



INVESTMENT PROFILE



May 2025

Pembroke, Ontario
Canada



Welcome to the heart of the Ottawa Valley. Pembroke is the proud home to 14,000 residents and is the largest commercial service centre between Ottawa and North Bay, servicing a market area of 75,000 people.

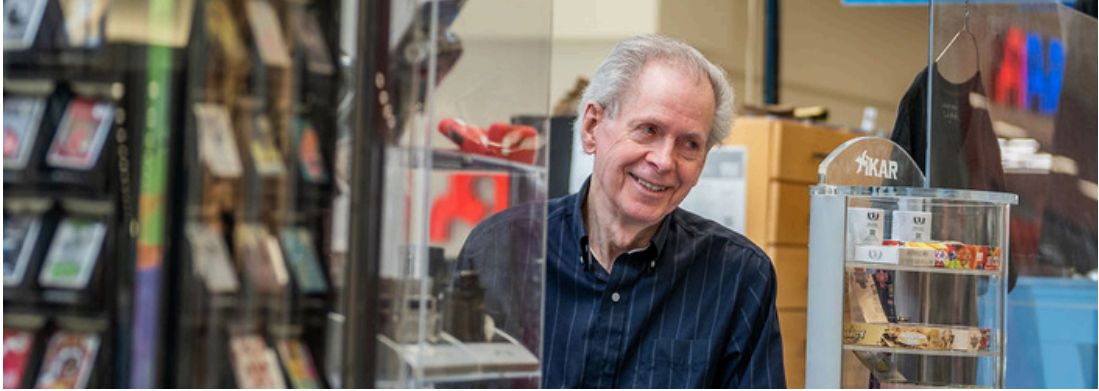
Highlights to Invest

Pembroke is a single-tier municipality, which means a quick approval process for your investment. The City offers 10 grant programs through our Community Improvement Plan. Compared to neighbouring communities, Pembroke offers faster Internet speeds, lower tax rates, and a larger capacity of serviced utilities for less.

PEMBROKE HAS THE

FASTEST INTERNET

COMPARED TO NEIGHBOURING COMMUNITIES



Opportunities

BIOFUEL & WOOD
BY-PRODUCTS



Pembroke’s connection to forestry and wood product manufacturing runs deep in the community and continues to represent an area of opportunity thanks to our proximity to vital raw materials and wood by-product sources, as well as access to highway infrastructure and proximity to major markets in Ottawa, Toronto, and Montreal.

INDEPENDENT ENTREPRENEURS



You can do it all from beautiful Pembroke thanks to our unparalleled quality of life, competitive property costs, cost of living, critical infrastructure, healthcare, education resources, and proximity to Ottawa. Experience a work-life balance set according to your terms in Pembroke.

INDOOR CROP/FOOD AND
BEVERAGE PRODUCTION



Low-cost hydro-electricity, low-cost water infrastructure, low-cost shovel-ready land, and existing building options put Pembroke on the map for your large-scale indoor crop/food and beverage production facility. We pride ourselves on our policy-friendly and labour-rich community that is close to all major markets and supply corridors.



ALGONQUIN COLLEGE
WATERFRONT CAMPUS

HIGHER EDUCATION

1,000+ FULL-TIME STUDENTS
GRADUATING IN NURSING |
FORESTRY | CARPENTRY |
COMPUTER SYSTEMS



CLOSE AND CONNECTED

**PEMBROKE IS UNIQUELY SITUATED ALONG THE OTTAWA RIVER
ONLY 90 MINUTES FROM THE CANADIAN CAPITAL OF OTTAWA.
THE CITY IS ONLY A TWO-HOUR DRIVE TO THE US BORDER.**



