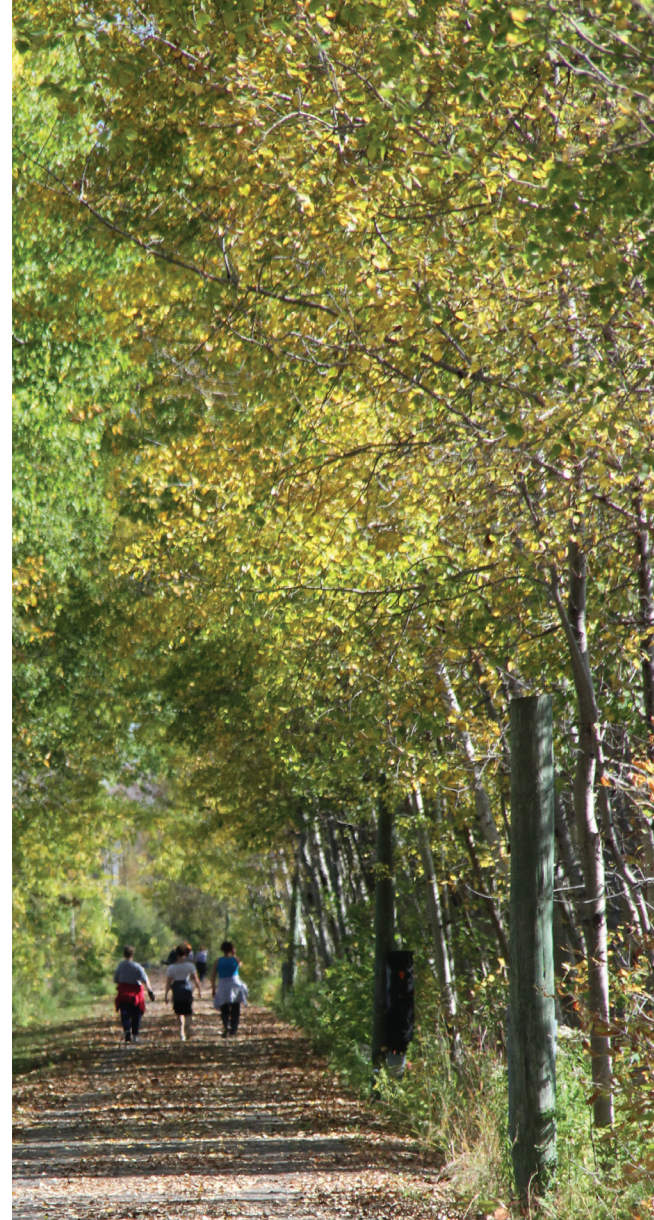


COMMUNITY PROFILE

2018



Municipalité de
RUSSELL
Township

*The Best Choice When
Planning Your Future!*





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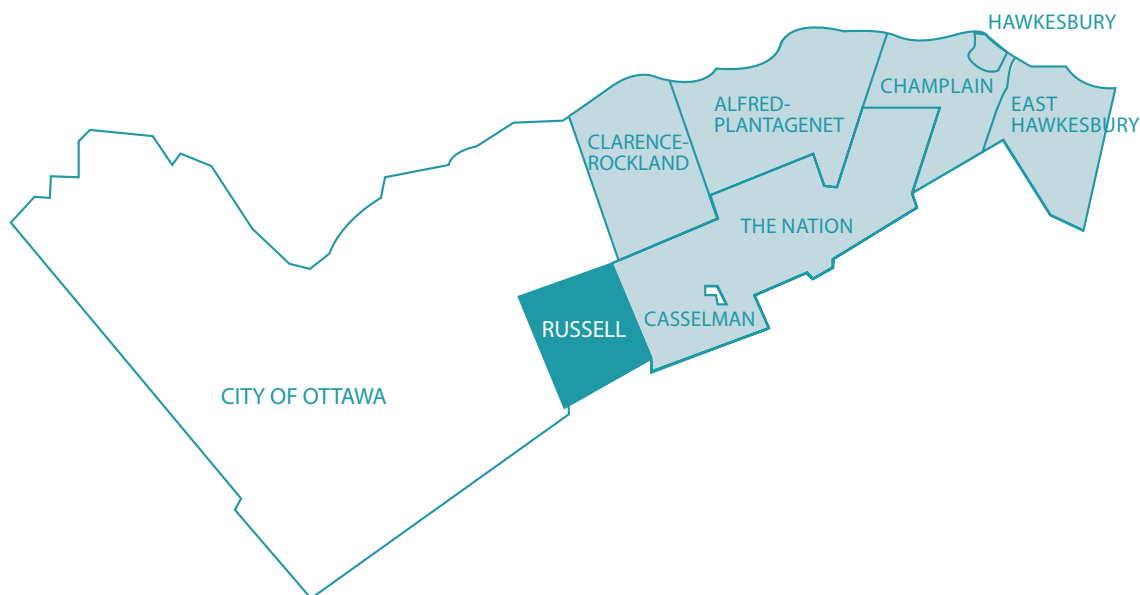
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WELCOME TO RUSSELL TOWNSHIP

The Township of Russell is located within the United Counties of Prescott and Russell, to the east of the City of Ottawa. One of the key factors contributing to continued steady growth in the Township is its proximity to the Ottawa area. The natural setting and bilingual nature of Embrun, Russell, Limoges, and Marionville make these Villages attractive communities to live and work.

The vision for the Township of Russell is to provide a high quality of life for residents by promoting the environmental, social, and economic sustainability of the Township as well as enhancing the unique features of its four villages.

An unmatched quality of life brings useful services, dining, and entertainment options to meet the needs of a growing community. MoneySense.ca ranked Russell Township as the third best place in Ontario to raise a family, and the third best place to live in Canada.



"In July 2018, we ranked as the 3rd best place to live in Canada and 3rd best place to raise kids in Ontario. As a community, we could not be more proud. This recognition would not have been possible without the businesses and the community as a whole. Russell Township isn't only a place to live it's a place to call home!"

Pierre Leroux, Russell Township Mayor

OUR HISTORY

Russell Township's first settlers included many United Empire Loyalists and migrants from Ireland and the British Isles who arrived in the late 1820s. They settled in the less swampy regions along the branches of the Castor River, in Luxemburg (defunct) and Duncanville (which later became Russell). In the mid-1840s, French Canadians settled in the lowlands at the east end of the Township, mainly in the Village of Embrun. Also included in the Township are the hamlets of Limoges and Marionville. In 1903, Marionville was named after 12 individuals whose surnames were Marion; while, in 1926, the Village of South Indian was renamed Limoges in honour of Father Limoges.

The Township's history is one of pragmatism and community spirit. In 1915 a large fire levelled 25 buildings in Russell, and in 1932 a number of buildings were also destroyed in Embrun's great fire. The resilience of our ancestors ensured that our communities would continue to grow and thrive.

