



OAKVILLE
ECONOMIC DEVELOPMENT



Success

2001

A Guide To Tourism & Business In Oakville



**FULL PAGE
INDEPENDENT
SCHOOLS**

A Message From The Mayor



As the Mayor of the Town of Oakville, I invite you to explore this special supplement and take this opportunity to learn more about our fine community. What you'll discover is that our Town is not only one of the most picturesque communities in southern Ontario, but also that it has become a vibrant commercial and business centre, all without sacrificing its small-town ambience.

Today, with a base of almost 4,000 firms, employing an estimated 76,000 people, Oakville has become an entrepreneurial stronghold. Just under a quarter of the highly skilled workforce is in managerial, administrative, or related jobs – and over 35 per cent of the labour contingent is university educated.

Along with traditional classes in the public systems, students in Oakville can attend independent schools such as Appleby College and St. Mildred's-Lightbourn. And, Sheridan College offers a range of courses, including the world-renowned animation program.

Perhaps best of all, Oakville provides an immeasurable quality of life, with 972 hectares of park lands, two natural harbours, an historic downtown known as "Olde Oakville," theatres and galleries, the renowned Glen Abbey Golf Club, and the annual Oakville Waterfront Festival, which along with the Jazz Festival and the Festival of Classics, are among my personal favourites.

– Ann Mulvale, Mayor of Oakville

SUCCESS 2001

**A PUBLICATION OF THE
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OAKVILLE IS A MEMBER OF
THE GREATER TORONTO AREA

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GENSTAR

FULL PAGE AD
MATTAMY HOMES

DRIVING FORWARD

Transportation industry has played a key role in Town's development

Since it was founded back in 1827, Oakville has been one of Ontario's important hubs for land, sea, and air traffic.

Throughout the Town's history, the transportation industry has played a key role in its growth and development and today, as Oakville looks ahead into a new century, it's clear that transportation will continue to be as important as ever.

When Oakville's first residents put down their roots nearly 200 years ago, roads were primitive tracks, railways were in their infancy, and automobiles and airplanes were still far-off dreams. Back in those pre-Confederation days, Lake Ontario was Upper Canada's principal thoroughfare and it wasn't long before Oakville began to establish itself as an important port of call for the wooden sailing ships that plied the lake.

A favourite stopping point for the ships of that day was the harbour located in the Village of Bronte, which lies in what is now Oakville's west end.

First established in 1856, the harbour was originally an important shipping hub for grain and timber but, by the time Bronte became part of the Town of Oakville in 1954, it was used primarily by recreational fishermen.

Today, the facilities located at Bronte



• This Oakville Historical Society photo shows the Oakville Railway Station in the early 1900s.

Outer Harbour Marina have made the location one of Ontario's prime recreational boating destinations. The marina offers both transient and seasonal docking rates and is equipped with state-of-the-art boat-handling equipment.

A 6,000-square-foot restaurant will soon be located on-site capable of accommodating weddings, parties, and all other kinds of social functions, with staff to ensure that clients receive nothing

but the most impeccable service.

The marina is also an official weigh station for the Great Ontario Salmon Hunt, the well-known fishing derby sponsored by the Toronto Sportsman's Show and the Toronto Star.

When the Town of Oakville celebrated its 40th birthday in 1867, Canada was in the process of becoming a new nation, and one of the most important objectives the Fathers of Confederation had in mind

was building a railway that would stretch from coast to coast.

When the "Iron Horse" arrived in Oakville, it wasn't long before many of the Town's residents were making the daily commute to Toronto's Union Station. Horse-drawn buses and later "jitneys" and taxis regularly made the trek to Oakville station to greet passengers arriving on the trains from Toronto.

By the early 1900s, Oakville residents could also travel to nearby Hamilton using an electric-powered car that was operated by the Hamilton Radial Railway. Running every hour, the electric car ran along what is now Rebecca Street and across a bridge traversing the Bronte River, and then continued on through Burlington to Hamilton.

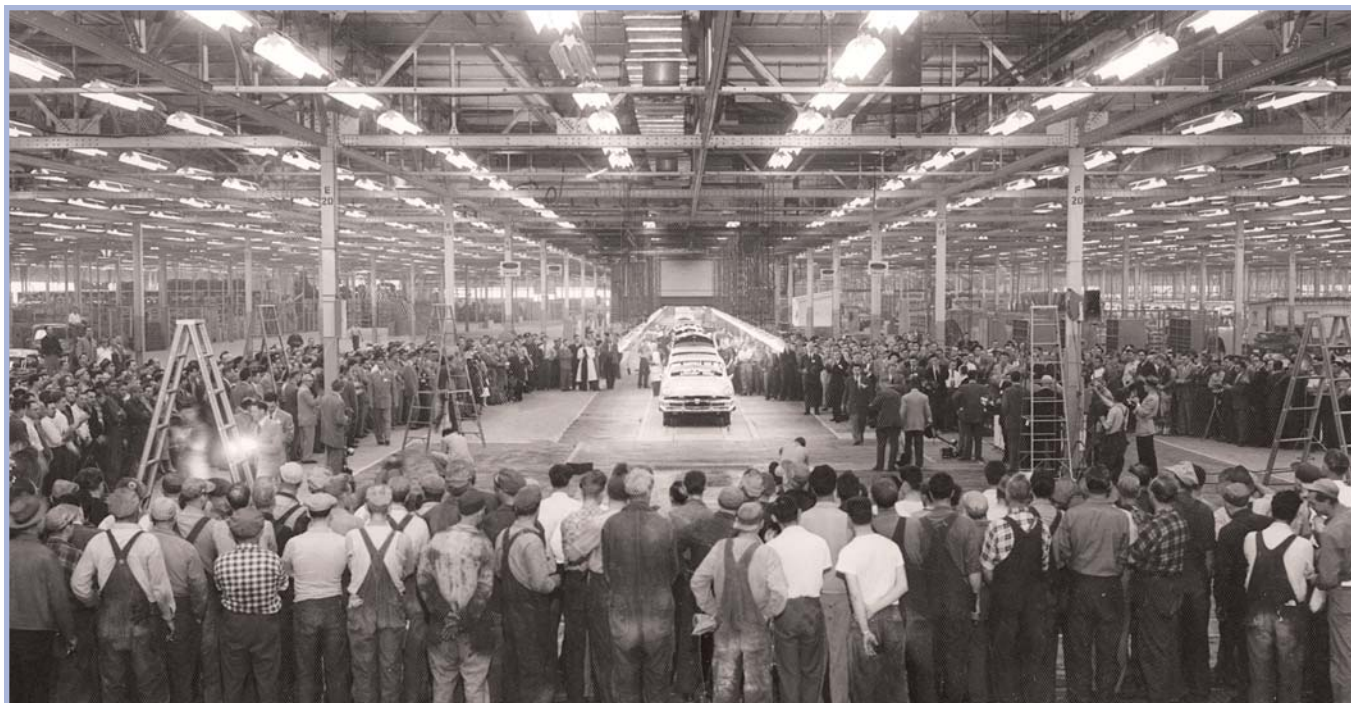
The year 1956 was an important milestone in Oakville's railway history; it was in that year that the building that now serves as the town's VIA rail station was first constructed. Among the 450 Canadian communities to which VIA provides service, Oakville is one of the nation's busiest: during the year 2000, some 83,000 VIA passengers began or concluded their trips at Oakville.

