



## **Town of Deer Lake Profile**

*Vision Statement:*

*“Deer Lake is a vibrant, sustainable, and economically sound community that will continue to utilize its geographical location as a service hub for the Humber Valley and adjacent areas.”*

# Town of Deer Lake Profile

## Index

<i>Section</i>	<i>Page</i>
<b>General Profile</b>	<b>1</b>
<b>Real Estate Inventory</b>	<b>2</b>
<b>Transportation</b>	<b>3</b>
<b>Telecommunications</b>	<b>5</b>
<b>Education</b>	
<b>Healthcare</b>	
<b>Taxes and Incentives</b>	<b>6</b>
<b>Employment by Industry Sector</b>	<b>7</b>
<b>Quality of Life</b>	<b>9</b>

## **General Profile**

Situated on the Trans-Canada Highway in Western Newfoundland, Deer Lake's friendly small town atmosphere is served by big city recreational amenities. A vibrant growing community of 5,000 people, Deer Lake is located at the hub whose spokes extend to the Northern Peninsula and Labrador, eastwards towards Grand Falls and Gander, and west to Corner Brook and the gulf ferry community of Port aux Basques. Within a 100-km radius, there are 40,000 people.

### **Airport**

Deer Lake Regional Airport boasts an 8,005-foot all-weather paved runway used by over 300,000 visitors per year.

### **Tourism**

Deer Lake is located 20 minutes' drive from the southern boundary of Gros Morne National Park, the most visited tourism destination in Atlantic Canada. The town itself has an active tourist industry. It is located on the shores of Deer Lake, into which flows the mighty Humber River, a world-renown salmon fishing stream. The town, which is also a major winter tourism destination, is known as the snowmobile hub of Newfoundland is located 50 km from Marble Mountain, home to the best downhill skiing in eastern Canada.

### **Resource-based Industries**

Exploration is ongoing in the area for both land-based and offshore oil sites. Traditionally, the town was a logging centre and it continues to play a major role in that industry.

### **Infrastructure**

Deer Lake's impressive infrastructure includes a modern water treatment plant ensuring a safe, clean water supply is available for everyone. With 3 modern schools offering grades K-12 your children's complete education is assured. The town has a medical clinic and dentists provide exceptional health care and the regional hospital for the entire west coast is located a half hours' drive away in Corner Brook.

### **Recreation**

Recreational facilities and amenities include an ice rink, swimming pool, bowling alley, 9-hole golf course, groomed snowmobile trails, walking/hiking trails, tennis courts, 3 playgrounds, 2 soccer fields and a skateboard park.

### ***For further information, please contact:***

Damon Clarke  
Economic Development Officer/Town Planner  
6 Crescent Street  
Deer Lake, NL - A8A 1E9  
Phone: 709-635-0165  
E-mail: [deerlakeedo@nf.aibn.com](mailto:deerlakeedo@nf.aibn.com)

## **Real Estate Inventory**

### **Commercial Land**

The Town of Deer Lake has an industrial park with commercial land available to interested companies. It is a prime, high-traffic location located near the airport and the Trans-Canada Highway, making it ideally situated to build a commercial establishment. The property is fully serviced with water and sewer, and electricity is easily available, including capabilities for three-phase power. Properties selected can be sized and purchased to suit individual business requirements. Plans are currently underway for an expansion of the industrial park. Please contact the Town of Deer Lake for more information.

### **Office Space**

For an inventory of available office space please call 709-635-0165.

### **Site Plan Approval and Building Permits**

Depending upon the scale, complexity and information requirements of an application, the site plan approval process may be completed in two to four weeks. Complex applications involving a public participation meeting may take longer.

Once a Site Plan is approved, a Building Permit must be obtained. The Building Permit is required to begin construction of new facilities or alteration of existing facilities. The town reviews all applications for building permits to ensure compliance with zoning by-laws and building code requirements.

