



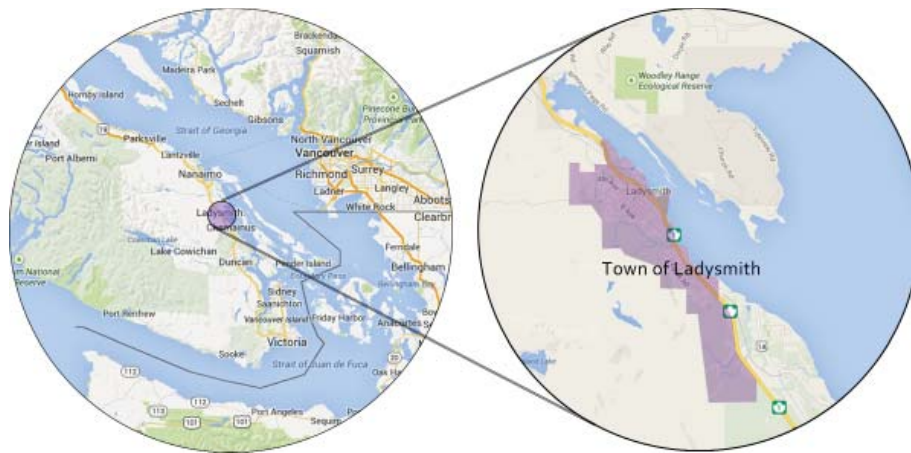
2014 Community Profile  
TOWN OF LADYSMITH





# LADYSMITH AT A GLANCE

**Nestled on the scenic shores of eastern Vancouver Island, the Town of Ladysmith offers a unique blend of traits that combine to create an exceptional quality of life for all who choose our town as a place to live, work, invest or play.**



Census Population (2011)	7,921
BC Stats Population Estimate (2013)	8,077
Population Per Household	2.3
5-year Growth Rate	5.1%
Median Age	48.3
Median Family Income	\$71,775
Total Private Dwellings	3,564
Average Sale Price - single family home	\$319,271
Business Licenses	526
Building Permit Construction Value	\$7.4 million

*Source: Statistics Canada 2011 Census and 2011 National Household Survey, BC Stats (2013), Town of Ladysmith data (2013).*



# Table of Contents

Introduction .....6

History.....7

Sustainable Ladysmith .....9

Ladysmith, Leader, Innovator, Frontrunner .....10

Location & Climate ..... 12

Transportation..... 13

Government.....16

Demographics ..... 18

Education .....24

Local Economy .....27

Community Planning..... 35

Taxation ..... 39

Utilities.....41

Quality of Life ..... 44

## Introduction

Nestled on the scenic shores of eastern Vancouver Island, the Town of Ladysmith offers a unique blend of traits that combine to create an exceptional quality of life for all who choose our town as a place to live, work, invest or play.

Ladysmith's natural surroundings are simply stunning. The mild coastal climate allows year-round enjoyment of the surrounding hillside forests, picturesque waterfront and wide array of outdoor recreation opportunities. Boutiques and unique dining abound in the historic downtown, where the architecture and ambiance connect the community to its heritage. Services, amenities and events rival much larger communities, and major transportation networks and larger urban centres are but a short drive away.

Ladysmith is renowned for its wide-spread commitment to sustainability and green development. Several recent environmental initiatives have resulted in provincial and national awards for the Town. The Community Sustainability Vision (adopted in 2009) and the new Sustainability Action Plan puts the community on a well-defined path towards its very ambitious and admirable vision for the future.



Introduction



# History

Ladysmith's identity as a charming west coast town is steeped in its intriguing history and the history of the original inhabitants of the area, the Stz'uminus First Nation. The community's strong sense of pride in its past is evident in its well-maintained architecture and streetscapes. Residents place a very high value on preserving Ladysmith's heritage, and the Town is taking measures to ensure those values are enshrined in all development related plans, policies and guidelines.

The first inhabitants of what is now known as the Town of Ladysmith were the people of the Stz'uminus First Nation. For thousands of years, the Stz'uminus people used Ladysmith Harbour and its environs as a rich source of fish and shellfish. The Stz'uminus established numerous fishing camps around the harbour, where traditional food gathering techniques were practiced. The historic lifestyle of the Stz'uminus was threatened by the arrival of Europeans who usurped much of their territory. They now reside within four reserves, two of which border Ladysmith Harbour. The two other reserves are located south of Chemainus. Although the Harbour is no longer the rich source of marine life it once was, the Stz'uminus people continue to practice many aspects of their traditional lifestyle and are working with the Town of Ladysmith to restore the Harbour to its original condition.

The Stz'uminus are progressive people who are moving towards building an independent nation via economic development, education and partnerships.

In 1884, the E & N Railway Grant to James Dunsmuir (owner of the Wellington Colliery Company) privatized many of the Stz'uminus First Nation lands and resources. Two decades later, when James Dunsmuir founded the town, he changed the name from Oyster Harbour to Ladysmith, in honour

of the end of the siege of Ladysmith, South Africa during the Boer War. He designed the community as a company town for miners at his recently opened Extension colliery, twenty kilometers to the north. The Town was incorporated in 1904 and the new community, fuelled by the strong demand for coal, grew quickly. By 1911 its population stood at about 3,300 people.

The closure of the mines in 1931 – and the global economic depression – hit Ladysmith hard. Businesses closed and the population dropped by more than half. In 1935, however, the Comox Logging and Railway Company purchased a tract of Douglas Fir forests to the west of Ladysmith from the Rockefellers. When logging began the following year, Ladysmith began the slow process of economic recovery. By the late 1940s, Ladysmith was the centre of major logging operations that extended as far as the Nanaimo Lakes region and employed as many as 700 workers.



**“Ladysmith celebrates its rich history, heritage and small town atmosphere. Our vibrant downtown, integrated with the waterfront, is the anchor of the community. The historic buildings, heritage homes, cultural and natural landscapes are a legacy for future generations.”**

*Ladysmith Heritage Strategic Plan  
(2008)*



Since then, logging and lumber milling have continued to play an important role in the town’s economic development. Even with the ups and downs of its industrial base, the Town of Ladysmith has continued to grow and diversify.

Over the last half century, the Town’s population has doubled and the strong community spirit is still here, as witnessed by the many and diverse activities of service clubs and community groups. Projects such as downtown revitalization, the installation of heritage artifact displays and, more recently, the Town’s emphasis on sustainability have enhanced Ladysmith’s reputation as a thriving, progressive community.

The Town of Ladysmith has also been forward-looking in developing relationships with the Stz’uminus First Nation and the Hul’qumi’num Treaty Group. This cooperation will bring even more opportunities to ensure the continued prosperity and well-being of all people living in this region.

**Sources:**

*Stz’uminus First Nation*

*John R. Hinde. When Coal Was King: Ladysmith and the Coal-Mining Industry on Vancouver Island. Vancouver: University of British Columbia Press, 2003.*

*Brian D. Thom. Coast Salish Senses of Place. Montreal: Doctoral Dissertation, McGill University, 2005.*

*Ladysmith: 100 Years, 1904-2004. Ladysmith: Take 5 Centennial Committee*



# Sustainable Ladysmith

“Ladysmith is an award-winning green community, recognized both provincially and nationally as a leader in sustainability. Guided by a shared vision that was the recipient of a Canadian Institute of Planners Award of Excellence in 2010, sustainability in Ladysmith is about continually working to make that vision a reality – improving the quality of life for all residents, protecting and enhancing the natural environment, strengthening the local economy, and enriching and celebrating the uniqueness of Ladysmith. Sustainability is a defining element of Ladysmith’s cultural identity, a source of tremendous civic pride and a fundamental component of the community’s long-term success and well-being.”<sup>1</sup>

In 2008, the Town of Ladysmith successfully engaged the community in a unique consultation process that resulted in a sustainability-focused vision and strategy for the community. Very few communities have such a widely shared and well-articulated vision. Ladysmith is very well positioned to pursue a future that complements, enhances and improves upon all that makes the community so unique, attractive and desirable.

The eight pillars of sustainability in Ladysmith, as defined by the community, are as follows:

1. Complete Community Land Use
2. Low Impact Transportation
3. Green Buildings
4. Multi-Use Landscapes
5. Innovative Infrastructure
6. Local Food Systems
7. Healthy Community
8. Local, Diverse Economy

The Town has continued to enhance the award-winning Community Sustainability Vision by working collaboratively with the community and stakeholders to take this initiative to the ‘next level’.

In 2013, the Sustainability Action Plan was completed and adopted by Council. This Plan is an action-oriented document that reflects the community’s wishes, desires and preferences for the future of Ladysmith – a future that emphasizes the importance of environmental, social and economic sustainability, as well as a strong sense of shared values and community identity. This blueprint for the future is designed to ensure a balance between community growth, the need for sustainability, and the community’s desire to maintain the charming character of our historic town. We invite you to join us on this journey!

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<sup>1</sup> Town of Ladysmith, *Sustainability Action Plan 2013-2016*, p.1.



# Ladysmith: Leader, Innovator, Frontrunner

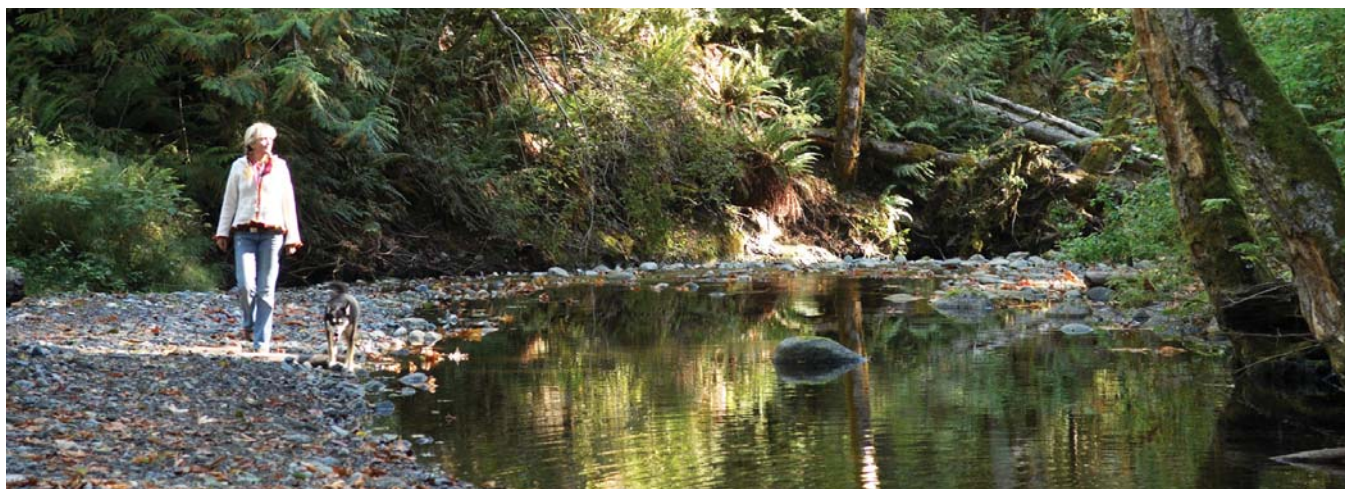
The Town of Ladysmith is a community that leads through continuous improvement and innovation. The municipality has received numerous provincial and national awards in recent years, particularly with respect to its advancements in environmental sustainability.

- Named one of “Canada’s Greenest Employers”, recognizing the Town’s organization-wide commitment to reducing its environmental footprint, 2012, 2013, and 2014
- NAOSH (North American Organizational Health & Safety) Week Award for Local Government, 2012
- Local Government Management Association Professional Award for Leadership for the City Manager, 2012
- BC Small Business Roundtable award for Most Small Business Friendly Community in Vancouver Island/Coast Region, 2011
- Union of BC Municipalities Community Excellence Award Honorable Mention in the Partnerships Category for the Ladysmith Community Services Centre, 2011
- Canadian Institute of Planners Award for Planning Excellence (Rural / Small Town Planning) for the Ladysmith Sustainable Community Visioning Project, 2009
- Heritage BC Award – Certificate of Recognition for the Ladysmith Town Archives (joint award with Ladysmith & District Historical Society), 2009
- Provincial Green City Awards Finalist, 2007
- Guinness Book of World Records for the largest street hockey tournament, 2007
- Federation of Canadian Municipalities Sustainable Communities Award, Solid Waste Category for the Organic Curb-Side Collection Program, 2007
- Union of BC Municipalities Community Excellence Award in the Best Practices Category for the organic waste collection program, 2006
- Recycling Council of British Columbia Public Sector Recognition Award for outstanding commitment and action towards demonstrating excellence and leadership in environmental stewardship, 2006
- Communities in Bloom – First place in 5,000 to 10,000 population category, 2003

The following are a sampling of some of Ladysmith’s most notable achievements in environmental sustainability throughout the past decade:

- CVRD Zero Waste Recycling Centre in Ladysmith, the largest centre on Vancouver Island (2014)
- Carbon Neutral status achieved in municipal operations through energy reduction initiatives and the purchase of carbon credits through the Community Carbon Marketplace; one of the few municipalities committed to balancing its GHG emissions entirely from local GHG reduction initiatives (2014)
- Community Sustainability Action Plan is completed (2013)
- Regional Transit Service begins in Ladysmith (2013)
- Liquid Waste Management Plan approved by the Province (2013)
- Installed two electric car charging stations on First Avenue for public use (2013)
- Achieved LEED (Leadership in Energy and Environmental Design) Gold certification for the new community services building at 630 Second Avenue (2012)
- Initiated a collection bin for residential waste cooking oil in partnership with Cowichan Energy Alternatives and Cowichan Bio-diesel Co-op (2012)
- Constructed the Bayview Multi-Use Pathway, providing an important link in Ladysmith’s bicycle network (2012)
- Received \$5.2 million in federal funding, along with grants and loan funding from the Federation of Canadian