As the Ottawa areas continued to grow in the latter part of the 20th Century, and as people sought escape from its urban sprawl, the Township experienced an explosion of new residents and businesses. That persistent growth has continued to the present day, where well over 16,000 people are proud to call Russell Township home and continue to write its history.



photo credit: Roland Piette



photo credit: Denyse Jordanier

QUICK FACTS

3rd

**BEST PLACE TO LIVE IN
CANADA**

(MoneySense.ca, 2018)

52.6

**HECTARES OF PARK LAND,
PLUS A 9.4 KM PAVED TRAIL**

31min.

TO DOWNTOWN OTTAWA

\$326,896

AVERAGE HOME VALUE

8.3%

**GROWTH RATE
(from 2011-2016)**

+9,000

WORK FORCE

+1,200

BUSINESSES

photo credit: Eric Deschamps

3



photo credit: Roland Pieter

DEMOGRAPHICS

The Township of Russell's population is expected to grow by approximately 45% by 2036 compared to 2016, representing an increase from approximately 16,520 people to 23,830 people.

16,520

POPULATION SIZE
(2016)

23,830

PROJECTED
POPULATION
(2036)

8.3%

POPULATION GROWTH
RATE BETWEEN
2011 & 2016

39

AVERAGE AGE

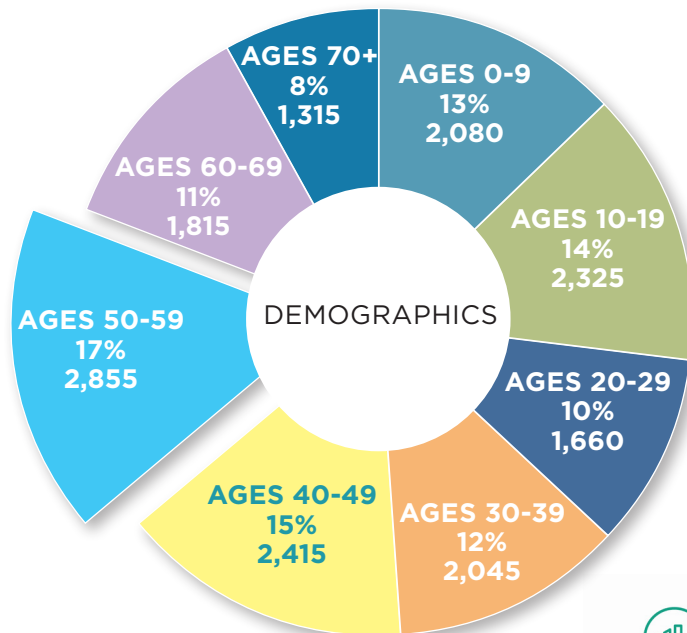
9,565

BILINGUAL
RESIDENTS (58%)

\$114,583

AVERAGE
HOUSEHOLD
INCOME

Source: Statistics Canada, Census Profiles, 2016.



A whole range of demographic, economic, and quality of life data are available at our customized Townfolio page: townfolio.co/on/russell/overview

HOUSING

Every day more and more people are choosing Russell Township as the ideal place to raise their children. Housing options include single homes, semi-detached homes, row houses, apartments, condominiums and retirement living. In Russell Township, you can enjoy all the options, services and features of a big city in a friendly, affordable, and safe community.

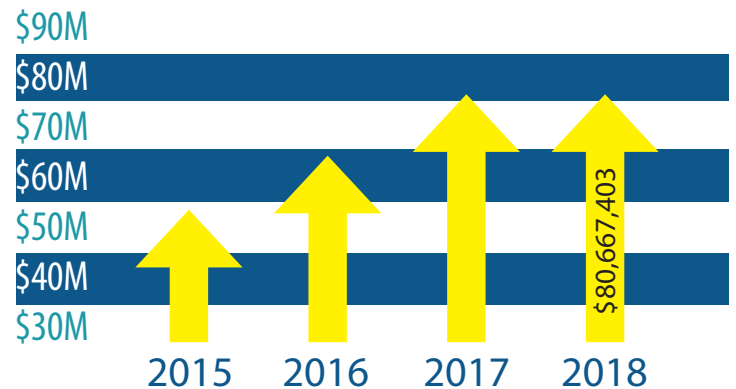
The number of new housing units is also projected to increase by approximately 56% by 2036, requiring approximately 2,980 new homes.

Russell Township also offers low-income housing for families, seniors, and adults that are in need of some additional support.

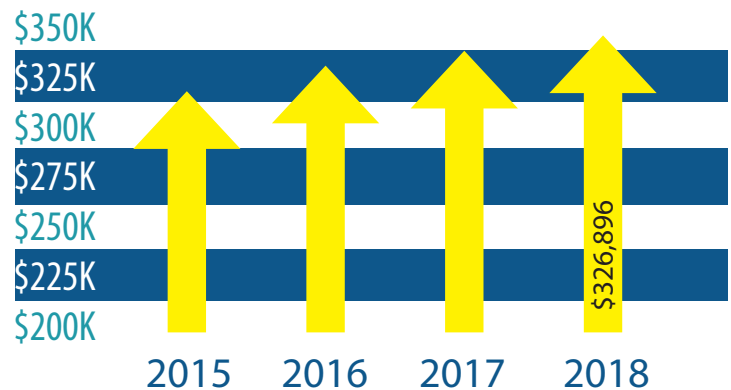
BUILDING PERMITS ISSUED

YEAR	SINGLE DWELLINGS	MULTI DWELLINGS	TOTAL NEW DWELLINGS
2015	110	56	166
2016	92	66	158
2017	106	58	164
2018	120	86	206

BUILDING PERMITS VALUE



AVERAGE DWELLING VALUE



"There are so many things I love, but one of them is the proximity to Ottawa. You're close to major health care, and the colleges are right off the highway."

Marie-Claire Ivanski, community volunteer, Friends for Life & Victoria's Quilts

EDUCATION

Russell Township has a variety of schools that offer curriculum in English and French, as well as Catholic and public schools. Our strong and consistent growth has led to an expansion of local schools to meet the needs of the population increase.

Embrun

- École élémentaire catholique pavillon La Croisée
- École élémentaire catholique St-Jean
- École élémentaire publique de la Rivière Castor
- École secondaire catholique Embrun

Russell

- École élémentaire catholique St-Joseph
- Mother Theresa Catholic Elementary School
- Russell High School
- Russell Public School
- St-Thomas Aquinas Catholic High School

Nearby Colleges and Universities

- La Cité Collégiale (35km)
- The University of Ottawa (37km)
- Saint Paul University (39km)
- Carleton University (41km)
- Dominican College (41km)
- Algonquin College (48km)





photo credit: J. Paul Deveau

7



photo credit: Nathalie Aube-Mercier



photo credit: J. Paul Deveau

ARTS & CULTURE

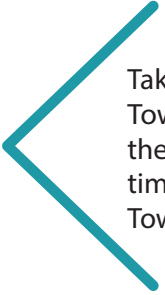
Russell Township offers a thriving arts and cultural community with something for everyone. Residents and visitors come together on many occasions for events and festivals.

