

A decorative graphic in the top right corner consisting of a cluster of overlapping circles in various colors (blue, green, orange, pink, purple, brown). Inside some of these circles are white icons representing nature: suns, tulips, snowflakes, and maple leaves. The graphic curves from the top right towards the center of the page.

# beautiful torbay

Community Profile



POPULATION 2001: 5,474

POPULATION 2011: 7,390

PROJECTED POPULATION BY 2050

15,000



**Argentia**  
1 hr & 52 min

**Gander**  
3 hrs & 59 min

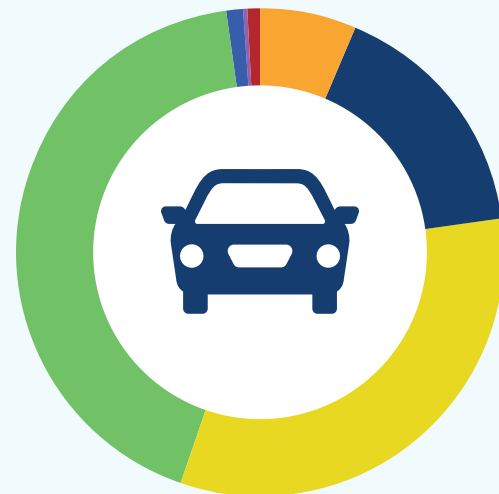
**Corner Brook**  
8 hrs & 7 min

**Port Aux Basques**  
10 hrs & 30min

**Mount Pearl**  
25 min

**St. John's Int'l Airport**  
15 min

**Downtown**  
22 min



**Halifax** Nova Scotia, CA  
1 hr & 40 min

**London** England, UK  
5 hrs

**Miami** Florida, USA  
6 hrs 42 min

**Ottawa** Ontario, CA  
3 hrs

**Edmonton** Alberta, CA  
7 hrs 36 min

**Vancouver** British Columbia, CA  
8 hrs & 34 min



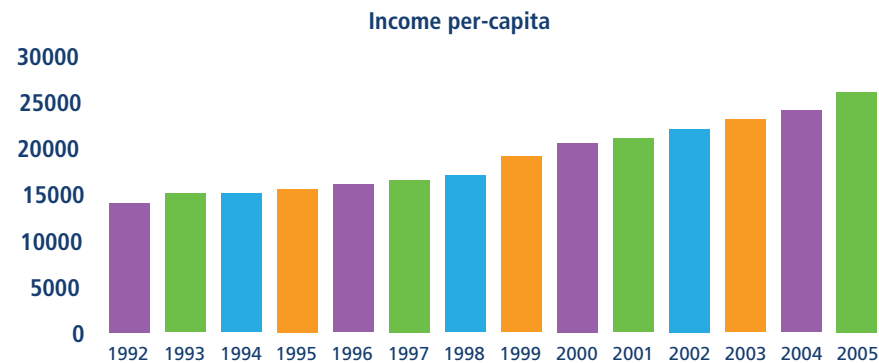
# beautiful torbay at a glance

**\$105,400**

Torbay household income

**\$82,500**

Newfoundland household income



**\$32,000**

Torbay per-capita income

**\$27,700**

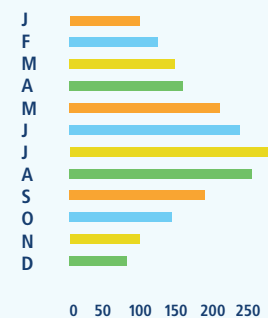
Provincial per-capita income



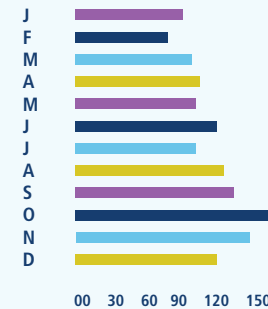
Wind Speed (km/h)



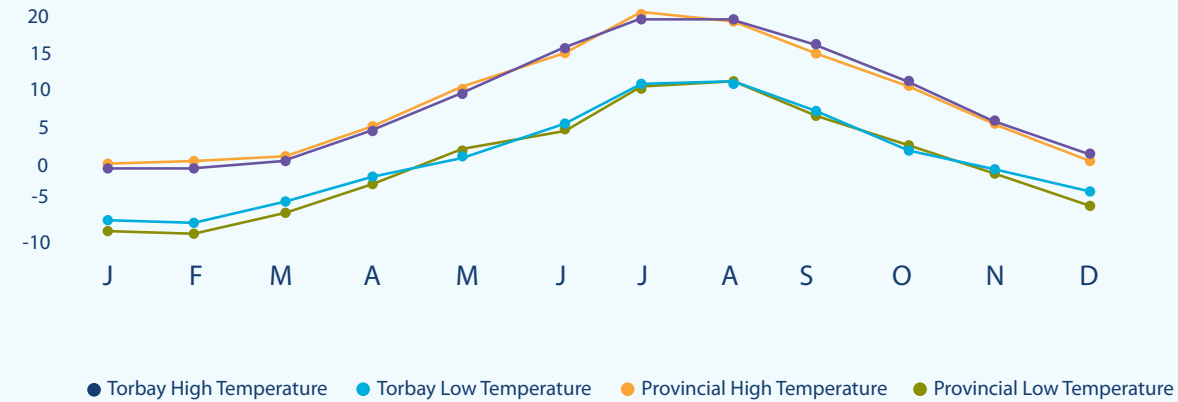
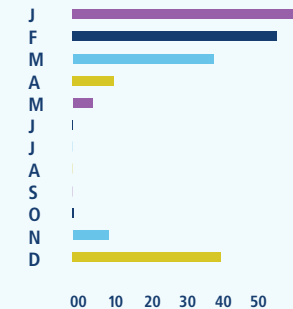
Sunshine (hrs)

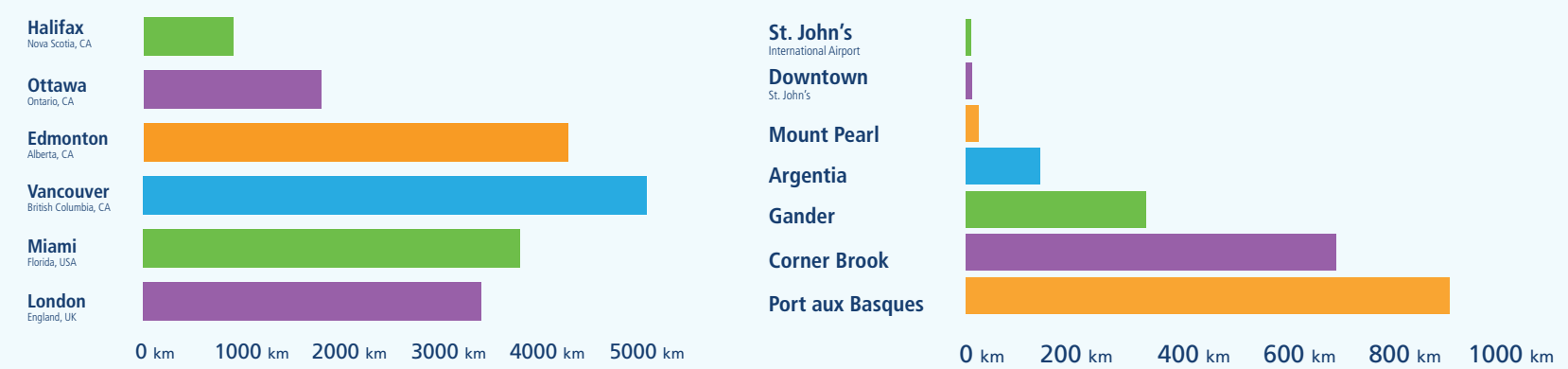


Rainfall (mm)



Snowfall (cm)





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# Message from the Mayor

Thank you so much for taking the time to find out more about our beautiful community. You will learn through this profile that Torbay has a great history and even a brighter future. Our sound economic base is enabling us to progressively move forward by attracting new residents and businesses to our Town.

