



NUCLEAR WASTE MANAGEMENT ORGANIZATION SOCIÉTÉ DE GESTION DES DÉCHETS NUCLÉAIRES

## Community Profile

**TOWN OF SAUGEEEN SHORES, ONTARIO**



**APM-REP-06144-0114**

**OCTOBER 2014**

*This report has been prepared under contract to the NWMO. The report has been reviewed by the NWMO, but the views and conclusions are those of the authors and do not necessarily represent those of the NWMO.*

*All copyright and intellectual property rights belong to the NWMO.*

*For more information, please contact:*

**Nuclear Waste Management Organization**

22 St. Clair Avenue East, Sixth Floor

Toronto, Ontario M4T 2S3 Canada

Tel 416.934.9814

Toll Free 1.866.249.6966

Email [contactus@nwmo.ca](mailto:contactus@nwmo.ca)

[www.nwmo.ca](http://www.nwmo.ca)

Nuclear Waste Management Organization (NWMO)

## **Community Profile: Saugeen Shores, Ontario**

# Report

Nuclear Waste Management Organization (NWMO)

## **Community Profile: Saugeen Shores, Ontario**

**Prepared by:**

AECOM

105 Commerce Valley Drive West, Floor 7

Markham, ON, Canada L3T 7W3

[www.aecom.com](http://www.aecom.com)

905 886 7022 tel

905 886 9494 fax

**Project Number:**

60300337

**Date:**

November, 2014

# Statement of Qualifications and Limitations

The attached Report (the "Report") has been prepared by AECOM Canada Ltd. ("Consultant") for the benefit of the client ("Client") in accordance with the agreement between Consultant and Client, including the scope of work detailed therein (the "Agreement").

The information, data, recommendations and conclusions contained in the Report (collectively, the "Information"):

- is subject to the scope, schedule, and other constraints and limitations in the Agreement and the qualifications contained in the Report (the "Limitations");
- represents Consultant's professional judgement in light of the Limitations and industry standards for the preparation of similar reports;
- may be based on information provided to Consultant which has not been independently verified;
- has not been updated since the date of issuance of the Report and its accuracy is limited to the time period and circumstances in which it was collected, processed, made or issued;
- must be read as a whole and sections thereof should not be read out of such context; and
- was prepared for the specific purposes described in the Report and the Agreement.

Consultant shall be entitled to rely upon the accuracy and completeness of information that was provided to it and has no obligation to update such information. Consultant accepts no responsibility for any events or circumstances that may have occurred since the date on which the Report was prepared.

Consultant agrees that the Report represents its professional judgement as described above and that the Information has been prepared for the specific purpose and use described in the Report and the Agreement, but Consultant makes no other representations, or any guarantees or warranties whatsoever, whether express or implied, with respect to the Report, the Information or any part thereof.

Consultant accepts no responsibility, and denies any liability whatsoever, to parties other than Client who may obtain access to the Report or the Information for any injury, loss or damage suffered by such parties arising from their use of, reliance upon, or decisions or actions based on the Report or any of the Information ("improper use of the Report"), except to the extent those parties have obtained the prior written consent of Consultant to use and rely upon the Report and the Information. Any injury, loss or damages arising from improper use of the Report shall be borne by the party making such use.

This Statement of Qualifications and Limitations is attached to and forms part of the Report and any use of the Report is subject to the terms hereof.

# AECOM Signatures



Report Prepared By:

---

Andy Keir  
Senior Consultant



Report Reviewed By:

---

Marvin Stemeroff  
Associate Vice President  
Power Industry

# Table of Contents

## Statement of Qualifications and Limitations

		page
<b>1.</b>	<b>Introduction .....</b>	<b>1</b>
<b>2.</b>	<b>Community Profile – Saugeen Shores.....</b>	<b>2</b>
2.1	Overview .....	2
2.1.1	Location .....	2
2.1.2	Land Size and Uses.....	2
2.1.3	Vision and Strategic Plan .....	2
2.2	Human Assets .....	4
2.2.1	Human Asset Indicators .....	4
2.2.2	Summary of Human Assets .....	8
2.3	Economic Assets .....	9
2.3.1	Economic Asset Indicators .....	9
2.3.2	Summary of Economic Assets.....	15
2.4	Infrastructure.....	16
2.4.1	Physical Asset Indicators.....	16
2.4.2	Summary of Physical Assets .....	21
2.5	Social Assets .....	21
2.5.1	Social Assets Indicators .....	22
2.5.2	Summary of Social Assets.....	26
2.6	Natural Environment.....	27
2.6.1	Natural Environment Indicators .....	27
2.6.2	Summary of Natural Environment .....	28
2.7	Unique Characteristics.....	28
2.7.1	Community Character.....	28
2.7.2	Environmental Values.....	29
2.7.3	Community Goals .....	29
<b>3.</b>	<b>Census Division Profile .....</b>	<b>30</b>
3.1	Overview .....	30
3.1.1	Location – List of Communities .....	30
3.1.2	Land Size and Uses.....	30
3.2	Communities.....	30
3.2.1	Community Names and Locations.....	31
3.2.2	Historical Context.....	32
3.3	Aboriginal Communities and Organizations .....	33
3.3.1	Aboriginal Overview.....	33
3.3.2	First Nations.....	33
3.3.3	Métis Organizations .....	33
3.4	Population Dynamics (by Community) .....	34
3.4.1	Trend Over Time.....	34
3.4.2	Age Profile .....	34
3.5	Regional Labour Force .....	35
3.5.1	Income .....	36
3.5.2	Population by Education/Training Attainment .....	36
3.5.3	Employment by Activity/and Sector .....	36

