratford Country Club  
Stratford Municipal Golf Club  
Dundee Country Club  
Foxwood Golf Club  
Mitchell Golf Club  
Science Hill Country Club  
St. Marys Golf Club



### **Recreational Facilities:**

4 indoor ice arenas  
1 outdoor pool  
1 community centre  
1 lawn bowling facility  
1 indoor Badminton facility  
1 Volleyball facility  
2 bandshells  
1 canoe/paddleboat rental  
8 tennis courts  
1 nine hole municipal golf course  
10 lighted baseball diamonds  
2 lighted soccer fields  
20 unlit soccer fields  
1 cricket pitch

## COMMUNITY STRUCTURE

Canada has a federal form of democratic government that brings together a number of different political communities under a common government for mutual purposes and separate regional governments for the particular needs of each region.

The federal government's prime responsibility is to ensure and support the country's economic performance. Other responsibilities include: national defense, inter-provincial and international trade and commerce, immigration, the banking and monetary system, criminal law and fisheries.

The federal government also oversees such industries as aeronautics, shipping, railways, telecommunications and atomic energy.

### **Federal Government:**

**Stephen Harper**  
Prime Minister

**Government of Canada Info.**  
1-800-"O"- Canada  
(1-800-622-6232)

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## COMMUNITY PROFILE

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**Gary Schellenberger**  
MP - Perth-Wellington

### **Stratford Office**

544 Huron Street  
Stratford, ON N5A 5T9  
Phone: (519) 273-1400  
Fax: (519) 273-9045  
Email: [schelg1@parl.gc.ca](mailto:schelg1@parl.gc.ca)

## PROVINCIAL GOVERNMENT

Provincial and territorial governments organize themselves similarly to the federal structure and are responsible for such matters as property and civil rights, the administration of justice, the hospital system, natural resources within their borders, social security, health and municipal institutions.

### **Ontario Government:**

**Dalton McGuinty**  
Premier

**General Inquiry:**  
Office of the Premier  
(416) 325-1941

**John Wilkinson,**  
Minister of Research and Innovation  
MPP - Perth-Middlesex

### **Stratford Office**

55 Lorne Ave E,  
Stratford, ON, N5A 6S4  
(519) 272-0660  
Tel: 1-800-461-9701  
Fax: (519) 272-1064  
Email: [jwilkinson.mpp.co@liberal.ola.org](mailto:jwilkinson.mpp.co@liberal.ola.org)



## MUNICIPAL GOVERNMENT

A municipality is an area whose inhabitants are incorporated and whose powers are exercised by a Council elected by the electors of the municipality. Municipalities play a significant role in areas such as the delivery of education, land development, local business regulations as well as civic and cultural activities. The City of Stratford is governed by an elected Mayor and 10 Councillors. They are responsible for policymaking and decision making for the City of Stratford.

### **Elected Representatives 2006 - 2010:** Mayor Dan Mathieson

Councillor George Brown  
Councillor Don Chapman  
Councillor Keith Culliton  
Councillor Tom Clifford  
Councillor Dave Hunt  
Councillor Dave Gaffney  
Councillor Bonnie Henderson  
Councillor Frank Mark  
Councillor Paul Nickel  
Councillor Karen Smythe

The daily operation of the City of Stratford is handled by 7 city departments comprising of approximately 350 city employees.

## SOCIAL SERVICES

It is the aim of the Social Services Department to deliver Social Services programs such as Ontario Works, Child Care, Public Housing in a fair and equitable manner to the residents of the City of Stratford, Town of St. Mary's and the County of Perth to the best of their ability, following legislation and directives set out by the Ministry of Community, Family and Children's Services and the approved by-laws and policies set by Council. The Ontario Works Division provides employment and temporary financial assistance to people in financial need. The Child Care Division is responsible for fee

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## COMMUNITY PROFILE

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subsidy, wage subsidy, special needs resourcing and resource centre programs. Public Housing provides adequate rent-gear-to income rental housing to lower income and handicapped persons in the area and establishes policies and procedures to assist housing providers in carrying out their administrative tasks. The Anne Hathaway Day Care (municipal) operates a childcare program licensed for 10 toddlers and 60 pre-school children, as well as providing resource consultant services to children with special needs. They provide full day care for children between the ages of 18 months and 6 years of age.