The heart of our community, The Bight, is where our forefathers started fishing from the sea or farm on the green hillsides and beyond, centuries ago. Our new vision is not only to preserve our heritage in that area, but at the same time develop our lands within our boundaries in a reasonable and responsible manner. We are an urban town which cannot neglect its rural flavour. People need space to enjoy themselves after a hard days' work and on through retirement.

A Town Center concept to the south is a major priority identified within our new Strategic Plan. Located behind our Town Hall, this area will be developed to include a new Community and Wellness Center, diversified residential housing, retail and commercial establishments, and an open-space park travelling down to the Torbay Beach. This will become a "gathering place" where our people can come together to work, socialize and enjoy the richness of their Town. Other major objectives for our community include a new Municipal Depot, a new Sewage Treatment Plant, a new Business Park, expanded water services and enhanced outdoor recreation facilities. Action plans are near completion for all, with some seeing construction starting soon.

Come visit our Town to meet our people and enjoy our beautiful landscape. Take a stroll along our coastline on the East Coast Trail. Explore our hillsides which lead out to spacious subdivisions and friendly neighbourhoods. We are indeed a proud Town with a proud history and a bright future. Want to share it with us?

Torbay's Mayor,

A handwritten signature in black ink, appearing to read 'Ralph Tapper', is displayed on a light gray rectangular background.

Ralph Tapper

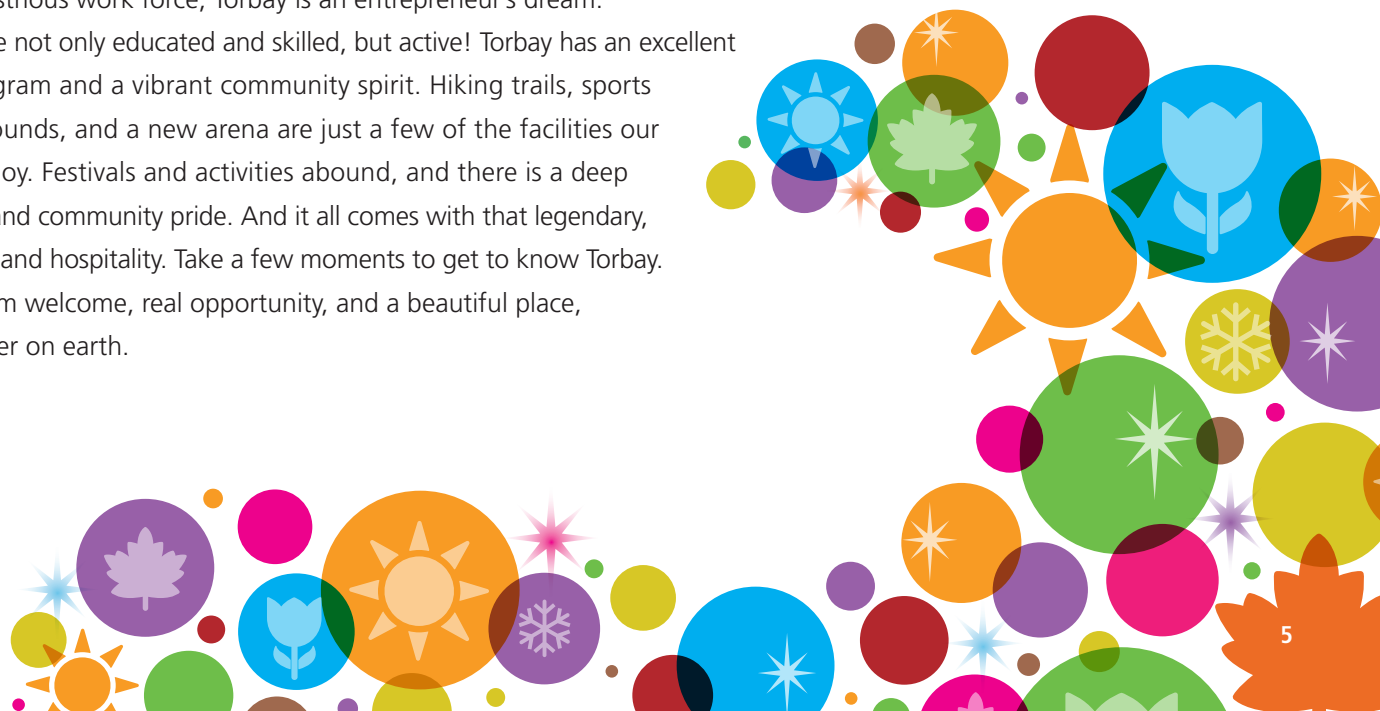


# Torbay – Beautiful People and Places

Located on the scenic east coast of Newfoundland and Labrador, Canada's most easterly province, the Town of Torbay is a thriving community of 7,400 people. With the majestic North Atlantic Ocean as its backdrop, Torbay has a natural, almost rural feel, yet is just a few minutes' drive from the Capital City of St. John's and all its urban amenities. The close proximity of both an international airport and sea port have clear competitive advantages. A strategic locale for business coupled with wholesome, family-centered neighbourhoods make Torbay a beautiful place in which to live, work and play.

The second fastest-growing urban municipality in the Province, Torbay experienced a 14.7% population growth from 2006-2011. The Town is home to over 150 businesses, two schools, and many volunteer and community organizations. To accommodate our rapid growth, several new projects and community enhancements are underway throughout our recreational, public works, and business sectors. With our young, highly educated, skilled, and industrious work force, Torbay is an entrepreneur's dream.

Our people are not only educated and skilled, but active! Torbay has an excellent recreational program and a vibrant community spirit. Hiking trails, sports facilities, playgrounds, and a new arena are just a few of the facilities our townspeople enjoy. Festivals and activities abound, and there is a deep sense of history and community pride. And it all comes with that legendary, down-to-earth Island hospitality. Take a few moments to get to know Torbay. You'll find a warm welcome, real opportunity, and a beautiful place, quite like no other on earth.