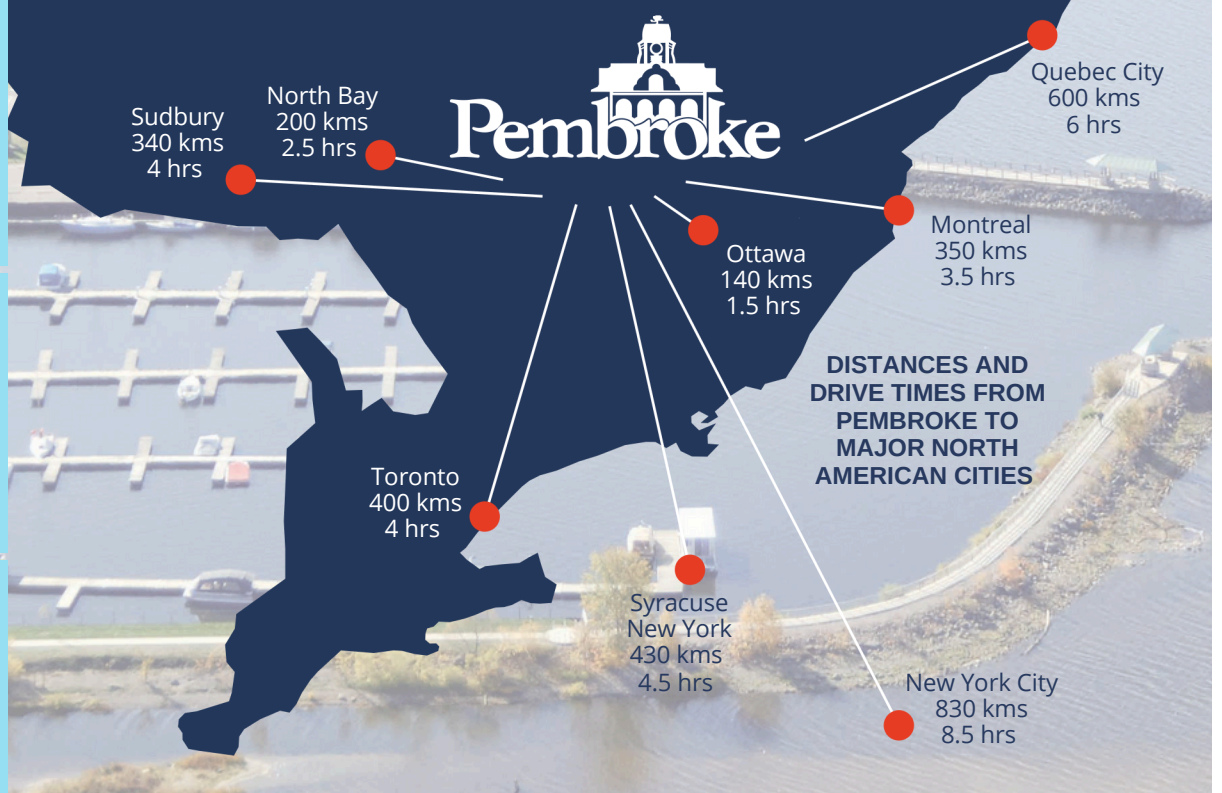
Pembroke is strategically located on Trans Canada Highway 17 between Ottawa and North Bay. It is easily accessible to the major centres in Eastern Canada and the United States.



Pembroke and Area Airport is only 10 minutes to Pembroke's downtown. It has a full service terminal that can accommodate corporate and charter travel. The Ottawa International Airport is only 1.5 hours away.



Bus service is available daily from Pembroke to Ottawa.



WHO WE ARE



PEOPLE

75,000

Total population of the Greater Pembroke Region and 14,000 total population for the City of Pembroke
Source: Statistics Canada 2021

\$69,000

Average household income
Source: Statistics Canada 2016

LOW HOUSING PRICES

Compared to neighbouring communities.
Average home price: \$221,994
Source: City of Pembroke: Sector Competitiveness Study, 2018

45 YEARS

Average age of residents
Source: Statistics Canada 2016

19 MINUTES

Average commute time
Source: Statistics Canada 2016

COMMUNITY

TOP INDUSTRIES

Retail Trade	Education
Healthcare	Construction
Public Administration	Accommodation and
Manufacturing	Food Services

Source: Analyst Data, 2018

TOP OCCUPATIONS

Education and Government Services, Sales and Service Trades, Transport and Equipment Operators, Healthcare, Natural and Applied Sciences, Management, Business, Finance and Administration, Manufacturing

Source: Analyst Data, 2018

8%

Unemployment rate

Source: Statistics Canada 2016

FASTEST INTERNET

Compared to neighbouring communities
Source: City of Pembroke: Sector Competitiveness Study, 2018



EXCEPTIONAL SERVICES : ADDING TO PEMBROKE'S HIGH QUALITY OF LIFE

French & English School Boards
Algonquin College, Waterfront Campus
Pembroke Regional Hospital
Ontario Court of Justice and Superior Court of Justice Courtrooms

Public Swimming Pool
Hockey Arenas
Marina

Performing Arts Centre
Pembroke Public Library
Settlement Services

PEMBROKE, AN EASY CHOICE

"Our employees take advantage of affordable housing and low property taxes with a high quality of life. A commute of only minutes to work, lots of recreational opportunities, a variety of retail and restaurants, great education and health services. All the amenities of a large centre."

