

# Dufferin, South Simcoe and Collingwood – Fact Sheet

## November 2009

### Community Overview

#### Dufferin County

- Population of 54,436 residents with a land area of 1485.58 square kilometres.<sup>1</sup>
- Consists of 8 municipalities including:<sup>2</sup>
  - Amaranth (Population 3,845)
  - East Garafraxa (Population 2,389)
  - East Luther Grand Valley (Population 2,844)
  - Melancthon (Population 2,895)
  - Mono (Population 7,071)
  - Mulmur (Population 3,318)
  - Orangeville (Population 26,925)
  - Shelburne (Population 5,149)
- Dufferin County has a population density of 36.6 per km<sup>2</sup>.
- The county has seen a growth of 6.7% from 2001 to 2006.<sup>3</sup>
- The median age in Dufferin County is 37.7 which is slightly than the 35.5 it was in 2001.<sup>4</sup>

#### South Simcoe and Collingwood Area

- Population of 422,204 residents with a land area of 4840.56 square kilometres.<sup>5</sup>
- Consists of 18 municipalities and 3 First Nation reserves:<sup>6</sup>
  - Adjala-Tosorontio (Population 10,695)
  - Barrie (Population 128,430)
  - Bradford West Gwillimbury (Population 24,039)
  - Collingwood (Population 17,290)
  - Essa (Population 16,901)
  - Innisfil (Population 31,175)
  - Midland (Population 16,300)
  - New Tecumseth (Population 27,701)
    - Alliston is a small community of 9,679 within the municipality of New Tecumseth.<sup>7</sup>
  - Wasaga Beach (Population 15,029)
- Simcoe County has a population density of 87.2 people per km<sup>2</sup>.
- The county has seen significant 12% population growth from 2001-2006.<sup>8</sup>

<sup>1</sup> Statistics Canada. 2007. *Dufferin, Ontario (County) (table). 2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Statistics Canada. 2007. *Simcoe, Ontario (County) (table). 2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<sup>6</sup> Ibid.

<sup>7</sup> "Alliston Ontario" Wikipedia (2009) [http://en.wikipedia.org/wiki/Alliston,\\_Ontario](http://en.wikipedia.org/wiki/Alliston,_Ontario), (Accessed: Nov.4, 2009)

- Median age of the population has risen from 37.3 to 39.8 from 2001-2006.<sup>9</sup>

## Economic Development and Industries

### *Dufferin County*

- Dufferin County has a labour force of 30,925, the bulk of which is in the manufacturing and business services industries.<sup>10</sup>
- Change in the labour force by industry (top five):<sup>11</sup>

	1996	2006
○ Manufacturing	5,010	5,620
○ Business services	4,670	5,455
○ Retail trade	2,860	3,485
○ Health care and social services	2,035	2,490
○ Construction	1,490	2,400
- The unemployment rate in the county has dropped from 5.2% in 1996 to 4.5% in 2006, while the average annual income has only slightly increased from \$37,263 in 1996 to \$37,565 in 2006.<sup>12</sup>
- The agriculture and resource industry labour force has dropped slightly from 1,310 workers in 1996 to 1,250 workers in 2006.<sup>13</sup>
- The Dufferin Eco-Energy Park is a 200-acre site located in East Luther township designated for alternative energy projects. It is currently partnering with post-secondary institutions to develop the facilities which will provide employment for the local economy.<sup>14</sup>
- In early October of 2009 Dufferin County and Alter NRG Corp. announced plans for constructing an energy recovery facility in the Eco Park. The facility will be able to process 75 tonnes of household waste per day into 2 megawatts of electricity for the county. The facility is projected to be up and running in 2012.<sup>15</sup>
- In 1998, the town of Orangeville created their 'Downtown Heritage District Façade Assistance Program' to help provide financial incentive for prospective business owners to locate downtown.<sup>16</sup>
- Orangeville also has a Business Improvement Area initiative that includes 230 businesses dedicated to preserving the downtown core. This is also sponsored by the Centre for Business and Economic Development.<sup>17</sup>
- The Centre for Business and Economic Development is also involved with the town of Shelburne where they have created a community profile and economic development strategy promoting core businesses.<sup>18</sup>

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<sup>8</sup> *Simcoe, Ontario (County)*

<sup>9</sup> *Dufferin, Ontario (County)*

<sup>10</sup> Ibid.

