

# hearst

ontario ♦ canada

*Entrepreneurial by Nature*



2018 COMMUNITY PROFILE

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



# CONTENTS

Welcome .....	1
Strategic Location .....	2
Competitive Advantages .....	4
Health Care .....	7
Incentives.....	8
Facts and Statistics .....	9
Leading Employers.....	12
Municipal Services .....	13
Utilities.....	14

*Community profile was prepared by the Town of Hearst Economic Development Service .*

# WELCOME

## HEARST ECONOMIC DEVELOPMENT

### **If you are thinking of Hearst, we are your first contact!**

Our team of professionals can provide you with the information needed for decision-making. The team responds quickly to new business opportunities and initiatives for direct investment from government and private sectors.

The Hearst ED is located in the Inovo Centre at the Gilles Gagnon Tourist Information Centre.

The Hearst ED can help you with:

- Statistics and information
- Networking and referencing
- Site selection
- Labour market data

We are responsible for:

- Business development
- Tourism development
- Business retention and expansion
- Business opportunities promotion
- Key business information



We work on initiatives that are project-led by businesses and/or our partners, and that are supported by the community.

**To reach us**

**705 372-2838**

**[www.hearst.ca](http://www.hearst.ca)**

# STRATEGIC LOCATION

## DISTANCES TO MAJOR CANADIAN CENTRES AND BORDER CROSSINGS FROM HEARST IN KILOMETERS AND MILES

City	Kilometers	Miles	Driving Times
Chicago, IL	1293	808	13 hours
Detroit, MI	1106	691	11 hours
Fort Erie, ON	1066	666	12 hours
Montreal, QC	1073	671	13 hours
North Bay, ON	588	368	7 hours
Ottawa, ON	943	589	11 hours
Sault Ste. Marie, MI	554	346	6.5 hours
Sault Ste.Marie, ON	547	342	6 hours
Toronto, ON	929	581	11 hours
Thunder Bay, ON	521	326	6 hours



# STRATEGIC LOCATION

## Location map



# HEARST COMPETITIVE ADVANTAGES

## Key Sectors

Hearst is known for its entrepreneurial spirit. This community has been at the forefront of many local projects and is cited by government bodies for its resiliency over the past economic downturn with different initiatives both private and public. Hearst's competitive advantages were documented by Millier Dickinson Blais in the 2013 study for the Economic Development Strategic Plan, which compared Hearst to other communities or regions that Hearst competes with for labour, investment and employment opportunities.

## Forestry

Hearst's major industries still remain tied to the forest industry. Over the last 10 years, the mills have become more competitive and improvements in productivity enabled the region to ride out the latest recession. The regional forestry sector includes:

- Logging
- Wood manufacturing – softwood and plywood
- Biomass

Forestry sector  
accounts for 35% of  
total employment



# HEARST COMPETITIVE ADVANTAGES

## Construction

The construction industry in Hearst ranges from qualified architectural technicians, designers, engineers, contractors, fabricators and builders who specialize in industrial, commercial, civil and residential projects. This industry has provided Hearst with a highly trained workforce and has attracted new families.

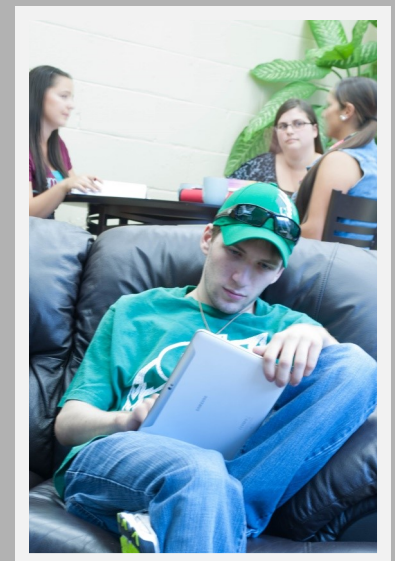


## Education

Hearst is home of the “Université de Hearst” which is the first university to be designated by the provincial government as a French university. The Université de Hearst is the only university offering block courses in French in Ontario.

