

INVESTMENT PROFILE

# PEMBROKE





# PEMBROKE ONTARIO CANADA

Welcome to the heart of the Ottawa Valley. Pembroke is the proud home to 14,000 residents and is the largest commercial service centre between Ottawa and North Bay, servicing a market area of 75,000 people.

## HIGHLIGHTS TO INVEST

Pembroke is a single-tier municipality, which means a quick approval process for your investment. The City offers 10 grant programs through our Community Improvement Plan. Compared to neighbouring communities, Pembroke offers faster Internet speeds, lower tax rates and a larger capacity of serviced utilities for less.

PEMBROKE HAS THE  
**FASTEST  
INTERNET**  
COMPARED TO  
NEIGHBOURING COMMUNITIES



## OPPORTUNITIES

### BIOFUEL & WOOD BY-PRODUCTS



Pembroke's connection to forestry and wood product manufacturing runs deep in the community and continues to represent an area of opportunity thanks to our proximity to vital raw materials and wood by-product sources, as well as access to highway infrastructure and proximity to major markets in Ottawa, Toronto, and Montreal.

### INDOOR CROP/FOOD & BEVERAGE PRODUCTION

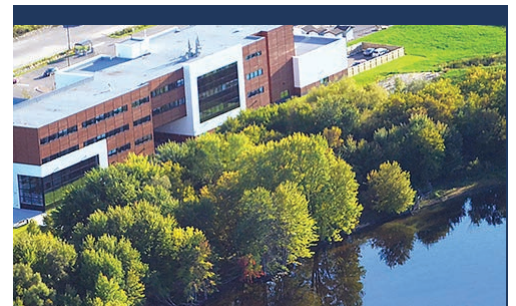


Low-cost hydro-electricity, low-cost water infrastructure, low-cost shovel-ready land, and existing building options put Pembroke on the map for your large-scale indoor crop/food & beverage production facility. We pride ourselves on our policy-friendly and labour-rich community that is close to all major markets and supply corridors.

### INDEPENDENT ENTREPRENEURS



You can do it all from beautiful Pembroke thanks to our unparalleled quality of life, competitive property costs, cost of living, critical infrastructure, healthcare, education resources, and proximity to Ottawa. Experience a work-life balance set according to your terms in Pembroke.



**ALGONQUIN COLLEGE  
WATERFRONT CAMPUS**  
HIGHER EDUCATION  
1,000+ FULL-TIME STUDENTS  
GRADUATING IN  
NURSING | FORESTRY | CARPENTRY |  
COMPUTER SYSTEMS



## CLOSE AND CONNECTED

PEMBROKE IS UNIQUELY SITUATED ALONG THE OTTAWA RIVER ONLY 90 MINUTES FROM THE CANADIAN CAPITAL OF OTTAWA. THE CITY IS ONLY A TWO-HOUR DRIVE TO THE US BORDER.



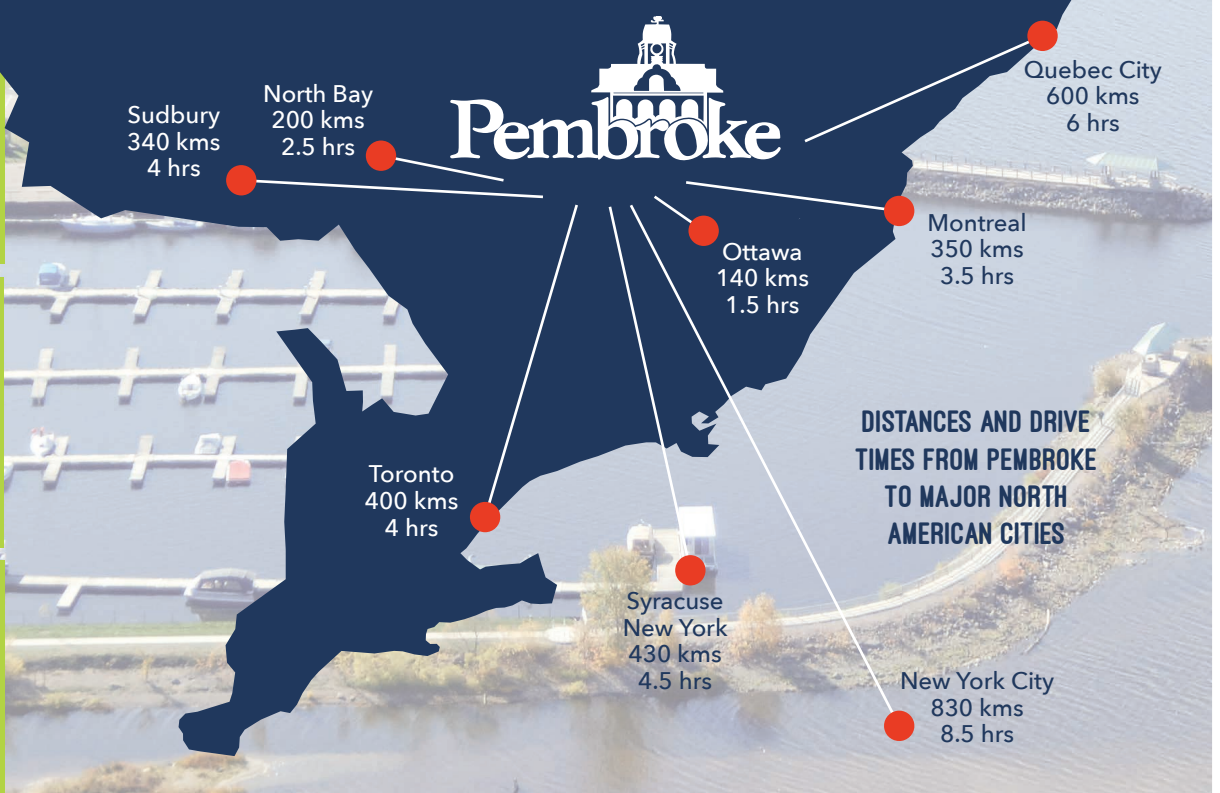
Pembroke is strategically located on Trans Canada Highway 17 between Ottawa and North Bay. It is easily accessible to the major centres in Eastern Canada and the United States.



