

PROFESSIONAL SERVICE AND
KNOWLEDGE BASED BUSINESS

Business Profile



LADYSMITH: WHERE PROFESSIONALS TRULY BALANCE LIFE AND WORK

A Great Combination of Rural Charm and Urban Amenities

In the Internet age, many businesses can be operated out of almost any location. Given the option, more and more entrepreneurs are choosing quality of life over big city living.

Why locate your business in Ladysmith?

- Small-town, West Coast lifestyle, coupled with excellent amenities
- Supportive economic development strategy focused on expanding the local business sector
- Central location, within easy access of BC's major markets
- Steady population and business growth since 2000
- Be a part of an award-winning green community focused on environmental, social and economic sustainability

Harrowsmith Country Life Magazine described Ladysmith as “remote enough to feel free of urban nuisances, urban enough not to feel remote.”

As a small business owner, you will have a well-established circle of peers to connect and network with. And with high-speed Internet and business support services right in town, you'll find that doing business is just as easy as in a larger centre.

“WE’VE FOUND LADYSMITH’S BUSINESS NETWORK TO BE WORLD-CLASS IN TERMS OF SERVICE, TECHNICAL KNOW-HOW AND PRICING.” – Ladysmith business owner

THE BEAUTIFUL TOWN OF LADYSMITH

- Ladysmith is built right next to the ocean. Its natural 5-mile harbour provides excellent boating access to the Gulf Islands.
- Ladysmith’s downtown features beautifully preserved turn-of-the-19th-century architecture and a friendly, small-town atmosphere.
- Harrowsmith Country Life magazine named Ladysmith one of the “10 prettiest towns in Canada”. The town has also won first place in the popular “Communities in Bloom” contest.



Easy Access to Markets and Urban Centres:

Ladysmith is centrally located and offers many convenient options for travelling to larger centres – in fact you can be in a meeting in downtown Vancouver within an hour of leaving Ladysmith.

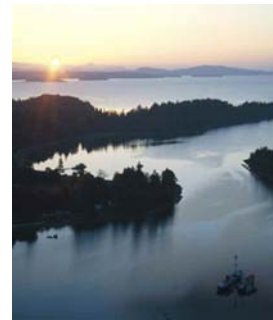
- By road: Ladysmith is located right on the #1 Highway. Victoria is 85 km to the south. Nanaimo is 26 km to the north
- By ferry: Ladysmith is close to Nanaimo’s two ferry terminals, which provide regular service to the mainland
- By air: Nanaimo Airport, nine km from downtown Ladysmith, provides regularly scheduled flights to Vancouver and the Lower Mainland. Floatplanes offer service straight to downtown Vancouver.

- Ladysmith is located on the east coast of Vancouver Island, right on the 49th parallel. Population: 8,100.

Ladysmith Economic
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www.ladysmith.ca

“My clients happily travel to Ladysmith to see me. It’s so beautiful here. They come from Campbell River, Victoria, Vancouver and other communities” – Ladysmith knowledge based entrepreneur.





A SUPPORTIVE BUSINESS ENVIRONMENT

Our province

BC is a great place to run a small business. In 2007, BC had more small businesses per capita than any other province, with 87 small businesses per 1,000 people. Small businesses account for 56% of all private sector employment – the highest rate in the country.

Our community

Ladysmith has been hard at work diversifying its economy. In the last few years, there has been a considerable increase in the number of new enterprises in the community, as both new and current residents establish businesses in our dynamic Vancouver Island setting.

Our strategy

Ladysmith has a vision for a prosperous and sustainable future, which is supported by the Economic Development Commission and its many pro-business initiatives. The EDC is committed to fostering growth through its established strategy for business development.

THE IDEAL WEST COAST LIFESTYLE

- **Climate:** Ladysmith has a temperate climate with moderate rainfall in the winter. Summers are usually dry and sunny
- **Outdoor activities:** Ladysmith's natural harbour makes it the perfect location for boating of all kinds. The area also has great hiking, mountain biking, golfing, skiing and much more
- **Cultural events:** Ladysmith is home to a vibrant arts community and a waterfront art gallery. Two professional theatre companies operate in nearby communities. Special events and celebrations take place year-round
- **Schools:** Both English and French Immersion streams are available in Ladysmith at the primary level. Vancouver Island University (formerly Malaspina University-College) is located in nearby Nanaimo
- **Real Estate:** House prices in Ladysmith are relatively affordable in comparison with other locations on the south Island. A new waterfront live/work development will provide an exciting alternative for residents wanting to work from home

“By locating my business in Ladysmith I get to be on vacation every day... and never have it end.” – Ladysmith entrepreneur

BUSINESS IN LADYSMITH

Ladysmith is already home to numerous successful entrepreneurs who have chosen to live and do business in our small but vibrant community:

- Accountants
- Financial Advisors
- Personal Development Consultants
- Architects
- Insurance Brokers
- Project Managers
- Bookkeepers
- IT Specialists
- Strategic Planning Specialists
- Business Coaches
- Notaries
- Web Designers