

City of Miramichi Investor Prospectus:





A sincere Miramichi welcome is extended to all. We encourage you to come and enjoy Miramichi hospitality first hand and take the time to explore our vibrant municipality, built on the foundations of some of the provinces most colorful and fascinating communities

Sincerely

**John McKay
Mayor**



For more information on economic development please feel free to contact the Director of Economic Development at (506) 623-2062

Location

The City of Miramichi is located in north-eastern New Brunswick along the world famous Miramichi River. The City was formed in 1995 through the amalgamation of five incorporated municipalities (Town of Chatham, Town of Newcastle, Villages of Loggieville, Douglastown and Nelson-Miramichi) and six surrounding unincorporated areas. It is centrally located within a two-hour drive of the larger urban areas in the province. It is also located within an 8 hour drive of major cities such as Montreal and Boston.

Cities	Distance (km)	Distance (miles)
Boston, Mass.	869	540
Halifax, Nova Scotia	407	253
Montreal, Quebec	812	505
New York, New York	1,198	744
Toronto, Ontario	1,355	843



Population

Based upon 2001 Census information, the City of Miramichi has a population of 18,508, thereby making it the fourth largest city in the province of New Brunswick. In 2001, the population of Northumberland County was 50,817. Within a typical commuter distance of 40 km (25 mile) there are approximately 41,000 residents. The regional area of Miramichi extends into neighbouring Kent County resulting in a population of 82,200.

Population Information	
City of Miramichi	18,508
Northumberland County	50,817
Greater Miramichi Region	82,200
Province of New Brunswick	729,498

Source: Statistics Canada, 2001 Census

The average age of city residents is 36.8, similar to the average ages in both Northumberland County and the Province of New Brunswick.

Age Profile						
Age	City of Miramichi		Northumberland County		New Brunswick	
	Population	Percentage	Population	Percentage	Population	Percentage
0-14 years	3,680	19%	10,175	19%	144,615	20%
15-64 years	12,995	68%	35,230	68%	500,330	68%
65+ years	2,575	13%	6,615	13%	93,185	12%

The majority of the City of Miramichi residents are English speaking (90%) compared with 65 percent for New Brunswick. Within the Greater Miramichi region, 28 % of the population has French as their first language.

Mother Tongue				
	Miramichi Region	%	New Brunswick	%
Total Population	48,100	100%	729,600	100%
English	33,035	68.7%	473,260	64.9%
French	13,755	28.6%	239,730	32.9%
Multiple Responses	530	1.1%	6,320	0.9%
Other	780	1.6%	10,290	1.4%

The population is almost equally divided, with 49.9 % women and 50.1 % men as shown here.

Age	Males	%	Females	%	Total	%
00-14	4,888	20.1%	4,620	19.0%	9,508	19.5%
15-19	2,053	8.4%	1,789	7.4%	3,842	7.9%
20-24	1,908	7.8%	1,819	7.5%	3,727	7.7%
25-29	1,768	7.3%	1,709	7.0%	3,477	7.1%
30-44	5,923	24.3%	5,902	24.3%	11,825	24.3%
45-64	5,218	21.4%	5,042	20.8%	10,260	21.1%
65+	2,618	10.7%	3,409	14.0%	6,027	12.4%
Total	24,376	100%	24,290	100%	48,666	100%

Income

The average household income (\$48,639) in the City of Miramichi exceeds the Provincial rate by 5.2%. (Financial Post Estimates 2001). Average family income (\$52,741) in Miramichi exceeds the provincial rate by 4.4% (Financial Post Estimates 2001)

Household Income and Source of Income (1996)						
	Canada	New Brunswick	Northumberland County	City of Miramichi	Miramichi Ratio	
					Canada	N.B.
Average Household Income	\$48,552	\$41,090	\$39,102	\$44,409	0.9	1.1
Median Household Income	\$40,209	\$35,064	\$32,908	\$39,092	1.0	1.1
Sources of Total Personal Income						
Employment Income	75%	71%	67%	72%	1.0	1.0
Government Transfer Payments	14%	20%	26%	19%	1.3	0.9
Other Sources	11%	9%	7%	9%	0.8	1.0

