

North Simcoe, Orillia and Muskoka – Fact Sheet

November 2009

Community Overview

*Simcoe County*¹

- Population of 422,204 residents with a land area of 4840.56 square kilometres
- North Simcoe County consists of 9 municipalities and 3 First Nation reserves:
 - Christian Island First Nation 30 (Population 584)
 - Christian Island First Nation 30A (Population 37)
 - Clearview (Population 14,088)
 - Mnjickaning First Nation 32 (Population 846)
 - Orillia (Population 30,259)
 - Oro-Medonte (Population 20,031)
 - Penetanguishene (Population 9,354)
 - Ramara (Population 9,427)
 - Severn (Population 12,030)
 - Springwater (Population 17,456)
 - Tay (Population 9,748)
 - Tiny (Population 10,784)
- Simcoe County has a population density of 87.2 people per km².
- The county has seen significant 12% population growth from 2001-2006.
- Median age of the population has risen from 37.3 to 39.8 from 2001-2006.

*District Municipality of Muskoka*²

- Population of 57,563 residents with a land area of 3890.24 square kilometres.
- Consists of 6 municipalities and 2 First Nation reserves:
 - Bracebridge (Population 15,652)
 - Georgian Bay (Population 2,340)
 - Gravenhurst (Population 11,046)
 - Huntsville (Population 18,280)
 - Lake of Bays (Population 3,570)
 - Moose Point First Nation 790 (Population 208)
 - Muskoka Lakes (Population 6,467)
 - Wahta Mohawk Territory (Population not available - Incompletely Enumerated Indian Reserve)
- Muskoka District Municipality has a population density of 14.8 people per km².
- The population has grown by 8.4% since 2001.
- Median age of the population has risen from 42.2 in 2001 to 45.3 in 2006.

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

² Statistics Canada. 2007. *Muskoka District, Ontario (table). 2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

Economic Development and Industries

*North Simcoe and Orillia*³

- Simcoe County has a total labour force of 227,850, the bulk of which is made up in business services, manufacturing and retail trade. The total labour force in 1996 was 167,585.
- Changes in employment by industry (top five):
 - Business services – 24,510 (1996) 35,880 (2006)
 - Manufacturing – 28,320 (1996) 34,200 (2006)
 - Retail trade – 21,815 (1996) 27,985 (2006)
 - Health care and social services – 16,335 (1996) 21,115 (2006)
 - Construction – 11,415 (1996) 19,490 (2006)
- The unemployment rate in the county has dropped from 8.9% in 1996 to 5.7% in 2006, while the average annual income has risen from \$31,653 in 1996 to \$35,857 in 2006.
- The agriculture and resource labour force has seen decline in Simcoe County from 5460 in 1996 to 4305 in 2006.
- Clearview currently has a labour force of 7,800 with an unemployment rate of 4.5%. The dominant industries are manufacturing (1,260) and business services (1,175).
- Oro-Medonte currently has a labour force of 11,580 with an unemployment rate of 5.3%. The dominant industries are business service (1,925), manufacturing (1,330), and retail trade (1,160).
- Penetanguishene currently has a labour force of 4,345 with an unemployment rate of 6.3%. The dominant industry is manufacturing, employing 920 people.
- Ramara currently has a labour force of 4,850 with an unemployment rate of 4.8%. The dominant industries are business services (580) and manufacturing (540).
- Severn currently has a labour force of 5,440 with an unemployment rate of 5.4%. The dominant industries are business services (1,015) and retail trade (795).
- Springwater currently has a labour force of 10,130 with an unemployment rate of 5.5%. The dominant industries are business services (1,600) and retail trade (1,310).
- Tay currently has a labour force of 5,150 with an unemployment rate of 5.1%. The dominant industry is manufacturing, employing 1,270 people.
- Tiny currently has a labour force of 5,845 with an unemployment rate of 5.8%. The dominant industries are manufacturing (920) and business services (730).
- Orillia currently has a labour force of 15,495 with an unemployment rate of 5.7%. The dominant industries are retail trade (2,165), business services (1,960), and health care and social services (1,800).
- Between 2001 and 2006 the resident labour force in Orillia has increased by 8.9% suggesting that Simcoe County is growing strong. The service sector alone has increased by 15.4% since 2001.⁴
- 46.1% of the local economy in Orillia is employed in the emerging creative economy.⁵
- In 2008 Orillia established an 'Economic Development Strategy' that consisted of five goals:⁶
 - To capitalize on educational institutions.

³*Simcoe, Ontario (County).*

⁴ "Economic Development Strategy" (2008). City of Orillia

<http://www.city.orillia.on.ca/common/Documents/EDC/City%20of%20Orillia%20EDC%20Strategic%20Plan.pdf>,

(Accessed: Oct.26, 2009)

⁵ Ibid.

⁶ Ibid.