As part of the Federal Government's \$400 million plan to revitalize rail service in Canada, the Oakville station is currently undergoing some major renovations which make extensive improvements to its facilities and add a new peaked roof and tower that will give the station a much more striking presence.

Shortly after the turn of the century, a new mode of transportation made its first appearance on the streets of Oakville: the automobile. Local residents took to the newfangled devices with a passion and, by the time the opening shots of the First World War were fired, motor cars were rapidly replacing horse-drawn vehicles as the preferred method of travel.

In 1915, Oakville's Main Street – now known as Lakeshore Road – was paved. The first speed limits enacted in Town ensured that car travel would proceed at a leisurely pace: vehicles were permitted to travel at a maximum of 10 miles per hour in Town and 15 on open roads.

As more and more North Americans abandoned their horses and buggies in favour of automobiles, demand soared and throughout the first half of the 20th century the industry expanded at a frantic pace. Oakville started to become known as an automotive town in 1951, when the



• In another historical moment captured on film, workers look on as the first car rolls off the assembly line at the Ford plant in Oakville in 1953.

• *Continued on page 7*

Easy air access is key to Oakville's economic growth

1/2 PAGE AD

UPS (Livingston)

• *Continued from page 5*

Ford Motor Company of Canada established its Canadian corporate headquarters there. Today, Ford is the largest individual employer in Oakville, with over 5200 people working at head office and the company's Oakville assembly plant.

Ford's commitment to Oakville has been manifested in many different ways over the years and today the company is currently in the midst of one of its most important undertakings to date. The construction of a new head office building is in progress.

This spring, Ford of Canada also appointed a new President and CEO, Alain Batty, a native of Algeria who has spent nearly 25 years with the company. Batty, 49, studied for several years in Canada prior to beginning his career with Ford's subsidiary in France, and looks back upon his years in this country as being among the best in his life.

Air transportation is another important part of Oakville's heritage, and the town is fortunate to be located in between two of Canada's best airports.

The larger of these is Toronto's Lester B. Pearson Airport, a facility which ranks

as the largest air terminal in Canada and the 25th busiest in the world.

Pearson, which received its first official landing in 1938 and is now a key anchor point for Metro Toronto's economy, has experienced some dramatic changes in recent years.

In December 1996, Transport Canada relinquished responsibility for management of the airport to a new non-profit corporation, the Greater Toronto Airports Authority – and the GTAA is now implementing an ambitious new development program which involves major upgrades to the airport's facilities.

The Master Plan which the GTAA has developed for Pearson Airport offers a vision for the evolution of the facility over the next 20 years.

The first stage of this initiative involves a 10-year, \$4.4 billion Airport Development Program which, among other things, will encompass the addition of two new runways and the construction of a new passenger terminal and a 12,600 space parking garage.

By the time these projects have been completed in 2005, the airport will have

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• Oakville is on VIA Rail's inter-city route with overnight passenger service to Montreal and express trains from Ottawa and Montreal.



• Aerial view shows the 407 Trafalgar interchange at Oakville.

407 extension set to open this summer

• *Continued from page 6*

an estimated annual passenger capacity of 39 million people. The eventual objective, scheduled to be reached in 2020, will be to have a single six-pier terminal and twin parking garage capable of servicing up to 55 million passengers per year.

A short drive west of Oakville brings you to Hamilton's municipal airport, the other major air traffic facility located in the Oakville region.

Though much smaller in overall size than its Pearson counterpart, the Hamilton airport nevertheless plays an important role in the economic life of the Golden Horseshoe. It's the busiest cargo airport in the nation, home to all the major courier companies and handling over 90,000 tons of cargo each year.

Hamilton's airport is also becoming increasingly important as a hub for passenger traffic. The regional airline, WestJet, is now offering service to several locations in North America, and airport authorities estimate that it won't be long before annual passenger traffic at the airport exceeds 400,000 people per year.

Another important development that's

looming on the horizon for Oakville is the impending extension of the Toll Highway 407 to the Town.

The section of the 407 which passes through Oakville is due to open for business in the summer of 2001, and local officials believe that the new highway will provide a considerable amount of added impetus to the Town's already buoyant economic growth.

As soon as one looks back through Oakville's nearly two centuries of history, it becomes abundantly clear that, ever since its beginnings, Oakville has been a town "on the move," and one whose fortunes have taken an upswing with every successive new development in the field of transportation. In many ways, this seems only fitting for a place that's clearly one of this country's most prosperous and dynamic communities.

As the citizens of Oakville continue to forge ahead, there's no doubt that they'll continue to travel further and further along to the road to success and, in the process, they'll reach new heights of achievement that all Oakville residents can be proud of.

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**HAMILTON
AIRPORT**

Balanced growth points to prosperity

Situated on the shores of Lake Ontario a short drive away from downtown Toronto, the Town of Oakville is one of Canada's most dynamic and attractive communities.

Home to some 140,000 residents, Oakville has long been known as an outstanding place in which to live. It's also home to more than 200 corporate head offices and is moving forward into a new century with a clear vision of the kind of community it wants to become.

According to David Cash, CEO of the Oakville Economic Development Alliance, the key element of the Town's future strategy involves striking a balance between "live and work."

"Oakville offers an outstanding quality of life and for decades this has been something that has persuaded large numbers of executives and professionals to make their homes here," says Cash.

"What we're trying to do now is broaden and diversify the economic base which is here by attracting businesses that are a good fit with the kinds of skills we have in the community."

We're very interested in attracting more companies involved in fields such as engineering, financial services and knowledge-based industries

There are already a number of large and prestigious companies doing business in Oakville; major employers include the Ford Motor Company, with its Canadian head office in town; BF Goodrich Landing Gear, which recently secured a major contract with Airbus; and UPS Logistics, which operates six facilities with 600 employees. The challenge now, Cash believes, is to place additional emphasis on encouraging other companies to consider Oakville.