- Stephane Levesque, President,

SRB Technologies (Canada) Inc. 613-732-0055



Average of Neighbouring Communities

City of Pembroke

WHY PEMBROKE?

	Average of Neighbouring Communities	City of Pembroke		
Water Capacity (cubic meters)	4,580 DC 12,335 RC	9,352 DC 16,733 RC	40 %	more water capacity, on average

Sewer Capacity	4,211 DF 8,673 RC	8,133 DF 14,340 RC	45 %	more sewer capacity, on average
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Available Serviced Land	93 acres	126 acres	26 %	more available serviced land
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Commercial Property Tax Rate	3.06%	2.97%	LOWER	commercial tax rate
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Industrial Tax Rate	4.59%	3.71%	LOWER	industrial tax rate
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Development Charges (per sq. ft.)	\$7.74	\$0.89	LOWER	development charges
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Electricity Rate (based on 275,000 kwk per year)	\$50,148.71	\$46,150.28	8 %	Lower electricity rate, on average in the region and 30% lower than the national average
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Fibre Internet Upload/Download Speeds	.011 gbps .0365 gbps	10 gbps 10 gbps	1,000X FASTER	upload speed and 300x faster download speed, on average
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Home Prices	\$293,504	\$221,994	25 %	less for the average home price
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Source: All data based on the City of Pembroke: Sector Competitiveness Study, 2018



WHO HAS INVESTED IN PEMBROKE

ALGONQUIN COLLEGE

One of three Algonquin campuses, the beautiful Waterfront Campus offers programs in business, technology, health, and community studies. Algonquin College graduates are highly skilled in nuclear science & radiation safety, nursing, carpentry, and forestry.

SLEEPWELL PROPERTY MANAGEMENT & SYNERCAPITAL

These Ottawa-based companies have invested millions into Pembroke's downtown core.

KI CANADA

KI, a contract furniture company, manufactures innovative furniture and movable wall system solutions for educational, university, business, and government markets. With more than 3,000 employees worldwide, KI continues to build relationships globally, extending its trusted expertise throughout the global market.



REGIONAL ECONOMIC DRIVERS

CANADIAN NUCLEAR LABORATORIES

CNL is Canada's premier nuclear science and technology organization and employs 3,000 people in the area. CNL is a world leader in developing peaceful and innovative applications from nuclear technology through its expertise in physics, metallurgy, chemistry, biology, and engineering.

GARRISON PETAWAWA

Garrison Petawawa is a military base that is home of the 4th Canadian Division Support Group and 2 Canadian Mechanized Brigade Groups. There are more than 6,000 people employed at the base. Forces personnel: 5,328, DND civilian employees: 936 and Canadian Forces dependants: 5,653.

"Algonquin College has been an anchor institution in Pembroke since the inception of Ontario's college system in 1967. In 2012, the College made a transformational investment in the community by opening a state-of-the-art campus along the Kitchissippi River (Ottawa River) in the heart of downtown. This waterfront facility not only reaffirmed our long-term commitment to Pembroke but also played a pivotal role in driving downtown revitalization, attracting new residents, and supporting infrastructure growth. Today, the Pembroke Campus stands as a destination of choice for students from across Canada and internationally, offering hands-on education, community-connected learning, and a vibrant local experience—making it a key asset in the region's economic development strategy."

Jodi Bucholtz
Manager of Community and Student Affairs
Algonquin College – Pembroke Campus
613-735-4700



THE RIGHT SITE FOR YOUR INVESTMENT

Pembroke has numerous existing buildings for sale and lease with an average rent of \$9/sq ft for industrial, \$13.50/sq ft for commercial and \$12.33/sq ft for office space.

The City also boasts 50+ acres of available serviced land. These industrial park locations include shovel-ready sites and investment ready certified sites.

