

Reaching global markets

Located on New Brunswick's St. Croix River, the Port of Bayside Corp. provides convenient access to the northeastern United States and opportunities to receive and ship goods around the world. The deepwater ice-free port, situated not far from St. Stephen and St. Andrews in New Brunswick and Calais in Maine, is appealing for its reliability and efficiency and also because it's about a day's sail closer to New York, the busiest port on the East Coast, than Saint John or Halifax. The border proximity means outgoing truckers are an overnight's drive from almost half the combined population of Canada and the U.S.

"It is a very convenient port to operate out of," says Mark Clark, the general manager of Jamer Materials Ltd., which manufactures construction aggregates for global markets. One of the port's major users, Jamer, located adjacent to the port, has shipped 17 million tonnes of aggregates, including asphalt and concrete, through Bayside since 1998. The company's products are shipped all over the world from the port. And while aggregates, lumber, paper products, frozen fish, potatoes, fish feed, and fertilizer are shipped in and out of the port every year, the underutilized port could accommodate more traffic.

At the port's single wharf, as many as three berths are available. The outside berth length is 242 metres, with a depth of more than eight metres at low tide. "There is a reliable labour pool, and port administration has good relations with the local union, the St. Croix Stevedores and Affiliates," says Clark.

Just off the wharf is temperature-controlled warehousing. Kloosterboer Bayside, a privately owned frozen-food storage facility, offers more than 7,000 tonnes of frozen storage space, as well as a more limited amount of storage at a higher temperature. The Bayside Potatoport, used primarily for paper products and potatoes, is a nearby dry-storage warehouse. It was recently expanded and offers more than 3,600 square metres of covered storage. — ALLISON LAWLOR



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event, to partnerships with local schools for literacy projects and student breakfasts, to a scholarship program and support for local sport teams, Flakeboard is involved. "If it's in St. Stephen, we have our fingers in it," says Moffatt.

There are two new anchors for development. One of them is the Garcelon Civic Center, which will open in downtown St. Stephen in early 2014. Flakeboard is donating \$100,000 over five years to the \$19.6-million infrastructure. With an arena, aquatic centre, a multipurpose activity and meeting room, and a year-round walking track, the municipal facility will stimulate urban and community revitalization.

A stone's throw away from the Garcelon, Spur Line Properties Inc. broke ground in November for the construction of a 71-room Best Western Premier St. Stephen Hotel & Suites, which is scheduled to open in October of 2014. "The area has needed this type of facility for a number of years, and it will be a catalyst in spurring ideas and projects," says Tom McFarlane, a local business owner and the president of Spur Line Properties Inc.

The \$15-million hotel complex not only will provide accommodations to visitors taking part in sporting and cultural events at the new civic centre but will also offer

5,000 square feet of office space that will be used by the town of St. Stephen and such professionals as lawyers and doctors. The complex will also have a health-and-wellness centre, a banquet and meeting space, two boardrooms, and a steak-and-seafood restaurant.

McFarlane hopes his new hotel complex will help boost the local economy and the tourism industry. As a gateway between Atlantic Canada and the U.S., St. Stephen is ideally located to explore the area and the nearby Bay of Fundy. A new community-minded approach to growth will be spearheaded by the St. Stephen development board in partnership with such local agencies as the chamber of commerce, the municipality, the Business Improvement Area, and the Rural Redefined Initiative.

The newly elected president of the development board, Jason Rideout, says that in the coming months, the board plans to identify initiatives in various sectors that will have a favourable impact on the community. Rideout and other local leaders want to harness positive energy into real actions to help create an attractive place where people will want to live, work, and play. "We will become New Brunswick's best small town," says Rideout.

— MIREILLE LEBLANC