

The *Moose Jaw* Advantage



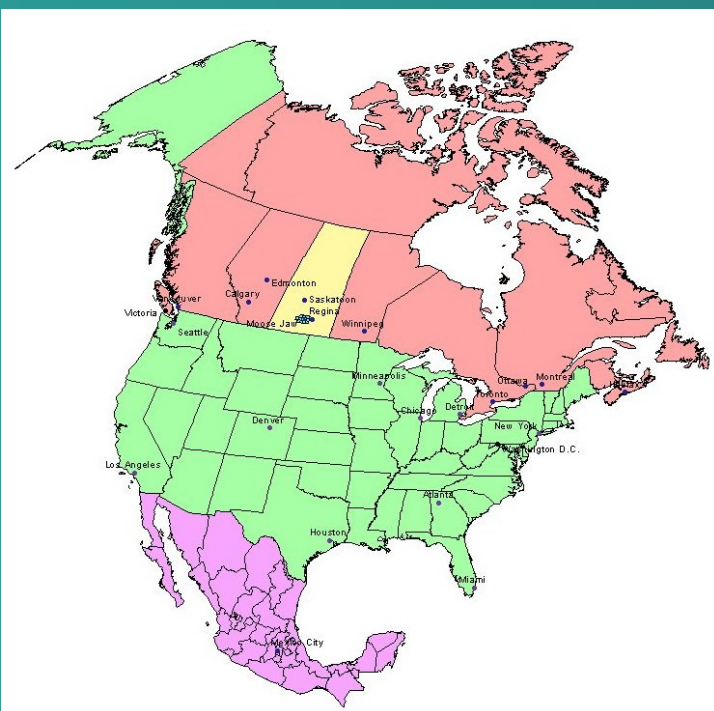
City of Moose Jaw

Located 70 km west of Saskatchewan's capital city and 195 km from the U.S. Border, **Moose Jaw** is a thriving community of over 34,000 people. Residents enjoy the benefits of an innovative community while it maintains its warmth and unique charm.

History and culture combined with a stimulating environment, a strong sense of community and the potential for international business growth makes Moose Jaw the right place to live, work, learn and invest.



Location



Moose Jaw is halfway between Calgary and Winnipeg on the Trans Canada Highway. Highways #2 and #39 connect Moose Jaw to major North American markets.

Moose Jaw is located in the heartland of the prairies, nestled in the picturesque valley carved out by Moose Jaw River and Thunder Creek. Spreading across uplands and valleys, Moose Jaw provides a most attractive mix of urban development on the uplands, and park and open space in the valleys.

Moose Jaw Quick Facts

Population: 37,046	Average Daily Temperature (Jan): -13.7 C
Average House Price: \$200,487	Average Daily Temperature (Jul): +19.4 C
Newspapers: 2	Time Zone: Central Standard (CST) year round
Radio Stations: 3	
City Parks: 7	

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Affordable Housing

Moose Jaw is one of the most affordable places to live in Western Canada. The following numbers are from the Canadian Real Estate Association.

Prairie City MLS Average House Price 2010(\$)

Medicine Hat	\$339,211	Alberta	\$352,301
Red Deer	\$427,240	Saskatchewan	\$242,258
Lethbridge	\$341,051	Manitoba	\$222,132
Edmonton	\$490,128	National Average	\$339,030
Calgary	\$514,466		
Moose Jaw	\$200,487		
Regina	\$438,979		
Saskatoon	\$380,600		
Brandon	\$187,389		
Winnipeg	\$371,828		



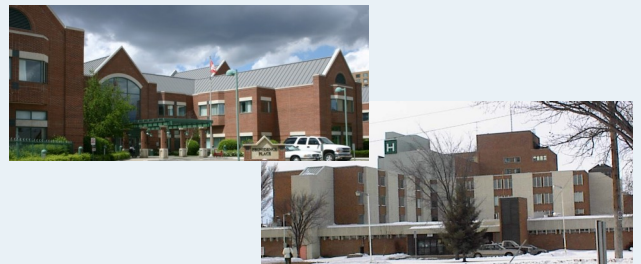
Rental Housing— 2010

	Vacancy Rate	Average Rent
Bachelor	1.6%	\$462
1 Bedroom	2.5%	\$596
2 Bedroom	0.5%	\$726
3+ Bedroom	N/A	N/A
Total	1.4%	\$658



Lifestyle

Healthcare and recreational amenities are important for a healthy lifestyle. Moose Jaw is a regional health care centre with a major hospital, rehabilitation centre and long term care facility. Five outpatient clinics also provide residents with easy access to over 40 physicians and surgeons.