<sup>11</sup> Ibid.

<sup>12</sup> Ibid.

<sup>13</sup> Ibid.

<sup>14</sup> "Dufferin Eco-Energy Park" East Luther Grand Valley Presentation (2008)

[http://www.dufferincounty.on.ca/documents/ELGV\\_DEEP\\_3-25-08.pdf](http://www.dufferincounty.on.ca/documents/ELGV_DEEP_3-25-08.pdf), (Accessed: Oct.24, 2009)

<sup>15</sup> "Alter NRG Corp. and Dufferin County Sign Agreement to Develop a Two Megawatt Energy Recovery Facility" Oil and Gas Industry Today (2009) [www.oilandgas.einnews.com/article.php?nid=23288](http://www.oilandgas.einnews.com/article.php?nid=23288), (Accessed: Oct.24, 2009)

<sup>16</sup> "Downtown Heritage District Façade Assistance Program" Town of Orangeville (1998)

<http://www.orangeville.org/page.php?id=698&s=285>, (Accessed: Oct.26, 2009)

<sup>17</sup> "Downtown Heritage District Façade Assistance Program."

### ***Collingwood and Nottawasaga (South Simcoe County)***

- Nottawasaga Futures is an organization that has established an economic development strategy for communities in south Simcoe County.
- The communities include: Township of Adjala-Tosorontio, Town of Bradford West Gwillimbury, Township of Essa, Town of Innisfil, and the Town of New Tecumseth. Major partners include: Industry Canada, International Trade Canada, Barrie Canada Service Centre, Ontario Ministry of Agriculture and Food and Rural Affairs; Ministry of Economic Development and Trade; Ministry of Education & Training; Ministry of Tourism; and Ministry of Energy, Science, and Technology.<sup>19</sup>
- The organization has six goals for aiding economic development in south Simcoe County:<sup>20</sup>
  - Encourage community flexibility to respond to a changing environment through government liaison and human resource development.
  - Increase community interest-based growth through partnership development.
  - Support and help community based organizations through mentoring.
  - Provide investment financing for start up, growth, expansion and reorganization of small businesses.
  - Provide advice, counselling and support to new and existing businesses.
  - Demonstrate accountability, to our funders and our community.
- This organization has helped to establish the South Simcoe Economic Alliance, bringing together the municipalities of Adjala-Tosorontio, Bradford West Gwillimbury and Innisfil to develop a strategy that will protect and enhance small businesses.<sup>21</sup>
- Currently the unemployment rates for Adjala-Tosorontio, Bradford West Gwillimbury and Innisfil are: 4.2%, 5.9%, and 4.7% respectively. These are all under the provincial average (6.2%) indicating that economic development initiatives in south Simcoe County may be having success in keeping the workforce employed.<sup>22</sup>
- The Georgian Triangle Tourist Association is an organization out of Collingwood dedicated to establishing and maintaining tourism in the Collingwood area of Simcoe County. The goals are to promote the Niagara Escarpment, Wasaga Beach, and Blue Mountain as pristine tourist destinations.<sup>23</sup>
- In 2007 Collingwood established the 'Greater Collingwood Business Enterprise Centre' to help restore and maintain existing small business throughout the area, as well as promoting new ones.<sup>24</sup>
- The Collingwood CMA currently has an unemployment rate of 6.6% and the major industries are: manufacturing, retail trade and business services.<sup>25</sup>
- The Collingwood BIA (known as Collingwood Downtown) is a not-for-profit organization currently focused on improving tourism-related businesses in the downtown core.<sup>26</sup>

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<sup>18</sup> "Community Economic Development" The Centre for Business and Economic Development (2008)

<http://www.centreforbusiness.ca/profiles.htm>, (Accessed: Oct.26, 2009)

<sup>19</sup> "Nottawasaga Futures: Providing Choice and Opportunity" Nottawasaga Futures (2009)

<http://www.nottawasaga.com/who/index.html>, (Accessed: Oct.25, 2009)

<sup>20</sup> "Nottawasaga Futures: Providing Choice and Opportunity."

