



Town of Ladysmith
2010 Community Profile

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Introduction

Nestled on the scenic shores of eastern Vancouver Island, the Town of Ladysmith (population 8,100) offers a unique blend of traits that combine to create an exceptional quality of life for all who choose our town as a place to live, work or play.

Ladysmith's natural surroundings are simply stunning. The mild coastal climate allows year-round enjoyment of the surrounding hillside forests, picturesque waterfront and wide array of outdoor recreation opportunities. Boutiques and unique dining abound in the historic downtown, where the architecture and ambiance connect the community to its unique heritage. Services, amenities and community events rival much larger communities, and major transportation networks and larger urban centres are but a short drive away,

Ladysmith is renowned for its wide-spread commitment to sustainability and 'green' development. Several recent environmental initiatives have resulted in provincial and national awards for the Town, and the Community Sustainability Plan (adopted in 2009) puts the community on a well-defined path towards its very ambitious and admirable vision for the future.



Introduction



History

Ladysmith's identity as a charming west coast town is steeped in its intriguing history and the history of the original inhabitants of the area, the Stz'uminus First Nation. The community's strong sense of pride for its past is evident in its well maintained architecture and streetscapes. Residents place a very high value on preserving Ladysmith's heritage, and the Town is taking measures to ensure those values are enshrined in all development related plans, policies and guidelines.

The first inhabitants of what is now known as the Town of Ladysmith were the people of the Stz'uminus First Nation. For thousands of years, the Stz'uminus people used Ladysmith Harbour and its environs as a rich source of fish and shellfish. The Stz'uminus established numerous fishing camps around the harbour, where traditional food gathering techniques were practiced. The historic lifestyle of the Stz'uminus was threatened by the arrival of Europeans who usurped much of their territory. They now reside within four reserves, two of which border Ladysmith Harbour. The two other reserves are located south of Chemainus. Although the Harbour is no longer the rich source of marine life it once was, the Stz'uminus people continue to practice many aspects of their traditional lifestyle and are working with the Town of Ladysmith to restore the Harbour to its original condition.

Today, the Stz'uminus are a progressive people that are moving towards building an independent nation via economic development, education and partnerships.

In 1884, the E & N Railway Grant to James Dunsmuir (owner of the Wellington Colliery Company) privatized many of the Stz'uminus First Nation lands and resources. Two decades later, when

James Dunsmuir founded the town, he changed the name from Oyster Harbour to Ladysmith, in honour of the end of the siege of Ladysmith, South Africa during the Boer War. He designed the community as a company town for miners at his recently opened Extension colliery, twelve miles to the north. The town was incorporated in 1904 and the new community, fuelled by the strong demand for coal, grew quickly. By 1911 its population stood at about 3,300 people.

The closure of the mines in 1931 – and the global economic depression – hit Ladysmith hard. Businesses closed and the population dropped by more than half. In 1935, however, the Comox Logging and Railway Company purchased a tract of Douglas Fir forests to the west of Ladysmith from the Rockefellers. When logging began the following year, Ladysmith began the slow process of economic recovery. By the late 1940s, Ladysmith was the centre of major logging operations that extended as far as the Nanaimo Lakes region and employed as many as 700 men.

The Vision

Ladysmith is a spirited community that values its small town quality of life, where we work together as stewards of our heritage, environment, and economy.



Since then, logging and lumber milling have continued to play an important role in the town's economic development. Even with the ups and downs of its industrial base, the Town of Ladysmith has continued to grow and diversify.

Over the last half century, the Town's population has doubled and the strong community spirit is still here, as witnessed by the many and diverse activities of service clubs and community groups. Projects such as downtown revitalization, the installation of heritage artifact displays and, more recently, the Town's emphasis on sustainability have enhanced Ladysmith's reputation as a thriving, progressive community.

The Town of Ladysmith has also been forward-looking in developing relationships with the Stz'uminus First Nation and the Hul'qumi'num Treaty Group. This cooperation will bring even more opportunities to ensure the continued prosperity and well being of all people living in this region.

Sources:

Stz'uminus First Nation

John R. Hinde. *When Coal Was King: Ladysmith and the Coal-Mining Industry on Vancouver Island*. Vancouver: University of British Columbia Press, 2003.

Brian D. Thom. *Coast Salish Senses of Place*. Montreal: Doctoral Dissertation, McGill University, 2005.

Ladysmith: 100 Years, 1904-2004. Ladysmith: Take 5 Centennial Committee

Sustainable Ladysmith

In 2008, the Town of Ladysmith successfully engaged the community in a unique consultation process that resulted in a sustainability-focused vision and action plan for the community. Very few communities have such a widely shared and well-articulated vision. Ladysmith is very well positioned to pursue a future that complements, enhances and improves upon all that makes the community so unique, attractive and desirable.

The eight key pillars of sustainability in Ladysmith, as defined by the community, are as follows:

- Reduce greenhouse gas and other air emissions
- Reduce fossil fuel energy consumption and shift to renewable energy
- Reduce potable water usage and manage wastewater efficiently including re-use
- Manage materials use to reduce or eliminate waste
- Protect and enhance the ecosystems and biodiversity locally, regionally, and globally
- Support a more sustainable food system, including increasing local food production, processing, and consumption
- Provide stable, diverse and prosperous local economic opportunities
- Create healthy communities and individuals

Ladysmith's Community Sustainability Plan is a vital planning tool that truly reflects the community's wishes, desires and preferences for the future of Ladysmith – a future that emphasizes the importance of environmental, social and economic sustainability, as well as a strong sense of shared values and community identity. This blueprint for the future is designed to ensure a balance between community growth, the need for sustainability, and the community's desire to maintain the charming character of our historic town. We invite you to join us on this journey!



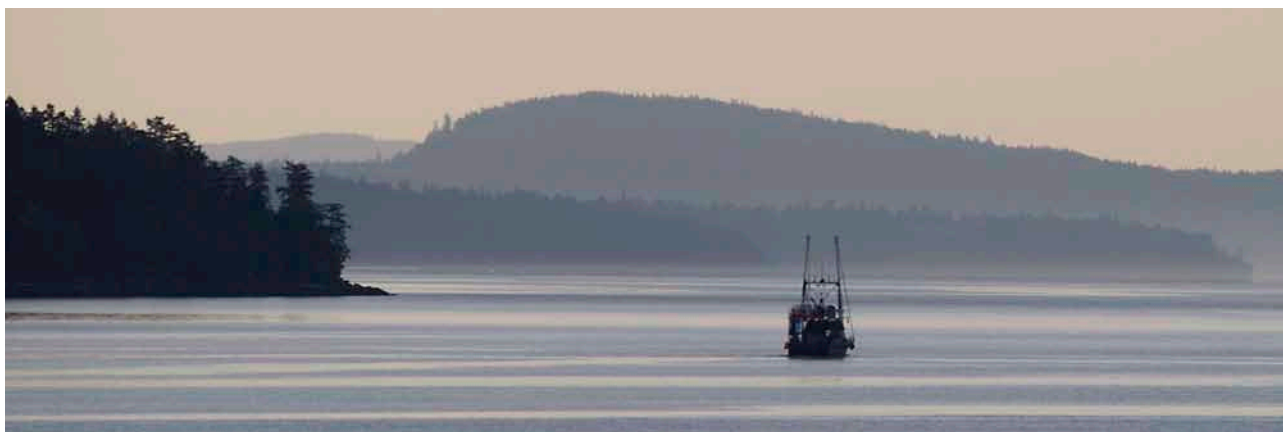


Ladysmith: Leader, Innovator, Frontrunner

The Town of Ladysmith is a community that leads through continuous improvement and innovation. The municipality has received numerous provincial and national awards in recent years, particularly with respect to its advancements in environmental sustainability.

- Canadian Institute of Planners Award for Planning Excellence (Rural / Small Town Planning) for the Ladysmith Sustainable Community Visioning Project, 2009
- Provincial Green City Awards Finalist, 2007
- Guinness Book of World Records for the largest street hockey tournament, 2007
- Federation of Canadian Municipalities Sustainable Communities Award, Solid Waste Category for the Organic Curb-Side Collection Program, 2007
- Vancouver Island Health Authority “Get Active” Step Challenge Award, 2007
- Union of BC Municipalities Community Excellence Award in the Best Practices Category for the organic waste collection program, 2006
- Recycling Council of British Columbia Public Sector Recognition Award for outstanding commitment and action towards demonstrating excellence and leadership in environmental stewardship, 2006
- Ladysmith won first place in the 5,000-10,000 population category “Communities in Bloom” contest in 2003. Judges said: “Ladysmith is truly a beautiful town. It is architecturally attractive, historically preserved, friendly, [...] Ladysmith has so many exceptional natural resources it’s hard to focus on just one.”
- The Vancouver Sun called Ladysmith a “gem of a town”, the Business Examiner dubbed it “a community that works and cares”, and Ladysmith was featured in Sea Magazine as a great stop on a seaward adventure.
- Heritage BC Award – Certificate of Recognition for the Ladysmith Town Archive (joint award with Ladysmith & District Historical Society) (2009)
- Heritage Society of BC Award of Outstanding Achievement for the Restoration of the Agricultural Hall (2002)
- Heritage Society of BC Awards of Honour for The Machine Shop, the Ladysmith Heritage Metal Collage, and the Ladysmith Heritage Artifact Route (2002)

Ladysmith: Leader, Innovator, Frontrunner





The following are a sampling of some of Ladysmith's most notable achievements in environmental sustainability throughout the past decade:

- Adopted Greenhouse Gas (GHG) emission reduction targets, actions and strategies (2010)
 - Completed and published Ladysmith's Community Sustainability Plan (2009)
 - Adopted the Ladysmith Bicycle Plan and committed to ongoing multi-use pathway development (2009)
 - Launched the Ladysmith Trolley Service - a free, wheelchair accessible community-wide public transit system (2009)
 - Completed a Community Energy Plan (2008)
 - Commenced efforts in consultation with local developers, the Provincial Government and Stz'uminus First Nation to brand Ladysmith as a 'destination green'. (2008)
 - Established an Environment Commission and Employee Green Team to provide strategic leadership in the community and the Town on the implementation of sustainability initiatives and programs (2008)
 - Implemented numerous sustainability-related upgrades and improvements at municipal facilities – low flow toilets and solar hot water heating at City Hall, conversion of several flower beds to vegetable gardens, comprehensive energy savings upgrade at the community centre, water from the water/spray park used for landscape irrigation and park toilets, improvements to water quality and wastewater treatment, conversion of municipal facilities from oil to natural gas heating
 - Became the first community in BC to implement a universal organic waste curbside collection program (2006)
 - Implemented water metering and a water conservation awareness program, reducing water use despite population growth (2006)
 - Introduced a Bylaw requiring low-flow toilets in all new construction (2005) and launched a low flow toilet rebate program (2008)
- ... and many, many more!