A mainstay of the community is the Russell Fair which happens every September in the Village of Russell; just in time for that splash of autumn colour and lingering warmth of summer. As the snow begins to fall, what holiday season would be complete without Christmas Parades?

In January is the Embrun Carnival, where fun-filled outdoor activities are accompanied by the cheer and laughter of people of all ages. When the rays of summer begin to return and the flowers are in full bloom, Summerfest arrives with sports, crafts, music, and entertainment for the whole family.

These are just a small sample of the many interesting events happening throughout the year in Russell.

Event and festival dates are available at russell.ca



Take a step into history and admire the beauty of Russell Township's many historical properties. Buildings across the Township date as far back to the 1850s. Spend some time exploring these charming beauties dotted across the Township.



KEITH M. BOYD MUSEUM

The Keith M. Boyd Museum is operated by the Russell Historical Society. Its two buildings, themselves, are treasures, dating as far back as 1856. Once inside, take a step back in time to appreciate period-specific installations that give a glimpse of olden times.

PARKS & RECREATION

The Township of Russell has 24 municipal parks and natural areas comprising a total of 52.60 hectares. The Township's parks offer a variety of outdoor recreation facilities and amenities to appeal to a wide range of users, including but not limited to baseball diamonds, tennis courts, soccer fields, basketball courts, playgrounds, skate parks, as well as areas that are more passive.

The majority of park facilities are located within the two Town centres of Russell and Embrun, which have the greatest concentration of the Township's population. Russell Township also has a large dog park centrally located between Russell and Embrun.

More than 9.4 km of walking/cycling trails connect the village of Embrun and Russell and are available year round.

The Palais des Sports is Embrun's arena, where people can spend some time on the ice for recreational skating, figure skating, recreational-leagues, and organized sports and the home of our junior hockey team. In Russell, community members can go to the Frank Kinnaird Arena and expect the same mix of fun and friendly competition. In addition, Russell Township has premier curling facilities and a great five-pin bowling alley.

The Sports Dome, located on the west-end of Embrun, can accommodate almost any sport craving. This state-of-the-art facility is a first for the entire United Counties of Prescott & Russell area and features a meeting room, fitness gym, multisport court, turf field, and indoor track.

A full roster of recreational activities and programs is available for fall-winter and spring-summer periods.

A list of Parks and Recreation Activities is available at russell.ca

PARKS OF RUSSELL TOWNSHIP

EMBRUN

AG Bourdeau Park
Bourdeau Park
Camelot Park
Dog Park
Jean-Guy Lapointe Park
Mélanie Park
Omer Lamadeleine Park
Pico Park
Richelieu Park
Yahoo Park/Splash Pad

RUSSELL

Boyd Park
Duncanville Park
Hanover Park
J. Henry Tweed Conservation Area
Keith M. Boyd Park
Library Park
MacDougall Park
Old Towne West Park
Centennial Pool Park
Stanley Park
Stiver Park
W.E. Burton Conservation Area

MARIONVILLE

Séraphin-Marion Park

LIMOGES

Nokomis Park



photo credit: Julie Emard

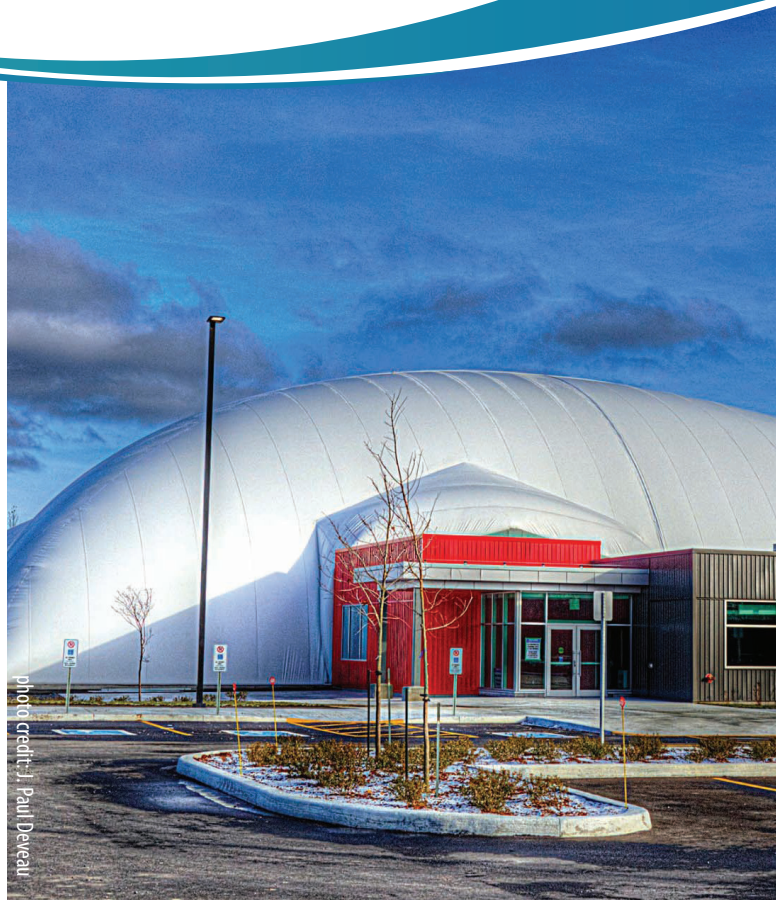


photo credit: Paul Deyeau

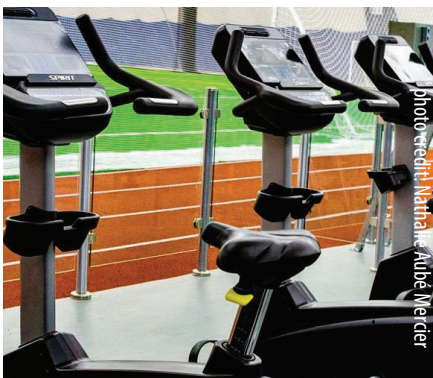


photo credit: Mathieu Aubre-Mercier



photo credit: Eric Deschamps

PUBLIC LIBRARIES & COMMUNITY HALLS

Russell Township has two library branches, each playing integral parts in the community through their resources, events, discussion groups, and workshops.

Our libraries are important community assets that bring entertainment together with learning. The majority of French events and book collections are found at the Embrun branch (Pavillon La Croisée, 1215 St-Augustin), and most English ones are available in Russell (1053 Concession Street).

A well regarded treasure is the relaxing flowered reading garden at the Russell branch.