## **Infrastructure**

Deer Lake has a strong and growing infrastructure to meet the needs of businesses and industry. Transportation needs are met through access to major highways and the Deer Lake Regional Airport. Utility providers include Newfoundland Power, Aliant and the Town of Deer Lake.

In addition, the telecommunications infrastructure provides access lines with digital switching and advanced signaling technology. It also includes seamless voice, video and data links with major Canadian carriers.

## **Transportation**

### **Nearest Airport**

Deer Lake Regional Airport  
Deer Lake Regional Airport Authority Inc.  
1 Airport Road, Suite 1  
Deer Lake, NL  
A8A 1A3

Hours of Operation: 8:30 a.m. – 4:30 p.m.

Telephone: (709) 635-3601  
Telephone: (709) 635-5270  
Telephone: (709) 635-3048  
Fax: (709) 635-5668  
E-Mail: [info@deerlakeairport.com](mailto:info@deerlakeairport.com)

Deer Lake has an 8,000-foot paved airport located at the edge of town. The airport has a newly-renovated terminal building, ample parking, several rental car companies and an array of services the modern traveler has come to expect. Air service is available through Air Canada, Provincial Airlines, WestJet and Sunwing Airlines. In addition, Air Canada and Provincial Airlines both provide air cargo services.

### **Nearest Port/Intermodal Facilities**

Corner Brook Port Corporation  
P.O. Box 1165  
R.A. Pollett Building  
61 Riverside Drive  
Corner Brook, NL  
A2H 6T2

Phone: (709) 634-6600  
Fax: (709) 634-6620

The Corner Brook Port is the first major year-round shipping port on the routing from North to South in Eastern North America and it provides year round access for paper carriers and container ships. Its area is comparatively large, running a distance of about twenty-five (25) miles. The Port is well situated geographically for direct shipping routes to the St. Lawrence Seaway and Northern New Brunswick.

## **Telecommunications**

### **Telephone & Internet**

Telephone and Internet services are provided by several companies, including Aliant, Bell, Rogers and Shaw.

### **Cable Television & High Speed Internet**

To be completed

## **Utilities**

### **Hydro Electric Services**

Newfoundland Power is the service provider for electrical services in the Deer Lake area.

### **Water and Sewage Services**

The Town of Deer Lake provides most local residences and business with water and sewer services.



# Education

## Kindergarten to Grade 12

It is law that all children in Newfoundland and Labrador between the ages of 5 and 16 must go to school. Public school is free to residents. Children begin school when they are about 5 years old. Most students finish high school by age 18. School is in session from September to June. School hours are usually from 8:30 a.m. to 3:00 p.m. Monday to Friday. There are programs for children with special needs, disabilities or other learning problems.

To register your child for school you will need a copy of their previous school transcripts, identification, immunization records and contact information.

[www.gov.nl.ca/edu](http://www.gov.nl.ca/edu)

## English as a Second Language (ESL) - K-12

English as a Second Language in the K to 12 system is administered by the School Districts. Each District has teachers trained in English as a Second Language (ESL). When a child requiring ESL support is enrolled in a school, the Principal will ask for this support.

## Kindergarten to Grade 12 Schools in Deer Lake

### Elwood Elementary

(Grades K - 5)  
22 A Farm Road  
635-2337

### Xavier Junior High

(Grades 6 - 9)  
22 Wight's Road  
635-2196  
[www.k12.nf.ca/xavier/](http://www.k12.nf.ca/xavier/)

### Elwood Regional High

(Grades 10 - 12)  
22 Farm Road  
635-2895

### Western District School Board Office

P.O. Box 368  
10 Wellington Street  
Corner Brook, NL A2H 6G9

Telephone: 1-709-637-4000  
www.wnlsd.ca

## **Post Secondary**

Corner Brook is home to three post secondary institutions.

Grenfell Campus Memorial University has over 1400 students and offers 16 degree programs with special expertise in business, tourism, environmental science, nursing, and fine arts. Students can begin degrees at this campus for the first year or two and complete the degree at the main campus in St. John's.