### Social Services

82 Erie Street  
Stratford, ON N5A 2M4

Tel: (519) 271-3773 x. 254  
Fax: (519)271-5038

Bill Tigert, Director

### HOSPITAL/HEALTH CARE

The Stratford General Hospital has been part of the Huron Perth Healthcare Alliance for over two years and delivers top quality medical services in a modern 146-bed facility. Stratford has gained a reputation as an innovative leader within the medical community for the development of programs that ensure health services are delivered in a timely and efficient manner. The Stratford General Hospital provides general and specialized short-term care, diagnostic, long-term treatment, emergency and outpatient services. Three local ambulances are on 24-hour call to deliver emergency care to patients. In 1994, Stratford General purchased Canada's first CT dual slice spiral scanner. More recent additions to the hospital's medical equipment include a

mammography unit (1997) and a dialysis unit (1997). Dedication to the use of state-of-the art equipment ensures that patients receive the best care possible. The hospital is staffed by 94 doctors and 1,100 active support staff. Local doctors practice a wide variety of specialties including gynecology, obstetrics, urology, orthopedics, internal medicine, pediatrics, endocrinology and anesthesiology. There are also a wide variety of medical clinics, nursing services, nursing homes, physiotherapy clinics and medical laboratories that act as support agencies to the hospital. Other health services available in Stratford are the Perth County Health Unit, Canadian Red Cross Society, the Victorian Order of Nurses (VON), Community Care, Home Care programs and Meals on Wheels.

### Stratford General Hospital

46 General Hospital Drive  
Stratford, ON N5A 2Y6  
[www.hpha.ca](http://www.hpha.ca)

Tel: (519) 272-8210  
Fax: (519) 271-7137

Andrew Williams, CEO

### POLICE

The Stratford Police Service is staffed by 54 sworn police officers and 16 civilians who provide 24-hour/day service to the public; responding to emergency and non-emergency calls for service. The police service provides adequate and effective policing through crime prevention, law enforcement, assistance to victims of crime, public order maintenance and emergency response. This is accomplished in part through preventative patrols (cruiser, foot, and bicycle), throughout our community to both residential areas and business

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## COMMUNITY PROFILE

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locations. The Community Services unit of the Stratford Police Service provides innovative programs that target all members of our community from youths to senior citizens. These programs are delivered through public meetings, organizations and the school system. The programs are designed to provide the public with knowledge to reduce the likelihood of becoming a victim of crime or committing a crime.

### **Stratford Police Department**

17 George Street West  
Stratford. ON N5A 1A6

Non-Emergency Number:  
Tel: (519) 271-4141  
Fax: (519) 271-3122

Emergency Number: 9-1-1

### **Police Personnel**

Jerry McEwin, Police Chief  
50 Police Officers  
14 Civilian Staff

Through the dedication of all members of the Stratford Police Service, Stratford has achieved an insurance crime rating classified as a "Town Grade 3", reflecting the lowest crime rates available within the Province of Ontario, making Stratford a community where parents can allow their children to walk to school or play, without fear for their safety.

## **FIRE**

The Stratford Fire Department provides protection from fire, life threatening emergencies and dangerous conditions. The two fire stations are strategically located in the north and south ends of the city. The average response time is three and one-half minutes to 90% of sites within the City limits. There are 756 public fire hydrants located within Stratford to ensure an immediate and

adequate supply of water is available. Insurance companies rate Stratford as a "Class 1" community. This category is the lowest in Ontario, resulting in reduced insurance premiums. The Department, consisting of 43 personnel, is divided into five divisions – administration, suppression, fire prevention, training and communications. In response to life threatening emergencies and dangerous conditions, the Stratford Fire Department provides a full range of fire suppression, life support, hazardous materials response, and technical rescue services. The City of Stratford is committed to providing timely professional emergency response.

Fire and safety education programs are presented to the community through the Home Fire Safety Program. Each house receives an information package containing fire safety practices. The firefighters review these safety procedures with the homeowner and offers a walk-through of their house to check on any fire hazards. Fire inspections of all assembly, business and personal service, industrial, institutional, mercantile and residential buildings are completed each year. The suppression division responds to medical, carbon monoxide, water/ice, hazardous materials, motor vehicle accidents and all fire calls in the City of Stratford.

The communication division dispatches for the City and the five surrounding Perth County municipalities, which consist of eight additional fire stations. There are seven municipal fire departments, which make up the Perth County Mutual aid system and request for assistance are funneled through the Stratford dispatch centre.

