

COMMUNITY PROFILE

# NORTH BAY

ONTARIO • CANADA



# Contents

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Welcome	2
Strategic Location	4
Facts and Statistics	
Quick Facts	6
Demographics	6
Immigration and Settlement Services	7
Education	8
Climate	9
Utilities	11
Competitive Advantages	
Key Sectors	13
Construction & Advanced Manufacturing	13
Education	14
Information Communication Technology	15
Forestry	15
Mining Supply and Services	16
Retail and Commercial	17
Tourism	18
Transportation	19
Public Sector Organizations	20
Health Care	21
Incentives	22
Real Estate	25
Workforce	
North Bay's Workforce Breakdown by Industry	26
Hiring & Training	27
Wage Rates	27
Quality Of Life	28

# Welcome to North Bay

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North Bay is a diverse community that offers a perfect blend of opportunity and easy living. With a population of 51,553 and a trading area of 112,000 people, North Bay offers economic advantages with easy access to larger Canadian and U.S. markets. North Bay is located three hours north of Toronto, Ontario and three-and-a-half hours west of the nation's capital, Ottawa, Ontario.

North Bay's diverse business community, abundant amenities, and progressive opportunities for growth make the City an ideal place for investment.

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## Economic Development Department

The Economic Development Department assists existing businesses, prospective investors, and community partners with business and community development projects.

- Site searches and tours;
- Sale/lease of municipally-owned land;
- Market analysis;
- Public funding application and financial structuring assistance;
- Film/TV Division administration;
- Business retention and expansion assistance;
- Export initiatives support; and
- Liaise with Provincial and Federal governments to support business and facilitate market development and trade opportunities.

Together with The Business Centre Nipissing Parry Sound Inc., (part of the Regional Small Business Enterprise Centre Network), the Economic Development Office provides additional guidance and support related to small business needs.

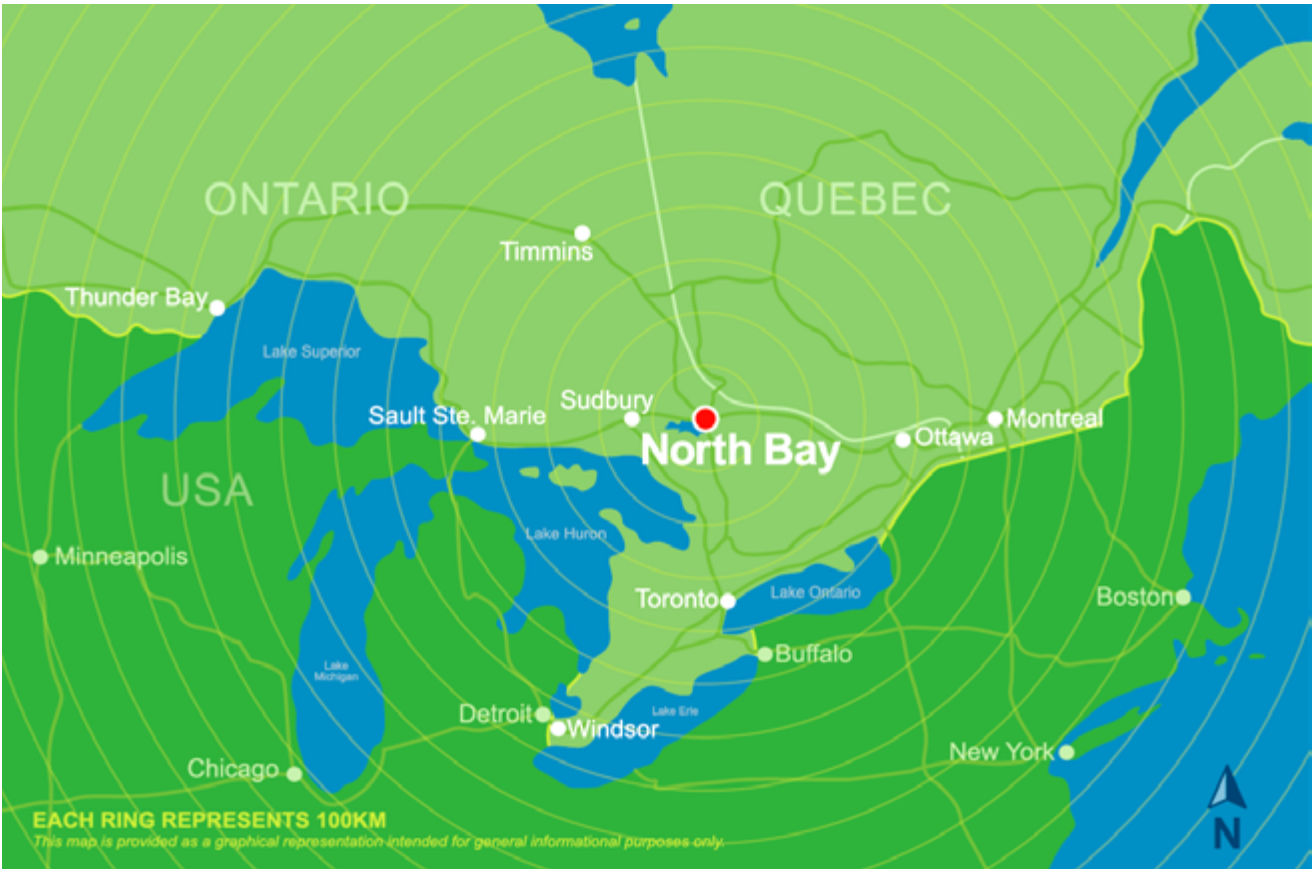
The City's Development Application Review Team (DART) reviews all development applications and Site Plan Control Agreements to ensure that projects move forward quickly and adhere to project deadlines.



