



MITCHELL | ONTARIO | **CANADA**



COMMERCIAL INVESTMENT PROSPECTUS

MITCHELL | ONTARIO | CANADA



Downtown Mitchell

- A popular stop on the *Shakespeare to the Shoreline* drive
- 20+ retail establishments in Mitchell's historic downtown
- Professional Services are abundant and make up 24% of downtown spaces
- Trade area of nearly 40,000 residents
- Ideal location for new businesses, with main street development opportunities available
- High traffic counts as Highway 23 and 8 pass through downtown
- Anchors include Tim Hortons, Home Hardware, LCBO and Chrysler, Dodge and Jeep dealerships
- Connected to trail systems along the North Thames
- 6 million people within 250 km
- Low property tax rates

WELCOME TO MITCHELL

I am proud to present you with our *Retail Prospectus* for Mitchell, showcasing support for our current businesses while looking forward to new and exciting business growth – we are *Cultivating Opportunity for business!*

Mitchell is a thriving and progressive community located in Perth County, the heart of Southwestern Ontario, with a robust and diversified business community.



The County and its partners have completed a 2.3 million dollar community revitalization project to promote economic growth, attract investment and provide support to local businesses. The focus for growth has been to attract investment while providing support to local businesses.

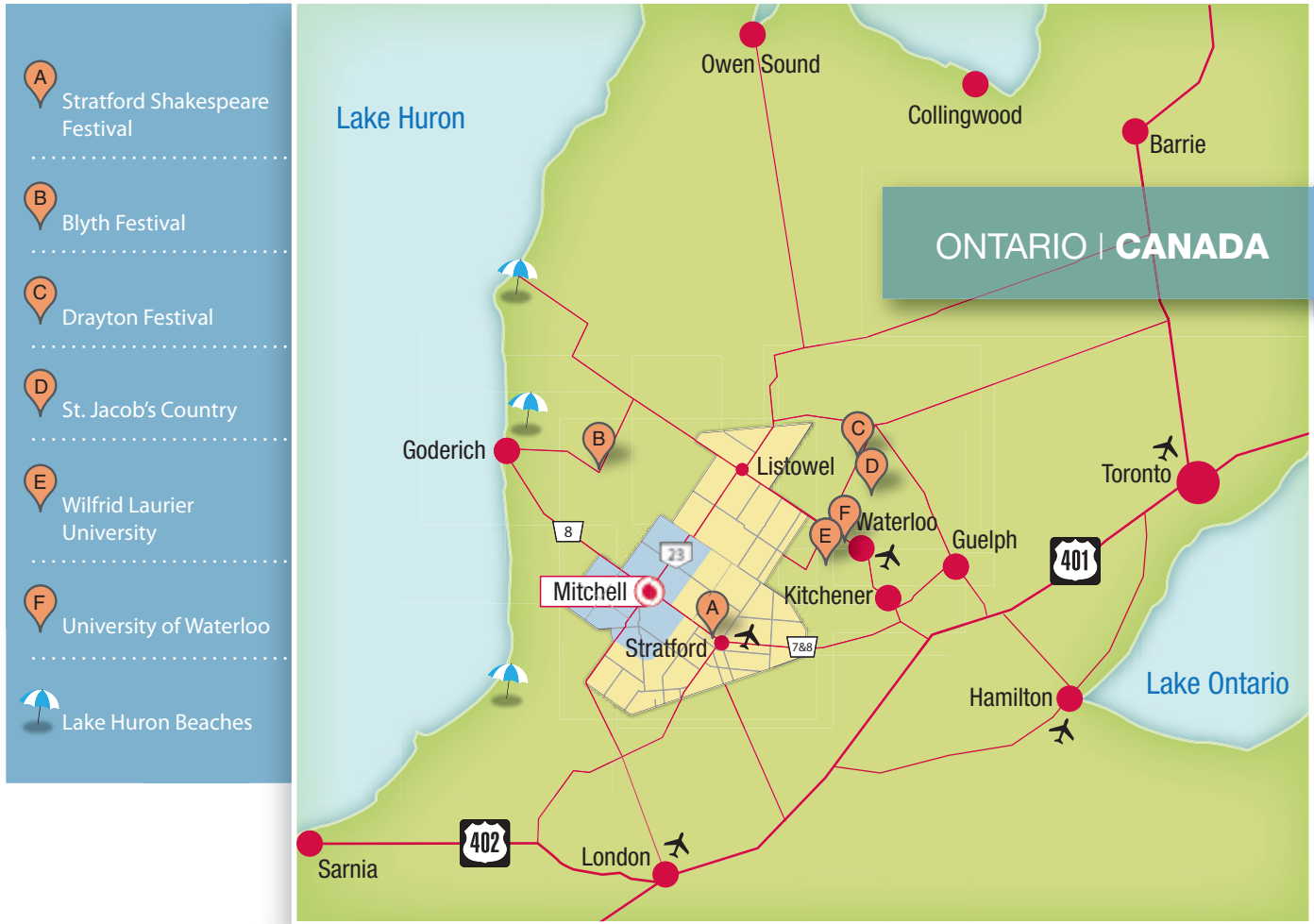
Business support is strong, and Mitchell's downtown offers unique business opportunities and is home to a thriving Business Improvement Area. Mitchell offers a quality of life that has contributed to its growth and success.