# Torbay in History

Our Town has a long, proud, and colourful history. While many Canadian towns have records dating back a couple hundred years, Torbay's history dates back to the 1500's with the beginning of the English fishery. Our people have been witness to world wars, historic firsts, the rise and fall of the fishery, and most recently, an economic and population boom.

The name, Torbay, was bestowed by settlers in homage to the British borough of Torbay, Devonshire, England, and first mapped by John Mason, in 1617. The name itself derives from the old Anglo-Saxon word "Tor", meaning "a rocky hill". The Town was officially established around 1762.

Other early references to the Town include the 1677 Newfoundland census which refers to residents from the Town of "Tarr-Bay", and a 1794 document indicating that the population then totalled 108 English and 99 Irish settlers. As well, Bishop Feild's 19th century journal makes reference to the Town's English heritage with "Indeed, there seems to be a little colony of Devon folk in Torbay".

Torbay saw three French military campaigns – the first in 1696. These invasions were contributing factors in the 1781 construction of the Torbay Battery. In 1762, Colonel William Amherst and his troops landed in Torbay on their way to capturing the capital city of St. John's from the French. This event was officially recognized by the Historic Sites and Monuments Board of Canada in 1962, and again in 1978, when the first Mayor of Torbay, William Manning, unveiled a stone monument and plaque at the present-day Veteran's Memorial. In 2012, Torbay commemorated the 250th anniversary of this historic event.



## Fishing in Torbay

Fishing was the main industry in Torbay for close to 500 years. Stages and flakes, used in the processing of fish, were built both on the high cliffs and on the beach. But because of the steep cliffs and strong north-easterly winds, which blew the beach, landing fish in Torbay was difficult. The people of Torbay were required to develop unique methods for landing fish. The stages on the cliffs required the fishermen of Torbay to load their fish into bannocks from their boats and haul the bannocks up to the stage head with the help of pulley and horse. On Torbay beach, the fish were transported to the stage by floating out a dory that was then hauled into the stage by a horse.





Both English and Irish cultures have had great influence on our Town's history and development. Bob Codner's book, *The History of Torbay*, suggests that the arrival of considerable numbers of Irish settlers in the late 1700s was a major milestone: "The blending together of the English and the Irish, coupled with the beginnings of agriculture as an important supplement to the fishery, established the character of Torbay," (1996:5). In fact, the influence and mingling of both English and Irish cultures is well reflected in the Town of Torbay, today.

Today, tourists come to Beautiful Torbay for its historic sites, fascinating culture, and breathtaking coastal views. The Town has evolved from a bedroom community for nearby St. John's and is now the second fastest growing urban municipality in Newfoundland and Labrador. While embracing these developments, Torbay continues to honour and celebrate features of its long and storied past, including our Municipal Heritage Sites such as Codner House, the Old St. Nicholas Anglican Cemetery, and the Old Holy Trinity Cemetery.





# Tourism

## VISITING TORBAY

Torbay is rich not only in its history and scenery, but also in its variety of unique experiences. Whether you're an avid explorer of centuries-old churches, are fascinated by museum artefacts, are a beach-combing enthusiast or are intrigued by legends of haunted pirate grounds – there is something for everyone in beautiful Torbay!

Here are just a few examples of things to do right here:

**Torbay Beach** – Once the centre of activity for Torbay's busy fishing industry, Torbay Beach is now known as one of the most scenic areas of the Province. It was from this beach the British Colonel Amherst would begin his campaign to defeat the French in 1762.

**Tapper's Cove (Treasure Cove)** – Formerly known as Treasure Cove, it was once frequented by the famous pirate, John Nutt. Local legends claim it to be haunted – and it is rumoured that treasure is still buried on its shores.

**Gallow's Cove** – How did Gallow's Cove get its name? Was it because of the many pirates who so met their ends there? Or does it reflect the belief that residents erected a gallows as an ominous warning of their intolerance for illegal activities? Stories abound...

**Frenchman's Ridge** – There's also more than one story revolving around how this place got its name. One describes how Torbay residents would hide there when the French invaded the Town. Another claims it is the location of the first battle during the War of 1762

**Codner House** – The Codner House is a two-storey, painted, wooden, single family dwelling, with a mansard roof, built in 1893. A sneak peek back over a century in time.

**Liddy's Bar** – Liddy's Bar is famous as the oldest running drinking establishment in North America. With its friendly, easy-going atmosphere, Liddy's is a great place to meet local residents and experience real Newfoundland hospitality – and perhaps a few tall tales.

**Old St. Nicholas Anglican Cemetery** – Sometimes referred to as the Church of England Cemetery, this municipally designated, historically significant site is the oldest known cemetery in Torbay, with the earliest recorded burial recorded way back in 1674.

**War Memorial** – The Torbay War Memorial is dedicated to the veterans of World War I (1914-1918), World War II (1939-1945), and the Korean War (1950-1953).

**Father Troy Walking Trail** – The Father Troy Walking Trail along the coastline of Torbay is one of the most picturesque anywhere in the world. Here, whales are often seen frolicking in the bay and icebergs can be viewed in the early summer making their way south. The Trail is ideal for both novice and expert. For the avid hiker, the Father Troy Trail continues on and links into the East Coast Trail.

**Old Holy Trinity Parish** – This Municipal Heritage Site commemorates the settlement of Irish immigrants in Torbay beginning in the 1700's, as well as the role of Roman Catholicism in the Town over the last several centuries.

**Holy Trinity Church** – Four churches have been built upon this site since 1830, each with the name "Holy Trinity".

**Prayer Garden** – The Prayer Garden, with its stations of the cross monuments, recognizes over 120 years of service of the Presentation Sisters to Torbay. It is located at the former site of St. Michael's Convent.

**Torbay Museum** – The Torbay Museum is home to over 2,000 artefacts and historical archival items, dating back several hundred years. A real link to our ancestors of yesteryear, it's the oldest established public museum on the Northeast Avalon. It is located at the Town Hall.

**St. Nicholas Anglican Church** – Offering a breathtaking ocean view from its doorstep, the St. Nicholas Anglican Church, first built over 180 years ago, has shared a long history with the people of Torbay.







- Various Community Events and Festivals enjoyed throughout the year include the Torbay Community Market, the Summer Community Festival, the Snow Treasures Festival, and Volunteer Appreciation Night. Please see the Living, Working and Focused on the Future Section, below, for more information.

### **TORBAY SHARITAGE PROJECT**

This summer marks the launch of our new venture in community heritage. The Town of Torbay and the Torbay Museum have collaborated to produce the Sheritage (sharing + heritage) project – a fun and interactive way to hear personal stories right on location. While exploring the Town, look for the Sheritage signs throughout the Community. You'll see a phone number and a 3-digit code. Just dial the number on your mobile phone, punch in the code, and hear a story about the spot where you are standing!





# Living, Working, and Focused On the Future

Life in Torbay truly offers the best of two worlds: a wholesome, family-oriented town nestled in a breathtaking, natural coastal setting, with every urban amenity just minutes away.