Ladysmith: Leader, Innovator, Frontrunner

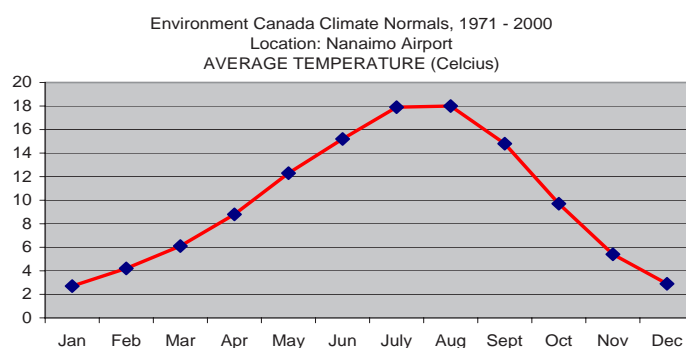
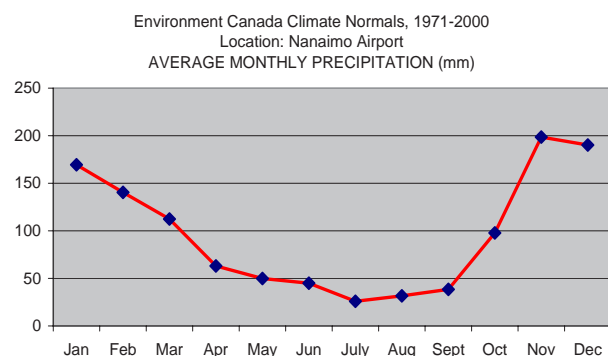


Location & Climate

Ladysmith is located on the 49th Parallel in the Cowichan Valley Regional District on south-central Vancouver Island. The Town has a total land area of 14.82 square kilometres. The Town boundaries are from Grouhel Road and just beyond Gladden Road to the north, extending south to the North Cowichan boundary on the west side of the Island Highway, to Glen Avenue along Chemainus Road, up to the power line corridor in the west and to the east side of Woods Island in Ladysmith Harbour.

Ladysmith's location is nothing short of ideal – it offers the many advantages of being close to much larger urban centres, and yet retains the charm and tranquility of small town living. By highway, Ladysmith is 25 km south of Nanaimo and 88 km north of Victoria. Vancouver is but a hop, skip and a jump away via BC Ferries, or multiple air travel options.

Ladysmith enjoys a moderate coastal climate characterized by slight seasonal variations in temperature, and typically receives over 1900 hours of bright sunshine each year. The average daily temperatures for January and July are 2.7° C and 17.9° C respectively. Ladysmith receives on average 1077 mm of rain and 80.9 mm of snow per year.



Location & Climate



Transportation

Highway

The Trans Canada Highway (Island Highway) runs north-south along the eastern side of Vancouver Island. In 2002, the highway was upgraded as it curves through Ladysmith with 4 traffic lanes, turning lanes and improved access to neighbourhoods, commercial areas and the harbour.

Ladysmith is strategically located to offer easy access to the transportation hubs of Nanaimo and Victoria.

Distance to:

Victoria	88 km (55 miles)
Duncan	28 km (18 miles)
Nanaimo	23 km (14 miles)
Campbell River	176 km (109 miles)

Community Transit

On August 4, 2009, the Town of Ladysmith officially launched the Ladysmith Trolley Service. This innovative, local transportation service achieves several key goals for the Town. It helps to reduce greenhouse gas emissions, provides increased mobility for all ages, residents and visitors alike, reduces parking congestion at the town's two major shopping areas, and strengthens the local economy by enabling more people to support local businesses.

The Trolley Service runs from 8:00 a.m. to 6:00 p.m. Monday through Saturday. Route maps and service schedules are available at www.ladysmith.ca.

Bus Services

Ladysmith is served by Greyhound Canada (www.greyhound.ca), which offers passenger and freight service with a stop at the 49th Parallel Grocery Store. There are 6 scheduled daily stops in Ladysmith - 2 northbound; 4 southbound.

Air

The Nanaimo Airport – YCD (www.nanaimoairport.com) located 7 km north of Ladysmith on the TransCanada Highway – serves Ladysmith and surrounding communities. The recent runway expansion project completed in 2009 has extended the runway by 1,600 feet, improved the taxiway/apron, and added high intensity lighting and instrument system approaches. The airport's longest runway measures 2,010 metres (6,600 feet). Plans for 2011 include expanding the terminal building and parking lot. A significant increase in air travel through the Nanaimo Airport is expected, serving as another economic generator for Ladysmith.

Passenger service is provided by Air Canada and Island Express Air. Air Canada (www.aircanada.com) offers six daily flights to Vancouver International Airport. Island Express Air (www.islandexpressair.com) offers two flights each week day, to Abbotsford International Airport on the Mainland, and two daily flights each week day to Victoria International Airport. The Nanaimo Airport also offers private, charter, air cargo and courier services. Air cargo is offered by Air Canada Cargo (<http://www.aircanada.com/cargo/en/>) and Orca Airways Ltd. (<http://www.flyorcaair.com/>)

Harbour Air Seaplanes (www.harbour-air.com) and West Coast Air (www.westcoastair.com) offer scheduled float plane service from Nanaimo to destinations such as Vancouver and Richmond, in addition to providing charter services.



Port Facilities

Ladysmith's harbour is classed as a deep sea port, and is used for both commercial and pleasure water activities. There are three different waterfront access points in Ladysmith:

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- The Ladysmith Fisherman's Wharf, located at the foot of Ludlow Road, offers a host of services for up to 100 commercial and pleasure boaters, including washroom facilities. The Fisherman's Wharf is primarily a wintering home to the local commercial fleet and it caters to pleasure craft in the summer months. (www.ladysmithfishermanswharf.com) The free Rotary boat launch is next to the Fisherman's Wharf.
- The Oak Bay Marine Group has completed significant upgrades to its 150 moorage slips at the Ladysmith Marina offering 50- to 80- foot boathouse opportunities (www.ladysmithmarina.com). The Ladysmith Marina is also home to the Ladysmith Yacht Club.
- The Ladysmith Community Marina (www.ladysmithmaritimesociety.ca) is located off Ludlow Road between Fisherman's Wharf and Slack Point. It provides convenient moorage for overnight visitors, 900 feet of tourist docks, secure moorage on an annual contract basis, and seasonal moorage during the off-peak months. Water and power are supplied to the docks; the facility hosts an award-winning Maritime Museum and Harbour tours are available in the summer months. Significant enhancements, including increased moorage, a Visitor Reception Centre with showers, washrooms and laundry, and a sewage pump-out station are planned for 2011. The Community Marina is home to the Cowichan Independent Living disabled sailing program.

Nanaimo Port Authority operates a commercial deep sea port and is the closest full-service ocean port facility to Ladysmith. It operates four berths – three at the Assembly Wharf and one at Duke Point Deep Sea Terminal. The Assembly Wharf berths are 182.88 meters long and range in depth from 10.1 metres to 12.4 metres. The Duke Point Deep Sea Terminal's berth is 170 metres in length and has a depth alongside of 13.5 metres. The port is serviced by rail and a customs port of entry is on location. There are a public warehouse and two bonded warehouses on site.

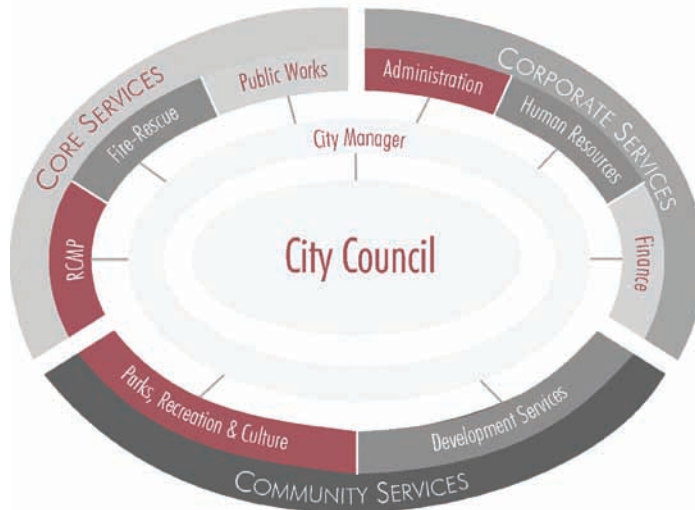
Ferry

Getting to Vancouver Island from the mainland is made possible through an extensive ferry system. The closest passenger and cargo ferries to Ladysmith are located in Nanaimo – Duke Point is approximately 15 minutes away, and Departure Bay is about 25 minutes. Ferry schedules change depending on the seasons, but travelers and commercial traffic can expect on average six to eight daily sailings from both Duke Point and Departure Bay. Complete details can be found at www.bcferries.com.

Rail

Commercial freight is available on the Esquimalt and Nanaimo Railway (E&N) which runs along the Trans Canada Highway through Ladysmith. Rail passenger service is available daily on the "Victoria - Courtenay" train operated by VIA Rail (www.viarail.ca). Stops in Ladysmith, from either direction, are made by request, and reservations are strongly recommended. The railway line is owned by the Island Corridor Foundation (www.islandcorridorfoundation.ca), a charitable organization set up to preserve, own and manage the 234 km rail line.

Government



Local Government

The Town of Ladysmith is governed by an elected Council made up of a Mayor and six Council members. Municipal elections are held every three years. The next scheduled election is in November, 2011.

Town Council

Members	In office since
Mayor Robert Hutchins	1993
Steve Arnett	2008
Scott Bastian	2005
Jillian Dashwood	2008
Lori Evans	2008
Duck (Don) Paterson	1990
Bruce Whittington	2008

The internal organizational structure of the Town is divided into three key divisions:

- Corporate Services (Administration, Finance and Human Resources)
- Core Services (Public Works and Protective Services)
- Community Services (Parks, Recreation and Culture and Development Services)

Each division is overseen by a Director, who reports to the City Manager. The City Manager reports to Council, and is responsible for ensuring that the strategic priorities and decisions established by Council are carried out by staff.

Council also appoints a number of public advisory committees and commissions to make recommendations on a broad spectrum of issues related to Town governance and operations. Current committees include:

- Advisory Design Panel
- Advisory Planning Commission
- Economic Development Commission
- Environment Commission
- Heritage Revitalization Advisory Commission
- Liquid Waste Management Committee
- Parks, Recreation and Culture Commission
- Protective Services Committee
- Tourism Advisory Committee

More information on the Town's services can be obtained at www.ladysmith.ca.