The Collège Boréal Hearst campus is located in the Université de Hearst complex thus enabling their students access to all of the university’s amenities, such as the library, gymnasium, pub and cafeteria.

The education sector in Hearst has strong employment and a higher concentration of employment than in the Cochrane District as a whole. In the Location Quotients (LQs) analysis, Education Services ranked high for Hearst compared to the Cochrane District.





# HEARST COMPETITIVE ADVANTAGES

## Transportation

Hearst is linked to major U.S. and Canadian markets through a network of accessible transportation options, including a system of expressways, major rail corridors, ports and airports.

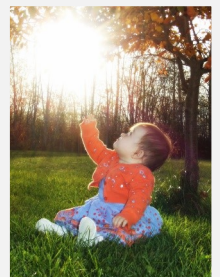
- Railways – intermodal rail facilities operated by Ontario Northland and the Canadian National Railway and a new intermodal facility in Sault Ste. Marie
- Airport – the René Fontaine Municipal Airport has just completed its planning phase for the establishment of an industrial park. The Town of Hearst wishes to offer amenities for companies servicing and supplying remote locations North of Hearst

Futhermore, the transportation sector is closely tied to the forest industry. It has a large economic impact, with a great deal of employment and significant location quotients. A majority of this activity is concentrated in trucking and bus driving businesses.

## Tourism

Located in the heart of Northern Ontario, Hearst is a natural stopping point for travellers. The TransCanada Highway carries visitors and truckers into the community providing revenue for accommodation and food service businesses. This sector, which includes services for the local population, employs more than 500 persons.

Hearst is a 4-season outdoor paradise with its wide open spaces, surrounded by lakes and rivers in the Boreal forest, and renowned for hunting and fishing and its 1 000 kilometers of snowmobile trails.



# HEALTH CARE

## NOTRE-DAME HOSPITAL

The operating budget of approximately \$17,000,000 contributes significantly to the local economy.

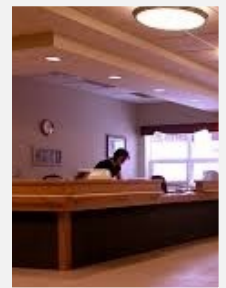
Comprehensive medical services are provided by a fully accredited medical hospital. The medical community is made up of specialists and general practitioners who offer patients the best quality of care. Doctors and specialists work with some of the most modern equipment.

The hospital has 44 beds, including 21 for long-term care and 23 for acute care.



## FOYER DES PIONNIERS

Opened in March 2004, this new and ultra-modern long-term care home is designed to accommodate 73 residents, and is located alongside the beautiful Mattawishkwia River. This splendid one-storey home is the perfect place for living in a calm, comfortable and clean environment.



# INCENTIVES

## Provincial and Federal Financial Support

New and existing businesses can benefit from government financial support exclusive to Northern Ontario. Federal and Provincial governments offer financial support for hiring interns, productivity improvements, innovations, research and development and capital projects, in the form of grants and/or incentive term loans.

## Downtown Highway 11– Front Street Corridor Community Improvement Plan

The Downtown Highway 11-Front Street Community Improvement Plan is a Town-funded incentive program that is designed to stimulate private sector investment in these areas. The goal of this program is to improve the attractiveness of these areas by encouraging businesses projects.