3.6	Business Activity .....	37
3.6.1	Main Businesses – Past and Current .....	37
3.6.2	Number of Employees .....	40
3.6.3	Investment Trends and Projections .....	41
3.7	Regional Profile Summary .....	41
<b>4.</b>	<b>Comparison of the Community Patterns between Saugeen Shores, Bruce County and the Province .....</b>	<b>42</b>
4.1	Population Dynamics .....	42
4.1.1	Trend Over Time .....	42
4.1.2	Age Profile .....	43
4.2	Labour Force .....	44
4.2.1	Population by Education/Training Attainment .....	45
4.2.2	Employment by Activity and Sector .....	45
4.2.3	Skills and Labour .....	46
4.3	Community Patterns with Region and Province Summary .....	46
<b>5.</b>	<b>References .....</b>	<b>47</b>

## List of Figures

Figure 2.1	Town of Saugeen Shores Map .....	3
Figure 2.2	Saugeen Shores Population Trend (2001-2011) .....	4
Figure 2.3	Revenues and Expenditures of Saugeen Shores (2002-2012) .....	13
Figure 2.4	Saugeen Shores Property Taxation (2002-2012) .....	14
Figure 2.5	Housing Sales in Saugeen Shores Since 2001 .....	17
Figure 2.6	Housing Prices in Saugeen Shores Since 2001 .....	18
Figure 2.7	Saugeen Shores Property Assessment (2002-2012) .....	19
Figure 3.1	Bruce County Map (Census Division) .....	30
Figure 3.2	Map of Bruce County .....	31
Figure 3.3	Employment by Manufacturing Sector .....	38
Figure 3.4	Employment by Arts, Entertainment, Recreation, Accommodation and Food Services Sector .....	38
Figure 3.5	Businesses by Tourism Sector .....	39
Figure 3.6	Businesses by Retail Sub-Sector .....	40
Figure 4.1	Percentage Change in Population Over Time, Compared to 1996 Population, Saugeen Shores, Bruce County and Province of Ontario .....	42
Figure 4.2	Age Profile – Saugeen Shores (2011) .....	43
Figure 4.3	Age Profile – Bruce County (2011) .....	43
Figure 4.4	Age Profile - Province of Ontario (2011) .....	44

## List of Tables

Table 2.1	Saugeen Shores Population Change (2001-2011) .....	4
Table 2.2	Saugeen Shores Population by Age Cohort (2001-2011) .....	5
Table 2.3	Population by Age Cohort as a Percentage of the Total Population (2011) .....	5
Table 2.4	Saugeen Shores Total Labour Force by Occupation (2001-2012) .....	5

Table 2.5	Saugeen Shores Total Labour Force by Industry (2006).....	6
Table 2.6	Saugeen Shores Educational Levels (2012).....	6
Table 2.7	Educational Facilities Managed by Bluewater District and Bruce-Grey Catholic School Board within Saugeen Shores .....	6
Table 2.8	Saugeen Shores Labour Force Activity (2001-2012).....	9
Table 2.9	Saugeen Shores Agricultural Activity (2001-2011) .....	10
Table 2.10	Saugeen Shores Income Statistics (2012).....	10
Table 2.11	Recreation Activities Available within Saugeen Shores.....	11
Table 2.12	Revenues and Expenditures of Saugeen Shores (2002-2012) .....	13
Table 2.13	Saugeen Shores Property Taxation (2002-2012) .....	14
Table 2.14	Saugeen Shores Dwellings by Type (2006-2011) .....	16
Table 2.15	Saugeen Shores Dwellings by Tenure (2001-2012).....	17
Table 2.16	Saugeen Shores Property Assessment (2002-2012) .....	18
Table 2.17	Saugeen Shores Building Permits (2012).....	19
Table 2.18	Saugeen Shores Aboriginal and Immigrant Population (2001-2006) .....	22
Table 2.19	Community Special Events in Saugeen Shores .....	24
Table 2.20	Saugeen Shores Senior’s Groups.....	25
Table 3.1	Population Trend (2001-2011) –Communities in Bruce County .....	34
Table 3.2	Age Profile (2011) –Communities in Bruce County .....	35
Table 3.3	Labour Force Activity (2006-2012) - Bruce County.....	35
Table 3.4	Labour Force Activity (2001-2012) - Bruce County.....	35
Table 3.5	Bruce County Income Statistics (2012).....	36
Table 3.6	Population by Education/Training Attainment – Bruce County (2012).....	36
Table 3.7	Employment by Activity and Sector (2001-2006) – Bruce County.....	37
Table 3.8	Leading Employers in Grey-Bruce Counties.....	40
Table 4.1	Population Trend (1996-2011) – Saugeen Shores, Bruce County, and the Province of Ontario .....	42
Table 4.2	Gender and Age Profile - Saugeen Shores, Bruce County and the Province of Ontario (2011) .....	44
Table 4.3	Labour Force - Saugeen Shores, Bruce County and the Province of Ontario (2011) .....	44
Table 4.4	Population by Education/Training Attainment (2012) – Saugeen Shores, Bruce County and Province of Ontario.....	45
Table 4.5	Employment by Activity and Sector (2006) – Saugeen Shores, Bruce County and the Province of Ontario (2006) .....	45
Table 4.6	Comparison of Saugeen Shores and Bruce County Total Labour Force by Skills Profiles (2012 Estimate) .....	46

## Appendices

Appendix A. Saugeen Shores Businesses and Services

# 1. Introduction

This community profile has been prepared as part of the participation of Saugeen Shores in the Nuclear Waste Management Organization's (NWMO) *Learn More* program. This program is offered to communities interested in exploring their interest in the Adaptive Phased Management (APM) Project, the deep geological repository and centre of expertise which is required as part of Canada's plan for the long-term management of used nuclear fuel.