COMMUNITY HALLS

EMBRUN COMMUNITY CENTRE | 8 Blais St.

PALAIS DES SPORTS HALL | 6 Blais St.

FRANK KINNAIRD HALL | 1082 Concession St.

MARIONVILLE COMMUNITY CENTRE | 4629 Grégoire St.

RUSSELL SPORTS & YOUTH CENTRE | 988 Concession St.



photo credit: Martine Allaire



photo credit: Kayden Taylor



photo credit: Kayden Taylor

HEALTHCARE SERVICES

Russell Township's families are close to a variety of healthcare services in the township and nearby region.

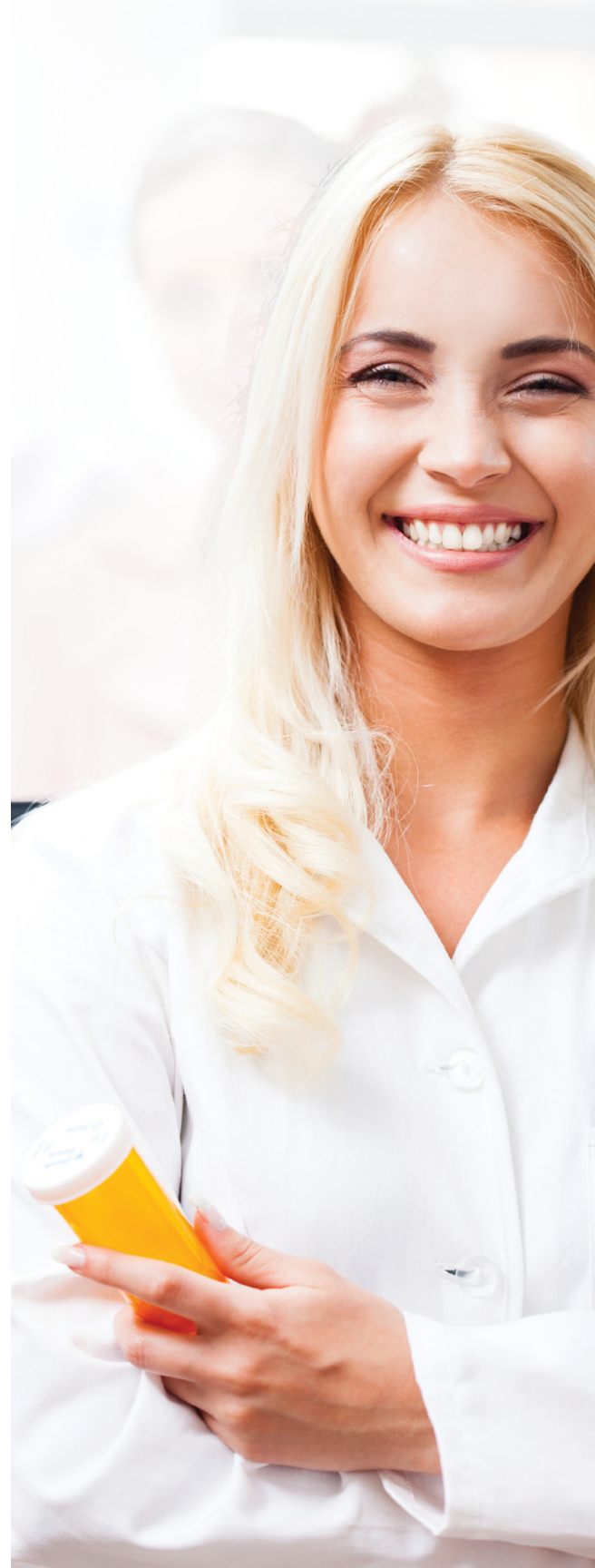
Hospitals	Location	Distance
Winchester District Memorial Hospital	566 Louise St., Winchester	28km
Children's Hospital of Eastern Ontario	401 Smyth Rd., Ottawa	36km
Ottawa Hospital	501 Smyth Rd., Ottawa	36km
Montfort Hospital	713 Montreal Road, Ottawa	38km
Royal Ottawa Hospital	1145 Carling Ave., Ottawa	44km

Clinics	Location
Embrun Medical Imaging	869 Notre-Dame St., Embrun
Embrun Medical IDA Pharmacy	934 Notre-Dame St., Embrun
Family Medical Clinic	869 Notre-Dame St., Embrun
Russell Medical Centre	110 Craig St, Russell
Embrun Holistic Health Clinic & Spa	1252 St. Jacques St., Embrun
Centre de santé communautaire de l'Estrie	649 Notre-Dame St., Embrun

Dentists/Orthodontists	Location
Orthodontie Imagine Orthodontics	614 Notre-Dame St., Embrun
Embrun Dental Clinic	19 Blais St, Embrun
Altima Russell Dental Centre	1131 Concession St., Russell
RDH Dental Hygiene Care	997 Notre-Dame St., Embrun
Dentistry @ Embrun	685 Notre-Dame St., Embrun
Dr. Lily Nahri & Assoc. Family Dental Practice	305 Castor St., Russell

Chiropractic & Physiotherapy	Location
Adio Family Wellness Chiro	851 Notre-Dame St., Embrun
Embrun Chiropractic Clinic	1032 Notre-Dame St., Embrun
Russell Chiropractic	1073 Concession St., Russell
PhysioGougeon	62 Bourdeau Crescent, Embrun

Optometrists	Location
Dr. Brigitte Filion	685 Notre-Dame St., Embrun
Embrun Optician & Optometrist Clinic	19 Blais St., Embrun



GET INSPIRED & GET INVOLVED!

There are so many ways to feel the rewards of getting involved in the community. A great variety of clubs, groups, social organizations, and public committees await your participation.



over
30

DIFFERENT REGULARLY SCHEDULED
ACTIVITIES FOR CHILDREN TO SENIORS
AND MANY SPORT CLUBS



over
100

DIFFERENT
ASSOCIATIONS,
GROUPS AND
CHARITIES



over
10

COMMITTEES AND BOARDS
THAT REQUIRE MEMBERS
OF THE PUBLIC

DOING BUSINESS IN RUSSELL TOWNSHIP

"We can see and feel that the Township is putting in a lot of effort for the community, not just for the residents, but for the businesses as well. Their efforts have totally been worthwhile. Just in the interaction with our customers, there's a very positive vibe with the Township."