A young, vibrant town with a rapidly growing business community, the Town of Torbay has more than doubled its population since 1986. With an educated and skilled workforce and plans underway for a business park, commercial opportunities have never been better. Headed by a dynamic and engaged Town Council, Torbay offers families and entrepreneurs excellent opportunities to thrive. We're business friendly and ready with real supports to help you start or expand your business. With schools, parks, trails, health clinics, historic sites, sports and recreational facilities, an ongoing beautification plan, and plenty of fun festivals and celebrations, Torbay is rapidly becoming a town of choice for many seeking an exceptional home and/or business environment.

Ideally situated adjacent to the St. John's International Airport and the capital city itself, Torbay residents have easy access to hospitals, colleges, a university, world-class shopping, hotels, museums, arts and culture facilities, and a busy international sea port.

As the second fastest growing urban municipality in Newfoundland and Labrador, many vital and exciting projects are in the works to expand and enhance the already high quality of life, here. Our Recreation Master Plan, Tourism Master Plan, and Heritage Plan are all part of our vision for tremendous development over the next decade. Planned projects include new trails, a multi-purpose Leisure and Community Centre, an Adventure Park, an extension of the Grand Concourse, a look-out at Motion Drive and upgrades at Three Corner Pond Park. A recently completed bypass road, connecting Torbay and Flatrock is now open, providing improved traffic flow and safety as well as greatly reducing road congestion.

The view from here is both bright and beautiful. And our commitment to the future of the residents and business community of Torbay is second to none. These, along with the wonderful people who call this Town home, are just a few of the reasons why choosing to live and work here could be the smartest decision you'll ever make for your future.

## **LIVING:**

Torbay is for anyone who wants to get the most out of life! Our family-oriented, progressive Town has much to offer our residents, young and old alike. Here's a snapshot of what makes living in Torbay such a great choice for your family:

### **Community Events & Festivals**

Throughout the year, Torbay hosts several fun-filled events and festivals, with a view not only to entertaining, but also to engaging the imagination and building community spirit. Always filled with music, fun, and whole lot of laughter, our events and festivals are known for their imaginative, colourful themes, and down-home friendly atmosphere.

**Torbay Community Market** – This special event takes place each October during Small Business Week, and is one of the busiest, most attended events of the year. This one-day Market features vendors selling all kinds of goods – especially seasonal items and crafts.

**Summer Community Festival** – This annual event is a celebration of Torbay's proud heritage and culture. Taking place in late June/early July, there is something geared to every age and inclination! Live music is performed by some of our most popular local performers, and it is always a huge success. A few of our featured activities include: a neighbourhood softball challenge, heritage walk through the Town, senior's social, children's fun day, community barbecue, community dance, boat tours, fireworks finale – and much more.

**Snow Treasures Festival** – Winter is Wonderful in Torbay! Our Snow Treasures Festival lasts from November to February, with each week featuring something new for all ages to participate in. Residents look forward to a long list of social events such as skating, arts & craft fairs, dances, workshops, Guy Fawkes Night, hockey games, an after-dark Santa Claus Parade, and much more. As well, there are many opportunities to give back to the community

**Volunteer Appreciation Night** – Our Volunteers are the backbone of the Community, selflessly giving of their time and talents for the betterment of all. The Town of Torbay celebrates them, each year, with a dinner and awards ceremony, in recognition of their important role in so many of our Town's successes.





## Recreation and Leisure

Here, in beautiful Torbay, we pride ourselves on our vitality and active spirit. With parks, trails, playgrounds and the implementation of a Recreation Master Plan in the works, Torbay truly is a family town with many activities for all to enjoy.

- An Active Lifestyle

The Town of Torbay believes that a good recreation program is essential to a great quality of life. Because we value the health and well-being of our residents, our dedicated and motivated Parks, Recreation and Community Services Department works hard to provide residents and visitors with a variety of opportunities to play! Facilities include:

- Jack Byrne Arena (the newest ice sheet facility on the Avalon Peninsula, the Jack Byrne Arena is co-owned by the four surrounding communities of Torbay, Logy Bay-Middle Cove-Outer Cove, Pouch Cove, and Flatrock. It features an NHL regulation size ice surface, seating capacity for approximately 1,250 spectators, a walking track and parking for 424 vehicles)
- 54 km of walking trails
- One coastal trail
- Several traditional snowmobiling, ATV and biking trails
- Kinsmen Centre Skateboard Park
- Kinsmen Ball Field
- Upper Three Corner Pond Park Ball Field (includes a provincial regulation size soccer field, lighted softball field and clubhouse)
- Soccer Field
- Four neighbourhood Playgrounds

In addition to all these opportunities for recreation and leisure, Torbay hosts two major festivals during the year. Each provides excellent opportunities for socializing, group participation, and engaging in friendly competition.

- Recreation Master Plan – In 2009, we designed a 10-year Recreation Master Plan to approve and prioritize improvements and additions to the Town’s recreation program. This plan covers a wide range of recreational activities, with the highest ranked priority being the development of an integrated trail system incorporating our existing traditional trails. The system will enhance opportunities for a range of activities such as walking, hiking, roller blading and will even include more extreme sports such as Trikke carving.

Also high on the priority list is the creation of a large, centrally-located, multi-purpose Community Centre. The vision for this Centre includes a single tank pool, gymnasium, arts & crafts studio, administrative and storage space, and possible shared accommodations for a library, museum and small gift shop. Full details on the Recreation Master Plan are available on the Town website at [torbay.ca](http://torbay.ca).

- Volunteer and Community Organizations – The Town of Torbay is proud of the many volunteer and community organizations that our residents are involved in. Some of the major clubs and organizations in our Town include:
  - 50+ Friendship Club
  - Allied Youth
  - Anglican Church Women
  - Catholic Women’s League
  - Girl Guides of Canada
  - Heritage Committee/Museum
  - Summer Community Festival Committee
  - Holy Trinity High School Council
  - Holy Trinity Elementary School Council
  - Ladies Auxiliary Fire Department
  - Ladies Senior Softball League
  - Men’s Junior and Senior Softball Leagues
  - New Horizons Senior’s Computer Program
  - Northeast Minor Hockey Association
  - Torbay Volunteer Fire Department
  - St. Nicholas’ Men’s Association
  - Summer Community Festival
  - Men’s Senior Softball League
  - Knights of Columbus
  - Holy Trinity Parish Council
  - Torbay Minor Soccer
  - Torbay Minor Softball
  - Women’s Institute
  - Torbay Food Bank
  - Senior Hockey League
  - Library Board
  - Quilting Club

For more information on volunteering in Torbay, please visit our Town website at [torbay.ca](http://torbay.ca)





## **WORKING: A Closer Look at Torbay Business**

Why do business in Torbay? Because it makes good business sense. Torbay offers:

- Close proximity to International Airport and major retailers
- Rapid residential growth
- Low tax rates
- Low competition
- Highly educated, skilled and able work force
- Friendly and loyal consumer base
- Supportive town staff and council
- The second fastest growing urban municipality in the Province
- Rural feel with nearby world-class amenities

But that's not all. The Town of Torbay is committed to supporting, encouraging and fostering success in the business community. Our Economic Development Department provides assistance and support to new and existing commercial enterprises through initiatives such as:

- Torbay Business Awards
- Small Business Week
- Free Business/professional development seminars
- Free Business opportunity meetings/seminars
- Town Economic Development Plan
- Plans to develop a Business Park
- Upgrades and enhancements to commercial areas
- Town and School Enterprise Competition
- Enhanced communications re economic information
- A new Town Centre development at the core of Torbay.