- To place emphasis on lifestyle.
- To target strategic growth.
- To strengthen the business community.
- To enhance the city's marketing and promotion.
- The population of Orillia has increased by 8% since 1996, and 3.9% since 2001.⁷
- The North Simcoe Business Retention and Expansion Project includes the towns of Midland and Penetanguishene, and the townships of Tay and Tiny.
- The focus of the project is to encourage growth, diversity and stability in local businesses.⁸

District Municipality of Muskoka⁹

- Muskoka has a total labour force of 30,195, the bulk of which is in business services and retail trade. The total labour force in 1996 was 24,595.
- Changes in employment by industry (top five):
 - Retail trade – 3305 (1996) 4,685 (2006)
 - Business services – 4,075 (1996) 4,480 (2006)
 - Construction – 2,995 (1996) 4,220 (2006)
 - Manufacturing – 2,785 (1996) 3,000 (2006)
 - Health care and social services – 2,480 (1996) 2,739 (2006)
- The unemployment rate in Muskoka has risen slightly from 4.0% in 2001 to 4.4% in 2006, while the average annual income has risen from \$32,826 in 1996 to \$38,090 in 2006.
- The agriculture and resource-based industry has seen an increase from 545 in 1996 to 625 in 2006.
- The Muskoka Futures organization has designed both Community Initiative and Business Retention and Expansion programs.
- The Community Initiative program provides services and financial incentives to community groups whose projects promote economic self-sufficiency and independence in Muskoka.¹⁰
- Muskoka Futures has worked with local businesses to implement the Business Retention and Expansion program in the communities of Bracebridge and Huntsville.
- This program works to improve the competitiveness of local businesses by evaluating and addressing their needs and concerns.¹¹
- The goal is to bring these programs to all Muskoka communities.
- The population of the district is expected to increase to 82,495 people by 2031.¹²
- Muskoka has almost a third of its labour force in the services such as accommodation, food and beverage, reflecting a tourism-oriented local economic base.¹³
- Muskoka has the highest employment rate (61.1%) in Ontario along with the lowest unemployment rate (4.4%).¹⁴

⁷ *Simcoe, Ontario (County)*.

⁸ "North Simcoe Business Retention and Expansion Report" (2008). North Simcoe Business Retention and Expansion Project <http://www.nscfdc.on.ca/documents/BREFinalReportEnglish.pdf>, (Accessed: Oct.26, 2009)

⁹ *Muskoka District, Ontario*.

¹⁰ "Muskoka Community Initiative" Muskoka Futures. (2008) <http://www.muskokacfdc.ca/cedservices.html>, (Accessed: Oct.25, 2009)

¹¹ Ibid.

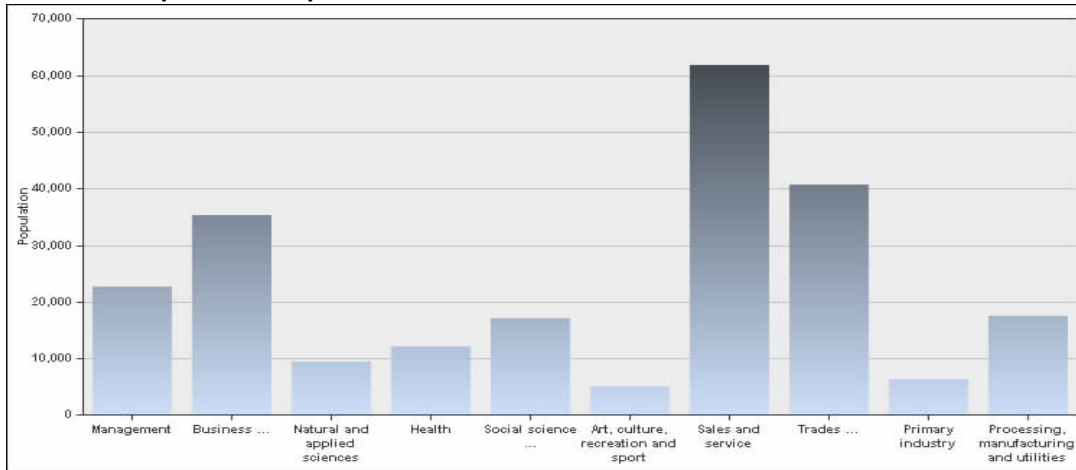
¹² "February 2009: A Statistical Economic and Social Profile of Muskoka" Community YWCA Muskoka (2009) <http://www.ywcamuskoka.com/February%202009%20Statistics.pdf>, (Accessed: Oct.25, 2009)

¹³ Ibid.