"We have a very high concentration of white collar and professional people in Oakville," he says. "We're very interest-

ed in attracting more companies involved in fields such as engineering, financial services and knowledge-based industries, as these companies will find exactly the kinds of people they need here."

"We're also working with Sheridan College to set up a new business incubation centre to help Oakville create its own new companies."

Cash points to the Winston Business Park, located between Highway 403 and Winston Churchill Boulevard, as being a leading example of the success Oakville has had in attracting dynamic new companies to the Town.

"The Winston Business Park now has 600 acres of industrial land and is home to 200 companies that collectively support over 8,000 jobs," he says. "It's one of the premier business parks in Ontario, and a real showpiece that demonstrates our community's commitment to helping businesses to succeed."

In an effort to help make way for more new companies to set up shop in Oakville, the Town has identified 2200 acres of employment land that will be

located alongside the new 407 highway.

The portion of the highway which extends to Oakville is due to open in the summer of 2001 and Cash views the arrival of the 407 as being an important step forward for the community.

"The 407 will be a great addition to the infrastructure in this region, and will make Oakville an even more attractive location from which to serve markets in Central Canada and the United States."

"We plan to manage the development of north Oakville in a very balanced and careful manner," he explains.

"One-third of the land will be devoted to new industry, one-third will be used for residential development and the final third will be set aside as open space."

In addition to the impending opening of the 407, there are a number of other new developments taking place in Oakville this year that will provide added impetus for economic growth.

Cash notes that among the most important of these are the construction of a new head office building for the

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VIA



Future looks bright

• *Continued from previous page*
 Ford Motor Company of Canada, the widening of the Queen Elizabeth Way, and the construction of a new Delta Hotel in Oakville.

“Business people in Oakville have a sense that this is a place where things are happening,” says Cash.

“It’s clear that the companies that are already established here are very committed to the community’s future and, in addition, new companies are starting to sit up and take notice of the opportunities that are available to them in Oakville,” he explains.

The bottom line, according to Cash, is that Oakville has a great future ahead of it, pointing out that the key to the Town’s success will involve managing

future growth in a well-planned way.

“Oakville is a community that has all of the right fundamentals in place to be an outstanding location for business,” says Cash. “What we’ve got to do is manage our economic development carefully to achieve sustainable growth and, at the same time, maintain all of the advantages that make the Town a great place to live in,” he explains.

“In that respect, I believe that Oakville has what it takes to be a model for the successful medium-sized community of the future.”

“It’s the kind of environment in which people can build a great life and, more and more, the kind of place in which it’s also possible to build a very rewarding career.”

UPS LOGISTICS SIGNS IN

Livingston, a 60-year old Canadian logistics company, officially adopted the name UPS Logistics Group (UPS LG) in Canada this May, adding global reach to its national network. UPS LG is one of the many major companies now doing business in the Town of Oakville.

4.75 by 5.35

PARADISO

4.5 by 3.25

CONVENTION CENTRE

4.5 by 3.25

FLIGHT CENTRE

UNIT PAGE AD

4.66 by 3.25

Many treats await you in Downtown Oakville

Downtown Oakville is one of the foremost shopping and dining destinations in Ontario with its unique blend of diverse shops, fine eateries and personal and business services available at your fingertips.

The Downtown is located in Oakville's heritage district adjacent to the downtown harbour, museums, galleries and the Oakville Centre for the Performing Arts.

During the summer, each weekend will see entertainment in the village, including a variety of music from classical to rock.

For more information on activities in Downtown Oakville, contact the BIA office at (905) 825-3258.

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DOWNTOWN EVENTS CALENDAR

- June 14-16** - 27th Annual Sidewalk Sale
- June 22-24** - Oakville Waterfront Festival
- July 6-8** - Oakville Jazz Festival
- July 20** - Midnight Madness (from 6 pm)
- Sept. 15** - Autumn Festival
- Oct. 31** - Tiny Tots On Parade (10 am)
- Nov. 16** - Tree Lighting Ceremony (7 pm)
- Nov. 17** - Santa Claus Parade
- Dec. 4** - Christmas Magic (6-10 pm)
- Dec. 8-24** - Christmas In Downtown



www.oakvilledowntown.com

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Bronte Village has a rich history

The Village of Bronte was officially founded in 1834 and named in tribute to British Naval Hero, Admiral Nelson, who was the “Duchy of Bronte.”

On the shores of Lake Ontario, one of our most beautiful lakes, thrives the picturesque Village of Bronte. Here you can spend a delightful day strolling the boardwalk, visiting the shops or relaxing at the beach while boats sail by.

Experience our hospitality where exceptional customer service, product selection and price are a way of life.

The Village boasts of fine dining, casual and fast food establishments and our fashion boutiques. You’ll discover a world of choice that isn’t a world away.

The Village of Bronte was officially founded in 1834 and named in tribute to British Naval Hero, Admiral Nelson, who was the “Duchy of Bronte.”

The original settlers were United Empire Loyalists. The streets in the Village were named for these founding

fathers, such as Sovereign, Hixon, Nelson and Belyea. These historic names can still be found in families that continue to reside in the Village.

The first harbour, established 22 years after the Village was founded, was the commercial shipping centre for grain and timber. However, with the coming of the railway, the villagers turned to commercial fishing and, in the late 19th century, Bronte became a fishing port.

Another notable resident of the village was the renowned author, Mazo de la Roche, whose works the “Jalna Series” have been widely read around the world. She wrote these books while she and her family lived in one of the founding father’s homes, the Sovereign House.

This home has been preserved and is home to the Bronte Historical Society. The Sovereign House is also open to the

UPCOMING EVENTS

MAY 26
Buccaneer Treasure Chest Day

JUNE 22-24
Oakville Waterfront Festival

JULY 1
Canada Day Festivities

public. Close by is a Heritage Cemetery which dates back to the days of the Underground Railroad.

The Bronte Village BIA represents the merchants in the area and host events that also bring visitors to the Village.

On May 26, 2001, the Village comes alive for the Annual Bronte Buccaneer Treasure Chest Day. This event is geared to children ages 3 years to 12 years.

Prizes can be found in treasure chests sponsored at local merchants.

Prizes will also be awarded for the colouring contest and the best decorated bike and costume that are part of the bicycle parade in the Village.

There will also be a roving pirate, a minstrel and juggler on hand to entertain and vendors will sell food, drinks and merchandise. Get your picture taken in the Pillage. Treasure Maps cost \$5 each and they will be available by contacting the office by phone at 905-825-3258 or by fax at 905-825-5947.

Future events in Bronte Village are the Oakville Waterfront Festival, June 22-24 and the Canada Day Festivities on July 1. Drop into the Bronte Village BIA Office when you are in the Village to pick up other tourist information.