Pembroke and Area Airport is only 10 minutes to Pembroke's downtown. It has a full-service terminal that can accommodate corporate and charter travel. The Ottawa International Airport is only 1.5 hours away.



Bus service is available daily from Pembroke to Ottawa.



# WHO WE ARE



## PEOPLE

**75,000**

Total population of the Greater Pembroke Region and 14,000 total population for the City of Pembroke

Source: Statistics Canada 2021

**\$69,000**

Average household income

Source: Statistics Canada 2016

**LOW HOUSING PRICES**

Compared to neighbouring communities. Average home price: \$221,994

Source: City of Pembroke: Sector Competitiveness Study, 2018

**45 YEARS**

Average age of residents

Source: Statistics Canada 2016

**19 MINUTES**

Average commute time

Source: Statistics Canada 2016

## COMMUNITY

**TOP INDUSTRIES**

Retail Trade	Education
Healthcare	Construction
Public Administration	Accommodation and Food Services
Manufacturing	

Source: Analyst Data, 2018

**TOP OCCUPATIONS**

Education and Government Services  
Sales and Service  
Trades, Transport and Equipment Operators  
Healthcare  
Natural and Applied Sciences  
Management  
Business, Finance and Administration  
Manufacturing

Source: Analyst Data, 2018

**8%**

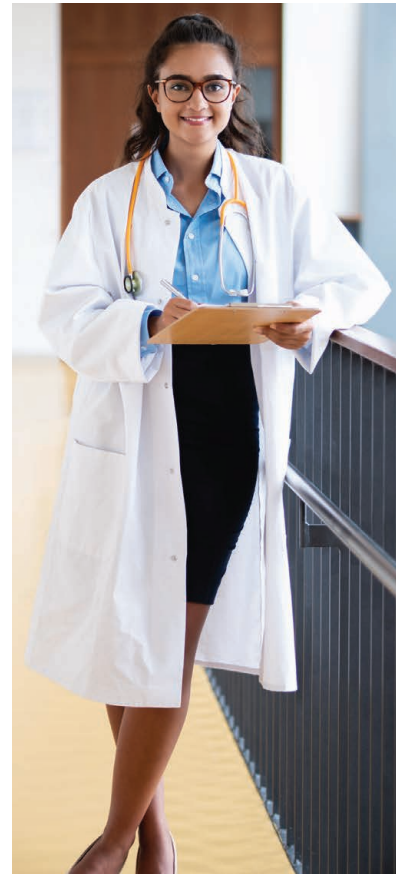
Unemployment rate

Source: Statistics Canada 2016

**FASTEST INTERNET**

Compared to neighbouring communities

Source: City of Pembroke: Sector Competitiveness Study, 2018



## EXCEPTIONAL SERVICES : ADDING TO PEMBROKE'S HIGH QUALITY OF LIFE

French & English School Boards  
Algonquin College, Waterfront Campus  
Pembroke Regional Hospital  
Ontario Court of Justice and Superior Court of Justice Courtrooms