For further information on this program please contact:

Town of Hearst, Planning Department

**705 372-2818**

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

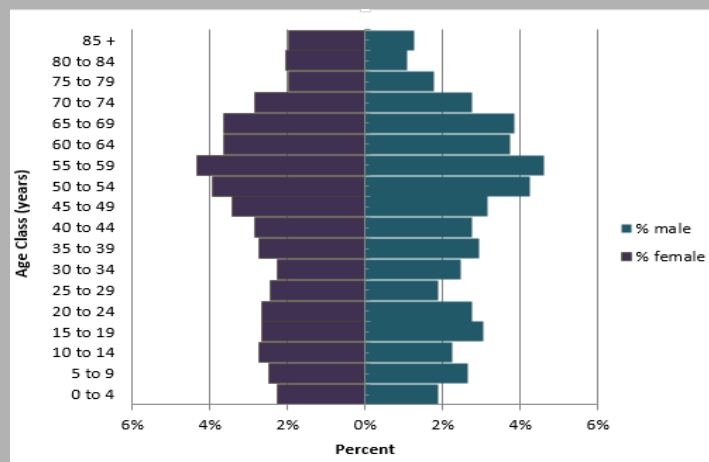


# FACTS AND STATISTICS

## Quick Facts

- Hearst has 12 parks located along the Mattawishkwia River and within different sectors of the Town
- The Town of Hearst owns the long-term care facility Foyer des Pionniers
- The Francophone population is 87%
- Hearst's land area is 98.73 km<sup>2</sup>/ 38.12 mi<sup>2</sup>
- Hearst's elevation is 826 feet/ 262 meters ASL

## Demographics



Statistics Canada 2016 NHS/Census

Population in 2016	Population in 2011	% of population aged 15 and over
5,070	5,090	85%

Average value of dwellings, NHS 2016		Average household income in 2015		Median age in 2015	
Hearst	\$176,421	Hearst	\$64,064	Hearst	49.7
Ontario	\$506,409	Ontario	\$74,287	Ontario	41.3
Canada	\$443,058	Canada	\$70,336	Canada	41.2



# FACTS AND STATISTICS

## Education

EDUCATIONAL ATTAINMENT	Total
Total population 15 years and over	4,240
No certificate, diploma or degree	1,210
High school diploma or equivalent	970
Apprenticeship or trades certificate or diploma	425
College, CEGEP or other non-university certificate or diploma	985
University certificate or diploma below bachelor level	85
University certificate, diploma or degree at bachelor level or above	565

Statistics Canada 2016 NHS/Census

The Town of Hearst's labor force comprises 2,610 individuals:

- 79% have graduated from a trade school, technical college or university
- 37% have a high school diploma.



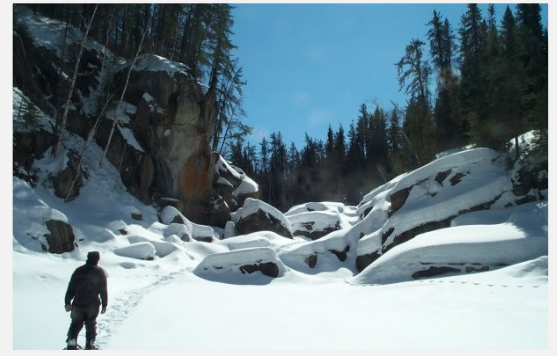
# FACTS AND STATISTICS

## Climate

### MONTHLY AVERAGES AND RECORDS IN CELCIUS

Month	Average low	Average high	Average precipitation	Record low	Record high
January	-25°	-12°	5.5 cm	-45° (1982)	21° (1988)
February	-23°	-8°	3.5 cm	-43° (1967)	12° (1954)
March	-16°	-2°	5.4 cm	-42° (1938)	19° (1945)
April	-6°	7°	5.4 cm	-28° (1964)	29° (1986)
May	2°	16°	6.6 cm	-13° (1981)	34° (1998)
June	7°	21°	8.7 cm	-4° (1945)	38° (1995)
July	11°	24°	10.1 cm	-1° (1965)	37° (1975)
August	9°	22°	8.0 cm	-3° (1971)	35° (1947)
September	4°	16°	9.6 cm	-6° (1943)	33° (1953)
October	-1°	8°	8.1 cm	-16° (1939)	28° (1947)
November	-9°	-1°	6.9 cm	-34° (1938)	19° (1938)
December	-20°	-9°	5.4 cm	-44° (1975)	13° (1982)