There are numerous outdoor and indoor recreational facilities within the Moose Jaw Region, including skating rinks, curling rinks, and swimming pools. Outdoor conveniences include open parks, such as Crescent Park and Wakamow Valley, numerous walking trails, and Buffalo Pound Provincial Park. Preservation of heritage and culture provide a backdrop for arts and cultural resources including the Art Museum, Moose Jaw Cultural Centre and Tunnels of Moose Jaw.

Education & Training

Public, Catholic and Francophone school divisions provide Pre-Kindergarten to Grade 12 education throughout the Moose Jaw Region. Special development programs include French Immersion, learning assistance and a hearing impaired program. Social interaction and personal growth is enhanced and encouraged through the music, drama, and sports programs.



SIAST Palliser Campus is the oldest of four Saskatchewan Institute of Applied Science and Technology campuses in Saskatchewan. It delivers higher education, employment training and skills development through on campus programs and distance learning (home study, online, SCN). Program fields include Business, Engineering Technologies, Adult Basic Education, Industrial Trades and Community/Extension Services. Customized training for business, industry and aboriginal groups, and accredited courses towards a University of Regina or University of Saskatchewan undergraduate degree are also available.

Economic Sectors

Mining & Heavy Industry Major industrial facilities in the Moose Jaw-Regina Industrial Corridor include Mosaic Company, Canadian Salt Company, Yara Belle Plaine Inc, and Terra Grain Fuels. Saskatchewan Minerals operates a sodium sulphate plant near Chaplin, 80 km west of Moose Jaw.

Oil & Gas Moose Jaw Refinery is an anchor for petroleum processing in Moose Jaw providing products to support construction and the oil and gas industry.



Agriculture Moose Jaw is a major agriculture production sales and service centre. Intensified cropping and livestock production in the Moose Jaw region provides many opportunities for agri-processing related development

Manufacturing This diverse sector includes the production of transportation equipment, manufactured homes, petroleum products, glass beads for industrial use, plastic containers, clothing and jewelry.

Transportation

Moose Jaw is strategically located to serve the North American market. It is well positioned to serve as a distribution centre with the shortest highway route mile from Chicago serving Western Canada.

Moose Jaw is the Saskatchewan headquarters for the Canadian Pacific Railway and is the Canadian railway terminus of the Soo Line a direct link to Minneapolis and Chicago.

It has the largest main-line refueling facility on CPR's North American Network and a large maintenance yard.