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# COMMUNITY PROFILE

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## Stratford Fire Department

Station #1  
388 Erie Street  
Stratford, ON N5A 2N4

Station #2  
44 McCarthy Road  
Stratford, ON N5A 7K8

Non-Emergency Number:  
Tel: 519-271-3212  
Fax: (519 271-9511

Emergency Number: 9-1-1

## Fire Personnel

Richard Young, Fire Chief

51 Fire Personnel

## Fire Equipment

1-15m Teleboom Truck  
1 Pumper/Rescue Truck  
1 Triple Combination Truck  
1 Aerial Ladder (110') Truck  
1 Rescue and Salvage Van  
1 Zodiac Rescue Boat with water/ice rescue equip.  
1 4x4 Truck with snow plow  
4 Fire Department Cars

## UTILITIES

### Festival Hydro Inc.

The delivery of electricity in the City of Stratford is the responsibility of Festival Hydro Inc., the successor company to the former Stratford Public Utility Commission. Festival Hydro Inc. was formed as required by legislative changes to the electrical industry in Ontario.

The employees of Festival Hydro Inc. are a diverse group of professionals in many specialized trades and areas of expertise, which strive to supply your residential, commercial and industrial electrical requirements to the best of their ability, while

meeting the standards and industry guidelines imposed upon them.

The source of electricity for Stratford is a transformer station owned and operated by Hydro One Networks, which supplies Festival Hydro Inc. distribution circuits at 27,600 volts throughout the City. Standard secondary voltages are 120/240 volt single phase, three wire, 120/208 volt three phase, four wire and 600/347 volt three phase, four wire.

Festival Hydro Services Company is responsible for sentinel or security lighting fixtures and poles, and is developing a telecom company, which currently leases dark fiber strands.

Festival Hydro current rates are available on the website at [www.festivalhydro.com](http://www.festivalhydro.com) or by calling the Administrative Office at 519-271-4700 or 1-888-444-9370.

### Festival Hydro Inc.

P.O. Box 397  
187 Erie Street  
Stratford ON N5A 6T5

Switchboard: 519-271-4700  
Fax: 519-271-7204  
Voicemail: 519-271-4703

### General Service

Electric Commodity Charge  
General Service/kWh

kW Distribution Charge:  
\$0.0143/kWh <50kW  
\$2.2732 /kW >50kW

Distribution Service Charge  
\$ 28.53 <50kW  
\$211.22 >50kW

Transmission Connection Charge  
\$0.0045/ kWh <50kW  
\$1.7882/kW >50kW

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## COMMUNITY PROFILE

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Transmission Network Charge  
\$0.0052/kWh <50kW  
\$2.1218/kWh >50kW

Wholesale Market Charges  
\$0.0062/kWh  
Hydro One Debt Retirement  
\$0.0070/kWh

### Water, Sewage and Sanitation

The City of Stratford obtains its water supply from 12 deep artesian wells and is assured an abundant year-round supply. The pumping capacity of the existing system is 40,000 cubic metres per day at 65 PSI. Stratford's consumption of water averages approximately 16,000 cubic metres a day. There are two water towers and an in-ground storage tank with a total capacity of 18,200 cubic metres, which serve as storage units for the City.

The Stratford sewage treatment facilities use a conventional "activated sludge" process with efficiency rating of 92% for Biochemical Oxygen Demand and 96% for suspended solids. Capacity of the treatment facility is 6.7 million gallons per day. There is a sewage charge of 140.4% of water consumption charge.

### Water and Sewage

CITY OF STRATFORD  
ENGINEERING DEPARTMENT  
82 Erie Street  
Stratford ON N5A 2M4

Tel: 519-271-0250 x315  
Fax: 519-271-1427

### Water Charge

Consumption Charge  
per Cubic Meter

First Three Cubic Meters  
\$1.95  
All Additional Cubic Meters \$0.67  
Minimum Charge  
\$5.85

### Sewage Charge

Sewage charge billed and collected on behalf of the City of Stratford

140.4% of the Water Consumption Charge

### Garbage and Waste Removal

The City of Stratford's Waste Reduction Program started in 1986 with a citywide blue box collection system. Current blue box depot collection systems service all of Stratford's residents and a majority of industrial and commercial generators as well. Special collections for appliances and household hazardous waste, leaf and yard waste and large items are offered throughout the year.

Starting in January of 1997 all municipally collected waste was paid for on a variable rate system (Pay as You Waste) much like a utility. Decreased usage results in lower costs to the family or business generating the waste. All taxes associated with the collection and disposal of garbage were removed from the tax roll in 1997. Information on waste collection services, landfill site regulations and the recycling system is available through the Engineering Department at City Hall.