Labour Force

The City of Miramichi is the principal economic centre for the resource-based Northumberland County economy. Manufacturing and processing activities associated with forestry products remains the economic anchor of the area led by firms like UPM-Kymmene (pulp and paper, approximately 1300 employees) and Weyerhaeuser (OSB, 130 employees). Other major employers in the City of Miramichi include: School District #16 (education, 1000 employees) Region 7 Hospital Corporation (health services, 950 employees), Sunny Corner Enterprises Inc. (manufacturing, 450 employees); Atcon Construction Inc. (construction, 350 employees); and, N.B. Dept. of Transportation (government services, 230 employees).

Labour Force by Industry						
<i>Sector</i>	Canada	New Brunswick	Northumberland County	City of Miramichi	Miramichi Ratio	
					Canada	N.B.
Primary Industries	6%	7%	13%	4%	0.7	0.5
Manufacturing	14%	13%	15%	15%	1.0	1.1
Construction	6%	7%	8%	6%	1.0	0.8
Transportation & Storage	4%	5%	4%	3%	0.7	0.6
Communication & Utility	3%	4%	2%	3%	0.8	0.7
Wholesale/Retail Trade	17%	17%	16%	19%	1.1	1.1
Finance, Insurance & Real Estate	6%	4%	2%	3%	0.5	0.7
Business Services	7%	4%	2%	3%	0.5	0.8
Government Services	6%	8%	7%	10%	1.6	1.2
Educational Services	7%	7%	8%	9%	1.3	1.2
Health & Social Services	10%	11%	10%	13%	1.4	1.2
Accommodation, Food & Beverage Services	7%	7%	7%	7%	1.0	1.0
Other Service Industries	8%	7%	6%	7%	0.9	1.0

Business Support and Services

There are many organizations available to help Miramichi businesses grow:

[Enterprise Miramichi](#), a New Brunswick Economic Development agency and the former [Miramichi Region Development Corporation](#) has existed since 1975 to increase and promote the region's economic and business activity. It serves all of Northumberland County including the shareholder communities of the city of Miramichi and the municipalities of Blackville and Doaktown.

The [Northumberland Business Advisory Centre's](#) mandate is to stimulate economic development and growth in Northumberland County. It invests its time and money towards the creation and maintenance of jobs for people in the county, which results from the establishment of new business or the expansion or stabilization of existing ones.

The [Greater Miramichi Chamber of Commerce](#) provides leadership and communication on economic issues, supports economic development initiatives, speaks for all Miramichi business interests, promotes development of business services, and provides networking among Miramichi firms.

The [Downtown Miramichi Business Network](#) promotes, develops and enhances the downtown area of the former Town of Newcastle through community and economic development.

The [Historic Water Street Business District](#) promotes and enhances the downtown area of the former Town of Chatham through community and economic development.

The [Atlantic Canada Opportunities Agency](#) (ACOA) is a federal government agency that is headquartered in the Atlantic Region. ACOA's goal is to improve the economy of Atlantic Canadian communities through the successful development of business and job opportunities

[Business New Brunswick](#) generates economic prosperity by partnering with our stakeholders to develop opportunities for growth, innovation and globalization.

The [Department of Economic Development](#) for the City of Miramichi is also available to assist new or existing businesses with their economic development needs.

[Human Resources Development Canada](#) provides assistance for all your human resources as well as training and development needs.

Education Levels and Facilities

The City of Miramichi has a full range of elementary, middle and senior high schools including a French Language school, a learning and technology centre, community college and several private sector training facilities.

The Miramichi Community College is designated as a Multi-media Centre of Excellence and a leader in education through technology-based learning and distance delivery. The college programs specialize in four areas - protective services, natural resources, heavy equipment and learning technologies. Training programs are directed towards the needs of employers and are subject to on-going research designed to revise and expand programs to support economic growth and development.

