




District of Lunenburg

Beauty Inspires, Right Here

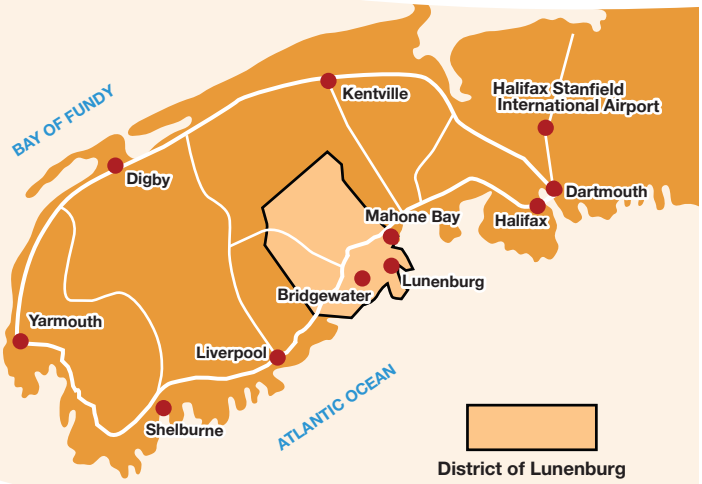
Imagine... **Your Life**

Here... you can make a life, not just a living!

Imagine a fuller, more authentic life, closer to nature in a warm and welcoming community. One that offers a better chance to find that elusive work/life balance. Imagine the difference it would make when you can live, work and play all in the same area. Buy your groceries from a farmer's market – and/or grow your own! Backyards are big and farmland is available.

Nova Scotia enjoys a special charm as Canada's Ocean Playground and if it were not for a small strip of land connecting us to neighbouring New Brunswick it would be an island. As a result, the ocean is never far from sight and here in the District of Lunenburg that reality is readily apparent.

> "We didn't realize how much we were missing in our lives."



> "Probably the last place in the western world where you can enjoy this lifestyle - it's real; people have time to talk and communicate."

Situated on Nova Scotia's South Shore, the District is the third largest in the province occupying just over 1700 square kilometers. Largely rural in nature, the District surrounds the Towns of Bridgewater, Mahone Bay, and Lunenburg. Our almost 26,000 residents also enjoy the fact that the capital city of Halifax and international airport are just a short drive away when the need or desire warrants.

The District offers affordable land and easy access to the great outdoors. A more rural existence means less clutter, less stress, and less noise. Here there is room to be different.

Whether it's a 200-year-old seaside Cape Cod, a rambling farm house (from the days when 10 children was the norm), a lakeside retreat, a modern bungalow, or some variation in between, there are wide ranging and affordable housing options to suit both budget and taste; not to mention the option of engaging one of the area's many professional contracting firms to build your very own dream home. Ours is a long tradition of craftsmanship and care.









We have the space, the time, and the freedom to develop and try new things.

The District is one of the province's oldest settled areas and we certainly have our share of interesting stories. Even local residents are not always aware that in the early 1630's the District was home to the first Capital of New France in what was then North America. Inspiring beauty, historic architecture, and winding roads that follow hundreds of kilometers of coastline; it's all here.

In addition to the wide range of activities offered by our great outdoors and varied environments, the residents of the District have access to a number of recreational facilities within the region and surrounding areas. The Lunenburg County Lifestyle Centre is a new $34 million-dollar sport, recreation and community facility with an NHL-sized hockey arena, aquatic facility, a library and other multi-purpose spaces. The Centre hosts a number of classes and activities for all ages and activity levels.

> "You are creating time for yourself to do things that maybe you wouldn't have done."

There is also the Municipal Activity and Recreation Complex (the MARC), which provides the public with a space to enjoy a number of outdoor activities year-round, including tobogganing, hiking and skiing, BMX trails, and much more.

The District offers facilities for baseball and soccer, as well as two yacht clubs and the highly-regarded Osprey Ridge Golf Course, an 18-hole championship course created by the internationally recognized golf course architect, Graham Cooke.









Imagine... **Your Backyard**

Find your SEE legs!

