

Mount Pearl Community Profile





CITY OF MOUNT PEARL
COMMUNITY PROFILE

MAYOR'S MESSAGE

Welcome to the City of Mount Pearl's *Community Profile*. This document contains a representative selection of community events, groups, businesses, statistics and demographics to help you gain insight into the City of Mount Pearl and what it has to offer.

Mount Pearl is the second largest city in Newfoundland. It has everything you need to enjoy the comforts of urban living amidst a natural setting. Mount Pearl's natural surroundings combine with its industrial core to provide a terrific place to live, to work, and to operate a business.



Our city is growing rapidly, and becoming increasingly well known as a friendly business city. Already it is home to some of the most significant players in the *Oil and Gas* and *Technology* industries. Mount Pearl's industrial centre is second to none within the Province. Its recreational facilities are some of the finest found in Atlantic Canada. And community spirit and a strong volunteer base abound – helping to create one of the most beautiful and neighbourly cities in Canada.

Take some time to peruse the following pages. Please feel free to contact us with your comments. We look forward to hearing from you!



His Worship Mayor Steve Kent

Mount Pearl
A Great Place to Live and Raise a Family

CONTENTS

INTRODUCTION

History	7
Development	8
Incorporation	8
Historical Occurrences	9
Present Day Mount Pearl	10
Mount Pearl Flag	11

CITY COUNCIL

Mayor and Councillors	12
Council Schedule	14

LOCATION

Distances To Major Centres	15
Access Routes	16
Weather	16

INDUSTRY

Oil and Gas	18
Mining	21
Technology	22
Professional Services	23
Manufacturing/Construction	24
Industrial/Business Parks	25
Retail & Wholesale	28
Arts & Culture	29
Tourism	33

BUSINESS CLIMATE

Economic Development Initiatives	37
Capital Coast Development Alliance	37
Home Based Business	38
Tax Rates	39

LABOUR FORCE

Participation/Unemployment Rates	41
Workforce Data	42
Labour Standards Act	43
Workforce Education Levels	43
Employment Assistance	44

REAL ESTATE

Zoning	46
Residential Statistics	47
Commercial Building Statistics	48
Overall Market Picture	49

UTILITIES

Water Supply System	50
Water Rates	50
Electricity Rates	51

EDUCATION AND RESEARCH

Mount Pearl Schools	52
Post Secondary Education	53
Other Post Secondary Facilities	54
Pre-Schools and Day-Cares	55
Research Facilities	56

SERVICES

Health Care	58
Senior Citizens Accommodations	60
Municipal Services	60
Police Force and Security	61
Municipal Enforcement	62
Fire Prevention	62
Transportation	63
Banks and Lending Agencies	64
Churches	64
Shopping	65

MEDIA

Newspapers	66
Television	66
Radio	66

RECREATION AND LEISURE

Recreation Facilities	67
Service Clubs and Organizations	71
Sporting Events and Associations	72
Community Activities and Events	73

BUSINESS ASSISTANCE

EDGE Program	76
Economic Development Department	78
Mount Pearl Chamber of Commerce	79

■ INTRODUCTION

The *Mount Pearl Community Profile* is a comprehensive overview of what Mount Pearl has to offer existing and prospective residents and businesses. It is not meant to detail an exhaustive list of everything within the City; rather, its purpose is to give a synopsis of the City and a selection of occurrences and institutions within it.

Details contained within the *Community Profile* include demographics, background and general information, statistics, and numerous other items of interest related to the City of Mount Pearl. Information for this *Community Profile* has been derived from a variety of sources, which can be found in greater detail in appendices to the document. All information is as current as possible to the date of printing. The City of Mount Pearl assumes no responsibility for any actions or assumptions on the part of any individual pertaining to information reported in this *Community Profile* without prior consultation with the Mount Pearl Economic Development Department and the original sources of information.

The City of Mount Pearl welcomes feedback pertaining to this document, and would like to thank all those who contributed to its creation. Further copies of the *Mount Pearl Community Profile* may be obtained through the Economic Development Department offices from:

Ms. Bronda Aylward

Director, Economic Development

Telephone: (709) 748-1096

e-mail: baylward@mtpearl.nf.ca

Mr. Anthony Janes

Economic Development Officer

Telephone: (709) 748-1095

e-mail: ajanes@mtpearl.nf.ca

City of Mount Pearl Economic Development Department

3 Centennial Street

Mount Pearl, NL

A1N 1G4

HISTORY OF MOUNT PEARL

The name Mount Pearl dates back to the nineteenth century with the arrival of Commander James Pearl and his wife, the former Annie Hawkins, in 1829. The couple traveled to Newfoundland aboard the *Britannia*, in possession of a crown grant of one thousand acres of land from the British Government as a reward for Commander Pearl's 27 years of distinguished service in the Royal Navy.

Commander Pearl took possession of some five hundred acres of his land, and in February of 1830, erected a house upon the most elevated section of his estate. The place was named Mount Cochrane in honor of then-governor Sir Thomas Cochrane. Following the Governor's departure from Newfoundland in 1834, Commander Pearl renamed the site after himself. Since that time, the location has been referred to as Mount Pearl.

In 1836, Commander James Pearl was made a Knight of the Royal Guelphic Order of Hanover and two years later in 1838 received the honor of Knight Bachelor from Queen Victoria. Commander Sir James Pearl died suddenly at his Mount Pearl estate on January 13, 1840 at the age of 50 years.

Following James Pearl's death, John Lester, who had come from Devonshire, England in 1832 to work for James Pearl, continued working the Pearl Estate, leasing it from Lady Anne Pearl for another 14 years. In 1844, Sir James Pearl's wife, Lady Anne, moved to London, England and she remained there until her death in 1860. In her Last Will and Testament, Lady Anne Pearl left John Lester 100 acres of land called "Anna Vale", (present day Glendale) which John Lester later sold. The Pearl estate eventually came into the hands of Andrew Glendenning who worked it as successful farmland, well into the 1920's.

John Lester purchased other land (124 acres opposite the Pearl Estate on Brookfield Road) from Edward Dunscomb and later inherited another 50 acres on Old Placentia Road (present day Admiralty Wood) from Pearl's sister, Eunice Blamey. John Lester died in 1893 leaving his estate called "FairMead" to sons Ashton and James. Fairmead is the site of Lester's Market today.

Origin

Town & City Status

DEVELOPMENT

In the 1930's and throughout the 1940's, Mount Pearl became the meeting place of affluent members of society and lovers of horseracing. In the 1940's, a large open air gallery, with benches for spectators to view surrounding lands was erected on "The Mount". Horseracing continued to be a prominent attraction of high society, with the attendance of Prince Henry of Holland in 1845, and later with the attendance of King Edward (then Prince of Wales) in 1860. From this recreational pastime, Mount Pearl began to develop into something of a summer resort for St. John's residents. Increased population during summer months led to increased population year round and eventual residential and industrial development.

INCORPORATION

With a steadily growing population, there was increased demand for municipal government in the 1950's. As a result, the first Mount Pearl election was held in 1955. Mr. Hayward Burrage became the first Mayor of the Town of Mount Pearl, incorporated January 11, 1955, population 1,979. On July 21, 1988, the Town of Mount Pearl became the third community in Newfoundland to be granted City status. It is now recognized as the second largest city within the province, with a population of approximately 26,000 people.



*Park Avenue
Photo: Sky-Shots Aerial Photography*

HISTORICAL OCCURRENCES

- In June 1914, the British Admiralty commenced the erection of a transmitting and receiving station in Mount Pearl. Finished in August 1915, the station remained in use until 1942, as part of a worldwide network of stations. It was a vital link in the pioneer phases of wireless and radio communication in Newfoundland and worldwide.
- In 1918, the S.O.S. from the sinking S.S. Florizel was received. The Admiralty Wireless Station played a significant role in the rescue of survivors.
- In 1919, Mount Pearl became involved in a new chapter in world history – transatlantic air flight. On May 18, 1919 the very first flight, in attempts to fly the Atlantic non-stop, took off from Glendenning's Farm, Mount Pearl. Unfortunately, the attempt was unsuccessful and the plane came down in the Atlantic Ocean some 1,050 miles from Newfoundland. The first successful Trans-Atlantic flight was completed one month later by Alcock and Brown, with assistance from the Naval Reserve.
- Also in 1919, the first rigid airship to cross the Atlantic (both ways) contacted the Wireless Station, as first contact with North America.
- The first-ever Canada/Newfoundland airmail flight landed at Glendenning's Farm, Mount Pearl from Toronto, Canada on November 19, 1930. This marked the first passage of airmail via the two countries.
- The first high-powered broadcast radio station VONF transmitted from the former Wireless Station towers in 1932.
- Commission of Government bought Andrew Glendenning's property during the period 1934-1949 in order to build a demonstration farm. This later developed into a Federal Government Experimental Farm.

PRESENT DAY MOUNT PEARL

A progressive city of approximately 26,000 people, Mount Pearl borders the scenic Waterford River. As the City's main watershed, the river has its headwaters in the Town of Paradise, to the west of Mount Pearl. It enters and flows through Mount Pearl, continues on through the City of St. John's and empties into St. John's Harbour.



*Old Placentia Road
Photo: Sky-Shots Aerial Photography*

Mount Pearl's development has been along the lines of the "neighbourhood concept" with paved streets and walkways interlocking the various neighbourhoods that exist within the City. It is at the centre of an urban region, with quick and easy access to the Trans-Canada Highway. In terms of landmass, the City totals 15.16 square kilometres.

Since 1986, Mount Pearl's population has grown at an average of 1.6% each year.

Population

Year	Population	Increase
1986	20,293	16%
1991	23,689	16.7%
1996	25,519	7.7%
2001	25,170	-1.4%
2003	25,795	2.5%

Source: Statistics Canada

MOUNT PEARL FLAG



The City's flag, designed by art teacher and freelance graphic designer Robin Cook, is composed of a three sectioned shield against a blue diagonal cross on a white background.

The top left section of the shield is patterned after part of the British Union Jack, while the top right section resembles a portion of the flag of Newfoundland and Labrador. The combination of the two represents the history of Mount Pearl as land granted by England to Commander Pearl.

The center section of the shield displays the Mount Pearl Coat of Arms, symbolizing military honour, glory to God, and friendship, co-operation, and togetherness.

The lower portion of the shield is designed to express a visual concept of growth, signifying our association with industrial expansion, and our dedication to preservation of the environment and green spaces.

The blue cross against which the shield is laid reminds us of the flag of Nova Scotia, the birthplace of our founding father, Sir James Pearl.

Design

CITY COUNCIL

Mount Pearl City Council is comprised of the Mayor, Deputy Mayor, and five Councillors. Civic representatives play a significant role in City development.



Back Row [L-R]: *Bernice Miller, Ed Grant, Lucy Stoyles, Paul Lane, John Walsh*
Front Row [L-R]: *Mayor Steve Kent, Deputy Mayor Randy Simms*

MAYOR STEVE KENT

A Mount Pearl resident for twenty-five years, Mr. Kent became Mount Pearl's eighth Mayor in October 2003 following a six year term as Deputy Mayor. Named Mount Pearl Youth of the Year from 1992-1996, and the recipient of the YTV National Achievement Award for Public Service, Mayor Kent is very concerned with social and youth issues. His advocacy for youth is well known and respected throughout the City and the Avalon Peninsula region. In December 1999, Macleans magazine named Steve Kent as one of the top 100 Canadians to watch for in the next century and in 2002, he was the recipient of the Queen's Golden Jubilee Medal. In 2003, Memorial University Alumni Association presented Mayor Kent with the Alumni Horizon Award. Mayor Kent has chaired several committees while serving on council such as the Parks and Recreation Committee, Human Resources and Finance Committee, and Planning and Land Use Committee. Mayor Kent has also served on the City's Economic Development Committee, Technical Services Committee and the Regional Fire Services Committee.

Civic Officials

DEPUTY MAYOR RANDY SIMMS

Deputy Mayor Simms has always demonstrated a keen interest in Mount Pearl's growth. As a founding member of the Mount Pearl Chamber of Commerce, he served two terms as President and was a prominent member of the Mayor's Task Force on Economic Development. In 2001, Mr. Simms was elected President of the Newfoundland & Labrador Federation of Municipalities and in 2003 was named Provincial Honorary Chair of Volunteer Week. Mr. Simms was first elected to Council in 1989 and became Deputy Mayor in October 2003. Deputy Mayor Simms has served on all of the City's standing committees and currently chairs the Human Resources and Finance Committee. Mr. Simms is the first elected Municipal Councillor in the Province of Newfoundland & Labrador to complete the Certificate Program in Municipal Administration offered by Memorial University of Newfoundland.

COUNCILLOR ED GRANT

Mr. Grant has been a Councillor since 1985, and a City resident for more than forty years. In 1985, he was first elected to Mount Pearl Council and has been re-elected four times. During his terms on Council he has chaired every committee including Finance, Recreation, Public Works and Economic Development. Councillor Grant co-chairs both the Regional Fire and Regional Water Services Committees exemplifying his commitment to Mount Pearl and its continued development within the surrounding region. Councillor Grant currently chairs the Parks and Recreation Committee.

COUNCILLOR LUCY STOYLES

A resident of Mount Pearl for more than twenty-five years, Ms. Stoyles was first elected to Council in May 1996 and continues to hold open houses on a regular basis to meet and address the concerns of Mount Pearl residents. Councillor Stoyles is very active in community events as evidenced by the many awards she has received – YM-YWCA Woman of Distinction Award in 2003; Mount Pearl Chamber of Commerce Member Recognition Award in 2001 and Norm Carr Memorial Award in 2000; VOCM Cares Foundation Volunteer of the Year for 1994 and Mount Pearl Citizen of the Year for 1993. Councillor Stoyles is a former Chair of the Northeast Avalon Joint Councils and is currently serving her third term on the Board of the Municipal Assessment Agency. Her Council Committee representation includes Chair of Economic Development and a Member of the Planning & Land Use Committee. Councillor Stoyles is currently involved in the Learning Disabilities Association's program seeking computers for needy children.

COUNCILLOR BERNICE MILLER

Councillor Miller has been a dedicated resident of the City for the past thirty years. Mount Pearl Citizen of the Year for 1992, winner of the 125th Commemorative Medal of Canada for Voluntarism, and a small business owner within the community, Ms. Miller was elected to City Council in 1997. She is a member of numerous committees, including the Northeast Avalon Joint Council. She is also the current Chairperson of the Public Works/Safety Committee.

COUNCILLOR JOHN WALSH

Councillor John Walsh was elected in September 2001 to the Mount Pearl City Council. Councillor Walsh currently chairs the Planning and Land Use Committee at a time when the City is undergoing the implementation of some of its greatest growth and expansion. He is also the alternate member on the Economic Development Committee as well as being appointed to the Regional Water Services Committee and is a member of the Regional Fire Services Committee.

COUNCILLOR PAUL LANE

Councillor Paul Lane is Mount Pearl's newest Councillor, elected in the December 2003 by-election. Over the past number of years Paul has been a very active community volunteer involved in many organizations and activities and was recognized as Mount Pearl's Citizen of the Year in 2002. Councillor Lane chairs the Technical Services (Engineering) Committee and is a member of the Public Works Committee.



Mount Pearl City Hall, 3 Centennial Street

COUNCIL MEETING SCHEDULE

Regular Public Council meetings are held bi-weekly throughout the year. Elections are held once every four years on the last Tuesday of September.

LOCATION

- **INTERNATIONALLY** – The City of Mount Pearl is located in the Northeast Region of North America.
- **NATIONALLY** – The City of Mount Pearl is located at the easternmost region of Canada, in the Province of Newfoundland and Labrador.
- **PROVINCIAALLY** – The City of Mount Pearl is located minutes from the Atlantic Ocean, adjacent to the Province’s Capital City of St. John’s.



Our global position is North 47 degrees, 31 minutes latitude, and West 52 degrees, 47 minutes longitude.