- Municipalities to build a state-of-the-art secondary waste water treatment system (2012)
- The Town undertook an Integrated Community Sustainability Plan to implement the community's vision in a systematic and accountable manner (2011)
  - A Sustainable Development Checklist was incorporated into the Development Procedures Bylaw to align the Community's Vision with development projects and proposals in Ladysmith (2011)
  - Bicycle friendly policies were incorporated into the OCP and a bicycle parking option (in place of vehicle parking) was provided in the Zoning Bylaw for larger development proposals (2011)
  - The Building and Plumbing Bylaw was amended to require that new residential buildings constructed in Ladysmith be made 'Solar Hot Water Ready' to facilitate the installation of solar hot water heating equipment (2011)
  - Adopted Greenhouse Gas (GHG) emission reduction targets, actions and strategies (2010)
  - Ladysmith is one of 37 communities that have been named a 'BC Solar Community' and received funds to help develop and expand solar power programs (2010)
  - Council adopted a Civic Green Building Policy which sets LEED Silver as the standard for all new municipal buildings over 465 square metres in size (2010)
  - Community gardens were installed on High Street to improve local food production opportunities as a joint project with the Ladysmith Community Garden Society (2010)
  - A new water rate structure was implemented to further increase conservation among residential users (2010)
  - The Town repurposed traditional flower gardens as edible gardens for food production, and began an annual donation of 250 to 300 pounds of fruits and vegetables to the Food Bank from Town gardens (2009 and ongoing)
  - Adopted the Ladysmith Bicycle Plan and committed to ongoing multi-use pathway development (2009)
  - Completed a Community Energy Plan (2008)
  - Established an Environment Commission and Employee Green Team to provide strategic leadership for the implementation of sustainability initiatives and programs (2008)
  - Became the first community in BC to implement a universal organic waste curb-side collection program (2006)

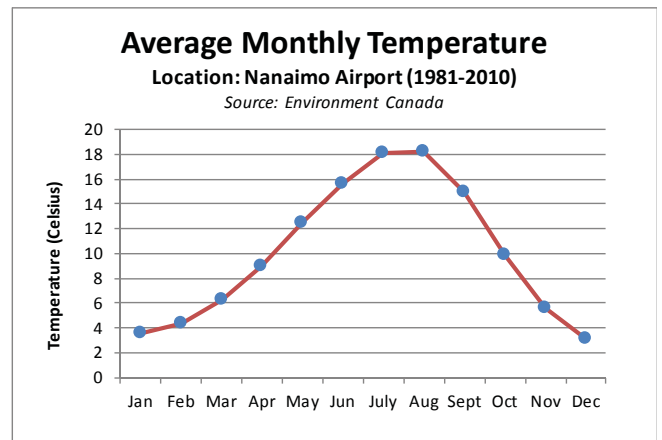
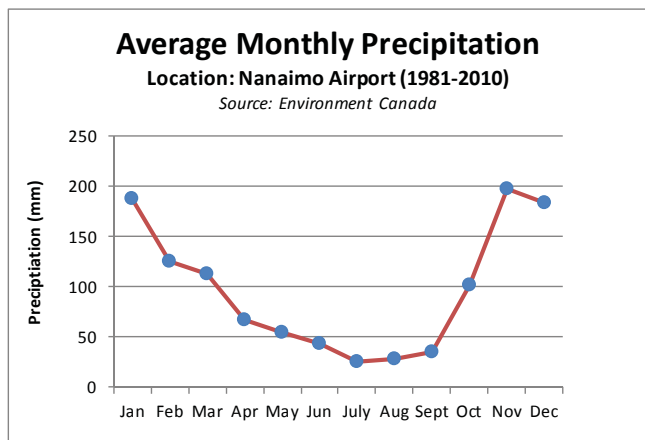


# Location & Climate

Ladysmith is located on the 49th Parallel in the Cowichan Valley Regional District on south-central Vancouver Island. The Town has a total land area of 14.82 square kilometres. The Town boundaries are from Grouhel Road and just beyond Gladden Road to the north, extending south to the North Cowichan boundary on the west side of the Island Highway, to Glen Avenue along Chemainus Road, up to the power line corridor in the west and to the east side of Woods Island in Ladysmith Harbour.

Ladysmith's location is nothing short of ideal – it offers the many advantages of being close to much larger urban centres, and yet retains the charm and tranquility of small town living. By highway, Ladysmith is 25 km south of Nanaimo and 88 km north of Victoria. Vancouver is but a hop, skip and a jump away via BC Ferries, or multiple air travel options.

Ladysmith enjoys a moderate coastal climate characterized by slight seasonal variations in temperature, and receives over 1900 hours of bright sunshine each year. The average daily temperatures for January and July are 3.5° C and 18.1° C respectively. Ladysmith receives on average 1098 mm of rain and 68.7 mm of snow per year.



Location & Climate



# Transportation

## Highway

The Trans-Canada Highway (Island Highway) runs north-south along the eastern side of Vancouver Island. In 2002, the highway was upgraded as it curves through Ladysmith with 4 traffic lanes, 3 controlled intersections, turning lanes and improved access to neighbourhoods, commercial areas and the harbour.

Ladysmith is strategically located to offer easy access to the transportation hubs of Nanaimo and Victoria.

Distance to:

Victoria	88 km (55 miles)
Duncan	28 km (18 miles)
Nanaimo	23 km (14 miles)
Campbell River	176 km (109 miles)
Tofino	229 km (142 miles)

## Community Transit

In 2013, BC Transit began serving Ladysmith as part of the Cowichan Valley Regional Transit System. Two 20-passenger community buses provide service seven days a week, and connect Ladysmith to Chemainus and the rest of the Cowichan Valley Regional Transit System. Working with BC Transit provides Ladysmith residents with fully accessible vehicles and transit connections to communities to the south.

The iconic Ladysmith trolley continues to play a role in community celebrations.

## Bus Services

Ladysmith is served by Greyhound Canada ([www.greyhound.ca](http://www.greyhound.ca)), which offers passenger and freight service with a stop at the 49th Parallel Grocery Store.

## Air

The Nanaimo Airport – YCD ([www.nanaimoairport.com](http://www.nanaimoairport.com)) – is located seven km north of Ladysmith in Cassidy on the Trans-Canada Highway. The airport

serves Ladysmith and surrounding communities and contributes \$54 million to the regional economy

Between 2006 and 2011, the airport embarked on a more than \$20 million expansion plan, which included the completion of a larger terminal, more parking, faster passenger screening, an extension to the airport's runways to accommodate commercial jet landings, and a new instrument landing system to improve the airport's reliability. As a result, the Nanaimo Airport's reliability rate is now 99% year-round.

The improvements have led to increased passenger numbers and the addition of two new airline carriers. In the summer of 2013 WestJet launched a non-stop daily service between Nanaimo (YCD) and Calgary (YYC). The new WestJet flights have helped the Nanaimo Airport to attract 33% more travelers in July 2013 than in July 2012, and the airport has posted passenger number increases of 30% on a monthly basis.

The newest addition to the airport is Kenmore Air. In March 2014, Kenmore Air began offering two daily direct round-trip flights between Nanaimo (YCD) and Seattle (KBFI), with a shuttle to the Seattle-Tacoma Airport (KSEA). The airport has also recently begun to host charter 737 flights for resource sector workers who live on the Island but work in northern BC.

Passenger service is also provided by Air Canada, Orca Airways, and Island Express Air. Air Canada ([www.aircanada.com](http://www.aircanada.com)) offers six daily flights to Vancouver International Airport. Island Express Air ([www.islandexpressair.com](http://www.islandexpressair.com)) offers two daily flights to Abbotsford International Airport on the Mainland, and two daily flights to Victoria International Airport. The Nanaimo Airport also offers private, charter, air cargo and courier services. Air cargo is offered by Air Canada Cargo ([www.aircanada.com/cargo/en](http://www.aircanada.com/cargo/en)), Orca

Airways Ltd. ([www.flyorcaair.com](http://www.flyorcaair.com)), and now also Air FedEx ([www.fedex.com](http://www.fedex.com)).

Harbour Air ([www.harbour-air.com](http://www.harbour-air.com)), Seair Seaplanes ([www.seairseaplanes.com](http://www.seairseaplanes.com)), Tofino Air ([www.tofinoair.ca](http://www.tofinoair.ca)), Kenmore Air ([www.kenmoreair.com](http://www.kenmoreair.com)) and West Coast Air ([www.westcoastair.com](http://www.westcoastair.com)) offer scheduled float plane service from Nanaimo to destinations such as Vancouver, Richmond, Tofino, Sechelt, Seattle, and the Gulf Islands, in addition to providing charter services.

## Port Facilities

Ladysmith's harbour is classed as a deep sea port, and is used for both commercial and pleasure boat water activities. There are three different waterfront access points in Ladysmith.



The Ladysmith Fisherman's Wharf, located at the foot of Ludlow Road, offers a host of services for up to 100 commercial and pleasure boaters, including washroom facilities. The Fisherman's Wharf is primarily a wintering home to the local commercial fleet and it caters to pleasure craft in the summer months. ([www.ladysmithfishermanswharf.com](http://www.ladysmithfishermanswharf.com)) The free Rotary boat launch is located next to the Fisherman's Wharf.



The Oak Bay Marine Group has completed significant upgrades to its 150 moorage slips at the Ladysmith Marina offering 50 to 92 foot boathouse opportunities ([www.ladysmithmarina.com](http://www.ladysmithmarina.com)). The Ladysmith Marina is also home to the Ladysmith Yacht Club. The Ladysmith Yacht Club has reciprocal use privileges with more than 50 yacht clubs in Canada and the US, and recently completed 125 feet of additional dock space for reciprocal yacht club members to stay in Ladysmith.



The Community Marina ([www.ladysmithmaritimesociety.ca](http://www.ladysmithmaritimesociety.ca)) is located off Ludlow Road between Fisherman's Wharf and Slack Point. It provides convenient moorage and facilities for overnight visitors, over 1,000 feet of tourist docks, secure moorage on an annual contract basis, and seasonal moorage during the off-peak months. Water and power are supplied to the docks. The facility hosts an award-winning Maritime Museum and offers harbour tours during the summer months. The Community Marina is also home to the Cowichan Independent Living disabled sailing program. In 2012, the Ladysmith Maritime Society opened the new Community Marina Visitor Reception Centre, including amenities for marine visitors such as showers, washrooms, laundry, meeting space and Wi-Fi access, a new sewage pump-out station, and improved accessibility. Visitor numbers increased 71% between 2011 and 2013.

In 2011, the Nanaimo Port Authority celebrated the opening of the \$22 million Nanaimo Cruise Ship Terminal. The facility consists of a 1,300 square foot welcoming centre and a floating berth that is capable of accommodating a 320 metre ship. The Nanaimo Port Authority also operates a commercial deep sea port and is the closest full-service ocean port facility to Ladysmith. It operates four berths – three at the Assembly Wharf and one at Duke Point Deep Sea Terminal. The Assembly Wharf berths are 182.88 meters long and range in depth from 10.1 metres to 12.4 metres. The Duke Point Deep Sea Terminal's berth is 170 metres in length and has a depth alongside of 13.5 metres. The port is serviced by rail and a customs port of entry is on location. There is a public warehouse and two bonded warehouses on site.

## Ferry

Getting to Vancouver Island from the mainland is made possible through an extensive ferry system. The closest passenger and cargo ferries are located in Nanaimo – Duke Point is approximately 15 minutes away, and Departure Bay is about 25 minutes. Ferry schedules change depending on the seasons, but travelers and commercial traffic can expect on average six to eight daily sailings from both Duke Point and Departure Bay. BC Ferries also provides access to nearby Gulf Islands, including Gabriola Island and Saltspring Island. Complete details can be found at [www.bcferries.com](http://www.bcferries.com).

## Rail

Commercial freight is available on the Esquimalt and Nanaimo Railway (E&N) which runs along the Trans-Canada Highway through Ladysmith ([www.sryrailink.com](http://www.sryrailink.com)). The railway line is owned by the Island Corridor Foundation ([www.islandrail.ca](http://www.islandrail.ca)), a charitable organization set up to preserve, own and manage the 234 km rail line.

In May 2014, the Island Corridor Foundation announced a tentative agreement with Via Rail to resume passenger rail service, and an added focus on access for passengers to Victoria. Passenger rail service is currently not available, but is expected in 2015.





# Government

**The Vision**  
 Ladysmith is a spirited community that values its small town quality of life, where we work together as stewards of our heritage, environment, and economy.

## Local Government

The Town of Ladysmith is governed by an elected Council made up of a Mayor and six Council members. Municipal elections are held every three years. The next scheduled election is in November, 2014.

### Town Council

Members	In office since
Mayor Robert Hutchins	1993
Steve Arnett	2008
Jillian Dashwood	2008
Bill Drysdale	2011
Gord Horth	2011
Duck (Don) Paterson	1990
Glenda Patterson	2011

Council also appoints a number of public advisory committees and commissions to make recommendations on a broad spectrum of issues related to Town governance and operations. Current commissions and committees include:

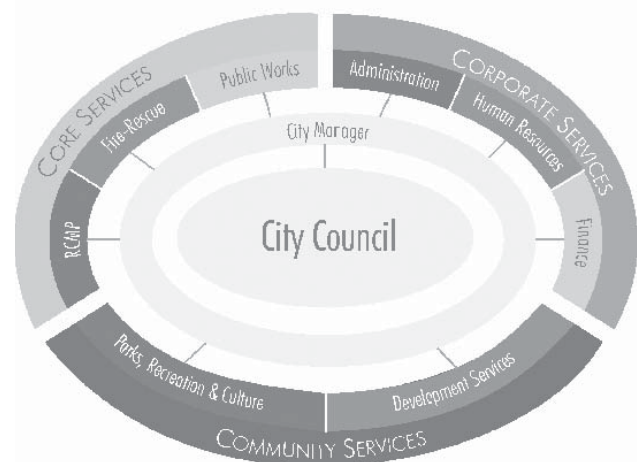
- Advisory Design Panel
- Advisory Planning Commission
- Heritage Revitalization Advisory Commission
- Liquid Waste Management Committee
- Parks, Recreation and Culture Commission
- Protective Services Committee

More information on the Town's services can be obtained at [www.ladysmith.ca](http://www.ladysmith.ca).