Public Swimming Pool  
Hockey Arenas  
Marina

Theatre  
Pembroke Public Library  
Settlement Services

# PEMBROKE. AN EASY CHOICE

*"Our employees take advantage of affordable housing and low property taxes with a high quality of life. A commute of only minutes to work, lots of recreational opportunities, a variety of retail and restaurants, great education and health services. All the amenities of a large centre."*  
- Stephane Levesque, President,  
SRB Technologies (Canada) Inc. 613-733-0055



## Average of Neighbouring Communities

## City of Pembroke

## WHY PEMBROKE?

Water Capacity  
(cubic meters)

4,580 DC  
12,335 RC

9,352 DC  
16,733 RC

**40%** more water capacity, on average

Sewer Capacity

4,211 DF  
8,673 RC

8,133 DF  
14,340 RC

**45%** more sewer capacity, on average

Available Serviced  
Land

93 acres

126 acres

**26%** more available serviced land

Commercial Property Tax  
Rate

3.06%

2.97%

**LOWER** commercial tax rate

Industrial Tax  
Rate

4.59%

3.71%

**LOWER** industrial tax rate

Development  
Charges (per sq. ft.)

\$7.74

\$0.89

**LOWER** development charges

Electricity Rate  
(based on 275,000  
kwh per year)

\$50,148.71

\$46,150.28

**8%** lower electricity rate, on average in the region and 30% lower than the national average

Fibre Internet  
Upload/Download  
Speeds

.011 gbps  
.0365 gbps

10 gbps  
10 gbps

**1,000X FASTER**  
upload speed and 300x faster  
download speed, on average

Home Prices

\$293,504

\$221,994

**25%** less for the average home price

Source: All data based on the City of Pembroke: Sector Competitiveness Study, 2018



# WHO HAS INVESTED IN PEMBROKE

## ALGONQUIN COLLEGE

One of three Algonquin campuses, the beautiful Waterfront Campus offers programs in business, technology, health, and community studies. Algonquin College graduates are highly skilled in nuclear science & radiation safety, nursing, carpentry, and forestry.

## SLEEPWELL PROPERTY MANAGEMENT & SYNERCAPITAL

These Ottawa-based companies have invested millions into Pembroke's downtown core.

## KI CANADA

KI, a contract furniture company, manufactures innovative furniture and movable wall system solutions for educational, university, business, and government markets. With more than 3,000 employees worldwide, KI continues to build relationships globally, extending its trusted expertise throughout the global market.



# REGIONAL ECONOMIC DRIVERS

## CANADIAN NUCLEAR LABORATORIES

CNL is Canada's premier nuclear science and technology organization and employs 3,000 people in the area. CNL is a world leader in developing peaceful and innovative applications from nuclear technology through its expertise in physics, metallurgy, chemistry, biology, and engineering.

## GARRISON PETAWAWA

Garrison Petawawa is a military base that is home of the 4th Canadian Division Support Group and 2 Canadian Mechanized Brigade Groups. There are more than 6,000 people employed at the base. Forces personnel: 5,328, DND civilian employees: 936 and Canadian Forces dependants: 5,653.

*"Algonquin College has had a campus in Pembroke since the Ontario college system was founded in 1967. In 2012 the College built a new waterfront campus in the city's downtown along the shores of the Ottawa River, demonstrating its commitment to the city by providing access to post-secondary education in a world class training facility. The College envisioned a renaissance for the city as part of its new campus vision and that continues to happen through the revitalization of Pembroke's downtown, new investments in the city's infrastructure, and the establishment of the campus as a destination for students from across Canada and around the world."*

- Jamie Bramburger  
Manager of Community and Student Affairs,  
Algonquin College, Pembroke Waterfront Campus  
613-735-4700



# THE RIGHT SITE FOR YOUR INVESTMENT

Pembroke has numerous existing buildings for sale and lease with an average rent of \$9/sq ft for industrial, \$13.50/sq ft for commercial and \$12.33/sq ft for office space.

The City also boasts 80 acres of available serviced land. These industrial park locations include shovel-ready sites and investment ready certified sites.

## TransCan Corporate Park

Ideally located at the intersection of Trans-Canada Highway 17 and Highway 41. Current occupants include Best Western Pembroke Inn & Conference Centre, Ontario Provincial Police (OPP) and County of Renfrew Offices.