### **Grenfell Campus MUN University**

University Drive, Corner Brook  
www.swgc.mun.ca  
637-6200

### **Memorial University of Newfoundland**

St. John's, NL  
www.mun.ca  
1-709-737-8000

The College of the North Atlantic is the provincial college system. The Corner Brook campus has more than 800 students in early childhood education; business/office administration and information technology; engineering technology; industrial trades of electrician, millwright, and welder; and a unique concentration of tourism-natural resources programs.

### **College of the North Atlantic**

1-709-643-7701 Main Office Stephenville  
1-709-637-8530 Corner Brook Campus  
635-5676 Deer Lake / Sharon Ball (ABE Program)  
www.cna.nl.ca

Academy Canada is the largest independent career college in Eastern Canada. The Corner Brook campus provides career-based training to over 400 students in business/office administration, criminology and security, health related programs, esthetics, animal grooming, and trades such as carpenter, electrician, steamfitter/pipefitter, welder, cook, and hairstylist.

### **Academy Canada**

Corner Brook, NL  
1-800-561-8000  
www.academycanada.com

## **Learning to Speak English as a Second Language (ESL)**

Most settlement agencies have specialized programs and services designed to assist newcomers in acquiring language proficiency. The Association for New Canadians offers English as a Second Language programs with funding from the Department of Citizenship and Immigration Canada. The Association provides ESL training across the province on an as needed basis through its Outreach Tutor Program. These programs are free for permanent residents.

### **Association for New Canadians ESL**

Adult Training Centre

Smithville Crescent St. John's, NL

Telephone: 709-726-6848 Fax: 709-726-6841

e-mail: LINC@nfld.net

[www.anc-nf.cc](http://www.anc-nf.cc)

Memorial University in St. John's offers a 12-week intensive English Program 3 times per year and a 5-week English Language Summer School each July. In addition, English for Special Purposes and custom-designed courses are offered for groups. A fee is associated with this program. Contact Memorial University for information on program costs.

### **English as a Second Language Program**

Memorial University of Newfoundland

St. John's, NL Canada, A1B 3X9

Telephone: 1-709-737-8740

[esl@mun.ca](mailto:esl@mun.ca)

[www.mun.ca](http://www.mun.ca)

## **Healthcare and Emergency Services**

Important: 911 Emergency Service is NOT available in the Deer Lake area

Ambulance - 635-3020

Fire - 635-2323

Police - 635-2173

### **Medical Clinic**

#### **Deer Lake Medical Clinic**

4 Clinic Drive

635-5150

Medical Doctors currently practicing at the Deer Lake Medical Clinic:

Dr. J. P. Kielty 635-7200

Dr. Maher 635-5150

Dr. Girgis 635-3522

Dr. Saggar 635-3383

Molly Spence, Nurse Practitioner 635-0145

### **Hospital**

#### **Western Memorial Regional Hospital**

1 Brookfield Avenue, Corner Brook

1-709-637-5000

[www.westernhealth.nl.ca](http://www.westernhealth.nl.ca)

## **Taxes and Incentives**

### **Taxes**

Property Tax	8.5 mills (on the assessed property value)
Minimum Property Tax	\$495.00 per year

### **Business Tax (based on the assessed property value)**

Drug Stores	10.5 mills
Bulk Oil Storage Tanks	12.5 mills
Funeral Homes	12.5 mills
Professionals' offices	12.5 mills
(Doctor, dental, lawyers, engineers, physiotherapists, accountants, etc.)	
Financial Institutions	69.5 mills
Insurance Companies	69.5 mills
Car Rental Agencies	69.5 mills
Mail Order Offices	15.5 mills