Geographic Position

DISTANCES FROM MOUNT PEARL TO MAJOR CENTRES

City	Kms
Halifax, Nova Scotia, CA	1,503
Montreal, Quebec, CA	2,602
Toronto, Ontario, CA	3,141
Calgary, Alberta, CA	6,334
Vancouver, British Columbia, CA	7,323
Boston, Mass, USA	2,346
London, England, UK	3,774

Distances

Street Approaches

ACCESS ROUTES

There are nine street approaches to the City of Mount Pearl from neighbouring communities. (See Appendix I). The most travelled routes within the City are Commonwealth Avenue, Ruth Avenue, Park Avenue, and Topsail Road. The highest volumes are recorded in the evening hours on Topsail Road between Blackmarsh Road and Commonwealth Avenue.

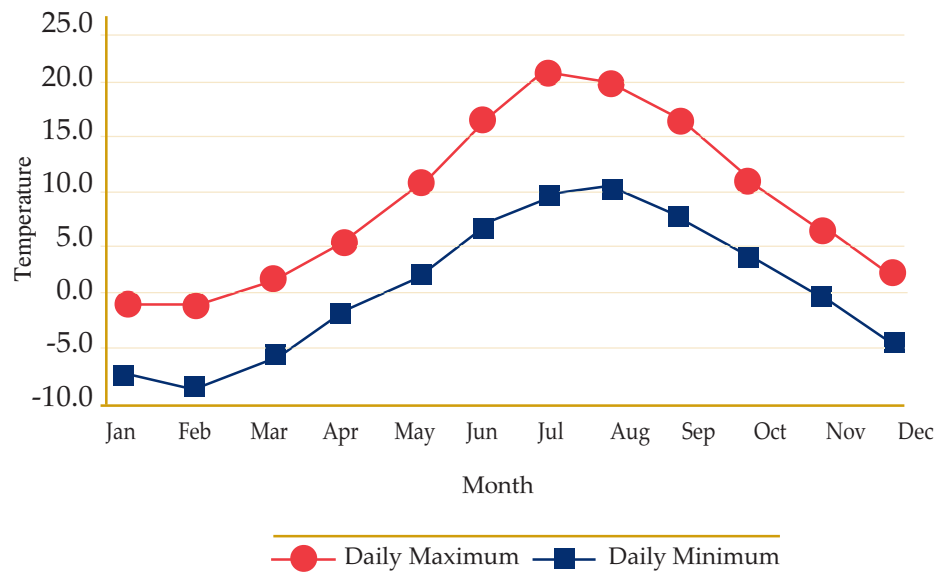
WEATHER

The Province of Newfoundland and Labrador has a basically marine environment, which is moderated by the Atlantic Ocean. This marine environment significantly influences Mount Pearl, despite its inland location. A Northern City located on the Avalon Peninsula, Mount Pearl enjoys moderately warm summers and cool, snowy winters.

Mount Pearl's weather observations are recorded at the Federal Experimental Farm on Brookfield Road. The Mount Pearl (St. John's West) weather station collects data on all weather variables except wind speed and direction.

TEMPERATURE

Yearly Temperature Means (Degrees Celsius)



Mean Temperatures

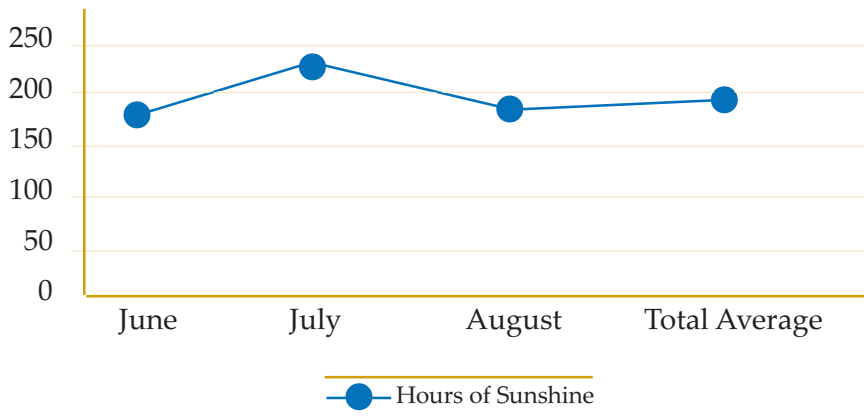
PRECIPITATION

Mount Pearl's normal annual precipitation is 1,239.6 mm of rain and 329.0 cm of snow. On average, Mount Pearl has 145 days with measurable rainfall and 55 days with measurable snowfall.

Rain and Snow

SUNSHINE

Total hours of sunshine for the island of Newfoundland is approximately 1600 hours per year. Summer months are sunniest, with an average of 187 hours of sunshine per month.



Hours of Sunshine

The City of Mount Pearl records about 1500 hours of sunshine each year. Summer months are sunniest, with a total average of 199 hours of sunshine during June, July, and August. Sunshine for Mount Pearl peaks in July, with 224.8 hours recorded.

WINDS

Newfoundland and Labrador has the strongest winds of any province, with most wind stations recording average wind speeds greater than 20 kilometres per hour. Prevailing wind directions are west in winter, and west-southwest in summer.

Wind Speed & Direction

INDUSTRY

OIL AND GAS

Exploration History

The Province of Newfoundland and Labrador has had a long and varied history of involvement with the oil industry. Initial exploration permits were issued in 1963, followed by drilling in 1966. In 1979, the Hibernia Oil Discovery was reported at 315 kilometres east-southeast of St. John's. Production at this site has increased every year since the start of production, rising from 23.8 million barrels in 1998 (first full year) to a record 74.1 million barrels in 2003.

Other exploration during the 1980's resulted in a number of significant finds, mostly around the Grand Banks of Newfoundland. The largest and most important of these finds is the Terra-Nova field, located 30 kilometres east of Hibernia. In production since 2002, the Terra-Nova field has a production life of 15 years and is estimated to contain 400 million barrels of recoverable oil. Production in its first two years of operation has been strong, increasing from 38.5 million barrels in 2002 to 48.8 million barrels in 2003.

The White Rose field is estimated to contain 270 million barrels of oil and 1.6 trillion cubic feet of natural gas. Production is expected to begin late 2005 or early 2006.

INDUSTRY PLAYERS

Halliburton Energy Services

Halliburton Energy Services is presently in a new 30,000 square foot, six million dollar facility that contains the main offices, a shop for equipment service, and an attached warehouse located at 2 Panther Place. Considered a leading provider of products, services, and solutions within the industry, Halliburton boasts expertise in all aspects of drilling. Some of these include simulation, cementing, logging and perforation, integrated solutions, and integrated technology products.

Schlumberger Canada Ltd, located at 2 Panther Place, supplies integrated well services to Hibernia. Its facility consists of a warehouse, offices, workshops and a laydown area. Development of these facilities within the City limits is indicative of Mount Pearl's increasing significance as a prime location for companies involved in the Oil and Gas Industry.

Schlumberger Canada

The City is home to the **ASCO Canada Limited** facility located at 10 Corisande Drive. ASCO's 36,000 square foot facility is used to store operations support equipment for Hibernia and Petro-Canada, as well as other oil and gas industry organizations. This facility includes warehousing, office space, a pipeyard and a laydown area. The pipeyard and laydown area covers twelve acres and within the pipeyard there is a 5,000 square foot pipe inspection and cleaning facility - the first ever in Newfoundland and Labrador.

ASCO Canada



*ASCO Canada, 10 Corisande Drive
Photo: Sky-Shots Aerial Photography*

Baker Hughes is a leading supplier of reservoir-centered products, services and systems to the worldwide oil and gas industry. Through its oilfield service divisions, Baker Hughes provides equipment, products and services for exploration, drilling, completion and production of oil and gas wells. Baker Hughes has offices and a warehouse located at 16 and 20 Kyle Avenue.

Baker Hughes Canada

FMC Technologies Canada Company

FMC Technologies Canada Company (FTCC) is located at 7 Panther Place in Donovans Business Park. The 22,000 square foot facility is situated on four acres of land and serves as the operations and administration base for FTCC's offshore operations. FTCC provides subsea drilling and production systems to the Terra Nova Project and is structured to meet the requirements for future projects.

Ongoing activities include systems integration testing, offshore field installations, maintenance and repair of subsea equipment, and Life of Field Maintenance for offshore projects. FTCC is recognized as a world leader in Subsea Systems and as a Total Capabilities Supplier.

OPTIONS FOR THE CITY OF MOUNT PEARL

- Further options for the Oil Industry within the City of Mount Pearl will focus on continuing to provide high-quality industrial sites and associated warehousing and offices.
- In relation to the Port of St. John's, Mount Pearl's location is ideal for the transfer of supplies and products moved to offshore bases by supply vessels. In just 12 minutes, supplies can be transported between Mount Pearl's Industrial Core and an ocean and container port via the four lane highway - Pitts Memorial Drive.
- Mount Pearl is also well situated for transfer of supplies moved by air rather than supply vessel as the St. John's International Airport, via the Trans Canada Highway (Outer Ring Road) is only a 12-15 minute drive away.

MINING

Mining, in various forms, has been carried on in Newfoundland and Labrador since the earliest aboriginal peoples made use of rock chips as hard and sharp implements.

PROVINCIAL HISTORY

- The first “true” (including quarrying and processing) mining operation in the Province appears to have been developed by the Dorset people at Fleur de Lys on the Baie Verte Peninsula. Evidence indicates that the Dorsets carved out blocks of soft rock, and then processed them into containers for use as lamps.
- The first European interest in provincial mineral exploitation is believed to have begun in the very early stages of settlement in Newfoundland when local fishermen mined small veins of ore at La Manche, Lawn, Port au Port, and Red Rocks Point to produce lead for use in the fishery.

In 1990, mineral production for Newfoundland included iron ore, asbestos, gypsum, peat, gold, and various other minerals. It was by far the most profitable natural resource industry. The mining industry is still an area of potential growth and offers opportunity for new developments, expansion, and further processing. The total value of Newfoundland and Labrador’s mineral shipments for 2002 was \$797 million, with an estimated \$775 million in 2003.

Forecasts for 2004 are at \$828 million. The Province’s mineral industry produces over a dozen mineral commodities that make a significant contribution to our economy.

INDUSTRY PLAYER

BAE-Newplan Group Limited is a wholly owned subsidiary of SNC-Lavalin Inc., one of the largest Engineering and Construction companies in the world. The Atlantic Division of SNC-Lavalin represents the Corporate Centre of Excellence in Ports, Marine and Coastal Development, and Offshore Oil & Gas.

BAE-Newplan is in charge of procurement, site infrastructure, design and project management for the Voisey’s Bay mining operations in Labrador.

BAE Newplan Group Limited

IMPLICATIONS FOR MOUNT PEARL

Mount Pearl can provide everything an enterprise needs to tap into the potential of the mining industry and its support services.

Mount Pearl boasts an array of industrial and commercial spaces available for occupancy and prime space for new construction. Our location relative to centres of decision-making for the industry, our fast, efficient transportation links to the Trans Canada Highway, St. John's airport and ocean container port, all position Mount Pearl to maximize its capabilities within the mining industry.

TECHNOLOGY

The Information Technology and Telecommunications Sector includes telecommunications equipment and services; software products, computer services, geomatics products, computers, peripherals and instrumentation and electronic components.

INFORMATION TECHNOLOGY SECTOR

- is among the fastest growing in the world.
- had revenues of \$130 billion nation-wide in 2002.
- conducts 35% of Industrial Research and Development in Canada.
- employs approximately 545,000 people in thousands of firms across the country.

National Data

Mount Pearl is presently home to a number of businesses operating within this area of expertise.

INDUSTRY PLAYERS

Located in Donovans Business Park, **Stratos** is a world leader in marine wireless communications. Stratos is a multi-network operator that owns or operates satellite facilities around the world, with access to other networks through alliances with partner operators. With Stratos Mobile Networks, mobile users everywhere have around-the-clock access to a vast array of communication networks through a single source for the first time.

Stratos

Since 1985, **Compusult Limited** has provided a wide range of innovative software, hardware and services to clients around the globe. Today, Compusult Limited is a world leader in advanced software solutions and information management systems. Locally, through its subsidiary InterActions, Compusult has been a leading Internet Service Provider. In addition, Compusult provides an advanced electronic tender notification system, known as PODS, benefiting the business community.

Compusult Limited

Globally, Compusult is a leading developer of turnkey, open-architecture software solutions facilitating GIS data discovery, access, integration and rapid, reliable, real-time distribution. Compusult is also a leading developer of Assistive Technology and has more than a decade of experience in making workplaces more accessible to employees with disabilities.

CableTec, located at 871 Topsail Road, has been involved in the Telecommunications industry since 1985. Beginning as strictly a telephone service and installation company, CableTec's expertise has grown to include involvement in national interconnections, telecommunications, and wireless systems. CableTec represents market leaders in the industry, bringing advanced technology to Atlantic Provinces businesses, and is locally owned and operated. The Company presently serves over 900 customers, with services being made available to all major centres in the Maritimes and Newfoundland.

CableTec

PROFESSIONAL BUSINESS SERVICES

Mount Pearl offers a full range of services related to consulting, research, training, and management. Consultation of the Mount Pearl Business Directory will facilitate your location of information in this area.

Establishments within this category include:

- Advertising, Engineering, Sports, Training, Accounting, Legal and Business Consultants
- Research and Development Companies
- Research Services
- Promotions Companies

MANUFACTURING/CONSTRUCTION

PROVINCIAL ACTIVITY

- Manufacturing in this Province dates back to the 1500's, when fish, seal, and whale oils were processed for the purpose of tanning leather. Early migratory fishermen also built small boats and barrels for use in the fishery.
- By the 1800's, Newfoundland's population had increased greatly, and the manufacturing industry continued with expansion into areas such as mills and brickyards.
- The 1900's saw continued development with many new home-based manufacturing industries, some of which are still in existence.

Early Manufacturing

Today, manufacturing is one of the fastest growing sectors of the Newfoundland economy. This growth can be attributed to a number of factors, including new companies and strong consumer support for homegrown products. In 2003, the value of manufactured products was \$2.8 billion.



*Maritime Paper Products, 14 Clyde Avenue
Photo: Hubert Best Photography*

Construction has also been a mainstay of the provincial economy.

Construction in the Province

- One out of every 16 jobs is either in construction or in related supply industries.
- Newfoundland's construction industry is mainly composed of small firms, and is among the top four employers in the province.

Most contractors average about twenty employees out of a construction labour force of fifteen to twenty thousand.

IMPLICATIONS FOR MOUNT PEARL

The City of Mount Pearl has consistently encouraged the development of these industries.

- The City is home to 60+ Manufacturing firms and 70+ Construction firms.
- Approximately 900 people are employed within the Manufacturing industry in Mount Pearl, with an average of 14 individuals employed per business.
- 800 workers are employed within the Construction industry in Mount Pearl, with firms employing an average of 11 employees.

Mount Pearl manufacturing ranges from steel and metal fabrication to occupational clothing and juice products. The construction industry involves all types of construction, including contracting work, plumbing, asphalt paving, glass and hardwood installation, and a multitude of other areas.

Mount Pearl has an abundance of highly skilled, young, educated workers, as well as the infrastructure to house the location and supply requirements demanded of businesses such as these.

INDUSTRIAL/BUSINESS PARKS

DONOVANS BUSINESS PARK

The idea for Donovans Business Park (formerly called Donovans Industrial Park) was born in the late 1960's when urban development was booming in the Province. Initially developed by the Newfoundland & Labrador Housing Corporation (NLHC), Donovans is now one of the largest industrial/business parks in the Province.

Zoning for Donovans Business Park is Light Industrial. In addition to Light Industrial, other permitted uses include Storage, Transfer and Transportation Offices, General Garage, Service Stations, and Ancillary Retail and Personal Services. Today, there are more than 300 businesses operating in Donovans Business Park/Industrial Estates, employing more than 4,100 workers.

City Statistics

Zoning

DEVELOPMENT OF DONOVANS

NLHC began development work at the Park in 1971. By 1972, Phase 1 of Donovans went on sale with 100 acres available for development. Within 3 years approximately 70 acres were sold while Phase 2 of the Park was being readied for new businesses. Phases 2 and 3 have since been sold with a total of 400 acres developed in all three phases.

