



Community Profile  
Windsor-Hantsport-West Hants, Nova Scotia

By

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## Introduction

The Windsor-Hantsport-West Hants region is a prime for development as highway 101 twinning and numerous large public and private development projects get off the ground. This document provides prospective developers and employers with an introduction to the Windsor-Hantsport-West Hants region. This includes:

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## Hants County Highlights

### **A Competitive & Accessible Work Force**

At our doorstep, a highly-skilled labour market of more than 450,000 people.

### **Cost Advantages**

Reduced cost of doing business – for land, labor and resources - 40 per cent lower than Boston, and 20 per cent more cost effective than Toronto.

### **Major Transportation Corridors**

Connect instantly to the Halifax International Airport, twinned-highway access along two major provincial highways, railway networks and the Port of Halifax

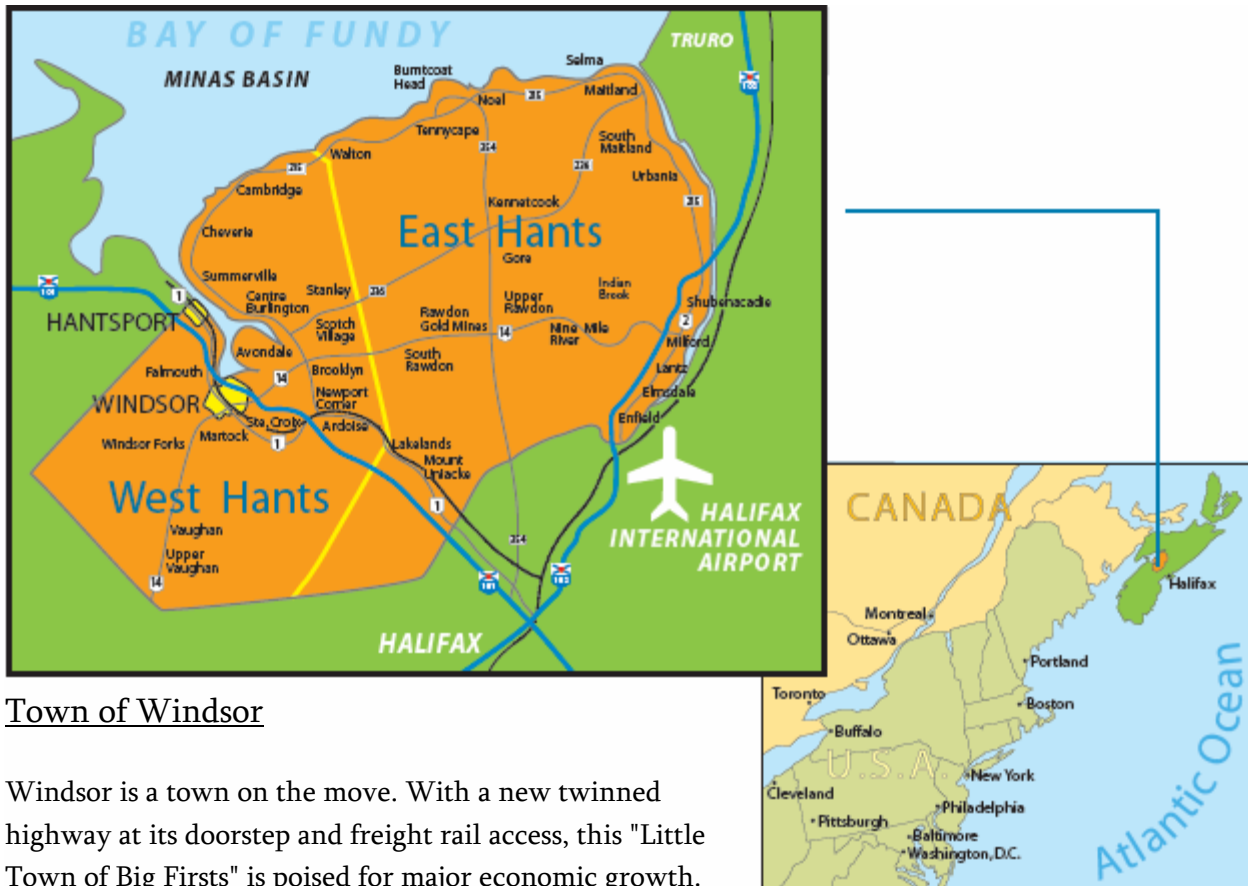
### **Market Reach**

Reach out to a potential marketplace of more than 500,000 people which represents \$15 billion in economic potential. Within 12 hours the marketplace expands to 75 million people, an economic potential of \$3 trillion.