In short, we're dedicated to helping business succeed. Our Economic Development Officer is available and always ready to help with information or support for all current or prospective business owners.

The Canada/Newfoundland and Labrador Business Service Centre is another valuable resource, with an extensive library on a variety of business topics, and ready with information and advice.

## Who Does Business in Torbay?

A diversity of business sectors are represented here, corresponding to over 150 companies. From corner stores to construction companies to international manufacturing operations, and more, the Town of Torbay prides itself on nurturing a close and friendly environment with the business community.

One of Torbay's high profile companies is Metal World. Metal World is part of the GJ Cahill Group of Companies and serves Eastern Canada, the United States, and the world. The facility in Torbay offers a wide range of fabrication services to the commercial and industrial construction sector, the offshore oil and gas industry, pulp and paper, mining and oil refineries.

Other notable businesses include Tapper's Oil and Irving Oil, which represent the oil and gas sector of Torbay's economy, and contribute services by offering a gas bar and convenience store. Representatives of the Food Services sector include popular favourites such as Mary Brown's, Mudders Kitchen, and Atlas Pizza. District Drugs, another important community enterprise, provides pharmaceutical supplies, school and stationery supplies, and convenience items.

An overview of business sectors currently represented in Torbay is indicated below:

BUSINESS SECTOR	Number of Businesses
ACCOMMODATIONS	1
AGRICULTURE	7
ARTS AND CRAFTS	5
AUTOMOTIVE	10
CONSTRUCTION/CONTRACTING/EXCAVATING	31
CONVENIENCE STORES	3
EDUCATION	7
ENTERTAINMENT	2
FINANCIAL (BOOKKEEPING, INSURANCE, ETC.)	6
FOOD SERVICES	6
MANUFACTURING	1
MEDICAL (DENTIST, PHYSIOTHERAPIST, MEDICAL CLINIC, ETC.)	7
MISCELLANEOUS SERVICES (PEST CONTROL, HAIRSTYLING, ETC.)	39
TRANSPORTATION	4

## BASIC MILL RATE STRUCTURE

PROPERTY TAX (COMMERCIAL)	10.5 MILLS WITH MINIMUM: \$150.00
BUSINESS TAX	MINIMUM TAX: \$400.00
GENERAL BUSINESS	15 MILLS
FARMS	1 MILL
PROFESSIONAL SERVICES	20 MILLS
BANKS	86.5 MILLS
HOME BASED BUSINESS	\$250.00 ANNUALLY

## COMMERCIAL DEVELOPMENT FEES AND PERMITS:

COMMERCIAL APPLICATION FEE	\$100.00
NEW CONSTRUCTION/EXTENSION/ACCESSORY BUILDING	\$4.00 PER SQUARE METRE
MINIMUM PERMIT FEE	\$100.00
CHANGE OF USE	\$100.00

With a property tax set at 10.5 mills, and a minimum tax of \$150.00, tax rates in Torbay are among the lowest of the municipalities in the St. John's area.

For a complete listing of the Town of Torbay's tax and fee structure, visit the Town website at: [torbay.ca](http://torbay.ca)

### Forms & Permits

Town staff can provide business owners with the information they need to succeed in the business world. The Town of Torbay website includes all the permits and forms a new business needs to get started, and gives a breakdown of our tax and fee structure. The website uses BizPal, an online database of business registration forms and permits, to make it fast and easy to find what you need.





## Focused on the Future


The Provincial economy is booming. Major industry start-ups and expansions are underway, and Torbay is focused and ready to play a big role in our Province's bright economic future. Some of the most promising areas for expansion and innovation include:

**Agriculture** – There are approximately 558 farms operating in Newfoundland and Labrador, averaging 160 acres in size. The leading crops include vegetables (i.e. turnip, cabbage and carrots), greenhouse products, berries, and potatoes. The principal agricultural products are livestock, dairy, and poultry. Torbay is currently home to several farms, and has areas available with excellent potential for conversion into farming fields.

**Aerospace and Defence** – The aerospace and defence sector of Newfoundland and Labrador represents a great opportunity for growth. In 2007, more than 30 companies employed over 1,000 employees in the sector, generating annual sales of approximately \$150 million. The investment attraction and export development potential for job creation and economic growth in the Province are significant - and Torbay is ideally situated to part of this growth. With its close proximity to the St. John's International Airport, Torbay is a natural choice for an aerospace and defence related facility.

**Oil and Gas** – The oil and gas industry in the Province of Newfoundland and Labrador accounts for approximately 30% of the Province's nominal Gross Domestic Product (GDP) and 2% of employment. The Province currently produces about 40% of Canada's conventional light crude oil. Three offshore projects currently operate in the Province: Hibernia, Terra Nova, and White Rose. Construction of the proposed Hebron Oil Field will create an estimated 4.1 million person hours of employment in the Province. The Town of Torbay has two companies currently operating in the oil and gas industry, providing residential and commercial fuel oil products.

**Manufacturing & Construction** – The manufacturing industry accounts for 4% of Newfoundland and Labrador's GDP and 6% of employment. The three main manufacturing groups include: food processing, seafood, newsprint, and refined petroleum. The total value of shipments from Newfoundland in 2008 was \$6.6 billion.



Meanwhile, capital construction investment in the Province reached \$3.1 billion Residential construction has increased greatly and construction workers have been in high demand. Torbay is well-represented in the construction sector. For a list of our construction and contracting companies, please refer to our business directory at [www.investtorbay.ca](http://www.investtorbay.ca).

**Tourism** – The tourism industry in Newfoundland and Labrador is doing extremely well. According to the World Tourism Organization, international tourist arrivals to the Province increased by 2% in 2008. This offers a great opportunity for Torbay. Since tourists arriving in Newfoundland are much more likely to fly than drive, Torbay's location just 5 km from St. John's International Airport makes it convenient and easy tourist destination. Torbay offers many attractions and unique experiences to visitors, as well as a variety of cultural and outdoor activities. The Town is host to several community events and festivals, and many historic and cultural attractions.

With a strategic locale, skilled work force, and excellent standard of living, Torbay's advantage as a business centre is clear. For more information, please contact our Economic Development Office at [www.investtorbay.ca](http://www.investtorbay.ca) or call (709) 437-6532 ext. 264 and find out how you can take advantage of Torbay's business programs and incentives.





# Utilities and Other Services

The Town of Torbay takes seriously its commitment to provide the best possible services and utilities to all residents. Through essential services such as clean water, snow clearing, road maintenance and more, we are stewards of the wellbeing and safety of the Community.

## Utilities

**Water & Sewer Works** – The Town of Torbay operates and maintains both a sanitary sewer system and a water distribution/reservoir system.