Growth

In November 2000, the Provincial Government entered into a Partnering Agreement with the City of Mount Pearl whereby the Province formally transferred all the developed and undeveloped land in Donovans Business Park to the City of Mount Pearl. Future development, marketing and selling of the lands in Donovans became a responsibility of the City of Mount Pearl.

Phase 4-A, consisting of 32 acres was placed on the market in 2003. Road network and infrastructure requirements are now being undertaken for Phase 4-B. It is anticipated Phase 4-B will consist of approximately 35 developable acres.

INDUSTRIAL LOTS

To provide maximum flexibility, lots are custom surveyed based on client requirements for specific acreage within imposed city restrictions. Listed below are the prices for lands available for purchase in Phase 4-A. Land classifications and prices have not yet been determined for Phase 4-B. Additional costs to the Purchaser over and above the initial purchase price will include all development costs on the lot and connection of services.

Costs

Phase 4A Land Class	Price Per Acre
Graded Lots	\$140,000.00
Class 1	\$132,500.00

HIGHWAY ACCESS

One of Donovans Business Park's major attractions is its location. Direct access from Donovans to the Trans-Canada Highway provides almost immediate access to the Metropolitan St. John's Region.

Distance from Donovans Business Park to ...

- St. John's Harbour via Pitts Memorial Drive – 13 km
- St. John's Airport via TCH (Outer Ring Road) – 14 km

Due in part to its prime location, Donovans Business Park is the major truck terminal for the region and the province.

DONOVANS INDUSTRIAL ESTATES

A private industrial initiative, Donovans Industrial Estates received Council approval for development in 1991. It is a fully serviced industrial park consisting of 63 acres of land. As one of the more attractive industrial properties in the St. John's Urban Region, Donovans Industrial Estates is the home of four of the largest players in the Offshore Oil and Gas industry. Only twelve minutes by truck from St. John's Harbour and 12-15 minutes from the St. John's Airport, rapid access to major ports is a positive attribute.

Like Donovans Business Park, Donovans Industrial Estates is zoned Light Industrial and requires the same lot and servicing standards.

Private Development



*Cahill Instrumentation, 2 Southern Cross Road
Photo: Sky-Shots Aerial Photography*

KENMOUNT BUSINESS PARK

The Kenmount Business Park is another private sector initiative relating to industrial park development in Mount Pearl. In 2003, Council approved a Comprehensive Development Scheme for the approximately 150 acres comprising the Kenmount Business Park area. The park is strategically located at the centre of the region at the Kenmount Road and Topsail Road interchange (commonly referred to as the "overpass"). The area is primarily in a natural state with road, water and sewer infrastructure anticipated to be constructed in 2005 with industrial and commercial lots available for development shortly thereafter. Zoning for the Kenmount Business Park is Light Industrial with lot requirements and development standards being the same as Donovans Business Park.

RETAIL & WHOLESALE

Mount Pearl has thriving retail & wholesale sectors with 30% of all Mount Pearl businesses being classified as retail outlets or wholesale trade. As the largest industry employer in Mount Pearl, 272 retail or wholesale businesses are located within the City limits. These businesses translate into employment for more than 3,000 workers.



*Pearlgate Power Centre
Photo: Economic Development Department*

CLASSIFICATIONS OF MOUNT PEARL RETAIL/WHOLESALE ENTERPRISES

Business Type	# of Businesses
Food, Beverage & Drug	35
Shoe, Apparel, Fabric & Yarn	6
Household Furniture, Appliances & Furnishings	17
Automotive Vehicles, Parts, Sales & Service	34
General Retail Merchandising	40
Non-Store Retail	5
Other Retail Store	19
Wholesale Trade	116

*Business Type classifications have been changed to reflect the
North American Industry Classification System.*

ARTS & CULTURE

PERFORMING ARTS

ETCETERA

The **Etcetera** production is a programme of modern music, song and dance interpreted and presented in a unique manner. The production is comprised of over 300 students and has become an annual spring event now held at the Glacier Arena with this year's show being the 19th production. It is estimated that over 3,500 students have participated in the programme through the years.

Annual Events

EASTERN MUSIC CAMP

Eastern Music Camp has operated for the past 19 years, providing high quality music instruction for instrumental and choral students from ages 8 to 18. Instrumental instruction includes lessons in woodwind, brass, percussion, strings and piano. Students enrolled in the choral program can take advantage of Full and Sectional Choir rehearsals, vocal masterclasses, Musical Theatre, and private lessons in various musical areas.

The City's Parks and Recreation Department works in partnership with Eastern Music Camp for this annual event and provides a full recreation program for this two week camp.

O'DONEL HIGH SCHOOL PATRIOTS JAZZ BAND

The **Patriots Jazz Band** is one of four components of the O'Donel High School Music Program. This group consists of seventeen students from Grades 9 through 12 and performs at various community events, conventions, functions and festivals. The Jazz Band has been recognized for excellence both provincially and nationally, consistently receiving gold medals and first place awards for its abilities. Along with the O'Donel High School Saxophone Quartet and the O'Donel Concert Band, the O'Donel High Jazz Band enjoys a prominent role within the musical culture of the City of Mount Pearl.

School Groups

MOUNT PEARL SHOW CHOIR

The **Mount Pearl Show Choir** is comprised of students auditioned from among the more than 250 members of the Mount Pearl Intermediate and Senior High School Choir. Well recognized in Newfoundland through its performances at various provincial

events, the Show Choir has also performed throughout Canada and the United States. Winning first place in the 1996 *Show Choirs of America Competition* in Florida, and performing at Walt Disney World Resort in 1996, 1999 and 2002 are among the Show Choir's more notable experiences. The Show Choir completed a tour of Newfoundland as part of the Soiree '99 Celebration Tour. The group were featured performers on the Debut 2000 Millennium Magic New Year's Eve celebrations, held at the St. John's waterfront with an audience of 75,000 and broadcast worldwide on such channels as CBC, CNN, ABC, NBC, CBS, CTV and LIFE. This talented group also performs in the annual *Etcetera* production.

MOUNT PEARL SCHOOL OF DANCE

Mount Pearl School of Dance is located at Town Square, 75 Barbour Drive (off Ruby Line). The school offers two fully equipped spacious studios with offices and a waiting area. Since first opening its doors in 1979 its purpose has been to offer quality dance instruction to all students. The school offers programs for ages three to adult from beginner to advanced level of study. Classes are available in Pre-ballet, Ballet, Jazz, Tap and Modern Theatre. The school offers the opportunity to study internationally recognized syllabi of the Imperial Society of Teachers of Dancing. Each year selected students from the school are tested by examiners of the Society. Classes commence in September and end in early June with an annual dance recital.

VISUAL ART

Newfoundland's unique culture, history, and environment are proudly displayed at numerous visual art exhibition locations. Mount Pearl is home to several such locations.

- **Butler Framing and Gallery**, 2 Moores Drive, has been in existence since 1988. The Gallery mainly displays Newfoundland artwork and limited edition prints, as well as local photography, and encompasses a wide range of art styles and prices. Custom framing, provided by one of 2,500 Internationally Certified Picture Framers worldwide, is also available.

Framing contracts for Buckingham Palace, the White House, Parliament Hill, and the Central Intelligence Agency, among others, have all been carried out by Butler Framing and Gallery. The Gallery is open for business all day, from Monday to Saturday year round, with extended hours during peak business seasons.

- **Clarke’s Custom Framing and Art Gallery** has been in business since 1994. The business is located at 1053 Topsail Road and is open on a daily basis.

Clarke’s Custom Framing and Art Gallery offers a selection of over 170 framed Newfoundland scenes, and specializes in all types of custom framing. It provides many visual artists with the opportunity to display their creations – both original works of art and limited edition reproductions. Original watercolours, acrylics, and oil-based paintings, along with limited edition prints, can all be found within the Clarke Gallery.

- **NJ Downey’s Photography & Custom Framing Gallery Ltd.**, opened its doors at 7 Commonwealth Avenue in January 2002 specializing in professional photography and custom framing. Their photography services range from portraiture in the in-store studio, family photography, maternity photos, pet photography, to location photography. NJ Downey’s art gallery features over 60 of Newfoundland’s most talented artists with a huge selection of limited edition artwork, originals, and open editions.

Galleries

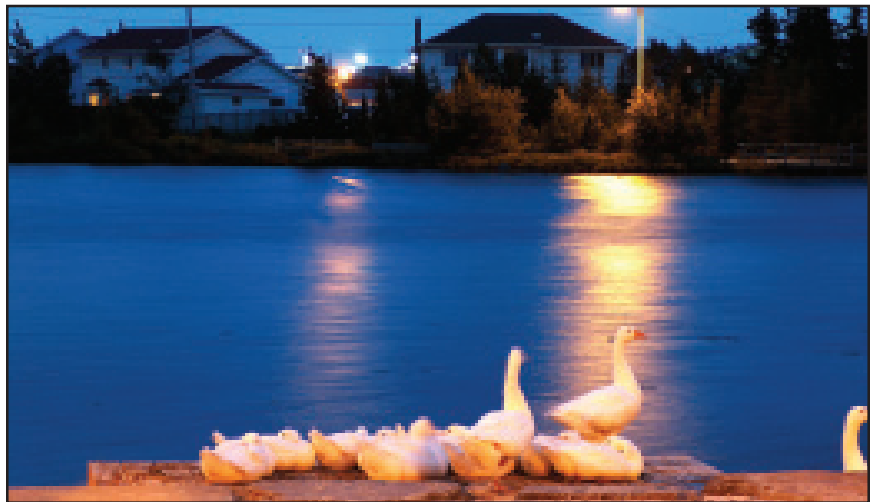


NJ Downey's Photography & Custom Framing Gallery Ltd.

- **NewfoundlandArt.ca** is Newfoundland’s largest online art gallery featuring over 60 of Newfoundland’s most talented artists with more than 300 images online. Shop 24 hours a day, 7 days a week in the comfort of your home or office. NewfoundlandArt.ca also offer a full professional custom framing service provided by NJ Downey’s Photography & Custom Framing Gallery Ltd. They offer delivery within the city and shipping around the world. Some of their beautiful artwork has been shipped to Newfoundlanders living as far away as Hawaii, Washington, and Alaska.

Also providing a valuable contribution to the Visual Art aspect of the Mount Pearl Arts and Culture Industry are two home based photography-related businesses.

- **New Found Photo**, in its eleventh year of business, primarily deals in Newfoundland scenic prints and fine art. The business, located at 21 Sunrise Avenue, provides such services as aerial photography, plaque mounting, dry mounting, and laminating. Custom matting and framing of all types, including cross-stitch, shadow box, and paper tole framing are also available. New Found Photo is open on a daily basis, and appointments may be made by telephone.
- **Sky-Shots Aerial Photography**, 98 Ashford Drive, is a unique low-level aerial photography service able to capture angles and viewpoints of properties, construction projects or special events. Sky-Shots has developed a remote controlled camera system, attached to the bottom of a helium-filled blimp. This system enables an aerial perspective or 'bird's eye view' without the high costs associated with more conventional methods such as a plane or a helicopter. The lower height also provides a much clearer view of the subject, resulting in crisper enlargements.



*Powers Pond Park
Photo: Sky-Shots Aerial Photography*

TOURISM

Tourism is a thriving Newfoundland industry. Since the nineteenth and early twentieth centuries, the Province has attracted sightseers and sportsmen, both of whom are captivated by our historic sites, rugged coastline, beautiful scenery and wildlife, and fresh, crisp sea air. Like most other Newfoundland communities, Mount Pearl has a great deal to offer visitors looking for just such attractions as these.



*Powers Pond Clubhouse
Photo: Sky-Shots Aerial Photography*

A CITY WITHIN A PARK

The “City Within a Park” concept began in the mid 1990’s and attempts to ensure the planting of many varieties of trees. It also helps to foster community ownership and education of Mount Pearl residents in relation to the benefits of trees and shrubs within our urban environment.

Mount Pearl presently has more than 1000 varieties of trees and shrubs within its boundary. Visitors to the City are impressed with the natural beauty that is preserved and enhanced by our dedication to the environment and green spaces. Mount Pearl residents are proud of the City’s promotion of its natural surroundings. Dedication to this project helps create a delightful existence of urban living amidst a natural setting.

Residents and visitors to Mount Pearl are encouraged to take the time to explore our 60 parks and playgrounds and 65 kms of scenic walking trails, including the Newfoundland T’Railway/Arboretum Walk and the Grand Concourse Authority Walk.

ADMIRALTY HOUSE

Located on 2.1 acres of lush green gardens, Admiralty House Museum & Archives is the official museum and archives of the City of Mount Pearl.



*Admiralty House Museum and Gazebo
Photo by: Butler Framing and Gallery*

Evolution and Restoration

HISTORY

Originally known as the HMM Wireless Station, Admiralty House was constructed for the British Royal Navy in 1915 by the Marconi Telegraph Company. Its original purpose was to provide North Atlantic Communications in the North Atlantic during World War I for the Royal Navy. Following the sinking of the S.S. Titanic in April of 1912, the station served as a radio relay unit for iceberg tracking. In 1927, the property was sold and converted into a farmhouse. In 1932, the first high-powered broadcast radio in Newfoundland was transmitted from the 300 ft. high radio towers. VONF, the voice of Newfoundland, and following confederation, the Canadian Broadcasting Corporation, transmitted from this location until the 1950's. In 1995, the City of Mount Pearl acquired the property and through the efforts of a number of individuals and groups, the 90-year old structure was restored.

ATTRACTIONS

Open year round, Admiralty House Museum & Archives contains numerous exhibits of interest. Sections of Admiralty House are dedicated to communications growth in Newfoundland and to the use of amateur radio equipment operated by the Society of Newfoundland Radio Amateurs.

Further attractions include:

- A naval officer's quarters restored to the period 1916
- Exhibit with the story and artifacts from the HMS Calypso/Briton (a cruiser that served as a training ship for the Royal Naval Volunteer Reserve)
- An area dedicated to Commander Sir James Pearl
- SS Florizel Exhibition, including re-created ship's wireless room and model ship
- Mount Pearl History Exhibition
- Mount Pearl Sports Hall of Fame
- Archives and public access digital archive
- Mount Pearl Tourist Information Centre

Admiralty House Museum's AM Radio room can also provide communications, in the event of an emergency.

SURROUNDINGS

Situated in an English Country Garden, pathways allow view of a quantity of garden styles and a myriad of floral growth and trees. The Admiralty House Garden Gazebo is a beautiful relaxation spot, and a popular picture taking location for newlyweds. It is also a site of local entertainment, as performances by various groups are showcased against the gazebo backdrop.

OUTDOOR EXPLORATION

For the stout of heart and lovers of nature, Mount Pearl provides an opportunity to take advantage of Newfoundland's healthy and refreshing climate and experience the great outdoors. Our City is home to two businesses that offer outdoor tourism experiences throughout the Province.

Sites of Interest

ISLAND RENDEZVOUS

The **Island Rendezvous** office, located at 14 Westminster Drive, provides a trip back in time to the resettled Newfoundland community of Woody Island in Placentia Bay. Island Rendezvous will provide you with entertainment, transportation, accommodations, and hale and hearty Newfoundland grub during your stay at Woody Island. Island Rendezvous will be pleased to help you arrange your excursion.

WILDERNESS NEWFOUNDLAND ADVENTURES

Tours



*Paddling through a cave in Cape Broyle
Photo by: Wilderness Newfoundland
Adventures*

A family owned and operated adventure tourism business, **Wilderness Newfoundland Adventures** has been in operation since 1970. The Mount Pearl office offers single or multiple day individual and combination activities that include sea kayaking, canoeing, mountain biking, and hiking. Adventures can involve exploring sea caves, viewing all sorts of marine and land wildlife, and touring icebergs. The business has been featured on German and Canadian television, and interviewed by over thirty radio stations around the world.