# Strategic Location

North Bay's diverse local economy is supported by vibrant business and industry sectors. With a strong balance of commercial, industrial, and institutional operations, North Bay continues to grow by encouraging local expansions and attracting new compatible companies.

Economic growth in North Bay is linked to the city's close proximity to markets for both manufactured goods and the raw materials needed to produce them. Centrally located, North Bay is at the crossroads for road, air, rail and fibre optic routes. This provides a link to the north, south, east and west for transportation and communication activities.



Travel distances to major Canadian centres from North Bay include:

	KILOMETRES	MILES	DRIVING TIME
Sudbury	125 km	78 mi	1.5 hours
Toronto	345 km	214 mi	3 hours
Hamilton	394 km	245 mi	4 hours
Ottawa	357 km	222 mi	3.5 hours
Montreal	555 km	345 mi	5.5 hours
London	500 km	311 mi	5 hours

North Bay is located within a day's drive of more than 100 million consumers, providing a choice of six border crossings to reach destinations such as Buffalo, Detroit, New York City, Boston, and Chicago. Travel distances to major U.S. centres from North Bay include:

	KILOMETRES	MILES	DRIVING TIME
Buffalo	490 km	306 mi	5 hours
Detroit	683 km	427 mi	7 hours
New York City	770 km	478 mi	8 hours
Boston	1,041 km	651 mi	10 hours
Chicago	1,144 km	715 mi	11 hours

## AIR

Just minutes from the downtown core, the municipally owned North Bay Jack Garland Airport has a 10,000 foot /3,048 meter runway, one of only four in Ontario. Bearskin Airlines provides regularly scheduled service throughout Northern Ontario and to Winnipeg, Manitoba.

The Jack Garland Airport is also home to Voyageur Airways, a charter company with a full range of aircraft available to service non-scheduled requirements.

## RAIL

Canadian Pacific, Canadian National and Ottawa Valley Railway provide freight service to North Bay, ensuring local firms' access to the marketplace.

## ROAD

The Trans-Canada Highway 17, Canada's east-west artery, passes through North Bay, and connects to the Highway 11 link to Toronto. This four-lane highway linkage allows for easy access to Southern Ontario markets. Major trucking and cartage firms have terminals in North Bay, as do the national courier companies offering overnight service to most Canadian and U.S. destinations. Two major bus lines provide passenger and express service to and from North Bay at a convenient central terminal.