By continually monitoring water quality, water levels, and consumption, the Town ensures our water system is performing at optimal standards.

The Town’s sanitary sewer system is a complex system of piping and pumps requiring regular maintenance and upgrades. Completion of all necessary upgrades is currently being done under a cost-shared, multi-year capital works project.

## RESIDENTIAL

WATER ONLY	\$150.00 ANNUALLY
SEWER ONLY	\$150.00 ANNUALLY
WATER & SEWER	\$300.00 ANNUALLY

## COMMERCIAL

WATER ONLY	\$200.00 ANNUALLY
SEWER ONLY	\$200.00 ANNUALLY
WATER & SEWER	\$400.00 ANNUALLY

## Municipal Services & Operations

**Road Maintenance, Snow Clearing & Ice Control** – The Town of Torbay owns two sanders, four loaders with snow blades and wings, and two backhoes which are all used in snow clearing and ice control operations.

**Street Lighting** – In conjunction with Newfoundland Power, the Town maintains and operates an extensive street lighting system. Street and area lighting not only enhance our properties but provide an added measure of security to our neighbourhoods.

**Town Facilities** – The Town of Torbay operates and maintains several facilities, including the Town Office and Fire Department, the Municipal Depot and associated buildings, the Kinsmen Community Centre, and the Upper Three Corner Pond Recreation Facilities. The Town also maintains pumping and processing buildings that facilitate water and sewer systems.

**Fire Services** – The Torbay Volunteer Fire Department has been providing the residents of the Towns of Torbay and Flatrock with professional emergency services for over 35 years.

**Municipal Depot** – The Town of Torbay Municipal Depot houses the town garage, animal control shelter, and related storage facilities.

**Development Control/Municipal Enforcement** – The Development Control Enforcement Officer is responsible for monitoring construction activities, ensuring compliance with snow clearing regulations, and enforcing all municipal regulations.

**Environmental Services** – The Town of Torbay is very involved in clean-up programs and the promotion of property beautification. Residents are recognized for their contributions to property improvement, and the Town actively promotes a clean environment for all citizens.

As part of this commitment to maintaining a clean, safe environment for residents and visitors, the Town of Torbay has a contracted household garbage collection/disposal service that operates on a weekly basis. A curbside recycling program has also been implemented. As well, the Town organizes a yearly Spring Clean-Up for residents to dispose of bulk items that may have collected over the previous year.

The Town also offers a bulk drop off bin for metal recycling from April to November of each year. As well, the Town provides seminars on composting, and offers compost bins for sale to residents.





**Purchasing & Supply** – The Town of Torbay prepares quotes and tenders for goods and services required to properly manage the various departments and activities necessary for the successful operation of the Town.

**Capital Works** – Capital works programs are designed, tendered and administered through the Operations arm of the Town. These works are completed in conjunction with municipal and/or provincial funding and vary from roadwork and water/sewer installation to upgrading of infrastructure and facilities.

### **Other Services**

A number of other important services are in place throughout the Community, including: healthcare, education, senior's resources, and more:

**Local & Regional Healthcare** – Torbay is home to a medical clinic: The Torbay Medical Clinic, two dental offices: Torbay Dental Office and Dr. Mithani's Dental Office, and two physiotherapy clinics: Joint Therapy Massage & Physiotherapy Clinic and Kinetic Chiropractic & Health Clinic. In addition, the St. John's Health Science Center and the Janeway Children's Hospital are just 12 km away.

### **Education –**

*K-12:* Torbay currently has an elementary school and a high school. Planning is also underway for a new middle school.

*Memorial University (MUN):* Just 12 km away, Memorial University has six Faculties: Arts, Business Administration, Education, Engineering, Medicine and Science. As well, there are seven schools of study, including: Continuing Education, Graduate Studies, Music, Nursing, Pharmacy, Physical Education, and Social Work.

*College of the North Atlantic (CNA):* Located just 11 km from Torbay, CNA is one of Atlantic Canada's largest post-secondary education and skills-training centres. More than 100 full-time programs and over 300 part-time courses are offered in: Academics, Applied Arts, Business Studies, Health Sciences, Engineering Technology, Industrial Trades, Information Technology, and Tourism & Natural Resources.

*Fisheries and Marine Institute of Memorial University (aka Marine Institute):* The Marine Institute is one of Canada's

most comprehensive ocean training and research facilities. Students are often recognized as among the best-trained anywhere. Businesses and naval interests from around the world use the leading edge facilities to gain further knowledge about ocean-related pursuits.

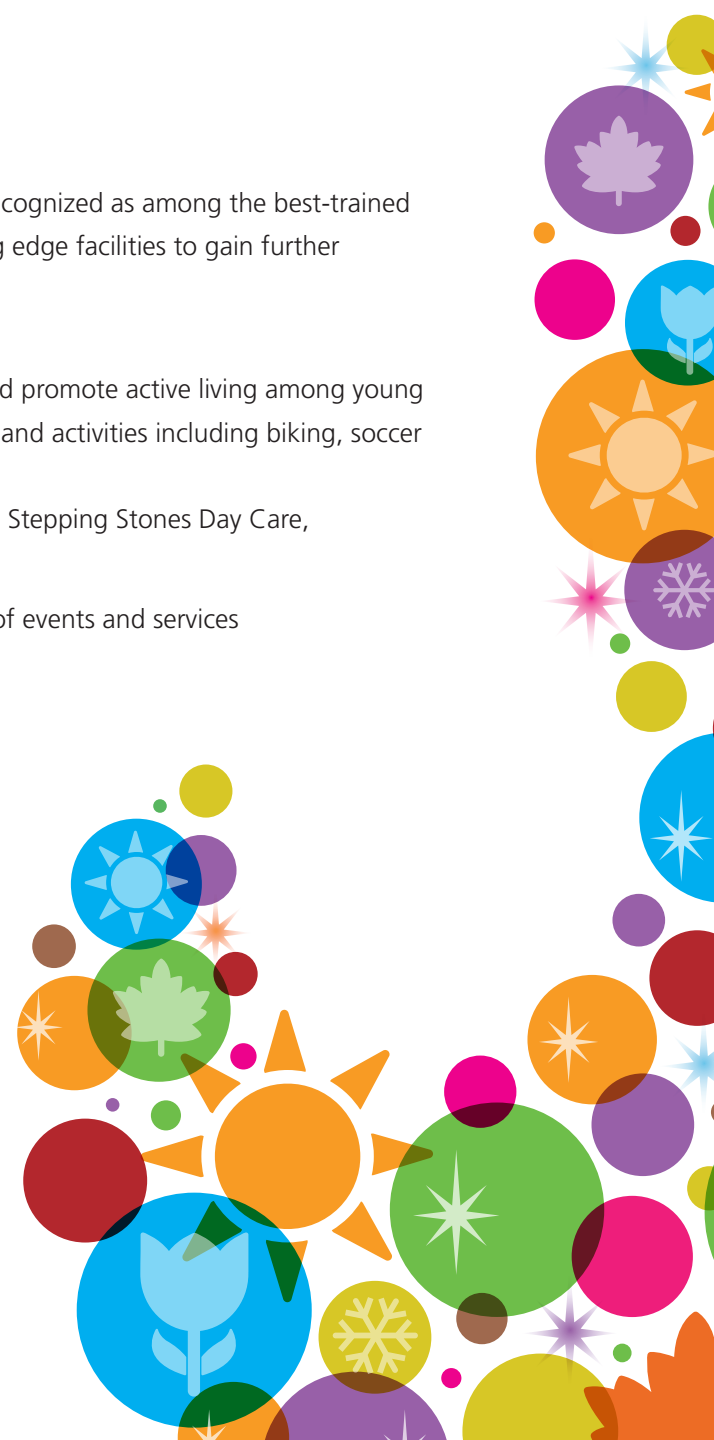
#### **Youth and Child Care Services –**

*Youth Programs:* Camp T is a youth recreation initiative designed to facilitate and promote active living among young Torbay residents. A summer camp for ages 5 to 12, it offers a variety of outings and activities including biking, soccer and softball.