The internal organizational structure of the Town is divided into three key divisions:

- Corporate Services (Administration, Finance and Human Resources)
- Core Services (Infrastructure Services and Protective Services)
- Community Services (Parks, Recreation and Culture and Development Services)

Each department is overseen by a Director, who reports to the City Manager. The City Manager reports to Council, and is responsible for ensuring that the strategic priorities and decisions established by Council are carried out by staff.





## Regional District

The Town of Ladysmith appoints one member of Council to represent the municipality on the Board of Directors for the Cowichan Valley Regional District (CVRD). The CVRD Board is made up of 15 members representing 4 municipalities and 11 unincorporated areas throughout the region. Together, they consider issues on a regional basis and administer local services for unincorporated areas. Mayor Robert Hutchins currently serves as CVRD Board Director and Chairperson, and the Alternate Director is Councillor Duck Paterson. For more information about the CVRD, please visit [www.cvrld.bc.ca](http://www.cvrld.bc.ca).

## Provincial Representative

Doug Routley, Member of the Legislative Assembly (MLA)

Nanaimo-North Cowichan

In office since: 2005

Local Contact: 250.245.9375

Legislature: 250.387.3655

[www.dougroutley.ca](http://www.dougroutley.ca)

## Federal Representative

Jean Crowder, Member of Parliament (MP)

Nanaimo-Cowichan

In office since: 2004

Local Contact: 1.866.609.9998

Parliament Hill: 613.943.2180

[crowder.j@parl.gc.ca](mailto:crowder.j@parl.gc.ca)

[www.jeancrowder.ca](http://www.jeancrowder.ca)

## Stz'uminus First Nation

John Elliot, Chief Councillor

In office since: 2009

Administrator: Ronda Jordan

250.245.7155

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

Council members of the Stz'uminus First Nation and the Town of Ladysmith jointly signed a Community Accord in 2007. In 2012, these commitments were renewed under an updated Accord, titled the Naut'sa mawt Community Accord ("working together" in the Hul'qumi'num language), which reaffirms and strengthens the communities' commitment to build their relationship and increased cooperation, and lays out specific steps for how to work together on joint initiatives. The purpose of the Accord is to formally recognize and understand the common interests and goals of the two communities so that community leaders may work, in true partnership, towards the greater good.

The two Councils meet regularly to discuss topics of common concern and interest and a joint Working Committee also meets to work on the advancement of joint initiatives. In early 2014, the Town and Stz'uminus signed the first services agreement providing access to the Town's water and sewer services for 100 units at Oyster Bay (IR12).

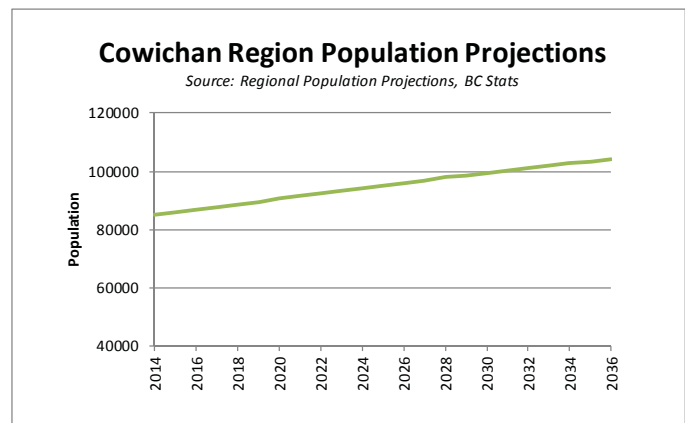
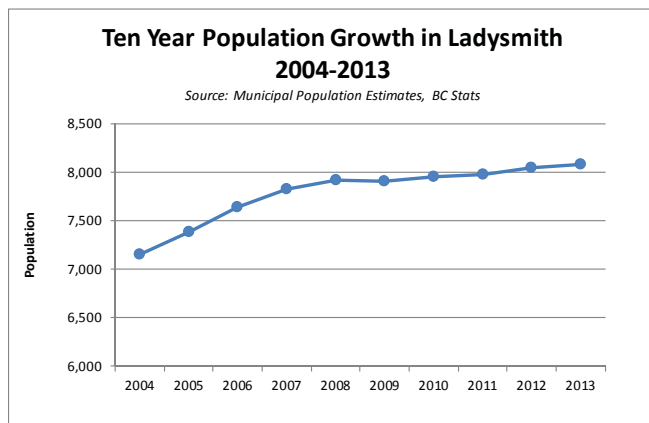




# Demographics

Ladysmith's appeal as highly unique and a desirable community for people of all ages has been a major factor in the town's ongoing growth. The population has increased consistently over the past couple of decades. The population of Ladysmith in 2011 is 7,921 as reported by Statistics Canada's 2011 Census. The latest Census showed a 5.1% increase in population between 2006 and 2011. BC Stats Municipal Population Estimates show a population increase of 15% between 2003 and 2013, demonstrating a positive and steady growth in the community. For 2013, the Town's population estimate is 8,077 (BC Stats).

Continued growth, albeit at a more moderate pace, is expected for the entire Cowichan Valley Regional District throughout the next two decades. Population projections suggest that by 2036, the Regional District will have a population of over 104,000. Ladysmith is anticipated to grow by more than 35% during this same period.



## Population Data

The 2011 Census provides data for Ladysmith about: population, dwellings, age, sex, families, households and dwelling characteristics, marital status and language. Highlights are included in the 2014 Community Profile comparing the past two Census periods, 2006 and 2011. Population estimates and projections available from BC Stats are also reported.

## Demographics

New for the 2011 Census period is a survey called the National Household Survey (NHS) which replaced the "long-form" Census 2B. The NHS is a voluntary survey of one in three Canadian households, including Ladysmith. Data from the NHS has been included in the Community Profile including information about aboriginal peoples, immigration, ethno-cultural diversity, education, labour, mobility and migration, income and housing.

*Notes: The demographic data in the 2014 Community Profile is derived from the 2011 and 2006 Census, the 2011 National Household Survey, and BC Stats. BC Stats provides annual population estimates based on the current 5-year census population data. Population figures may change as a result of revisions by BC Stats for all years after the latest census year. Population estimates provided by BC Stats were adjusted in January 2013 to account for the over-estimation of BC's population by Statistics Canada prior to the 2011 Census. In the 2011 NHS, persons residing in hotels, motels and seniors' residences were not included which is a data limitation for Ladysmith. The Global Non-Response Rate (GNR) for Ladysmith in the 2011 NHS is 26.9%.*

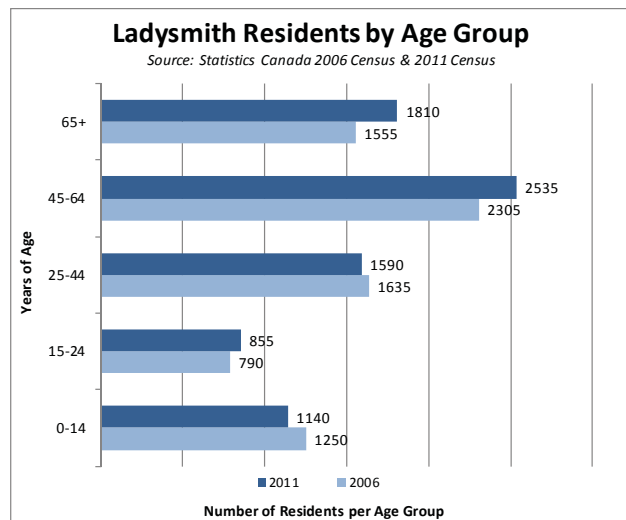
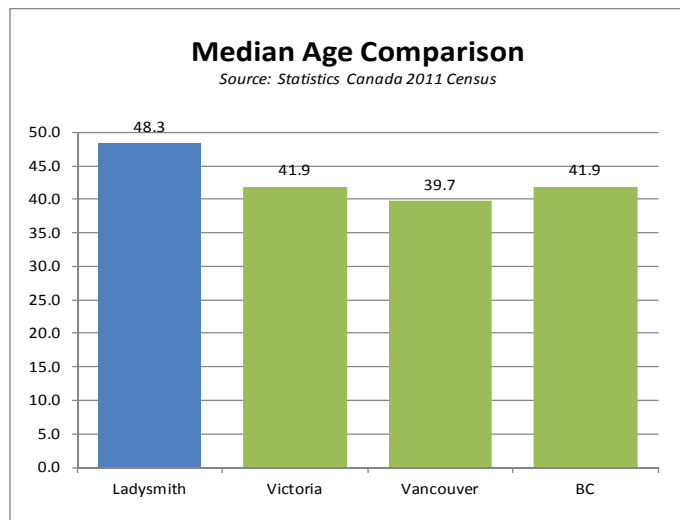
The 2011 NHS estimated that approximately 30.6% (2,305) of the Town's population relocated to Ladysmith within the five year period before the census. Most of this growth is a result of relocations within the province. The majority of new residents (74%) moved from within British Columbia, while 22% moved from elsewhere in Canada.

Long-term population growth is expected to be driven by growth in Canadian and BC population levels, aging of the population, and proximity to larger markets - drawing in regional commuters in search of lower home prices and a west-coast lifestyle.

## Age

Ladysmith is an increasingly popular retirement destination. Statistics Canada 2011 census data show that Ladysmith's median age has increased by over a decade within the last four census periods: from 37.5 years in 1996 to 48.3 years in 2011. Between 2001 and 2011, the Town's population aged 55 plus grew by 70%. In comparison to larger municipalities such as Victoria and Vancouver and the province as a whole, Ladysmith has a much higher median age of population.

The proportion of the Town's population over 15 years old increased from 80.1% in 2001, to 85.7% in 2011. In keeping with the aging population trend, the population that witnessed the highest growth in Ladysmith between 2006 and 2011 was over 45 years of age. However, Ladysmith also grew in the 15-24 year old age group category.



## Diversity

Ladysmith boasts a diverse population - according to the 2011 National Household Survey, some 1,065 (13.5%) of its residents are immigrants, 1,130 (14%) of its residents are first generation Canadians, and another 1,865 (24%) consider themselves to be second generation Canadians. 5% of Ladysmith residents are visible minorities.

The 2011 NHS indicates that 13% of all immigrants in Ladysmith arrived between 2001 and 2011. The majority of immigrants are from Europe, followed by the United States and Asia. 87% of those surveyed indicated an ethnic origin in the British Isles, followed by Germany, and France. The survey noted that 7% of the population is of North American Aboriginal origins, including First Nations (4%) and Metis (3%). 6% of the population identified having Asian origins, primarily East and Southeast Asia.

5.7% of Ladysmith’s population reported a non-official language as their mother tongue. The three most common mother tongues were German, Dutch, and Tagalog (Filipino).

### Families & Households

The Town is home to 2,460 families, representing an increase of 5.8% from 2006. Ladysmith’s average number of person in private households is 2.3, lower than the provincial average of 2.5 persons in private households.

The 2011 Census indicates that 72% of Ladysmith’s population is married, while 13% were common-law couples, and 16% were lone-parent families. Ladysmith’s proportion of married-couple families is much higher than the provincial average.



Demographics

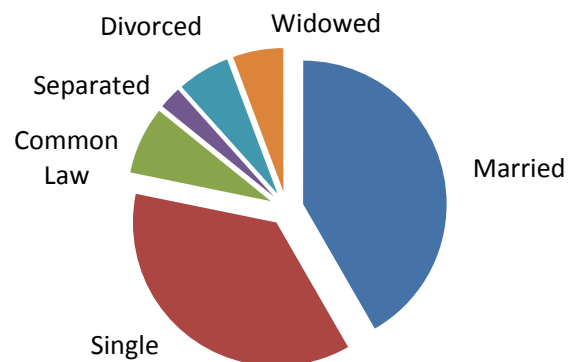
Families in Ladysmith

	Number	Proportion
Total number of families	2465	-
Married-couple families	1780	72%
Common-law families	330	13%
Lone-parent families	350	14%

Source: Statistics Canada 2011 Census

### Marital Status of Ladysmith Residents

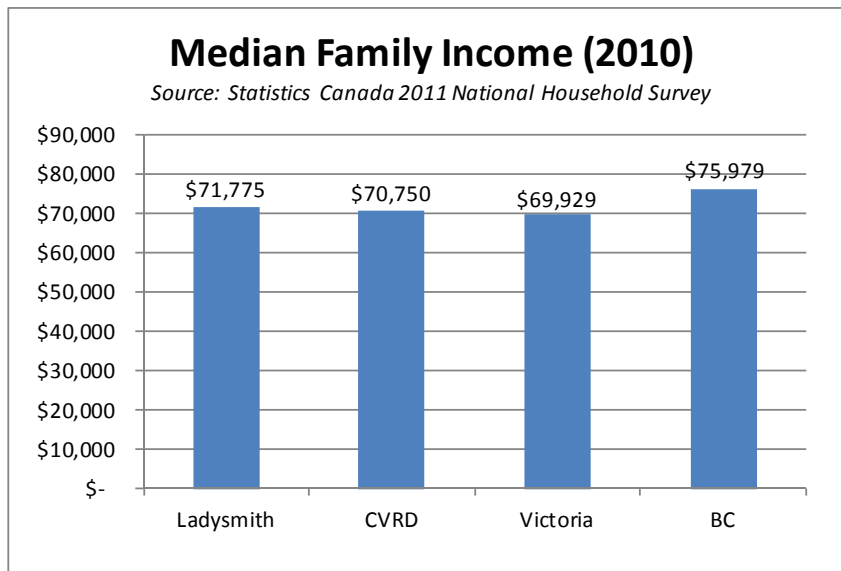
Source: Statistics Canada 2011 Census



## Income

According to the 2011 National Household Survey, the median income of Ladysmith residents (persons 15 years and over with income) in 2010 was \$30,009, slightly more than the provincial average of \$28,765.