BUSINESS CLIMATE

ECONOMIC DEVELOPMENT INITIATIVES

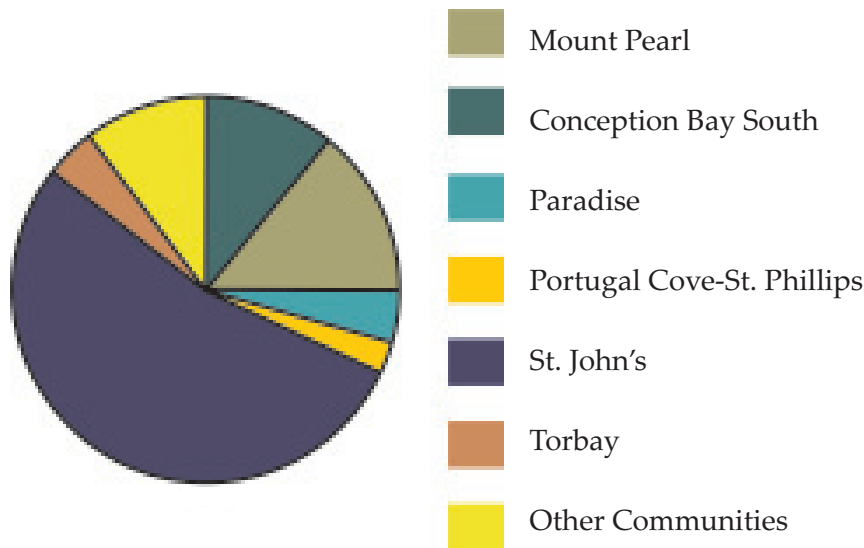
In February of 1995, the Government of Canada and the Government of Newfoundland and Labrador announced the creation of twenty Regional Economic Development Boards within the Province for the purpose of planning and implementing regional economic development initiatives.

Regional Economic Development Boards govern each of the Province's twenty economic zones. They are primarily concerned with developing strategic plans for their individual zones, targeting available resources to communities and organizations within the Zone, and co-ordinating and integrating programs and resources. Mount Pearl is located within Zone 19 on the Northeast Avalon Peninsula. (See Appendix III). Zone 19's governing board is known as Capital Coast Development Alliance.

Economic Zones

CAPITAL COAST DEVELOPMENT ALLIANCE (CCDA)

Communities of Zone 19 (5000+ Population)



CCDA Membership

Capital Coast Development Alliance (CCDA) is the permanent board established to provide strategic focus and leadership for economic development to communities on the Northeast Avalon Peninsula (Zone 19). A non-profit organization, CCDA is governed by a nineteen member voluntary Board of Directors. Its primary objectives are to enhance investment and sustainable employment opportunities, to market the Zone's attributes, and to improve the climate for enterprise development. **Mount Pearl is the second largest municipality found within the zone.**

POPULATION DATA

- Zone contains 35.1% of total provincial population
- 38.7% of zone population has post-secondary degree, diploma, or certificate
- Average family income for zone is \$55,500.

General Facts

ZONE DATA

- Zone 19 encompasses 976 square kilometres
- Zone consists of 18 municipalities and two unincorporated areas

HOME-BASED BUSINESS

A home-based business is defined as any Use taking place within a home generating revenue for the operator. All home-based businesses are required to have a Commercial Occupancy Permit, issued by the City's Engineering Department.

There are two types of home-based businesses in Mount Pearl. They are:

Permitted Use – These are basically office uses. As a permitted Use, these applications are processed internally and do not require public notification or Council approval.

Discretionary Use – These are Uses that may generate traffic and are classified as Personal Services and Education Uses. These applications are subject to a public notification and consultation process, pursuant to the Mount Pearl Development Regulations, 1988.

The City of Mount Pearl has a thriving home-based business sector with more than 100 businesses currently registered with the City.

CITY TAX RATES

Mount Pearl has a strong and prosperous business community with more than 940 operations employing in excess of 11,000 workers. In 2004, the City estimates it will collect business taxes of \$5.1 million.

SELECTED BUSINESS TAX RATES

Tax Category	Rate
General Commercial	18.0 mils
Banks and Financial Institutions	74.2 mils
Oil Companies	38.2 mils
Professional Operations	28.6 mils
Non-profit and Commercial	
Recreation Facilities	11.7 mils
Hotels/Motels/Private Schools	15.9 mils
Daycare	Exempt
Home-Based Business	Min \$250 per annum

Business Tax Rates

**Source: City of Mount Pearl, Schedule of Taxes and Rates for 2004*



*Shoppers Drug Mart, 18 Gibson Drive
Photo: Economic Development Department*

■ LABOUR FORCE

Mount Pearl has a highly educated and skilled workforce. The majority of Mount Pearl residents are employed in a diversity of employment opportunities. The Labour Standards Act for the Province of Newfoundland and Labrador sets out minimum standards for the workforce.



*Hallmark Cards, 21 Merchant Drive
Photo: Economic Development Department*

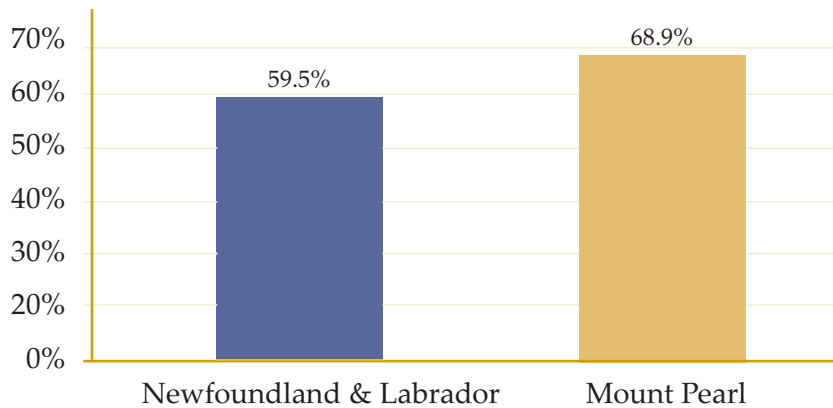
Based on information taken from custom tabulations from the Census of Population 2001, Statistics Canada and the most recent Labour Force Survey, January 2004, Statistics Canada, the employment of Mount Pearl residents in comparison with the entire Province of Newfoundland and Labrador can be broken down as follows:

Labour Force Data

	Newfoundland & Labrador	Mount Pearl
Population		
15 years and over	439,100	20,315
Labour force	261,400	14,650
Employed	217,800	12,514
Unemployed	43,600	1,484

The following table represents Mount Pearl's participation rate status in comparison with the rest of the Province, based on figures in the preceding table. Percentages are derived from the number of individuals over 15 years of age that are classified as members of the labour force.

Labour Force Participation Rates

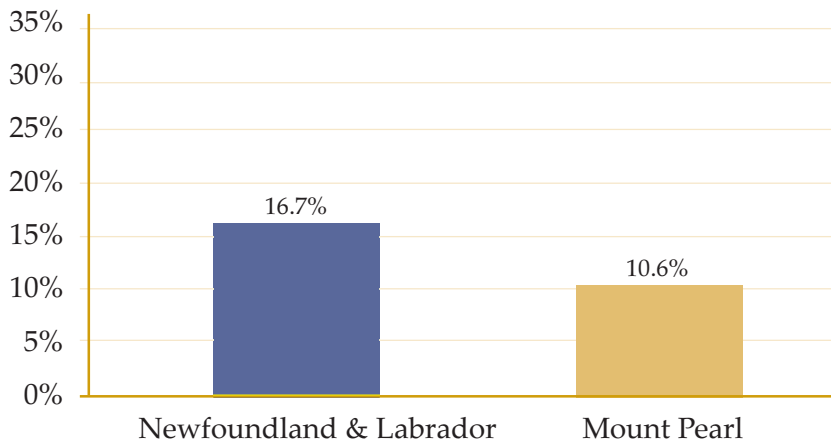


**Information derived from Census of Population 2001, Statistics Canada and the most recent Labour Force Survey, January 2004, Statistics Canada*

Employment

According to the figures in the following table, Mount Pearl's unemployment rate is considerably lower than that of the Province.

Unemployment Rates

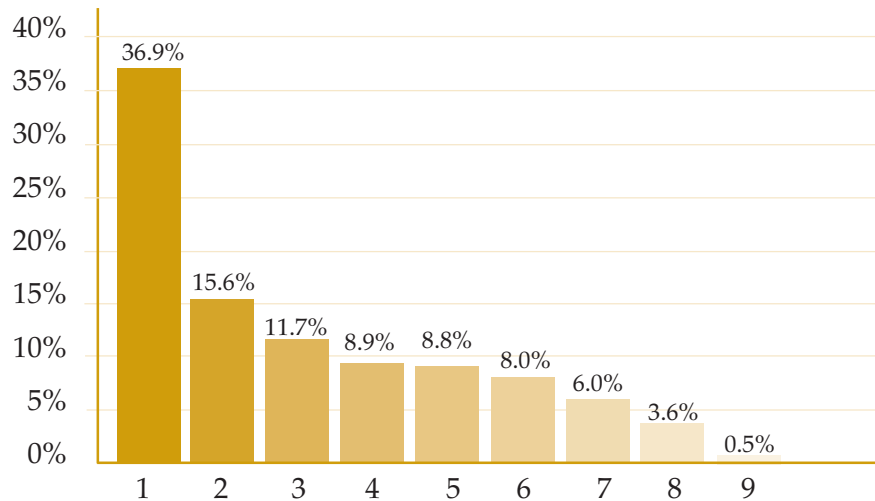


**Information derived from Census of Population 2001, Statistics Canada and the most recent Labour Force Survey, January 2004, Statistics Canada*

The Economic Development Department lists nine industry categories for the City of Mount Pearl. The types of industries, as well as the percentage of employees in each category, are outlined in the following bar chart.

Employees By Industry (%)

Employee / Industry
Ratio



- Wholesale & Retail Trade, Transportation & Warehousing
- Information Technology, Financing, Real Estate, Professional, Management & Administration
- Mining, Oil & Gas Extraction, Utilities and Construction
- Arts, Entertainment, Recreation, Accommodations & Food Services
- Educational and Health Care & Social Assistance
- Manufacturing
- Other Services
- Public Administration
- Agriculture, Forestry, Fishing & Hunting

RELATED WORKFORCE DATA

- Mount Pearl has a median household income at \$65,300.
- The median personal income of Mount Pearl residents is \$23,600.
- 15% of Mount Pearl residents over the age of 15 are attending school full-time
- A recent survey of 100 new Mount Pearl businesses showed that 45% located in Mount Pearl because of its central location.
- The 2001 Census report indicates there are 1040 more females than males in Mount Pearl.
- 76.7% of the Mount Pearl population is under 50 years of age.

LABOUR STANDARDS ACT

The Labour Standards Act requires that all employers establish conditions of employment that meet the legislated minimum standards, including provisions relating to minimum wages, minimum ages for employment, statutory holidays, leaves of absence, and protection on termination of employment. The minimum hourly rate of pay for the Province is \$6.00.

Labour Standards Act

There are six paid public holidays to which employees may be entitled. These include:

New Year's Day	January 1
Good Friday	Varying Date
Memorial Day/Canada Day	July 1
Labour Day	1st Monday in September
Remembrance Day	November 11
Christmas Day	December 25

For further information pertaining to these subject areas, please consult the Labour Standards Act for the Province of Newfoundland and Labrador.

Toll Free Number: 1-877-563-1063

Website: www.gov.nl.ca/labour

In addition to the six paid public holidays, there are four Shop Closing Holidays, as defined in the Shops' Closing Act, Chapter S-15. These include:

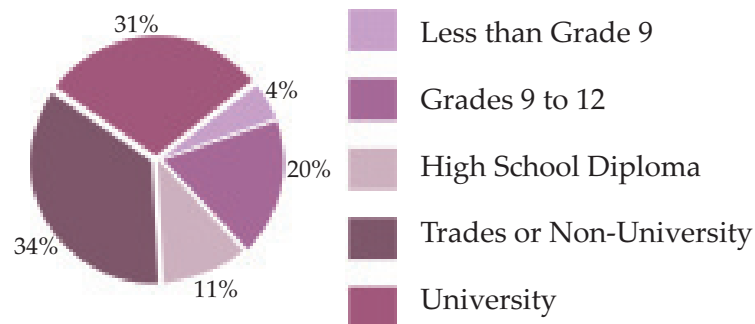
Easter Sunday	Varying Date
Victoria Day	Varying Date
Thanksgiving Day	2nd Monday in October
Boxing Day	December 26

Holidays

WORKFORCE EDUCATION LEVELS

Educational attainment levels of Mount Pearl residents 15 years and older have been compiled by the Mount Pearl Planning Department with data extracted from the 2001 Census count. *Note: Percentages listed for Less than Grade 9 and Grades 9 to 12 include individuals aged 15 years or more who are still in High School.*

Education Levels, 15 Years and Over



Source: Community Accounts, Provincial Government Website

EMPLOYMENT ASSISTANCE

VISIONS EMPLOYMENT PLUS INC.

Visions Employment Plus Inc. is a Community Employment Corporation that provides services to persons with intellectual disabilities living within the municipal boundaries of the City of Mount Pearl and the neighbouring Town of Paradise. Established in 1994, Visions Employment is a non-profit organization, governed by a Board of Directors that consists of community members committed to equity of employment for individuals with intellectual disabilities.

VISIONS EMPLOYMENT ...

- helps find paid employment for individuals with intellectual disabilities in areas suitable to their interests and abilities
- assists individuals with intellectual disabilities who wish to pursue education and training to improve their opportunities for employment
- supports individuals with intellectual disabilities who wish to become self-employed and establish small businesses

Agencies

Services pertaining to employment related needs, such as counselling, career planning, job search techniques, resume writing, literacy programs and interview preparation may also be provided from their offices at 75 Barbour Drive.

YMCA-YWCA COMMUNITY AND EMPLOYMENT SERVICES

A joint project of YMCA-YWCA and the Human Resources Development Canada, **YMCA-YWCA Community and Employment Services** has been in operation in Mount Pearl since August of 1997. It provides employment and career counselling for individuals entering or re-entering the labour market. Through individual counselling and seminars and work placements, staff and clients focus on resume writing, interview techniques, and creative job search strategies. Assistance is also provided with career decision making for youth and adults contemplating a career change.

Counselling services are provided free of charge, during regular working hours, from Monday to Friday. Appointments may be arranged by telephone at (709) 745-6782.

■ REAL ESTATE

Development Model

Historically, Mount Pearl's growth has been based on a model of low-density suburban development. The City's future growth, however, will be based on intensification and integration of uses throughout the City. This method is part of a new planning approach called "The New Urbanism", which focuses on creating a highly liveable and socially interactive community.

Under the current municipal plan, the City has designated sufficient residential land for approximately 3-5 years growth, and commercial development for up to 20 years. In addition, Mount Pearl has great potential for growth within existing developed areas.

Land use zones define the types of uses that may be carried out and the conditions that apply to development in that zone. The City of Mount Pearl is divided into 24 land use zones, the most common of these being the Residential Medium Density. Every development of land within Mount Pearl requires approval from the City.

Mount Pearl Commercial Space is concentrated in seven areas: (Please see Appendix II).

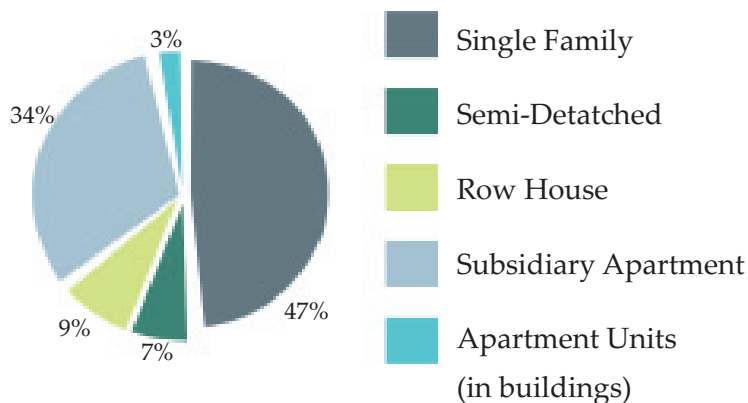
- City Centre
- Commonwealth Avenue
- Donovans Business Park
- Pearlgate Centre
- Topsail Road
- Glenhill Plaza
- Kenmount/Topsail

Commonwealth Avenue is a retail corridor from the Mount Pearl Plaza adjacent to the Waterford River, south to Smallwood Drive. Over time, this section of Commonwealth Avenue has been transformed from a residential to a commercial area, and is zoned as General Commercial.