Regional District

The Town of Ladysmith appoints one member of Council to represent the municipality on the Board of Directors for the Cowichan Valley Regional District (CVRD). The CVRD Board is made up of 15 members representing 4 municipalities and 11 unincorporated areas throughout the region. Together, they consider issues on a regional basis and administer local services for unincorporated areas. Mayor Robert Hutchins currently serves as CVRD Board Director, and the Alternate Director is Councillor Steve Arnett. For more information about the CVRD, please visit www.cvrld.bc.ca.

Provincial Representative

Doug Routley, Member of the Legislative Assembly (MLA)
Nanaimo-North Cowichan
In office since: 2005
Local Contact: 250.245.9375
Legislature: 250.387.3655

Stz'uminus First Nation

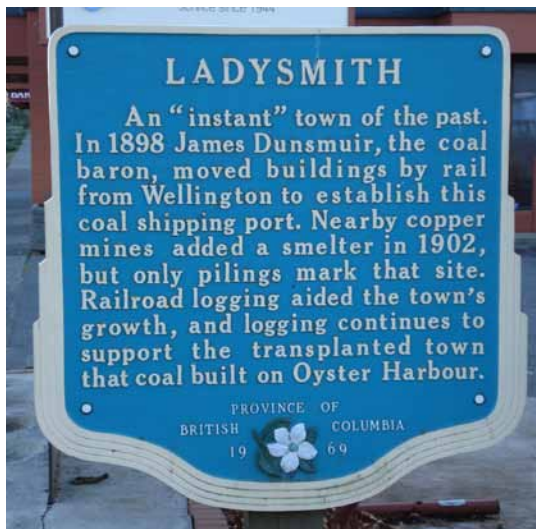
Chief Councillor: John Elliot (elected in 2009)
Administrator: Stephen Olson
250.245.7155

Council members of the Stz'uminus First Nation and the Town of Ladysmith jointly signed a Community Accord in January, 2007. The purpose of the Accord is to formally recognize and understand the common interests and goals of the two communities so that community leaders may work, in true partnership, towards the greater good. The two Councils meet monthly to discuss topics of common concern and interest.

Federal Representative

Jean Crowder, Member of Parliament (MP)
Nanaimo-Cowichan
In office since: 2004
Local Contact: 1.866.609.9998
Parliament Hill: 613.943.2180

Government



“Ladysmith celebrates its rich history, heritage and small town atmosphere. Our vibrant downtown, integrated with the waterfront, is the anchor of the community. The historic buildings, heritage homes, cultural and natural landscapes are a legacy for future generations.”
~ Ladysmith Heritage Strategic Plan ~
(2008)

Population

Demographics

Ladysmith's appeal as highly unique and a desirable community for people of all ages has been a major factor in the town's ongoing growth. The population has increased consistently over the past couple of decades. The latest Census showed a significant increase (10.7%) between 2001 and 2006. Similarly, BC Stats Municipal Population Estimates show an increase of 17.5% between 2001 and 2009, making Ladysmith one of the fastest growing communities in the province.

Continued growth, albeit at a more moderate pace, is expected for the entire Cowichan Valley Regional District throughout the next two decades. Most of this growth remains a result of relocations. Census 2006 estimated that approximately 27.5% (2,075) of the Town's population relocated to Ladysmith within the five years before the census; the majority (77.5%) moved from within British Columbia.

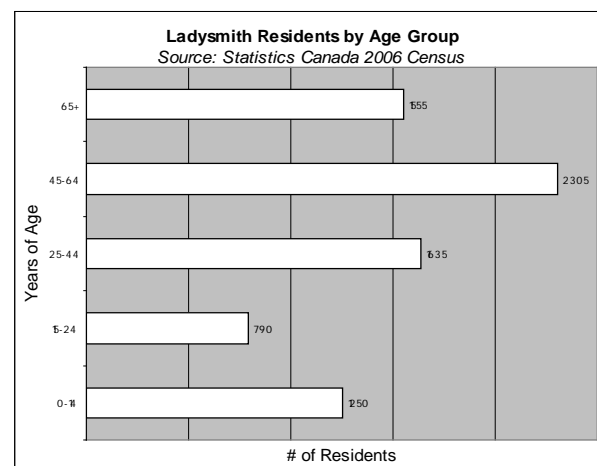
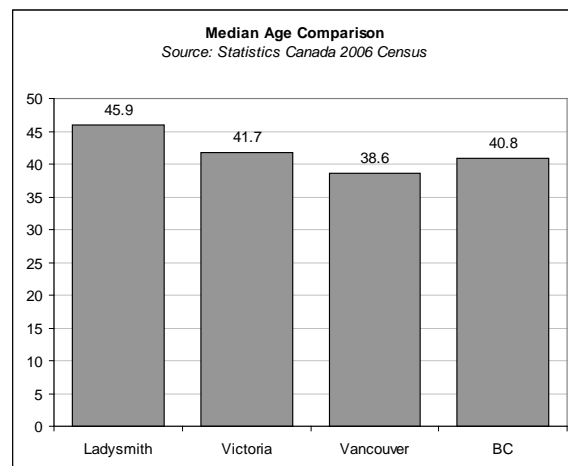
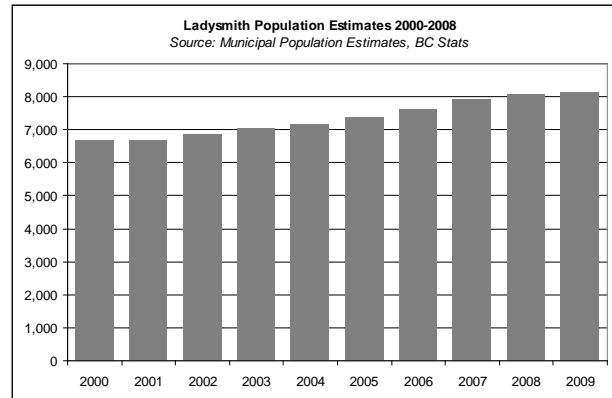
Age

Ladysmith is an increasingly popular retirement destination. Statistics Canada Census data show that Ladysmith's median age increased from 37.5 years in 1996, to 41.1 in 2001, to 45.9 in 2006. Similarly, the portion of the Town's population over 15 years old increased from 78% in 1996, to 80.1% in 2001, to 83% in 2006.

Marital Status

Ladysmith Families (2006)	
Total Number of Families	2,325
Married-Couple Families	1,640
Common-Law Couple Families	300
Lone-Parent Families	380

Source: Statistics Canada 2006 Census



Population



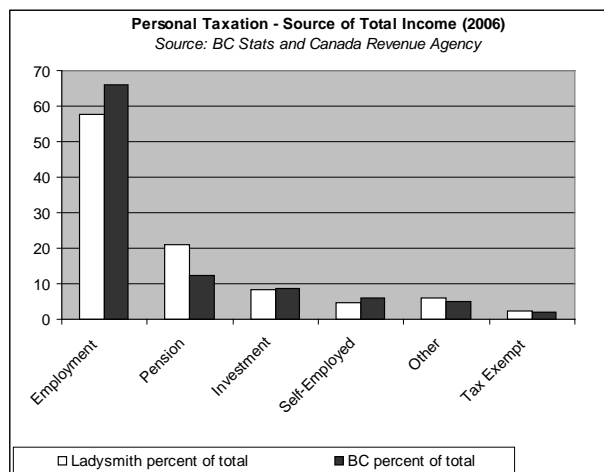
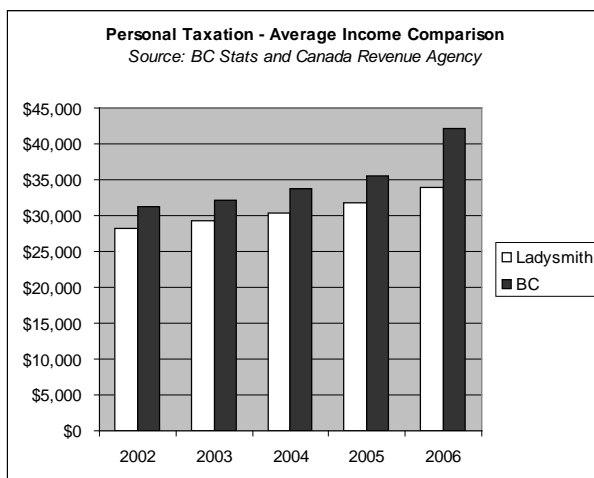
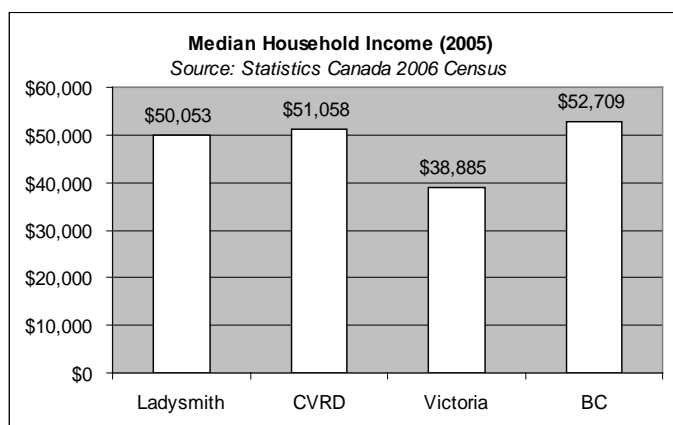
Diversity

Ladysmith boasts a diverse population - according to the latest Census, some 940 of its residents are immigrants, 955 residents are first generation Canadians, and another 1,520 consider themselves to be second generation Canadians.

Income

According to the 2006 Census, the median income of Ladysmith residents (persons 15 years and over with income) in 2005 was \$25,498, slightly more than the provincial average of \$24,867.