*Child Care:* Three local day care centres currently operate in the Town of Torbay: Stepping Stones Day Care, Busy Bees, and New Fun Land.

**Senior's Resources** – Throughout the year, the Town of Torbay offers a variety of events and services for our senior citizens, including:

- Cooking for Wellness (in partnership with Sobeys)
- Walking for Wellness (at the Jack Byrne Arena)
- Senior's Tea and Local Entertainment Nights
- Christmas at Liddy's Bar for Seniors
- Senior's Dinner and Dance (part of the Snow Treasures Festival)
- Senior's Bus Tours
- Senior's Card Games
- Torbay 50+ Group
- New Horizons Senior's Computer Program
- North Pond Personal Care Home (local seniors' home complex)





# WALKING FOR WELLNESS

torbay

Newfoundland  
Labrador

VON  
CANADA



**Churches** – Torbay is home to three churches: Holy Trinity Church, St. Nicholas Anglican Church, and Torbay Family Church – the latter currently operates out of the Kinsmen Centre.

**Accommodations** – If you're looking for a place to stay during a visit to Torbay, visit See the Sea Bed & Breakfast. With a fantastic ocean view, See the Sea is just five minutes from the airport and two minutes from Father Troy's walking trail. For more information, visit [seethesea.ca](http://seethesea.ca).

**Newspapers** – The Telegram is our daily, provincial newspaper. Residents can also subscribe to two national papers: The Globe and Mail and the National Post. In addition, The Northeast Avalon Times is a monthly newspaper that serves Portugal Cove-St. Philips, Torbay, Logy Bay-Middle Cove-Outer Cove, Flatrock, Bauline, Bell Island, and Pouch Cove.



# Torbay By The Numbers

## **NOTABLE DISTANCES & ACCESS**

The Town of Torbay is accessible from St. John's via Torbay Road. Construction of a new bypass has recently been completed, reducing traffic congestion and providing more streamlined connections between the Towns of Torbay, Flatrock, and Pouch Cove.

Other major surrounding towns include: Mount Pearl, Conception Bay South, Portugal Cove-St. Philips, and Paradise. The distances between Torbay and a selection of major centres are illustrated in the chart here.

Torbay is mere minutes from both the St. John's International Airport and Cougar Helicopters. Six airlines currently offer scheduled passenger services year-round, and two charter airlines offer seasonal services to Canadian and southern destinations.

Cougar Helicopters' primary role is the transfer of personnel to and from their offshore locations. Its secondary role is providing search and rescue services to offshore operators. The distances from Torbay to selected major cities within Canada and the world, are shown in the graph, below.

## **CLIMATE & POPULATION**

The Town of Torbay borders the Atlantic Ocean and experiences a typical coastal climate with warm summers and mild winters. Torbay has four distinct seasons: Spring (March to May), Summer (June to September), Fall (September to November), and Winter (December to March).

The Town of Torbay has a population of 7,397 (Federal Census, 2011), and has experienced significant growth over the last twenty years, more than doubling its population since 1986.

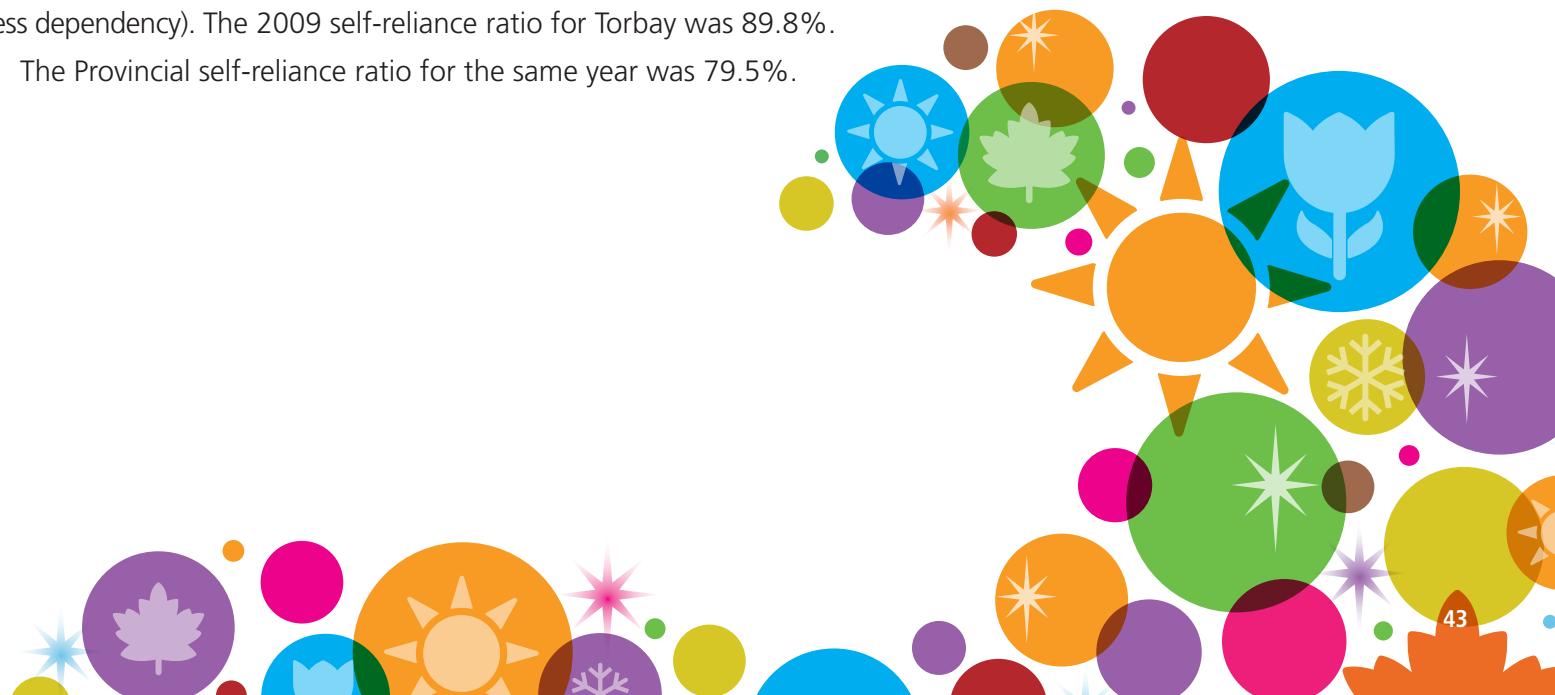
From 2001 to 2011, Torbay's population increased from 5,474 to 7,390. Based on demographic data, it is estimated that the population of Torbay may grow to at least 15,000 by the year 2050.