# Facts and Statistics

## QUICK FACTS

- North Bay's micro filtration water treatment plant processes 80 million liters/80,000 cubic metres per day of Trout Lake water providing industry and residents with an abundant fresh water supply.
- Continually striving to reduce the City's ecological footprint the City operates an integrated waste and recycling collection system. In addition to a multi-product curbside pick-up blue box program, the City operates a fully certified Household Hazardous Waste and Electronics Drop-off facilities year round.
- North Bay's land area is 77,815 acres/31,490 hectares.
- North Bay's elevation is 646 feet/197 metres.
- Trout Lake is a long narrow lake that is approximately 11 kilometers/7 miles long and 4 kilometers/2 miles wide with an average depth of 196 feet/60 meters.

## DEMOGRAPHICS

North Bay has a population of 51,553 (2016 Census) with a regional trading area of approximately 112,000 people. The North Bay Census Agglomeration includes The City of North Bay, East Ferris Township, Bonfield Township, Municipality of Callander, Chisholm Township, Nipissing Township, Nipissing Unorganized (North Part) and Municipality of Powassan.

Population in 2016**	Population in 2011	% of the population aged 15 and over
51,553	53,651	87%

Average value of dwellings		Median total income of households in 2015		Median age of the population	
City of North Bay	\$271,508	City of North Bay	\$60,731	City of North Bay	43.7

Statistics Canada, 2016 Census



## AGE CHARACTERISTICS

The following table represents data collected by Statistics Canada, 2016 Census of Population for the City of North Bay with respect to distribution (%) of the population by broad age groups.

Age Group	Percent of Population
0-14	14.9%
15-64	65.3%
65 years and over	19.8%
85 years and over	2.7%

## LANGUAGES

The following table represents data collected by Statistics Canada, 2016 Census of Population for the City of North Bay with respect to the knowledge of official languages (excluding institutional residents).

Knowledge of Official Languages	Total
Total population	50,925
English only	37,665
French only	155
English and French	13,020
Neither English nor French	90



## IMMIGRATION AND SETTLEMENT SUPPORT

In recent years North Bay has seen increases in new Canadians relocating to the North Bay area. Settlement services offered through the North Bay & District Multicultural Centre provide resources and support to newcomers and members of the community. Programs and services ensure successful integration and retention of newcomers.

More information about immigration services can be found at:

[northbayimmigration.ca](http://northbayimmigration.ca)

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North Bay is a culturally diverse community with over 90 languages spoken.

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# EDUCATION

The following table represents data as per 2016 Census for the City of North Bay, Highest certificate, diploma or degree for the population aged 15 years and over in private households - 25% sample data.

Educational Attainment	Total
Total population 15 years and over	42,710
No certificate, diploma or degree	7,950
Secondary (high) school diploma or equivalent	11,450
Apprenticeship or trades certificate or diploma	3,155
College, CEGEP or other non-university certificate or diploma	12,030
University certificate or diploma below bachelor level	570
University certificate, diploma or degree at bachelor level or above	7,540



## CLIMATE

The following provides the average North Bay temperatures for each season based on a sampling period covering 30 years provided by The Weather Network.

### Average seasonal temperatures

	DECEMBER – MARCH	APRIL – JUNE	JULY – AUGUST	SEPTEMBER - NOVEMBER
Average	- 9 °C/ 15 °F	10 °C/50 °F	18 °C/65 °F	6 °C/43 °F
Average High	5 °C/41 °F	15 °C/59 °F	23 °C/74 °F	10 °C/50 °F
Average Low	-14 °C/6.8 °F	5 °C/41 °F	13 °C/55 °F	2 °C/36 °F

### Average Precipitation

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Monthly rainfall (mm)	17	10	32	51	86	95	100	100	113	92	59	20
Monthly snowfall (cm)	63	52	38	16	2	0	0	0	0	5	35	61

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With an average ice thickness of 75 cm/30", vehicles are often seen driving on the ice in the winter.

Lake Nipissing is home to more than 40 species of fish!

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## UTILITIES

### Gas Rates

Enbridge Gas Inc. (formerly Union Gas Limited) is a major Canadian natural gas storage, transmission and distribution company based in Ontario with over 100 years of experience and service to customers.

The distribution business serves about 1.4 million residential, commercial and industrial customers in more than 400 communities across northern, southwestern and eastern Ontario.