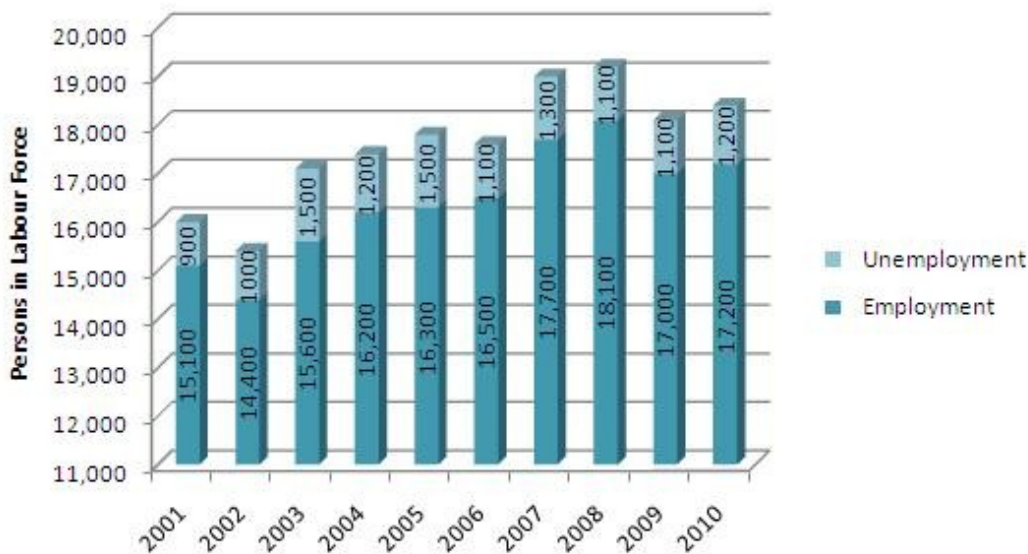


Cost Competitiveness

The 2009 Canadian Federation of Independent Business "Communities in Boom" report listed **Moose Jaw** as 4th in Canada's top entrepreneurial cities. This report compares the performance of all Canadian cities with a population of over 25,000.

Labour Force

City of Moose Jaw Labour Force



Moose Jaw had over 1,049 employers in 2010 and an estimated unemployment rate of 6.5%. This was well below the national average of 8.0%.

Tourism

Tourism contributes approximately \$70 million a year and boasts the highest number of tourist attractions per capita in Canada. The new \$61M sports complex including the field house and soccer opening in 2011 followed by the opening in 2012 of the hockey and curling arena will bring many more sporting events, festivals and conventions to the region.

Attractions include:

- Moose Jaw Cultural Centre
- Tunnels of Moose Jaw
- Temple Gardens Mineral Spa
- Yvette Moore Gallery
- Murals of Moose Jaw
- Tourist Information Center (Snowbird Display, Mac the Moose)
- Casino Moose Jaw
- Western Development Museum
- Moose Jaw Art Museum
- Burrowing Owl Centre
- Moose Jaw Trolley
- Murals of Moose Jaw
- Captain Jacks River Tours

Within Driving Distance

- Sukanen Ship & Pioneer Village Museum
- Claybank Brick Plant
- Mortlach Museum
- Rouleau & District Museum
- Wood Mountain Rodeo Museum
- Shurniak Art Gallery
- The Big Muddy Badlands
- Grasslands National Park
- Briercrest Museum
- Thomson Lake Regional Park
- Chaplin Interpretive Centre
- Corner Gas Site



Shopping

Historical buildings in downtown Moose Jaw create the perfect setting for a variety of specialty boutiques.

A vibrant downtown; large retail outlets and the Town 'N' Country Mall enhance the shopping experience in Moose Jaw.

The FP Markets 2011 Retail Sales estimates for the City of Moose Jaw are \$711.71 million, 61% above the national average. In 2010, the retail sales estimates were \$712.94 million, 71% above the national average.

Population & Demographics

The population for the City of Moose Jaw is 37,046 for 2010 according to the Saskatchewan Health Covered Population numbers. The majority of people are between the ages of 45-59, followed by ages 15-29. Although the population of Moose Jaw has remained relatively stable in recent years, the provincial population peaked to an estimated high of 1,041,729 as of April 2010.

City of Moose Jaw 2010 Covered Population

Age	Male	Female	Total
<1	211	185	396
1-4	844	827	1,671
5-9	1,024	964	1,988
10-14	1,063	1,017	2,080
15-19	1,250	1,166	2,416
20-24	1,429	1,286	2,715
25-29	1,286	1,232	2,518
30-34	1,125	1,182	2,307
35-39	1,067	1,127	2,194
40-44	1,016	1,064	2,080
45-49	1,387	1,403	2,790
50-54	1,457	1,419	2,876
55-59	1,200	1,266	2,466
60-64	1,054	1,052	2,106
65-69	701	790	1,491
70-74	597	683	1,280
75-79	544	706	1,250
80-84	431	672	1,103
85-89	267	534	801
90-94	112	288	400
95+	22	96	118
Total	18,087	18,959	37,046

Moose Jaw Surprisingly Unexpected!



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