### Garbage and Waste Removal

CITY OF STRATFORD  
ENGINEERING DEPARTMENT

519- 271-0250 x.222

### Telephone Service

Bell Canada provides telephone and related services for the Stratford area. However, because of long distance deregulation in the Canadian telephone industry a number of regional, national and international long distance carriers are available to

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## COMMUNITY PROFILE

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provide long distance services to area businesses and residents.

### Telephone Service

BELL CANADA  
100 Dundas Street  
London, ON N6A 4L6

519-663-6440 or 519-310-2355

### Natural Gas

Natural Gas is supplied to the City of Stratford by Union Gas Limited. The gas enters the City regulator station through an 8-inch, 800-pound pressure line. From this regulating station the pressure is reduced to City pressure of approximately 40 pounds.

The vast majority of industries in Stratford and the surrounding area use natural gas as their primary source of heat and processing. The pipe network extends to all regions of the City. Large volume contract rates are available to industrial and commercial customers who operate on a high load factor and use a substantial volume per year.

Union Gas Limited is a major Canadian natural gas utility, which provides energy delivery to residents and businesses in the Stratford area. Union Gas also provides natural gas storage and transportation services for other utilities and energy market participants.

Union Gas is regulated under the Ontario Energy Board Act, and subject to the Energy Act (Ontario) and Public Utilities Act (Ontario). Because of deregulation in the Ontario energy industry, the option now exists to purchase natural gas from

other suppliers, to be delivered through the Union Gas distribution system.

### Gas Service

**UNION GAS LIMITED**  
827 Erie Street, R.R. #3  
Stratford, ON N5A 6S4  
www.uniongas.com

Customer Inquiries  
1-888-774-3111

Natural Gas Emergencies  
1-877-969-0999

### Small Commercial/Industrial - M2 Rates as of July 2008

Monthly Fixed Charge: \$70.00

First 1,000 m <sup>3</sup>	\$3.6769/m <sup>3</sup>
Next 6,000m <sup>3</sup>	\$3.6064/m <sup>3</sup>
Next 13,000m <sup>3</sup>	\$3.3964/m <sup>3</sup>
Next 20,000m <sup>3</sup>	\$3.1445/m <sup>3</sup>

Storage (if applicable) \$0.7273 /m<sup>3</sup>

### EDUCATION

In the province of Ontario there are two publicly funded education systems available to students in Kindergarten through grade twelve, the Public system and the Separate or Catholic system. Most children in Ontario receive their education through Public or Catholic school boards that are governed by some of the highest standards in the world. The Avon Maitland District School Board and the Huron Perth Catholic District School Board govern education in Stratford as well as Perth and Huron Counties.

The publicly funded school systems are financed entirely by provincial grant. The government funds are derived from the education portion of property taxes and from general income tax revenues

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## COMMUNITY PROFILE

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collected by the province. By choice, some students receive an education through private schools or home schooling, but neither of these options is eligible for funding from the provincial government.

School Boards are the oldest form of publicly elected government in Ontario. Elections are held every three years and successful candidates represent their region as a school board trustee. As elected members of the board, trustees represent the local community providing a link between electors and the education system. All publicly funded school systems must work within the framework of the Education Act and its regulations. School Board Trustees develop policy and planning based on local circumstances.

In Stratford, and throughout Ontario, public education is available for all children beginning at the age of four with Junior Kindergarten. Elementary schools provide Junior Kindergarten and Kindergarten programs (for children aged 4 and 5) and programs for grades 1 through 8. Secondary schools currently offer programs from Grade 9 through to Grade 12.

### **School Boards**

AVON MAITLAND DISTRICT SCHOOL BOARD  
62 Chalk Street North  
Seaforth, ON N0K 1W0  
[www.amdsb.ca](http://www.amdsb.ca)

Tel: 519-527-0111  
1-800-592-5437  
Fax: 519-527-0222

HURON-PERTH CATHOLIC DISTRICT SCHOOL BOARD  
87 Mill Street, P.O. Box 70  
Dublin, ON N0K 1E0  
[www.hpcdsb.edu.on.ca](http://www.hpcdsb.edu.on.ca)

Tel: 519-345-2440  
Fax: 519-345-2449

### **Public Schools**

#### **ELEMENTARY SCHOOLS:**

Anne Hathaway Public School  
Avon Public School  
Bedford Public School  
Hamlet Public School  
Romeo Public School  
Shakespeare Public School  
Stratford Central Public School  
Stratford Northwestern Public

#### **HIGH SCHOOLS:**

Stratford Central SS  
Stratford Northwestern SS

### **Separate Schools**

#### **ELEMENTARY SCHOOLS:**

Jeanne Sauvé Catholic School  
St. Ambrose School  
St. Joseph's School  
St. Aloysius School

#### **HIGH SCHOOLS:**

St. Michael Catholic Secondary School

Ontario residents can also register for secondary school courses through on-line distance education either for diploma credit or personal interest. Contact the Avon Maitland District School Board for further information.