The community of 8900 people is made up of long-time and new residents with diverse backgrounds and a wide range of skills and talent. A strong work-life balance exists in Mitchell and we are looking forward to an exciting future of growth and prosperity.

I invite you to explore the many opportunities that await you in Mitchell and Perth County. We have a dedicated Economic Development Office eager to assist you and introduce you to a new world of opportunity for your business. We look forward to meeting you soon!

Sincerely,
Warden Ian Forrest

The regional centre of Mitchell, with a market trade area of over 40,000 people, is located within the Municipality of West Perth and County of Perth.



Top Ten Reasons To Do Business in Mitchell

- Attractive downtown business community
- Strong, skilled and dedicated labour force
- Affordable cost of doing business
- No development charges on commercial construction
- Strategic location in Southwestern Ontario
- Access to consumer traffic and catchment area
- Convenient transportation network of highways
- Excellent infrastructure for a growing business base
- Strong and supportive business community
- Supportive Council and award-winning Economic Development Office

Transportation Networks

Mitchell is located centrally in Mid-Western Ontario. Approximately 6.0 million people live within 250 kilometres (150 miles) of Mitchell. More than half of the North American industrial market is within one day's trucking distance. Surrounded by well connected highways, Mitchell is easy to reach. The main highway corridors include:

- **Highway 8:** A heritage highway, it connects Mitchell to Stratford in the east and the Lake Huron shoreline to the west.
- **Highway 23:** Connects Mitchell to cottage country in the north and London in the south.
- **Highway 401:** The main transportation artery in Ontario. Perth County is 30 km north.
- **Air Transportation:** Mitchell is within a 1 hour's drive of London and Region of Waterloo International Airports and less than 2 hours to Toronto's Lester B. Pearson International. These airports offer a global transportation linkage for passengers and cargo.
- **Rail Transportation:** VIA Rail Canada provides daily passenger rail services from Stratford and St. Marys (20-30 minutes travel).

Locations to Suit your Business Needs

Mitchell has a selection of commercial locations available for your business needs including space in the quaint and historic downtown. Opportunities are endless in Mitchell where you can find the perfect location for your business within a comfortable distance to all major markets.

For an up-to-date listing contact the Perth County Economic Development Office or visit www.perthcounty.ca.

Business Support Services

The Perth County Economic Development Office is available to help you build your business! They are dedicated to helping you find the right location for your business and works in partnership with local municipalities, business, industry and all levels of government to seek out strategic opportunities that will enhance the local economy.

Helping you succeed are several organizations that work with the Economic Development Office:

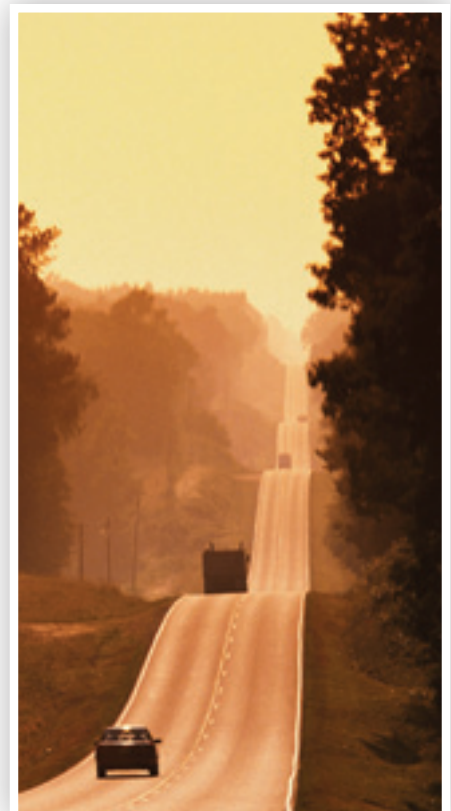
Mitchell Business Improvement Association exists to create a brand that celebrates the proud commercial history and heritage of Mitchell as the historical centre of the surrounding rich agricultural hinterland while promoting the exciting opportunities for entrepreneurs, existing business and visitors alike in downtown Mitchell.

