

## BOAT-BUILDING AND RELATED MARINE MANUFACTURING

# Business Profile



### LADYSMITH: A PERFECT FIT FOR THE MARINE INDUSTRY

#### A Spectacular Community and Waterfront

Ladysmith's beautiful 5-mile natural harbour, with its sheltered waters, is perfect for all kinds of recreational boats, including large yachts. The harbour's location offers the ideal launching point for exploring the Gulf Islands, a favourite destination for boaters from around the world. Our moderate climate, magnificent scenery, and abundant wildlife (including whales, porpoises and seals) make the area a year-round boater's paradise.

Ladysmith offers excellent marine facilities and business infrastructure:

- The Ladysmith Marina is owned by the Oak Bay Marine Group, which is constructing 50' to 80' boathouses at the facility. These boathouses will provide convenience, protection, and year-round access to the surrounding area
- Ladysmith is also home to a community-run marina, recreational boat launch and a government wharf
- The town's two industrial parks offer a variety of commercial spaces suitable for the manufacturing industry. Both have excellent highway access and appropriate servicing

### 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.

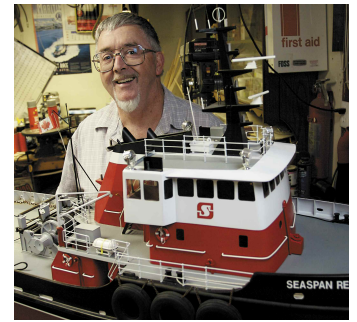
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*"We've found Ladysmith's business network to be world-class in terms of service, technical know-how and pricing."*

– Owner, Ladysmith boat building company

*Ladysmith*  
THE BUSINESS OF BALANCE

## BOAT-BUILDING AND RELATED MARINE MANUFACTURING



### 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*

### A TRULY MARITIME COMMUNITY

Many Ladysmith groups and special events ensure that residents have boundless opportunities to get out on the water!

- The Ladysmith Maritime Society operates a community marina, hosts the annual Maritime Festival, runs a small maritime museum, and offers boat tours of the harbour in summer. The Society also hosts the Cowichan disAbility Resource Centre's disabled sailing program, which provides lessons and outings to disabled children and adults.
- Vancouver Island Paddlefest is a yearly, weekend-long festival with free activities and events for paddlers of all ages and abilities. Participants come from around the Island, the Lower Mainland, Washington State and beyond.
- The Ladysmith Yacht Club provides racing and social activities, including recreational cruises, sail boat races and events of interest to power boaters.