This document brings together information about Saugeen Shores with respect to its history, aspirations, and current conditions. The information contained in this report is not an assessment of any kind; instead it is intended to paint a picture of the community as it stands today. Such a picture can be a helpful starting point for community discussions about how future projects might be implemented in the community, and the extent to which a project might contribute to the well-being of the community over the long term, including the Adaptive Phased Management Project. The Adaptive Phased Management Project will only be implemented in a community that has reflected upon whether the project will contribute to community well-being, after a series of detailed studies have been completed to confirm the safety and appropriateness of a site, has expressed an informed willingness to host the project. Over time, communities in the surrounding area will also need to become involved in the learning process.

This profile is organized to describe the characteristics of the community through five different perspectives, or "lenses":

- Human: Skills, knowledge and essential services supporting the well-being of the community;
- Economic: Monetary or financial resources supporting the well-being of the community;
- Infrastructure: Basic physical infrastructure supporting the well-being of the community;
- Social: Social and community activities in which people participate, and the resources drawn upon to support well-being;
- Natural environment: Nature and the natural environment important to well-being.

The characteristics of the community are referred to as "assets" throughout the report. This is intended to highlight their importance and pave the way for a broad and holistic discussion of how the community may be affected by the Adaptive Phased Management project, or other large projects which the community may consider. This discussion of the characteristics of the community which support life may also help the community identify other important aspects which should also be considered.

The information and data used to compile this profile derives from a combination of sources, including:

- Publicly available documents and statistics;
- Data and information provided by the community; and
- Insights derived from discussion with the community liaison committee and through interviews with community leaders.

Although this profile contains references to other communities within the region, these references are intended only as a means to round out the community profile and provide some context for discussion.

The NWMO *Learn More* program encourages collaboration and shared learning involving the NWMO and the community throughout all stages of reflection and decision-making. NWMO efforts to learn about and understand the community, its aspirations and current conditions will continue throughout the duration of the community's involvement in the *Learn More* program.

## **2. Community Profile – Saugeen Shores**

### **2.1 Overview**

#### **2.1.1 Location**

Saugeen Shores is located on the shoreline of Lake Huron in Bruce County. The community extends from the mouth of the Saugeen River (Southampton) to just south of MacGregor Provincial Park. Saugeen Shores also extends inland towards Paisley. The Town of Saugeen Shores was formed in 1999 with the amalgamation of Southampton, Port Elgin and the Township of Saugeen.

#### **2.1.2 Land Size and Uses**

The land area of the Town of Saugeen Shores is 170.25 km<sup>2</sup> (Statistics Canada, 2012a). Communities in the municipality include Southampton, Port Elgin and Saugeen Township.

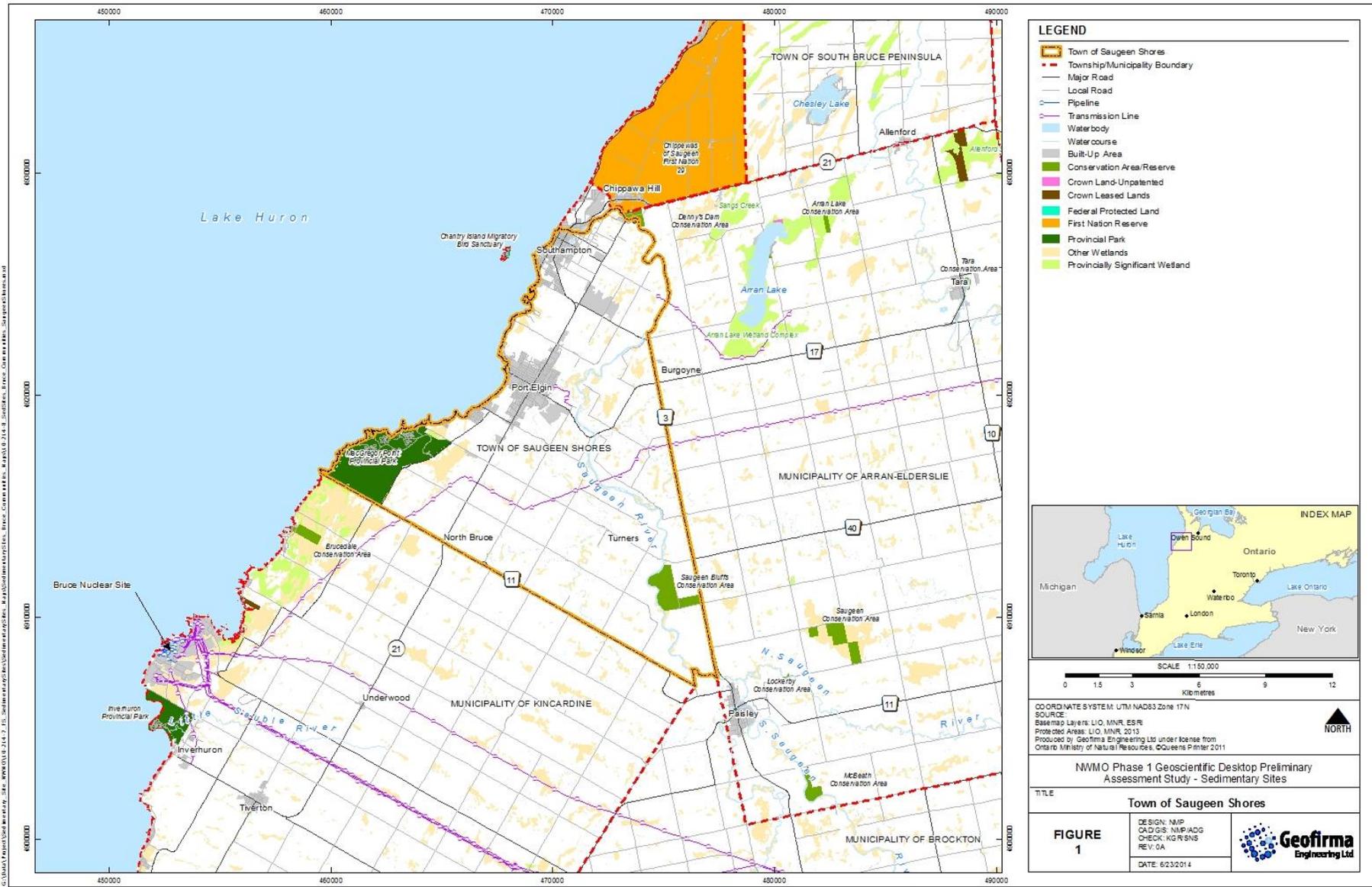
The Town of Saugeen Shores is one of the larger commercial centres in Bruce County, containing a diversity of employment opportunities in recreation, energy, agriculture and retail services. Recreation-related activities and services account for a significant portion of the business and employment opportunities in the Town. Saugeen Shores and the surrounding area include several Provincial Parks, beaches, conservation areas, private parks, resorts, and recreational homes (cottages). Visitors and seasonal residents are attracted to the area by the Lake Huron shoreline, as well as parts of the Saugeen River. The Town transitions to an agricultural landscape in areas further inland from the shoreline.