### **An Ideal Lifestyle**

Quality lifestyle and a choice of ideal communities. Home to the highest rated schools in Canada and abundant recreational opportunities.





### Town of Windsor

Windsor is a town on the move. With a new twinned highway at its doorstep and freight rail access, this "Little Town of Big Firsts" is poised for major economic growth.

Companies like Biomedica Diagnostics, an emerging leader in medical diagnostic technology, are part of a growing cluster of life science companies operating in the region.

Internationally renowned King's-Edgehill School, established in 1788, is located in Windsor and is Canada's first independent school.

The town's strong ties to agriculture are celebrated annually at the Hants County Exhibition, North America's longest running agricultural fair and through nationally acclaimed "made in Windsor" events like the annual Pumpkin Weigh-off and Regatta. Windsor is also the "birthplace of hockey" and home base to the world-renowned puppet theatre company, Mermaid Theatre of Nova Scotia.

## Town of Hantsport

Hantsport's early legacy as one of the world's largest wooden shipbuilding ports is reflected today in the vigor and diversity of the international companies that call this picturesque community home.

Along the historic Minas Basin, Hantsport recently opened one of North America's premiere facilities for deepwater container loading. The facility processes more than two million tons of gypsum per year - and from this location, Fundy Gypsum transports its products by rail to key markets throughout the world.

Hantsport is also home to CKF Inc., Canada's largest manufacturer of molded fibre products and to Minas Basin Pulp and Power Company Limited. Using the latest advanced technology, Minas Basin Pulp and Power Company Limited processes more than 80,000 tonnes annually of 100 per cent recycled paperboard products. An international leader in sustainable practices, Minas Basin Pulp and Power Company Limited's recycling efforts represent a reduction of approximately 10.8 million cubic feet in local landfill sites each year.

The Town of Hantsport affords businesses and new residents alike a solid infrastructure base to build upon - combined with an array of cultural, heritage and recreational attractions.

