

Trenval (Quinte Area) Factsheet

Feb. 2009

Community Overview

- The Quinte region is made up of five communities:¹
 - City of Belleville, population 48,821, average household income \$60,101
 - Centred on an industrial base which includes plastics, packaging, auto parts, research & development, distribution, food processing, and customer contact centres
 - Average earnings (full-time): \$41,072 (Ontario: \$47,299)
 - 44% of Belleville residents earn less than \$20,000 per year
 - 48% of Belleville residents have some post-secondary education, exceeding the provincial average
 - Belleville is connected to a major rail terminus
 - City of Quinte West (including Trenton), population 42,000:²
 - Located along Hwy 401, west of Belleville³
 - 4 townships amalgamated in 1998 to form the City of Quinte West⁴
 - Serves as the south end of the Trent-Severn waterway linking the Bay of Quinte to Georgian Bay⁵
 - CFB 8 Wing Trenton, founded as an Air Forces training base in 1931, is now Canada's largest military base⁶
 - Population grew 32% between 2001-2006 due largely to growth of the military base⁷
 - A 2008 KPMG study compared Quinte West against Belleville, London, Sault Ste. Marie, St. Catherines-Niagara, and Windsor-Essex on competitive cost advantage and found it ranked first in all 17 industries studied (Belleville was second or tied for first in all categories as well)⁸
 - Stirling-Rawdon, population 4,906:⁹
 - Rural community north of Hwy 401
 - Brands itself as "Comfort Country"¹⁰
 - Township of Tyendinaga, population 3,600¹¹

¹ *Belleville Community Profile*. Belleville: City of Belleville Economic Development Office, 2008. (Accessed Feb. 10, 2009).

² "About Us." City of Quinte West. <http://www.city.quintewest.on.ca/profile/profile.htm> (Accessed Feb. 10, 2009).

³ Ibid.

⁴ *City of Quinte West Community Profile 2008-2009*. Trenton: City of Quinte West Corporate & Economic Development Services, 2008.

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

⁸ Ibid.

⁹ *Stirling-Rawdon Community Profile*. Stirling: Township of Stirling-Rawdon, 2008.

¹⁰ "Comfort Country." Welcome to Stirling-Rawdon. http://www.stirling-rawdon.com/stirling_rawdon_comfortcountry.html (Accessed Feb. 10, 2009).

¹¹ "Tyendinaga Township History." Tyendinaga Township. <http://www.tyendinagatownship.com/history.php> (Accessed Feb. 10, 2009).

- Located 10km east of Belleville and composed mainly of rural agriculture land and small hamlets¹²
- Currently undergoing local uncertainty due to unresolved land claims issues with the local Mohawk Reserve¹³
- Town of Deseronto, population 1,495¹⁴
 - Small town east of Belleville, situated on the Bay of Quinte¹⁵
 - Deseronto has its own transit system providing connections to larger communities of Belleville, Prince Edward County and Napanee¹⁶

Industry

- Belleville Large Public Sector Employers:¹⁷
 - Hastings Prince Edward Board Of Education 1625
 - Quinte Health Care Corp 1500
 - Algonquin Lakeshore Catholic School Board 1250
 - Loyalist College-Applied Arts 750
 - Human Resources and Skills Development Canada 418
 - City Of Belleville 400
 - County of Hastings 400
 - Pathways To Independence 300
 - Plainfield Community Home 195
 - Canada Customs & Revenue Agency 183
- Belleville Large Private Sector Employers:¹⁸
 - Stream 1300
 - Sears Canada 2800 (ft & pt)
 - Autosystems Manufacturing Inc. 900
 - Procter & Gamble 700
 - Teleperformance 700
 - NCO Financial 650
 - Halla Climate Control Canada Ltd. 600
 - Nortel 450
 - Parmalat Canada, Black Diamond Cheese 430
 - Deloro Stellite Inc. 230
 - Beautyrock Inc 200
 - Exxon Mobil Chemical Canada Ltd 160
- Quinte West industrial employers:¹⁹
 - Cooney Transport Ltd 400
 - Teletech Holdings Inc 350
 - Invar Manufacturing Ltd. 347
 - Nestle Canada Inc. Food Service 315

¹² "Tyendinega Township History."