#### **2.1.3 Vision and Strategic Plan**

Saugeen Shores aims to continue to be a leader in Bruce County by providing a place for families, retirees, culture, tourism, businesses and industrial opportunities to thrive. The residents of Saugeen Shores cherish the uniqueness of their community which includes:

- A waterfront community with outstanding beaches, marina, river mouth and four season recreational opportunities;
- A strong sense of culture, heritage and preservation;
- A strong sense of its natural environmental features; and
- Strong feelings of community (Town of Saugeen Shores, 2012a).

**Figure 2.1 Town of Saugeen Shores Map**



Source: Nuclear Waste Management Organization, 2014

## 2.2 Human Assets

### 2.2.1 Human Asset Indicators

The Human Assets within a community include the skills and knowledge inherent in a community and the ability of a community to provide its residents with access to other skills, knowledge and essential services that are fundamental to maintaining community well-being, quality of life or a desired standard of living. In this analysis, the specific indicators examined include:

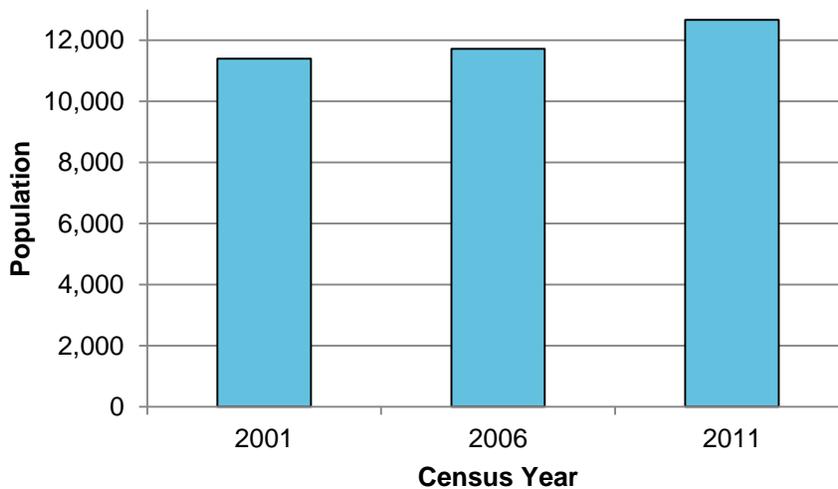
- Population Size and Demographics;
- Skills and Labour Force;
- Education; and
- Health and Safety Facilities and Services.

These indicators are described in this section within the context of the human well-being of Saugeen Shores.

#### Population Size and Demographics

Population trends are often a key indicator of well-being in a community, and it is linked to a healthy economy. Many rural communities in Ontario are experiencing a decline in population as residents migrate to urban areas in search of employment opportunities. Saugeen Shores' population between 2001 and 2011 is presented in Figure 2.2 and Table 2.1. Figure 2.2 identifies that the population of Saugeen Shores has countered this trend by increasing 8.0% for the period 2006 to 2011, or from 11,720 to 12,660 (Statistics Canada, 2002a; Statistics Canada, 2007a; Statistics Canada, 2012a).

**Figure 2.2 Saugeen Shores Population Trend (2001-2011)**



Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Statistics Canada, 2012a

**Table 2.1 Saugeen Shores Population Change (2001-2011)**

Time Period	Percentage (%) Population Change
2001-2006	2.9%
2006-2011	8.0%

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Statistics Canada, 2012a

Table 2.2 shows the total population categorized by age cohorts for the period from 2001 to 2011. Saugeen Shores experienced growth in all age cohorts above 15 and below 84 years of age. The largest increases were found in the 45 to 64 year old and 65 to 84 year old cohorts which suggests an aging population overall (Statistics Canada, 2012a).

**Table 2.2 Saugeen Shores Population by Age Cohort (2001-2011)**

Age Cohort	2001 (Census)	2006 (Census)	2011 (Census)
<b>Total Population</b>	11,385	11,720	12,660
<b>0 to 14 years</b>	1,805	1,600	1,620
<b>15 to 24 years</b>	1,500	1,550	1,450
<b>25 to 44 years</b>	2,435	2,215	2,580
<b>45 to 64 years</b>	3,605	4,090	4,320
<b>65 to 84 years</b>	1,845	2,060	2,365
<b>85 years and over</b>	200	220	330

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Statistics Canada, 2012a

Table 2.3 shows the 2011 age cohorts as a percentage of the total population. In 2011, the largest segment of the population was the 45 to 65 year old cohort (34.1%).