Monique Béland, Owner
Experience Café & Smoothie Bar

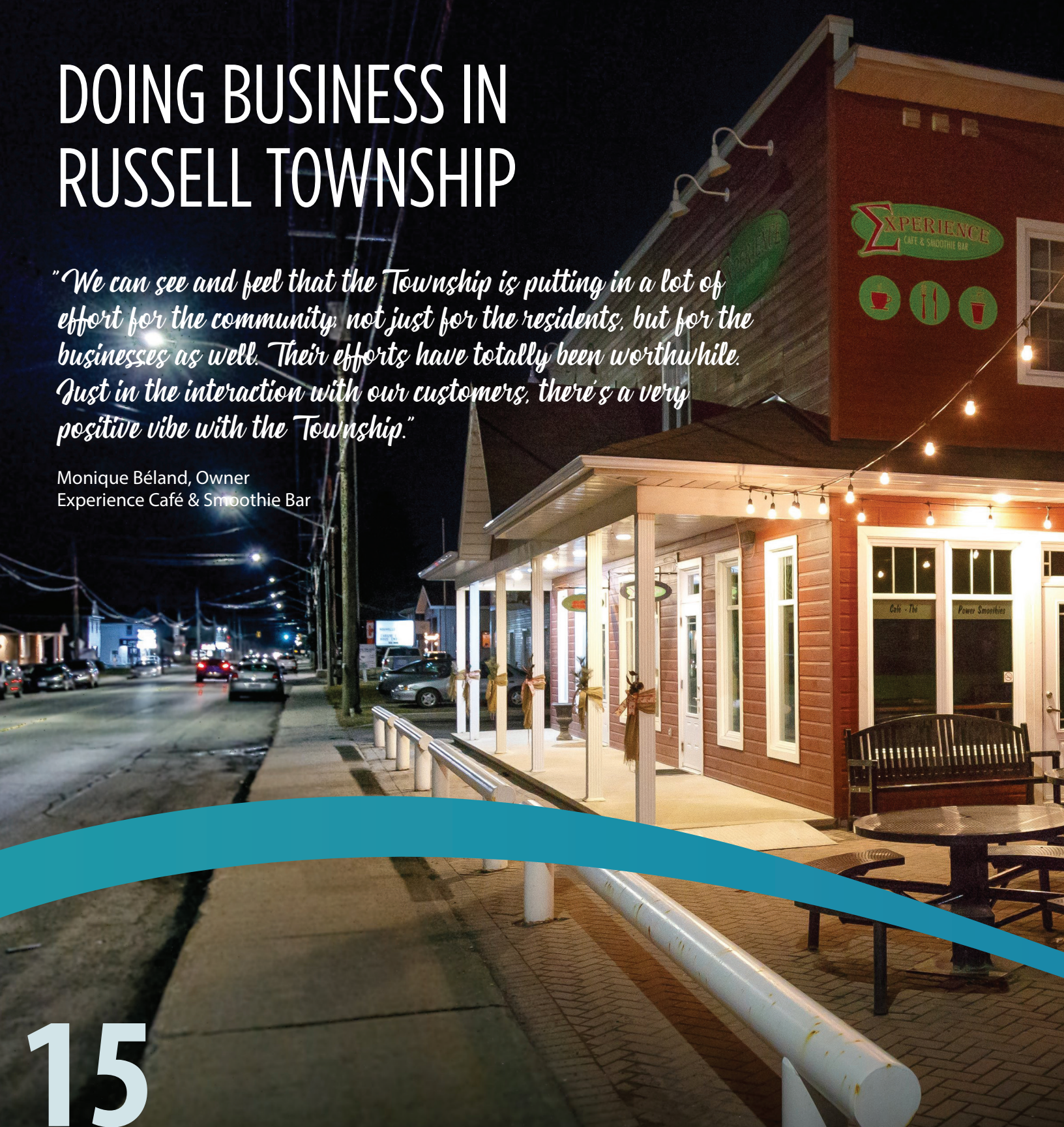




photo credit: kayden taylor

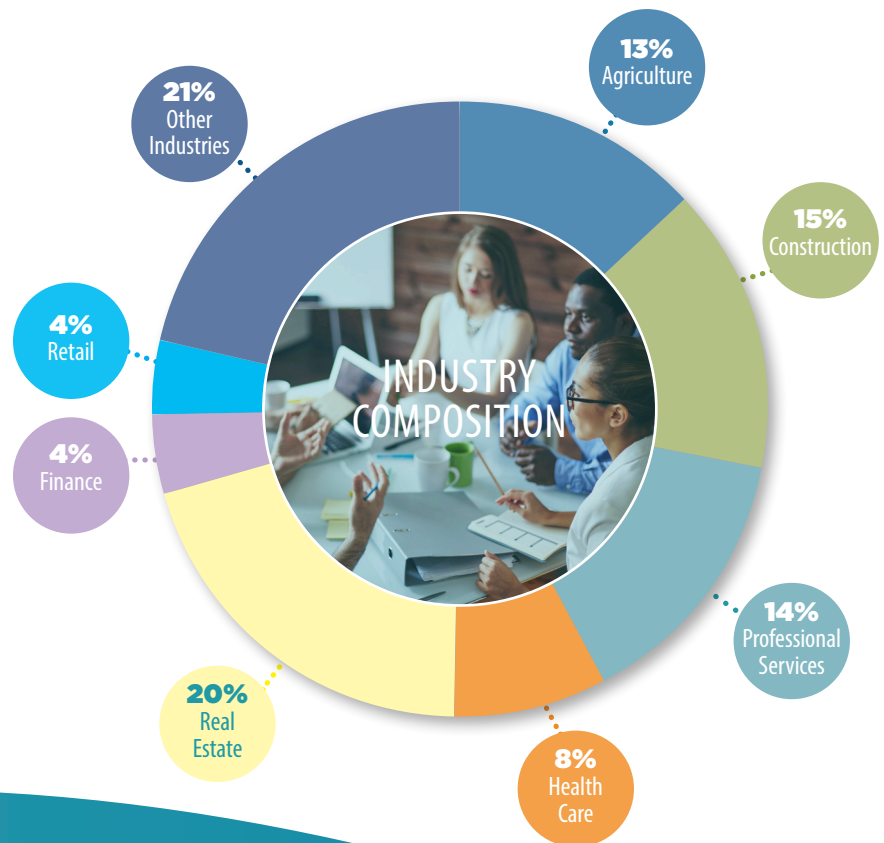
TOP 10 STRATEGIC ADVANTAGES

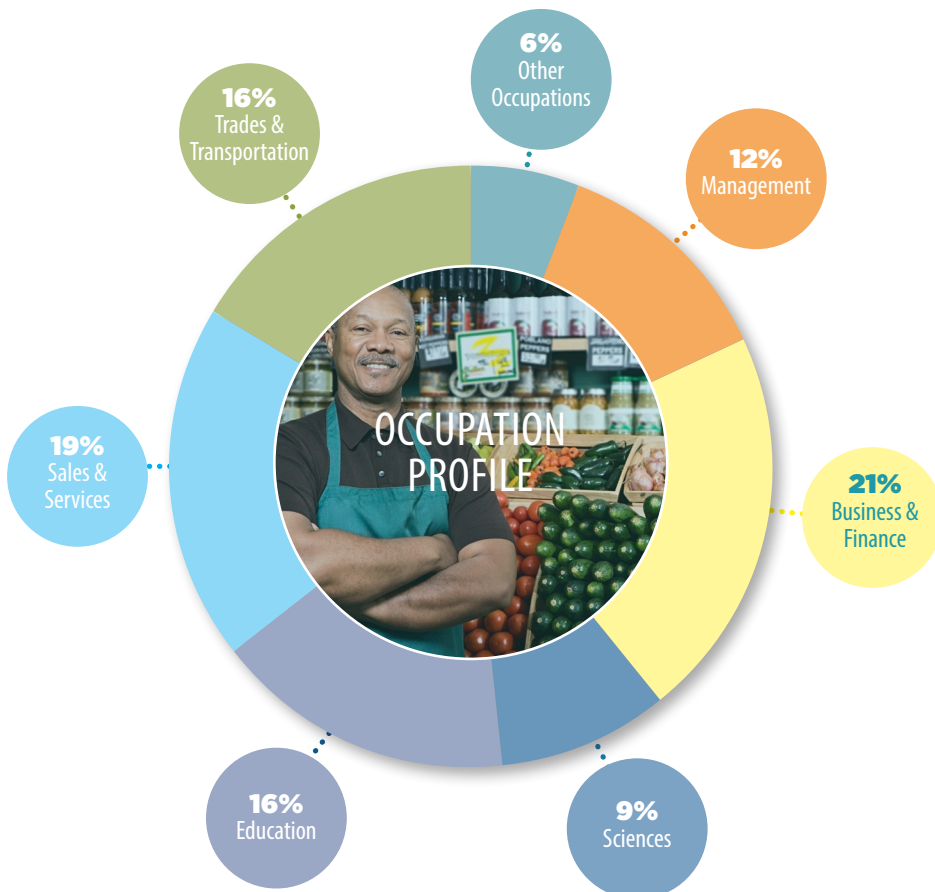
- ☑ UNPARALLELED QUALITY OF LIFE
- ☑ 31 MINUTES TO DOWNTOWN OTTAWA
- ☑ 90 MINUTES TO MONTREAL
- ☑ 40 MINUTES TO THE U.S. BORDER
- ☑ STRONG INFRASTRUCTURE THAT IS CONSTANTLY BEING EXPANDED AND UPGRADED
- ☑ DIRECT ACCESS TO HIGHWAY 417, AND 20 MINUTES FROM HIGHWAY 416
- ☑ AMONG THE LOWEST MUNICIPAL TAX RATES IN EASTERN ONTARIO
- ☑ A SKILLED BILINGUAL LABOUR FORCE
- ☑ WITHIN 40 MINUTES OF 6 COLLEGES AND UNIVERSITIES
- ☑ STRONG LOCAL BUSINESS INCENTIVES THROUGH OUR COMMUNITY IMPROVEMENT PLAN

LABOUR FORCE

Russell Township is a place of thriving commerce and industry, with a well-educated and skilled workforce. Russell Township is the place to locate a business or find meaningful and rewarding work. Our diversified and highly bilingual labour force consists of over 9,400 people. With an average age of 39 years, Russell Township's labour force is young and skilled thanks to 56% of our working age population having apprenticeship or post-secondary educations.

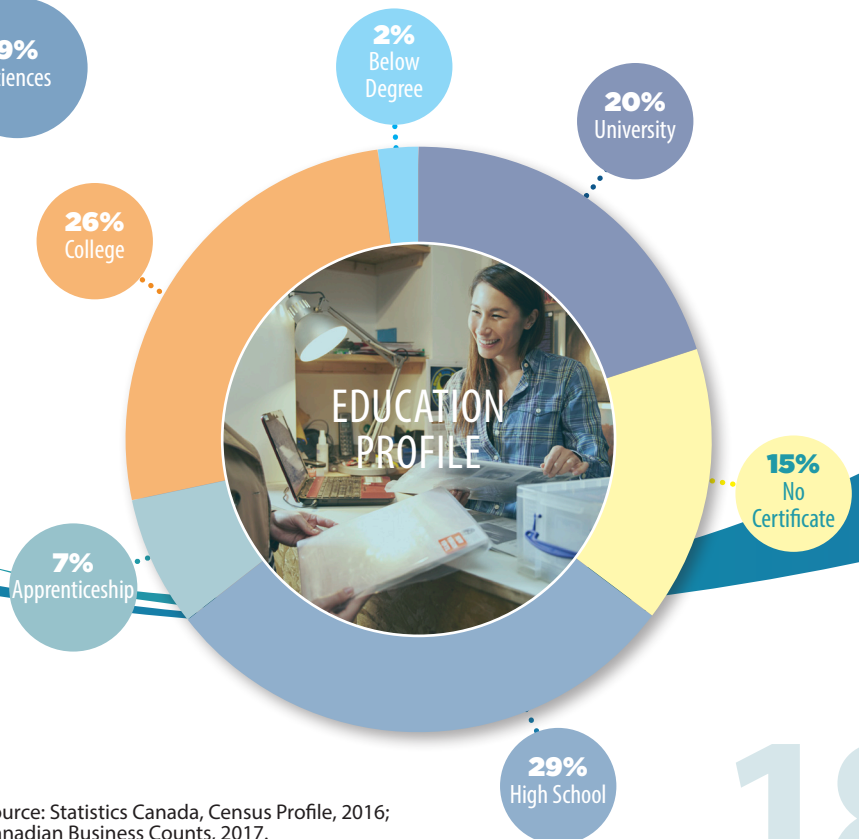