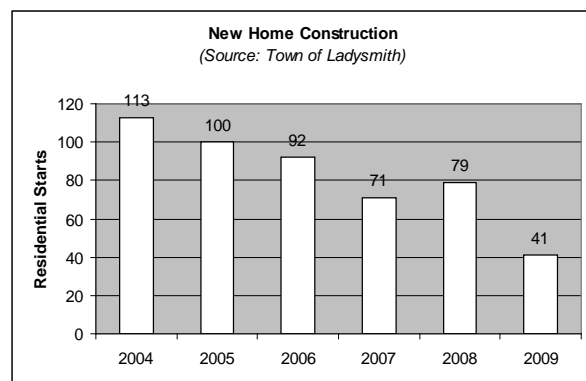
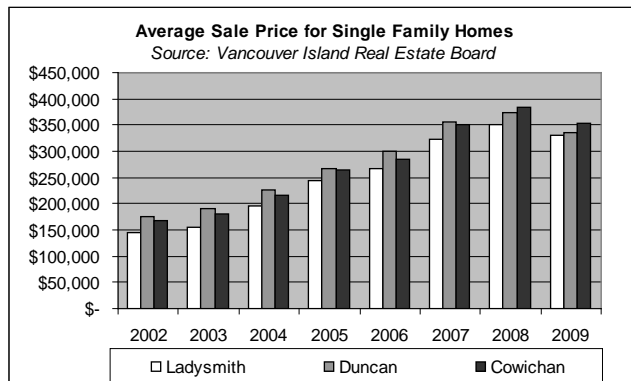
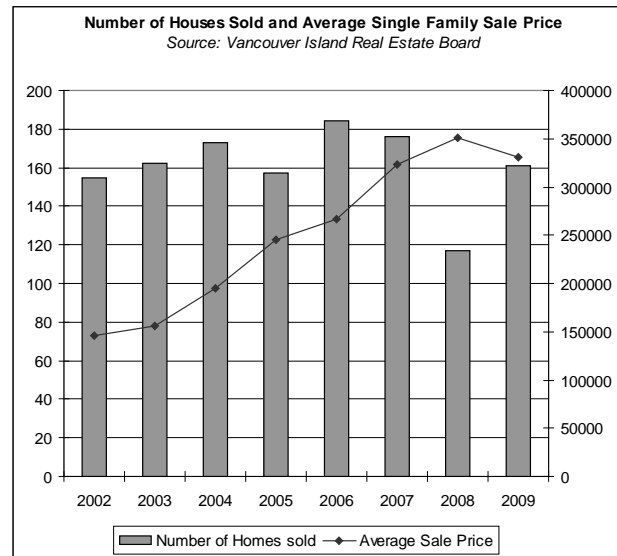
The median household income in Ladysmith in 2005 was \$58,623, slightly less than the provincial average of \$62,346.



Housing

“Heritage by the Sea” is not just a marketing tag line in Ladysmith - it describes a large part of the housing stock in the community. Tucked at the base of rolling hillsides and fronted by a spectacular, active harbour, “ocean view” is a common real estate term in Ladysmith. Residential housing has seen a boom in the last few years, significantly adding to the Town’s impressive inventory of heritage homes and character living spaces.

According to BC Assessment, the 2008 average assessed value of a single family home was \$129,594.73 for land, and \$167,169.84 for a building. However, as per the Multiple Listing Service data, single family homes in Ladysmith sold for an average \$351,310 in 2008. The latest BC Assessment property count listed 3,538 residential properties in Ladysmith.





Cost of Living

While there is no data available specifically for Ladysmith, the data shown below for neighbouring communities of Duncan (to the south) and Nanaimo (to the north) provides a glimpse of the estimated household expenditures for the Ladysmith area.

Estimated Income Comparisons (source FP Markets www.stats-link-canada.com/Household-Spending.html)

	Duncan	Nanaimo	Victoria	BC
Average Household Income	\$57,031	\$58,953	\$66,657	\$69,968
Average Family Income	\$66,110	\$68,826	\$79,848	\$78,470
Per Capita Income	\$23,238	\$24,940	\$29,472	\$28,388
Disposable Income	\$42,806	\$43,666	\$47,903	\$51,536
Discretionary Income	\$11,885	\$12,006	\$14,421	\$15,519

Estimated Household Expenditures (source: same as above)

	Duncan	Nanaimo	Victoria	BC
Food	\$6,527	\$6,578	\$6,814	\$7,516
Shelter	\$11,621	\$12,093	\$12,842	\$13,425
Clothing	\$2,209	\$2,281	\$2,522	\$2,684
Transportation	\$7,762	\$7,733	\$8,169	\$8,916
Health & Personal Care	\$2,541	\$2,510	\$2,589	\$2,816
Recreation, reading & education	\$4,538	\$4,602	\$5,244	\$5,561
Taxes & securities	\$13,110	\$14,322	\$17,790	\$17,258
Other	\$8,801	\$8,615	\$9,015	\$9,402
Total expenditures	\$57,109	\$58,734	\$64,985	\$67,578

Education

Public Schools

Ladysmith's Public Schools are administered by School District 68 Nanaimo-Ladysmith, which serves over 15,000 students in the communities of Nanaimo, Ladysmith, Lantzville, Gabriola Island and Cedar.

Ladysmith Primary
Kindergarten to Grade 3- 232 students
510 Sixth Avenue
250.245.3912
Principal Parmjit Parmar

Ecole Davis Road Elementary
Kindergarten to Grade 7 - 212 students
444 Parkhill Terrace
250.245.7187
Principal Doug English

North Oyster Elementary – Area “H” (Cedar)
Kindergarten to Grade 7 - 107 students
13470 Cedar Rd.
250.245.3330
Principal Diane McGonigle

Ladysmith Intermediate
Grades 4 to 7 - 280 students
317 French St.
250.245.3351
Principal Lisa Frey

Ladysmith Secondary School
Grades 8 to 12 – 782 students
710 Sixth Ave.
250.245.3043
Principal Dave Street

Independent Schools

St. Joseph's Elementary School
Grades 1 to 7 - 122 students
9735 Elm Street, Chemainus
250.246.3191
Principal Gwen Jahelka

Chemainus Native College & Stu"ate Lelum Secondary -Includes

- Secondary, Co-op and Foundation
- Skills for Language Teacher
- Development Program
- Grades 8 to 12 – 150 students
- 5091 Jones Road
- 250.245.3522
- Principal Len Merriman





Post-Secondary Education

With five very reputable post-secondary campuses within commuting range, there is certainly no shortage of educational opportunities for Ladysmith residents.

Vancouver Island University (VIU) has campuses in both Nanaimo and Duncan, both of which are within a short, 30-minute drive of Ladysmith. In 2009, the provincial and federal governments announced over \$26 million in funding to construct a new campus in Duncan as part of an exciting new development known as Cowichan Place - a central 'hub' of brand new infrastructure offering premium opportunities in education, recreation and culture.

VIU offers a variety of certificate, diploma, and degree programs that range from basic literacy to university degrees. For detailed information about VIU's programs, please visit www.viu.ca. Key program areas include the following:

- Art, Design & Performing Arts
- Business Management
- Career & Academic Preparation
- Continuing Education
- Education
- First Nations
- Health
- High School Equivalency (ABE)
- Human Services
- Humanities & Social Sciences
- Natural Resource Extension Program
- Online/Distance Courses
- Science & Technology
- Tourism
- Trades & Applied Technology

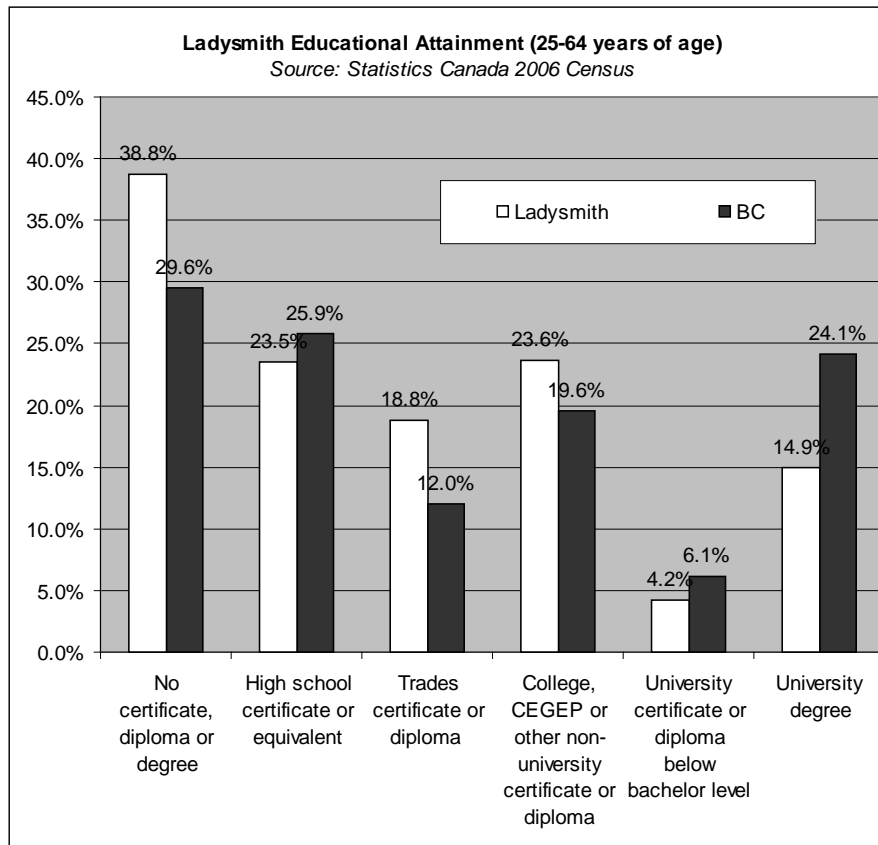
Other nearby post-secondary institutions include the University of Victoria (www.uvic.ca), Royal Roads University (www.royalroads.ca) and Camosun College (www.camosun.ca), all of which are located in the Greater Victoria area.



Workforce Education

Ladysmith boasts a significant number of educated and skilled individuals, many of whom have sought further education and training geared towards local work opportunities. According to the 2006 Census, over 60% of the population aged 25 to 64 have obtained a post-secondary diploma, certificate or degree. Major fields of study include architecture, engineering and related technologies; business management and public administration; and, health, parks, recreation and fitness.

In addition, Ladysmith is ideally located within easy commuting range of five very reputable post secondary campuses, each of which offer an impressive range of educational opportunities, from specialized trades and technical certificates, to university degrees and professional programs. Local workers are therefore highly adaptable and able to respond very efficiently to the ever-changing needs of the labour market, as well as local and global economic conditions.





Local Economy

Business Support Services

The Town of Ladysmith can provide assistance to entrepreneurs wishing to set up a new business in town – whether it is relocating an existing company, expanding to Ladysmith or starting a new venture. Assistance can also be provided for local businesses regarding available programs and local development issues. In 2009, in partnership with Economic Development Cowichan, “Cowichan First” (www.cvrd.bc.ca/index.aspx?NID=590) was launched in Ladysmith to help existing business to grow and expand thereby strengthening the local economy. Contact the Development Services Department for more information.

Getting all of the paperwork together in order to open a new business can be confusing. In partnership with the Government of Canada and Province of BC, the Town of Ladysmith is pleased to offer a service called BizPal through the municipal web site (www.ladysmith.ca/bizpal). This service assists entrepreneurs to determine which permits and licenses they will require (federally, provincially and municipally) in order to open their business.