To receive an Ontario Secondary School Diploma, students need to successfully complete at least thirty credits in secondary school (one credit is normally one course). Ontario offers a wide range of post-secondary options for those wanting to study in this province.

There are seventeen universities, twenty-five colleges of applied arts and technology, agricultural colleges, colleges of health sciences and of art, a military college, privately funded degree-granting institutions, registered private vocational schools and many other options as well. Continuing or

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## COMMUNITY PROFILE

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Adult Education is also available through the Avon Maitland District School Board.

### Colleges and Universities

Conestoga College  
Kitchener, ON

Fanshawe College  
London, ON

University of Western Ontario  
London, ON

Wilfrid Laurier University  
Waterloo, ON

University of Waterloo  
Waterloo, ON

**\*University of Waterloo – satellite campus  
Stratford, ON – scheduled for fall 2009 opening**

### MEDIA

#### Stratford Beacon Herald

The Beacon Herald is a daily newspaper with a circulation of approximately 13,000, serving Stratford and the surrounding communities. Other newspapers available include: The Toronto Sun, The Globe and Mail, The Toronto Star, The Financial Post, The KW Record, The London Free Press and several American newspapers.

**Beacon Herald**  
16 Packham Road, P.O. Box 430  
Stratford, ON N5A 6T6  
Tel: 519-271-2220  
Fax: 519-271-1028

#### Stratford City Gazette/The Citizen

The Stratford City Gazette and The Citizen are weekly papers that are strictly dedicated to the local news of the City of Stratford and Perth County.

#### Stratford City Gazette

413 Hibernia Street  
Stratford, ON N5A 5W2  
Tel: 519-271-8002  
Fax: 519-271-5636

#### The Citizen

285 Lorne Avenue  
Stratford ON N5A 7V8  
Tel: 519-272-0051

#### Radio and Television

Stratford's radio stations are CJCS 1240 AM and CHGK 107.7MIXFM. A large number of AM and FM radio stations not originating in Stratford offer this market a wide variety of listening options. The majority of radio stations servicing this community broadcast from Kitchener, London or Toronto.

Stratford's local cable television station: channel 4, is operated by Rogers Cable TV. Channel 20 is a public access channel that reaches more than 10,000 households in Stratford and the surrounding counties. Stratford is also serviced by a wide variety of outside television stations, including: all major Canadian and America networks.

#### CJCS 1240 AM 107.7 MIXFM

376 Romeo Street  
Stratford, ON N5A 4T9

Tel: 519-271-2450  
Fax: 519-271-3102

#### Rogers Television (Cable Channel 20)

The United Centre  
32 Erie Street  
Stratford, ON N5A 2M4  
Tel: 519-271-5202  
Fax: 519-893-5861

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# COMMUNITY PROFILE

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## POPULATION

Stratford's strength is its people. A moderate growth rate ensures the high quality of life that Stratford residents are accustomed to. The Stratford age groupings indicate a substantial percentage of population is within "working age" (15-60). What distinguishes Stratford's population is its outgoing, dedicated and friendly attitude. Where else will strangers greet you with a smile and a prompt "Good Morning".

### Population Projections

2003	31,271
2008	32,444
2013	33,430

Source: *Stratford Official Plan*

### Population by Age and Sex – 2008 Estimates

	<i>Males</i>	<i>Females</i>
0-4	857	749
5-9	880	859
10-14	985	935
15-19	1077	1067
20-24	1187	1137
25-29	1120	1056
30-34	1011	938
35-39	1044	1015
40-44	1153	1233
45-49	1305	1327
50-54	1179	1190
55-59	948	983
60-64	722	784
65-69	561	680
70+	1389	2276

Source: *Financial Post - Canadian Markets 2007*

31,647

Total Population	
Males	15,375
Females	16,272

Source: *FP Canadian Demographics 2008*

### Daytime Population

Working Population	22,122
At Home Population	13,629

Source: *FP Canadian Demographics 2008*

### Housing – 2008 Estimates

Owned	9,215
Rented	4,304
Single	7,322
Semi-Detached	1,456
Rowhousing	707
Apartments	4,776
Others	87