- NBCC- Miramichi (Fall 2002) has approximately 450 full-time students and 2500 part-time/contract students.

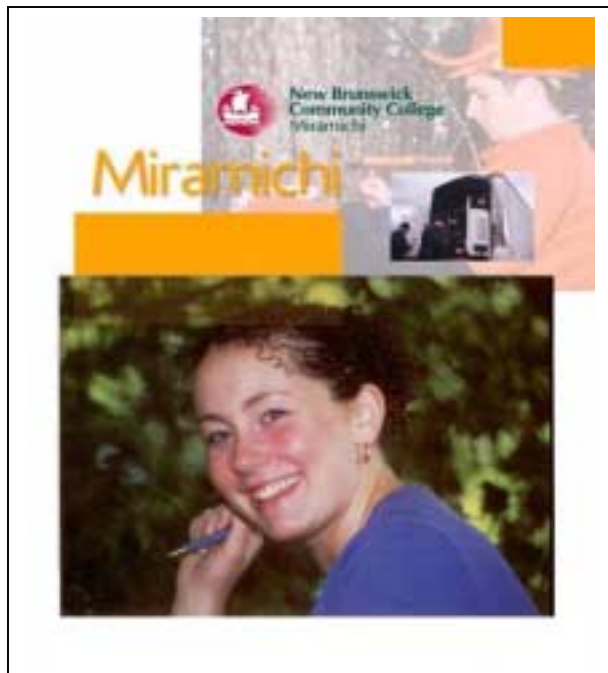
The National Research Council (NRC) has recently (Spring 2001) established a satellite office at NBCC-Miramichi. The purpose of this office is to assist local companies to increase productivity, sales and R&D efforts through the use of information technology. The college and Miramichi area are connected via a broadband high-speed Internet connection with the other NRC facilities in the province.

Residents also have opportunity to complete first and second year studies in Bachelor of Arts, Science or Commerce programs locally in partnership with Mount Allison University in Sackville, Saint Thomas University and the University of New Brunswick in Fredericton.

- The University program on the Miramichi currently (Fall 2002) has 130 students enrolled in first and second year programs.
- Of the 15 years of age and older population, City of Miramichi residents exceed the levels of educational attainment of both the County and the Province. For example 90 percent of City residents have achieved at least grade 9, compared to 84 percent of New Brunswick residents and 80 percent for the County. On the other hand, 27 percent of City residents have taken some form of non-university training following high school compared to 22 percent provincially and 21 percent in the County. Approximately 10 percent of City of Miramichi and New Brunswick adult residents have university degrees, compared to only 6 percent for Northumberland County as a whole.

The City of Miramichi has a higher proportion of the population having a trade or non-university certificate or diploma than is found in the County, Province or Canada. Completion of university in the City of Miramichi is the same as the provincial average, and slightly lower than the national level.

Population 15 + By Highest Level of Education:		
	Miramichi Region	New Brunswick
Population 15+	38,575	585,000
Less than Grade 9	7,535	96,240
Grades 9 to 13 w/o Diploma (including those still in school)	10,075	139,915
Grades 9 to 13 with Diploma	5,765	85,800
Trades Certificate or Diploma	1,335	19,275
Post Secondary w/o Certificate (including some still in college)	1,680	24,905
Post Secondary with Certificate	6,730	101,375
University w/o Degree (including some still in university)	2,960	57,860
University Degree	2,495	59,630



Construction and Investment

Since its formation in 1995, the City of Miramichi has enjoyed steady building activity. On average 40 new single family homes have been constructed each year since 1995. Commercial and industrial construction activity has occurred which has further strengthened the municipal tax base.