The business sector is represented by the Ladysmith Chamber of Commerce (www.ladysmithcofc.com) and the Ladysmith Downtown Business Association (www.ladysmithdowntown.com) is working to promote downtown businesses and offer downtown activities.

Additional services, assistance and advice - particularly for business start-ups - is often available through not-for-profit and government agencies, including the following:

Community Futures Cowichan
250.746.1004
www.cfcowichan.ca

Community Futures - Central Vancouver Island
250.753.6414
www.cfnanaimo.org

Some useful online resources include:

- Business Start-up Assistant: bsa.cbasc.org
- Canada Business Services for Entrepreneurs: www.canadabusiness.ca
- Small Business BC: www.smallbusinessbc.ca
- Women’s Enterprise Centre: www.womensenterprisecentre.ca
- One Stop BC Registry: www.bcbusinessregistry.ca
- BC Film Commission: www.bcfilmcommission.com
- BC Ministry of Finance: www.fin.gov.bc.ca/rev
- Western Economic Diversification: www.wd.gc.ca

A number of programs, tax credits, and other incentives are available to businesses through the federal and/or provincial governments. British Columbia Tax Credit programs are handled by the Ministry of Small Business and Revenue – Income Taxation Branch. More information is available online at www.sbr.gov.bc.ca/business.html, then click on “Tax Credits”.

There are also a number of federal programs, including grants, loans and financing available for businesses. More information is available online at www.canadabusiness.ca/eng/search/sof/.



Business Sectors

Ladysmith's economy has always depended heavily on natural resources – first coal, and then wood. Logging and lumber mills continue to play an important role. More recently, however, the service industry has expanded, and marine-related manufacturing, green business, and tourism have become key economic pillars. Ladysmith's Economic Development Commission (EDC) continues to seek out ways to diversify the local economy and increase investment in value-added and service-based industries.

A tremendous amount of effort has been focused on developing a forward-looking strategy that creates a dynamic and supportive environment for entrepreneurs, and seeks to create new opportunities and encourage continued economic growth.

Economic and environmental sustainability is the 'green thread' that runs through all of Ladysmith's economic development activities. The Town encourages investment in businesses that will create jobs and lead to a 'greener' more resilient community.

Areas of the Town identified for future development are outlined in the Town of Ladysmith Official Community Plan. These areas include commercial development, directed principally to the downtown core and the south end (Coronation Mall), with complementary commercial areas provided to serve the mixed-use waterfront as well as local neighbourhoods. Additional commercially zoned land is located along the Trans Canada Highway at the entrance to the South Ladysmith Industrial Park.

Key business sectors identified by the Economic Development Commission are:

- Marine Manufacturing & Services
- Green Industry
- Professional Services
- Tourism Infrastructure
- Wood Products Manufacturing
- Food and Beverage Processing

“Ladysmith is a business community that balances passion and play, where spirited entrepreneurial minds grow roots and sprout wings .”

~ Ladysmith: Make It Happen Here,
Ladysmith Economic
Development Commission, 2008



Sectors

Forestry and Wood Products Manufacturing: With a number of mills operating in and near Ladysmith, this is an important activity with a large number of highly skilled residents employed in the sector. Training and educational opportunities already exist to serve new and expanding businesses. Value-added wood products manufacturers are also increasingly present in the community, taking advantage of the proximity to Vancouver Island's forestry operations.

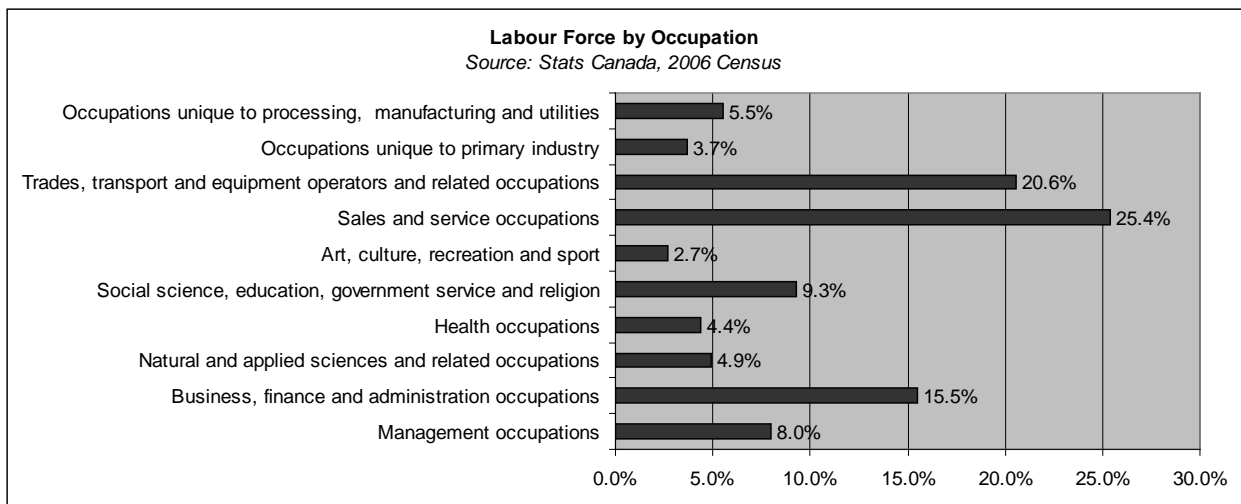
Marine Manufacturing and Services: Ladysmith's natural harbour and marina facilities make the community a perfect fit for a variety of marine-related industries. Local marine related-industry companies have a distinct advantage in terms of location, expertise and customer base.

Food Processing: Primarily shellfish processing (oysters, clams, scallops and more) is a sector with many opportunities. Local growers and producers enjoy superior market access and growing conditions, thereby minimizing production costs. Support services are also nearby for the industry, including supplies, workforce and transportation to markets.

Professional Services: Many knowledge-based businesses can compete globally from anywhere, and more and more entrepreneurs are choosing quality of life over big city living. Ladysmith's small-town atmosphere, coupled with incredible recreational opportunities and proximity to major transportation networks and urban centres makes Ladysmith an ideal location for professionals.

Retail: The retail sector, located primarily in the historic Downtown core and at Coronation Mall, is a major source of economic activity in Ladysmith. There are over 50 retail establishments, and Ladysmith's historic downtown boutique shops offer some unique finds.

Tourism Infrastructure: Tourism has emerged as a significant economic pillar in Ladysmith due primarily to the community's stunning West Coast location, waterfront recreation, hiking trails and boutique-style shopping experience. This sector will continue to expand significantly as new marina amenities are developed. According to the Ladysmith Visitor Information Centre, 39% of the visitors who accessed the Centre in 2009 were overnight visitors.



Green Industries: The community's vision for sustainable leadership includes a focus on green industry. This emerging sector includes eco-tourism, green and innovative companies, eco-industrial parks, live-work, green building, buy local and green business leadership. The EDC is working with Economic Development Cowichan on its Clean Technology initiatives (www.cvrld.bc.ca/indes.aspx?nid=946).

For more detailed business sector information, please visit the "Doing Business" section of the Town's web site.

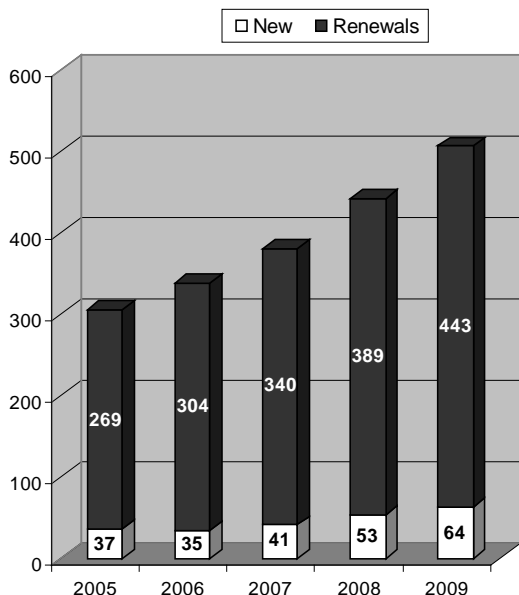
Business Licence Data

Ladysmith is a growing community both in its population as well as its business base. The Town supports enhanced economic development efforts and works cooperatively with local industry to grow the local economy. To guide and facilitate these efforts, the Town established the Ladysmith Economic Development Commission in 2005. The Commission's prime mandate is to provide leadership to diversify and grow the Ladysmith economy and achieve a sustainable community.

All businesses operating in Ladysmith must obtain a business licence through the Town of Ladysmith. The application for a business license is available online on the Town's website and at City Hall. The approval process takes, on average, less than 2 weeks. The cost of the license is \$100 and is valid throughout the Cowichan Valley Regional District.

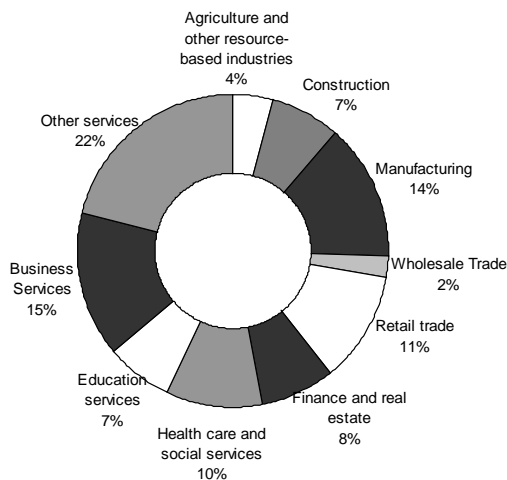
Town of Ladysmith Business Licenses, 2005-2009

Source: Town of Ladysmith



Labour Force by Industry

Source: Stats Canada, 2006 Census





Major Employers

Ladysmith has a significant number of small businesses (employing less than 10 people), as well as a large number of home-based businesses. Major employers represent the public service sector, as well as a small number of industries and larger retail establishments. According to the 2006 Census, 47% of Ladysmith's population works outside of the community, in Nanaimo and throughout the Cowichan Region, as well as in Victoria.