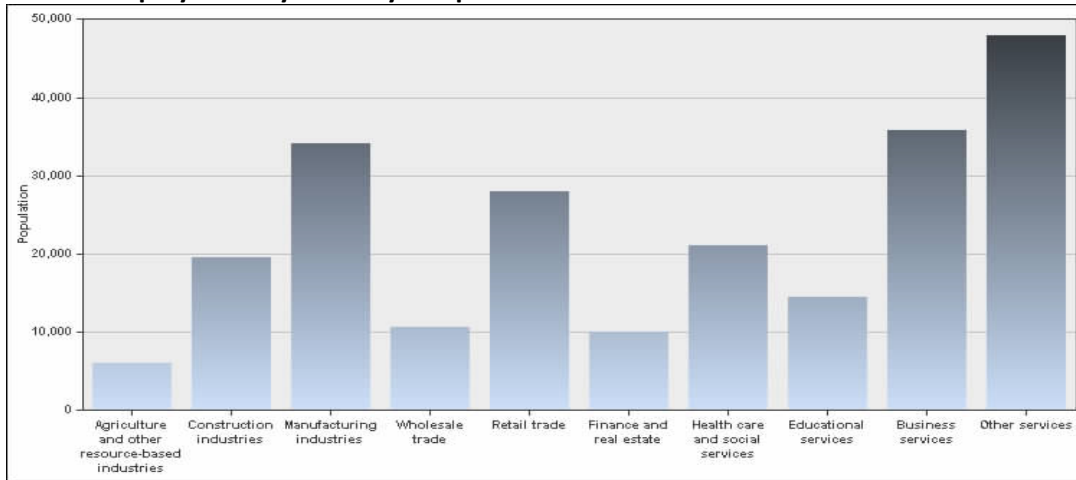
¹⁴ Ibid.

County of Simcoe Demographics

Simcoe Occupations – Experienced Labour Force 15 Years & Over



Simcoe Employment by Industry – Experienced Labour Force 15 Years & Over

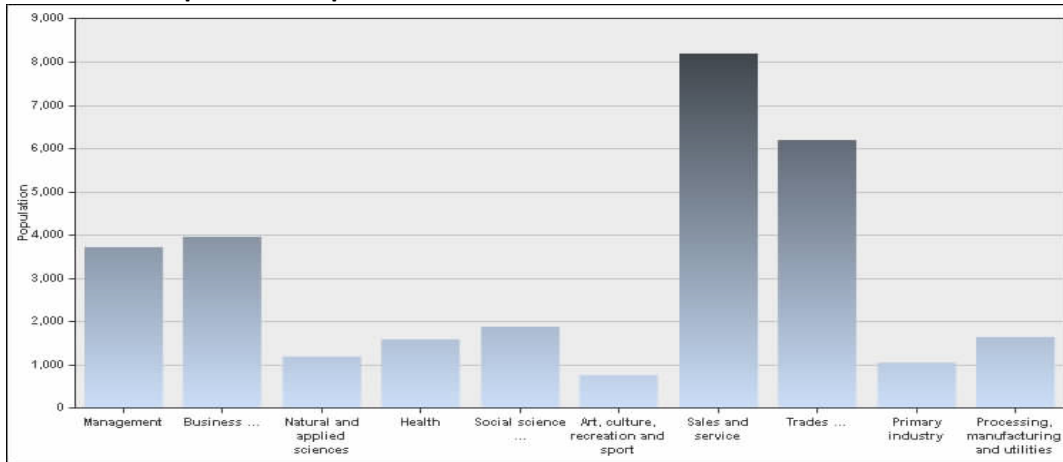


Simcoe Labour Force Activity – Population 15 Years & Over

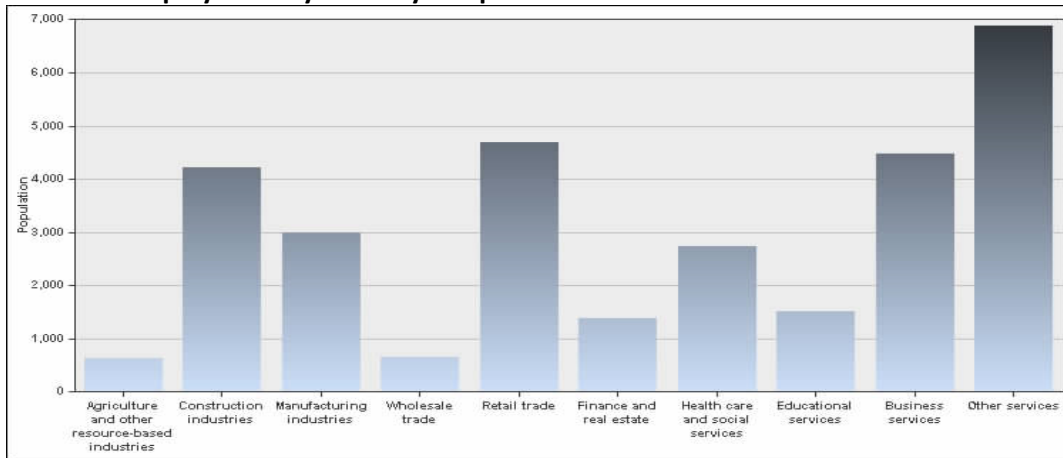


Muskoka District Municipality Demographics

Muskoka Occupations – Experienced Labour Force 15 Years & Over



Muskoka Employment by Industry – Experienced Labour Force 15 Years & Over



Muskoka Labour Force Activity – Population 15 Years & Over