Source: *FP Canadian Demographics 2008*

### Population Characteristics Family Structure – 2008 Estimate

Husband and Wife Families:	7,383
Lone-Parent Families:	1,524
Ave. No. Persons per Family:	2.9
Ave. No. of Children at Home:	1.1

### Legal Marital Status (Age 15+) – 2008 Est.

Single (Never Married)	6,460
Legally Married	15,382
Separated	977
Widowed	2,122
Divorced	1,589

Source: *FP Canadian Demographics 2008*

### ECONOMIC DEVELOPMENT

Economic development can be defined as " the process used to stimulate or maintain business activity and employment, which will improve the economic and social well-being of the community and create balanced growth." The Stratford Economic Development Department is responsible for economic development initiatives and activities. The Department promotes business growth through the solicitation, retention, expansion and formation of industrial, commercial and service industries, resulting in a growing economy incorporating business diversification, an expanded tax assessment base and new job opportunities.

The City of Stratford has a good selection of competitively priced, fully serviced and properly zoned industrial sites for any size company wishing to expand or relocate in our community. The City of Stratford's Economic Development Department manages the development of two municipal Business Parks. These business parks have been established to provide an environment where business can foster and create employment opportunities for the residents of Stratford.

With the primary goal of creating an environment where local businesses can flourish, **the City of Stratford does not apply development charges against our local industrial construction.** Stratford also offers some of the most reasonably priced land in Southern Ontario

#### Economic Development Department

73 Albert Street  
Stratford, ON N5A 3K2  
Tel: 519-271-0250 ext. 277  
Fax: 519-271-2783

Larry Appel, Director  
Randy Mattice, Economic Development Officer  
Jennifer Barnwell-Wise, Econ. Dev. Clerk

#### Economic Development Publications

Facts & Figures  
Community Profile  
Business Development Kit  
Stratford Business Directory (\$15.00)  
Stratford Industrial Directory (\$7.00)  
Stratford Municipal Airport

### WRIGHT BUSINESS PARK

The Wright Business Park is 250 acres of prime industrial land located in the Southwest area of the City. All lots are zoned industrial and available for immediate development. The Wright Business Park offers fully serviced lots including municipal water, electric power, natural gas, streetlights, storm and sanitary sewers, curbs, gutters, and access to rail and public transportation. There is a variety of lot sizes available starting at 4 acres with an asking price of \$38,000 per acre.

### COMMERCIAL DEVELOPMENT

Stratford is a regional shopping destination for much of the surrounding area. Increased consumer spending and a stable economic base have enabled Stratford's commercial sector to expand and prosper. The downtown business core is vibrant area containing a variety of shops and boutiques that appeal to residents and visitors alike. The well-preserved heritage buildings, ample parking and a low retail vacancy rate make for a unique downtown experience.

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## COMMUNITY PROFILE

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The *Festival Marketplace* and *Stratford Mall*, in addition to several commercial plazas throughout the City, offer even more shopping opportunities for consumers.

A significant amount of commercial development has and continues to take place outside the "Downtown Core" of the City of Stratford. The most significant areas are located along the major corridors into the City. These areas are Ontario Street (east of Romeo), Huron Street (west of Forman Avenue) and Erie Street (south of Cambria Street).

The City is taking a proactive approach to development in these areas to achieve a more distinctive and aesthetically pleasing appearance to these gateways. The City of Stratford imposes a development charge for commercial development. The rate has been established at \$1.43 per square foot.

### **STRATFORD | PERTH CENTRE FOR BUSINESS**

In the summer of 2007, the City of Stratford partnered with the Ontario provincial government to create the Stratford|Perth Centre for Business. Operating as a division of the Economic Development Department, the Centre is a one-stop source for business information, guidance and professional advice on starting and running a successful business - for both start-up and growing businesses.

Through the co-operation of the Perth Community Futures professional staff with expertise to help small business ventures now available in one central location. Whether you're thinking about opening a business, formulating a business plan, or undergoing change in an established business, the Centre has the expertise to help you propel your ideas forward.

#### **Economic Development Activities**

- Promote new business and investment opportunities within Stratford
- Publish business-related data, promotional literature and business directories
- Assist realtors and developers with site location matters
- Research information relating to specific inquiries
- Act as liaison between city departments, provincial and federal government offices and various agencies
- Market the City of Stratford in national and international business publications
- Assist new and existing Stratford businesses with expansion plans and/or business-related matters
- Manage the development and growth of the Lorne Avenue East and Wright Business parks