

# BATAWA

## Location

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Batawa is located in the heart of the Quinte West, on the shores of the Trent River. It forms part of the “Quinte Region” located just north of the Bay of Quinte, with its neighbours Belleville, Trenton, Brighton and Stirling.

Formerly part of both Sidney and Murray Townships, Batawa is now at the heart of the amalgamated municipality of “Quinte West”.

Though nestled amid other small, picturesque communities, Batawa is strategically located between the major centres of Toronto, Ottawa and Montreal. Batawa is just 5 minutes north of “Ontario’s mainstreet”, Highway 401, which sees 37,000 vehicles per day pass through the Quinte Region. Over 4,900 vehicles travel directly through Batawa each day on Hwy 33. Batawa is bordered by the Trent River to the east and rolling farmland and natural areas on all its borders.

Batawa is within a one-day drive from most major market centres in North America:

Distances to Major Centres	
City	Distance
U.S. Border Crossing (Alexandria/Ivy Lea)	120 km
Toronto, ON	190 km
Montreal, PQ	360 km
Detroit, MI	230 km
New York, NY	702 km
Chicago, IL	992 km
Philadelphia	711 km

Batawa is minutes from busy downtown retail areas in both Trenton and the village of Frankford and is poised to develop its own town centre into a unique, pedestrian-oriented commercial centre.

Batawa counts as one of its greatest assets its proximity to the Trent Severn



Village of Batawa

Waterway, a unique 386 km system of canals, lakes and rivers stretching from the Bay of Quinte in the south, to Georgian Bay in the north.

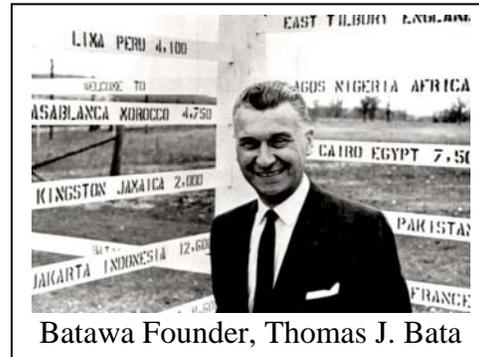
Batawa is on the doorstep of Canada’s largest military air base, Canadian Forces Base 8 Wing Trenton currently in the midst of a major, billion dollar expansion, bringing hundreds of new jobs

and residents to our community. Batawa is home to Invar Manufacturing, a precision engineering company supporting both private and military contracts.

## History

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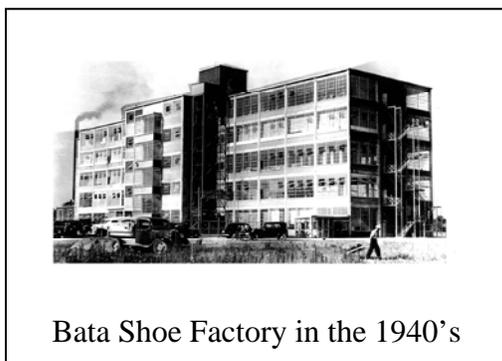
In 1939, accompanied by 100 Czech families, Thomas J. Bata emigrated from Czechoslovakia to Canada. He was the only son of Tomas Bata who had built a very, large, international shoe enterprise in Czechoslovakia and died in an airplane crash before the Second World War. Young Thomas decided to leave his home country a short period before the German Army marched in. After his arrival in Canada he initially bought an old paper mill in Frankford and started to manufacture shoes with the help of over 100 Czech families who had followed him to Canada.



Batawa Founder, Thomas J. Bata

Soon after their arrival they started to build a new factory and housing in Batawa. There were two schools, two churches and sports facilities. At a later date a Post Office and a bank were added. Originally most of the inhabitants of Batawa were of Czech origin and retained many of their traditions.

In addition to the shoe factory, they also built a plant to make shoe machinery. However, during wartime the engineering plant concentrated on the war effort and made various high precision machine parts such as gyroscopes for the armed forces. By 1989, the Bata factory employed 1,500 in the shoe factory and 380 in the engineering division. It was a truly flourishing community. The wartime



Bata Shoe Factory in the 1940's

housing, which had been subsidized by the Bata Shoe Company, was being replaced by well built bungalows owned by the occupants.

In the years to come the engineering division was sold to Invar, one of the Linamar companies making automotive parts, and remains active today, employing more than 300 people. Gradually the shoe factory reduced its production as labor

costs in Canada were very high and more and more shoes were being imported, particularly from China. By the time the factory closed, the residents of Batawa found other careers but many remain in their homes in the village, keeping the spirit of a small town strong.

Many in surrounding communities still have connections with the original Czech families. There is a large group of "Batawa Kids" - people who were born in Batawa and today live all over the world - who still maintain a strong sense of kinship to Batawa.