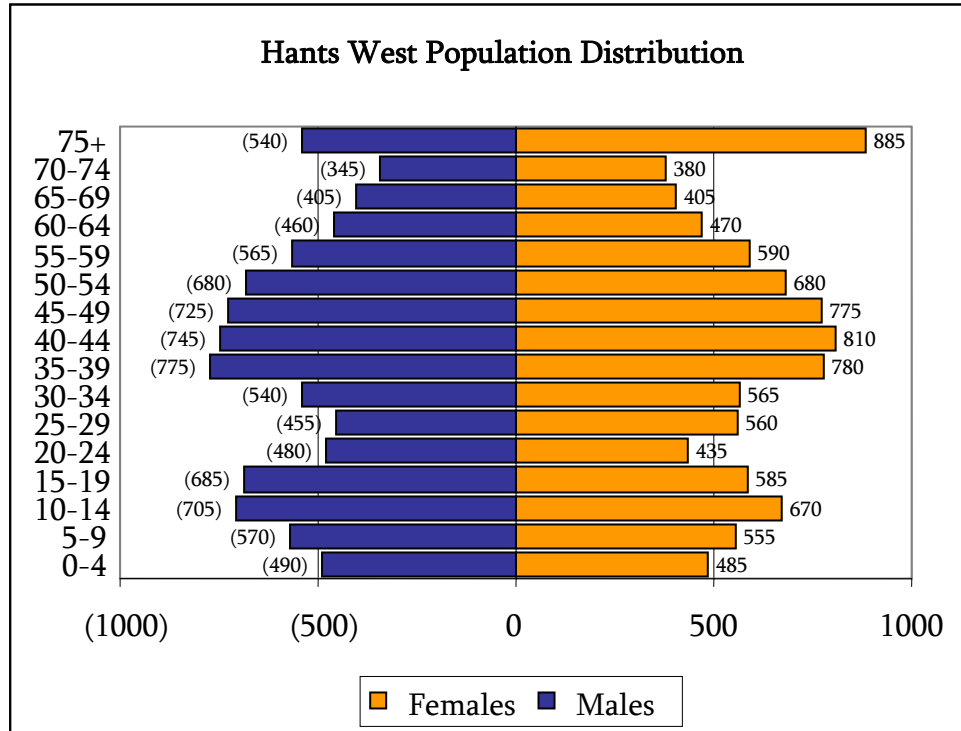
## Municipality of West Hants

Business leaders are discovering the advantages of establishing in West Hants - a region that blends instant proximity to major urban amenities with an ideal rural lifestyle.

Advanced manufacturing companies like Nu -Air Ventilation and Orion Electronics are setting the pace for innovation, along with pharmaceutical leaders like Sepracor Canada Limited. West Hants is also home to a diverse range of agricultural producers - from organic farming interests such as HelioTrust and the Seaspray Cooperative to dairy and beef producers. Gypsum cliffs are a natural phenomena in West Hants and are the basis of area's connection with Fundy Gypsum, a world leader in the natural resources sector.



In West Hants, business interests in this fast-growing region are as diverse as the landscape itself. The municipality extends from the lake country of the Vaughn region, to scenic communities that line the Fundy Shore. West Hants is a nature lover's paradise - offering views of the world's highest tides and year-round recreational pursuits. New residents quickly become immersed in the region's historic connections with "the Age of Sail" and Acadian culture.



Source: Census of Canada, 2001

## Market Overview

### *Size*

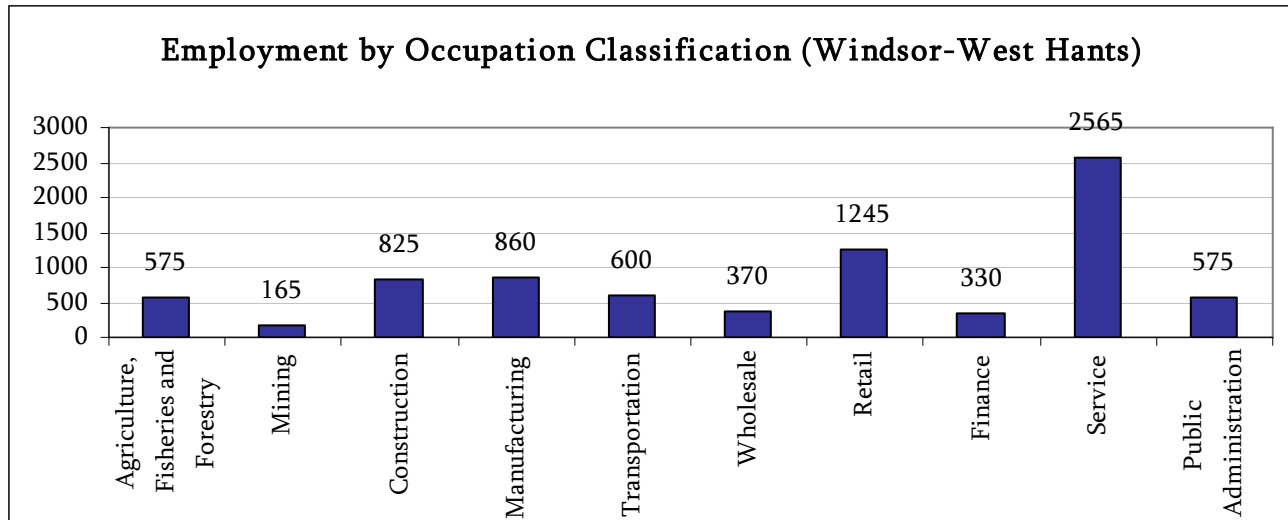
In Hants West, employers can access a large, highly-skilled labour market. **Windsor, Hantsport and West Hants are home to a total of 18,760 people**, 8,135 of whom are employed participants in the labour market. Residents and workers in the region are heavy commuters. A total of 690 workers commute into the region, while 2,490 commute out of it. The primary origin and destination for commuters is Halifax Regional Municipality, although there is also activity between Hants and Kings counties. **The total population of all commuter-connected communities is 455,166.** Of these Halifax-Annapolis Valley residents, 244,900 are currently employed participants in the labour force.