- Since the City was formed in 1995, over \$104,000,000 in new construction has occurred. Of this amount, 27% is attributed to new commercial development.
- In recent years, new construction in the City exceeded \$28,000,000, with 43% of that growth occurring in the commercial sector.
- Land development costs are very reasonable, with no development charges applied to new development.
- Building permit fees are \$6.00/\$1000 of new construction for commercial or industrial projects, and are among the lowest rates in the Maritime region. Single and two unit homes are assessed a building permit fee at a rate of \$4.00/\$1000.

The City of Miramichi has three designated industrial parks that contain a variety of light industrial, service and retail uses. The City also has large pulp and paper mills, lumber and manufacturing operations.



Housing

There are 7911 dwelling units in the City of Miramichi.

Over 74% of units are single detached, while 5% are semi-detached or duplex units. Moveable dwellings account for 6% of all housing in the city. The trend in home construction continues to be dominated by new single unit dwellings. Of the total, 76% or 5290 units are owned with 24 % being rented. The average value of a typical single unit dwelling is \$82,830 and rental rates average \$450 per month. The value of dwellings and rental rates has remained relatively constant since the city became incorporated in 1995.

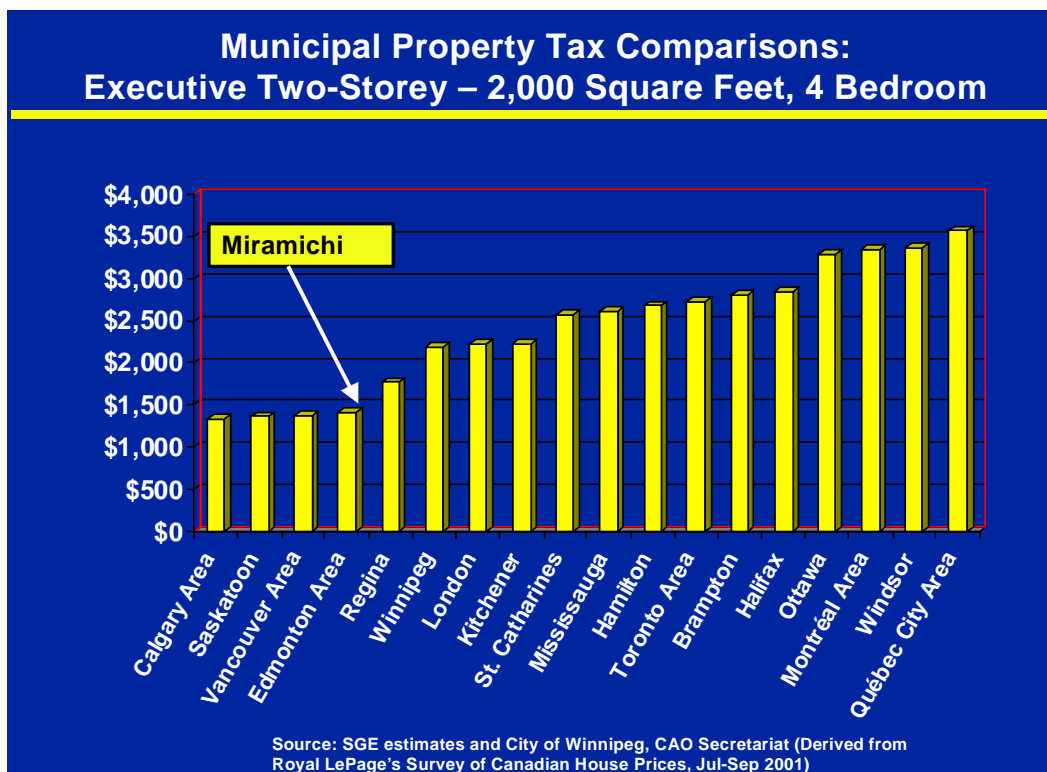
Retirement Miramichi Inc. is an active living retirement community located on the former CFB – Chatham base. There are 264 housing units available for rent by retirees. As of September 2001, RMI is home to over 250 retirees who have moved to Miramichi from all over North America.