¹³ *Tyendinaga Township Land Claims Update #2*. Tyendinega: Tyendinega Township, 2008.

¹⁴ Town of Deseronto. <http://deseronto.ca/index.php> (Accessed Feb. 10, 2009).

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ *Belleville Community Profile*.

¹⁸ Nortel has had significant layoffs since these statistics were published. Ibid.

¹⁹ *City of Quinte West Community Profile 2008-2009*.

○ Pepsico Quaker Oats Company of Canada Ltd	286
○ Trenton Cold Storage Group	230
○ Globalmed Inc	150
○ Electro Cables Inc.	140
○ Trentfab Inc.	120
○ Trulife Ltd.	104
○ Saputo Foods Inc.	103
○ Sonoco	100
○ Deca Cables Inc.	92
○ Domtech Inc.	92

Economic Development

- Belleville has developed a 15-year master plan, including implementation plans, for development of their downtown into a social and commercial space that reflects the historic character of the area.²⁰
- Quinte West has placed a strong emphasis on physician attraction including a signing bonus for new physicians of \$20,000/year for five years
- Stirling’s economic development is focused on downtown improvement through:²¹
 - Establishing a vision for future development.
 - Enhancing local pride and instilling a sense of belonging.
 - Stimulating the local and regional economy.
 - Empowering and involving the local citizenry.
 - Developing the social and cultural life of the area.
- In 2005 Stirling-Rawdon developed a community development plan focusing on:²²
 - Design, community life, youth, activities, entrepreneurship, capacity for growth, tourism cluster, local business, agriculture, development partnerships and process balance

Education

- Belleville is home to Loyalist College:²³
 - Loyalist College has 12,000 part-time and 3,000 full-time students studying in over 50 certificate and diploma programs
 - The College also offers professional training programs

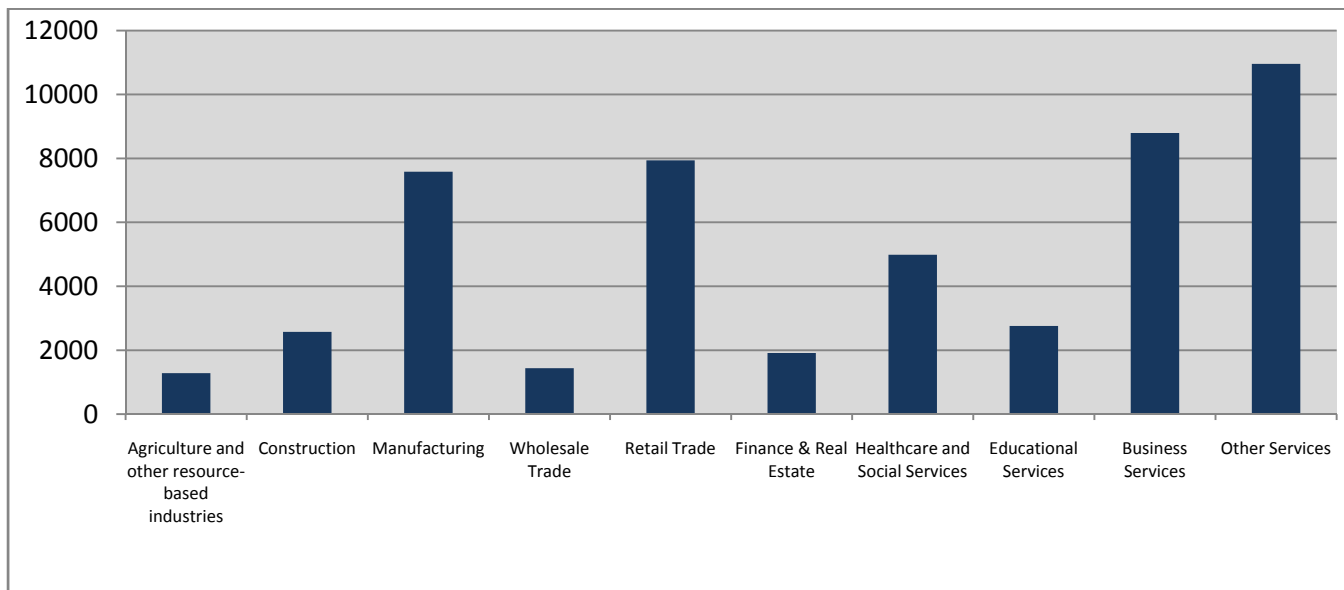
²⁰ *Downtown Belleville Master Plan*, Belleville: Office for Urbanism, 2006.