Come experience true natural beauty and rediscover something you perhaps didn't even know you were missing – the natural world. Here you can exchange the sound of traffic for birdsong, urban sprawl for field and forest, and pollution for fresh air. Family outings become family adventures. You can actually see wild animals without going to a zoo!

> "Coastline, beaches, beautiful pasture lands, lots of trails through the woods. A nature lover's delight."

Over 600 kilometers of coastline provides captivating vistas ranging from rugged sea-swept cliffs to sun-drenched beaches complimented by numerous islands, coves, and safe harbours. In typical Nova Scotia fashion, the District is dotted with freshwater lakes, rivers and streams.









Recreation & Culture

The welcoming climate of our region combined with forest, seashore, and multiple rivers and lakes, provide some of the best entertainment Mother Nature has to offer. Discover your new obsession - fishing, boating, hiking, biking, surfing, or simply explore the parks, beaches, and trails. The District can provide the backdrop for your adventure with a well-established trail network offering scenic views as well as difficulty levels. Of course, there is also the simple enjoyment which comes from spending some time on a boat!

The District falls within the Atlantic Coastal region and this area's strong coastal influence provides for a moderate climate, i.e., the coolest summer and warmest winter temperatures in the Province.

Our climate is such that you can appreciate each season in its full splendor. From watching spring burst forth with new life to the colourful displays of fall, to enjoying long sun-filled summers and the majesty of snow covered winter. Each season introduces new opportunities to actively enjoy the great outdoors.

> "We like to sail, we're on the river. I like to golf, there are several good golf courses in the area. If you like catching mackeral you can catch a pile of mackeral very quickly..."

> "When we lived in the city we would try to go to the ocean once a week but that often became once a month. Here we go once a day."

The area is also blessed with large tracts of land well accustomed to farming and there exists a long heritage of both subsistence farming and commercial agriculture. In recent years there has been a resurgence of interest in niche agriculture by the District's growing population of lifestyle entrepreneurs.









	SPRING	SUMMER	FALL	WINTER
Avg.Temp.	**-0.6** to **+10.6 °C**	**+11.3** to **+24.2 °C**	**-3.6** to **+14.6 °C**	**-8.7** to **+1.3 °C**
Avg. Precip.	**136.9 mm**	**100.0 mm**	**137.9 mm**	**136.9 mm**

Imagine... **Your Neighbours**



Welcome to the Community

There are 135 communities in the District bearing names handed down from French, Mi'kmaq First Nations, German, Swiss, British, Irish, Scottish, and other early settlers who immigrated to our area over the span of some 400 plus years. A story which continues to this day as newcomers discover the District, and in many cases decide to make it their home.

Perhaps one of the greatest advantages of a rural setting is the fact that you have choices about where to live. If you prefer a tight knit community where you know each and every one of your neighbours… you can find it here. If you prefer to be sequestered away on a 100 acre homestead… you can find that as well.

All building trades are well represented in the District and many knowledgeable real estate agents are available to assist you with understanding the local real estate market and helping to facilitate a new home purchase.

> "This is Canada 40 years ago."

> "There is a relaxation that allows people to come together and have conversations that may not happen elsewhere… There is something about this area that really brings out the very best in people."

Incredibly diverse, cohesive, and what many merely describe as "it feels like home". You will be surprised how soon you know everyone and make all the connections. Here, people have the time to talk, to have conversations that don't happen elsewhere. This is an area that brings out the very best in people.

A collective of small, safe communities where people really care for one another. There are plenty of opportunities to get involved with groups and organizations who are happy to have new volunteers join them in making a difference in the community.







Culturally, the area is alive with year-round festivals and events both here in the District as well as in the neighbouring areas. The number of artists, musicians, and creative people packed into such a small area adds vibrancy and character. An unusual collection of people of immense talents actively supported by the community at large.

> “It’s a bit of an illusion that we’re living so desperately rural, so quaint, but I think that’s not true - and that’s a secret … A hugely cohesive and diverse community.”