Batawa became a part of the amalgamated city of Quinte West in 1998, now celebrating its 10<sup>th</sup> anniversary.

## **Transportation**

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The entire Quinte region is well serviced with a strong transportation network including air, ground, rail and water transportation networks.

Batawa is located just 5 km off of Highway 401 (east/west) and directly on Highway 33 (north/south). Bus service is available to Batawa directly on a limited schedule through Laidlaw Transit Ltd. (1-888-738-8808), and to neighbouring Trenton and beyond on a daily schedule through Greyhound Bus Service (1-800-661-8747), and Coach Canada (1-800-461-7661).

A number of trucking companies service local businesses, moving freight to points across North America.

Canadian National Railway and Canadian Pacific Railway provide both freight and express service to the Quinte Region.

Commercial flights for passenger and cargo use are available through 8 Wing Trenton, Canada's largest Canadian Forces Air Base, by prior arrangement with DND. There is a Customs and Immigration office located on site for international flights. Many local businesses use Trenton Airport as a convenient way to access customers, head office officials, suppliers and other business contacts.

Batawa is a short drive to many major airports including Pearson International Airport (Toronto), MacDonal-Cartier Airport (Ottawa) and Dorval Airport (Montreal). There are several small airports in the area for recreational use.

Picton Harbour, located 35 km south of Batawa, can accommodate large lake boats. Lake Ontario barges propelled by tugboats are occasionally used for transporting heavy equipment.

Several local and national courier companies are located within the Quinte region and provide reliable service to Batawa.

## **Population**

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The village of Batawa has a population of approximately 300 people in 110 households. It is located within a regional population base of 187,000 within 50 km, and over 146 million people within a 1,200 km radius in Canada and the U.S.

The Quinte region has experienced modest population growth over the past decade.

Population Statistics (Source: <a href="http://www.statscan.ca">www.statscan.ca</a> )		
Year	Quinte West	Quinte Region
1991	42,640	95,975
1996	41,676	96,893
2001	41,409	96,844

\*Quinte Region includes City of Quinte West, City of Belleville and the Municipality of Brighton

The largest population group in the region are the working-aged population between the ages of 25 and 54. This labour force, more than 93,000 strong across the region, has an abundance of skilled employees who offer a wide range of mechanical, industrial and technical skills. A strong rural work ethic characterizes this area's labour force. Typically the area has a weak union presence. Competitive wage rates are lower than the provincial average. The Quinte Region boasts a large French-speaking or bilingual population.

## Local Economy

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Batawa is a small village that has historically seen the majority of its residents employed by the Bata Shoe Factory. Upon its closure, the engineering component of Bata Shoe – now Invar Manufacturing – carried on and continues to employ many local residents.



Former Bata Shoe Company  
& Invar Manufacturing.

The Quinte Region continues to demonstrate a strong local economy due to its diverse base. Its strong sectors include plastics and packaging, automotive parts manufacturing, food processing, and service industries. Tourism and recreation sectors are actively being developed, drawing on the strengths of Batawa and Quinte's marine locations and proximity to natural areas.

The local unemployment rate has varied at a rate of approximately 6.5% since 2000. Average wages in the region remain well below that of larger urban centres.

## **Education & Social Services**

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The Quinte region offers a strong compliment of elementary and secondary schools, providing the finest education. Neighbouring Belleville is home to private schools, many nursery schools, a Montessori school and Albert College, a renowned private school offering Kindergarten to Grade 12.

Batawa itself is home to the historic Sacred Heart Catholic Elementary School, with grades K-8 and a student population of just under 200 students. This unique school boasts an alpine ski area directly in its back yard, over 20 km of



Sacred Heart Catholic  
Elementary School, Batawa

recreational trails on its doorstep, and hundreds of acres of green space surrounding the school that were recently designated as a provincially-significant ANSI (Area of Natural and Scientific Interest).

Post-secondary education includes Loyalist College with over 3000 students. The College offers a Training and Development Centre with customized training programs to assist local business in developing their labour force. Queen's University in Kingston as well as Trent University in Peterborough are only a short drive away.

Sir James Whitney School for the Deaf offers education for the hearing impaired.

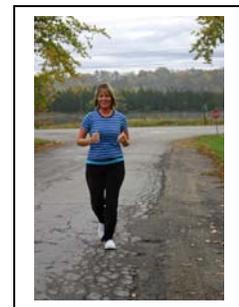
Quinte Health Care Corporation has four fully-accredited hospitals throughout the region, including Trenton Memorial only minutes away. Trenton Memorial Hospital offers primary and some secondary care to patients. It houses 70 beds and a full range of clinical and diagnostic services.

The region's strong network of social and community services are easily accessed through Volunteer & Information Quinte's comprehensive on-line directory at [www.viq.ca](http://www.viq.ca).