Taxation and Assessment Base

The 2003 municipal tax base is \$1,133,745,123, the fourth largest amongst the cities in the province. Annual tax rates in 2002 for the City of Miramichi were \$1.47/\$100 of assessment for areas in the City that were within a Town or Village prior to amalgamation and \$1.35/\$100 of assessment for areas that were within an unincorporated area prior to amalgamation. Commercial and industrial rates are assessed at 1.5 times the residential rate

Based on average assessment values from Services New Brunswick, annual property tax values are less than \$1,500 for an executive two-story house with 2,000 square feet and four bedrooms. Municipal property taxes within the City of Miramichi are therefore within the lower range of cities across Canada.



Retail and Commercial Areas

The City has several commercial areas – the traditional downtown areas of Chatham and Newcastle offer a mix of retail and services including office, automobile, financial, accommodations and restaurants. The City also boasts the only provincially designated historic commercial district. Historic Water Street Business District was designated in 2000 as an area of provincial significance due to its history and retention of much of the original streetscape. There is also a concentration of retail and service facilities located in the former Douglastown area of the City. This commercial development is focused in two large shopping centres as well as highway commercial developments.



Transportation

Even with the emergence of the new economy, reliable modes of transporting goods, products and people is still vital to economic growth.

The city is well served by the provincial highway network, being located at the junction of Routes 8 and 11, which are major arterial highways moving traffic east/west and north/south. Miramichi is centrally located within the province and accessible by the provincial highway system from the other major urban areas making it an ideal location for transportation/distribution activities. The city is also able to offer all modes of transportation, including rail, road, air and water.

For private or corporate aviation needs, Miramichi has an excellent airport located within its municipal boundaries. The Miramichi Airport (YCH) has a total land area of 346 ha which includes an air terminal building of 295 square metres and one asphalt runway 3050 m x 45 m with 1798 metres of runway length currently being utilized. Navigational equipment in place at the airport includes a recently upgraded non-directional beacon (NDB), distance measuring equipment (DME) and ARCAL lighting. Two national airports with scheduled domestic and international flights are located within a 1.5-hour drive from City.

The city offers the availability of rail service for both passenger and freight needs. In fact, the City has identified several acres of land for industrial development to take advantage of this rail access. The property is located in the western portion of the City, near existing industrial activities.

There is one port located in the City of Miramichi on the Miramichi River. The Port of Miramichi - Newcastle Site officially commenced operation in 1985. The site contains approximately 21,625 m² (5.34 acres) of property, with a berthage length of 313 m and a depth of 9 m. Two unheated storage sheds are located on the property containing 10,300 m² and 2325 m² of enclosed storage area. There is an open storage area of 9000 square metres.

Recreation and Leisure

Miramichi offers approximately 22 kilometres of walking/hiking/biking trails, many along the beautiful Miramichi River. The French Fort Cove is a 400 Hectare (1000 acre) multipurpose nature park located in the centre of the city. The city also has two indoor pools, two arenas, an 18 hole golf course, two full service marinas, numerous ball parks, soccer fields, tennis courts, two fully equipped gymnasiums, an in-line skating, skate board and BMX facility, curling club, cross country ski club, and several private fitness centres, libraries and museums.

- Among the cities in New Brunswick, Miramichi has the second highest per capita expenditure on recreation, leisure and culture (\$156.56 per person in 2001)



Culture and Heritage - Festivals

The City of Miramichi has a multitude of cultural facilities and events, which reflect its strong sense of heritage. This heritage is based largely on its natural resources, especially the forests and its world-recognized river. As well, the city has a rich cultural heritage including people of mainly Irish, Scottish, British, Micmac and Acadian descent.

The City has a large number of historic and cultural buildings and sites, which form the basis for its tourist attractions.

The City hosts a large number of cultural festivals each year, which reflect its diverse cultural background in music, dance and dress. It is perhaps best known for its Irish Festival, which is one of the first and largest in Canada. One of its longest standing and most popular festivals is the Miramichi Folksong Festival.

➤ *Miramichi is known as the City of Festivals.*