The median family income in Ladysmith in 2010 was \$71,755, slightly less than the provincial average of \$75,979, but higher than both Victoria and the Cowichan Valley Regional District.



## Cost of Living

While there is no data available specifically for Ladysmith, the data shown below for the neighbouring community of Duncan provides a glimpse of the estimated household expenditures for the Ladysmith area.

Estimated Income Comparison	Duncan
Average Household Income	\$69,497
Average Family Income	\$78,751
Per Capita Income	\$28,754
Disposable Income	\$54,626
Discretionary Income	\$19,257

Source: Financial Post Markets, 2012

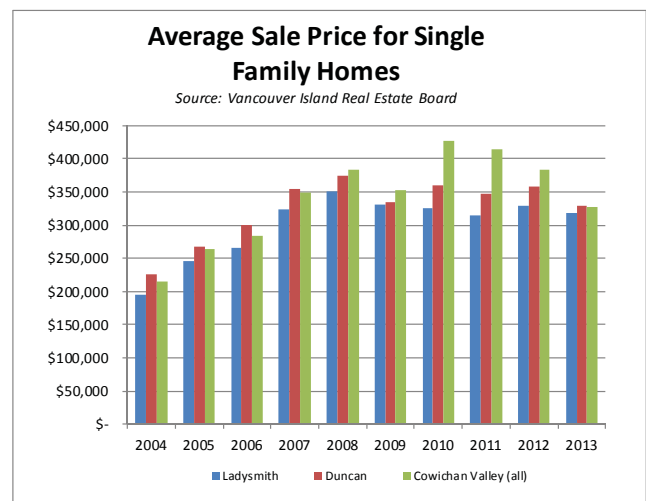
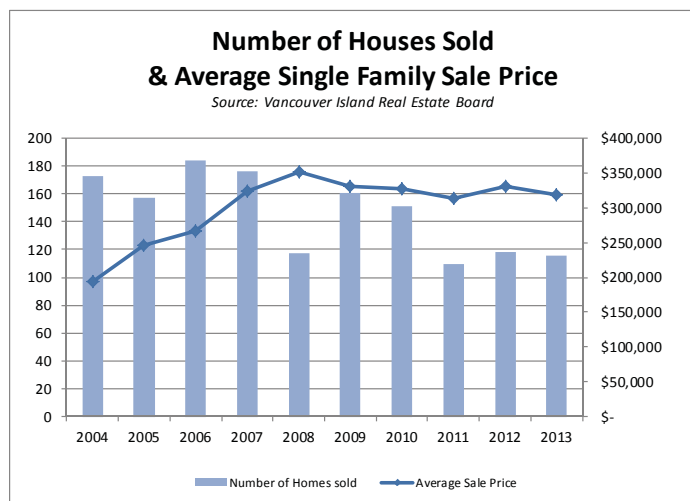
Estimated Household Expenditures	Duncan
Food	\$6,689
Shelter	\$12,877
Clothing	\$2,551
Transportation	\$10,044
Health & Personal Care	\$3,096
Recreation, Reading & Education	\$5,632
Taxes & Securities	\$16,775
Other	\$10,384
Total Expenditures	\$68,048

Source: Financial Post Markets, 2012

## Housing

“Heritage by the Sea” is not just a marketing tag line in Ladysmith - it describes a large part of the housing stock in the community. Tucked at the base of rolling hillsides and fronted by a spectacular, active harbour, “ocean view” is a common real estate term in Ladysmith. Residential housing has seen a boom in the last decade, significantly adding to the Town’s impressive inventory of heritage homes and character living spaces.

The most recent BC Assessment property count lists 3,692 residential properties (including vacant lots) in Ladysmith. According to the 2011 Census, nearly 20% of the homes in Ladysmith were constructed since 2001. In addition to newer homes, Ladysmith is home to an exceptional number of heritage homes, many dating back to the turn of the century.



While the average assessed value of a single family home in Ladysmith is \$285,100 (BC Assessment, 2013), the average selling price is \$319,271 (Vancouver Island Real Estate Board (VIREB), 2013). When compared to the price of homes in Duncan or the whole Cowichan Valley (at \$329,776 and \$326,637, respectively), Ladysmith proves itself as an affordable community for families and other home purchasers. The Vancouver Island Real Estate Board reported that 116 single family homes sold in Ladysmith in 2013.

Demographics



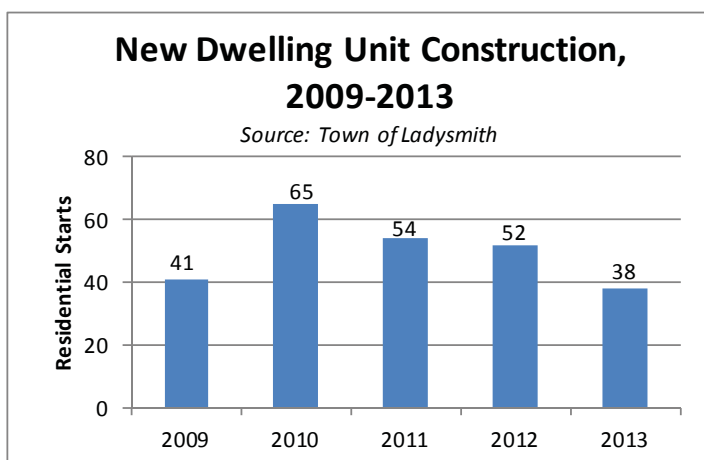
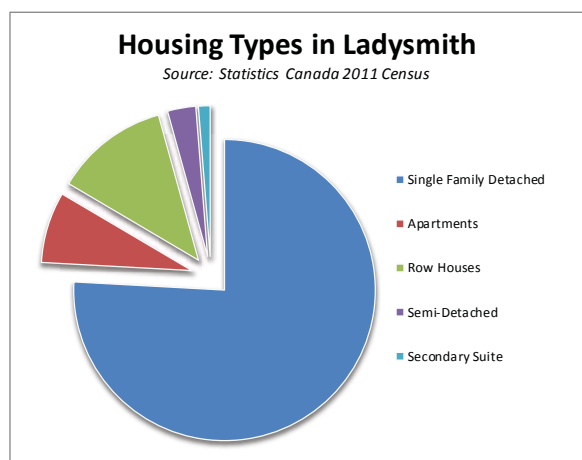
Ladysmith provides an ample mix of housing types, from small lot and suburban single family homes, to strata lots, apartments and townhouses. Housing in Ladysmith is comprised of 73% single detached homes, 7% apartments, 12% row houses, 3% semi-detached homes, and 1% secondary suites.

The variety of housing options in Ladysmith expanded in 2011, when the Town announced that it would permit secondary suites within single family dwellings. A secondary suite is an additional dwelling unit fully contained within and subordinate to a single family dwelling. Secondary suites offer affordable housing in the community for both renters and home-owners who need a mortgage helper. In 2014, further consultation will determine whether the Town will also permit suites in detached buildings, such as garden suites and carriage houses.

Ladysmith offers a very affordable home ownership lifestyle. According the 2011 NHS, the median value of a dwelling in Ladysmith is \$340,923, as compared to the provincial median of \$448,835. 76% of Ladysmith residents spend less than 30% of their total household income on shelter costs, and the median shelter cost of an owned dwelling is \$835 per month (includes mortgage payment, cost of electricity, heat, water and other municipal sevcas, and property taxes, etc.).

Ongoing construction of new homes is expanding the existing housing stock in Ladysmith. In 2013, 38 new dwelling units were constructed, with a total of 250 new units constructed within the past 5 years.

The demand for housing in Ladysmith is expected to be affected by baby boomers entering retirement and semi-retirement, providing a rebound in demand for retirement living on the Island - especially to markets like Ladysmith. Proximity to larger markets is expected to continue attracting new residents in search of relatively lower home prices and lifestyle changes.





# Education

## Public Schools

Ladysmith's Public Schools are administered by School District 68 Nanaimo - Ladysmith, which serves over 14,000 students in the communities of Nanaimo, Ladysmith, Lantzville, Gabriola Island and Cedar. ([www.sd68.bc.ca](http://www.sd68.bc.ca))

Following the development of a "10-year Enhanced Facilities for Learning Plan", the Board of Trustees for School District 68 announced that Ecole Davis Road School would be closed as of June 2014. French immersion education will be moved to North Oyster Elementary school in September 2014.

### Ladysmith Primary School

Kindergarten to Grade 3  
(212 students)  
510 Sixth Avenue  
250.245.3912  
Principal Parmjit Parmar

### Ecole Davis Road Elementary

Kindergarten to Grade 7  
(250 students)  
444 Parkhill Terrace  
250.245.7187  
Principal Doug English

### North Oyster Elementary School

CVRD Area H  
Kindergarten to Grade 7  
(90 students)  
13470 Cedar Road  
250.245.3330  
Principal Peter Skipper

### Ladysmith Intermediate School

Grades 4 to 7  
(223 students)  
317 French Street  
250.245.3351  
Principal Cathal Walsh

### Ladysmith Secondary School

Grades 8 to 12  
(559 students)  
710 Sixth Avenue  
250.245.3043  
Principal Dave Street

## Independent Schools

### St. Joseph's Elementary School

Kindergarten to 7  
(138 students, plus preschool and daycare)  
9735 Elm Street, Chemainus  
250.246.3191  
Principal Bern Muller

Average Class Size, 2013-2014 School Year

Local Schools	Kindergarten	Grades 1-3	Grades 4-7	Grades 8-12
Ladysmith Primary	19.6	21.7	-	-
Davis Road Elementary	18.5	19.4	29	-
North Oyster Elementary	18	21.8	26.7	-
Ladysmith Intermediate	-	-	27.9	-
Ladysmith Secondary School	-	-	-	25.6
<i>Nanaimo-Ladysmith School District Average</i>	19.8	21.6	26.9	26.1
<i>BC Provincial Average</i>	19.3	21.5	25.7	23

Source: BC Ministry of Education, [http://www.bced.gov.bc.ca/reports/pdfs/class\\_size/2013/public.pdf](http://www.bced.gov.bc.ca/reports/pdfs/class_size/2013/public.pdf)



## Post-Secondary Education

With five very reputable post-secondary campuses within commuting range, there is certainly no shortage of educational opportunities for Ladysmith residents.

Vancouver Island University (VIU) has campuses in both Nanaimo and Duncan, both of which are within a short, 30-minute drive of Ladysmith. In 2011, the new Cowichan Campus opened in Duncan, offering a multi-purpose educational facility, built to LEED® Gold standards. The campus is part of an exciting new development known as Cowichan Place - a central 'hub' of brand new infrastructure offering premium opportunities in education, recreation and culture. VIU ranked as the tenth largest post-secondary institution in BC based on full-time students in the 2012/2013 school year. Between the four VIU campuses, there are 17,400 students, with an impressive student to faculty ratio of 17:1.

VIU offers a variety of certificate, diploma, and degree programs that range from basic literacy to undergraduate and graduate university degrees, including the increasingly popular MBA program and Master of Science in International Business. For detailed information about VIU's programs, please visit [www.viu.ca](http://www.viu.ca). Key program areas include the following:

- Art, Design & Performing Arts
- Business Management
- Career & Academic Preparation
- Continuing Education
- Education
- First Nations
- Health
- High School Equivalency (ABE)
- Human Services
- Humanities & Social Sciences
- Natural Resource Extension Program
- Online/Distance Courses
- Science & Technology
- Tourism
- Trades & Applied Technology

Other nearby post-secondary institutions include the University of Victoria ([www.uvic.ca](http://www.uvic.ca)), Royal Roads University ([www.royalroads.ca](http://www.royalroads.ca)), and Camosun College ([www.camosun.ca](http://www.camosun.ca)), all of which are located in the Greater Victoria area.

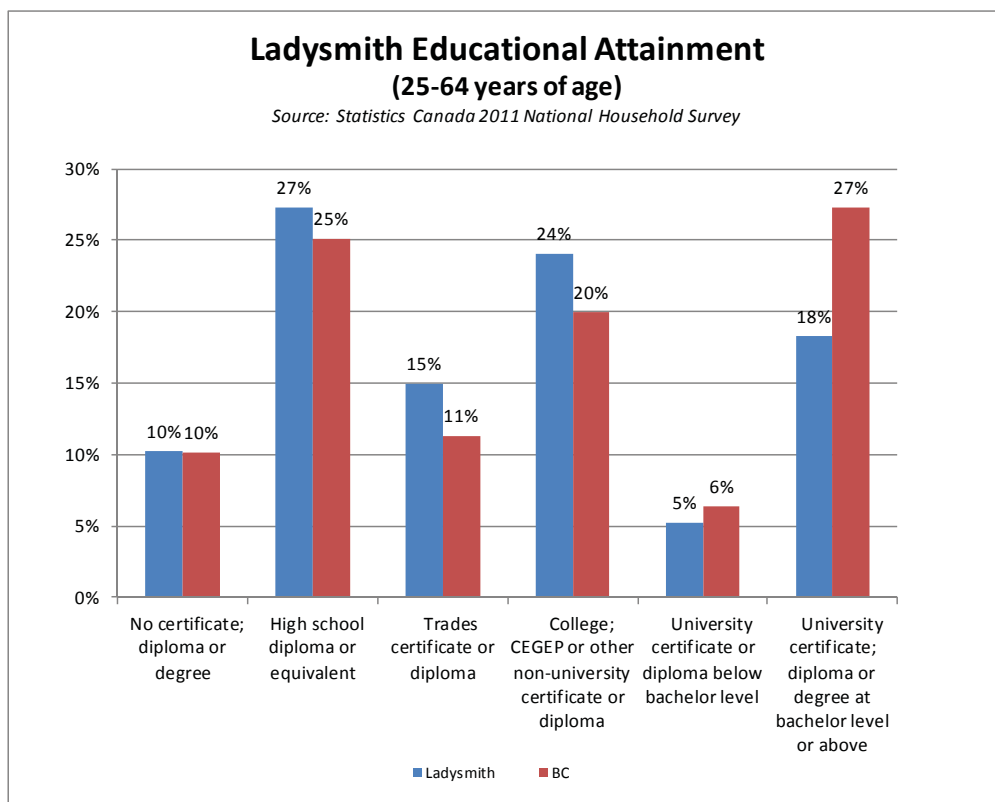




## Workforce Education

Ladysmith boasts a significant number of educated and skilled individuals, many of whom have sought further education and training geared towards local work opportunities. According to the 2011 National Household Survey, over 60% of the population aged 25 to 64 have obtained a post-secondary diploma, certificate or degree. Major fields of study for those aged 15 and over include architecture, engineering and related technologies; business, management and public administration, health and related services, and education.