For current gas rates, please visit [Union Gas](#).

### Electricity Rates

The municipally owned and operated North Bay Hydro strives to provide high levels of reliable electrical service with the lowest feasible number of interruptions of minimum duration.

North Bay Hydro is committed to promoting responsible energy consumption and environmental management. With issues such as global warming and power shortages/outages, it has become more important than ever to promote the need for responsible energy management.

For current electricity rates, please visit [North Bay Hydro](#).

North Bay takes a conscientious approach to balance environmental stewardship with growth, and the City takes a leadership role with initiatives such as the community energy park and the Merrick Landfill Gas Utilization Facility.

In addition to a curbside collection blue box program, the City has a year-round Household Hazardous Waste and Electronics Drop-Off facility. The City's Merrick Landfill is equipped with a methane collection system, currently generating 1.3 megawatts of electricity.



## WATER AND SEWER CHARGES

Municipal water, sanitary and sewer services are available to a majority of properties within the City's urban service boundary. The City of North Bay has a \$45 million water treatment facility and sewage treatment plant to ensure that future needs for services are met.

Continually striving to reduce the City's ecological footprint the City operates an integrated waste and recycling collection system.



## TAXES

2021 Tax Rate Percentages

Class	Municipal	Education	Total %
	Rate %	Rate %	
Residential	1.415182	0.153000	1.568182
Multi-Residential	2.816212	0.153000	2.969212
NEW Multi-residential	1.415182	0.153000	1.568182
Commercial Occupied	2.660542	0.880000	3.540542
Commercial Vacant	2.660542	0.880000	3.540542
Industrial- Full-Occupied	1.981255	0.880000	2.861255
Industrial Vacant Land	1.981255	0.880000	2.861255
Pipelines	1.649536	0.880000	2.529536
Farmlands	0.212277	0.038250	0.250527
Managed Forests	0.353795	0.038250	0.392045

# Competitive Advantages

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North Bay's competitive advantage was validated in a Competitive Alternatives study conducted by KPMG. North Bay ranked very high as a cost-competitive location to do business and had a 3.5% cost operating advantage over the United States. The analysis indicates that North Bay has strong advantages in the aerospace, advanced manufacturing, and IT sectors.

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## KEY SECTORS

North Bay companies range from major multi-nationals to small to medium enterprises, operating in a variety of sectors. The use of advanced technology enables North Bay firms to participate in a wide range of sectors and geographic markets.

There are five pillars of business practice that generally characterize successful firms in North Bay. These pillars allow them to maintain a competitive position in the marketplace and include creating products and services that are:

- Highly engineered;
- Low volume;
- High margin;
- Highly diversified by sector; and
- Have a global mandate.

## CONSTRUCTION & ADVANCED MANUFACTURING

The construction and manufacturing industries in North Bay are highly diversified. North Bay's full range of construction capabilities encompasses design build/support services with teams of qualified architects, designers, engineers, contractors, fabricators, and builders who specialize in industrial, commercial, civil, and residential projects. North Bay has implemented a successful strategy for these sectors based on attracting and retaining a broad spectrum of complementary companies that engineer products for the global market. A diverse variety of products are manufactured in North Bay, ranging from the world's first fuel-cell to power a locomotive, to construction consumables, drill rigs, pedal boats, servo-writers, and more.



A diverse variety of products are manufactured in North Bay, including the world's first fuel-cell to power a locomotive.

## EDUCATION

North Bay is the proud home of [Nipissing University](#) and [Canadore College](#). With an enrollment of nearly 8,600 full- and part-time students, Nipissing University and Canadore College are among North Bay's largest employers. The City is also serviced by a range of private colleges, training institutions, vocational schools, and four school boards.

In addition to providing education to today's youth, the four school boards offer continuing education services to the area's adult population. Private training institutions offer courses in a number of different disciplines.

Nipissing University and Canadore College, co-located with main campus facilities on a pristine 700 acre/283 hectare site on the escarpment, are leading economic engines for North Bay and region. Their estimated economic impact on the community is nearly \$300 million annually. This relationship is entirely unique in the Canadian post-secondary sector and works to strengthen each institution respectively.