Our access to quality health care, education, and amenities and affordability help us attract and retain a great and reliable labour force. At the same time, we can utilize a regional labour force of over 500,000 within 30 minutes, due to our proximity to Ottawa-Gatineau.





"Excellent business opportunities currently exist in Russell Township. The future is now."

Philippe Ryan, Financial Advisor/Owner,
Phil Ryan & Assoc. | The Co-operators



KEY LABOUR FORCE & BUSINESS CHARACTERISTICS:

- Total Labour Force: 9,405
- Participation Rate: 72.6%
- Employment Rate: 69.5%
- Unemployment Rate: 4.1%
- Skilled Labour: 56% (post-secondary or apprenticeship)
- Businesses: 1,392 (69% self-employed)

Source: Statistics Canada, Census Profile, 2016; Canadian Business Counts, 2017.

COMMUNITY IMPROVEMENT PLAN

Russell Township's Community Improvement Plan (CIP) provides grants to local businesses located in select areas to improve or renovate their properties. Businesses can receive up to \$10,000 in incentives.

Our CIP is highly evolved and among the most diverse in the region, growing our beauty and improving accessibility. From our Façade Improvement Grant, to our Architectural/Engineering Design Grant and Tax Increment, our eight CIP programs improve business value, help grow business visibility, and revitalize downtown areas.

The Community Improvement Project Areas include specific properties within the Commercial Sector and Village Core areas of the Villages of Russell and Embrun.