We’re at 100 Bronte Road. We have a web page, www.brontevillage.net, that you can browse for more information about the history, shops and services. We look forward to seeing you.

1/4 PAGE

BRONTE

1/8 PAGE

**CRAFTER’S
COVE**

1/8 PAGE

**BRONTE
CREEK PARK**

LOTS OF FUN FOR EVERYONE!

MAY
Victoria Day, May 19 - 21

The Thomas House opens for the summer season. Open 1:00 to 4:30 p.m. Tuesday to Friday, Sunday and holidays. For more information call (905) 844-2695.

Niagara Escarpment Meeting, May 23

7:30 p.m. - Wednesday Public Meeting at Knox Church "The Niagara Escarpment: a Provincial Jewel" by Sue Powell. For more information call (905) 844-2695.

Greyhound Meet and Greet, May 25 - 27

"It's a Greyhound Life!" - Greyhound Meet and Greet at the Oakville Entertainment Centrum. Call (905) 829-0040.

Bronte Buccaneer's Treasure Hunt, May 26

Ahoy lads and lassies! Cruise on down to the Village of Bronte on Saturday, May 26 from 11:00 a.m. Participate in the children's parade, treasure hunt throughout the Village, and look out for pillaging pirates! Call (905) 825-3258.

JUNE
Beach Volleyball, June - August

Summer Beach Volleyball League - Join this 10 week recreation beach volleyball league at the Oakville Entertainment Centrum. Call (905) 829-0040.

Historical Walking Tours, June - September

Tours will be conducted during the summer months at approximately two-week intervals. The first tour will be on Sunday, June 3. Total time is about two hours. Reservations requested. Call (905) 844-2695.

Butterfly Foundation Gala, June 2

Spectacular evening that will officially launch the new Oakville Conference and Banquet Centre. The Butterfly Foundation Gala and Auction, a black tie affair set in darkest Africa, will thrill its guests and set the stage for an evening of elegant dining, dancing and entertainment. The Gala will raise funds for the Bronte Butterfly Foundation, a registered charitable organization. Tickets are limited, so call today to reserve. (905) 825-2245, includes tax receipt.

Groundwater Festival, June - TBA

Groundwater Festival - Call Bronte Creek Provincial Park for more information. (905) 827-6911.

ANNUAL PICNIC-in-the-PARK, June 10

12:00 Noon to 4:00 p.m. 35th annual Picnic-in-the-Park at Lakeside Park, Front Street. Call (905) 825-3258.

Sidewalk Sale, June 14-16

An Oakville tradition - The largest and longest running in the area! Downtown's annual Sidewalk Sale offers you plenty of shopping as well as dining and entertainment at great prices. Call the Downtown BIA at (905) 844-4520.

Father's Day, Nature's Dads, June 16 - 17

Drop by the Nature Centre to learn about the wild world of natural Dads. On Sunday, take part in Father's Day at Spruce Lane Farmhouse. For more information call (905) 827-6911.

Tea on the bluffs, June 17

11:00 a.m. - 5:00 p.m. An annual event at the Sovereign House in Bronte. Call the Bronte Historical Society for details at (905) 825-5552.

Oakville Waterfront Festival, June 22 - 24

Various locations - 3 days of fun for the entire family along Oakville's Waterfront. Rock music, craft show, symphony concerts, amusement rides, jazz, and more. Main stage concerts and fireworks nightly. Visit www.oakville-festival.org.

Tall Ship Cruises, June 22 - 24

Departing Bronte Harbour Pier, the Empire Sandy Tall Ship sails along the north shore of Lake Ontario. Enjoy dining at "sea" with entertainment, fireworks, and more. A Sunday service sail will provide the early morning worshippers with a unique opportunity to count their blessings amidst the beauty of nature. Proceeds from the tall ship cruises benefit the Bronte Butterfly Foundation. Call 825-2245 for tickets.

JULY
Canada Day, July 1

Make your Canada Day celebrations truly meaningful with a visit through Oakville's past with the Oakville Museum. Admission by donation. Call (905) 338-4400.

Canada & Dominion Day Celebrations, July 1

Fun for all, face-painting fun and Canadian trivia at Bronte Creek Provincial Park. Call (905) 827-6911.

Canada Day in Bronte, July 1

Come to Bronte and celebrate, entertainment, a parade, street vendors and lots of fun for the family. Sponsored by the merchants of Bronte. Call (905) 825-3258.


Canadian Craft Show, July 1

Canadian Craft Show and Fireworks Festival - Come enjoy this annual event at the Oakville Entertainment Centrum over the Canada Day Weekend. Call (905) 829-0040.

Farmers Market, July - October

Drop by to enjoy fresh products at the Farmers Market at the Oakville Entertainment Centrum every Saturday and Sunday morning from July to October. Call (905) 829-0040.

Downtown Oakville Jazz Festival, July 6 - 8

Experience great jazz in downtown Oakville. Live venues in restaurants and other locations make this a 3-day musical treat. (Sunday tentative). Call. (905) 844-4520.

Hooked on Fishing, July 7 - 8

Drop by the Nature Centre at Bronte Creek Provincial Park to explore the world of fishing. Call (905) 827-6911.

Oakville Jazz and Bluesfest, July - TBA

At the Oakville Entertainment Centrum for the second year in a row, stay tuned for details. Call (905) 829-0040.

Exploring the environment, July 14 - 15

Exploring our environment at Bronte Creek Provincial Park, for details call (905) 827-6911.

13th Annual Mayor's Golf Tournament, July 16

The United Way holds the 13th Annual Mayor's Golf Tournament, held at the beautiful Rattlesnake Point Golf Club. 288 golf spots available. Call (905) 845-5571.

Midnight Madness, July 20

Celebrating 24 years of Madness - Oakville's largest retail event of the year! From 6 p.m. to midnight, downtown Oakville becomes a grand street festival. Enjoy live music, strolling entertainers, great food and the best buys in town!

Reptile Mania, July 21 - 22

Live specimens, information seminars, quizzes and displays at Bronte Creek Provincial Park. Call (905) 827-6911.

Oakville Youth Festival, July 21 - 22

In conjunction with the Oakville Centre for the Performing Arts, Oakville Arts Council and Appleby College located in the Oakville Entertainment Centrum. Call (905) 829-0040.

Amazing Archaeology, July 28 - 29

Lots to see and do. Demonstrations, presentations, displays at Bronte Creek Provincial Park. Call (905) 827-6911.

AUGUST
Mayor's Softball Tournament, August - TBA

The United Way of Oakville holds the 4th Annual Mayor's Softball Tournament for the home-builders industry, hosted by Mattamy Homes. For details call (905) 845-5571.