Canadore College's \$12.5 million airside School of Aviation Technology provides students with a full range of leading edge Aerospace/Aviation Education, Transportation, and Logistics Management programs in a state-of-the-art facility. As a result, Canadore College provides a well-trained and educated aviation industry workforce for the related businesses in the region.

Canadore College's Trades and Technology campus houses the [Innovation Center for Advanced Manufacturing and Prototyping](#), consisting of 13,300 sq.ft of industrial laboratory space and design space.

The Advanced Composite Fabrication Report and Test Centre (ARC-TC) provides industry with access to leading composites technologies and consulting services to assist them with innovative and cost-effective research and development.

Canadore College's Post Production Facility features a specialized post production theatre featuring Dolby Atmos® sound mixing capabilities, recording, dialogue replacement, and studio-grade colour correction and a 24-seat computer lab.





## INFORMATION COMMUNICATION TECHNOLOGY

This sector includes:

- Telecom services and equipment;
- Back office shared services and contact management centres;
- Software development, hardware support and services; and
- Digital media, web development, film and television production.

North Bay's telecom infrastructure, service quality, and proximity to U.S. clients have helped the industry grow. In the ICT field, North Bay is recognized for software development, application, and hardware maintenance.



North Bay General Hospital was the first in the world to perform a tele-robotic surgery, in which the patient was at the hospital in North Bay and the surgeon was 400 kilometres away in Hamilton, Ontario.

## FORESTRY

North Bay and surrounding area benefit from the forestry industry, emphasizing process innovation and value-added products.

The regional forestry sector includes:

- Logging;
- Wood manufacturing;
- Wood remanufacturing and value added products;
- Paper and allied products; and
- Biomass.

North Bay is home to Wood WORKS!, a project of the Canadian Wood Council. Wood WORKS! is a national campaign to increase the use of wood in commercial, industrial, and institutional construction.

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Ontario Wood WORKS! 2018 Wood Design for Northern Ontario Excellence Award was for the North Bay Parry Sound District Health Unit building in North Bay, Ontario.

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## MINING SUPPLY AND SERVICES

The mining supply and services industry is one of the most prominent sectors in the North Bay region. North Bay is proud to have more than 60 area businesses within this sector, including half a dozen multi-national Canadian headquarters.

The local industry includes:

- Mining exploration;
- Development and mine operating services;
- Fabricated metal machinery and equipment, including both track and LHD (Load, Haul, Dump);
- Fabricated rubber, plastics, and chemical products for mining;
- Wholesale equipment and supplies for mining; and
- Business services for mining including engineering/geo-technical.

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The Mining Industry - Did you know

North Bay's mining supply and services sector employment projections over the next 10 years is 1,860 workers.

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# RETAIL AND COMMERCIAL

The commercial sector in North Bay is comprised of four vibrant, primary nodes and a number of secondary nodes spread throughout the city. This sector includes a full range of businesses, from large retail chains to small independents. The downtown core complements our regional shopping centres.



The City of North Bay has implemented a commercial strategy based on balanced growth which includes a tax reduction program.



## TOURISM

Tourism contributes \$1.3 million to the District of Nipissing annually. North Bay offers waterfront vistas, a thriving downtown scene and endless nature and outdoor opportunities.

Depending on the season visitors engage in outdoor activities such as swimming, fishing, cycling, boating, canoeing, sailing, and trail-based outdoor activities such as cross-country skiing, snowshoeing, snowmobiling, hiking, bird watching, and ATV riding.

As part of the Discovery Routes Trail System, North Bay offers 17.5 km/10 mi of multi-use paved trails from one end of the City to the other.

[Tourism North Bay Association](#) (TNB) is comprised of hotel operators, restaurants, events, attractions and other like-minded partners. It promotes and raises awareness of tourism opportunities, with a focus on marketing, promotion and product development.

North Bay has many other attractions including:

- [Canadian Forces Museum of Aerospace Defence](#);
- [The Boat Dockside Bar & Grill](#);
- [Chief Commanda II Lake Nipissing cruises](#);
- North Bay's Waterfront Park, and [Fun Rentals](#);
- [The North Bay Museum](#);
- [Heritage Railway & Carousel Company](#); and
- [The Capitol Centre - Performing Arts Centre](#).