**Table 2.3 Population by Age Cohort as a Percentage of the Total Population (2011)**

Age Cohort	2011 (Census)	Percentage (%) of the Population
<b>Total Population</b>	12,660	100.0%
<b>0 to 14 years</b>	1,620	12.8%
<b>15 to 24 years</b>	1,450	11.5%
<b>25 to 44 years</b>	2,580	20.4%
<b>45 to 64 years</b>	4,320	34.1%
<b>65 to 84 years</b>	2,365	18.7%
<b>85 years and over</b>	330	2.6%

Source: Statistics Canada 2012a

## Skills and Labour Force

The distribution of the Town’s labour force by occupation over the period of 2001 to 2012 is provided in Table 2.4. Financial Post 2012 Canadian Demographics data estimated that the largest proportion of the total labour force worked in “sales and services” occupations, followed by “trades, transport and equipment operators.” The least represented occupations by skills profile were “occupations in art, culture, recreation and sport,” and “occupations unique to processing, manufacturing, and utilities.” (Financial Post, 2011).

**Table 2.4 Saugeen Shores Total Labour Force by Occupation (2001-2012)**

Total Labour Force by Occupation - Skills Profile	2001 (Census)	2006 (Census)	2012 (Estimated)
<b>Total experienced labour force – Individuals 15 years and over</b>	5,900	6,150	6,323
<b>Management occupations</b>	735	555	598
<b>Business, finance and administration occupations</b>	760	795	803
<b>Natural and applied sciences and related occupations</b>	635	555	574
<b>Health occupations</b>	285	450	471
<b>Occupations in social science, education, government service and religion</b>	405	500	515
<b>Occupations in art, culture, recreation and sport</b>	105	160	180
<b>Sales and service occupations</b>	1,665	1,540	1,564
<b>Trades, transport and equipment operators and related occupations</b>	865	1,175	1,190
<b>Occupations unique to primary industry</b>	230	210	219
<b>Occupations unique to processing, manufacturing and utilities</b>	225	210	209

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Financial Post, 2011

The distribution of labour force by industry for the year 2006 is provided in Table 2.5. The three largest industry sectors by labour force activity were “agriculture and other resource-based industries” (28.3%), “educational services” (18.1%) and “business services” (12.9%) (Statistics Canada, 2007a). These industry sectors are indicative of a rural regional centre community that includes an agricultural focus, as well as utilities, schools and business opportunities that may not be found elsewhere in the area.

**Table 2.5 Saugeen Shores Total Labour Force by Industry (2006)**

Total Labour Force by Industry	Number	Percentage (%)
<b>Total experienced labour force – Individuals 15 years and over</b>	6,145	100%
<b>Agriculture and other resource-based industries</b>	1,740	28.3%
<b>Construction</b>	705	11.5%
<b>Manufacturing</b>	395	6.4%
<b>Wholesale trade</b>	400	6.5%
<b>Retail trade</b>	180	2.9%
<b>Finance and real estate</b>	590	9.6%
<b>Health care and social services</b>	150	2.4%
<b>Educational services</b>	1,110	18.1%
<b>Business services</b>	795	12.9%
<b>Other services</b>	80	1.3%

Source: Statistics Canada, 2007a

## Education

Estimated education levels for Saugeen Shores in 2012 are provided in Table 2.6. In 2012, the highest proportion of the population had “college, CEGEP, or other non-university education” (25.3%), followed by individuals with a “high school certificate or equivalent” (23.7%) and individuals with a “university certificate, diploma or degree” (22.7%) (Financial Post, 2011).

**Table 2.6 Saugeen Shores Educational Levels (2012)**

Highest Educational Attainment	2012 (Estimated)	Percentage (%)
<b>Total Population – Individuals 25 years and over</b>	8,842	-
<b>No certificate, diploma, degree</b>	1,437	16.3%
<b>High school certificate or equivalent</b>	2,099	23.7%
<b>Apprenticeship or trades certificate or diploma</b>	1,059	12.0%
<b>College, CEGEP or other non-university certificate or diploma</b>	2,240	25.3%
<b>University certificate or diploma below the bachelor level</b>	348	3.9%
<b>University certificate, diploma or degree</b>	2,007	22.7%

Source: Financial Post, 2011

There are a number of educational facilities available to the community, which offer varying levels of education programs, ranging from nursery school to high school. Facilities managed by the Bluewater District School Board and Bruce-Grey Catholic School Board are identified in Table 2.7. There are French immersion programs available in Saugeen Shores, while French-language schools are available in Owen Sound.

**Table 2.7 Educational Facilities Managed by Bluewater District and Bruce-Grey Catholic School Board within Saugeen Shores**

	Bluewater District School Board	Bruce-Grey Catholic School Board
<b>Elementary Schools</b>	<ul style="list-style-type: none"> <li>G.C. Huston Public School</li> <li>Northport Elementary School</li> <li>Port Elgin Saugeen Central School</li> </ul>	<ul style="list-style-type: none"> <li>St. Joseph’s School</li> </ul>
<b>Secondary Schools</b>	<ul style="list-style-type: none"> <li>Saugeen District Secondary School</li> </ul>	<ul style="list-style-type: none"> <li>There are no secondary Catholic schools within Saugeen Shores</li> </ul>

Source: Bluewater District School Board, 2013; Bruce-Grey Catholic District School Board, 2013

- **Post-Secondary Education**

With respect to post-secondary education, Saugeen Shores is a relatively short distance (1½ to 2 hour drive) from several universities and colleges including: Georgian College (Owen Sound Campus), Fanshawe College (London), University of Guelph, University of Waterloo, Conestoga College (Kitchener), Wilfrid Laurier University (Waterloo), and Western University (formerly University of Western Ontario) in London.

- **Lake Huron Learning Collaborative**

Lake Huron Learning (LHL) is a non-profit organization that provides graduating students and adults with post-secondary studies and skills training. LHL works with regional universities and colleges including Fanshawe College, Georgian College and Western University (formerly the University of Western Ontario) to bring post-secondary courses and training to the communities of Huron and Bruce Counties. LHL also offers non-credit interest courses built around local needs and using local expertise. There are two offices located in Goderich and Kincardine, however these are outside of Saugeen Shores (Lake Huron Learning, 2013).