<sup>21</sup> Ibid.

<sup>22</sup> *Simcoe, Ontario (County)*

<sup>23</sup> Visit South Georgian Bay" Georgian Triangle Tourist Association (2008) <http://www.visitsouthgeorgianbay.ca/>, (Accessed: Oct.25, 2009).

<sup>24</sup> "Greater Collingwood Business Enterprise Centre" Town of Collingwood (2008)

<http://www.town.collingwood.on.ca/node/1132>, (Accessed: Oct.24, 2009)

<sup>25</sup> *Simcoe, Ontario (County)*

<sup>26</sup> "Greater Collingwood Business Enterprise Centre"

- Recently the Ontario government gave Collingwood \$25,000 to undertake a 'Business Attraction Study'. The study sets priorities for attracting tourism as well as keeping Collingwood a viable place to live for current residents.<sup>27</sup>
- In September of 2009 the federal government (through the Economic Action Plan) agreed to fund the town of Wasaga Beach \$743,835 to help reconstruct a 330m stretch of road on the main strip in need of repair from a fire in 2007. Tourism is a priority for economic development in Wasaga Beach and this grant will help restore attractive business on the main street.<sup>28</sup>
- The city of Barrie has a workforce of 72,030 with an unemployment rate of 6% (slightly up from 1996 when it was 5.7%). Manufacturing, business services and retail trade are the dominant industries.<sup>29</sup>
- The city of Barrie has grown by 31% since 1996.<sup>30</sup>
- Barrie's current economic strategy is to focus in commercial, industrial and institutional retention and attraction.<sup>31</sup>
- In 2009 Barrie and Orillia (also known as Simcoe Shores) were ranked 3<sup>rd</sup> in Ontario's top investment towns according to the Real Estate Research Organization. Researchers attributed this to expanding transportation infrastructure, health care and education facilities, coupled with a diversified economic base and an excellent quality of life.<sup>32</sup>
- The township of Essa currently has a labour force of 9,910 with an unemployment rate of 6.2%. The major industries are manufacturing and business services.<sup>33</sup>
- The current economic strategy for Essa is to encourage industrial and commercial growth, including redeveloping on abandoned sites and attracting new businesses.<sup>34</sup>
- The town of Innisfil promotes their proximity to other major cities (Toronto, Barrie, Mississauga, Kitchener-Waterloo) as an incentive to start up commercial and industrial operations. In terms of proximity Innisfil is within a 170km radius to 6.2 million people and is a one day trucking distance from over 120 million North American consumers.<sup>35</sup>
- The South Simcoe Economic Alliance consists of Adjala-Tosorontio, Bradford West Gwillimbury, Essa, Innisfil, and New Tecumseth. The population of this area is 110,511 (up 6.3% from 2001), with Innisfil seeing the highest amount of growth since 2001.<sup>36</sup>
- South Simcoe has a labour force of 62,945 with an unemployment rate of 3.92%. Here is the labour force broken down by municipality:<sup>37</sup>

<sup>27</sup> "Greater Collingwood Business Enterprise Centre"

<sup>28</sup> "Government of Canada Invests in Wasaga Beach to Stimulate Local Economy" Helena Gueris, MP  
<http://www.wasagabeach.com/WasagaBeach/docs/Community/Residents/Public%20Notices/40th%20Street%20Announcement.pdf>, (Accessed: Oct.27, 2009)

<sup>29</sup> Statistics Canada

<sup>30</sup> Statistics Canada

<sup>31</sup> "Strategy and Economic Development Department" City of Barrie (2009)

<http://www.city.barrie.on.ca/Content.cfm?C=2358&SC=1&SCM=0&MI=301&L1M=37>, (Accessed: Oct. 28, 2009)

<sup>32</sup> "Barrie ranks high for investment" Metroland Media Corp. (2009) <http://www.simcoe.com/article/146758>, (Accessed: Oct.28, 2009)