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Lake Nipissing covers more than 850 km<sup>2</sup>/328 sq.mi., is the fourth largest inland lake in Ontario and is bigger than Singapore.

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## TRANSPORTATION

North Bay is well connected to major urban markets in Canada and the United States via a network of transportation options, including roads, air and rail. North Bay is also home to several international carriers and freight forwarding services.

The North Bay Jack Garland Airport (YYB) provides passenger and cargo services, and is an essential transportation hub for Northeastern Ontario.

North Bay's 10,000 foot/3,048 meter runway has been constructed to comply with military standards and, as such, is an ideal location for aircraft ranging in size from light trainers to wide-body heavy-lift cargo such as the Boeing 747 and Antonov 124.

In addition, North Bay Jack Garland Airport has Category 1 instrument landing system and Canada Customs and flight service stations, making it ideal for all season flight and aircraft testing.

Ontario Northland provides rail freight services to the region's mining, forestry, and agriculture business. The company's rail line interchanges with CN, OVR and CP, allowing freight customers to easily ship to destinations throughout North America. Ontario Northland also provides motor coach transportation as far west as White River, Timmins, Toronto, Ottawa, Hearst and many points in between. Each year, 250,000 passengers choose Ontario Northland. The company provides shipping services and station delivery service with multiple daily departures.

[ontarionorthland.ca](http://ontarionorthland.ca)





## PUBLIC SECTOR ORGANIZATIONS

North Bay is home to many public sector organizations representing Provincial and Federal governments, and health care services. North Bay's federal and provincial partners play a major role in community development initiatives and have a significant economic impact on the region.

Ministry of Community Safety and Correctional Services Technology Solutions Branch in North Bay is responsible for the development/support for ministry programs including dispatch and report functions for 40 municipal police services and the OPP, centralized offender information and ambulance dispatch.

### 22 Wing CFB North Bay

22 Wing CFB North Bay provides surveillance, identification, control, and warning for the aerospace defence of North America from its ultra-modern 100,000 sq. ft./9,290m<sup>2</sup> facility. 22 Wing CFB North Bay employs approximately 535 personnel and has a direct economic impact of \$36.9 million annually. An additional 100 contractors are affiliated with 22 Wing CFB North Bay. Estimated local spending (direct and indirect combined) is \$56.6 million annually. [Source: www.forces.gc.ca](http://www.forces.gc.ca)

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North Bay is home to The North American Aerospace Defence Command (NORAD), a United States and Canada bi-national military organization established to monitor and defend North American airspace.

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## HEALTH CARE

North Bay has a strong and innovative health care sector represented by organizations specializing in health sciences and patient care.

### North Bay Regional Health Centre

The North Bay Regional Health Centre ([NBRHC](#)) is a partnership involving the North Bay and District Hospital and the Northeast Mental Health Centre. The \$550 million hospital, totaling 720,000 sq.ft./66,890m<sup>2</sup> is situated on an 80-acre/32 hectare site on Highway 17 West. The hospital services a population of more than 129,000, and includes a large emergency department with 32 treatment stretchers, and an ambulatory care centre.

### One Kids Place

One Kids Place Childrens' Treatment Centre provides community-based rehabilitation and related support services for children and youth (up to the age of 19) and their families living in the Districts of Muskoka, Nipissing and Parry Sound.

[onekidsplace.ca](http://onekidsplace.ca)

Additional health care resources are:

- North Bay Parry Sound District Health Unit;
- Community Living North Bay;
- Hands TheFamilyHelp Network; and

a number of [health and medical clinics](#) throughout the city.

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Home to Sykes Assistance Services - Telehealth Solutions (formerly Clinidata) North Bay's location was the first to deploy the nurse tele-triage system and is now part of a national team that provides health care support to over 18 million people handling more than 1.5 million calls per year.

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## INCENTIVES

New and existing businesses located in North Bay may be eligible for financial government support. Federal and Provincial governments have a variety of funding programs in place for wage subsidies, research and development, and capital projects ranging from grants to incentive term loans, to minor equity instruments.