Ladysmith Major Employers

Company	Employees	Sector
Lodge on 4th	150	Residential Care Home
School District #68 (Ladysmith Only)	145	Education
Western Forest Products Saltair Sawmill	132	Forest
Town of Ladysmith	85	Municipal Government
49th Parallel Grocery Store	80	Retail
Ladysmith Press	65	Media/Publishing
Safeway	60	Grocery Retail
Ladysmith Health Centre	60	Primary Health Care
Pharmasave	24	Pharmacy
Home Hardware	22	Retail
Limberis Seafood Processors	20	Clam & Oyster Processing

Nanaimo Major Employers

Company	Employees	Sector
School District #68	2100	Education
Nanaimo Regional General Hospital	1600	Healthcare
Vancouver Island University	1000	Education
BC Ferries Corporation	658	Transportation
Shaw Cable	600	Cable Provider
City of Nanaimo	498	Municipal Government
NCO Customer Management	400	Contact Centre
McDonald's (4 locations)	395	Restaurant
Department of Fisheries and Oceans	250	Research Lab
Coastal Community Credit Union	240	Financial Services
The Real Canadian Superstore	240	Grocery Retail

Community Planning

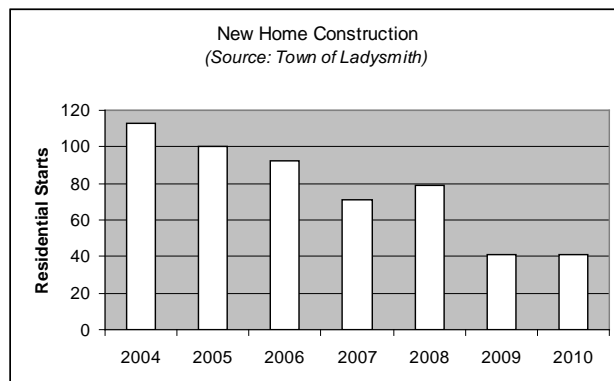
The Town of Ladysmith has formulated long-term development strategies for the community to guide future development. The Official Community Plan and the Community Sustainability Plan are both available on the Town’s website or by contacting City Hall. Electronic copies of several of the Town’s bylaws are also available on the web site, including the Zoning Bylaw, Sign Bylaw, Subdivision Bylaw, and the Building & Plumbing Bylaw. Since the website may not include all revisions and amendments to Town bylaws, it is strongly suggested to request an official version from City Hall.

Planning and zoning is a function of the Development Services Department. The Department can assist in interpreting the bylaws for construction, renovation or development projects.

Building permits are issued for any construction, alteration or repair of a building. Plans for the construction or alteration need to accompany the application for the permit. On average, permits are issued within 15 to 30 days, depending on the scale of the project. Costs of the permits are established based on the extent of the construction.

Town of Ladysmith Application Fees

OCP / Zoning Amendment Application	\$1500 + advertising costs public hearing
Subdivision Application	\$300 application fee + \$100 per lot
Development Variance Permit	\$750
Development Permit – Multiple Family, Commercial, Industrial	\$750
Development Permit – Downtown Specified Area Signage / Façade Improvement	\$100
Development Permit – Environmentally Sensitive Areas and Hazard Lands	\$100
Development Permit - Amendment	\$100
Board of Variance	\$750
Temporary Use Permit	\$1000 + advertising costs



Source: Town of Ladysmith Fees and Charges Bylaw 2008, No. 1644. For an official copy, please contact City Hall at: 250.245.6400.

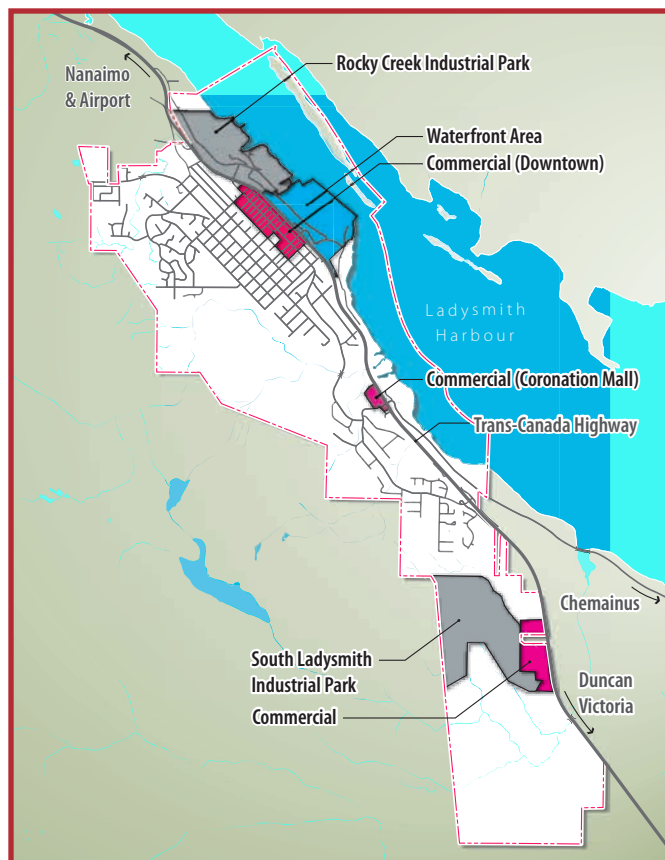


Industrial Development

There are two industrial parks in Ladysmith, one located at the north end of town (Rocky Creek Industrial Park) and the other at the south of town (South Ladysmith Industrial Park). Both have excellent highway access, utilities on or near the site, and zoning for industrial activity.

The 72 ha Rocky Creek Industrial Park is located adjacent to the Trans Canada Highway, fronting Ladysmith Harbour. It provides primarily for live-work, light and heavy industrial uses. Recent highway upgrades and availability of servicing enhances the desirability of the area. Lot sizes range from 0.5 to 2.0 ha with full municipal road, sewer, and water services as well as gas, hydro and telephone utilities.

The 41ha South Ladysmith Industrial Park is located at the south entrance to Ladysmith and provides for a range of industrial uses. Lot sizes are a minimum 0.5 to 8 ha with rural servicing levels. Municipal water may be extended as well as gas, hydro and telephone service.



Commercial Development

The Town has two main commercial areas: the historic downtown and the south end (Coronation Mall), with smaller complementary commercial areas located within neighbourhoods. Maintaining the look and feel of the downtown is important to the community. Design guidelines for buildings, signs and canopies are available for new projects and renovations. Design guidelines also exist for commercial development in other areas.

Additional commercially zoned land can be found along the Island Highway at the entrance of the South Ladysmith Industrial Park.

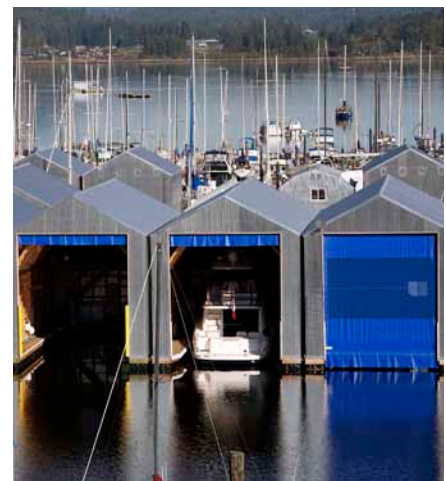
Commercial opportunities are in high demand for entrepreneurs. As such, any listing for properties for sale or lease will be publicized through the many local real estate companies, or through www.icx.ca.

Waterfront Development

Ladysmith's stunning waterfront is one of the community's most defining features and, as such, is integral to the community's identity. Transfer Beach Park is a highly treasured place – a place where residents and visitors go to experience nature, tranquility and fun-filled community events and recreational opportunities. Adjacent to Transfer Beach lie approximately 68 acres of Provincial Crown Land and 24 acres of Town-owned land (known as the 'Uplands') – all vacant and awaiting development.

The Ladysmith Sustainability Plan and the Waterfront Area Plan envision a dynamic multi-use waterfront village comprised of natural areas, recreational areas, marine and marine activity areas, waterfront development and services; and a working waterfront of traditional industrial and related uses.

As a result of historic industrial uses on the waterfront, the lands have been subject to varying levels of environmental challenges. In partnership with the Stz'uminus Nation and the Province of BC, the Town is currently focusing its efforts on environmental assessment and clean-up of the area so that a leading, sustainable mixed-use development can ensue.





Taxation

Property Taxes

Property taxation is an important source of municipal revenue. The value of a property, as assessed by the B.C. Assessment Authority, is multiplied by the tax rates as set out by each of the taxing jurisdictions to determine property taxes. Property taxes also include levies for water and sewer services, as well as policing services, the Vancouver Island Regional Library, and services provided by the Cowichan Valley Regional District. Since 1996, Ladysmith has consistently reduced the portion of taxes paid by industry from about 30% to less than 16% of the Town's property tax revenue.

The overall tax rate increase contained in the 2010 budget is 4.45%. In the face of ongoing economic uncertainty abroad and at home, tax increases have been kept as low as possible while maintaining the levels of service the community desires. Although non-tax revenues from sources such as interest on investments, development fees and building permits are projected to be slightly higher than in 2009, they are expected to be well below previous levels.

The average single-family residential house, which is assessed at \$293,465, will see a 5.99% increase or \$69 over 2009. In keeping with Council's policy to limit commercial property tax increases and encourage economic activity, the commercial property tax will increase by 2.96%.

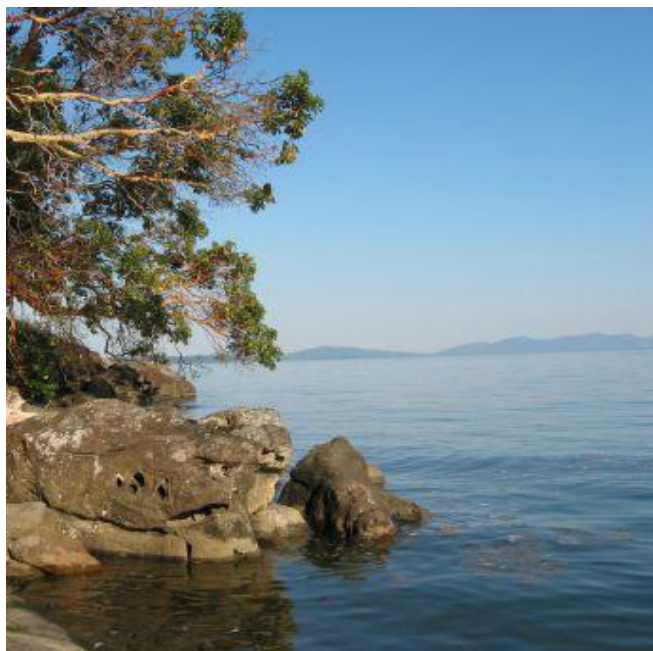
The 2010 budget also reflects Council's direction to reduce its reliance on tax revenues from heavy industry. Since 1995, the Town has consistently reduced its dependence on heavy industrial taxes. This year, heavy industry will contribute 15.73% of the Town's property tax revenue, compared to more than 30% in the 1990s.