In addition, Ladysmith is ideally located within easy commuting range of very reputable post-secondary campuses, each of which offer an impressive range of educational opportunities, from specialized trades and technical certificates, to university degrees and professional programs. Local workers are therefore highly adaptable and able to respond very efficiently to the ever-changing needs of the labour market, as well as local and global economic conditions.



# Local Economy

## Business Support Services

Awarded the “Most Small Business-Friendly Community” in the Vancouver Island/Coast Region, Ladysmith can provide a wealth of knowledge, assistance, and resources for new businesses.

Whether relocating an existing company, expanding to Ladysmith or starting a new venture, the Town is here to help. The Town is proud to support a comprehensive business and development portal at [www.ladysmith.ca/business-development/](http://www.ladysmith.ca/business-development/) for easy access to business resources and information.

Getting all of the paperwork together in order to open a new business can be confusing. In partnership with the Government of Canada and Province of BC, the Town of Ladysmith is pleased to offer a service called BizPal through the municipal website ([www.ladysmith.ca](http://www.ladysmith.ca)). This service assists entrepreneurs to determine which permits and licenses they will require (federally, provincially and municipally) in order to open their business.

Assistance can also be provided for local businesses regarding available programs and local development issues. In 2011, in partnership with Economic Development Cowichan, “BC Business Counts” was launched to help existing business to grow and expand thereby strengthening the local economy.

The business sector is represented by the Ladysmith Downtown Business Association ([www.ladysmithdowntown.com](http://www.ladysmithdowntown.com)), which promotes downtown businesses and offers downtown activities, and the Ladysmith Chamber of Commerce ([www.ladysmithcofc.com](http://www.ladysmithcofc.com)). The Chamber recently added Business Assistance Services (professional accounting, counseling, and legal and human resources experts) who are able to assist local small business owners.

In 2012, the Town, the Chamber of Commerce and the Ladysmith Downtown Business Association launched a collaborative process called “A Partnership for an Economically Diverse Community”. Ongoing joint discussions are focusing on shared economic development priorities. In 2013, improvements to the Town’s tourism signage were prioritized through this initiative.

As well, the membership-based Vancouver Island Economic Alliance provides a focus on collaboration and pooling of resources for services and initiatives across the Island.



Local Economy

10% Shift, a joint initiative of the Town, Chamber of Commerce and Ladysmith Downtown Business Association, asks citizens to “think local first”. It encourages shifting 10% of spending power to support local, independently-owned businesses. The Town also works with Economic Development Cowichan and “Climate Smart” to offer training to local businesses in order to inventory and reduce their greenhouse gas emissions.

Additional services, assistance and advice - particularly for business start-ups - is available through not-for-profit and government agencies, including the following:

Community Futures - Cowichan Region  
250.746.1004  
[www.cfcowichan.ca](http://www.cfcowichan.ca)

Community Futures - Central Island  
250.753.6414  
[www.cfnanaimo.org](http://www.cfnanaimo.org)

Some useful online resources include:

Canada Business Services for Entrepreneurs:

- [www.canadabusiness.ca](http://www.canadabusiness.ca)

Service Canada:

- [www.servicecanada.ca](http://www.servicecanada.ca)

Small Business BC:

- [www.smallbusinessbc.ca](http://www.smallbusinessbc.ca)

Women’s Enterprise Centre:

- [www.womensenterprise.ca](http://www.womensenterprise.ca)

One Stop BC Registry:

- [www.bcbusinessregistry.ca](http://www.bcbusinessregistry.ca)

BC Film Commission:

- [www.bcfilmcommission.com](http://www.bcfilmcommission.com)

BC Ministry of Finance:

- [www.fin.gov.bc.ca](http://www.fin.gov.bc.ca)

Western Economic Diversification:

- [www.wd.gc.ca](http://www.wd.gc.ca)

A number of programs, tax credits, and other incentives are available to businesses through the federal and provincial governments. British Columbia Tax Credit programs are handled by the Ministry of Small Business and Revenue – Income Taxation Branch. More information is available online at [www.sbr.gov.bc.ca/business.html](http://www.sbr.gov.bc.ca/business.html), then click on “Tax Credits”.

Federal programs, including grants, loans and financing available for businesses are available online at [www.canadabusiness.ca/eng/search/sof](http://www.canadabusiness.ca/eng/search/sof).

The town provides multiple incentives to assist business owners:

#### Development Cost Charge Downtown Waiver

In 2011, the Town adopted a Development Cost Charge (DCC) reduction within the downtown core. This initiative provides an incentive to new development in the Downtown by waiving the Development Cost Charges for eligible development. The incentive applies to multi-family residential development and commercial development.



### Revitalization Tax Exemption Program

The Town of Ladysmith provides a Revitalization Tax Exemption Program aimed at maintaining the heritage character of Ladysmith and encouraging investment within the downtown core without triggering increased taxation. To qualify, property owners must submit a formal application and projects must meet program criteria and objectives.

### Economic Revitalization Program

In 2012, an incentive for Economic Revitalization was introduced by the Town of Ladysmith with the following focus:

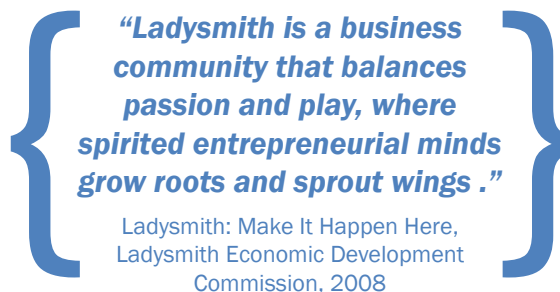
- o To stimulate construction and alteration of buildings in Ladysmith,
- o To encourage the construction or alteration of buildings located within the revitalization area and assessed as major industry, light industry or commercial
- o To promote a higher standard of urban design within business areas and employment areas
- o To reinforce the Town's commitment to economic revitalization.

To qualify, the construction value of the eligible project must be at least \$200,000. Eligible projects focus on major industry, light industry and commercial within a defined revitalization area.

Additional incentive bylaws are being considered by Council. These initiatives could expand the current programs to include other categories of revitalization such as environmental and social.

### Business Sectors

Ladysmith's economy has always depended heavily on natural resources – first coal, and then wood. Logging and lumber mills continue to play an important role. More recently, however, the service industry has expanded, and marine-related manufacturing, green business, and tourism have become key economic pillars. Ladysmith continues to seek out ways to diversify the local economy and increase investment in value-added and service-based industries.



Ladysmith is a growing community both in its population as well as its business base. The Town supports enhanced economic development efforts and works cooperatively with local industry to grow the local economy.

A tremendous amount of effort has been focused on developing a forward-looking strategy that creates a dynamic and supportive environment for entrepreneurs, and seeks to create new opportunities and encourage continued economic growth.

Economic and environmental sustainability is the 'green thread' that runs through all of Ladysmith's economic development activities. The Town encourages investment in businesses that will create jobs and lead to a 'greener' and more resilient community.

The new Sustainable Economic Development Strategy for the Cowichan Valley Regional District will help to increase the area's competitiveness, while planning a sustainable future for the region.

Areas of the Town identified for future development are outlined in the Town of Ladysmith Official Community Plan. These areas include commercial development, directed principally to the downtown core and the south end (Coronation Mall), with complementary commercial areas provided to serve the mixed-use waterfront as well as local neighbourhoods.



## Key Business Sectors

### Marine Manufacturing and Services:

Ladysmith's natural harbour and marina facilities make the community a perfect fit for a variety of marine-related industries. Local marine-related industry companies have a distinct advantage in terms of location, expertise and customer base.

### Green Industries:

The community's vision for sustainable leadership includes a focus on green industry. This emerging sector includes eco-tourism, green and innovative companies, eco-industrial parks, live-work, green building, buy local and green business leadership. The Town is working with Economic Development Cowichan on its Clean Technology initiatives.

***GNB Builders are a family-owned and operated construction company based in Ladysmith. In 2012, GNB was awarded as BC's Built Green Builder of the Year for green, sustainable building excellence in BC's home building and renovation community.***

### Retail:

The retail sector, located primarily in the historic Downtown core and at Coronation Mall, is a major source of economic activity in Ladysmith. There are over 50 retail establishments, and Ladysmith's historic downtown boutique shops offer some unique finds.

### Forestry and Wood Products Manufacturing:

With a number of mills operating in and near Ladysmith, this is an important activity with a large number of highly skilled residents employed in the sector. Training and educational opportunities already exist to serve new and expanding businesses. Value-added wood products manufacturers are also increasingly present in the community, taking advantage of the proximity to Vancouver Island's forestry operations.

***Western Forest Products is BC's fourth largest forestry company, and the largest on the BC Coast. In 2013, the Saltair sawmill on the Ladysmith waterfront underwent a \$38 million upgrade. The upgrade allows the mill to more efficiently produce lumber products while lowering unit costs. The mill is a significant strategic asset for Western Forest Products, and produces almost 20% of all of the board capacity of WFP's mills, producing lumber for markets including Japan, Europe, Australia and North America.***

## Local Economy

### Food Processing:

Primarily shellfish processing (oysters, clams, scallops and more) is a sector with many opportunities. Local growers and producers enjoy superior market access and growing conditions, thereby minimizing production costs. Support services for the industry are also nearby, including supplies, workforce and transportation to markets.

### Professional Services:

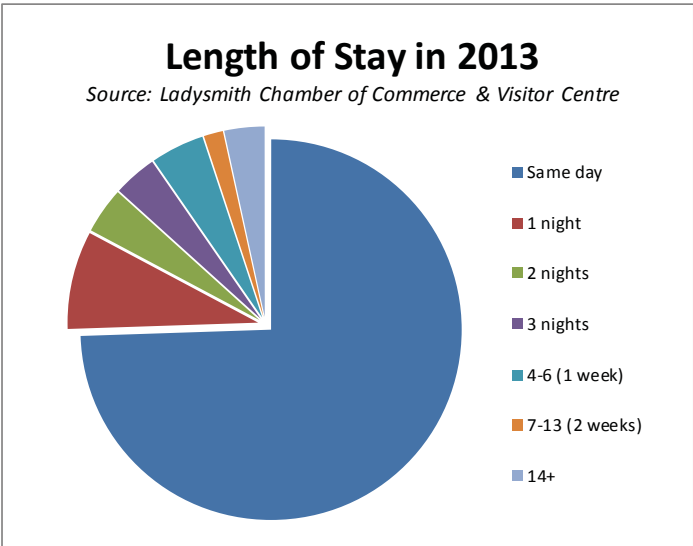
Many knowledge-based businesses can compete globally from anywhere, and more and more entrepreneurs are choosing quality of life over big city living. Ladysmith's small-town atmosphere, coupled with incredible recreational opportunities and proximity to major transportation networks and urban centres makes Ladysmith an ideal location for professionals.

### Tourism Infrastructure:

Tourism has emerged as a significant economic pillar in Ladysmith due primarily to the community's stunning West Coast location, waterfront recreation, trails and boutique-style shopping experience. This sector will continue to expand significantly due to the development of new marina amenities. In the two summers since the opening of the Maritime Welcome Centre, the Ladysmith Maritime Society reported a 71% increase of marine tourists, demonstrating the increased potential of the waterfront areas to host visitors. According to the Ladysmith Visitor Centre, a quarter of the visitors who accessed the Visitor Centre in 2013 stayed for at least one night. The vast majority of visitors were from Vancouver Island and the rest of BC, followed by other Canadians, Europeans and Americans. The total number of visitors (as experienced by the Visitor Centre) has witnessed an overall growth of over 80% since 2007.

For more detailed business sector information, please visit the Town's website.