### Municipal Incentives

North Bay's municipal government has reduced industrial taxes by 66%, one of the lowest levels in Ontario, and has eliminated industrial development charges. The City has also introduced a 20-year Commercial Tax Reduction program that is stimulating strong growth in the sector. This supports North Bay's strategy to provide a very competitive operating cost environment.

North Bay offers several financial incentive programs that help offset both operating and capital project costs. For further information on municipal or other government financial incentive programs please contact:

City of North Bay Economic Development Department

T: 705.474.0400 ext 2417 or 1.800.465.1882

[investinnorthbay.ca](http://investinnorthbay.ca)



With over 1,000 acres/404 hectares of municipally-owned land, North Bay's newest Airport Industrial Business Park located at Jack Garland Airport ([YYB](#)), has both air and groundside land for lease or sale



## GROWTH COMMUNITY IMPROVEMENT PLAN

In order to help encourage development, North Bay City Council has approved a [Growth Community Improvement Plan](#). This municipal incentive plan is designed to help grow the community through city wide programming for industrial development, and targeted intensification for housing and downtown waterfront commercial projects.

The Growth Community Improvement Plan, combined with competitive land values, easy commutes and an affordable lifestyle make North Bay an attractive location to grow your business and family.

For additional information, please contact a member of the Economic Development team.

T: 705.474.0400 ext 2417 or 1.800.465.1882

[investinnorthbay.ca](http://investinnorthbay.ca)

## INFRASTRUCTURE

North Bay's infrastructure supports the diverse economic base and accommodates expansions resulting from both foreign direct investment as well as local growth. North Bay's approach to infrastructure focuses on the conventional hard services such as road, water, sewer, telecommunications, transportation and utilities, in addition to essential soft services including health care, education, culture, parks, and recreation.





# Real Estate

## INDUSTRIAL

The City of North Bay has a supply of public and private industrial land available for development. Location options, including parcel size, combined with funding incentives allow for viable investment opportunities. In addition to the low industrial tax rate, North Bay provides added economic benefits for companies planning to locate or expand within the City.

North Bay Airport Industrial Business Park is a fully serviced park with ground and airside properties for sale or lease at competitive rates. For full details on development opportunities or the Growth Community Improvement Plan visit [YYB.ca](http://YYB.ca)

## COMMERCIAL

North Bay continues to see the development and expansion of a wide variety of retail chains and specialty shops. The commercial base is well established in four primary nodes with a number of secondary nodes that have experienced strong and balanced growth. There are a variety of properties available for commercial and office ventures including mixed use and multi-tenant buildings.

## REAL ESTATE BOARD

The North Bay Real Estate Board represents realtors and brokers for residential, industrial, and commercial properties.

[nbreb.com](http://nbreb.com)