Donovans area contains the majority of warehousing activity. The Donovans area, including Donovans Business Park and Donovans Industrial Estates, is zoned Light Industrial.

RESIDENTIAL STATISTICS

There are 9,300 private dwellings within the City of Mount Pearl.



Source: Housing Statistics, Mount Pearl Planning Department



Murley Drive

Photo: Sky Shots Aerial Photography

SELECTED PRICE LISTINGS

RENTAL MARKET

- 2 Bedroom Apartment - \$607 per month

Source: CMHC, October 2003 Rental Market Surveys

EXISTING HOMES MARKET

- Average Price Existing Single Family Dwelling: \$ 131,911

Source: CMHC, September 2004

NEW HOMES MARKET

- Average Price New Single Family Dwelling: \$156,400

Source: 2003 MLS Services through the Eastern Newfoundland Real Estate Board

COMMERCIAL BUILDING STATISTICS

Commercial space is comprised of warehouse, office, and retail space. Currently, there are approximately 6 acres (250,000 – 300,000 square feet) of commercial space available in Mount Pearl. This space is located throughout the City, including Topsail Road and Donovans Business Park and Donovans Industrial Estates.

About five to seven percent of this commercial space is categorized as “stand alone” office space, meaning that it is comprised solely of offices, as opposed to combined warehouse/office space, or any other form of combined commercial use.

Availability



*Shoppers Drug Mart, 18 Gibson Drive
Photo: Economic Development Department*

Properties are available for sale, lease, or rent. On the average, however, most properties are leased.

Property prices are derived through a standard formula, but vary according to the different factors that may be involved in the transaction, such as property location, property type, property condition, terms of sale or lease, and so on.

Type of Space	Avg. Sale Price	Avg. Rental Price
Building/Warehouse	\$50.00 per square foot	\$7.50 per square foot
Office	N/A	\$12.00 per square foot, plus applicable utility payments

OVERALL MARKET PICTURE

WAREHOUSE SPACE

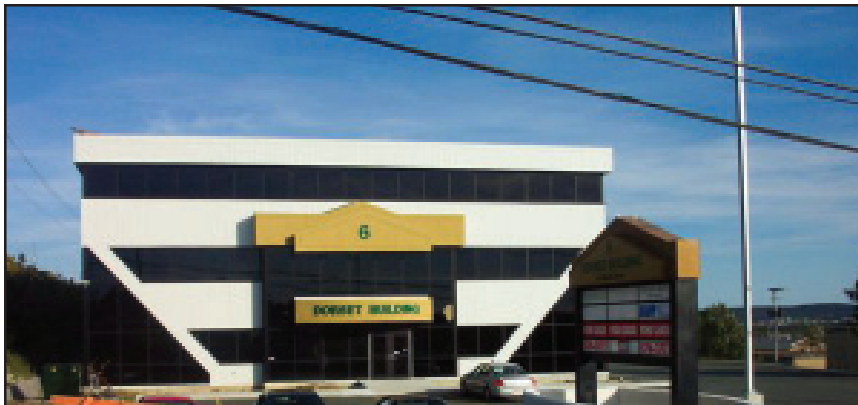
Donovans Business Park has land available for future growth and development. Plans are also underway for a private industrial development off Topsail Road which, when developed, will be able to accommodate warehouse uses.

RETAIL SPACE

Retail opportunities continue to grow in Mount Pearl. Much of this growth is occurring in the Pearlgate Power Centre area where the City has seen approximately \$40 Million of development in the past 2-3 years.

A major revitalization of the Centennial Square area is also underway and future retail opportunities are anticipated in this area.

Glenhill Plaza covers an area of approximately 3 acres with 30,000 square feet of retail space and over 144 paved parking spaces. This busy retail location boasts 12,500+ vehicles passing by their doors daily.



*Dorset Building, Mt. Carson Avenue
Photo: Economic Development Department*

OFFICE SPACE

The outlook for office space is stable. Office space rental fees are very competitive in comparison with other areas of the Province.

UTILITIES

WATER SUPPLY SYSTEM

Supply & Storage

Mount Pearl is supplied with water from the regional water supply located at Bay Bulls Big Pond. Water from this pond's water treatment plant is pumped through a transmission main to a Mount Pearl pumping station. Two branch transmission mains extend from this pumping station – one to the northern portion of Mount Pearl, and the other to a storage reservoir south of Pitts Memorial Drive. From this 9,000,000 litre reservoir, water is supplied through one branch main to Mount Pearl. Additional water storage is provided by another water storage reservoir, which has a capacity of 2,270,000 litres.

Commercial users of water connected to the City's water supply must pay for water consumption, based on metered rates.

COMMERCIAL WATER RATES (2004)

Rates

Usage	Rate
0 – 100,000 gallons	\$250.00 (minimum)
100,000 + gallons	\$2.50 per thousand

WATER AND SEWERAGE TAXES (2004)

Type	Rate
Residential	\$250.00 per unit
Commercial	.92 mils (minimum \$250.00)

PROPERTY TAXES (2004)

Type	Rate
Residential	11.5 mils
Commercial	13.5 mils

Source: City of Mount Pearl Budget 2004

ELECTRICITY

Newfoundland Power is a regulated, investor-owned electric utility, which serves approximately 210,000 customers throughout the island portion of the Province of Newfoundland. These customers constitute 85% of all electrical consumers in the Province.

Sales to residential customers represent approximately 60% of the Company's operating revenue. Newfoundland Power generates about 10% of the energy sold to its customers, and purchases the balance from Newfoundland and Labrador Hydro, a Provincial Crown Corporation. All of the common shares of Newfoundland Power are owned by Fortis Incorporated, a diversified holding company.

Types of Service, as well as a Schedule of Rates, are as follows:

Service Type	Basic Customer Charge Per Month
Domestic	\$15.78
General Service 0 – 10 kW	\$18.10
General Service 10 – 100 kW (110 kVA)	\$20.86
General Service 110 kVA (100 kW) – 1000 kVA	\$93.89
General Service 1000 kVA and Over	\$187.79
Street and Area Lighting Service	Beginning at \$14.25

Source: Schedule of Rates Rules & Regulations, effective July 1, 2004, Newfoundland Power.

Further information on electricity rates can be obtained from Newfoundland Power offices.

Services and Costs

EDUCATION AND RESEARCH

MOUNT PEARL SCHOOL SYSTEM

A non-denominational public school system is operated within the City of Mount Pearl. A new Provincial Schools Act came into effect September 2004, reducing the number of school districts in the Province from 10 to 5.

EDUCATION IN MOUNT PEARL

Most Mount Pearl schools are located within District #4, Eastern School District. There are 66 schools in the District, eight of which are found in Mount Pearl. First Baptist Academy, a private school that houses students from Grades Kindergarten to Twelve, is also located within the City.

Schools

School	Grade Levels
First Baptist Academy	Kindergarten to Grade 12
Mary Queen of the World	Kindergarten to Grade 6
Morris Academy	Kindergarten to Grade 3
Newtown Elementary	Kindergarten to Grade 6
St. Peter's Elementary	Kindergarten to Grade 6
Mount Pearl Intermediate	Grades 4 to 9
St. Peter's Junior High	Grades 7 to 9
O'Donel High School	Grades 10 to 12
Mount Pearl Senior High	Grades 10 to 12

POST SECONDARY EDUCATION & OTHER INSTITUTIONS

Post-secondary education is becoming increasingly important for those seeking sustained employment. In keeping with the demand for highly educated and skilled workers, and those who require specified training, a variety of post-secondary options are available in Mount Pearl.

PRIVATE POST-SECONDARY INSTITUTIONS

HIGHLAND COLLEGE

In existence since September of 1997, **Highland College** offers programs within the Automotive Industry. Located in Donovans Business Park, students of Highland College receive education and training in the areas of Automotive Technician and Automotive Technology.

Private Post-Secondary

OXFORD LEARNING CENTRES

Located in the Glenhill Plaza, 74 Old Placentia Road, the centre offers Mount Pearl and area students the opportunity to advance their math, reading, writing, study and homework skills. The Little Readers Program, for ages three to six, provides enriched learning skills and builds a solid platform to give children a wonderful head start. Oxford specializes in individualized programs for kids of all ages.



*Oxford Learning Centre, 74 Old Placentia Road
Photo: Economic Development Department*

IRONWORKERS TRAINING INSTITUTE

In existence since September of 1994, the **Ironworkers Training Institute** is located on 38 Sagona Avenue in Donovans Business Park. It presently offers welding training to members of the International Association of Bridge, Structural, Ornamental and Reinforcing Ironworkers, Local 764, and is committed to training for excellence in the industry within Newfoundland and Labrador and across Canada.

OTHER POST SECONDARY FACILITIES

In addition to the private educational institutions located within the City, Mount Pearl is just minutes from a multitude of other private colleges offering instruction in hundreds of training areas in nearby St. John's. Mount Pearl is minutes away from three of the Province's main post-secondary institutions – Memorial University of Newfoundland, College of the North Atlantic, and Fisheries and Marine Institute of Memorial University of Newfoundland.

Public Post-Secondary Establishments

MEMORIAL UNIVERSITY OF NEWFOUNDLAND

A University since 1949, Memorial has more than 17,000 part-time and full-time students enrolled annually. It offers undergraduate and graduate degree programs within various disciplines and operates year round on an average of three-month semester sessions.

Memorial University houses six faculties in the areas of Arts, Business Administration, Education, Engineering, Medicine and Science. It also has seven schools of study – Continuing Education, Graduate Studies, Music, Nursing, Pharmacy, Physical Education and Social Work. A state of the art library and on-campus residence accommodations, along with all other amenities associated with excellence in university life comprise the only degree granting institution in the Province.

COLLEGE OF THE NORTH ATLANTIC

Eighteen campuses of this college are located throughout the Province, including a large campus in St. John's, a short distance by car or bus from the City of Mount Pearl. The College offers seventy full time programs and courses, along with three hundred part-time credit and non-credit courses. These include the areas of Information Technology, Health Sciences, Natural Sciences, Applied Arts, Business, Engineering Technology and Adult Basic Education. Approximately twelve thousand full and part-time students attend the College of the North Atlantic annually.

FISHERIES AND MARINE INSTITUTE OF MEMORIAL UNIVERSITY OF NEWFOUNDLAND

A world class Centre of Excellence in Education and Advanced Fisheries and Marine Technology, the **Fisheries and Marine Institute** is divided into two schools. The School of Fisheries and the School of Maritime Studies offer Masters and Baccalaureate Degrees, diplomas, certificates, and vocational programs. In existence since 1964 and affiliated with Memorial University since 1992, the Fisheries and Marine Institute has an enrollment of more than 4,500 students yearly. Its commitment is to provide high quality education and training relevant to the needs of the marine industry.

PRE-SCHOOLS AND DAY-CARES

A wealth of educational and caretaking agencies for children who are not in school on a full-time daily basis are available in Mount Pearl.

Some of these facilities offer unique attractions in addition to childcare.

- **Mes Amis Pre-School and Day-Care** is a bilingual day-care/pre-school tending to children from ages two to twelve. Mes Amis has been in operation for seven years, and is the only bilingual school within the City.
- **Music for Young Children** is a program for children ages three to ten who want to learn music and have fun doing it. Music for Young Children is a piano based group lesson which also includes theory, rhythm band, keyboard activities and ear training.



*Sample Day-Care Facility
Photo by: Butler Framing and Gallery*

RESEARCH FACILITIES

MOUNT PEARL PUBLIC AND RESOURCE LIBRARY

Mount Pearl Public and Resource Library

The first Mount Pearl Library opened in 1968, in Mount Pearl's Town Hall. Twenty years later, in June of 1988, a new facility was built at 1 Olympic Drive, Mount Pearl, providing residents and visitors with all the features associated with a modern day research facility.

The Mount Pearl Public and Resource Library is open daily from Monday to Saturday, as well as two evenings per week.

LIBRARY HOLDINGS

Collections

- General Collection: available for lending, this collection contains Adult and Children's Fiction and Non-Fiction books, magazines, paperback novels, large print books, and a special Newfoundland collection. It provides an opportunity for entertainment, relaxation, and enjoyment.
- Reference Collection: unavailable for lending, this collection consists of newspapers, encyclopedias, dictionaries, almanacs, business directories, and related materials. Reference documents are easily accessible within the confines of the library and provide a wealth of information on scores of many different topics.

LIBRARY SERVICES

Internet access is provided to library members, consisting of free access to the World Wide Web, network access to CD-ROMs (including encyclopedias and full text periodical databases), as well as access to electronic mail services.

In addition, the Mount Pearl Library, along with other Newfoundland Public Libraries, has formed a partnership with Memorial University of Newfoundland (MUN). MUN's Continuing Education students who do not have personal computers with Internet access will now be able to take selected courses in or near their home communities through Internet access at the public library.



*Mount Pearl Public & Resource Library
Photo by: Butler Framing and Gallery*

- Children's programs are provided on a regular basis, including pre-school storytimes and a summer reading club. Many holidays and occasions are also marked by special activities for youth.
- Inter Library Loans are available for individuals searching for information not found within the Mount Pearl Library Collections. Library staff will arrange to locate and borrow the necessary material from another institution for you.
- A Reserve Service exists for individuals who request materials that are currently on loan. Upon return, these materials will be held in reserve for the requesting individual for a set period of time.
- Laser printer and photocopy services are also available for a nominal fee.

SERVICES

Like most other cities, Mount Pearl provides a wide variety of services to its residents.

HEALTH CARE

Mount Pearl residents avail of quality health care. The Province's major medical facilities are located minutes away in neighbouring St. John's, and are easily and quickly accessible to all Mount Pearl residents. Doctors, private clinics, and a Community Health Organization attend to the medical needs of individuals within Mount Pearl and the surrounding areas.

Health Clinics

Categories	# of Clinics
Medical	5
Optometry	3
Physiotherapy	4
Dental/Denture	7
Chiropractic	3

FAMILY WELLNESS PLACE

The first private, truly multi-disciplinary health facility in the province, **Family Wellness Place** is located on 48 Commonwealth Avenue. This facility focuses on a "seamless care" approach to health, providing a complete range of health services to individuals in Mount Pearl and surrounding areas.

In addition to general and family physicians, Family Wellness Place houses a massage therapist, a dietician, blood collection services, a traditional Chinese Medicine practitioner who also performs acupuncture, and a foot care specialist. A chiropractor with a complete, state-of-the-art x-ray facility; MediPharm, a professional pharmacy; and the Home Medical Shoppe, a company that provides home health supplies, round out a full slate of medical services.

Family Wellness Place is about 7500 square feet in area and operates days and evenings, six days per week.

COMMUNITY HEALTH PROGRAMS

HEALTH AND COMMUNITY SERVICES

Initially, in 1993, *Community Health – St. John’s* was created to take responsibility for the delivery of community based health services in the areas of health promotion, health protection, continuing care, mental health and drug dependency. Following the creation of this program, some social service programs were integrated with community health programs and delivered under Regional Health and Community Service Boards.

As a result, an organization called *Health and Community Services – St. John’s Region* was formed. It serves the largest Health and Community Service region in the Province, including the City of Mount Pearl.

COMPOSITION

- Health and Community Services employs a variety of health and social service professionals, support staff, and administration personnel.
- The Community Living and Supportive Services, located at the Government Building for Motor Vehicle Registration, employs approximately 80 social workers, support and administrative staff.
- A team of thirty staff members, including nurses, health professionals, administrative and support staff serve public and community health needs of the people of Mount Pearl and surrounding areas.

ROLE IN THE COMMUNITY

Health and Community Services attempts to provide quality care to particular geographic areas. It offers services in the areas of nursing and social work, and provides access to rehabilitation services including physiotherapy and occupational therapy, laboratory services, and mental health and addictions services.