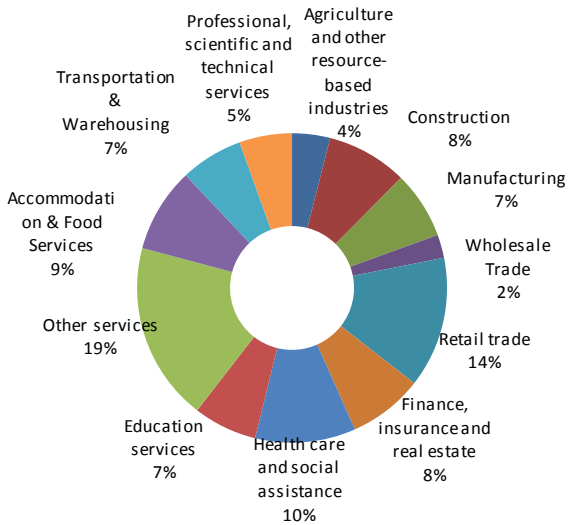
**In 2012, Hazelwood Herb Farm in the Ladysmith area was awarded EconoMusee status, celebrating craft and agri-business whose products result of authentic technique or know-how. The farm is one of two locations in BC to be awarded EconoMusee status, along with Merridale Cidery of Cobble Hill.**



Local Economy

### Labour Force by Industry

Source: Statistics Canada 2011 National Household Survey



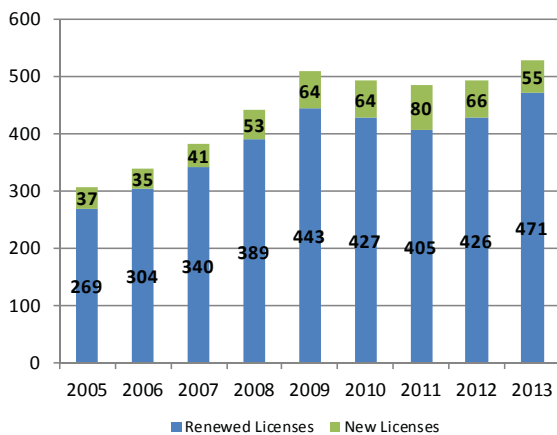
### Labour Force

The labour force of Ladysmith provides a variety of skilled workers and labourers. By industry, there is a focus on retail trade, health care/social assistance, accommodation and food services, construction, and manufacturing. The majority of workers are employed in sales and services, trades/transport/equipment operators and related occupations, and business/finance and administration. Approximately 56% of the population 15 years and older are employed, with 6% unemployed.

Ladysmith's unique central location and small-town appeal provides a healthy work-life balance. 14% of the workforce is self-employed, with 7% working from home. A full 10% of Ladysmith residents walk to their place of work.

### Ladysmith Business Licenses, 2005-2013

Source: Town of Ladysmith



### Business Licence Data

All businesses operating in Ladysmith must obtain a business license through the Town of Ladysmith. The application for a business license is available online on the Town's website and at City Hall. The approval process takes, on average, less than 2 weeks. The cost of the license is \$100. Ladysmith has witnessed a consistent increase in new business licenses over time. In 2013, 55 new business licenses were obtained, and 471 existing business licenses were retained, for a total of 526 business licenses in the Town. Business license data includes local businesses and businesses located elsewhere and operating in Ladysmith.

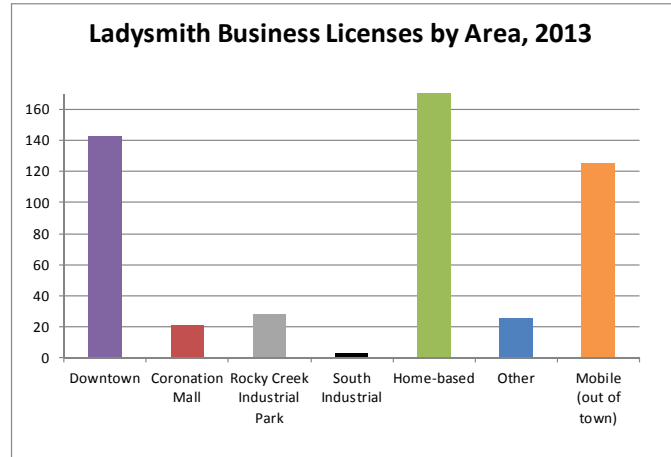
Local Economy





Most businesses in Ladysmith are located in the downtown or in private dwellings (home-based businesses). Approximately 48% of businesses in Ladysmith have employees, including 13 companies that employ more than 20 employees.

As of January 2014, a new Inter-Community Business License means that it will be easier for mobile businesses that provide services in a number of municipalities to operate throughout the entire Central Vancouver Island region. The twelve participating municipalities (including communities from Duncan to Campbell River) adopted a bylaw that allows businesses to purchase just one license, rather than obtaining a license in each municipality in which they operate. For more information, contact the Town of Ladysmith at 250-245-6400.



Local Economy



## Major Employers

Ladysmith has a significant number of small businesses (employing fewer than 10 people), as well as a large number of home-based businesses. Major employers represent the public service sector, as well as a small number of industries and larger retail establishments. According to the 2006 Census, more than 60% of Ladysmith's population works outside of the community, in Nanaimo and throughout the Cowichan Region, as well as in Victoria. However, Ladysmith also attracts a significant number of non-resident workers. Nearly 50% of the people employed in Ladysmith reside outside the town.

The local economic base is service-oriented. However, there is a significant goods-producing footprint for the size of the population, reflecting the woods product manufacturing sector and local sawmill, marine manufacturing services and food processing. The number of employees represented below includes both full-time and part-time permanent staff.

One of the area's top employers is Vancouver Island University (VIU). In 2008, the school was one of five post-secondary institutions in BC that were granted full university status. VIU has grown significantly since the status change, and recently hired consultants to conduct an economic impact analysis. The study found that VIU's has made the central-Island area "a destination for new business, entrepreneurs and startups" and has added a total of \$406 million impact and 3,095 jobs. Ladysmith is halfway between the Nanaimo and Duncan campuses; both are easily accessible within a 20 and 25 minute drive.

### Ladysmith Major Employers

Company	Employees	Sector
Western Forest Products Saltair Sawmill	140	Forest
School District #68 (Ladysmith Only)	120	Education
Lodge on 4th	100	Residential Care Home
Town of Ladysmith	89	Municipal Government
49th Parallel Grocery Store	85	Grocery Retail
Ladysmith Community Health Centre	60	Primary Health Care
Ladysmith Press	60	Media/Publishing
Save-on-Foods	55	Grocery Retail
Ladysmith & District Credit Union	35	Financial Services
Pharmasave	30	Pharmacy
Limberis Seafood Processors	25	Clam & Oyster Processing
Home Hardware	22	Retail

### Nanaimo Major Employers

Company	Employees	Sector
Nanaimo Regional General Hospital	2300	Healthcare
School District #68 (Nanaimo-Ladysmith)	1900	Education
City of Nanaimo	1210	Municipal Government
Vancouver Island University	1155	Education
BC Ferries Corporation	650	Transportation
Shaw Cable	620	Cable/Internet/Phone Provider
McDonald's (4 locations)	500	Restaurant
Department of Fisheries and Oceans	390	Research Lab
Regional District of Nanaimo	380	Regional Government
Walmart	350	Retail

# Community Planning

The Town of Ladysmith has formulated long-term development strategies for the community to guide future development. The Official Community Plan and the Community Sustainability Vision are both available on the Town’s website ([www.ladysmith.ca](http://www.ladysmith.ca)) or by contacting City Hall. Copies of several of the Town’s bylaws are also available on the website, including the Zoning Bylaw, Sign Bylaw, Subdivision Bylaw, and the Building & Plumbing Bylaw. Since the website may not include all revisions and amendments to Town bylaws, it is strongly suggested to request an official version from City Hall.

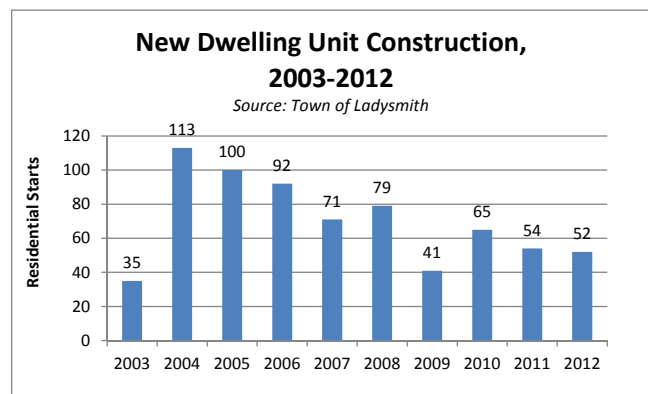
Planning and zoning is a function of the Development Services Department. The Department can assist in interpreting bylaws for development projects. In 2012, the Town’s Zoning Bylaw began a significant revision to support the implementation of the Official Community Plan, Community Sustainability Vision, Community Energy Plan, and ‘greener’ development in the Town. The revision will be completed in 2014.

## Building Permits

Building permits are issued for any construction, alteration or repair of a building. Plans for construction or alteration need to accompany the application for

the permit. On average, permits are issued within 15 to 30 days, depending on the scale of the project. Costs of the permits are established based on the extent of the construction.

During 2013, \$7.4 million was spent on building in Ladysmith, including \$1.4 million in commercial projects, and \$5.2 million in new housing starts on 38 units. In the past ten years, 705 new dwelling units have been constructed in Ladysmith.



## Town of Ladysmith Application Fees

OCP / Zoning Amendment Application	\$1500 + advertising costs public hearing
Subdivision Application	\$300 application fee + \$100 per lot
Development Variance Permit	\$750
Development Permit - Multiple Family, Commercial, Industrial	\$750
Development Permit - Environmentally Sensitive Areas and Hazard Lands	\$100
Development Permit - Amendment	\$100
Sign Permit / Façade Development Permit	\$100
Board of Variance	\$750
Temporary Use Permit	\$1000 + advertising costs
Strata Conversion Fee	\$200 per unit to a maximum of \$2500
Revitalization Tax Exemption Program	\$250

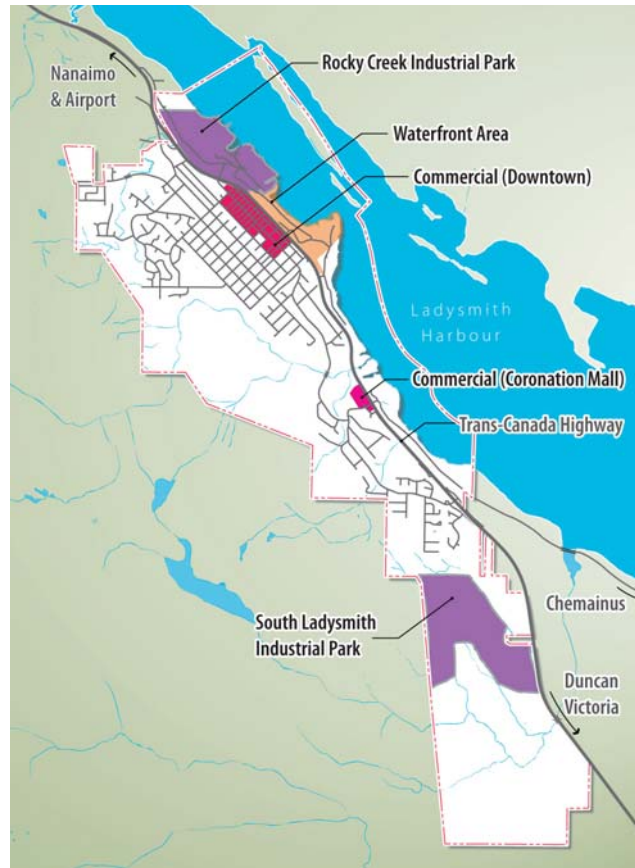
Source: Town of Ladysmith Fees and Charges Bylaw 2008, No. 1644. For an official copy, please contact City Hall at: 250.245.6400 As of June 2013.

## Industrial Development

There are two industrial parks in Ladysmith, one located at the north end of town (Rocky Creek Industrial Park) and the other at the south of town (South Ladysmith Industrial Park). Both have excellent highway access, utilities on or near the site, and zoning for industrial activity.

The 72 ha Rocky Creek Industrial Park is located adjacent to the Trans-Canada Highway, fronting Ladysmith Harbour. It provides primarily for live-work, light and heavy industrial uses. Highway upgrades and availability of servicing enhances the desirability of the area. Lot sizes range from 0.5 to 2.0 ha with full municipal road, sewer, and water services as well as gas, hydro and telephone utilities.

The 41 ha South Ladysmith Industrial Park is located at the south entrance to Ladysmith and provides for a range of industrial uses. Lots are 0.5 to 8 ha in size, with rural servicing levels. Water, hydro and telephone service is available.



## Commercial Development

**Community Planning** The Town has two main commercial areas: the historic downtown and the south end (Coronation Mall), with smaller complementary commercial areas located within neighbourhoods. Maintaining the heritage character of the downtown is important to the community. Design guidelines for buildings, signs and canopies are available for new projects and renovations. Design guidelines also exist for commercial development in other areas. Resources for site and building design are available online through the Town's business and development portal ([www.ladysmith.ca/business-development](http://www.ladysmith.ca/business-development)).

Commercial properties listed for sale or lease are publicized through the many local real estate companies, or through [www.icx.ca](http://www.icx.ca).

## Waterfront Development

Ladysmith's stunning waterfront is one of the community's most defining features and, as such, is integral to the community's identity. Transfer Beach Park is a highly treasured place – a place where residents and visitors go to experience nature, tranquility and fun-filled community events and recreational opportunities. Adjacent to Transfer Beach lie approximately 68 acres of Provincial Crown Land and 24 acres of Town-owned land (known as the 'Uplands') – all vacant and awaiting development.

The Ladysmith Sustainability Plan and the Waterfront Area Plan envision a dynamic multi-use waterfront village comprised of natural areas, recreational areas, marine and marine activity areas, waterfront development and services; and a working waterfront of traditional industrial and related uses.

In 2009, the Town formed a municipally-owned corporation to work in partnership with the Ladysmith Maritime Society as an economic development initiative, to grow the marine tourism sector. As part of this initiative a new waterfront Visitor Reception Centre was officially opened in 2012. This architecturally-designed facility provides washroom, shower and laundry facilities, indoor and covered gathering spaces for visitors and the community, and sewage pump out for boaters. The facility was funded through a \$1.7 million investment from Western Economic Diversification and Island Coastal Economic Trust and the support of the Town.

As a result of historic industrial uses on the waterfront, these lands have been subject to varying levels of environmental challenges. In partnership with the Stz'uminus First Nation and the Province of BC, the Town is currently focusing its efforts on environmental assessment and clean-up of the area so that a sustainable mixed-use development can ensue.