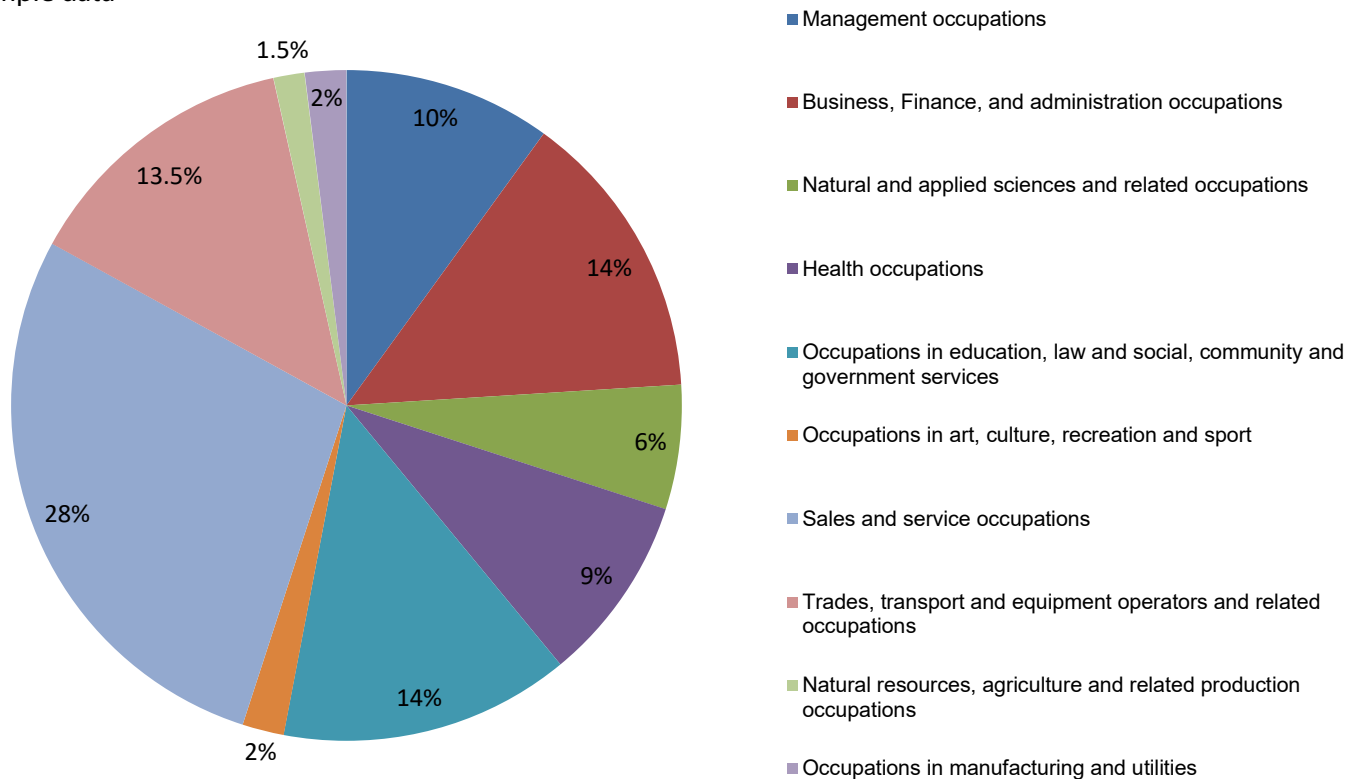
# Workforce

The North Bay and area workforce is hard working, cooperative and loyal. Absenteeism and turnover rates are low and labour/management relations are excellent. The people of the area are committed to staying here, which motivates them to making business work.

The following table represents data collected through Statistics Canada, Census Profile 2016, for the City of North Bay

Labour force status	Total
Population, aged 15 years and over by labour forces status - 25% sample data	42,705
In the labour force	25,490
Employed	23,065
Unemployed	2,425
Not in the labour force	17,215
Participation rate	59.7%
Employment rate	54.0%
Unemployment rate	9.5%

North Bay's total labour force, population aged 15 years and over by occupation (NOC) 2016 - 25% sample data



## HIRING & TRAINING

The City of North Bay is home to many educational institutions and training facilities that support the local workforce. A variety of financial incentives for hiring and training staff are available to employers. With a wide spectrum of customized training opportunities, programs are tailored to meet the changing needs of the industry.

In addition to Nipissing University and Canadore College, there are several private training institutions including, but not limited to:

- Modern College Hairstyling & Esthetics;
- CTS Canadian Career College;
- NET College; and
- Fifth Wheel Training Institute.

## WAGE RATES

North Bay offers competitive wage rates specific to job classification and industry. The following website provides resources for job descriptions, wage rates, skill requirements, training and job opportunities based on different occupations within specific regions in Canada. Users can narrow the search to the North Bay area to determine wage rates and job descriptions in specific sectors.

[workingincanada.gc.ca](http://workingincanada.gc.ca)



# Quality of Life

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Business leaders have praised The City of North Bay for not only being an outstanding place to live, but for providing a superior economic environment for companies to grow and prosper. North Bay’s workforce is able to live in their preferred residential neighbourhood or lakeside home, and commute to work in less than ten minutes.

North Bay boasts affordable housing, excellent health care facilities, and multi-level learning establishments. There are many active groups in North Bay who dedicate countless volunteer hours to service the needs of the community. These efforts have resulted in hundreds of thousands of dollars annually for charitable causes and community events.

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City of North Bay  
Economic Development  
200 McIntyre Street East  
North Bay, Ontario  
Canada  
P1B 8V6

1.800.465.1882 ext. 2417

[investinnorthbay.ca](http://investinnorthbay.ca)