We like to think our location is the best of both worlds... near enough to the capital city of Halifax (an hour or less) to be convenient, yet far enough away to ensure a more rural quality of life. The adjacent towns of Lunenburg, Mahone Bay, Bridgewater, Chester, Liverpool, and Shelburne add further variety. The District is an excellent location from which to explore all that Nova Scotia has to offer.







Healthcare

Residents of the District of Lunenburg have access to three nearby hospitals; South Shore Regional Hospital, Fisherman’s Memorial Hospital, and Queens General Hospital, all operated by the Nova Scotia Health Authority.

Imagine... **Your Future**

Enjoy what you do, love where you do it

In the District of Lunenburg, small business is BIG business and here you'll find a community of inventive, industrious people - filled with entrepreneurial spirit.

> "We built a little cafe to basically put coffee on for the neighbors and things just got carried away..."

There is a good startup culture and the more relaxed way of life means people have time to talk and collaborate. This enables a cross-pollination of ideas on a scale not typically seen in a larger city. When your work calls for creative thinking and innovation, this is a great place to clear your mind!

This is one of the best places in Canada for solar gain and offers some excellent opportunities for agriculture and food production. Services for retirees and the creative economy are increasing as is the manufacturing base. All of which presents opportunities for a dedicated, productive and loyal workforce who offer diverse skill sets, a strong work ethic and a belief in getting the job done right.

The highly competitive costs of labour within our area are made possible by the relatively low cost of living and provide a powerful economic incentive. This, combined with the affordability and availability of land and buildings makes for a compelling business case for doing business here!

> "A lot of skilled workers - there is a tradition of craftsmanship… A lot of advanced industries bring a lot of technical skills to the area."











> For 20 years we expanded every year - we just started growing. We learned everything by doing.

We may be rural but we are very much connected. The close proximity to the port of Halifax and international airport provides access to the world when needed. We are well serviced by a modern 100-series highway which provides for the flow of goods and services into and out of the market.

Business owners - we're all in this together and support each other.

78%
over age 25 have a **degree, certificate** or **diploma**

Education

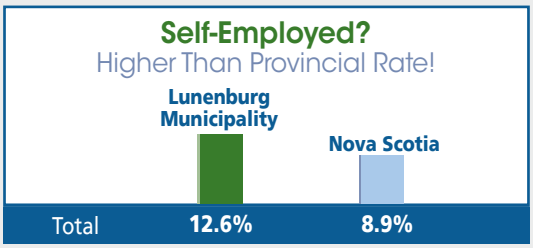
The province of Nova Scotia has a greater number of higher educational institutions per capita than anywhere else in Canada. It boasts a long tradition of academic success and our District is no exception with small class sizes, dedicated teaching staff, and a diversity of programming.

The South Shore Regional School Board administers the schools in the District, offering a number of programs and services to meet a wide spectrum of needs. This includes delivery of the International Baccalaureate program. The school board operates schools ranging from elementary to adult high schools with additional transition and alternate programs for youth at risk.

The French School Board of Nova Scotia also manages Ecole de la Rive Sud, a P - 12 French-language school in Osprey Village, Cookville. The independently run South Shore Waldorf School is located in the community of Blockhouse.

The Nova Scotia Community College Lunenburg Campus, located in Bridgewater is one of thirteen community college campuses in Nova Scotia. The Province is also home to ten universities, many within an hour of the District. Year after year, Nova Scotia's universities have been awarded top honours by MacLean's Magazine Guide to Canadian Universities - ranking three of the universities in the top ten for undergraduate universities in Canada.

Business is Happening Here...