Revitalization Tax Exemption Program

In 2007, the Town of Ladysmith introduced a Revitalization Tax Exemption Program aimed at maintaining the heritage character of Ladysmith and encouraging investment within the downtown core without triggering increased taxation. To qualify, property owners must submit a formal application (fee of \$250 applies) and projects must meet program criteria and objectives.

Sales Tax

The provincial sales tax (PST) is currently set at 7%, and the federal goods and services tax (GST) is 5%. Beginning July 1, 2010, the harmonized sales tax (HST) is the single harmonized tax that will replace the GST and PST in British Columbia. The HST will apply at a rate of 12% to those goods and services that were previously subject to GST.





Payroll Taxes

Workers Compensation

Average cost for all industries / \$100 payroll	\$1.90
Average rate for office workers / \$100 payroll	\$0.30
Maximum weekly benefit	\$808.16

Employment Insurance

Average. premium among existing employers	2.618%
Average premium new employer	2.618%
Maximum weekly benefit	\$413.00

Source: www.investbc.com Data is the same for all BC communities and rates are current as of January 1, 2006.

Income Tax

Personal Income Tax	Provincial	Federal
Capital Gains	2.53% - 7.35%	7.50% - 14.50%
Earned Income	5.06% - 14.70%	15.00% - 29.00%
Unearned income (eg. Dividends)	0.0% - 3.92%	0.0% - 14.55%
Corporate Income Tax		
Small Business	3.5%	11.0%
Manufacturing	11.0%	19.0%
Non-manufacturing	11.0%	19.0%

Source: www.investbc.com Data is the same for all BC communities and rates are current as of March 31, 2009.



Utilities

Water & Wastewater

Water and wastewater (sewer) services are provided by the Town of Ladysmith. The Town obtains its water from two sources, Holland Creek and Stocking Lake. The existing water supply system has the capacity to provide quality drinking water to a population of up to 15,000. The wastewater treatment plant was built to serve a population of up to 12,000.

The Town has undertaken extensive infrastructure improvements to both the water and wastewater treatment systems in recent years. Upgrading the wastewater treatment plant to secondary treatment standards in order to better serve a growing community continues to be a key priority, with work scheduled to commence in 2010. Watershed protection and ongoing programs aimed at further reducing the Town’s water consumption are also a high priority. In 2010, the Town introduced a block usage water rate structure. Under this structure, users pay a flat rate for the first 25 cubic metres of water used, with the rate increasing for each additional 25 cubic metres.

Wastewater Usage Rates (Quarterly)

Residential	\$39 per unit
Commercial	\$39 per unit/office
Industrial	Varies by class

Water Usage Rates (Quarterly)

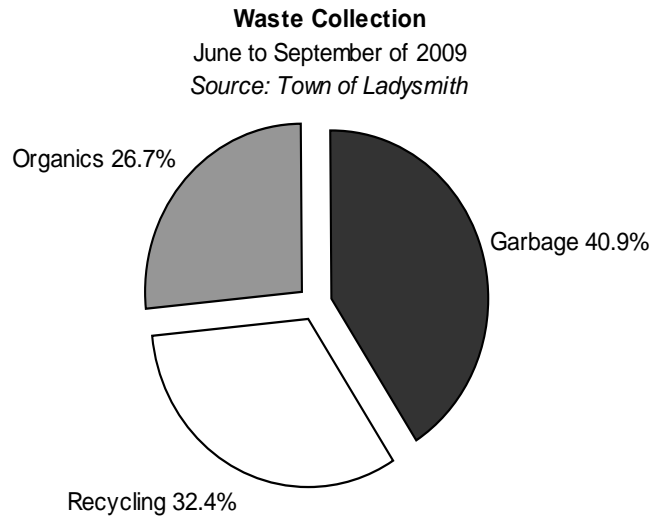
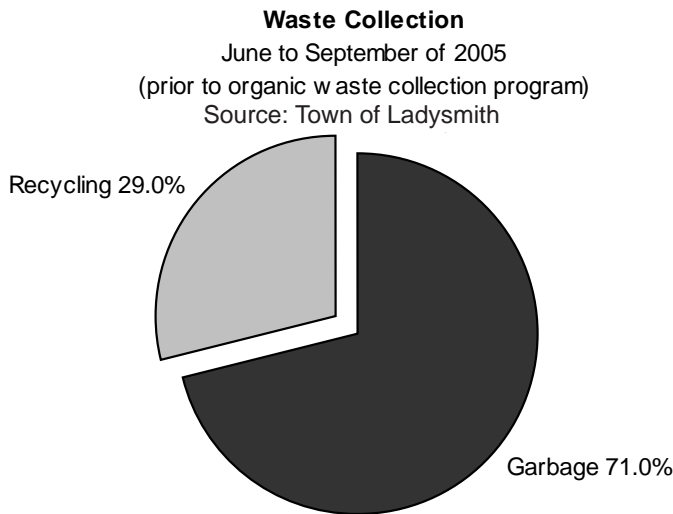
Residential	\$21 for first 25 cubic metres, \$0.50 per additional cubic metre to 50 cubic metres; \$0.60 per additional cubic metre to 75 cubic metres; \$0.75 per additional cubic metre to 100 cubic metres; \$1.00 per additional cubic metre to 125 cubic metres; \$1.35 per cubic metre per additional cubic metre.
Commercial	\$20 for first 25 cubic metres, \$0.45 per additional cubic metre
Industrial	

Garbage, Recycling & Organic Waste Collection

Residential garbage collection services are provided by the Town at a quarterly cost of \$39 for garbage, recycling and organic waste collection. Commercial and industrial users must make their own arrangements at this time.

One garbage can is allowed on alternating weeks, with a \$2 charge for each extra bag. Recycling is unlimited, with pick-up alternating weeks with garbage collection. Pick up schedules, extra garbage tags and yellow recycling bags are available at City Hall.

The Town of Ladysmith is exceptionally pleased to be among the first municipalities in BC to offer weekly organic waste collection. The program was launched in February, 2006. Pick up is offered weekly. For more information about the Town's garbage, recycling and organic waste collection programs, please visit the Services section of the Town's web site.





Telecommunications

Shaw (www.shaw.ca) and Telus (www.telus.ca) offer digital cable, telephone and high-speed internet service packages for residences and businesses. Bell (www.bell.ca) offers digital cable and internet. Detailed information about pricing and the various packages available can be found on the companies' respective web sites.

Electricity

Hydro-electric power is delivered to Ladysmith by BC Hydro, a provincial Crown Corporation. BC Hydro's PowerSmart initiatives include several residential and business programs and incentives for energy efficiency and sustainability. For more information, visit www.bchydro.com.

BC Hydro Charges by Rate Class (as of April 1, 2010)

Residential Conservation Rates	Basic Charge 13.41 cents per kWh per day Step 1: \$0.0627 per kWh Step 2 \$0.0878 per kWh
Commercial under 35kW	Basic Charge 17.16 cents per kWh per day \$0.0816 per kWh
Commercial over 35kW	Basic Charge 17.16 cents per day Demand charge for first 35kW - nil Demand charge for next 115kW - \$4.18 / kW Demand charge for additional kW - \$8.02 / kW Energy charge for first 14,800 kWh - \$0.0816 / kWh Energy charge for additional kWh - \$0.0393 / kWh
Industrial Rates	Demand charge \$5.810 per kV.A Energy charge \$0.02817 per kWh up to 90% CBL \$0.0736 per kWh above 90% CBL

Source: BC Hydro (www.bchydro.com)

Natural Gas

Natural Gas is provided by Terasen Gas (www.terasengas.com) - a shareholder-held private company. Terasen Gas is building a \$190 million liquefied natural gas (LNG) storage facility 6 km north-west of Ladysmith that will ensure, at any point in time, a 10-day supply for the entire island, serving some 90,000 customers in the process. This project is expected to be completed by late 2011.

Terasen Gas Charges by Rate Class (as of June 1, 2010)

	Basic Charge	Commodity Charge per GJ
Residential Rate	\$10.50	\$14.325
Small Commercial Rate 1	\$9.45	\$16.940
Small Commercial Rate 2	\$33.53	\$16.455
Large Commercial Rate 1	\$61.00	\$13.353
Large Commercial Rate 2	\$97.82	\$12.311
Large Commercial Rate 3	\$201.51	\$12.015
Apartment Rate	\$40.00	\$12.373

Source: Terasen Gas (www.terasengas.com)

Resident Support Services

Ladysmith offers a wealth of support services for residents of all ages - from infants to seniors and every age in between. Services for young families in Ladysmith are second to none, with a variety of licensed care facilities, preschools, and other early years services located in the community. Programs for children and young families are highlighted below.

There are a number of fun, engaging and informative programs for youth in Ladysmith. Ladysmith Parks, Recreation and Culture offers extensive youth programs throughout the year at the Frank Jameson Community Centre “Rec Room” and other venues.

As an increasingly popular and highly desirable retirement destination, Ladysmith offers many services and programs tailored to their needs of seniors. Ladysmith Parks, Recreation and Culture offers numerous programs aimed at encouraging a healthy, active lifestyle.

For more information about recreation programs through Ladysmith Parks, Recreation & Culture, download a copy of the Leisure Guide (www.ladysmith.ca/parks_rec.php) or call the Frank Jameson Community Centre at 250.245.6424.

Service Provider	What they do...	Contact Information
Ladysmith Early Years Partnership	Coordinate a full range of services for children from birth to age 6 and their families.	Chairperson 250.245.8183 sandyweeks@shawbiz.ca
Ladysmith Family and Friends (LaFF)	Offer a variety of fun-filled programs, services and referrals for young children, their families and caregivers	250.210.0870 (LaFF mobile) info@familyandfriends.ca www.familyandfriends.ca
PacificCARE	Provide information, workshops and child care referral services for newborns to 12 years.	250.756.2022 mailbox@pacific-care.bc.ca www.pacific-care.bc.ca
Ladysmith Resources Centre	Offer information, support and programs for families, and seniors.	250.245.3079 info@lrca.bc.ca www.lrca.bc.ca
Strong Start Early Learning Centre (School District 68)	A free drop-in program at Ladysmith Primary School for children 5 and under, and their parent or caregiver to support early learning.	Coordinator 250.740.3516 epennell@sd.68.bc.ca
Ladysmith Parks, Recreation & Culture	Offer numerous fun-filled recreational programs for children, youth and their families.	250.245.6424 www.ladysmith.ca
Ladysmith Youth Advisory Coalition	Coordinate a full range of programs and services for youth	Coordinator 250.245.6424



New residents are warmly welcomed to Ladysmith, and the following resources are available for the information of perspective residents, or to help to ease the transition for newcomers:

To request a Ladysmith Relocation Package, contact the Ladysmith Chamber of Commerce at 250.245.2112, info@ladysmithcofc.com.