Wood U Know, August 11 - 12

Wood U Know and Farm Festival - Theme weekend, tree and tree products. Call (905) 827-6911.

Spirits of Bronte Creek, August 4 - 5

Watch the history of Bronte Creek come to life in this theatrical presentation around a campfire. Call (905) 827-6911.

ART in the Park, August 6

Oakville Art Society's 37th Annual Juried Art Show and Sale, at the Heritage Waterfront Park in Bronte. Sponsored by the Oakville Art Society. Call (905) 827-5711.

- Downtown Oakville will be alive with the sound of music as the Jazz Festival returns for another year, at various venues, from July 6-8.

Children's Day, August 12

1 - 4 pm: A day of family fun and entertainment. Cost: \$5, Call The Oakville Museum at (905) 338-4400.

GLEN ABBEY SUMMERFEST, August 17 - 19

Three days of family fun and entertainment in North Oakville. Games, rides, and fun for all in Nottinghill Park. Call Glen Abbey Residents Association, (905) 827-5378.

Birds of Bronte, August 18 - 19

Bronte Creek Provincial Park - Join them for an Owl Prowl. Learn how to hoot for three different types of owls. For more information call (905) 827-6911.

Creatures of the Night, August 25 - 26

Bronte Creek Provincial Park - Join them for a coyote howl. Explore the natural world after dark. Pre-registration necessary. For more information call (905) 827-6911.

SEPTEMBER
Winston Park Challenge, September - TBA

United Way of Oakville. Members of the Winston Park business community enjoy a day of fun - and fundraising. For details call (905) 845-5571.

38th Annual Bathtub Race, September - TBA

United Way of Oakville Community Day including the 38th Annual Bathtub Race. Local high schools help launch the 2001 campaign, by competing in the annual tub race down the Lakeshore Rd. Includes agency fair in town square.

Oakville Peace & Music Festival, Sept. - TBA

Coronation Park, annual event - music and displays throughout the day in Coronation Park. (905) 849-5501.

Endless Summer Nights, September 1 - 3

Endless Summer Nights and Car Cruiser Show - Throughout the Labour Day weekend at the Oakville Entertainment Centrum. For details call (905) 829-0040.

Honeybee Festival, September 1 - 3

Bronte Creek Provincial Park. Call (905) 827-6911.

Bronte Rocks, September 1 - 3

Labour Day - Sailing event from Bronte Harbour Yacht Club. For details call (905) 827-6437.

Labour Day, September 3

The Thomas House regular season ends but opens Sundays, September 9, 16, 23, & 30. Call (905) 844-2695.

Anne of Green Gables Garden Party, September 2

Bronte Creek Provincial Park. Call (905) 827-6911.

Autumn Festival, September 15

Downtown Oakville welcomes the Autumn season with a one day sidewalk sale, an art exhibit, wine tasting, pancake breakfast, roasted corn on the cob and live entertainment. For details call the Downtown BIA at (905) 844-4520.

Celtic Festival, September 22

Bronte Creek Provincial Park. Call (905) 827-6911.

Presentation by John Rutherford, Sept. 26

7:30 p.m. - Wednesday Presentation by John Rutherford in the role of Lieutenant Governor John Graves Simcoe. For more information call (905) 844-2695.

Harvest Festival, September 30

1:00 to 4:00 p.m. - Harvest Festival at the Thomas House, Lakeside Park. For more information call (905) 844-2695.

Autumn colours sky ride, Sept. 30 (and Oct. 8)

A unique opportunity to ride to the top of the Niagara Escarpment aboard a chair lift and join a two-hour guided hike. Hikes are pre-booked, for details call the Halton Region Museum at (905) 875-2200.

OCTOBER
Oktoberfest in Oakville, October - TBA

Located in the Oakville Entertainment Centrum, this event features award winning polka king Walter Ostanek. For details call (905) 829-0040.

Carousel of Nations, October - TBA

United Way of Oakville - Third annual two day festival celebrating cultural heritage. Passport holders will enjoy visiting different pavilions representing different countries, where they can see traditional dance, taste exotic food and learn about their neighbours' culture. Passports sold throughout the community. Call (905) 845-5571.

Harvest Home, October 6 - 8

A Victorian Thanksgiving and Fall Fair at Bronte Creek Provincial Park, for details call (905) 827-6911.

Fabulous Fall Hike, October 14 - 15

Enjoy the beautiful scenery of fall at Bronte Creek Provincial Park, for details call (905) 827-6911.

Halloween Capers, October 20 - 21 & 27 - 28

Bronte Creek Provincial Park - Haunted house, horse-drawn wagon rides, pumpkin patch, spooky barns, creepy animal facts and a spider hunt. Call (905) 827-6911.

Tiny Tots on Parade, October 31

10:00 a.m. - All pre-schoolers and toddlers are invited to Towne Square in Downtown Oakville in their Halloween'ed best to trick or treat through downtown. Special guests include DOBI the downtown bear and Daisy the witch. For details call (905) 844-4520.

Kidz Halloween Safety Day, October - TBA

Taking place at the Oakville Entertainment Centrum, stay tuned for details. Call (905) 829-0040.

NOVEMBER
Annual Tree Lighting Ceremony, November 16

7:00 p.m. - Join thousands in downtown Oakville as the holiday season officially begins. Refreshments, carols and holiday entertainment. For more information call the Downtown BIA at (905) 844-4520.

Coyote Howl, November 17

Bronte Creek Provincial Park. Call (905) 827-6911.

Murder Mystery, November 18

Bronte Creek Provincial Park - Solve the mystery of who dun it! For details call (905) 827-6911.

Tree Lighting Ceremony, November 24

A holiday event not to be missed, located at the Oakville Entertainment Centrum. For details call (905) 829-0040.

"Medical History", November 28

7:30 p.m. - Wednesday Public Meeting at Knox Church. "Medical History" by Dr. David Wright. Call (905) 844-2695.

DECEMBER
Christmas in Bronte, Month of December

Special events throughout the month, treats from the retailers and Santa at the Village Mall. Sponsored by the merchants of Bronte. For details call (905) 825-3258.

"Light up the Town", Month of December

Themed to the Twelve Days of Christmas. Holiday fun at the Oakville Entertainment Centrum. Call (905) 829-0040.

Community Christmas Festival, December - TBA

Bronte Creek Provincial Park. Weekends in December, enjoy Victorian Christmas festivities. Call (905) 827-6911.

Tree Lighting Ceremony, December 1

Join us for hot tea and the singing of Christmas Carols. Watch as we light the giant Christmas Tree at Etceteras Restaurant. Sponsored by Bronte BIA. Call (905) 825-3258.