TransCan Corporate Park



TransCan Corporate Park lands available marked in blue.

Ideally located at the intersection of Trans-Canada Highway 17 and Highway 41. Current occupants include Best Western Pembroke Inn & Conference Centre, Ontario Provincial Police (OPP), SRB Technologies (Canada) Inc., JP2G Consultants Inc., and County of Renfrew Offices.

Land Costs and Fees: \$12,000 per acre (lots are configurable)

Services: Sanitary Sewer, Gas, Street Lighting, Storm Drain, Water and Hydro, Cable, Fibre, Fire Hydrants, Paved Street

Investment Ready Certified Site

The City of Pembroke has a 28-acre parcel of land that is in the process of being re-certified as an "Investment Ready Certified Site" by the province of Ontario. The land is shovel ready, all necessary assessments have been completed and the land is fully serviced. A limited number of properties have this designation.

City-Owned Surplus Land

The City of Pembroke has 9 properties declared surplus and available to be sold for development.

James Street (End of street off McGee Street)

Size: Approximately 1.2 acres

Notes from the City:

- Slope issues.
- Species at risk on site.
- City drainage and City sanitary sewer infrastructure on site. Would require easements in right of the City.
- Most of the land is zoned "Hazard".



Thompson Street (Off Eganville Road)

Size: Left parcel: Approximately 2.6 acres. Right parcel: Approximately 0.95 acres.

Notes from the City:

- Currently zoned "Hazard".
- This land would require extensive studies such as an archeological study, species at risk study, soil stability/geotechnical study, etc. to permit a rezoning and Official Plan amendment for the development of a residential use.
- Servicing the property is challenging.



Size: Approximately 0.42 acres

Notes from the City:

- Access is more challenging.
- Servicing the property is challenging.
- Has species at risk on site.
- Most of the land is zoned "Hazard".

To see all properties visit: pembroke.ca/SurplusLand.

To discuss these opportunities and the process to purchase these lands, please contact the Investment Attraction Officer directly:

Kathleen Barr
Kathleen.Barr@pembroke.ca

Draper Street (off McGee Street)





HOW TO INVEST IN PEMBROKE

We invite you to contact us and see why Pembroke is the right place to start or grow your business. Our municipal staff is here to help all the way from site selection to development to funding identification. As a single-tier municipality, our approval process is very streamlined, even more so if you are looking to invest in our certified site. With lower-than-average hydro rates and affordable real estate, the cost of doing business in Pembroke is low. The municipality is committed to business growth through the Community Improvement Plan, offering 10 different grants for a range of areas and projects. We look forward to hearing from you and learning about how we can help your business grow.

City of Pembroke

Mayor

Ron Gervais

rgervais@pembroke.ca

613-735-6821 Ext. x1399

Investment Attraction

Officer

Kathleen Barr

kathleen.barr@pembroke.ca

613-735-6821 Ext. 1500

Manager of Planning &

Building

Colleen Sauriol

csauriol@pembroke.ca

613-735-6821 Ext. 1301

Algonquin College Community Employment

Services

Provides training and hiring support.

141 Lake St.
Pembroke, ON

613-735-4308

algonquincollege.com/Pembroke/employment

Upper Ottawa Valley Chamber of Commerce

Hosts business events, provides an advocacy function for businesses.
177 Alexander St., Pembroke, ON

613-732-1492

upperottawavalleychamber.com

Renfrew County Community Futures Development Corporation

Provides programming and financial support.

450 O'Brien Rd., Suite 205, Renfrew, ON

rccfdc.org

613-735-3951

Enterprise Renfrew County

Business startup support and resource centre.

9 International Dr., Pembroke, ON

enterpriserenfrewcounty.com

613-735-8224

"I have been able to grow my business and create a new one in the City of Pembroke with the outpouring of support from our city and neighbouring towns. The sense of community is like no other. I have watched Pembroke become a destination over the years. We see new and repeat customers from other parts of the province and other parts of the country! We are truly in the heart of the Ottawa Valley, and it excites me to see what this city is evolving into. I look forward to continue to grow with Pembroke."

*- Emma Cloutier,
Pick-it-Fence Pembroke
Owner and
Ottawa Valley Apparel
Co-owner
613-735-1313*

**IN THE
HEART OF
THE
OTTAWA
VALLEY**



www.pembroke.ca