To help your business succeed, local municipalities, Province of Ontario and Perth Community Futures have partnered to create the **Stratford/Perth Centre for Business**. This one-stop resource for one-on-one business coaching, financing and expansion planning will provide information and identify solutions to enhance your business success.



" Mitchell is a great place to own a business. We have the small town advantage – a welcoming community, a loyal workforce and a supportive network for new and existing businesses."

Steve Walkom,
Owner of Walkom's Valu-Mart,
President of Mitchell Business
Improvement Association

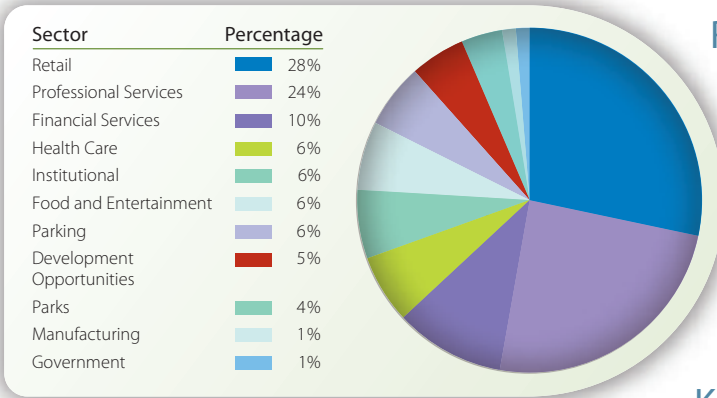


COMPETITIVE OVERVIEW OF MITCHELL'S RETAIL MARKET

Types of Retail

Mitchell's retail sector has a strong concentration of stores specializing in automobile dealerships/parts, furniture, lawn/garden supply and general merchandise stores.

Type of Properties in Mitchell's Commercial Areas



Retail Sector: Facts and Figures

Mitchell has a thriving and active downtown. With over 517 residents living in the downtown core, businesses can enjoy a retail and residential neighborhood mix with an already existing culture and identity.

Mitchell is a place where urban services meet rural living, making our community a great location for employees and families.

Key Drivers of Mitchell's Growth

Mitchell's growth is driven by a desire to meet the community's needs. In 2010, Mitchell's Business Community responded when asked what they felt would make the retail sector of Mitchell stronger and more responsive to the resident's needs. Here is what they said:

- Specialty food and beverage stores
- Clothing and accessories stores (women's, men's and children)
- Shoe stores
- Accommodation services
- Electronics and appliances stores
- Sporting goods stores

Look What's New in Mitchell!

LCBO in Mitchell recently underwent renovations to the exterior and interior to modernize its appearance.

Patrick International Fine Art is a professional Art Gallery that represents an international group of artists from Canada, United States of America, Netherlands, Switzerland, Australia, New Zealand and the Cayman Islands. Their professional staff will assist fine art collectors in purchasing, selecting, shipping, framing, hanging and evaluating all types of fine art.

Great Lakes Specialty Meats – May 2010 marked an announcement in Mitchell of a \$4.5 million investment from Agriculture and Agrifood Canada and a \$2 million investment through OMAFRA's Rural Economic Development Program to help Great Lakes Specialty Meats of Canada Inc. improve and expand its facility allowing the company to pursue new niche markets. The company will use the funds to purchase modern and efficient equipment and technology such as leading traceability systems for improved food safety. These improvements will allow the company to increase sales of its high quality Canadian pork products. This is expected to create 160 additional jobs in Mitchell.



Prominent Retail Businesses in Mitchell

The vibrant town of Mitchell provides shoppers with a unique selection of businesses offering everything from designer clothing to home decor, quilting supplies to hardware supplies, bicycles to motorcycles. The friendly merchants will welcome you in like an old friend and you'll leave knowing exactly what small town service is all about.

Mitchell's downtown is a frequent gathering for a number of community celebrations which take place year. A few highlights include the *Cornfest* and the *Biggest Little Fair in Ontario – Mitchell's 157th Annual Fall Fair!* These events attract high volumes of consumers into Mitchell's downtown and offer excitement for retailers and families alike!

Population Growth and Higher Standards of Living

The table below shows Mitchell's trade market area is 39,383.