Christmas in Downtown Oakville, Dec. 8 - 24

Shop leisurely during the hustle and bustle of the Christmas season. Truly magical downtown shopping. For details call the Downtown BIA at (905) 844-4520.

1/4 PAGE AD
OAKVILLE PLACE



- Oakville Place features more than 450,000 square feet of shopping and dining.

Oakville is truly a shopper's paradise

From Bronte Village to Oakville Place, there's plenty of great shopping to be found in the Town of Oakville.

Historic downtown Oakville holds a special appeal, with its marriage of contemporary style and traditional charm. Quaint and sophisticated store fronts create that delicate blend of a bygone days with a 21st century, turn-of-the-millennium mystique.

With some 350 businesses, it is a place to meet and wander through gift stores, fashion boutiques, specialty food stores and fine jewelry establishments.

The Kerr Street Village offers a diverse blend of stores, services and restaurants with a distinctive multi-cultural flavour. The shops include fashion and jewelry, German, Italian and Indian cuisine, office supplies and antiques stores.

Oakville Place, located at the junction of the QEW and Trafalgar Road, is an indoor mall with trendy and classic clothes, a food court and a climate-controlled environment.

Home to more than 100 stores and services on two levels, with just over 450,000 square feet of shopping and dining, it is visible from the QEW.

Located on the shores of Lake Ontario, at the base of Twelve Mile Creek, lies one

of the most picturesque shopping villages in the province. With boutiques, a boardwalk and the beach, Bronte Village offers activities for the entire family.

With over 175 shops and services, you can browse amongst antiques, pick up a best-selling novel at the book store, buy a basket of gourmet foods and select a prime cut of beef at the neighbourhood butcher.

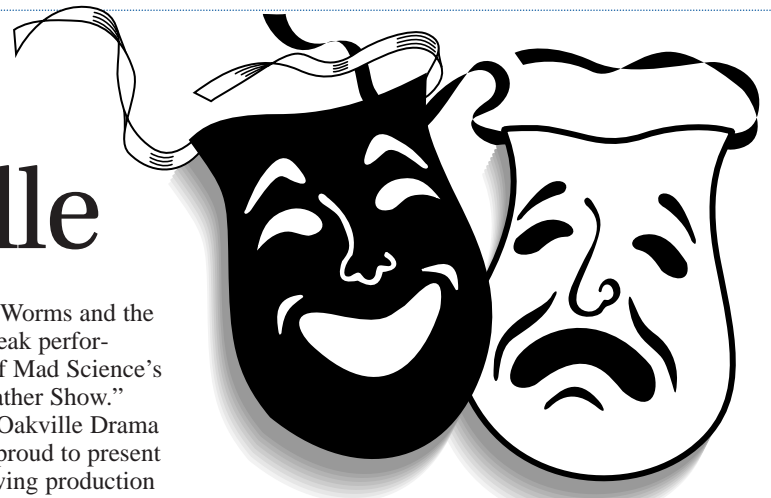
Consistently voted the number-one tourist attraction in Halton Region, most of Bronte's businesses are owner-operated. That hands-on approach and helpful staff, has made the historic village a leader in home-grown hospitality. And, because of its designation as a bona fide tourist area, most shops are open Sundays and holidays.

Spend a day and linger over lunch on a patio at any one of the fine dining emporiums. Or, you can stroll the Bronte Heritage Waterfront Park, overlooking a majestic Lake Ontario with its panoramic view of whitecaps and waves that lap the shores.

Charter a boat, spread a blanket for a picnic, or step back in time at Bronte's Sovereign House, home of Bronte's Historical Society.

And remember, the parking is on us. You won't see a meter for miles.

Entertainment takes Centre stage in Oakville



One of the most amazing things about the Oakville Centre for the Performing Arts is the diversity and amount of performances this theatre has on stage in a year.

Shared by three user groups, Oakville Centre Productions (Big Ticket Concerts), the Oakville community groups (Oakville Drama Series, Oakville Symphony Orchestra, Fanfare Productions and various local dance companies), and rental clients (who produce their own shows), the Centre is busy at least 247 nights per year.

The Big Ticket membership is valid for one year and has great benefits, including the opportunity to purchase tickets before the public at discounts up to 25 per cent off the normal ticket price.

Members are also treated to special nights out, gala shows and discounts at local restaurants and businesses.

The Big Ticket concert schedule for 2001-02 includes: July - the comic Genius of Sean Cullen; September - the Canadian Tire Tribute to Glenn Miller, the Barras MacNeils and Sharon, Bram & friends; October - Oscar Lopez, Pianomen: Music of Elton John and Billy Joel, Jann Arden, Buddy Was'is Name and the Other Fellers and Dufflebag Theatre's Peter Pan; November - Michael Burgess, Colin James, Sibs and Judy and David; December - an array of shows and Christmas specials, including, Quartelo Gelato, Lorne Elliott, The Wizard of Oz, Oakville Children's Choir, Senior Spectacular and The Oakville School of dance with the Oakville Symphony performing "The Nutcracker."

Just some the names to look out for in 2002 include the following: Jean Stillwell, Tafel Musik, Richard Wood, Jeff Hyslop, The Nylons, Rompin Ronnie Hawkins, Kreskin, Bob Newheart, The

Arrogant Worms and the March break performances of Mad Science's "The Weather Show."

The Oakville Drama Series is proud to present the following production schedule: September - Steel Magnolias, October - Deathtrap, November - Ring Around the Moon, January - The Memory of Walter, February - Amadeus, March - Tourists Trap and April - When we are Married.

The Oakville Symphony Orchestra is proud to present: November - "Old World Meets the New," the music of Beethoven and Dvorak; February - "Mediterranean Romance," the music of Bizet, Debussy, Falla and Tchaikovsky, April - "Orchestral Fireworks," the music of Dvorak and Rimsky and, in May - "The Last Night of the Proms,"

featuring a varied repertoire plus the standard favorites of Rule Britannia and Pomp and Circumstance.

Enjoy live theatre and concerts in our intimate 485-seat hall in downtown Oakville. Bus tours and group rates are available and many show packages are designed to make your experience to Oakville a friendly and entertaining one.

For a complete list of performance times and dates please call the box office at (905) 815-2021 or visit the web site at www.oc4pa.com.

1/8 PAGE AD

**Oakville
Galleries**

1/8 PAGE AD

**Abbozzo
Galleries**

4.75 by 5.35

Oakville Centre

UNIT PAGE AD

4.66 by 3.25

*For a complete listing of all
accommodations in Oakville,
visit us on the web at:*

www.oeda.oakville.on.ca

and click on tourism

UNIT PAGE AD

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You'll enjoy your stay with us

Business tourism is one of the fastest growing sectors of the travel industry and it's not hard to figure out why. As companies struggle to get a leg up on competitors, more and more are organizing off-site meetings and retreats to enable top managers to brainstorm about important issues and problems.