### *Growth*

Residential housing growth has been driven by pressure from Halifax Regional Municipality. Lifestyle, improved highway access, and low land costs have attracted new residents to the area. The Town of Windsor saw a modest 0.5% population growth between the 1996 and 2001 censuses. The surrounding county (District of West Hants) has seen an additional **5.4% population growth since the 2001 census**<sup>1</sup>.

<sup>1</sup> FP Markets Demographics, 2005.

While the labour market participation rate has changed only slightly since 1996, unemployment has fallen dramatically. Participation is up to 59.4% in 2001 from 59.0% in 1996. Unemployment is down from 13.1% in 1996 to 8.3% in 2001. **The total number of employed persons (aged 15 and older) is up 6.7%.**



### *Occupations*

The dominant employment sector in Windsor-West Hants is the **service sector** (see above chart). Slightly less than half of the labour force is employed in “Retail Sales” and “Service” occupations.

### *Education*

Hants West residents are well educated. Seventeen-point-seven percent have high school certificates (42% of whom also have some post-secondary experience). **College, trade or vocational certificates and diplomas are held by 33.3% of the population, and 10.8% have completed a university program.** Over one-half of Hants County workers (58%) have experience with software packages such as Word or Excel<sup>2</sup>.

### *Transportation*

Town of Windsor is located approximately 58 kilometres to the north of Halifax, adjacent to Highway 101 at Exits 5, 5A and 6 (see traffic counts table). Highway 101 is a four-lane limited access highway from St. Croix (outside Windsor) to Bedford. The Nova Scotia Department of Transportation and Public Works has twinned much of this highway over the past decade. Phase 3 of the upgrading project is currently underway. By 2010 the twinning will extend as far as Exit 5.

Average Annual Daily Traffic - Exit 5A to Exit 6, Highway 101					
Year	2000	2005	2010	2015	2020
Vehicles	13,300	14,900	16,500	18,100	19,700

Source: Nova Scotia Department of Transportation and Public Works, 2000.

<sup>2</sup> These skills statistics are from the 2004 Hants County Occupations/Skills Survey. Similar statistics are available for each employment sector.

Highway 101 connects to Highway 102 in Bedford and then to the Trans Canada Highway (104) at Truro. The Windsor & Hantsport Railway operates a station and marshalling yard across Highway 101 from the Nova Scotia Textiles property. This railway's 90 kilometre short line interchanges with the Canadian National (CN) railway mainline at Windsor Junction north of Halifax. There, customers can directly access the Port of Halifax marine facilities. Windsor is 75 kilometres west of Halifax International Airport.

### *Major Employers*

The Windsor-Hantsport-West Hants area has a strong base of manufacturing employers. The following are key private sector employers:

Business Name	Product	Employees
CKF Inc.	Royal Chinet paper plates	200-499
Minas Basin Pulp & Power	Recycled paper box board	200-499
Avon Valley Greenhouses	Cut flowers & potted plants for wholesale	100-199
Fundy Gypsum Co. Ltd.	Gypsum for drywall fabrication	100-199
Nu-Air Ventilation Systems	Ventilation systems	50-99
Cobham T&L Ltd.	Defense electronics	50-99
Sepracor Canada Ltd.	Pharmaceuticals	50-99

Other major employers include the Hants Community Hospital, Kings-Edgehill Private School, two large senior citizens homes, two large grocery stores, and a ski resort.

### Contact Information

We would be pleased to assemble additional information and statistics on the Windsor-Hantsport-West Hants region upon request. Packages can be customized to employment sectors and individual employers.

### **Hants Regional Development Authority**

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