Contact City Hall at 410 Esplanade or call 250.245.6400 to obtain an information package about garbage & recycling pick-up, including service schedules, general information, recycling bags and stickers.

Volunteerism in Ladysmith is exceptionally high. Download the most current directory of community clubs and organizations from the Town's web site (www.ladysmith.ca/groups.php) and get involved!

Once in Town, contact the Ladysmith Newcomers Club to meet friends and experience all that Ladysmith has to offer. Contact: 250.245.7723.

The local Welcome Wagon is another great source of support and information to newcomers. Contact: 250.245.0799.

Anyone seeking employment can contact Employment Navigators - they offer free employment services to all unemployed, underemployed or employment threatened individuals. Some of their core services include job postings, computer/Internet access, resource information, one-on-one assistance with returning to work or training and workshops on computer basics, job search and resumes, career assessments and decision making, entrepreneurial exploration and trades and technology information. Visit their website at www.employmentnavigators.com, email info@employmentnavigators.com or call 250.245.7134.

The Ladysmith Community Health Care Centre provides a range of health care and related services in one central location, including:

- Urgent care / Clinical Day Care
- Therapeutics Diabetes Education, Monitoring and Support
- Nutrition Counseling
- Ladysmith Family Practice
- Child Health Clinics
- Youth Health Clinics
- Midwifery Care
- Child and Youth Mental Health Services
- Youth & Family Addiction Services
- Adult Mental Health & Addictions
- Home & Community Care
- Adult Day Care
- X-Ray
- Laboratory
- Palliative Care
- Meals on Wheels

The Hillside Medical Centre is a traditional family practice clinic. A number of private health care offices, such as dentists, physiotherapists, chiropractors, massage therapists, optometrists and others are also located in the community.

For more information, visit the Health Care page on the Town's web site (www.ladysmith.ca/health_care.php)

Quality of Life

A Picturesque Coastal Setting

Ladysmith was named one of the 10 prettiest towns in Canada by Harrowsmith Country Life Magazine in 2000, being called “remote enough to feel free of urban nuisances, urban enough not to feel remote.” The Saturday Post put it this way: “In Ladysmith you have neighbours; in Vancouver you have people who live next door”.

Ladysmith won first place in the 5,000-10,000 population category “Communities in Bloom” contest in 2003. Judges said: “Ladysmith is truly a beautiful town. It is architecturally attractive, historically preserved, friendly, [...] Ladysmith has so many exceptional natural resources it’s hard to focus on just one.”

The Vancouver Sun called Ladysmith a “gem of a town”, the Business Examiner dubbed it “a community that works and cares”, and Ladysmith was featured in Sea Magazine as a great stop on a seaward adventure.

Celebrations Showcase Tremendous Community Spirit...

Ladysmith is renowned for its annual celebrations and community events that showcase the community’s tremendous sense of pride. Some of the most popular include:

- New Year’s Day Polar Bear Swim
- Ladysmith Home and Business Show
- Annual Vancouver Island Paddlefest
- Ladysmith Maritime Festival
- Annual Rotary Garden Tour
- Canada Day celebrations
- Sweet Pea Outdoor Quilt Show
- “Brits on the Beach”
- Ladysmith Celebrations
- Ladysmith Show and Shine
- Arts on the Avenue
- Artisan’s Old Fashioned Christmas
- Ladysmith Festival of Lights

The Ladysmith Chamber of Commerce maintains a community event calendar that can be viewed on their web site at www.ladysmithcofc.com. Take 5 Magazine (www.take5.ca) also offers a detailed community events listing.



Quality of Life



Library

The Vancouver Island Regional Library (www.virl.bc.ca) operates on a regional basis with 38 branches on Vancouver Island, Haida Gwaii and the Central Coast. VIRL has a branch located at #3-740 1st Avenue in Ladysmith.

The branch hours in Ladysmith are Monday, Wednesday and Saturday from 10am – 5pm and Tuesday, Thursday and Friday from 10am – 8pm. It offers public internet access stations and numerous programs for all ages.

Everyone Belongs Here - Clubs & Organizations Galore!

Ladysmith boasts an impressive number of ways that residents of all ages can get involved in the community. Volunteerism rates are exceptionally high, and social clubs abound. Download the most current directory of community clubs and organizations from the Town's web site (www.ladysmith.ca/groups.php) and get involved!



Quality of Life

Healthy, Active Lifestyle

Ladysmith has a number of leisure services, programs and facilities available to meet the needs of local residents and visitors alike. These include approximately 90 hectares of parks and open space, a community centre, community hall, and a senior's centre.

The Department of Parks, Recreation and Culture has also established and maintains a network of hiking and walking trails. The Town updated its Bicycle Plan in 2009, and is now in the process of undertaking route and infrastructure improvements to encourage greater use of bicycles in the community.

The Frank Jameson Community Centre includes an indoor swimming pool complex (lap pool, therapy/teach/leisure pool, whirlpool, and sauna), gymnasium, program and meeting spaces as well as a new fitness and wellness centre. A wide variety of community education, active living, and leisure services and programs are available for every age and interest. Residents with financial challenges may seek assistance for inexpensive access to programs and services through the Leisure Access Program.

Transfer Beach Park is located across the Trans Canada Highway from the town center. This waterfront park and beach offers a wide range of amenities to meet your needs: picnic facilities, covered shelters, large adventure playground, open fields, a seasonal concession, a water spray park, amphitheatre, kayak centre and much, much more! Transfer Beach is well known for its warm, clear, clean summer swimming water – the warmest north of San Francisco.

Adventurous walkers can trek south along the beach and within 15 minutes connect to the trails at the Holland Creek estuary.

Local and Regional Attractions

Ladysmith is at the crossroads of some of the best tourism and recreational opportunities that Vancouver Island has to offer. Ladysmith's tourism web site (www.tourismladysmith.ca) offers vacation planning tips to help visitors (and locals) experience everything that Ladysmith has to offer.

The Ladysmith Downtown Business Association hosts "Thursday Night Live" on First Avenue during the height of summer, featuring live entertainment and a farmer's market. There are also free concerts at the Amphitheatre at Transfer Beach on Sundays throughout the summer season to delight residents and visitors alike.

The Arts on the Avenue is an annual outdoor event which features local artists each August. In November, a tour of local artists is organized just in time for the holiday season. The Ladysmith Waterfront Art Centre Gallery (www.ladysmithwaterfrontgallery.com) is located just a short walk from Transfer Beach and displays local artwork year-round.



For added fun, you may want to venture out to neighbouring communities. Cultural attractions such as the BC Forest Discovery Centre and the Quw'utsun Cultural Centre in Duncan are unique experiences for visitors and locals alike. The Saturday Market in the Square in Duncan provides a wonderful opportunity to purchase products from local farmers and artisans. Mix in a tour of the Chemainus murals, Duncan's outdoor totem collection, or the Art District of Nanaimo, and you are sure to enjoy your stay in the breathtaking Cowichan Region.

At various times during the year, wineries and artisans open their doors to visitors and aficionados alike. Hiking, kayaking and diving are also very popular activities in Ladysmith and surrounding areas. The Visitor Information Centre on 1st Avenue is a wonderful source of local tourism-related information. It can be contacted at 250.245.2112 or info@ladysmithcofc.com. Tourism Cowichan: www.cvrld.bc.ca/index.aspx?NID=260 Tourism Nanaimo: www.tourismnanaimo.com Tourism Vancouver Island: www.vancouverisland.travel

Arts & Theatre

Community drama clubs and local restaurants feature a variety of musical entertainment on weekends, so there is always something going on.

One can also check out the Lady Smith's Little Theatre (www.ladysmiththeatre.com) for unique community performances. The Chemainus Theatre (www.chemainustheatrefestival.ca) and Port Theatre in Nanaimo (www.porttheatre.com) are within a 20 minute drive and offer a variety of performances.



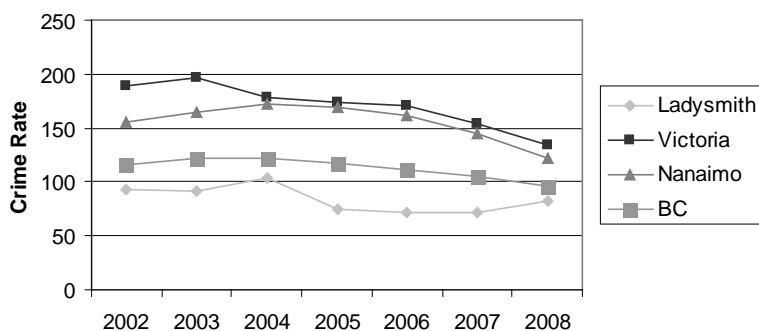
A Safe Community to Call Home

Policing services are provided by the Royal Canadian Mounted Police (RCMP). The Ladysmith Detachment has seven municipal officers, five provincial officers, one First Nation officer, four public service staff, and a Victim Services Coordinator, in addition to support from volunteers.

Ladysmith Fire/Rescue provides fire protection to the Town of Ladysmith, parts of Saltair and the Diamond Improvement District. This fire protection area spans over 40 square miles. The Fire/Rescue Department consists of 30 paid-on-call members including the Fire Chief, Deputy Chief, Training Officer, Captain, 3 lieutenants, and 23 firefighters. For more information, please visit www.ladysmithfirerescue.com.

Crime Rate Comparison

Source: Ministry of Public Safety and Solicitor General,
Crime Statistics



Local Media

The Ladysmith-Chemainus Chronicle is published weekly and covers Ladysmith and Chemainus areas. It features news stories, local cultural and sporting events, and classifieds. It is also online at www.ladysmithchronicle.com.

Take 5 (www.take5.ca) is a monthly publication circulated in Chemainus, Saltair, Ladysmith, Yellow Point, Cedar, Cassidy, Chase River and surrounding areas.

The nearest daily newspapers are the Nanaimo Daily News and the Times-Colonist in Victoria.

There are three broadcasting stations serving Vancouver Island: A Channel, CHEK TV and Shaw Cable. There are also a great variety of radio stations in the area, including:

- 89.7 FM “Sun FM” (Duncan)
- 90.5 FM CBC Radio (Victoria)
- 94.5 FM Radio VIU “CHLY” (Nanaimo)
- 102.3 FM “The Wave” (Nanaimo)
- 106.9 FM “The Wolf” (Nanaimo)
- 690 AM / 88.1 FM - CBC Radio One (Vancouver)