In 2012, the Province of B.C. and the Council of the Town of Ladysmith released a long anticipated report on the environmental condition of the Ladysmith waterfront. The report outlines the extent of environmental contamination and gives a range of costs for alternatives to address remediation. A copy of the *Report on Remedial Cost for Ladysmith Harbour*, and the preliminary investigation reports, are available on the Town's website at [www.ladysmith.ca/city-hall/reports-publications](http://www.ladysmith.ca/city-hall/reports-publications).



*“The environmental remediation of the waterfront is priority for the Town of Ladysmith and the Stz’uminus First Nation” said Mayor Rob Hutchins. “We appreciate the financial commitment of the Province to undertake this comprehensive analysis and we look forward to further discussion with the Province on the development of a remediation plan. The good news within the report is that much of the Town’s uplands are free from contamination”.*

## Heritage Downtown

Downtown Ladysmith has long been recognized for its historic character and heritage buildings. 22 of the downtown buildings are included on the Ladysmith Community Heritage Register, and many of these are also on the Canadian Register of Historic Places. The Downtown continues to flourish as a shopping destination for locals and visitors to enjoy all that it has to offer, including boutique retail, cafés, restaurants, locally owned and operated commercial outlets and professional services, and the award winning Heritage Route of historic artifacts. The Ladysmith Museum opened in downtown in 2012.

Opportunities to diversify land use in the Downtown and incorporate increased residential uses through infill or residential development above commercial use are supported to further strengthen Ladysmith's Downtown.

### Revitalization Tax Exemption Program

The Town of Ladysmith provides a Revitalization Tax Exemption Program aimed at maintaining the heritage character of Ladysmith and encouraging investment within the downtown core without triggering increased taxation. To qualify, property owners must submit a formal application and projects must meet program criteria and objectives.



# Taxation

## Property Taxes

Property taxation is an important source of municipal revenue. The value of a property, as assessed by BC Assessment, is multiplied by the tax rates as set out by each of the taxing jurisdictions to determine property taxes. Property taxes also include levies for water and sewer services, policing services, the Vancouver Island Regional Library, and services provided by the Cowichan Valley Regional District, including the Cowichan District Hospital. Since 1996, Ladysmith has consistently reduced the portion of taxes paid by industry to reduce reliance on industrial taxes.

The overall tax rate increase contained in the 2014 budget is 2.94%. In the face of ongoing economic uncertainty abroad and at home, tax increases have been kept as low as possible while maintaining the levels of service the community desires. The Town is continuing to invest in its infrastructure. The Town's 2014 budget has a focus on the ongoing construction of the new secondary sewage treatment system – including a green component to capture waste energy, plus upgrades to the water supply system disinfection processes, helping to ensure the safety of our drinking water.

The average single-family residential house value of \$287,280 results in a 3.9% increase in municipal taxes from 2013. In keeping with Council's policy to limit commercial property tax increases and encourage economic activity, the commercial property tax will increase by 2.2%.

The 2014 budget also reflects Council's direction to reduce its reliance on tax revenues from heavy industry. Since 1995, the Town has consistently reduced its dependence on heavy industrial taxes. This year, heavy industry will contribute 12.8% of the Town's property tax revenue, compared to more than 30% in the 1990s.

## Sales Tax

In 2013, the Province returned to the former system of GST (5%) and PST (7%).



Taxation



## Payroll Taxes

### Workers Compensation - Provincial

Tax Base	Tax Rate 2014
Assessable earnings up to \$77,900 per employee.	Rates vary by industry and individual employer's safety record. (Rates available online: <a href="http://www.worksafebc.com">www.worksafebc.com</a> )

### Employment Insurance - Federal

Tax Base	Tax Rate 2014
Insurable earnings up to \$48,600 per employee; (maximum annual premium per employee \$913.98 (Employer \$1279.15))	1.88 per cent (Employer 2.632 per cent)

## Income Tax

Income Tax - Corporate	Provincial	Federal
Tax Base	Tax Rate 2014	Tax Rate 2014
Net income from financial statements adjusted to comply with the federal Income Tax Act	General Rate: 10.0 per cent  (Canadian-controlled private corporations pay 2.5 per cent on the first \$500,000 of taxable income)	General Rate: 15 per cent  Canadian-controlled private corporations pay 11 per cent on the first \$500,000 of taxable income)

Source: [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca) - data current as of April 2014



## Water & Wastewater

Water and wastewater (sewer) services are provided by the Town of Ladysmith. The Town obtains its water from two sources, Holland Creek and Stocking Lake. The existing water supply system has the capacity to provide quality drinking water to a population of up to 15,000. The wastewater treatment plant was built to serve a population of up to 12,000; an expansion to serve a population of 17,200 is planned.

The Town has undertaken extensive infrastructure improvements to both the water and wastewater treatment systems in recent years. A state-of-the-art secondary sewage treatment system is now being built in Ladysmith, thanks in part to over \$5 million from Canada's Gas Tax Fund in 2011 and additional grants and loan funding through FCM. The innovative design of the new plant – a first in North America – is based on a model used widely in Europe, which features an exceptionally small environmental footprint compared to conventional technology. It is especially well suited for coastal towns or communities with constricted plant sites. Upgrading the wastewater treatment plant to secondary treatment standards in order to better serve a growing community continues to be a key priority. Watershed protection and ongoing programs aimed at further reducing the Town's water consumption are also a high priority.

In 2010, the Town introduced a block usage water rate structure. Under this structure, users pay a flat rate for the first 25 cubic metres of water used, with the rate increasing for each additional 25 cubic metres. Included in the 2014-2018 Financial Plan, Council has authorized an increase of approximately \$1 to the water base charge and 3 to 5 cents each year per step in the water usage rates.

The annual water parcel tax is \$130 per parcel or group of parcels. It is anticipated that the water parcel tax will increase by at least \$20 per year over the next five years. The annual sewer parcel tax is \$269 per parcel or group of parcels. Included in the 2014 to 2018 Financial Plan is an increase to the sewer utility rates of \$1 per month.

### Water Usage Rates (Quarterly)

Individually Metered Single Family Dwelling Units	\$23.50 minimum up to 25 cubic metres, \$0.55 per additional cubic metre to 50 cubic metres; \$0.65 per additional cubic metre to 75 cubic metres; \$0.80 per additional cubic metre to 100 cubic metres; \$1.05 per additional cubic metre to 125 cubic metres; \$1.40 per cubic metre per additional cubic metre over 125 cubic metres.
All Other Users	\$23.50 minimum for first 25 cubic metres, \$0.50 per additional cubic metre
Non-Metered Service	\$41.60 flat rate, per unit.

(Effective for the third quarter billing of 2014)

### Wastewater Usage Rates (Quarterly)

Residential	\$45.00 per unit
Commercial	\$45.00 per unit/office
Industrial	Varies by class

(Effective for the third quarter billing of 2014)

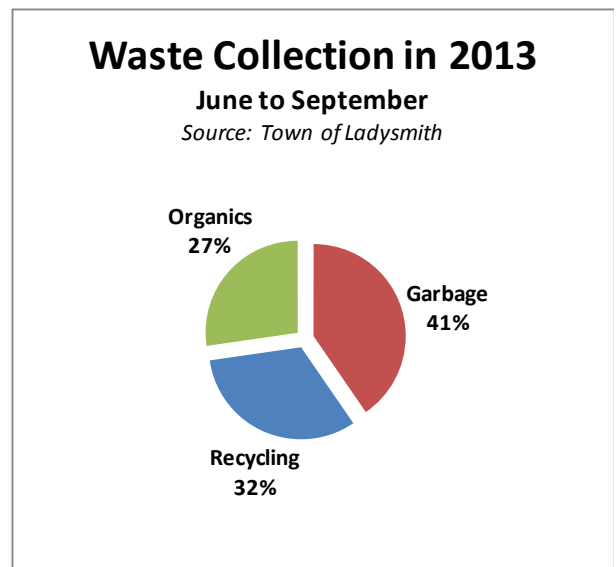
## Garbage, Recycling & Organic Waste Collection

Residential garbage collection services are provided by the Town at a quarterly cost of \$42 for garbage, recycling and organic waste collection. Commercial and industrial users must make their own arrangements at this time.

One garbage can is allowed on alternating weeks, with a \$2 charge for each extra garbage bag, or you can purchase a book of six tags for \$10. Recycling is unlimited, with pick-up alternating weeks with garbage collection. Pick up schedules, extra garbage tags and yellow recycling bags (at a cost of \$1) are available at City Hall and the Frank Jameson Community Centre.

Ladysmith has recently entered into a contract with MultiMaterials BC (MMBC) as part of an initiative from the Province - the Extended Producer Responsibility program. The Town will receive a rebate from MMBC based on the compliant recycled products delivered to the Material Recovery Facility.

The Town of Ladysmith is exceptionally pleased to be among the first municipalities in BC to offer weekly organic waste collection. The program was launched in 2006, and has substantially reduced the amount of garbage sent to landfills. Since the program began, Ladysmith residents have reduced the proportion of garbage collected from 71% to 41%, instead diverting reusable/recyclable waste to organics and recycling. Organic waste collection now accounts for 27% of all waste collection in Ladysmith. Annually, an average of 60% of waste is diverted from the landfill as a result of the recycling and organic collection program. For more information about the Town's garbage, recycling and organic waste collection programs, please visit "Our Services" on the Town's website.



Ladysmith is home to the newly built Peerless Road Recycling Centre, the largest on Vancouver Island. The new centre offers increased service - including 650 categories of material for recycling - improved safety and accessibility, and innovatively used the former incinerator ash in the site development. The new facility opened in April 2014.

## Telecommunications

Shaw ([www.shaw.ca](http://www.shaw.ca)) and Telus ([www.telus.ca](http://www.telus.ca)) offer digital cable, telephone and high-speed internet service packages for residences and businesses. Bell ([www.bell.ca](http://www.bell.ca)) offers digital cable and internet. Detailed information about pricing and the various packages available can be found on the companies' respective websites.

## Electricity

Hydro-electric power is delivered to Ladysmith by BC Hydro, a provincial Crown Corporation. BC Hydro's PowerSmart initiatives include several residential and business programs and incentives for energy efficiency and sustainability. For more information, visit [www.bchydro.com](http://www.bchydro.com). Electricity rates in BC are among the lowest in North America.

## Natural Gas

Natural Gas is provided by Fortis BC ([www.fortisbc.com](http://www.fortisbc.com)) - a shareholder-held private company. The Mt. Hayes liquefied natural gas (LNG) storage facility, a \$190 million project, is located 6 km north-west of Ladysmith. This facility officially opened in 2011, and will ensure that at any point in time, a 10-day supply exists for the entire island, serving some 90,000 customers in the process.



# Quality of Life

## A Picturesque Coastal Setting

Ladysmith was named one of the 10 prettiest towns in Canada by Harrowsmith Country Life Magazine, being called “remote enough to feel free of urban nuisances, urban enough not to feel remote.” The Saturday Post put it this way: “In Ladysmith you have neighbours; in Vancouver you have people who live next door”.

Ladysmith won first place in the 5,000 to 10,000 population category “Communities in Bloom” contest in 2003. Judges said: “Ladysmith is truly a beautiful town. It is architecturally attractive, historically preserved, friendly, [...] Ladysmith has so many exceptional natural resources it’s hard to focus on just one.”

The Vancouver Sun called Ladysmith a “gem of a town”, the Business Examiner dubbed it “a community that works and cares”, and Ladysmith was featured in Sea Magazine as a great stop on a seaward adventure.

Ladysmith continues to recognize the importance of history, and has been the recipient of multiple heritage awards. This list includes the Heritage BC Award of Outstanding Achievement for the restoration of Aggie Hall, a Heritage BC Award of Honour for the restoration of the Machine Shop (now housing the Waterfront Art Gallery), and a Certificate of Recognition for the Ladysmith Town Archive (a joint award with Ladysmith & District Historical Society). In 2013, the Ladysmith Maritime Society won the Outstanding Achievement Award in Heritage Conservation for the restoration of

the MV Saravan, a 36-foot vintage wooden tugboat that serves as the society’s flagship vessel.

## Celebrations Showcase Tremendous Community Spirit...

Ladysmith is renowned for its annual celebrations and community events that showcase the community’s tremendous sense of pride. Some of the most popular include:

- New Year’s Day Polar Bear Swim
- Ladysmith Home, Garden and Business Show
- Ladysmith Kid’s Pirate Day
- Ladysmith Maritime Heritage Day
- Make It, Bake It, Grow It Farmer’s Market
- Annual Rotary Garden Tour
- Hometown Tourist Weekend
- Canada Day celebrations
- Concerts in the Park
- Brits on the Beach
- Ladysmith Days
- Ladysmith Show and Shine
- Arts on the Avenue
- Artisan’s Old Fashioned Christmas
- Ladysmith Festival of Lights

The Ladysmith Chamber of Commerce and Visitor Centre maintains a community event calendar that can be viewed on their website at [www.ladysmithcofc.com](http://www.ladysmithcofc.com). Take 5 Magazine ([www.take5.ca](http://www.take5.ca)) also offers a detailed community events listing.

Quality of Life



## Library

The Vancouver Island Regional Library ([www.virl.bc.ca](http://www.virl.bc.ca)) operates on a regional basis with 38 branches on Vancouver Island, Haida Gwaii and the Central Coast. The Ladysmith branch is located at 740 First Avenue.

With access to more than a million books, magazines, videos, newspaper and other material, the Ladysmith Library also offers free Wi-Fi, public internet access stations and numerous programs for all ages. Branch hours are Monday, Wednesday and Saturday from 10am to 5pm and Tuesday, Thursday and Friday from 10am to 8pm.