- **Early Childhood Learning**

There are three nursery school facilities available in Saugeen Shores located in Port Elgin: The Ontario Early Years Centre for children 0-6 years of age; Port Elgin YMCA for children 18 months – 12 years, and Kid’s Street Nursery School for children 18 months to 5 years (Town of Saugeen Shores, 2013a; YMCA of Owen Sound Grey Bruce, 2013).

### **Health and Safety Facilities and Services**

- **Hospital**

The Southampton hospital is located within the Saugeen Shores community, has 16 inpatient beds (Saugeen Shores Chamber of Commerce, 2013). There is also a hospital located outside of the community in Kincardine that is part of the South Bruce-Grey Health Centre. (South Bruce-Grey Health Centre, 2012). The South Bruce Grey Health Centre (SBGHC) operates four hospital sites located in Chesley, Durham, Kincardine and Walkerton. SBGHC employs nearly 400 staff members, and provides 24-hour emergency care at each of its facilities. Other health services available cumulatively through SBGHC include coronary care, obstetrical, surgical and full complement of diagnostic and ambulatory services (South Bruce Grey Health Centre, 2012).

The Southampton hospital is part of the Grey Bruce Health Services (GBHS) group, which operates six hospitals in the Grey Bruce region with facilities in Owen Sound, Lion's Head, Markdale, Meaford, Wiarton and Southampton. Each of the facilities offers a wide range of primary and ambulatory care services including:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• ambulatory care clinics;</li> <li>• outpatient medical oncology program;</li> <li>• critical care unit;</li> <li>• diabetes program;</li> <li>• diagnostic imaging;</li> <li>• dialysis clinic;</li> <li>• electro-diagnostic services;</li> <li>• laboratory services;</li> <li>• sleep lab;</li> <li>• social work;</li> </ul> | <ul style="list-style-type: none"> <li>• stroke centre;</li> <li>• 24 hour emergency department;</li> <li>• mental health and addiction services;</li> <li>• occupational therapy;</li> <li>• rehabilitation and restorative care;</li> <li>• sexual abuse/ partner abuse care centre;</li> <li>• pharmacy;</li> <li>• surgery;</li> <li>• women and child care unit</li> </ul> |
|---|---|

*Source: Grey Bruce Health Services, 2013*

- **Medical Clinics**

Saugeen Shores has two medical clinics. Saugeen Shores Medical Building in Southampton has seven physicians and one nurse practitioner. The facility is currently accepting individuals from an Orphan Patient Wait list, but has over 900 people wait listed at the moment. The second medical clinic, Dr. Earl Health Centre in Port Elgin, has six physicians (Town of Saugeen Shores, 2013a).

### **Other Medical Services**

The Grey-Bruce Health Unit is responsible for maintaining standards for drinking water, family health, health education, immunizations, prevention of infectious diseases, and other services (Grey-Bruce Health Unit, 2013).

Red Cross Care Partners (RCCP) serve the area with nursing and rehabilitation services (Red Cross Care Partners, 2013). Other medical service providers include ParaMed Home Health Care, an organization that provides nursing, home care and support services, and the Victorian Order of Nurses Canada which provides similar home care, personal support and community services (ParaMed, 2008; Victorian Order of Nurses Canada, 2009).

- **Dental Offices**

There are three dental offices located in Southampton, four in Port Elgin and an orthodontic Centre located in Port Elgin (Saugeen Shores Chamber of Commerce, 2013). There are also three optometrist offices and one optician located in Port Elgin (Saugeen Shores Chamber of Commerce, 2013).

- **Emergency Medical Services (EMS)**

Bruce County EMS provides regional emergency medical care to patients throughout Bruce County, including Saugeen Shores. The organization has 100 paramedics, a fleet of 12 ambulances and three supervisor units. The EMS base in Saugeen Shores is located in Port Elgin (The County of Bruce, 2013).

- **Law Enforcement**

The Saugeen Shores Police Service has 21 full time officers, three part time officers, three Auxiliary officers and three full time civilians (Saugeen Shores Police Service, 2013).

- **Fire Departments**

Saugeen Shores has two fire departments located in Southampton and Port Elgin (Town of Saugeen Shores, 2013a).

## **2.2.2 Summary of Human Assets**

### **Priorities and Key Issues**

The population of Saugeen Shores is growing, however the Town is facing a demographic change similar to other parts of Bruce County. The population within the Town is aging as young families are leaving for work and education opportunities, while older residents stay or come to the community as part of their retirement lifestyle.

Urban areas within the Town are the source of the population growth, particularly Port Elgin and Southampton which are bolstered by the cottage industry and individuals working at Bruce Power. Rural areas face population decline similar to other rural areas in Bruce County and Ontario as traditional family farms are replaced by larger consolidated farming operations.

**Community Aspirations**

The Town of Saugeen Shores seeks to diversify its economy and is actively looking for businesses that might move into the community. The community values its scenic landscapes, heritage, environmental attributes and close ties to the shoreline. In this regard, any economic development that does take place needs to have strong regard for these qualities.

**Capabilities and Capacities within the Community**

The Town of Saugeen Shores has a strong compliment of social services and what it lacks can be readily found nearby in bordering municipalities.

**2.3 Economic Assets**

**2.3.1 Economic Asset Indicators**

The Economic Assets within a community include the monetary or financial related resources that people use to achieve their livelihood objectives. It includes cash or equivalents held by individuals and/or the community, and the availability of financial and economic resources that allow residents to manage their finances and wealth. In this perspective, the specific indicators examined include:

- Employment;
- Business Activity;
- Income;
- Recreation;
- Economic Development Services;
- Employment Services;
- Business Interest Organizations; and
- Governance and Municipal Finances.

These indicators are described in this section, within the context of the economic well-being of Saugeen Shores.