Development

Staff & Location

Operating Hours & Costs

ITEMS OF NOTE

- In Mount Pearl, Baby Health Clinics are offered at the Motor Vehicle Registration Building and at the Kenmount Park Community Y.
- All Health and Community Services are free of charge except for a fee for travel clinic vaccines.
- All Health and Community Services are accessible by appointment and referral.
- Regular hours of operation are Monday to Friday, 8:30 a.m. to 4:30 p.m.
- The Mental Health Crisis Centre operates 24 hours a day.

SENIOR CITIZENS ACCOMMODATIONS

Associated with Mount Pearl's Community Health Programs are a number of residences for our senior population.

Seniors' Facilities

- Masonic Park Nursing Home
- Parkdale Manor
- Pearlgate Manor
- Cradea Manor
- Pearl House
- Knights of Columbus Manor
- Hillcrest Manor

All establishments are fully operational for senior citizens who wish to avail of them.

MUNICIPAL SERVICES

The City of Mount Pearl provides a full complement of municipal services, including:

- Snow Clearing
- Trash and Bulk Garbage Collection
- Fleet and Building Maintenance
- Animal and Pest Control
- Street Lighting

- Traffic Lights
- Parks and Recreation
- Land Use and Planning
- Economic Development
- Water and Sewer Services
- Street and Sidewalk Maintenance
- Fire Protection
- Municipal Enforcement
- Bussing
- Building Inspection
- Sanitation and Waste Disposal

POLICE FORCE AND SECURITY

The Royal Newfoundland Constabulary office located in Mount Pearl covers Mount Pearl and surrounding areas. The local office is home to approximately 36 full-time staff. Five Municipal Enforcement Officers, responsible for the enforcement of all City regulations are also on duty within the City.

PARK PATROL

Each year, up to twelve post-secondary students are hired by the City of Mount Pearl in partnership with the Royal Newfoundland Constabulary. Students monitor walkways and parks within the City from May until September. The *Park Patrol* program is aimed at preventing vandalism, underage abuse of alcohol and drugs, and other crimes of opportunity that may occur within parks or walkways. Students are trained by the RNC as deemed necessary in:

- Detecting and reporting of suspicious activity and persons
- Proper procedures when taking complaints from the public
- Instruction in the use of RNC police radios
- CPR and First Aid
- Environmental preservation
- Other areas as required

Communication to police patrols is maintained constantly through the use of portable radios linked to the RNC Communications Centre, RNC police vehicles, and the Mount Pearl Municipal Police vehicles.

MUNICIPAL ENFORCEMENT

Municipal Enforcement Officers are employed by the City of Mount Pearl and have the power of a member of the Royal Newfoundland Constabulary with respect to the enforcement of the City of Mount Pearl Act and the City's Regulations. Municipal Enforcement Officers are responsible for:

Local Security

- Investigation, monitoring, and enforcement of City Regulations
- Providing security checks of all City facilities and buildings
- Issuing traffic tickets
- Laying charges
- Serving summons and notices
- Attending court as required

Municipal Enforcement Officers also maintain an effective liaison with and provide assistance to the Royal Newfoundland Constabulary and Park Patrol members as required. Their role in protection provides an important contribution to the quality of City life.

FIRE PREVENTION

The Mount Pearl Fire Station, located on 4 Olympic Drive, is operated under a Regional Fire Services System. This service is jointly governed by the Cities of Mount Pearl and St. John's.



*Mount Pearl Fire Station
Photo by: Butler Framing and Gallery*

The station is in operation 24 hours a day and is fully operational for fire suppression and rescue. A call to Emergency (911) goes to the Central Fire Station, initializing a response from the Mount Pearl Station as soon as the call is received and other fire stations respond as required.

The Mount Pearl Fire Station is fully equipped to handle an emergency. Two fire officers and five fire fighters, totalling seven full-time Mount Pearl Fire Fighters staff the station. These seven are part of the 234 member fire fighting Regional Fire Services system.

TRANSPORTATION

BUS SERVICE

A City subsidized bus transportation system operates in Mount Pearl. Mount Pearl provides a subsidized public bus transportation system within the City under a contractual arrangement with the St. John's Transportation System (Metrobus).

Metrobus operates seven days a week on a cash or pass basis. Fares are paid per bus ride, and monthly or ten-ride passes are also available at varying rates for children, adults, and senior citizens. Metrobus continues to provide quality transportation throughout the City and to and from neighbouring St. John's.

Metrobus

TAXI SERVICE

A single privately owned taxicab service currently operates throughout the City of Mount Pearl.

Valley Cabs, in Mount Pearl since 1985, runs a fleet of 25 cars and employs approximately 40 drivers. Valley Cabs transportation is available 24 hours a day, seven days a week year round.

Disability / Senior Citizen Transportation

OTHER TRANSPORTATION SERVICES

Wheelway Transportation serves Mount Pearl with well maintained vehicles including late model mini-buses fully equipped with hydraulic wheelchair ramps.

Para-Transit System, a division of Wheelway Transportation, provides transportation for persons with disabilities and for senior citizens. Para-Transit operates on a daily basis from early morning until late night. Fares are paid per ride, at a set rate for transportation anywhere within the Metro region.

A number of courier and transport businesses are also in place within the City, providing quick and easy conveyance of goods and supplies.

Banking & Finance

BANKS AND LENDING AGENCIES

Five major banks (listed below) are located within the City of Mount Pearl to effectively serve residents and visitors.

- Canadian Imperial Bank of Commerce
- Royal Bank of Canada
- Toronto Dominion Bank
- Bank of Nova Scotia (ScotiaBank)
- Bank of Montreal

A branch of the Newfoundland and Labrador Credit Union operates at 51 Commonwealth Avenue. A number of other loan agencies exist within the City. These establishments provide loans, financing, accounting and bookkeeping services, income tax preparation, and other required financial services.

CHURCHES

Mount Pearl is a predominantly Christian community. Major Christian denominations are represented in the City through the establishment of institutional Churches. Many Non-Christian denominations are represented as well, with churches and locations for religious gatherings found throughout the City.

Some religious denominations that exist within the City are:

- Anglican
- Baptist
- Jehovah's Witness
- Pentecostal
- United
- Salvation Army
- Roman Catholic

SHOPPING

Shopping is available seven days a week within the Province of Newfoundland and Labrador with the exception of Shop Closing Days. Stores are generally open for twelve hours per day – Sundays are an exception, with stores open approximately five hours per day.

Mount Pearl has three major shopping areas.

- **Pearlgate Power Centre** – The Pearlgate shopping area has seen tremendous development since 2003. Joining the two existing retailers, Dominion Grocery and Staples: The Business Depot, have been Wal-Mart, Canadian Tire, and Shoppers Drug Mart. Many other new businesses have opened in the area with 30 retailers now operating employing 1200 + persons.
- **Mount Pearl Square**, located at the intersection of Topsail Road and Park Avenue, is a fully enclosed mall that makes shopping easier. Mount Pearl Square is home to such major retailers as Zellers, Price Chopper and Empire Cinemas. The Square has a variety of professional and retail services to offer its customers.
- **Centennial Square** – Identified in Mount Pearl’s first municipal plan (1958) as ‘town centre’, the Centennial Square area has evolved over the years. Retailers operating in Centennial Square today include Colemans grocery store, Lawtons Drugs, Norris Music, Party World, Hardwood Depot and many others. Scotiabank and Toronto-Dominion Bank also have branches located in Centennial Square. A number of restaurants and fast-food outlets are located in the area, as well as service-oriented operations such as a drycleaner, fitness centre, hair salon, tanning salon, medical and dental clinic, etc.

A number of assorted strip malls are located throughout the City, housing everything from specialty bakeshops, to pet supplies and grooming, to hardware - meeting all shoppers needs.

MEDIA

NEWSPAPERS

The Telegram, a provincial daily newspaper; *The Sunday Independent*, a weekly provincial newspaper; *The Express*, a metro area paper; *The Globe and Mail* & *The National Post*, national newspapers, are available for home delivery and found at various newsstands in Mount Pearl.

Available Publications

TELEVISION

Mount Pearl residents receive automatic transmission of two provincial television channels: **CBNT TV**, and **CJON TV**. As well, through Rogers Cable, access to over 60 television stations is available.

RADIO

A number of radio stations are available for the listening pleasure of Mount Pearl residents. Some of these include:

Station Category	Station Name	Frequency
Rock	Coast FM	101.1 MHz
Varied	VOCM AM	590 kHz
Hits	Hits FM	99.1 MHz
Light Rock	K-Rock FM	97.5 MHz
Album Oriented Rock/Contemporary	OZ FM	94.7 MHz
News/Talk/Sports	CBN AM	640 kHz
Contemporary Country	CHVO AM	560 kHz
Varied	VOWR AM	800 kHz
CBC Radio Two - Classical	CBN FM	106.9 MHz
Classic Hits	CJYQ AM	930 kHz
Christian Radio	VOAR AM	1210 kHz

Radio Frequencies

VOAR Christian Radio (1210 AM), in business since 1929, relocated to new studios in Mount Pearl in 1991. VOAR is a Canadian Christian Radio ministry owned and operated by the Seventh-Day Adventist Church in Newfoundland and Labrador. It serves Eastern Newfoundland by providing Christian music, programs, and public service in response to community needs.

RECREATION AND LEISURE

The City of Mount Pearl is committed to delivering engaging programs and services that strengthen families and create a nurturing environment where everyone can achieve their maximum potential. The facilities and programs operated by the city's Parks & Recreation Department are designed to meet the needs of a diverse and changing population. Thanks to the support of numerous community sports and service organizations, and hundreds of dedicated volunteers, residents and visitors can enjoy the unlimited benefits offered by parks and recreation.

Parks & Recreation activity guides are published by the City and delivered to all Mount Pearl households three times each year (late December, mid-May and mid-August). An annual Community Events Calendar is delivered to homes each December.

Eleven rivers and wetlands are found throughout the City, along with 65 kilometres of natural and asphalt walkways. Powers Pond Park is a popular site for hiking, bird watching, canoeing and admiring the natural wonders that abound within the City. Mount Pearl's environmentally conscious residents can often be found feeding the ducks and other wildlife that call Powers Pond home.

Natural Attractions

FACILITIES

THE GLACIER

The Glacier is a three level multipurpose complex with an 85 x 200 foot ice/floor surface, a fixed seating capacity of 1004, and a concert capacity of 4000. The Glacier also includes six dressing rooms, a pro shop, lounge, cafeteria, twelve viewing rooms, and assorted other areas.

Concerts by internationally renowned artists Michelle Wright, John Berry, Blue Rodeo, and Sarah McLachlan have taken place at The Glacier.

CHRISTMAS AT THE GLACIER A FESTIVAL OF CRAFT & ART

Started in October of 1993, this has become the largest and highest adult-attended Fair of its type in the Province. This event showcases the products and works of approximately 200 craft producers and artists from Newfoundland and Labrador and other provinces as well. Other events include the Home Improvement Show, since 1994 and the Outdoor Newfoundland & Labrador Show, since 1997.

SMALLWOOD ARENA

This 33,400 square foot arena includes a standard ice floor and dressing rooms, along with two other multi-purpose rooms and a canteen. Smallwood Arena is located in the Smallwood RecPlex adjacent to the City's multisoccer complex (consisting of two national standard and one international standard soccer fields) and its national standard baseball field.

MOUNT PEARL SWIMMING POOL

Built in 1974, this facility spans 10,930 square feet. It includes a 25-metre swimming pool, sauna, children's slide, diving board, children's slide, womblers, tarzan rope, climbing wall, viewing gallery, multi-purpose room and kitchen. Children, adults and school swimming lessons are offered year round. Recreational swims are offered on a daily basis and new, shallow-water fitness classes are also available. Birthday parties at the pool are quite popular for people of all ages.

The Mount Pearl Swimming Pool is home to the Mount Pearl Marlins Swim Team and the Mount Pearl Synchronized Swim Club.



*Mount Pearl Swimming Pool
Photo: Parks and Recreation Department*

REID COMMUNITY CENTRE

This 17,000 square foot complex, located at 126 Smallwood Drive, was built in 1983. It includes a multipurpose double gymnasium, youth drop-in centre, health and fitness room, Y-Playschool, kitchen, change rooms and shower facilities. A wide variety of activities are offered, including sporting activities, concerts, indoor walking and craft fairs.

Complexes & Centres

MOUNT PEARL SKATEBOARD PARK

The Mount Pearl Skateboard Park is located on the Reid Community Centre grounds. The seventy-five foot by forty-five foot area consists of a large fun box with a multi-use surface, five foot by twenty foot concrete ramp and a grinder bench. The area is unsupervised and rules & regulations for use are posted.

KENMOUNT PARK COMMUNITY Y

Located on Holden Street in Kenmount Park, this unique neighbourhood facility was built in 1993 and features a multi-purpose gymnasium, multi-purpose room and kitchen. Through partnership agreements, this facility offers a wide range of programs and activities.

In 2003, a new partnership was formed with the YM-YWCA and the City of Mount Pearl wherein the YM-YWCA delivers programs offered at the Centre.

PARK PLACE COMMUNITY CENTRE

Park Place Community Centre is operated by a volunteer Board of Management which is comprised of members of partnering organizations, including the Mount Pearl Legion, Mount Pearl Kinsmen Club, Mount Pearl Lions Club and the city's Parks & Recreation Department. It hosts many special events and activities, including seniors' drop-ins, line dancing and more. The Centre can be rented for weddings, meetings, dances, office parties, community events and more. (Bar service and catering is available.)



Photo: Parks and Recreation Department

PEARL GATE TRACK AND FIELD COMPLEX

The Complex was constructed in 1988. It includes an international standard, eight lane, 400 metre polyurethane surface, concrete throwing circles, and runways for high jump, long jump, pole vault, and javelin. The adjacent multipurpose building includes a shower and washroom facilities, a first aid room and canteen, and an upstairs area fully equipped for private rentals or public functions.

At an elevation of 173.9 metres above sea level, the Pearl Gate Track and Field Complex overlooks the entire City.

OTHER CENTRES

Other facilities offer recreational and leisure opportunities to the residential and corporate community. Among these are the Pearl Gate Bowling Lanes and St. David's Tennis Complex.

FITNESS CENTRES

There are four fitness centres now operating in Mount Pearl with the newest and largest being Nubody's Super Fitness Centre located at 12 Merchant Drive in the Pearl Gate Power Centre, the first club in Newfoundland. This Centre has over 25,000 sq. ft. of fitness space, including a private women's only section.

Other fitness centres operating in Mount Pearl include Active Women, Body Evolution Fitness and Curves.

OUTDOOR CENTRES

Other facilities offer recreational and leisure opportunities to the residential and corporate community. Among these are the Pearl Gate Bowling Lanes, St. David's Tennis Complex, St. David's Softball Complex, Knights of Columbus facility and the Kinsmen Community Centre.

Community Groups

SERVICE CLUBS AND ORGANIZATIONS

Mount Pearl is blessed with an active and interested resident base. Mount Pearl residents are involved in many of the following clubs and organizations found within the City.

- Admiralty House Museum & Archives Board of Management
- Allied Arts Committee of Mount Pearl
- Arenas (Glacier & Smallwood) Board of Management
- Association of Community Living
- Catholic Women's League
- Children's Wish Foundation
- Eastern Music Camp
- Friends & Lobbyists of the Waterford River
- Golden Jems Trefoil Guild
- Junior Forest Wardens
- K-40 Club
- Kinsmen Club of Mount Pearl
- Knights of Columbus
- Knights of Columbus Ladies Auxiliary
- Masonic Park Senior Citizens Club
- Mount Pearl 807 Kinsmen Air Cadets
- Mount Pearl Chamber of Commerce
- Mount Pearl Division of St. John Ambulance Brigade #1048
- Mount Pearl Frosty Festival Board of Management
- Mount Pearl Girl Guides
- Mount Pearl Kinettes Club
- Mount Pearl Lions Club
- Mount Pearl Public & Resource Library Board of Management
- Mount Pearl Seniors Independence
- Mount Pearl Women's Institute
- Navy League Cadets
- Park Place Community Centre Board of Management
- Royal Canadian Legion Branch #36
- Royal Canadian Sea Cadet Corp Marconi
- Scouts Canada Northeast Avalon Region
- United Church Men's Service Club
- Visions Employment
- Waterford Valley Rotary Club
- YM-YWCA



Photo: Parks and Recreation Department

SPORTING EVENTS AND ASSOCIATIONS

In October of 1995, Mount Pearl launched the Mount Pearl Sport Alliance. Under the direction of an elected volunteer board and the Executive Director, the Sport Alliance sets goals and objectives to develop and strengthen a collaborative approach for the delivery of sport. In so doing, the Mount Pearl Sport Alliance helps provide opportunities for participation and maximum use of facilities and resources.