²¹ “Comfort Country.”

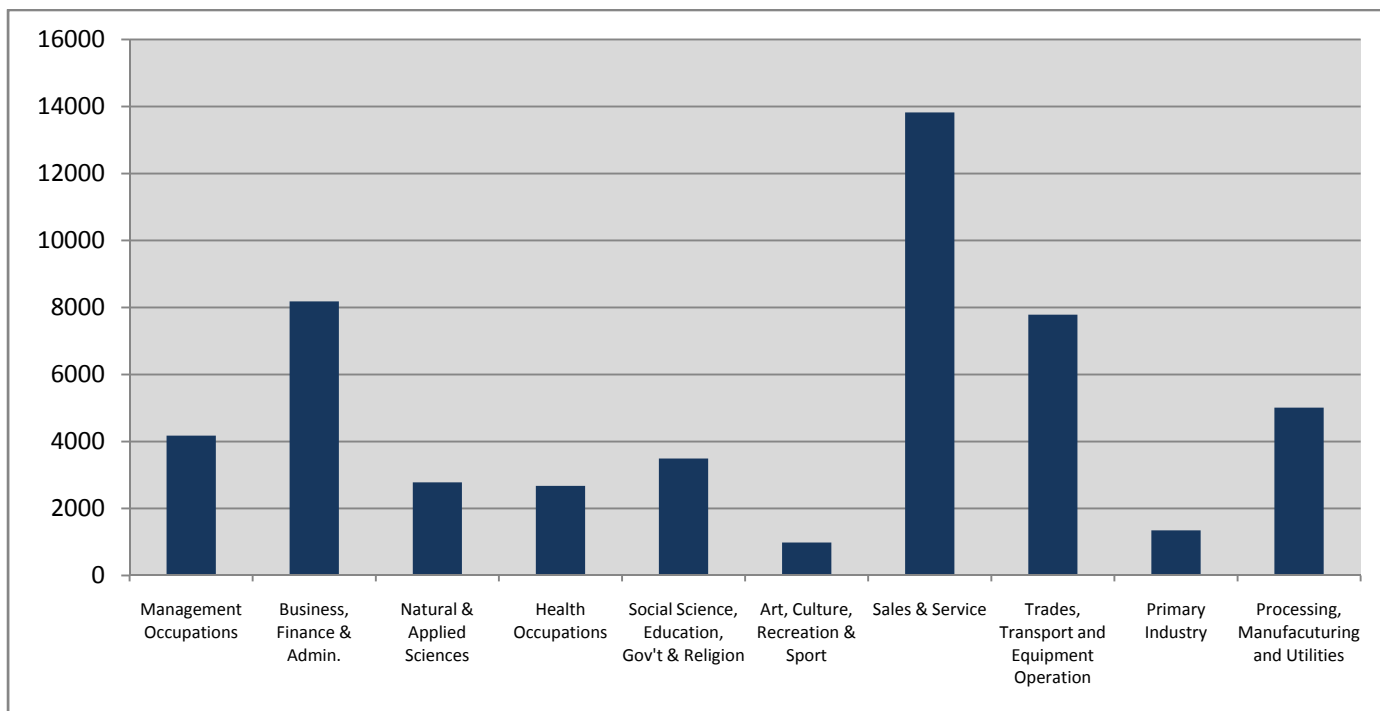
²² Robert Wood. *Stirling-Rawdon Township Community Strategic Plan*. Stirling-Rawdon: Township of Stirling-Rawdon, 2005.

²³ *Belleville Community Profile*.

Trenval Employment by Industry – Population 15 Years and Over²⁴



Trenval Occupations – Population 15 Years and Over²⁵



²⁴ Statistics Canada. 2007. *Belleville, Ontario; Deseronto, Ontario; Quinte West, Ontario; Stirling-Rawdon, Ontario* (tables). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

²⁵ Ibid.