**Employment**

Saugeen Shores' labour force activity between the years 2001 and 2012 is provided in Table 2.8. During the period 2001 to 2012 the estimated total population 15 years and continued to increase. Over the same period, the estimated participation rate and employment rate declined. The estimated unemployment rate increased over the same period from 4.5% to an estimated 9.7% (Statistics Canada, 2002a; Statistics Canada 2007a; Financial Post, 2011).

**Table 2.8 Saugeen Shores Labour Force Activity (2001-2012)**

Labour Force Activity	2001 (Census)	2006 (Census)	2012 (Estimated)
<b>Total Population – Individuals 15 years and over</b>	9,583	9,950	10,513
<b>Participation Rate</b>	63.5%	62.7%	61.1%
<b>Employment Rate</b>	60.7%	58.5%	55.1%
<b>Unemployment rate</b>	4.5%	6.7%	9.7%

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Financial Post, 2011

**Business Activity**

Saugeen Shores businesses are primarily located within the two communities of Southampton and Port Elgin. Both communities have maintained active main street shopping venues. Eclectic main street features include varied retail, gift shops, restaurants, grocery stores, and boutiques. Port Elgin has a business park on land designated for

industrial and commercial uses with businesses in the transportation, fuel, technology, recreation, retail and automotive sectors. The largest employer by far in the community is Bruce Power with a third of Bruce Power's employees living in Saugeen Shores (Saugeen Shores Chamber of Commerce, 2013).

The Saugeen Shores Chamber of Commerce Business Directory identifies 577 business and services operating within the Municipality. This figure includes individual practitioners such as health professionals, registered massage therapists, veterinarians, lawyers and other similar professions. **Appendix A** includes a list of Saugeen Shores businesses and services.

**Agricultural Businesses**

Saugeen Shores' agricultural activity between the years 2001 and 2011 is provided in Table 2.9. During the period of 2001 to 2011, the number of farms and operators in Saugeen Shores decreased by 18.0% and 17.9% respectively. The number of farms with less than 400 acres decreased by 26.4%, while the number of farms between 400 to 1,599 acres increased by 60.0%. This trend suggests that consolidation is occurring with the number of small farms decreasing, and the number of larger farms increasing. With regards to farm capital, the number of farms with less than \$350,000 of capital and with between \$350,000 to \$999,999 of capital decreased by 73.1% and 7.5% respectively while the number of farms with \$1,000,000 of capital and over increased 287.5%. These statistics highlight that farming in the Municipality is becoming much more capital-intensive (Statistics Canada, 2002j; Statistics Canada 2007j; Statistics Canada 2012j).

**Table 2.9 Saugeen Shores Agricultural Activity (2001-2011)**

Agricultural Activity	2001 (Census)	2006 (Census)	2011 (Census)	Percentage (%) Change 2001-2011
<b>Total number of farms</b>	100	99	82	-18.0%
<b>Total number of operators</b>	140	140	115	-17.9%
<b>Total Farm Area</b>				
< 400 acres	87	87	64	-26.4%
400-1,599 acres	10	11	16	60.0%
1,600+ acres	3	1	2	-33.3%
<b>Total Farm Capital</b>				
< \$350,000	52	23	14	-73.1%
\$350,000-\$999,999	40	55	37	-7.5%
\$1,000,000+	8	21	31	287.5%

Source: Statistics Canada, 2002j; Statistics Canada, 2007j; Statistics Canada, 2012j

**Income**

Table 2.10 lists income statistics for residents of Saugeen Shores. The estimated per capita income of Saugeen Shores in 2012 was 33% greater than the national average and 36.4% of households generated income over \$100,000 (Financial Post, 2011).

**Table 2.10 Saugeen Shores Income Statistics (2012)**

Income Statistics	2012 (Estimate)
Percentage (%) Above/Below National Average (per Capita)	33%
2012 Average Household Income	\$106,442
2012 per Capita Income	\$45,850
Percentage (%) 2012 Households with Income over \$100,000+	36.4%

Source: Financial Post, 2011

## Recreation

Recreation activities play a significant role in the local economy of Saugeen Shores. The Town of Saugeen Shores has numerous facilities associated with area recreation and tourism. Tourism and recreation in Saugeen Shores is largely focused on its natural resources which enable year round activities. Table 2.11 summarizes the recreation activities available within the municipality.