Oftentimes, picking the right setting can make all the difference in helping company retreats to be both productive and rewarding. Oakville is a place that provides a perfect environment for management teams that want to get down to business by getting away from it all.

Most corporate meetings tend to involve gatherings of 50 people or less, and, in many cases, participants from all over the country are in attendance.

One of the things that makes Oakville a great place for these kinds of sessions is the ease in which you can travel to and from meetings, says Elaine Scrivener, marketing officer with the Oakville Economic Development Alliance.

Oakville is a place that provides a perfect environment for management teams that want to get down to business by getting away from it all.

Scrivener points out that the Town is within a half-hour drive of two major airports and its location adjacent to several of Ontario's largest highways makes car travel a breeze.

The Town also has daily, frequent rail connections with both VIA and GO service and free parking at its hotels and major meeting facilities is an added plus.

And, there's no shortage of quality hotel space within Oakville; the Town is well-served by six modern hotels that offer a total of over 600 rooms.

An additional 97 rooms will become available when the Hilton Garden Inn opens this summer, says Scrivener.

She adds that Delta is presently planning another new hotel at the Glen Abbey Golf Course. Scheduled for completion in early 2003, the new facility will have 240 rooms along with meeting facilities, a restaurant and a health spa.

Another facility, the Oakville Banquet & Conference Centre, opens this spring on Wyecroft Road. Located adjacent to the Holiday Inn Express Hotel & Suites, it will accommodate banquets for 600 people or meetings and conferences.

The Town's new tourism program, "Stay in Oakville and play at world-class golf courses within a 30-minute drive," offers accommodations and tee time bookings by calling 1-800-522-0009.

The superb golf courses within the area provide a welcome respite when meeting participants are ready to knock off from a hard day's work and, for those with other interests, Oakville offers lots

of other things to see and do.

Oakville is a great "Getaway" destination, with great dining, diverse shopping, theatre, golf, parks, trails and a beautiful heritage waterfront on Lake Ontario's north shore, says Scrivener.

But perhaps the biggest advantage that Oakville has to offer for business get-togethers, is the unique atmosphere that one finds within the Town. Its historic charm and serene pace offer an ideal setting in which to step back from the hectic pace of day-to-day business life and contemplate the issues that may be crucial to your company's future.

The bottom line, says Scrivener, is that for executives who are seeking a locale in which to hold important high level meetings, there's no better destination to contemplate than Oakville.

Maybe that explains why companies are flocking to Town to take advantage of its many features, and returning from their visit with the feeling that they've experienced something special.

1/2 PAGE AD

GENESIS HOMES

Waterfront Festival celebrates 10th anniversary

Each June, upwards of 100,000 residents and tourists officially welcome summer at the Oakville Waterfront Festival. For three fun-filled days, from Friday, June 22 to Sunday, June 24, the

entire community celebrates the season with street dances, symphonies, sporting events, singing sensations and a sailing regatta.

This year will be no exception as Oakville's famous festival, focused on the waterfront, marks its 10th year with help from major sponsor Tim Horton Donut Ltd.

Friday and Saturday, a fireworks display will light up the sky in celebration of the Waterfront's anniversary.

Some of this year's musical highlights

include performances by Kim Mitchell and The Jeff Healy Band. Both will perform on Friday, June 22 at Coronation Park, with Juno Award-winning artist Jann Arden performing on Saturday, June 23, also at Coronation Park.

Another musical treat has the Toronto All Star Big Band returning to the stage. This dynamic young orchestra pays tribute to the legendary big band era, featuring Glenn Miller and Benny Goodman

classics. These 14- to 20-year-olds rekindle the romantic sounds of the dance band era on June 23 as part of the Big Band Street Dance on Bronte Road.

For the kids, the Children's Village is an ongoing treat, offering face painting and cookie decorating, gymnastics demonstrations, storytime, a petting zoo and much, much more.

Other highlights of this year's festival include: a Classic Ford Car Show; the

Rotary Bar and Grill, which is serving up the first-ever Lobsterfest; and Empire Sandy Cruises, taking you along the coastline aboard this magnificent Tall Ship.

Also not to be missed are the Upper Canada Theatre Company's versions of Rebel Talk and Miss Emma performed regularly throughout the weekend.

For a complete listing of this year's Festival events, you can visit the web site www.oakville-festival.org.

**philthy
mcnasty's**

2.25 x 3.25

The Wave

5.35 by 2.35

1/4 PAGE AD

TIM HORTONS

1/4 PAGE AD

CHAMBER



◀ *WORK IN PROGRESS*

Through exhibitions in Gairloch Gardens and at Centennial Square, Oakville Galleries offers a year-round exhibition program encompassing a wide range of exciting and innovative contemporary works of art. The Bruegel Bus, left, is currently on display (until Aug. 12) at Centennial Square. This incredible tour de force by Kim Adams is in the 4th year of a proposed 10-year project. The Bruegel Bosch Bus is created from a Volkswagen van that has been cut in to exposed territories of leisure and industry – each encroaching on the other. For more information, contact Oakville Galleries at (905) 844-4402.



WOODBLOCK PRINT ▶

Abbozzo Gallery, 179 Lakeshore Road East, is offering a new Woodblock Print created by artist Naoko Matsubara. This print, titled "YMCA Kids," is limited to an edition of 15 impressions and measures 16 1/4" by 7 1/2".

All proceeds from the sale of the print will be donated to the YMCA Capital Campaign. To reserve your number from the edition and support this important community event, please contact the Gallery at 905-844-4481.

1/2 PAGE AD

VIA 2

College continues to make the grade

One of the key pillars of Oakville's economic growth is Sheridan College. The second largest employer in the Town, Sheridan has a total enrollment of 10,000 full-time students, 6400 of whom are located at the college's main campus in Oakville.

Sheridan offers over 90 programs through its five schools, and has developed an enviable reputation for the high quality of the education it offers and the ease with which its graduates are able to find work in their chosen fields. The college is headed by Dr. Robert Turner, an experienced academic administrator who recently assumed his duties after serving as president of Alberta's Olds College.

One of Sheridan's most important claims to fame is the success it has enjoyed in positioning itself at the forefront of the new economy.

A good example of this is the degree to which the college has integrated e-commerce courses into its curriculum. Sheridan currently addresses e-commerce issues in courses such as Computer



Applications, Database/Direct Marketing, and Marketing on the Web and plans are also in the works to develop a new e-commerce stream that will be offered by the School of Business.

