

South Lake Factsheet

Nov. 2008

Community Overview

- South Lake is composed of three townships: Brock (in the northeast), East Gwillimbury (in the southwest, just north of Newmarket), and Georgina (in the centre, on the south shore of Lake Simcoe)
- Lake Simcoe, the Trent-Severn Waterway and proximity to Toronto make it a popular tourist area¹
- South Lake CFDC is currently in year two of a 3-year strategic plan, focusing on:²
 - Communication & awareness
 - Acting as a central point for bringing groups together for strategic action
 - Youth education & outreach
- South Shore Community Broadband is a legally incorporated not-for-profit organization dedicated to bringing affordable broadband Internet access to all areas of Georgina and East Gwillimbury, founded in 2002³

COMMUNITY STATISTICS ⁴	Brock	East Gwillimbury	Georgina	Total Catchment
Population	11,979	21,069	42,346	75,394
Median Household Income	\$67,454	\$87,913	\$71,054	\$75,193
Employment Rate	95.9%	96.3%	95.2%	95.7%
Percent of Labour Force Employed in Catchment Area	62.7%	42.4%	43.5%	45.8%
Value of Building Permits	\$14.7mm	\$40.1mm	\$69.4mm	\$124.2mm
Total Income	\$331mm	\$981mm	\$1,219mm	\$2,531mm
Retail Sales	\$100.3mm	\$125.8mm	\$663.0mm	\$889.1mm

Brock Township

- Brock Township formed as an amalgamation of the Townships of Brock and Thorah, Village of Beaverton, Village of Cannington, and Police Village of Sunderland in 1973⁵
- Brock Township's largest employer is agriculture⁶

¹ Township of Brock. *Welcome to Township of Brock*. 2008. <http://townshipofbrock.ca/> (accessed November 17, 2008).

² South Lake Community Futures Development Corporation. *Strategic Plan 2008 – 2010*. Keswick: South Lake CFDC, 2008.

³ Georgina Chamber of Commerce. *South Shore Broadband*. 2005. <http://www.georginachamber.com/sscb.php> (accessed November 17, 2008).

⁴ Statistics Canada. 2007. *Brock, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007; Statistics Canada. 2007. *East Gwillimbury, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.; Statistics Canada. 2007. *Georgina, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> (accessed November 17, 2008); *Strategic Plan 2008-2010*.

⁵ *Welcome to Township of Brock*.

⁶ Ibid.

- The Township of Brock has recently completed consulting regarding business retention and expansion (BR&E), which highlighted several community economic development needs:⁷
 - Clear economic development structure & policies, including founding of EDO
 - Joint marketing for retail/service businesses, focusing on downtown revitalization and branding
 - Enhance municipal relationships to encourage new business development
 - Improve small business owners' access to essential programs
 - Build a stable workforce
 - Enhance use of technology

East Gwillimbury

- East Gwillimbury is composed of four main communities: Sharon, Queensville, Mount Albert, and Holland Landing/River Park Drive
- The Township has invested significant effort into long-term planning, including community visioning through 2031
- Sharon:⁸
 - Has a current population of 3,400 and is expected to grow to 9,200 by 2026
 - The community has a strong heritage focus, linked around the historic Sharon Temple
- Queensville:⁹
 - is planning to grow to 20,000 by 2021
 - Serves as the centre of East Gwillimbury
- Mount Albert:¹⁰
 - Envisions itself growing into a town of 6,000 people by 2021
- Holland Park/River Park Drive:¹¹
 - A fragmented community of about 4000 people
 - Long-term planning includes expected growth to 16,000 people by 2021, connecting 12,000 people to municipal services, and development of a GO transit station (linked to Toronto) and a high school
- East Gwillimbury began a BR&E program in 2006, which has highlighted several common “red flag” issues related to business closures, relocations and expansions:¹²
 - Succession planning
 - Energy efficiency

⁷ Christine R. Dukelow and Paul Blais. *Township of Brock Business Retention & Expansion Project Final Report*. Brock: Millier, Dickinson, Blais, 2008.

⁸Town of East Gwillimbury. *Sharon Community Plan*. 2005. http://www.eastgwillimbury.ca/Town_Hall/Departments/Development_Legal_Services/Policy_Planning/Sharon_Community_Plan_OPA_122_.htm (accessed November 17, 2008).

⁹Town of East Gwillimbury. *Queensville Community Plan*. 2005. http://www.eastgwillimbury.ca/Town_Hall/Departments/Development_Legal_Services/Policy_Planning/Queensville_Community_Plan_OPA_89_.htm (accessed November 17, 2008).

¹⁰Town of East Gwillimbury. *Mount Albert Community Plan*. 2005. http://www.eastgwillimbury.ca/Town_Hall/Departments/Development_Legal_Services/Policy_Planning/Mount_Albert_Community_Plan_OPA_72_.htm (accessed November 17, 2008).