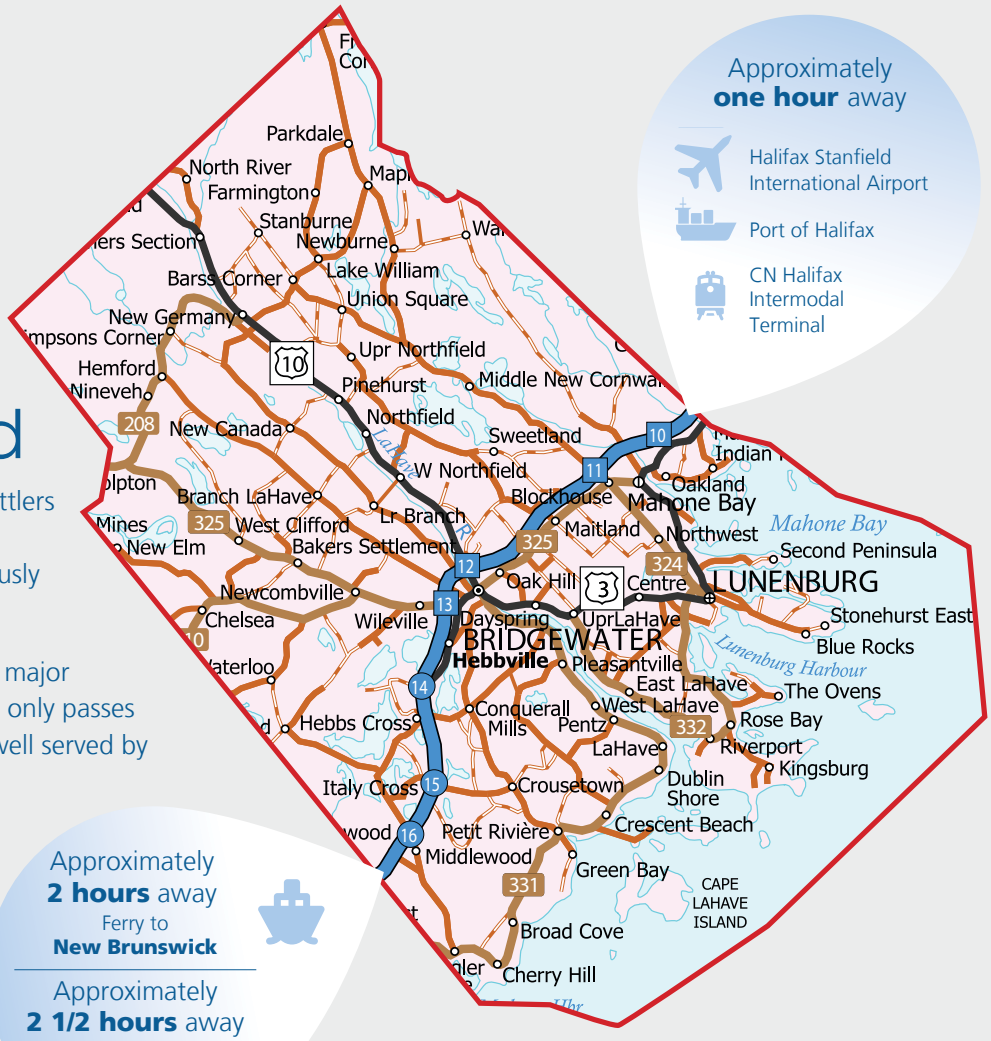
We're Connected

Owing to the District's age and need of early settlers to access their lands, there is an excellent road and highway infrastructure which has continuously evolved to support growth and development.

A map of our District quickly illustrates that the major provincial east-west corridor, Highway 103, not only passes through the heart of the District but is further well served by adjacent trunk networks. This not only benefits residents but is of equal importance to the business community in terms of providing for the flow of goods and services both into and out of the market.

Our communications infrastructure is likewise well established with high-speed Internet and cellular phone service from national carriers.

An hour's drive from the District, along the 103, connects residents with an international airport, rail service, and the Port of Halifax. Convenient ferry service is also available from the Nova Scotia mainland reaching destinations in New Brunswick, Newfoundland, and Portland Maine.



Labour Force...

The District's affordable pool of quality labour is expanded by the ease of hiring foreign workers in the province of Nova Scotia, who may represent skill sets that are in high demand locally.

Over 78% of the residents of the District over age 25 have a degree, or post-secondary certificate or diploma and the percentage of persons with a College, CEGEP or other non-university certificate or diploma is higher than the provincial average. We are producing some of the best and brightest people, highly skilled and motivated for a wide range of activities. Feel free to put us to the test.