SPORTS RELATED GROUPS

Listed below are sports related groups operating in Mount Pearl:

- Campia Gymnastics Club
- Minor Basketball
- Minor Basketball Summer Buddy Ball Program
- Mount Pearl Minor Hockey Association
- Mount Pearl Hockey Dads
- Mount Pearl Hockey Moms
- Mount Pearl Junior Hockey Club
- Mount Pearl Men's Rec Hockey League
- Mount Pearl Soccer Association
- Mount Pearl Figure Skating Club
- Mount Pearl Synchro Club
- Mount Pearl Marlins Swim Team
- Mount Pearl Special Olympics
- Mount Pearl School of Martial Arts
- Pearlgate Track & Field Club
- Mount Pearl Tennis Club
- Mount Pearl Baseball Association
- Dogs Rugby Club
- Mount Pearl Youth Bowling Council
- Mount Pearl Ladies Slow-Pitch Softball League
- Mount Pearl Men's Slow-Pitch Softball League
- Mount Pearl Sports Alliance

Many other sports activities are offered by private industry such as Tae Kwan Doe, Aikido, etc.

COMMUNITY ACTIVITIES AND EVENTS

FROSTY FESTIVAL

Mount Pearl residents spend ten days participating in “Frosty Festival”, an annual winter event held in early February, encouraging a spirit of community by involving residents of all ages. Highlights of Frosty include the Opening Ceremonies & Bash, Ambassador’s Challenge, Frosty Idol Contest, Frosty Breakfast, Skating in a Winter Wonderland, Lip Sync, Jiggs Dinner, Family Outdoor Day, Dinner Theatre, Sports Competitions, and much more.

Frosty Festival

The continued success of Frosty Festival is attributed to the support and leadership of the volunteers on the Frosty Festival Committee, the 60+ local community organizations, and an involved business community.

CITY DAYS CELEBRATIONS

Mount Pearl has been celebrating City Days since July of 1989, the first anniversary of Mount Pearl’s becoming a City. City Days is a weekend of celebration that takes place each year to commemorate our achievement of city status, help build community spirit, and to give residents the opportunity to interact with and enjoy the company of friends and neighbours in a festive setting.

City Anniversary



Photo: Parks and Recreation Department

Activities begin on Friday with the Family Pig Roast and Comedy Night. Saturday begins with the Community Breakfast and Scavenger Hunt, followed by the Show & Shine Car and Motorcycle Show and the City Days Scuff. On Sunday, it's the Mega Birthday Blitz and Outdoor Concert.

Mount Pearl City Days has fast become the largest and most successful weekend event coordinated by the City of Mount Pearl. Each year, more than 10,000 residents and visitors enjoy affordable City Days activities, thanks to the support of Mount Pearl's corporate community and volunteers.



Photo: Parks and Recreation Department

OTHER ANNUAL MOUNT PEARL EVENTS

- St. Patrick's Day 50+ Events – March
- Mount Pearl's Annual Ice Show – March
- Easter Youth Camps & Activities – April
- Mount Pearl Volunteer Week Activities – April
- Mount Pearl Focus on Youth Awards Banquet – April
- Kinsmen's Citizen of the Year Banquet – April
- Seniors' Awareness Day – May
- Community Pride Month – May
- Canada Day Concert – July
- Guided Tours & Events, Admiralty House Museum & Archives – Summer
- Garden Party at Admiralty House – Summer
- Children's Tent City – August

- Oktoberfest Craft Fair – October (Thanksgiving Day)
- Christmas at the Glacier – October
- Mount Pearl Sports Hall of Fame Banquet – October
- Remembrance Day Parade & Activities – November
- Christmas Tree Lighting Ceremony – December
- Mount Pearl Lions Club Santa Claus Parade – December
- 50+ Club Christmas Dinner & Dance – December
- Mount Pearl's Family First Night Celebration – December

Mount Pearl's community activities are varied and extensive. The City's strong volunteer base, coupled with a high participation rate, results in the development of partnerships, facilitation of leadership and volunteer services, and, in general, promotion of community life.

For further information on upcoming community activities, the City provides an Annual Community Events Calendar to all residents and a 24-hour *Community Events Hotline* through the Department of Parks & Recreation (709) 748-1122. Tourism information is also available on Mount Pearl's Radio Events Station at CICQ 92.3 FM or visit the City's website at www.mtpearl.nf.ca to view the Community Events Calendar.

CORPORATE OPPORTUNITIES

Many community events could not take place without the support of Mount Pearl's corporate community. The City offers a variety of opportunities for local businesses to become involved. Sponsorship packages are available to community businesses for Mount Pearl City Days, Frosty Festival and other annual events. Businesses often provide donations, draw prizes, awards, etc. for many of the City's events.

Some examples of corporate donations include Schlumberger Canada Ltd. For the past five years, Schlumberger and its employees have provided a total of \$10,500 towards the purchase of new equipment at a local playground. Schlumberger's employees also hold an annual Spring Clean-Up of this playground area. Browning Harvey Company purchased advertising space at the Mount Pearl Swimming Pool and now has the company logo painted on the bottom floor of the pool.

Advertising opportunities are available for the Parks & Recreation Activity Guides and the Community Events Calendar.

BUSINESS ASSISTANCE

Various forms of assistance are available for individuals interested in starting a business in Mount Pearl. Some of the programs available to new and existing entrepreneurs are outlined below:

ECONOMIC DIVERSIFICATION AND GROWTH ENTERPRISES (EDGE) PROGRAM

WHAT IS EDGE?

EDGE Program

The EDGE program is a package of incentives offered by the Government of Newfoundland and Labrador to companies that invest in the establishment of new businesses in the Province.

WHO CAN QUALIFY FOR EDGE?

Eligibility for the program depends on the company's receipt of government designation as an **Economic Diversification and Growth Enterprises Corporation**. To qualify for this designation, the company must demonstrate the potential to create and maintain at least ten permanent jobs, and the potential to make a minimum capital investment of \$300,000, or to register incremental sales of \$500,000 per year.

Further criteria consist of compatibility with the province's strategic economic plan and evidence that EDGE incentives do not provide the qualifying company with a competitive advantage over already existing businesses.

WHAT DOES EDGE HAVE TO OFFER QUALIFYING COMPANIES?

- A ten-year holiday from provincial corporate income, post-secondary school, health (payroll), and retail sales taxes, followed by a five-year phase in of these taxes
- An incentive of \$2,000 for each permanent job the new enterprise creates
- Lease of unserviced Crown Land for a nominal fee, with option to purchase for \$1
- Assistance from a government appointed facilitator in areas of authorization needed by the company to execute its business plan

EDGE Benefits

HOW LONG IS THE EDGE APPLICATION PROCESS?

Each EDGE application is evaluated by a board of government officials and non-competing private sector representatives. Decisions are made within 30 days.

Municipal Assistance

MUNICIPAL ASSISTANCE

The City of Mount Pearl will provide any qualifying EDGE company, located in Mount Pearl, with a ten-year holiday from payment of business tax, followed by a five-year phase-in of the business tax.



*Pearlgate Power Centre
Photo: Sky-Shots Aerial Photography*

ECONOMIC DEVELOPMENT DEPARTMENT

The City of Mount Pearl is open for business and the Economic Development Department is committed to business excellence and success. Mount Pearl is often referred to as a great place to live and raise a family. It is also a great place to do business!

The Economic Development Department works with partners in local industry and government to develop strategies that support business expansion and promote economic development. With progressive economic and infrastructure planning, Mount Pearl places its business community on the leading edge of growth and technology.

Mount Pearl has a skilled workforce, an established technology base and access to advanced research facilities to provide businesses with the edge it needs to compete in an every-more challenging global marketplace.

Staff may be contacted at City Hall, 3 Centennial Street, Mount Pearl, NL A1N 1G4. Further contact information is denoted below:

Ms. Bronda Aylward
Director, Economic Development
Telephone: (709) 748-1096
Facsimile: (709) 748-1150
e-mail: baylward@mtpearl.nf.ca

Contacts

Mr. Anthony Janes
Economic Development Officer
Telephone: (709) 748-1095
Facsimile: (709) 748-1150
e-mail: ajanes@mtpearl.nf.ca

MOUNT PEARL CHAMBER OF COMMERCE

The local Mount Pearl Chamber of Commerce has about 200 members representing the local business community. The annual membership fee is \$313.95.

The Chamber hosts luncheons with guest speakers representing government and industry. After business hours get-togethers promote businesses and catering services of the Chamber's members. Members also enjoy Visa and MasterCard discounts and 2% savings on merchant transactions as well as other services.

For further information on the Mount Pearl Chamber of Commerce, please contact:

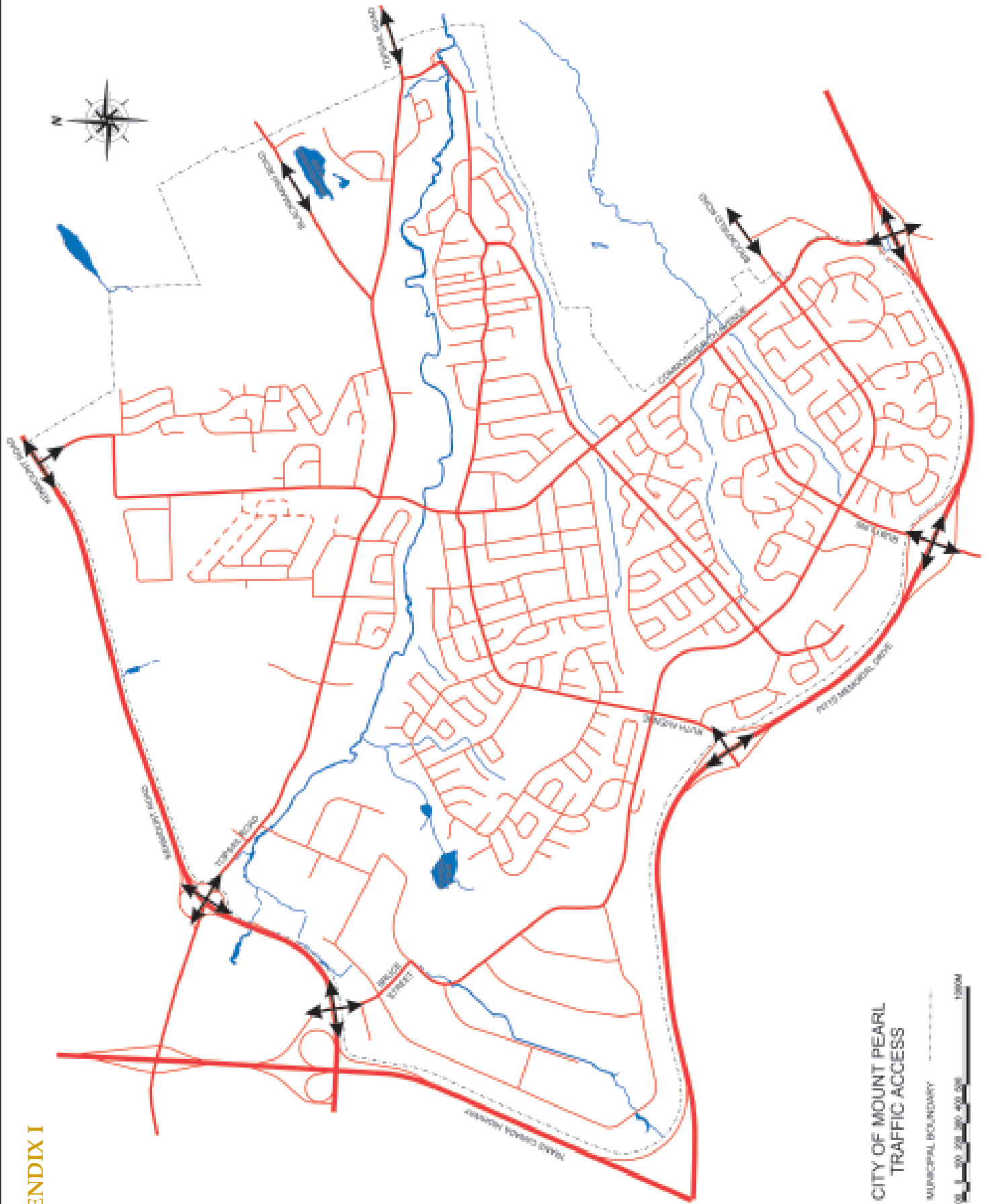
Chamber of Commerce
253 Commonwealth Avenue
Mount Pearl, NF A1N 4L3
Telephone: (709) 364-8513
Facsimile: (709) 364-8500
e-mail: mtprlchamber@nfld.com

WHY BUSINESSES CHOOSE MOUNT PEARL

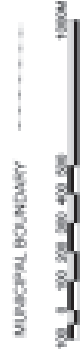
- **Proximity to Essential Services**
- **Reasonable Rent**
- **Donovans Business Park**
- **Rapidly Growing City**
- **Accessible City Council**
- **Availability of Office Space**
- **Strong Consumer Base**
- **Steadily Increasing Industrial Activity**
- **Reasonable Municipal Tax Rates**