<sup>33</sup> Statistics Canada

<sup>34</sup> "Essa Economic Development Centre" Township of Essa (2009)

[http://www.essatownship.on.ca/EconomicDevelopment/essa\\_000153](http://www.essatownship.on.ca/EconomicDevelopment/essa_000153), (Accessed: Oct.28, 2009)

<sup>35</sup> "Why Innisfil?" Town of Innisfil (2009) <http://www.innisfil.ca/economic/whyinnisfil.php?ID=71&CID=112>, (Accessed: Oct.28, 2009)

<sup>36</sup> "Demographics" South Simcoe Economic Alliance (2009)

[http://www.southsimcoeea.ca/public/Default.aspx?l=220&n=Demographics&eo\\_obj\\_states=ASEBFBNjdGwwMF9MZwZ0TmF2Ym06MUQs](http://www.southsimcoeea.ca/public/Default.aspx?l=220&n=Demographics&eo_obj_states=ASEBFBNjdGwwMF9MZwZ0TmF2Ym06MUQs), (Accessed: Nov.3, 2009)

- Adjala-Tosorontio – 6,320 (3.6%)
  - Bradford West Gwillimbury – 14,190 (3.5%)
  - Essa – 10,005 (4.6%)
  - Innisfil – 17,145 (4.2%)
  - New Tecumseth – 15,285 (3.7%)
- The Honda manufacturing plant in Alliston employs 4,300. Other major employers include the Baxter Corporation and Warren Gibson (both out of Alliston).<sup>38</sup>
  - Agriculture is also a big part of the South Simcoe economy, with a combined 81,143ha of cultivated land producing corn, soybeans, alfalfa, wheat, hay and fodder. Of the five municipalities Adjala-Tosorontio has the largest cultivation area (19,187ha).<sup>39</sup>
  - The Adjala-Tosorontio Residents' Association is currently partnering with Nottawasaga Futures and Human Resources Development Canada to start community consultation to see what can be done to improve the status of businesses in the municipality.<sup>40</sup>
  - One of the current economic strategies in Bradford West Gwillimbury is to strengthen downtown cores by establishing marketing themes. This involves partnering with local businesses and using student volunteers to generate ideas.<sup>41</sup>
  - One of the current economic strategies in Essa is to expand its tourism base through agri-tourism, the arts and community culture. This will involve partnering with existing tourism businesses and establishing a tourism development committee.<sup>42</sup>
  - One concern being addressed in Innisfil is meeting health care challenges. This being met with a proposed 'turn-key' medical clinic to attract new doctors, and re-evaluating current programs for senior citizens.<sup>43</sup>
  - New Tecumseth is also attempting to strengthen its downtown cores through partnerships and business retention strategies. This will involve market studies for Alliston, Beeton, and Tottenham.<sup>44</sup>

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<sup>37</sup> "Demographics"

<sup>38</sup> Ibid.

<sup>39</sup> Ibid.

<sup>40</sup> "The Consultation Process" Nottawasaga Futures <http://www.nottawasaga.com/strategy/adjala/adjala2.html#ag>, (Accessed: Nov.3, 2009)

<sup>41</sup> Ibid.

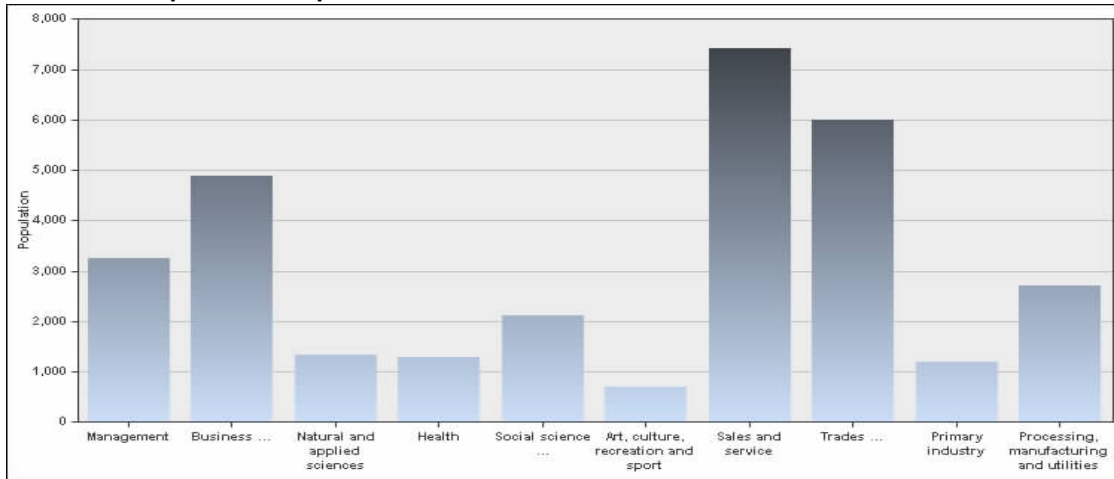
<sup>42</sup> Ibid.