The port of Halifax represents one of the world's deepest ice-free ports, with minimal tides and currents. It is the only port on the east coast that can accept fully-loaded post-Panamax container ships and boasts a high-speed of cargo transfer. Halifax is one day closer to southeast Asia than any other North American east coast container port.





OSPREY VILLAGE

Osprey Village - retail is happening here...

The Shoppes at Osprey Village is a joint private sector and municipally-owned commercial development park spanning 220-acres strategically located near Exit 12 off Highway 103, in the community of Cookville.

Since its inception, the area has quickly become a major retail & service hub for the region. Thanks to its prime location, carefully planned development and the attraction of a number of large, international retailers, Osprey Village has proven to be a highly successful endeavor and promises further growth and continued benefit to our region for decades to come.

Current businesses in the development include retailers and services such as Wal-Mart, Canadian Tire, Boston Pizza, Staples, and Best Western.

New businesses to the Osprey Park development are poised to take advantage of an established and well-tested infrastructure in a prime retail location. A number of key anchor tenants have laid the foundation of a highly active and valuable commercial space.

Osprey Village has abundant free parking and convenient, easy access for residents of all surrounding areas. Continued growth is projected in coming years by way of new commercial developments, and single and multiple housing units.

Major Communities in Primary Trading Area:

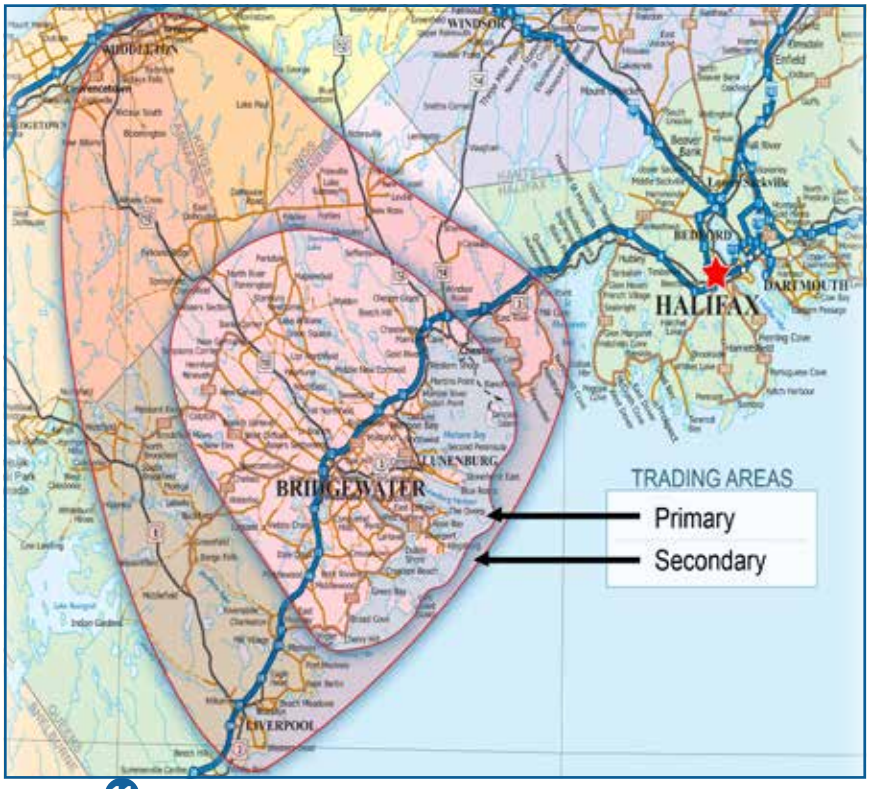
District of Lunenburg	26,170
District of Chester	10,947
Town of Bridgewater	8,839
Town of Mahone Bay	1,016
Town of Lunenburg	2,410
Total:	**49,382**

Major Communities in Secondary Trading Area:

Region of Queens	11,189
Middleton, Annapolis County	1,749
Total:	**12,938**

General Tax Rate (per $100 of assessed value)

Commercial-regular	**$1.957**



A Community of Growers and Harvesters...

Like many rural economies our roots run deep in the relationships we have developed with the natural environment. In some cases generations of individual families have carried on long established traditions of making their living from farming, forestry, or fishing.