Visit Russell.ca for more details about how to qualify.



FACADE
IMPROVEMENT



SIGNAGE
IMPROVEMENT



ACCESSIBILITY
IMPROVEMENT



RESIDENTIAL TO
COMMERCIAL CONVERSION



PARKING & LANDSCAPE
IMPROVEMENT



ARCHITECTURAL/
ENGINEERING DESIGN



MUNICIPAL
APPLICATION/PERMIT
FEE REBATE



TAX
INCREMENT

"Russell Township is a great place to live, work and raise a family in a safe, friendly neighbourhood. The Township is open to businesses, specifically with the changing of zoning; expanding what they consider to be the core in Russell. I just built a new building and was able to participate in the CIP, which was a positive thing."

Theresa Wever, Owner, Wever Financial / Investia Financial



TAXES, DEVELOPMENT & UTILITIES

Development Charges (2017-2022)

TYPE	UNSERVICED	SERVICED
Non-Residential	\$1.23/ft ²	\$4.30/ft ²
Residential		
Single & Semi-Detached	\$7,638	\$16,067
Apartments - 2 bdrms +	\$4,157	\$8,741
Apartments - bachelor	\$3,002	\$6,314
Other Multiples	\$4,710	\$9,905
Special Care/Needs	\$2,401	\$5,052

Tax Rates (2018)

LAND TYPE	TAX RATE
Residential	0.00498209
Multi-Residential	0.00996417
Commercial - Vacant Land	0.00502543
Commercial - New Construction	0.00717918
Industrial - Vacant Land	0.00994347
Industrial - New Construction	0.01420496



MUNICIPAL SERVICES & UTILITIES

Waste and Recycling

The Township provides waste collection services on a weekly basis, and allows up to one free bag or maximum 125 litre container without the need for a tag. Additional waste must be placed in a tagged bag. Blue and grey boxes recycling is also collected weekly, without limit. Additional waste and recycling information is available on the municipal website.



Natural Gas and Hydro

Electricity is available through Hydro One and Embrun Hydro, at rates ranging between \$0.065 and \$0.132 per kWh. Meanwhile, Natural Gas rates are set at \$20 per month for residential, plus \$0.098252 per m³, and at \$70 per month for commercial and industrial, plus \$0.098252 per m³. Rates are subject to utility companies.



Water & Sewer Rates

Russell Township has some of the most competitive water and waste water (sewer) rates in the region. Annual commercial fixed water rates for 1.5 inch meter-fittings are \$516 and \$549 for sewer, while for fixtures larger than 1.5 inches the rates are \$1,032 and \$1,098, respectively.



BUSINESS & DEVELOPMENT SUPPORT

When you choose Russell Township for your place of business, you will not only find a rich regional labour force, quality infrastructure and a healthy, supportive business climate, but you will also find a Municipality that is engaged and invested in providing the best business support around.

Our Township's Planning, Building and Economic Development Office is ready to help you get where you need to go with your business, no matter its type or size. We can also introduce you to our many partners.

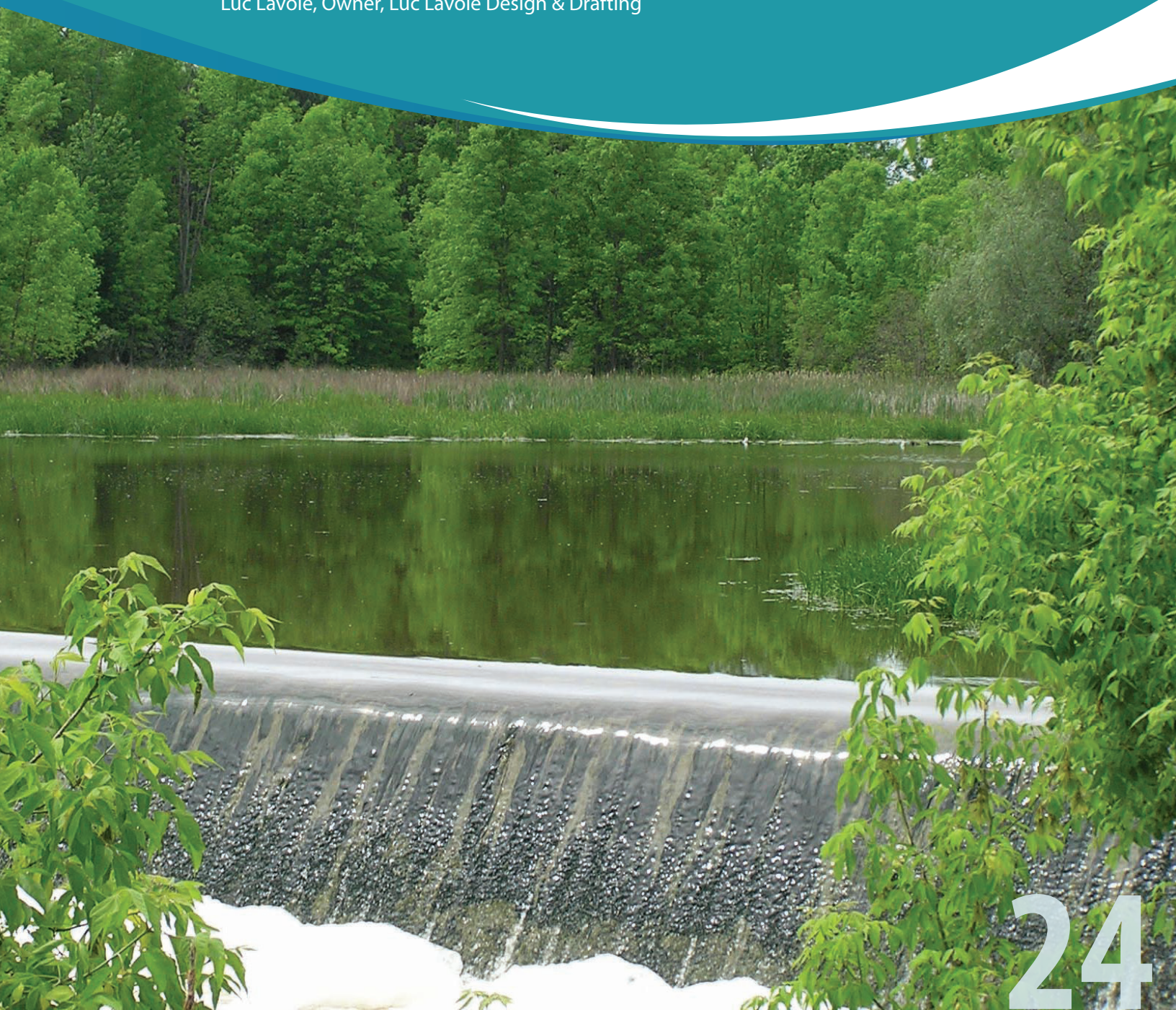
Organization	Contact Details
Township of Russell Planning, Building and Economic Development	613-443-3066 x2317 www.russell.ca
Emploi Ontario	613-443-2300 www.eolcc.ca
Entrepreneurial Academy	613-678-0560 www.entrepreneurpr.ca
Entrepreneurship Centre Prescott-Russell	613-675-4661 x8106 www.prec-cepr.com
Prescott-Russell Community Development Corporation	613-632-0918 www.sdcpr-prcdc.ca
United Counties of Prescott-Russell Economic Development	613-675-4661 x8104 www.prescott-russell.on.ca

PLANNING REVIEW TEAM

Our Planning Review Team meets bi-weekly and consists of Municipal and County staff from a variety of key departments and key partner agencies who provide insight and advice about development projects. Come present your project and the Planning Review Team will guide you through all the considerations associated with the process.