Statistics—The Weather Network 2018



# LEADING EMPLOYERS



EMPLOYERS	Employees
Villeneuve Construction	260
Notre-Dame Hospital	248
Columbia Forest Products-Levesque Plywood Ltd.	195
Tembec, Malette United Division	128
Lecours Lumber	125
Conseil scolaire catholique des Grandes Rivières	123
Brian's Your Independent Grocer	107
Town of Hearst	82
Foyer des pionniers—long-terme care facility	77
Pharmacie NOVENA	47
Companion Hotel-Motel	45
PEPCO	45
Morin Construction	40
Caisse populaire Alliance limitée— Succursale Hearst	39



# MUNICIPAL SERVICES

## MUNICIPAL TAXES

2018

Class	Municipal	Education	Total
	Tax Rate	Tax Rate	
Residential	1.71	0.17	1.88
Multi-residential	3.13	0.17	3.30
Commercial occupied	1.88	1.09	2.97
Commercial vacant	1.32	0.76	2.08
Industrial occupied	2.64	1.09	3.73
Industrial vacant	1.72	0.71	2.43
Pipeline	1.63	0.74	2.37
Farmland	0.43	0.04	0.47
Managed forest	0.43	0.04	0.47



## WATER AND SEWER RATES

Water	\$7.35 per 1000 gallons
Sewer	76.71% of the water charges and fixed cost. Applies to all owners/occupants of separately assessed parcels of land connected to the sewage system.



# UTILITIES

## HEARST POWER DISTRIBUTION COMPANY LIMITED (HPDCL)

The Hearst Power Distribution Company Limited is responsible for the electrical transmission system within the town limits of Hearst and for delivering electricity to the homes and businesses.

The HPDCL distributes electricity to more than 2,700 clients via a network of over 68 km of overhead and underground power lines.



### COMMERCIAL CUSTOMERS SMALL BUSINESS RATES

#### DEMAND IS LESS THAN 50 kWh

Rates	
Off-peak	\$0.065/kWh
Mid-peak	\$0.095/kWh
On-peak	\$0.132/kWh
Delivery	
Network and Connection	\$0.0106/kWh
Distribution Charge	\$0.0063/kWh
Regulatory Charges	
Market Service Charge	\$0.0039/kWh
Supply Administration Charge	\$0.25/month
Debt Retirement Charge	\$0.0007/kWh

# UTILITIES

## UNION GAS

**VALID SINCE JANUARY 1, 2018**

The table shows the approved rates used to calculate natural gas bills starting January 1, 2018.

The impacts are based on a typical rate 01 North East customer using 2,200 m<sup>3</sup> of natural gas a year.

Charges	Rates	Annual Increase or Decrease
Gas Used	13.9075 ¢/m <sup>3</sup>	\$0.01
Gas Price Adjustment	0.6533 ¢/m <sup>3</sup>	\$0.00
Transportation to Union Gas	3.0273 ¢/m <sup>3</sup>	-\$0.63
Transportation Price Adjustment	0.8886 ¢/m <sup>3</sup>	\$0.00
Storage	7.0010 ¢/m <sup>3</sup>	\$7.29
Storage Price Adjustment	0.0787 ¢/m <sup>3</sup>	\$0.00
Delivery		
First 1 000 m <sup>3</sup>	9.3875 ¢/m <sup>3</sup>	\$6.24
Next 9 000 m <sup>3</sup>	9.1476 ¢/m <sup>3</sup>	
Next 20 000 m <sup>3</sup>	8.7683 ¢/m <sup>3</sup>	
Next 70 000 m <sup>3</sup>	8.4201 ¢/m <sup>3</sup>	
All over 100 000 m <sup>3</sup>	8.1324 ¢/m <sup>3</sup>	
Delivery Price Adjustment	1.2863 ¢/m <sup>3</sup>	\$0.00
Monthly Charge	\$21.00	\$0.00
Total Annual Impact		\$14.15





May 2018