COMMUNITY	2010 POPULATION
Municipality of Bluewater	7,120
Huron East	9,310
South Huron	9,982
Perth South	4,132
West Perth	8,839
TOTAL	39,383

The current population of West Perth is 8,839 residents. As a part of West Perth, as Mitchell grows so too does the breadth of its retail services. The surrounding communities utilize services in Mitchell which has created an expanding trade area for local businesses. Mitchell residents are known for their community pride and friendly approach to life – business owners call customers by name and greet them with a smile.

Household Income & Household Income Group

Mitchell's trade area has an average per person income of \$40,688.

Housing Availability and Home Ownership

In Mitchell/West Perth there is a strong population of home owners, and this is in part due to the availability of affordable housing. Whether you prefer a new home or a historic home, Mitchell offers high quality of living at an affordable price.

Labour Force

Based on most recent Census data, the labour force in Mitchell's trade market area is 31,300 people. In addition, the City of Stratford's labour force of 24,750 and is only a 20-30 minute drive away.

Household Income by Population



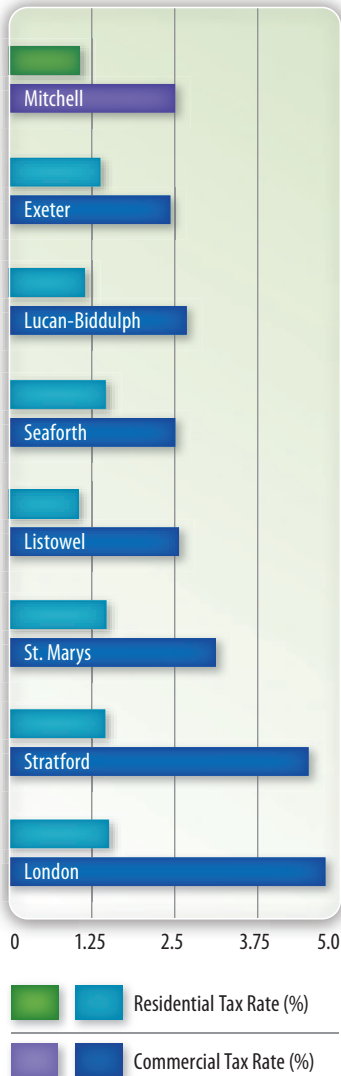
Source: Statistics Canada (2005) Beyond 2020 Data

Regional Household Income



Median income 2005 – all private households (\$)

Municipal Tax Rates



Source: FIR 2009 Data as derived by Millier Dickinson Blais

BUSINESS FACTORS

We know what is important in the planning of your business. Supportive Councils at the Municipal and County levels ensure that you will enjoy a seamless development process and reasonable development and operating costs.

Municipal Tax Rate

Mitchell, as part of Perth County, offers municipal tax rates which are competitive with other municipalities across the region. Commercial and residential tax rates are low in comparison to surrounding communities.

Investment

Building permits are required for the construction of new buildings or structures, building additions, swimming pools, decks, erection of signs and for most building or structural alterations. A permit can be obtained at the West Perth Municipal Office in Mitchell.

CLASS OF PERMIT	SIZE	FEE
Commercial, Industrial, Institutional	New and additions: < 40,000 sq. ft.	\$100 plus \$.042/sq. ft.
	New and additions: > 40,000 sq. ft.	\$100 plus \$0.35/sq. ft.

Source: Municipality of West Perth, 2010

Professional Services

Mitchell offers a range of professional services that contribute to a dynamic group of business professionals. Lawyers, computer technicians, financial planners, farm support services, accountants and other professional services are attracted to Mitchell because of the ability to build a strong and dedicated corporate and consumer client base.



" Mitchell is a community that is very strong in customer service. It is a place where business owners can have one-on-one conversations with their customers, and call them by name. Since 1987 we have been located in Mitchell and are happy to be in such a supportive, diverse community."

Nancy Dearing, Owner, J.M.S Automotive Ltd.

Commercial Development Charges

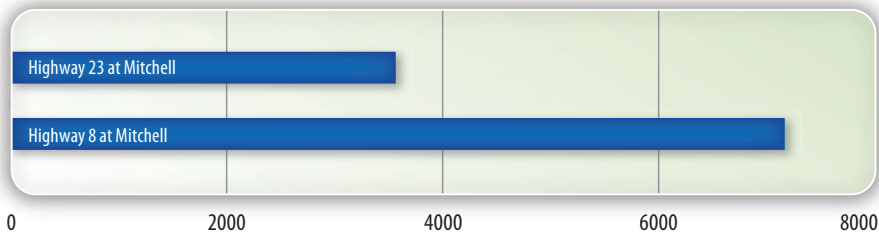
In Mitchell there are no development charges for commercial development.