"The members of the Review Team work together to make sure the development can move forward. Compared to other communities, the process is so much easier. In Russell Township, it's set! You know what you have to do."

Luc Lavoie, Owner, Luc Lavoie Design & Drafting



BUSINESS OPPORTUNITIES

Russell Township is not only a good place to live and play, we are also a great place to expand or start a business. The Township of Russell offers the perfect environment for commercial, industrial or retail sector businesses. Low land costs and low unemployment rates combine with proximity to Ottawa and all major infrastructure to assist you in growing your business and remaining competitive.

COMMERCIAL AREAS

DOWNTOWN OF EMBRUN AND RUSSELL: The downtown cores of Russell and Embrun offer small retail businesses, dining experiences, and professional and administrative services such as lawyers, banks, offices and medical clinics.

BUSINESS PARK: Our Business Park in Embrun accommodates various light industrial and commercial operations, with recently implemented servicing and upgraded roads.

COMMERCIAL PARK: As commerce has grown in the Township, we have continued to adapt and prepare for future investment. 48 acres of serviced commercial land are available in our new commercial hub located north-west of Embrun.

INDUSTRIAL PARK: Strategically located next to Highway 417 to accommodate new growth and development, our 417 Industrial Park has 60 acres of available land. This has positioned the Township to attract and maintain new investments. Add to this our competitive cost of municipally owned land and access to hydro, natural gas and fibre optic infrastructure, and any business will be in a position to grow.

For more information on available land, please contact our Economic Development Department at ecodev@russell.ca or 613-443-3066.

A growing and prosperous population await more population-oriented retail and services on our competitively priced land.



photo credit: Beyond the House



photo credit: Nathalie Audé-Meijer



photo credit: Roland Piette



photo credit: Parallel 45 Design Group, Ltd.



photo credit: Roland Piette



Russell Transpo is a local transit service that connects directly to OC Transpo hubs throughout eastern and downtown Ottawa/Hull. The service is available by one-way fares, booklets of ten tickets, and monthly pass formats for adults and students. Four park-and-ride facilities are located in Embrun and Russell.


Avoid the rush-hour madness and downtown Ottawa parking fees, while enjoying your own personal time with Russell Transpo.

For more information, visit russelltranspo.ca



photo credit: Eric Deschamps





*"Today is the day! Move
to Russell Township,
[where] good things are
brewing!"*

Nicolas Malboeuf, Owner
Brasserie Tuque de Broue Brewery

TOP LOCAL EMPLOYERS

Battlesfield – Fire Truck Manufacturer
Bertrand Plumbing and Heating – Construction Trades
Brasserie Étienne Brûlé Brewery
Brasserie Tuque de Broue Brewery
Chez Lili Party Rentals
Coop Embrun – Agricultural Products and Fuel
Corvinelli Homes – Residential Construction
Devcore – Residential Construction
Ferme Gillette – Agricultural Products
Freon Construction – Construction
Foodland - Grocer
Frigid Rentals – Transport & Distribution
Jack Larabie Distribution – Transport & Distribution
Kenworth Ontario –Trucking Wholesaler
Loiselle Sports – Recreational Vehicle Sales
Marcel Brazeau – Construction
Mélanie Construction – Residential Construction
Robert Excavation - Construction
Saca Homes – Residential Construction
Valecraft Homes – Residential Construction
Verdun Windows – Manufacturing and Construction



photo credit: Chrissy O'Grady Bessani

THINGS PEOPLE LOVE AB



photo credit: Jason Morin



photo credit: Sylvie Brault



photo credit: Galilea's Photography



photo credit: J. Paul Deveau

CHARITABLE
PROSPERITY
SAFE
WELCOMING
DEVELOPMENT READY
GROWING COMMUNITY
OPPORTUNITY
VILLAGE
FAMILY-ORIENTED
BIKE PATH
PEOPLE
QUIET
AGREABLE
BILINGUAL
HISTORICAL
INCLUSIVE
SENIOR FRIENDLY
CARING
BUSINESS FRIENDLY
FAMILY
DIVERSE
HOME
ACTIVE
AGRICULTURE
COMFORT
PARTNERSHIP
GREEN SPACE
FRIENDLY
NATURE



photo credit: Roland Plette

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photo credit: Eric Deschamps



photo credit: Sylvie Brault

OUT RUSSELL TOWNSHIP



photo credit: Chrissy O'Grady Bersani



photo credit: Elenne Brulis



photo credit: Sylvie Brault



photo credit: Sylvie Brault

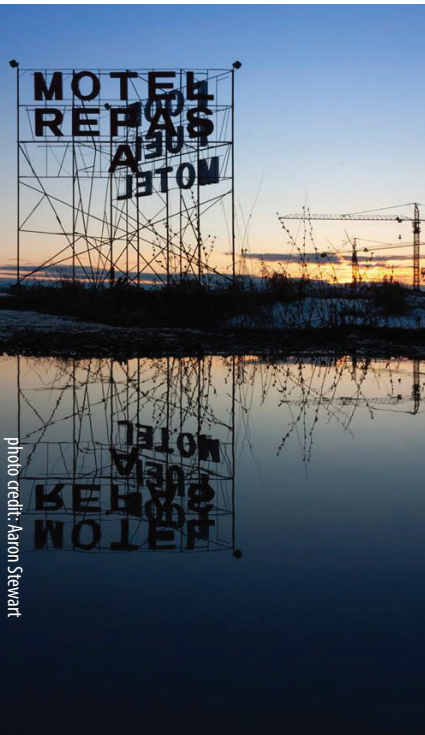


photo credit: Aaron Stewart



photo credit: Ash Barber



photo credit: Galitski's Photography



The Township of Russell would like to thank the Government of Ontario through the Ontario Ministry of Agriculture, Food and Rural Affairs' Rural Economic Development Program, for their support of this Community Profile.

717 Notre-Dame St.
Embrun, ON KOA 1W1
russell.ca

Municipalité de
RUSSELL
Township