<sup>43</sup> Ibid.

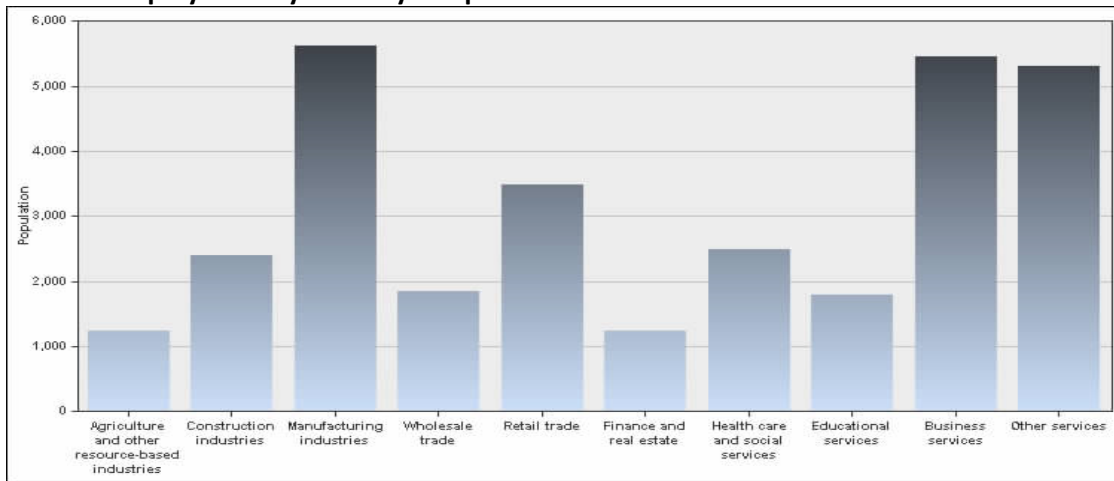
<sup>44</sup> Ibid.

## Dufferin County Demographics<sup>45</sup>

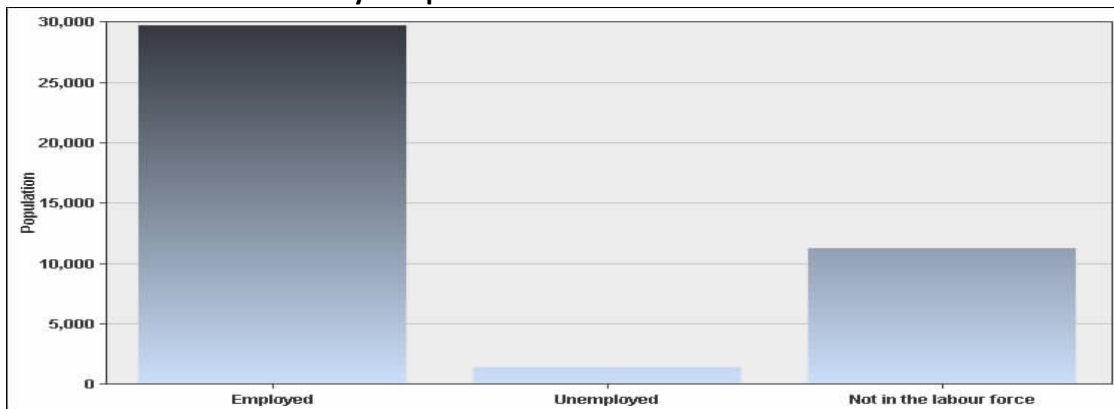
**Dufferin Occupations – Experienced Labour Force 15 Years & Over**