Land Costs and Fees:  
\$12,000 per acre (lots are configurable)

Services:  
Sanitary Sewer, Gas, Street Lighting, Storm Drain, Water and Hydro, Cable, Fibre, Fire Hydrants, Paved Street

## Investment Ready Certified Site

The City of Pembroke has a 28-acre parcel of land that is in the process of being re-certified as an "Investment Ready Certified Site" by the province of Ontario. The land is shovel ready, all necessary assessments have been completed and the land is fully serviced. A limited number of properties have this designation.

Investment Ready Certified Site Section of the TransCan Corporate Park

## McCool Business Park

Located on Paul Martin Drive (Hwy 41), one of the major transportation arteries. Frontages can be purchased from 60 feet upwards for less than half the price of a city building lot.

Land Cost and Fees:  
Cost: \$12,000 per acre (lots are configurable)

Services:  
Sanitary Sewer, Paved Street, Street Lighting, Storm Drain, Gas, Cable, Water and Hydro, Fire Hydrants, Fibre

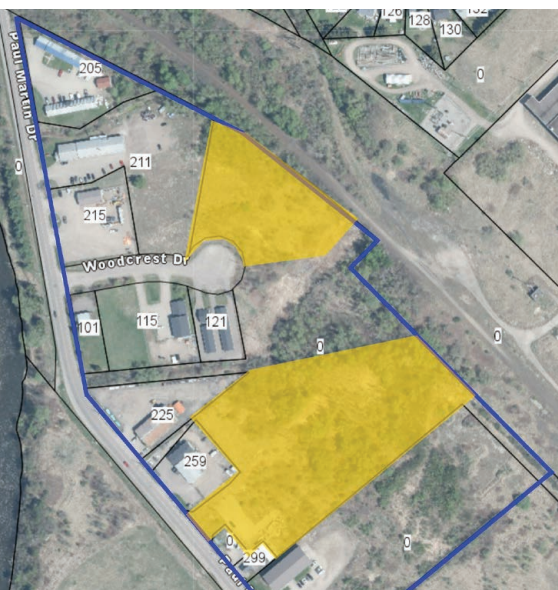
McCool Business Park is outlined in blue, and available land is highlighted yellow. Properties are all one acre or less



TransCan Corporate Park is outlined in blue, and available land is highlighted yellow. All land that is not highlighted has already been purchased



## McCool Business Park





# HOW TO INVEST IN PEMBROKE

We invite you to contact us and see why Pembroke is the right place to start or grow your business. Our municipal staff is here to help all the way from site selection to development to funding identification. As a single-tier municipality, our approval process is very streamlined, even more so if you are looking to invest in our certified site. With lower-than-average hydro rates and affordable real estate, the cost of doing business in Pembroke is low. The municipality is committed to business growth through the Community Improvement Plan, offering 10 different grants for a range of areas and projects. We look forward to hearing from you and learning about how we can help your business grow.

## City of Pembroke Mayor

Mike LeMay  
mlemay@pembroke.ca  
613-735-6821 Ext. 1303

## Economic Development Officer

Heather Sutherland  
ecdev@pembroke.ca  
613-735-6821 Ext. 1500

## Manager of Planning & Building

Colleen Sauriol  
csauriol@pembroke.ca  
613-735-6821 Ext. 1301

## Algonquin College Community Employment Services

Provides training and hiring support.  
141 Lake St.  
Pembroke, ON  
algonquincollege.com/Pembroke/employment  
613-735-4308

## Upper Ottawa Valley Chamber of Commerce

Hosts business events, provides an  
advocacy function for businesses.  
177 Alexander St., Pembroke, ON  
upperottawavalleychamber.com  
613-732-1492

## Renfrew County Community Futures Development Corporation

Provides programming and financial support.  
450 O'Brien Rd., Suite 205, Renfrew, ON  
rccfdc.org  
613-735-3951

## Enterprise Renfrew County

Business startup support and  
resource centre.  
9 International Dr., Pembroke, ON  
enterpriserenfrewcounty.com  
613-735-8224

*"I have been able to grow my business and create a new one in the City of Pembroke with the outpouring of support from our city and neighbouring towns. The sense of community is like no other. I have watched Pembroke become a destination over the years. We see new and repeat customers from other parts of the province and other parts of the country! We are truly in the heart of the Ottawa Valley, and it excites me to see what this city is evolving into. I look forward to continue to grow with Pembroke."*

- Emma Cloutier,  
Pick-it-Fence  
Pembroke Owner and  
Ottawa Valley Apparel  
Co-owner  
613-735-1313

**IN THE  
HEART OF  
THE OTTAWA  
VALLEY**



  
**Pembroke**  
www.pembroke.ca