APPENDICES

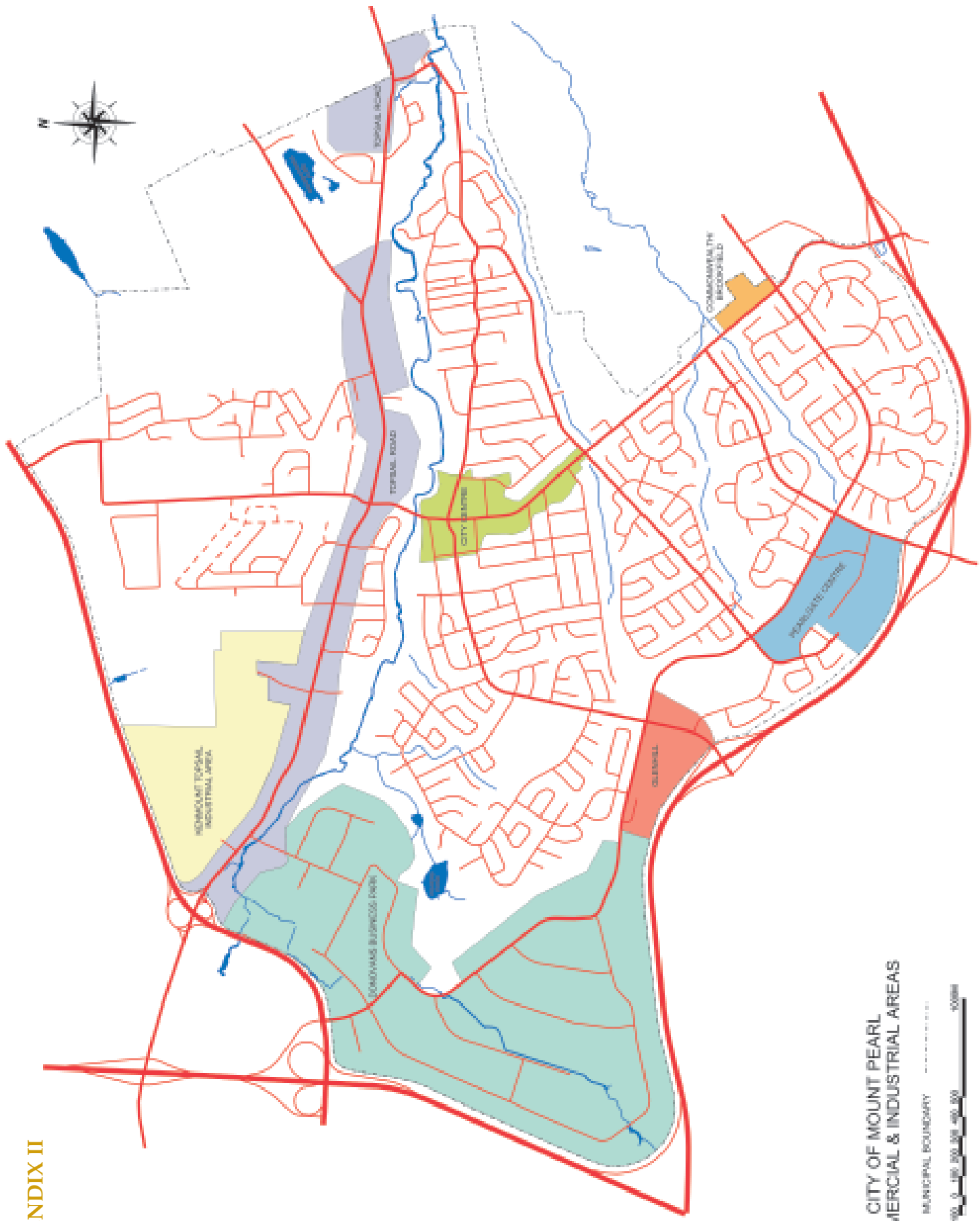
APPENDIX I



CITY OF MOUNT PEARL
TRAFFIC ACCESS

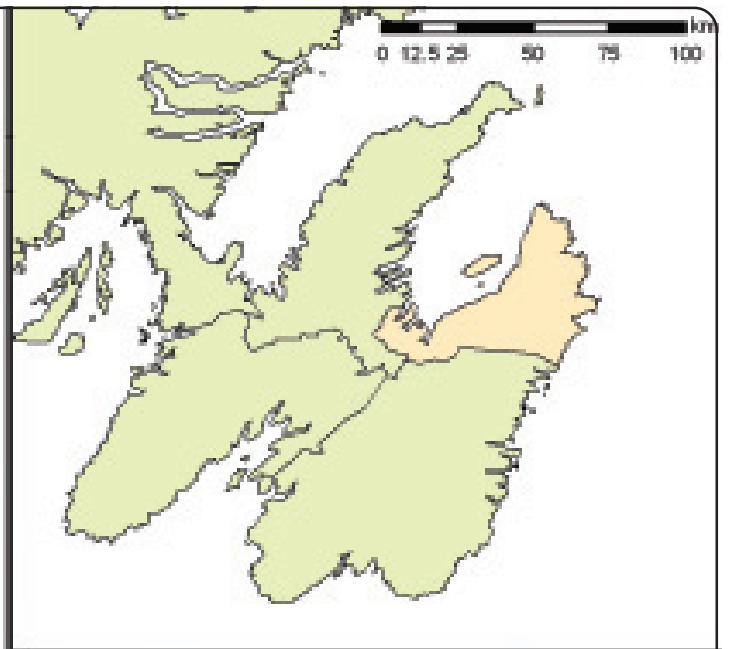
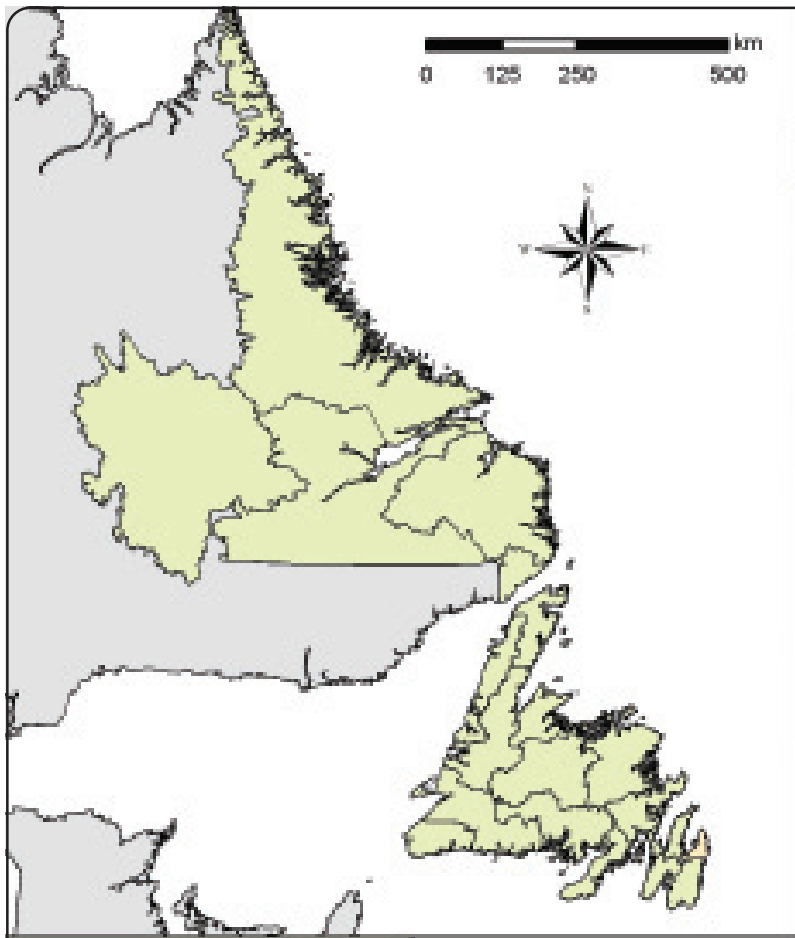


APPENDIX II

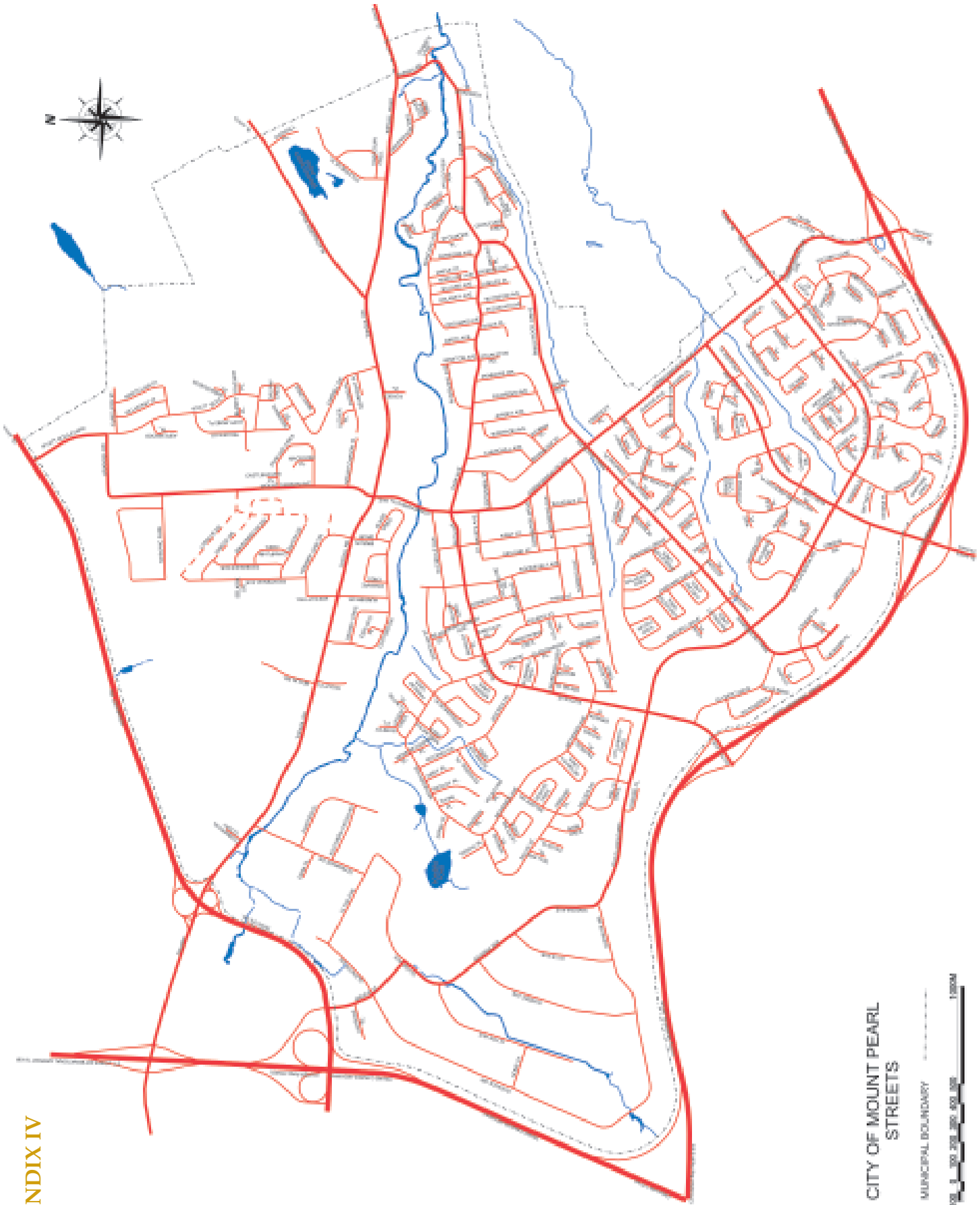


CITY OF MOUNT PEARL
COMMERCIAL & INDUSTRIAL AREAS

MUNICIPAL BOUNDARY
0 500 1000 METERS

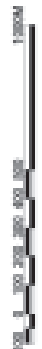


APPENDIX IV



CITY OF MOUNT PEARL
STREETS

MUNICIPAL BOUNDARY



APPENDIX IV

REFERENCES

"About MI." *Fisheries & Marine Institute of Memorial University of Newfoundland.*
<http://www.ifmt.nf.ca> (June 1998)

"A Look at Newfoundland and Labrador's Public College."
College of the North Atlantic
<http://www.northatlantic.nf.ca> (July 1998)

Atmospheric Environment Branch of Environment Canada; Derived from:
Canadian Climate Normals for St. John's airport 1942-1990,
and Canadian Climate Normals for St. John's West. 1950-1990.

Avalon Peninsula Regional Tourism Strategic Plan Final Report. The Randolph Group
Management Consultants Inc., November 1994.

Background Information for Donovans Industrial Estates. City of Mount Pearl.
June, 1998.

Butler, Henry. Butler Framing and Gallery, Personal Interview July 23, 1998.

Cabletec Newfoundland, Company History, July 20, 1998.

*City of Mount Pearl 2004 Budget: Information on where the City obtains its
revenue and how that revenue is spent on behalf of all taxpayers.* City of Mount Pearl, 2004.

City of Mount Pearl Website <http://www.mtpearl.nf.ca>.

"Community Access Project." Newfoundland and Labrador Public Libraries.
<http://www.publib.nf.ca/cap/east/mtpearl/information/history.html>
(June 1998).

Community Policing Consortium Webpage, June 1998.

"Corporate Profile." *Newfoundland Power 1996 Annual Report.* May 9, 1997.
<http://www.fortis.ca/REPORTS/ANNUAL/NP96/NPMENU.HTML>
(August, 1998).

"Daycare operator not afraid of a challenge". *The Telegram*, September 12, 1998.

Donovans Industrial Park: Mount Pearl Newfoundland. A Great Place to do Business,
Newfoundland and Labrador Housing Corporation.

Employment Standards in Newfoundland and Labrador. Department of Environment and
Labour, 1997.

Finance Canada: Harmonized Sales Tax – Technical Paper: 1.
<http://www.fin.gc.ca/hst/hstl-e.html> (July 1998).

Francis, Karen. Medipharm, Family Wellness Place, Mount Pearl. Telephone Interview, September, 1998.

Fuchs, Richard P. *Mount Pearl-Voisey's Bay Smelter/Refinery Economic and Industrial Opportunities Study. Sudbury "Team Nickel" Voisey's Bay Nickel-Smelter/Refinery Telephone Survey Report*, Futureworks Inc.: August, 1997.

Government of Newfoundland and Labrador Department of Mines & Energy: *Mining Overview*.

Housing Market Outlook, CMHC-SCHL Canada. 2000.

"Island Rendezvous." *The Woody Island Website*. <http://www.woodyi.com>

"Manufacturing and Refining". *Encyclopedia of Newfoundland and Labrador*, vol 3. Harry Cuff Publications Ltd., St. John's: 1991, pp 443-449

McNicholas, Adele P. *Economic Opportunities Associated with Voisey's Bay Smelter And Refinery: Development Issues and Strategy*. Baltic Services Inc: August 1, 1997.

"Mining". *Encyclopedia of Newfoundland and Labrador*, vol 3. Harry Cuff Publications Ltd., St. John's: 1991, pp 568-582.

Mount Pearl Contact List, Updated 2004, Department of Parks and Recreation, Mount Pearl, NF.

"Mount Pearl". *Encyclopedia of Newfoundland and Labrador*, vol 3. Harry Cuff Publications Ltd., St. John's: 1991, pp 638-639.

Mount Pearl IT Sector Strategic Plan Report, Futureworks, May 1998.

"MUN Continuing Education courses offered by Internet". Provincial Information and Library Resources Board, St. John's, NL.

Newhook, Michelle. Mount Pearl School of Dance.

Oil and Gas Sector Study: Opportunities and Options for the City of Mount Pearl. Community Resource Services Ltd., City of Mount Pearl, March 1998.

Patterson, Sandra. YMCA-YWCA Community and Employment Services, Mount Pearl. September 15, 1998.

Pearson, Gloria. "Admiralty House – Mount Pearl's Newest Museum and Heritage Site". *The Downhomer*, vol 9, #11, April 1997: p 16.

"Serving the Newfoundland and Labrador Construction Industry."
Newfoundland and Labrador Construction Association
<http://www.netfx.iom.net/nlca/doc2/nlca.html> (June, 1998)

Simms, Randy. "Partners in growth: The Value of the Business Sector to the City of Mount Pearl". *Trade and Commerce News*, volume 1, number 1, February, 1998, P 6, p 9.

"St. John's, Newfoundland. Radio, TV, Print and Other Media." *The Canadian City Information Pages*.<http://www.duban.com/cityinfo/stjomed.html>
(August 26, 1998)

Statistics Canada.

"The Link Project." Newfoundland and Labrador Public Libraries, Government of Newfoundland and Labrador. <http://www.entnet.nf.ca/link/zonemap.html>
(August, 1998)

"Tourism". *Encyclopedia of Newfoundland and Labrador*, vol 5.
Harry Cuff Publications Ltd., St. John's: 1991, pp 403-405.

Visions Employment Inc. "A Community Employment Corporation: Supporting Individuals with Intellectual Disabilities." (BROCHURE)

Welcome to VOAR's Webpage. <http://www.voar.org> .

Wilderness Newfoundland Adventures. <http://www.wildnfld.ca> (August, 1998).

"Zone Economic Profile." *Capital Coast Development Alliance*. July 5, 1997
<http://www.entnet.nf.ca/capital-coast/economics.html> (August, 1998).

Desktop Publishing Services Provided by



1170 Topsail Road, Mount Pearl, NL A1N 2Y2
Tel: 709-747-3850 Fax: 709-747-3852
Email: brenda@image4.ca

Printing Services Provided by
Transcontinental
St. John's, NL, Canada

Created By:
Lisa M. Kent
City of Mount Pearl
Economic Development Department
October, 1998
Revised: December 2004
By: Carolyn Blackmore

Cover Photos:
Hallmark, City Hall, Gates Place, Old Placentia Road
Powers Pond and Shoppers Drug Mart (Gibson Drive)

Photos By:
Sky-Shots Aerial Photography and Economic Development Department



City of Mount Pearl
Economic Development Department
3 Centennial Street
Mount Pearl, NL
A1N 1G4
Tel: (709) 748-1095/1096
Fax: (709) 748-1150
E-mail: info@mtpearl.nf.ca

www.mtpearl.nf.ca