**Dufferin Employment by Industry – Experienced Labour Force 15 Years & Over**



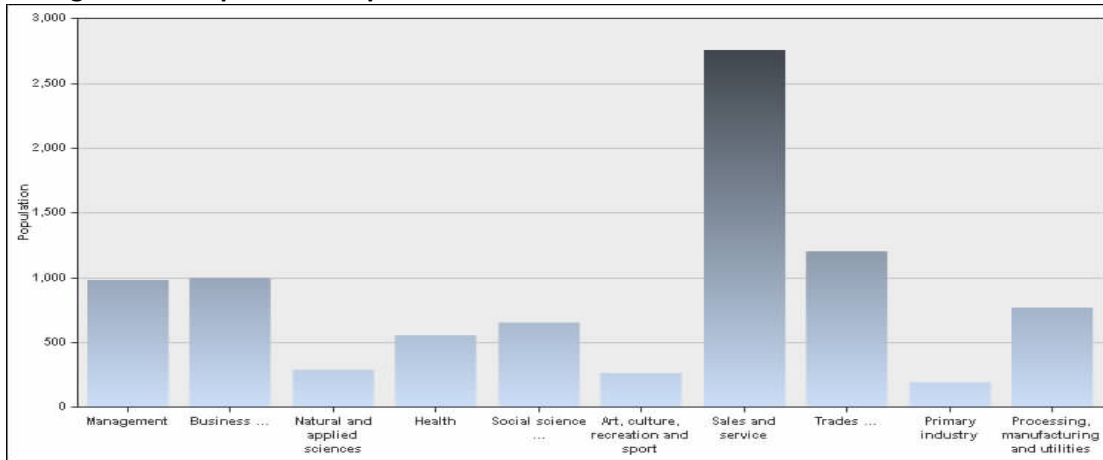
**Dufferin Labour Force Activity – Population 15 Years & Over**



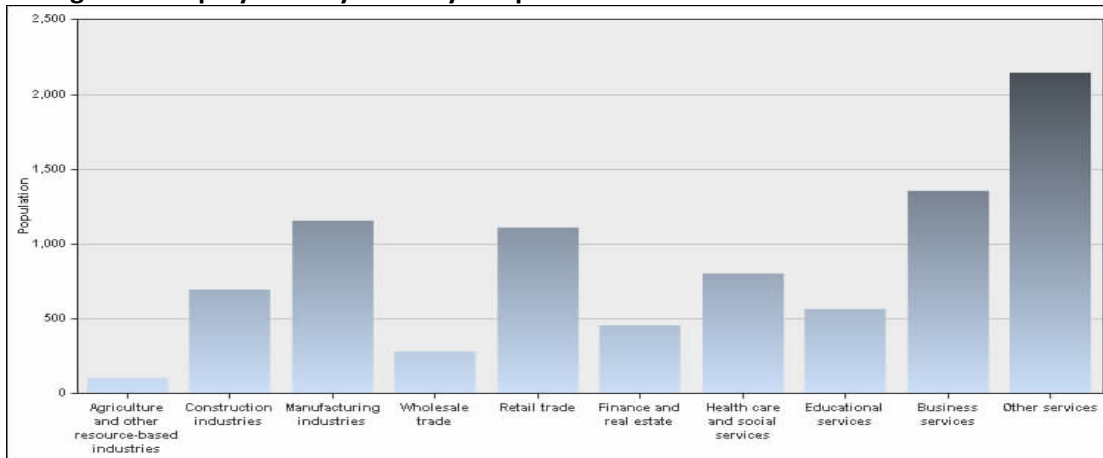
<sup>45</sup> Dufferin, Ontario (County)