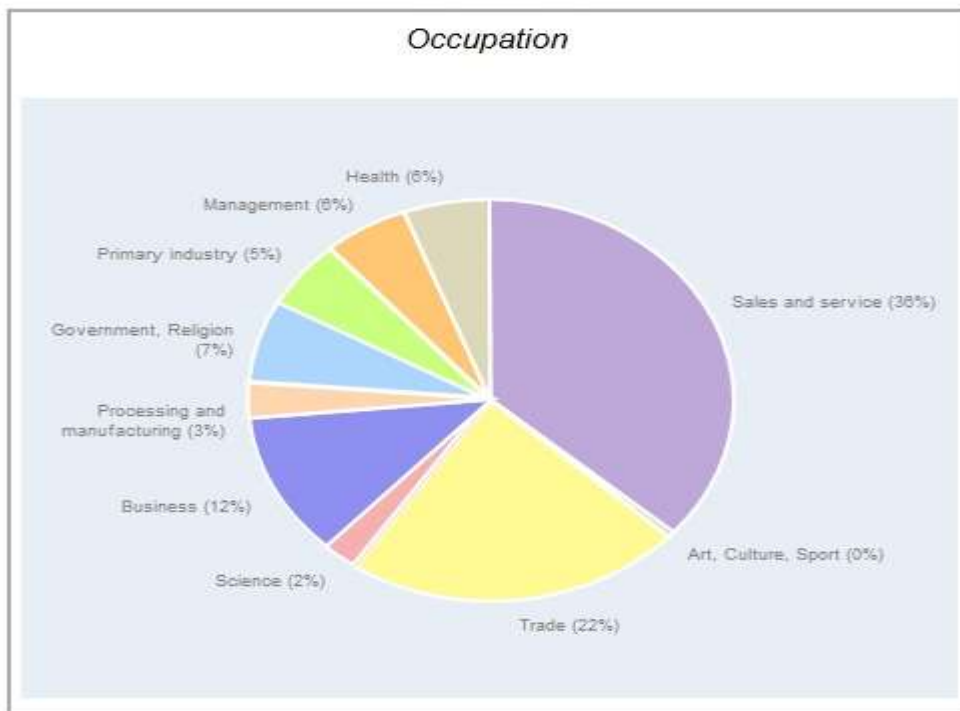
### **Incentives**

Deer Lake is a business-friendly town. Our five-year business tax incentive program features no business tax for the first year of operation. Taxes are then phased in at a rate of 20% in the second year, 40% in the third year, 60% in the fourth year and 80% in the fifth year.

The incentive is also available to existing businesses that expand their operation and increase the assessed value by \$50,000 or more.

The Town has an active Chamber Of Commerce committed to promoting and fostering a healthy business environment in the town. The Chamber works in co-operation with local businesses to ensure success.

## Employment by Industry Sector



## Private and Public Sector Employment

Leading employers

Sector	Firm/Organization Name	Product/Service	Employee Count
Private	Deer Lake Regional Airport	Airport Services	200
	Coleman's	Food outlet	75
	Circle K/Big Stop	Gas, food outlet	52
	Tim Horton's	Food outlet	52
	Town of Deer Lake	Municipal services	50
	Foodland	Food outlet	38
	Deer Lake Motel	Accommodations	35
	Curtis Powerworks		30
	Evergreen Enterprises	Wood products	24
	Humber Valley Complex	Seniors' care	24
	William's Building Supplies	Building supplies	24
	Kentucky Fried Chicken	Food outlet	23
	Jungle Jim's/Driftwood Inn	Food outlet/accommodations	22

Public	Western School District	Education	100
	Western Health	Health Care	100
	Department of Transportation	Transportation	60
	Canada Post	Postal service	16
	Department of Environment & Conservation	Environment	13

## **Quality of Life: Recreation**

Deer Lake boasts an excellent quality of life - low crime rates, excellent schools, cultural opportunities and great health care facilities. Deer Lake also offers an abundance of recreational opportunities.

### **Recreational Amenities**

#### **Summer Use facilities include:**

- tennis courts
- softball diamonds
- golf course
- soccer field
- playgrounds and
- a beautiful sandy public beach.

#### **Winter Use facilities include:**

- an indoor arena
- a substantial network of groomed trails for snowmobilers

#### **Year-Round facilities include:**

- a bowling alley
- a regulation-size indoor swimming pool