

ELRL Series

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Article 3

Community & Economic Development What role does ELRL Play?

Some people welcome our involvement in community based projects and others view it as “ELRL trying to control everything.” The reality is that just by the very nature of what we do, which is to attract people, and in particular retirees, to move here, we must be involved.

We seek feedback from all potential and existing customers in an effort to understand what elements of our community are not meeting their expectation.

It is most often this feedback that initiates our involvement in community projects, at other times it is

Elliot Lake is our product, the housing units that we rent are just one feature of that product.

Elliot Lake is our product. We spend over \$650,000 a year in marketing outreach. Our message focuses on lifestyle and affordability, not our rental units. When visitors participate in our Discovery Tour, 70% of their time goes to learning about Elliot Lake and our organization, only 30% of their time is spent viewing our properties.

Economic Development

organizations such as the City of Elliot Lake or Chamber of Commerce that asks for our assistance and/or participation. We generally agree to participate if we believe our resources are being applied to make Elliot Lake a more attractive community for people to retire to.

Over the past 20 years the retirement living concept

Investments in the Community

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Throughout our history, we have invested both financially and with our staffs' time and expertise in numerous community based projects.

We have spent over \$2.6 M supporting initiatives such as:

- St. Joseph's Manor
- Physician Recruiting
- Stone Ridge Golf Course
- Renaissance Seniors Centre

We have also financially supported community groups and sporting teams with donations in excess of \$450,000. Countless volunteer hours have been provided to support organizations such as the Elliot Lake Residential Development Commission; the Chamber of Commerce; the Society for Animals in Distress; EL Palliative Care; and various City/ELRL economic development initiatives.

has been the most significant contributor to the economic wellbeing of Elliot Lake. Our marketing efforts generate

While total income from our mining days has not been completely replaced when we factor in inflation we can

Group, and this increases to almost 100 employees in the summer months. This makes us the third largest employer in the community next to the City and hospital.

Income Source	1990	1998	2005	2011
Employment	176.4	95.0	111.1	135.5
Self-Employment	3.5	5.0	7.5	6.0
Pension &	20.8	66.7	94.5	106.8
Investment &	11.3	12.8	8.4	10.9
Other	19.2	36.4	32.2	39.4
Total Reported	233.2	216.0	253.7	298.6

Source: Statistics Canada, Neighbourhood Income Demographic for Elliot Lake

We are the single largest payer of municipal taxes in Elliot Lake. We pay over \$2.4 million in taxes and water to the City annually, which represents more than 20% of tax dollars collected. Our annual expenditures, excluding taxes, insurance and utilities is in excess of \$7.49 million,

between 240 and 290 new tenants in our properties annually and can conservatively be assumed to be responsible for 50% of other families moving into the community.

confidently say that retirement related income has played a key role in stabilizing Elliot Lake's economy.

We support local businesses and contractors as much as possible and most often will pay more to keep our business local. When we use out of town suppliers and contractors it is because we do not have the appropriate expertise locally, or the price being offered by local suppliers is not competitive making it detrimental to the corporation to accept.

To get a true sense of the impact of the retirement living program on our local economy we track taxfiler income statistics from Stats Canada. At the time of the announcement of mine closings, total income in Elliot Lake was \$233.2 million. 8.9% of total income came from retirement related sources. In 2011, retirement related income accounted for 35.8% of the \$298.6 million total income.

We believe that we must continue to promote Elliot Lake at the same level that we currently are, or higher, if we want to maintain that stability.

In addition to the effect of the retirement living program in attracting retirees to the community, our corporation, ELRL in itself is a significant contributor to the overall economic health in the community.

We are proud of the role we have played in both sustaining and developing this community, and we anticipate that we will continue to play a key role in community and economic development for years to come.

There are 53 full time employees between ELRL, Stone Ridge and NorDev