¹¹ Town of East Gwillimbury. *Holland Park/River Park Drive Community Plan*. 2005. http://www.eastgwillimbury.ca/Town_Hall/Departments/Development_Legal_Services/Policy_Planning/Holland_Landing_River_Drive_Park_Community_Plan_OPA_60_.htm (accessed November 18, 2008).

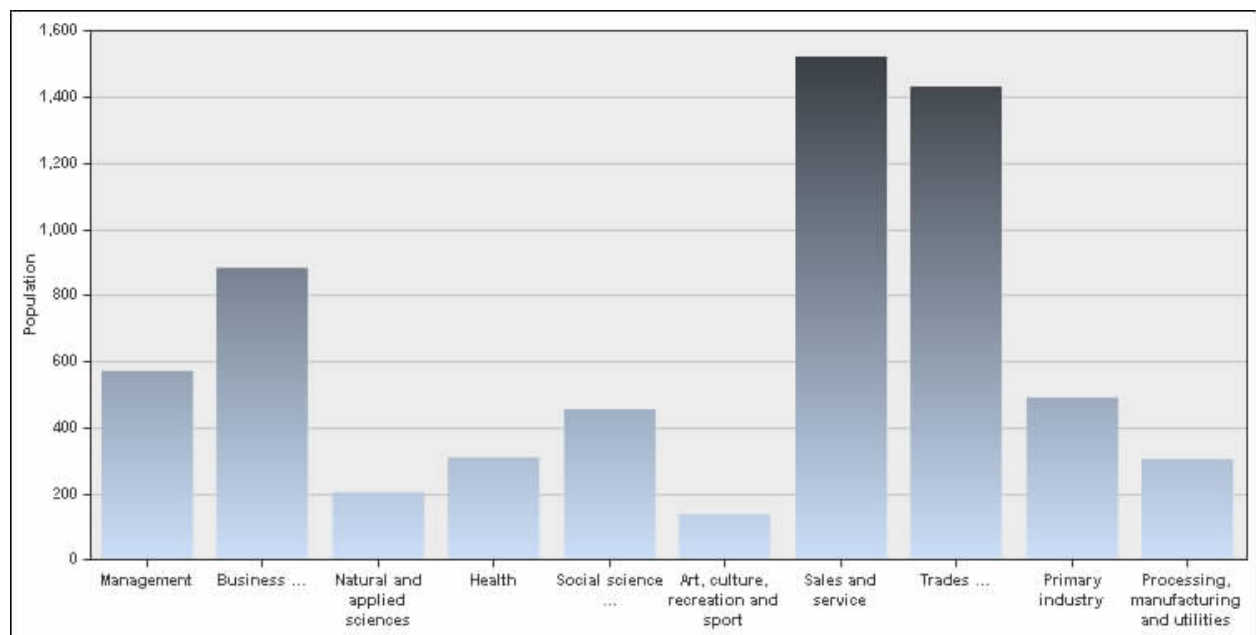
¹² East Gwillimbury Business Retention & Expansion Task Force. *Report of the Business Retention and Expansion Program*. 2006.

- Financial information & sourcing
- Business planning
- Employee retention
- Marketing strategies
- Waste product recovery
- East Gwillimbury's BR&E Task Force has addressed several local economic development issues:¹³
 - Communication of accurate business information
 - Human resource recruitment, training and education
 - Broadband infrastructure
 - Energy Conservation & Efficiency
 - Retail district beautification & identity
 - Business development

Georgina

- Growth focus in Georgina is urban growth in Keswick¹⁴
- Top five employers in Georgina:¹⁵
 - Zehrs Market - Supermarket, 175 employees
 - The Briars Resort - Resort, 140 employees
 - Canadian Tire Corporation - Hardware, 103 employees
 - Cedarvale Lodge - Seniors Home, 100 employees
 - Crates Marina - Full Service Marina/Yacht Club, 100 employees