Space Available/Lease Rates

In Mitchell there are various options available for new business development. Economic activity is concentrated within the downtown core on Ontario Street, Montreal Street, St. George Street and St. Andrew Street.

Downtown Mitchell offers a strong mix of retail stores, government services, food and entertainment and health and wellness stores.

Annual Average Daily Traffic Volume



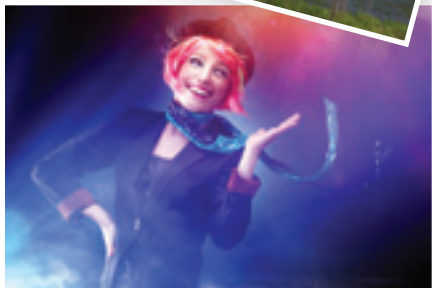
Source: 2005 Provincial Highways Annual Average Daily Traffic report, Ministry of Transportation



" Mitchell has been a great place for us to be located. It is large enough to sustain business and has positive future growth prospects. Traffic through Mitchell is strong and has given us a great location."

Mark Moore, Franchisee
Tim Hortons, Mitchell





Tourism and Culture

Mitchell has an attractive location and a high daily traffic flow providing strong support to local businesses.

Where the gentle banks of the historic North Thames River meets the cross-roads of Highway 23 and Highway 8, there you'll find Mitchell, a bustling town in the middle of the Municipality of West Perth. Mitchell is the perfect location to take in warm country charm and the vivid splendor of nature.

Tourism is a key industry in Mitchell and represents over 1,200 jobs in the regional economy. In 2008, Perth County attracted an impressive 1,324,000 visitors. In 2009 visitors spent \$189 million in Perth County compared to \$120 million in the Waterloo region.

Culture in the region is flourishing and has contributed significantly to tourism through performances, museums, art galleries, festivals and fairs. Mitchell is located just northwest of Stratford, home to Canada's most famous theatre and is on the route from large populations to the south and famous holiday locations along the Lake Huron coast.

Mitchell is located along the *Shakespeare to the Shoreline* self-guided driving tour which passes through 150 communities, from the hamlet of Shakespeare in the east, through Stratford and Mitchell on Highway 8, and to Lake Huron's shoreline villages.

Popular theatres in close proximity to Mitchell include:

ATTRACTION	ESTIMATED DRIVING TIME
Stratford Shakespeare Festival (Stratford)	15 minutes
Blyth Festival Theatre (Blyth)	30 minutes
Huron County Playhouse (Grand Bend)	45 minutes
The Grand Theatre (London)	45 minutes
Drayton Festival Theatre (Drayton)	60 minutes
St. Jacobs Country Theatre, School House Theatre	60 minutes

With unique shops, restaurants and historical treasures, Mitchell is the commercial centre of West Perth. Follow your senses to enjoy a meal in the charming downtown where you will enjoy the ambience and charm of the community.

This eco-friendly community has worked very hard at maintaining the natural state of its magnificent parks, trails and wetlands. West Perth's 10 kilometres of trail systems and 65 acres of wetlands featuring 3 rehabilitated ponds offer outdoor enthusiasts of all ages and skill levels enjoyment with a myriad of fitness and photography opportunities. Additionally, the Lions Park and pavilion on the west side of the North Thames offers a quiet, leisurely place to enjoy a picnic and take in the scenery.

Play a round of golf at the picturesque Mitchell Golf and Country Club, an 18-hole course maintained in peak condition, with a great menu offering something for everyone's taste.

Mitchell offers:

Business opportunities: Strong business relationships and cooperative partnerships exist within the local and extended business community. There is a genuine willingness within Mitchell to pursue new and innovative business ideas and concepts. Mitchell's business owners are eager to meet the needs of our growing community!

A vibrant, growing workforce: Mitchell is growing and vibrant and a dedicated workforce awaits new businesses.

Work/life balance: Complementing the boundless business opportunities that exist in Mitchell, its residents can achieve a good work/life balance. An abundance of activities are available for those that enjoy an active lifestyle including a variety of festivals and events year-round.

No development charges on new commercial construction.



Useful weblinks

Perth County

www.perthcounty.ca

Municipality of West Perth

www.westperth.com

Mitchell Business Improvement Association

www.mitchellbia.ca

Visit Perth County

www.visitperth.ca

Shakespeare to Shoreline

www.shakespearetotheshoreline.ca

Contact information

Perth County Economic Development Office

1 Huron Street, Stratford, Ontario N5A 5S4

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