It has been recorded that early settlers had harvested crops from the area's rich drumlin soils of Petite Riviere as early as the summer of 1636. Around the same time, lumbering operations were established on the LaHave River by one of Nova Scotia's earliest entrepreneurs, Nicolas Denys, who shipped dressed lumber back to France on a returning supply ship. Likely one of the region's very first exports!

Agriculture and Food Production

To suggest that there is a "return to the land" movement underway would be somewhat misleading because the truth of the matter is, many people in our District have never left the land. What we are experiencing is increased interest from new people and younger generations in following a different type of lifestyle then what is afforded by the traditional workplace.

Collectively referred to as "Lifestyle Entrepreneurs", these individuals are seeking a lifestyle change or are interested in running a business but not at the expense of their quality of life.

This type of lifestyle is one in which our District is supremely well qualified to assist with and represents compelling opportunities for organically grown produce.

Old farmsteads are being purchased and reactivated and new lands made ready for viable berry crops such as the Haskap berry, blueberry, cranberry, and others, or to coincide with the demand. In addition, there are several vineyards now in operation in the District, growing grapes for wine production. A wide range of activity can also be found in livestock farming such as dairy, poultry, beef, and sheep.

To support local food production there is an active and growing network of farmer's markets as well as direct to consumer business models being utilized by the farming community.

Plant farms and greenhouses also play an important role in supplying residents with both decorative plants and food transplants for when the growing season commences. Many of the locally grown crops are likewise being developed into successful food products.















Forestry...

Forestry related industries remain an important economic activity in the District. There are numerous small woodlot owners and larger commercial mill operators who harvest high value trees for production into construction lumber and various wood products for secondary manufacturers. However, Lunenburg County, and by extension our District is perhaps best known as the Christmas Tree Capital of the World! There are many Christmas tree producers active in the District and the value of this annual export brings important income and jobs to the region.

Workforce engaged in Agriculture, Forestry, and Fishing:
6.2% vs **3.8%**
in Nova Scotia

Fishing...

Early residents of the District often wore the hat of both farmer and fisherman. A lifestyle largely influenced by the necessities of simpler times. Making a living from the sea demands hard work but is still a popular lifestyle which continues to attract new generations.

Today's industry is highly specialized with activity in both the inshore and offshore fisheries as well as seafood production.

Our protected, accessible harbours and ports are ideal for supporting important inshore fisheries such as the Lobster industry and the colourful "Cape Islander" boats are a common sight in coastal communities. Businesses are also active in scallop fishing and mussel farming with larger fishing fleets originating from neighbouring ports.

The District is home to High Liner Foods, one of North America's leading processors of value-added frozen seafood and a leading employer in the region.











A Community of Makers...

Welcome to the land of Makers! The term "Lunenburg County Craftsmanship" is well known and a testament to the talents and capabilities residing in the area.

Here you will find people making traditional products from our natural resources, innovative products using advanced materials, and just about everything in between. All with an attention to detail and commitment to quality which continue to win awards and recognition for area manufacturers.













% of residents employed in arts, entertainment & recreation is **TWICE** the provincial average!


Krystle Retieffe


Jan Hull, The Stoneist

A Community of Creatives…

Artists, artisans, and those engaged in the creative aspects of knowledge based industries are drawn to the area. The fuel of their inspiration is perhaps twofold… the inspiration derived from captivating surroundings and that which is found when like-minded creative people have an opportunity to meet and share ideas. Inspiration breeding inspiration!

Painters, writers, potters, workers of glass, folk artists, weavers, hookers, and carvers of wood and stone are just some of the examples of creative activities from within the artist and artisan communities.




Painted Saltbox


Paul Kelley, Advent Art


Vaughn Smith, Westcote Bell Pottery

Additional Resources…



www.LunenburgDistrict.com



www.MODL.ca



www.LunenburgRegion.ca



www.WhyHere.ca

www.facebook.com/LunenburgDistrict
www.facebook.com/vic.blockhouse

www.youtube.com/user/LunenburgDistrict

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