## Everyone Belongs Here - Clubs & Organizations Galore!

Ladysmith boasts an impressive number of ways that residents of all ages can get involved in the community. Volunteerism rates are exceptionally high, and social clubs abound. Download the most current directory of community clubs and organizations from the Town's website ([www.ladysmith.ca](http://www.ladysmith.ca)) and get involved!

## Healthy, Active Lifestyle

Ladysmith has a number of year-round amenities, leisure services, programs and facilities available to meet the needs of local residents and visitors alike. These include 26 kilometers of trails, 110 hectares of parks and open space, a community centre, community hall, resource centre and a senior's centre.

Ladysmith's beautiful harbor setting and hillside landscape offer hiking and walking trails with easy access points throughout the Town. The routes include beach, marine, and estuary walks, heritage building and artifact routes, forests, waterfalls, and spectacular view points. In addition to trails, vast amounts of parks and open space offer seaside fun, nature experiences, playgrounds and playfields.

Transfer Beach Park, the jewel of Ladysmith, is located across the Trans Canada Highway from the town center. This waterfront park and beach offers a wide range of amenities to meet your needs: picnic facilities, covered shelters, large adventure playgrounds, open fields, a seasonal concession, a water spray park, amphitheatre, kayak and marine adventure centre and much, much more! Transfer Beach is well known for its warm, clear, clean summer swimming water – the warmest north of San Francisco.



Ladysmith's newest public space is Spirit Square, located in the heart of the new community complex containing the Ladysmith Resources Centre, the Boys' and Girls' Club, and the Seniors' Centre. Spirit Square is an accessible, inclusive place for festivals, events and celebrations.

The new Brown Drive Park playground, constructed by the Ladysmith Kinsmen Club, won the Kin Canada top service award for clubs across the country in 2013.

Ladysmith offers both on- and off-road cycling for beginner and experienced riders. Routes within the town connect residents to shopping and services with the least amount of hill-climbing! Following an update to its Bicycle Plan, the Town is in the process of planning route and infrastructure improvements to encourage greater use of bicycles in the community. The newest addition is a multi-use pathway, adjacent to the Trans Canada Highway, located between North Davis Road and Bayview Avenue. The pathway was constructed in 2012 to allow better connectivity for cyclists and pedestrians.

For team sport enthusiasts and fans alike, the outdoor sports complex located at Fourth Avenue and Jim Cram Drive includes Forrest Field, the home turf of the Mid Isle Highlanders Football Club - Pacific Coast Soccer League. This artificial turf

field officially opened in 2011 and is enjoyed by all ages. Along with the new playground, future plans for the complex include the development of two ball fields, a fitness track, and field house.

Forrest Field and other facilities in Ladysmith have hosted multiple major youth soccer events. The Town was recently host to the BC Mini-World Cup and the Stz'uminus All Native Annual Soccer Tournament, with hundreds of young soccer players and their families in attendance. These tournaments showcased the hospitality and amenities that Ladysmith has to offer.

The Frank Jameson Community Centre (the FJCC) includes an indoor swimming pool complex (25 meter lap pool, a therapy/teach/leisure pool, whirlpool, and sauna), gymnasium, program and meeting spaces as well as a new fitness and wellness centre. A wide variety of community education, active living, and leisure services and programs are available for every age and interest. Residents with financial challenges may seek assistance for inexpensive access to programs and services through the Leisure Access Program.

For more information about programs through Ladysmith Parks, Recreation & Culture, download a copy of the Active Living Guide ([www.ladysmith.ca](http://www.ladysmith.ca)) or call the Frank Jameson Community Centre at 250.245.6424.



## A Welcoming Community

New residents are warmly welcomed to Ladysmith, and the following resources are available for the information of prospective residents, or to help to ease the transition for newcomers.

- To request a Ladysmith Relocation Package, contact the Ladysmith Chamber of Commerce at 250.245.2112, or at [info@ladysmithcofc.com](mailto:info@ladysmithcofc.com).
- Contact City Hall at 410 Esplanade or call 250.245.6400 to obtain an information package about garbage & recycling pick-up, including service schedules, general information, recycling bags and stickers.
- Once in town, contact the Ladysmith Newcomers Club to meet friends and experience all that Ladysmith has to offer. Contact: 250.924.3319 or [btaylor289@shaw.ca](mailto:btaylor289@shaw.ca).
- The local Welcome Wagon is another great source of support and information to newcomers. Contact: 250.245.0799 or [leankg@shaw.ca](mailto:leankg@shaw.ca)

## Community Services for All

Volunteerism in Ladysmith is exceptionally high. Download the most current directory of community clubs and organizations from the Town's website ([www.ladysmith.ca](http://www.ladysmith.ca)) and get involved!

Officially opened in 2011, the new Ladysmith Community Services Centre is located between High Street and Buller Street on Second Avenue and provides a new home for the Ladysmith Resources Centre Association, the Seniors' Centre Association, and the Boys' and Girls' Club. The Centre is comprised of a combination of new and revitalized buildings and public spaces, including the new public gathering area "Spirit Square". The building housing the Seniors' Centre Association and the Ladysmith Resources Centre Association achieved the distinction of LEED Gold Certification by the Canada Green Building Council.

Ladysmith offers a wealth of support services for residents of all ages - from infants to seniors and every age in between. Services for young families in Ladysmith are second to none, with a variety of licensed care facilities, preschools, and other early years services located in the community.

Anyone seeking employment can contact Global Vocational Services - they offer free employment services to all unemployed, underemployed or employment threatened individuals. Some of their core services include job postings, computer/Internet access,



Quality of Life



resource information, one-on-one assistance with returning to work or training and workshops on computer basics, job search and resumes, career assessments and decision making, entrepreneurial exploration and trades and technology information. Visit their website at [www.gvsjobs.com](http://www.gvsjobs.com), or call 250.924.2884.

The Ladysmith Community Health Centre, formerly the Ladysmith Hospital, provides a range of health and community services in one central location, along with an adjacent 101 bed privately-run residential facility. The Community Health Centre offers services such as urgent care and clinical day care, counseling, education, children and youth clinics, midwifery, addictions services, x-ray and laboratory, and home and community care. Telehealth services, operated through Island Health, were introduced to the Ladysmith Community Health Centre in December 2013. This service uses videoconferencing technology to connect patients to health care services, regardless of where they live.

The Hillside Medical Centre offers a traditional family practice clinic. A number of private health care offices, such as dentists, physiotherapists, chiropractors, massage therapists, optometrists and others are also located in the community. Ladysmith is within the catchment area for the

Nanaimo Regional General Hospital, a modern 409 bed facility. The Hospital is located at 1200 Dufferin Crescent in central Nanaimo. In 2012, the Nanaimo Regional General Hospital opened the new and expanded \$36.9 million emergency wing, which tripled the size of the existing emergency departments and also includes psychiatric emergency services and psychiatric intensive care unit.

### Local and Regional Attractions

Ladysmith is at the crossroads of some of the best tourism and recreational opportunities that Vancouver Island has to offer. Ladysmith's tourism website ([www.tourismladysmith.ca](http://www.tourismladysmith.ca)) offers vacation planning tips to help visitors (and locals) experience everything that Ladysmith has to offer.

Known for its abundance of community spirit, the Town offers exciting celebrations throughout the year, such as Ladysmith Celebration Days in August and the famous Festival of Lights from November to January. On Sunday nights throughout the summer, free concerts are offered at the Transfer Beach Amphitheatre that will delight residents and visitors alike. The weekly "Make It, Bake It, Grow It" Farmer's Market operates weekly throughout the summer at Transfer Beach. Arts on the Avenue is an annual outdoor event which features local artists each August. In November, a self-guided tour of local artisans is organized in time for the holiday season.

The Ladysmith Waterfront Gallery ([www.ladysmithwaterfrontgallery.com](http://www.ladysmithwaterfrontgallery.com)) is located in a restored heritage building just a short walk from Transfer Beach. The gallery was created by a partnership between the Town and the Ladysmith Arts Council to provide a showcase for artistic talents of members and guest artists, along with studio and classroom space. The gallery has a reputation for being forward-thinking and dedicated to the growth



of art in all disciplines, with a focus on providing the community with classes taught by talented teachers. The Ladysmith Waterfront Gallery displays local artwork and exhibitions year-round.

With the abundance of beautiful heritage buildings and streetscapes, and artifacts from the coal mining, forestry, rail and marine industry located throughout the town, celebration of heritage is easy in Ladysmith. Discover our past with self-guided walking tour brochures, or visit the new Ladysmith Museum or the floating Maritime Museum at the Ladysmith Maritime Society community marina. While at the marina, take a historical tour of the Ladysmith Harbour aboard a restored lifeboat.

For added fun, you may want to venture out to neighbouring communities. Cultural attractions such as the BC Forest Discovery Centre and the Quw'utsun Cultural and Conference Centre in Duncan are unique experiences for visitors and locals alike. The Saturday Market in the Square in Duncan provides a wonderful opportunity to purchase products from local farmers and artisans, as does the Cedar Farmer's Market at the Crow & Gate Pub in Yellowpoint. Mix in a tour of the Chemainus murals, Duncan's outdoor totem collection, or the Art District of Nanaimo, and you are sure to enjoy your stay in the breathtaking Cowichan Region.

Community drama clubs and local restaurants feature a variety of theatrical and musical entertainment. Ladysmith's Little Theatre ([www.ladysmiththeatre.com](http://www.ladysmiththeatre.com)) is a local theatrical group known for unique community performances and weekend dinner theatre. The acclaimed Chemainus Theatre ([www.chemainustheatrefestival.ca](http://www.chemainustheatrefestival.ca)) and the Port Theatre in Nanaimo ([www.porttheatre.com](http://www.porttheatre.com)) are within a 20 minute drive and offer a variety of performances.

At various times during the year, wineries and artisans open their doors to visitors and aficionados alike. Hiking, kayaking, paddle boarding and diving are also very popular activities in Ladysmith and surrounding areas. The Visitor Centre is a wonderful source of local tourism-related information. The Visitor Centre is located at 33 Roberts Street, and can be contacted at 250.245.2112 or [info@ladysmithcofc.com](mailto:info@ladysmithcofc.com). For more information on regional tourism attractions, visit:



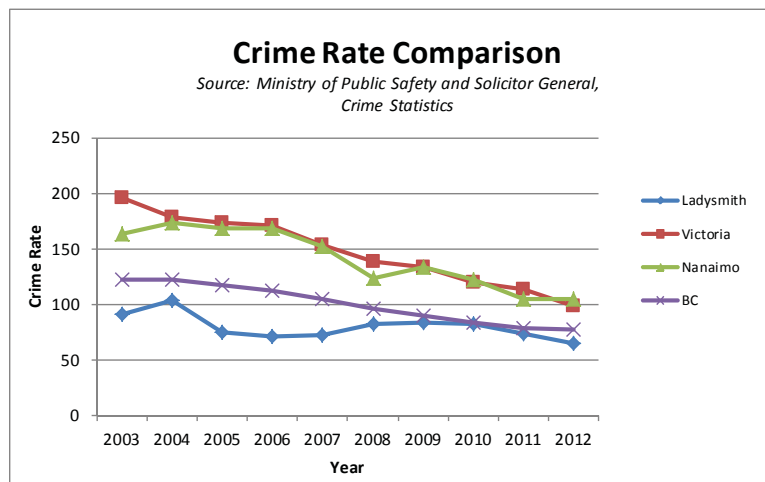
Tourism Cowichan: [www.tourismcowichan.com](http://www.tourismcowichan.com)  
Tourism Nanaimo: [www.tourismnanaimo.com](http://www.tourismnanaimo.com)  
Tourism Vancouver Island: [www.vancouverisland.travel](http://www.vancouverisland.travel)

Quality of Life

## A Safe Community to Call Home

Policing services are provided by the Royal Canadian Mounted Police (RCMP). The Ladysmith Detachment has seven municipal officers, five provincial officers, one First Nation officer, three on-call guards, four public service staff, and a Victim Services Coordinator, in addition to support from volunteers.

Ladysmith Fire/Rescue provides fire protection to the Town of Ladysmith, parts of Saltair and the Diamond Improvement District. This fire protection area spans over 100 square kilometers. The Fire/Rescue Department consists of 35 paid-on-call members including the Fire Chief, Deputy Chief, Training Officer, Captain, 3 lieutenants, and 28 firefighters. For more information, please visit [www.ladysmith.ca/public-safety/ladysmith-fire-rescue](http://www.ladysmith.ca/public-safety/ladysmith-fire-rescue).



## Local Media

The Ladysmith-Chemainus Chronicle is published weekly and covers Ladysmith and Chemainus areas. It features news stories, local cultural and sporting events, and classifieds. It is also online at [www.ladysmithchronicle.com](http://www.ladysmithchronicle.com).

Take 5 ([www.take5.ca](http://www.take5.ca)) is a monthly publication circulated in Chemainus, Saltair, Ladysmith, Yellow Point, Cedar, Cassidy, Chase River and surrounding areas.

The nearest daily newspapers are the Nanaimo Daily News and the Times-Colonist in Victoria.

There are three broadcasting stations serving Vancouver Island: CTV, CHEK TV and Shaw Cable. There are also a great variety of radio stations in the area, including:

- 89.7 FM “Sun FM” (Duncan)
- 90.5 FM CBC Radio (Victoria)
- 101.7 FM Radio VIU “CHLY” (Nanaimo)
- 102.3 FM “The Wave” (Nanaimo)
- 106.9 FM “The Wolf” (Nanaimo)
- 690 AM/ 88.1 FM - CBC Radio One (Vancouver)
- 1070 AM CFAX (Victoria)



The Community Profile is a collection of community information and statistical data deemed accurate and up-to-date at the time of publication. While we have made every effort to confirm the contents, please verify information prior to use to ensure that it is current and correct. Thank you.

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## Town of Ladysmith 2014 Community Profile

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