## **INCOME & CONSUMPTION**

The annual household income of Torbay residents exceeds the Provincial average. In 2009, Torbay's personal income per capita was \$32,600, compared to \$27,700 for the Province. As well, in 2009, half of the families in Torbay had incomes of at least \$105,400 while in the Province, that figure was \$82,500.

The self-reliance ratio is a measure of a community's independence from government transfers such as Canada Pension, Old Age Security, Employment Insurance, and Income Support Assistance (higher percentages mean less dependency). The 2009 self-reliance ratio for Torbay was 89.8%.

The Provincial self-reliance ratio for the same year was 79.5%.



## EMPLOYMENT & EDUCATION

The Town of Torbay has a very high employment rate – higher than both the Provincial and National averages. The employment rate for Torbay in 2006 was 66.4%. At that same time, both the Provincial and National employment rate was 62.4%. The participation rate for Torbay in 2006 was 73.5%, compared to Provincial and National participation rates of 58.9% and 66.8%, respectively.

In comparison to the unemployment rate for the Province, Torbay's is substantially lower. In 2006, the unemployment rate for Torbay was 9.7%, whereas the Provincial unemployment rate was 18.6% and the National rate was 6.6%.

The education levels of Torbay residents are among the highest in the Province.





# Town Council



## **Mayor Ralph Tapper**

After serving eight years as Councillor, Ralph Tapper is now into his first term as Mayor. He and his wife are lifelong residents of Torbay and have two adult children who also live in the community. As a proud descendant of both the Tapper and Gosse families who have made Torbay their home for centuries, Ralph is keen on preserving the heritage and culture of his Town. Ralph is a retired 37-year employee of Memorial University of Newfoundland, having spent his entire career at the QE II Library in various capacities, including the building's Manager of Facilities Services.

He has been a volunteer all his life, whether it be head of his staff union at work, entertaining seniors with his music, or as a coach or official in various sport activities. He received honorary awards, among them an inductee in the Torbay Sports Hall of Fame.



## **Deputy Mayor Geoff Gallant**

Deputy Mayor Gallant is a family man who grew up in Torbay, and in 2009, at the age of 33, he became the youngest person to ever be elected as Torbay's Deputy Mayor and was subsequently re-elected in that role in 2013. Geoff holds a Bachelor of Arts in Anthropology/Archaeology from Memorial University and a degree in Applied Information Technology from the Information Technology Institute. He is currently a senior consultant and IT professional. He is also an active community volunteer who currently serves on several political and environmental executives and board of directors, both locally and provincially.

Geoff believes in a sustainable, long-term vision for Torbay. He takes great pride in his balanced approach to the issues and his reputation for being a strong proponent of Torbay's rural character, wetlands, green spaces, and conservation zones."



### **Councillor Carol Ann Smith**

Carol Ann has sat on Torbay Town Council since 2005. Her motivator for entering municipal politics is her love of the town where she grew up and raised her children. She understands the importance of preserving Torbay's history and culture in a time of excessive pressures for rapid residential expansion.

Carol Ann has an extensive history of giving back to the community through her volunteer service: youth bowling, Torbay Swiler Days/Hillside Festival, Parish and School Councils. As a councillor she chairs the Public Works/Technical Services committee and is a member of the Planning/Land Use Development Committee.

Most days you'll find Carol Ann hard at work at the Canadian Diabetes Association. As Regional Director for NL, she continues to help improve the lives of people affected by diabetes and those at risk. But she'll be quick to tell you, spoiling her two grandchildren still rank #1."



### **Councillor Mary Thorne-Gosse**

Mary was born and raised in Torbay and has a passion for her beautiful home town. She previously was a member of Torbay Town Council from 1997 to 2009, with four of those years as Deputy Mayor (2005-2009). She won re-election to Town Council in 2013.

Mary has a long active history as a community volunteer. She has been a member of the Holy Trinity Parish Council, Chairperson of the parish Hall Committee and a member of the Northeast Minor Hockey Association where she has held many elected position over her many years of involvement. She promotes and plays in the Annual Pat Dawe and Neighbourhood Softball Tournaments and has been an active participant in the Ladies Softball Association for over thirty-seven years.

She has two grandchildren and would like to ensure that Torbay continues to be a wonderful place in which to live for them, and for future generations to come.



### **Councillor Brian Whitty**

Brian Whitty is a 58 year resident of Torbay. He graduated from Memorial University with a Bachelor of Education (Elementary) in 1987 and as worked as a teacher all over the province of Newfoundland & Labrador. He retired after 25 years of service teaching, network administrator and librarian for the school board. Cllr. Whitty has been on Torbay Council for over 6 years and has sat on Public Works and Economic Development committees during that time. He currently is the Town Council liaison with the Torbay Library. He is an active member of Holy Trinity Parish and is involved with the Torbay Lion's Club and Knights of Columbus.



### **Councillor Peggy Roche**

Peggy Roche has been a Town Councillor for the Town of Torbay since 1997. She served as Deputy Mayor for the Town from 2001 to 2005, and has served on various committees. Peggy also currently sits as chair of the Torbay Heritage Advisory Committee and is a member of the Economic Development & Tourism Committee.

Peggy is a true community leader. She has been heavily involved in the Catholic Women's League of Canada, serving a term as Provincial President and also serving for 10 years at a national level. Peggy has been married for 48 years and is a mother and grandmother. Peggy is no stranger to volunteering her time to the greater good of the community spending 2 years as President of the Northeast Avalon Joint Councils and is always doing what she can to better the Town of Torbay.



### **Craig Scott**

First elected to council in 2013, Craig is a lifelong resident of Torbay where his family roots run deep. Craig graduated from Holy Trinity High School in 1988 and lives in Torbay with his wife Laureen and their two children.

In his professional life Craig has worked in many sectors including the Federal Public Service, Oil and Gas, Construction and currently the Non –Profit sector where he is employed as a Database/Network Administrator.

Over the years Craig has been keenly interested in politics, especially at the municipal level. Prior to running for council he was active in Torbay political circles, attending meetings regularly and writing stories about current events on his blog Torbay Today. Recognized for being actively involved in the community, Craig was nominated for Citizen of the Year in 2013.

Craig is currently a member of both the Planning/Development and Public Works Committees; he is also council liaison to the Torbay Volunteer Fire Department.

Craig intends to help move the Town of Torbay forward in a sustainable and responsible way and is committed to having an open and honest dialogue with all residents.









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