## **Lifestyle**

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Batawa is a community that offers four season appeal. Beautiful, warm summers give way to autumn with the hills ablaze with colour. Winter snow offers many recreational opportunities and spring brings the natural environment back to life. The local climate is moderated by the community's proximity to the Bay of Quinte and Lake Ontario. The average



daily maximum temperature in January is -2.8 degrees Celsius, and 26.1 degrees Celsius in July.

Recreation has been a strong focus in Batawa since 1939. Many organized recreational activities take place throughout the region, including summer and winter sports. The village has its own ski hill with a racing team who participate in the province racing circuit with great success.



Batawa Ski Hill

Hiking is very popular with kilometers of trails at your doorstep. The Lower Trent Trail stretches from Trenton to Glen Ross, going through the heart of Batawa and connecting Quinte West to the Trans Canada Trail. The Bleasdell Boulder, located just minutes south on the Lower Trent Trail, is the largest known glacial rock in North America. Several other trails wind through the Batawa Development Corporation property, offering hikers, cyclist and other non-motorized

users the opportunity to explore the areas natural features. Dozens of provincial and conservation parks are minutes away offering a glimpse of unique natural areas and wildlife.

Golf is a popular activity throughout the Quinte Region. More than a dozen courses offer enjoyment for all skill levels. Rates vary and are quite reasonable.

With excellent access to the Trent Severn Waterway and the Bay of Quinte, some of Canada's best yachting and sailing opportunities are yours to enjoy. Over 1,200 vessels past through the locks of the Trent Severn in Batawa in 2005. Local beaches are unmatched, with the famous Sandbanks Provincial Park in neighbouring Prince Edward County.



Trent Severn Waterway

Spectator sports include OHL Hockey with the Belleville Bulls, and the Junior A Trenton Sting. Stock car racing takes place in neighbouring Brighton. Quinte Exhibition and Raceway features weekly harness racing. And

professional sports teams can be enjoyed in Toronto, including hockey, football, basketball, baseball and lacrosse.



Batawa Ski Hill  
Corn Roast

Hunting and fishing are popular pastimes in a region rich with forest and aquatic resources.

The area is busy with festivals and special events throughout the year, including Frankford Riverfest, Batawa

Easter Egg Hunt, fishing derbies, Brighton Applefest, Belleville Waterfront Festival, Batawa Frost Fest, Warkworth Maple Syrup Festival and many, many more.



A new library has just been constructed in the heart of Quinte West, with three branches in total with a combined collection of approximately 143,000 volumes. Both the Trenton and Frankford branches are minutes from Batawa.

Batawa itself is home to Sacred Heart Catholic Church. A diverse faith community in the region offers a broad range of fellowship opportunities.

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## Housing

Batawa offers the opportunity to live in a small, friendly, happy community located in a beautiful setting along the shores of the Trent River. The Batawa Development Corporation is currently preparing for a variety of new residential developments, including the conversion of the former Bata Shoe Factory to residential units, and single family dwellings throughout the community.

Housing costs in the area are extremely reasonable, with the average value of a home in the Quinte Region selling for a modest \$175,000 in January, 2009 (source: Quinte & District Real Estate Board).



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## Utilities & Infrastructure

Batawa is serviced by both municipal services throughout the village, and private services in the surrounding area. Hydro One provides hydro electricity, and Union Gas provides natural gas supply. Fire protection services are provided by Batawa Fire Station #5 located right in the village.

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## Government Assistance Programs

Business assistance and support is available locally through a number of government agencies and services, including:

Trenval Business Development Corporation, [www.trenval.on.ca](http://www.trenval.on.ca)

Business Development Bank of Canada, [www.bdc.ca](http://www.bdc.ca)

Enterprise Quinte, (613) 961-0590

Loyalist College Training and Development Centre, (613) 966-8121

Job Connect, (613) 966-0205

Canada Employment Centre, (613) 392-6531

Hastings County Employment Services, (613) 966-8815

## **Batawa Development Corporation**

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Founded in 2005 by Chairman Sonja Bata, O.C., the Batawa Development Corporation holds over 1,500 acres of land in and around the beautiful community of Batawa. General Manager Heather Candler oversees the corporate office, located in the village, and welcomes development inquiries. Residential, commercial and light industrial development opportunities form a part of the master town plan.

The mission of the BDC is to develop some of the undeveloped lands of Batawa for the benefit of all of Quinte West using a patient and long term community partnership approach. By joining hands, our community has the unprecedented opportunity to design and build a regional recreational hub that is unique in Canada. The Batawa Development Corporation will build upon the rich history and strong community spirit of Batawa to achieve excellence in town planning and community development.



**FOR MORE INFORMATION ON DEVELOPMENT OPPORTUNITIES IN  
BATAWA, PLEASE CONTACT:**

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