## Collingwood Demographics<sup>46</sup>

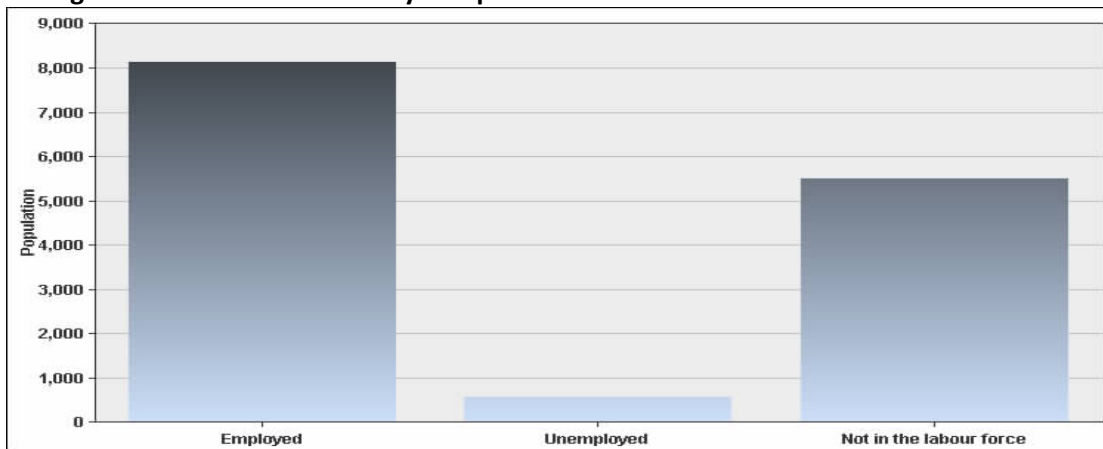
### Collingwood Occupations – Experienced Labour Force 15 Years & Over



### Collingwood Employment by Industry – Experienced Labour Force 15 Years & Over



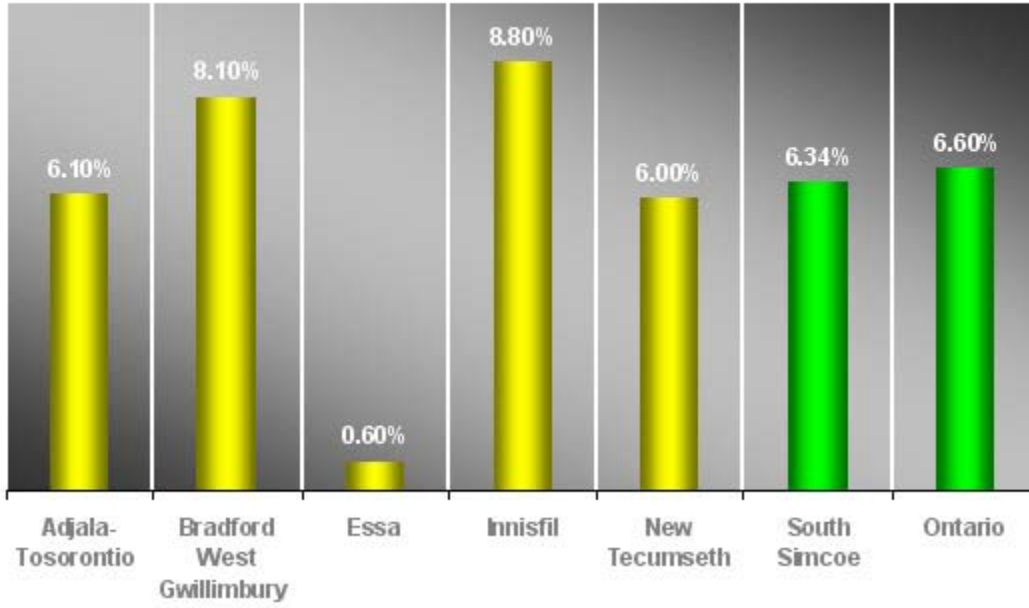
### Collingwood Labour Force Activity – Population 15 Years & Over



<sup>46</sup> Statistics Canada. 2007. *Collingwood, Ontario (Town)* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

## South Simcoe Demographics<sup>47</sup>

% of Population Growth Increase



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<sup>47</sup> "Demographics"