Brock Occupations – Experienced Labour Force 15 Years & Over¹⁶



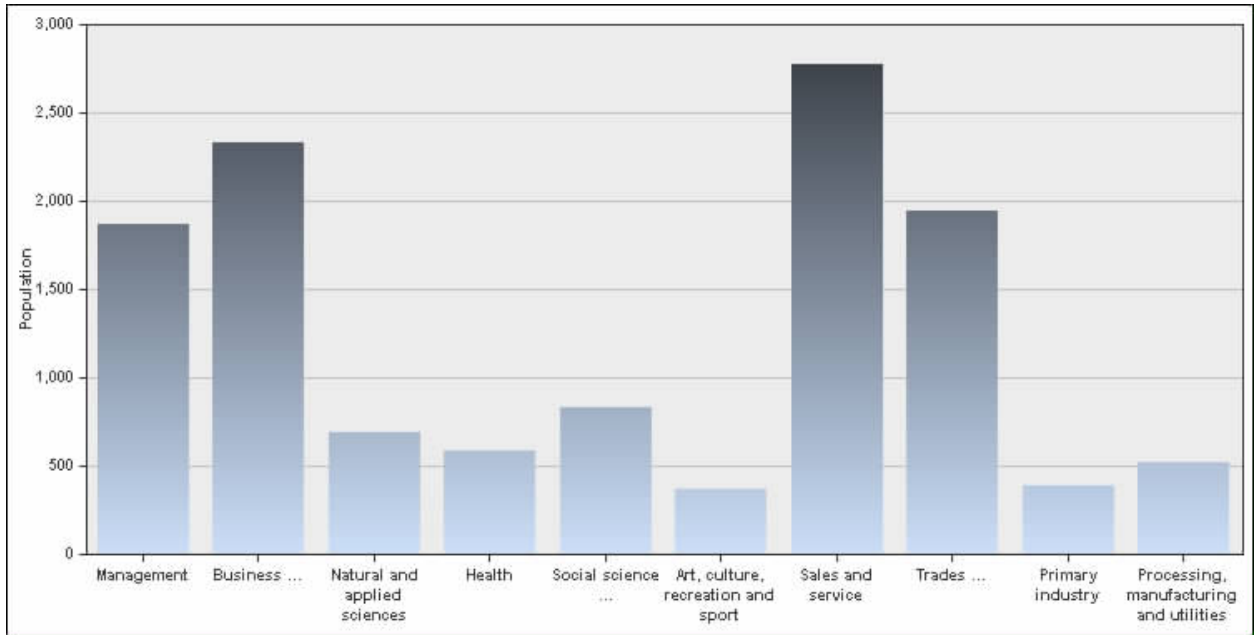
¹³ Ibid.

¹⁴ Town of Georgina. *Georgina Economic Profile*. 2008. <http://www.town.georgina.on.ca/georgina-economic-profile.aspx> (accessed November 2008).

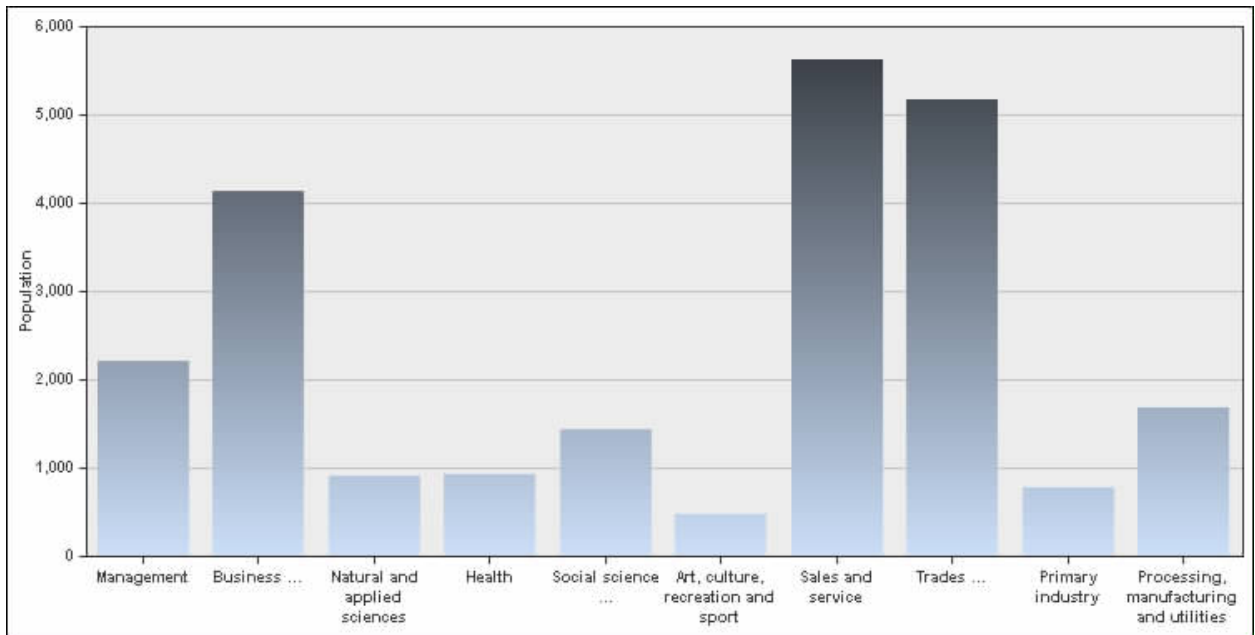
¹⁵ Ibid.

¹⁶ Brock, Ontario.

East Gwillimbury Occupations – Experienced Labour Force 15 Years & Over¹⁷



Georgina Occupations – Experienced Labour Force 15 Years & Over¹⁸



¹⁷ East Gwillimbury, Ontario.

¹⁸ Georgina, Ontario.