A key part of Sheridan's success stems from the college's willingness to ensure that the programs that it offers are grounded in the real world. Guidance for curriculum development is provided by a series of Program Advisory Committees, each of which are staffed by representatives from the business community.

The input and advice which these committees offer plays a crucial role in ensuring that Sheridan's curriculum is

aligned with the needs of the various industry sectors which the college is seeking to serve.

Partnerships with other educational institutions have also played a big role in Sheridan's evolution. The college now offers several different programs with partners that include the University of Toronto, York University, the University of Guelph, and the University of Colorado; these programs run the gamut from art history and theatre to human kinetics to telecommunications.

This coming September, Sheridan will team up once again with the University of Toronto to begin offering a new program that will focus on communication theory and practice, cultural studies, and multimedia design and implementation.

Within the Town of Oakville itself, Sheridan plays a key role in contributing to the economic vitality of the community. Last fall, the college opened a new Centre for Animation and Emerging Technology. A \$32 million state-of-the-art facility, the new centre will offer

advanced training in fields such as film and television, computer animation, broadcast journalism and multimedia.

Sheridan also works in partnership with the Town of Oakville to operate a Technology Transfer Centre which serves as a small business incubator for emerging multimedia companies.

Sheridan has a lot to be proud of and there's no more compelling testimonial to the significance of the college's achievements than the praise which is lavished upon it by former graduates and the companies that hire them.

The most recent Ontario Government Key Performance Indicators show that 92 per cent of companies are satisfied with the Sheridan grads on their payrolls and, likewise, the college boasts a 93 per cent graduate employment rate.

When all things are considered, it's clear that Sheridan is one of Ontario's most innovative and dynamic educational institutions and one which is destined to play a key role in helping to shape Oakville's future.

1/2 PAGE AD

SHERIDAN

Bronte Park expands to include camping

Good news for camping enthusiasts! You'll soon be able to enjoy an overnight stay at Bronte Creek Provincial Park.

For the first time, the park will be able to accommodate campers when its campground facilities are completed later this summer.

Construction of Ontario Parks' newest campground facility began at Bronte Creek last August. When completed, the campgrounds will feature 142 electric service sites and three group camping sites.

The campgrounds will add to the many already existing facilities at Bronte Creek Provincial Park, a year-round, day use park which was home to the aboriginal Mississauga tribe in the 17th century.

Now a centre for outdoor activities as well as a haven for birds, butterflies, small mammals and white tailed deer, red fox, coyote and raccoon, Bronte Creek Provincial Park has an extensive and intricate network of hiking and bicycling trails and is a favourite destination for families throughout the area.

Throughout the grounds there are picnic areas and shelters. A number of these shelters may be reserved by contacting the park. There is an extensive and intricate network of hiking trails as well as a bicycle trail. The creek has substantial seasonal populations of coho and chinook salmon and rainbow and brook trout as well as some small-mouth bass to tempt anglers.

In the Nature Centre, special events, slide shows and exhibits highlight the park's many features. The Nature Centre is also home to snakes, turtles, toads and salamanders. You can also see one of North America's few live observational honeybee hives.

For other summer fun, there is a large outdoor swimming pool, and courts for tennis, basketball, and volleyball at the park.

In the winter, the park's recreation complex has a lighted artificial skating rink; close by is a tobogganing hill, and the park's hiking trails

are used for cross-country skiing. There are heated change areas and picnic shelters.

At a concession near the recreation complex, visitors can buy snacks and rent barbecues.

They can also rent sports equipment in season – bicycles, basketballs, volleyballs, skates, cross-country skis and snowshoes.

Special events, programs, and demonstrations are held at the park year-round.

Forty hectares in the park are devoted to an operating farm that reflects the way of life around 1900. Costumed park interpreters perform old-fashioned domestic chores in a big Victorian farmhouse filled with period furniture.

Several barns, a chicken coop, an icehouse and a woodshed have been restored on original foundations. Another farm area in the park, invites children to climb and swing in a hayloft, or make friends with a variety of domesticated animals.

For information on upcoming events at Bronte Creek Provincial Park, call 905 827-6911 or visit www.ontarioparks.com/bron.html.

TAKE A HIKE

Oakville has more than 130 kilometres of trail systems. These include the Heritage Trails, Waterfront Trail and trails at Bronte Creek Park.



1/8
**BUETEL
GOODMAN**

4.75 by 5.35
NATIONAL HOMES

Town's first golf course was opened in 1921

Oakville's interest in golf stretches back to 1917 when a citizens' committee was established to "market" the Town as a summer resort. One of the first things recommended by the committee

was that a golf course be designed and constructed within four years. In 1921, this objective was achieved when a group of local businessmen proudly opened the Oakville Golf Club and, from that day on,

the Town's residents continued to move enthusiastically forward in their quest to establish Oakville as a focal point for the international golfing community.

If any single event ever confirmed Oakville's status as being a top-tier centre for golf enthusiasts, it must surely be the opening in 1966 of the Glen Abbey Golf Club and the establishment of the Canadian Open. Built on the grounds of a former monastery and incorporating courses designed by Jack Nicklaus, the Glen Abbey Golf Club is arguably the sport's most prestigious shrine in this country. It's home to the Royal Canadian Golf Association, the Royal Canadian Ladies' Golf Association, and the Canadian Golf Hall of Fame and Museum, and it's a place where virtually every great name in golf has played.

One of the most spectacular events in recent years took place last summer when, in front of a TV audience that numbered in the millions, Tiger Woods earned his Triple Crown victory at the Bell Canadian Open.

Glen Abbey may be Oakville's best-known golf course, but the town also boasts many other courses that are open to the public, as well as numerous other practice

facilities that will appeal to golfers ranging from novices to experts.

The community's prime location along the scenic shores of Lake Ontario makes Oakville an ideal spot in which to mix business with pleasure of golf.

That's something which local community leaders are now banking heavily on as they attempt to make golf a cornerstone of Oakville's tourism strategy.

The objective of new game plan is the use golf as the foundation around which Oakville can offer visitors a "total tourism experience." Specifically, the town is seeking to attract more visitors from both Canada and the United States, and hopes to use participation in golf as means to extend visitors' stays and encourage them to spend more while they remain in Oakville.

To set the wheels in motion, the Oakville Economic Development Alliance has created a partnership with local golf related businesses and the key players will work together to promote what Oakville has to offer through targeted advertising in golf and tourism publications and through media releases and participation at selected trade shows.

4.5 by 3.25

BRUCE HOOD TRAVEL

7.15 by 5.35

GOLF PROMO AD

1/8

**GOLF
MUSEUM**

FULL PAGE AD

GREENPARK

FULL PAGE AD

CLUBLINK