**Table 2.11 Recreation Activities Available within Saugeen Shores**

Category	Name	Description
<b>Artisans</b>	Southampton Art School & Gallery in Southampton	Gallery and Art School in the old Southampton Hall building. Classes from March to November - from young beginners to seasoned professionals.
	The Arts Warehouse Creative Learning Centre in Port Elgin	Offering workshops in photography
	The Light House Photo Gallery in Southampton	Wildlife and nature photographer, Carol Norris.
<b>Beaches</b>	Port Elgin Beach in Port Elgin	Point Clark Beach is dog friendly (on leash)
	Southampton Beach in Southampton	Public beach stretching approximately 4 km long.
	The Station in Port Elgin	Port Elgin Waterfront scenic tour, mini golf, restaurant, souvenirs, Beach Accessories, 1 mile ride along the Port Elgin Harbour into North Shore Park.
<b>Boating</b>	Chantry Island Tours in Southampton	Southampton, Saugeen Shores, Chantry Island Boat Tours, open 7 days a week during summer, boat tours out to Chantry Island Lighthouse which is open to the public June to the end of September.
	Offshore Adventure in Port Elgin	Sailing charter company
	Temptation Charters in Southampton	Down-rigger fishing charters and boat tours
	Port Elgin Harbour in Port Elgin	Municipal, 50 transient slips, 12 ft depth at dock, bait.
<b>Golf</b>	Chippewa Golf Course in Southampton	18 hole golf course, par 72, C.P.G.A. professionals on staff, licensed refreshment cart, banquet facilities and much more.
	Holiday Golf and Country Club in Port Elgin	18 holes, 54 par, club rentals, pull carts, pro shop, putting green.
	Saugeen Golf Club in Port Elgin	27 holes, two restaurants, pro shop and practice facility
	South-Port Golf Course in Port Elgin	9 hole, par 36 course, club rentals, motor carts, pull carts, restaurant, pro shop, putting green driving range, golf packages, and lessons.
	The Links at Piper's Glen in Port Elgin	18 hole golf course, practice facility and restaurant on the patio.
<b>Lighthouse Tours</b>	Range Lights of Southampton	The Imperial Tower on Chantry Island, 4 smaller range lights, and another two range lights, Front Range Light, Saugeen River Light. Open year round
<b>Motorcross</b>	RPM Motopark in Southampton	RPM Motopark, three tracks: 50 cc, 65 super cross, 1.5 km motocross. Parking and camping is available.
<b>Museums</b>	Bruce County Historical Society in Southampton	Programmes and meetings to encourage the preservation and protection of buildings and structures of historical and architectural significance and the protection of our unique natural landscapes and to mark historic sites, structures, trails, etc.
	Bruce County Museum & Cultural Centre in Southampton	Features an extensive history of Bruce County including Marine Heritage.
	Bruce Remembers in Port Elgin	This site contains listings of the men and woman of Bruce County who served valiantly and gave their lives for their country.
	Chantry Island Institute in Southampton	Chantry Island Institute offers visitors a glimpse of the history, geology and natural beauty of the Bruce Coast.
<b>Outdoor Recreation</b>	FlyFitters Guide Service	Guided fly fishing, spey fishing, and sport fishing adventures on the Maitland River, Bayfield River, and Saugeen River in SW Ontario.
	MacGregor Point Provincial Park	Camping, beaches, birding, hiking, cross country skiing, snowshoeing, winter camping and skating on an outdoor 400 m loop.
	Saugeen Bluffs Conservation Area in Paisley	Saugeen Bluffs Conservation Area has a campground with close to 200 sites. This campground features two picnic shelters, a full playground & horseshoes, hiking, birding, swimming, flora, fauna, fishing and fly fishing.
	Saugeen Rail Trail in Port Elgin	Current recreational uses include, walking, hiking, jogging, cycling, cross-country skiing, and snowshoeing
	Saugeen River Canoe Route	Saugeen River canoe route starts in the Town of Hanover (Hanover Park), 102 km length to the mouth of the river in Southampton (Lake Huron).
	Saugeen Bluffs Conservation Area Trails	This self-guided, 2.5 km loops interpretive trail winds through upland hardwoods and includes a lookout over the Saugeen River.

**Table 2.11 Recreation Activities Available within Saugeen Shores**

Category	Name	Description
	Chantry Island Bird Sanctuary in Southampton	Federal bird sanctuary, rare cormorants, black-crowned night herons, great blue herons and egrets, visitation to the island is only permitted with permission.
	Denny's Dam Conservation Area in Southampton	Fish, canoe or kayak on the Saugeen River
	Thorncrest Outfitters in Southampton	Canoe & kayak rentals, gear rentals, gear purchases, shuttle service on the Saugeen River and Georgian Bay, group service, guide service, winter sports equipment, skiing, snowshoeing, hiking or backpacking products.
	Biener's Bush Ski Trails in Port Elgin	Port Elgin Cross-Country Ski Club has 12 km of trails in Biener's Bush, accessible at Nodwell Park or Concession 10.
<b>Scuba Diving</b>	Groundhog Divers in Port Elgin	Scuba gear rental, Scuba gear sales, guide service, group service, scuba diving.

Source: Explore the Bruce, 2013; Bruce County Trail Network 2013; Bruce County Tourism, 2013

Saugeen Shores offers a broad range of accommodation to area visitors including six bed and breakfasts (B&B); 13 hotel/motels, 10 camping and RV sites, and 29 cabins/cottages/vacation homes (Explore the Bruce, 2013).

### **Economic Development Services**

- **Community Futures Development Corporations (CFDCs)**

The Town of Saugeen Shores is served by the Bruce Community Futures Development Corporation (BCFDC) supported under the Federal Government's Community Futures Program. CFDCs are community-based, not-for-profit organizations staffed by professionals and governed by local volunteer boards of directors familiar with their community's needs, concerns and future development priorities. CFDCs offer a wide variety of programs and services supporting community economic development and small business growth (CFDC in Ontario, 2013).

- **Small Business Enterprise Centres (SBECs)**

SBECs provide entrepreneurs with the tools they require to start and grow their businesses. Each centre is staffed with dedicated business professionals who assist entrepreneurs through all stages of business development and operation. Clients are provided with business consulting services and information covering planning, management, marketing, technology and financing. SBECs are offered by the Ontario Ministry of Economic Development, Trade and Employment. There is an SBEC office within Saugeen Shores located in Port Elgin and another office is located nearby in Owen Sound (Queens Printer for Ontario, 2013).

### **Employment Services**

The YMCA of Owen Sound Grey Bruce has Employment Resource Centres near Saugeen Shores in Owen Sound, Hanover and Durham; this provides resources such as computers, phones, career advice, seminars, training and job postings (YMCA of Owen Sound Grey Bruce, 2013).

### **Governance and Municipal Finances**

The Town of Saugeen Shores is governed by an elected Council consisting of nine members: a Mayor, Deputy Mayor and Vice Deputy Mayor elected at large, as well as 2 Councillors from each of the wards of Port Elgin, Saugeen Township and Southampton (Town of Saugeen Shores, 2013b).

Town Council and the Committee of the Whole meet on the second and fourth Monday of every month at 7:30 p.m. in the Council Chambers located at 600 Tomlinson Drive, Port Elgin, unless a Resolution of Council directs otherwise. When the day for a regular Meeting of Council is a public or civic holiday, the Council meets at the same hour on the next following day that is not a public or civic holiday (Town of Saugeen Shores, 2013b).

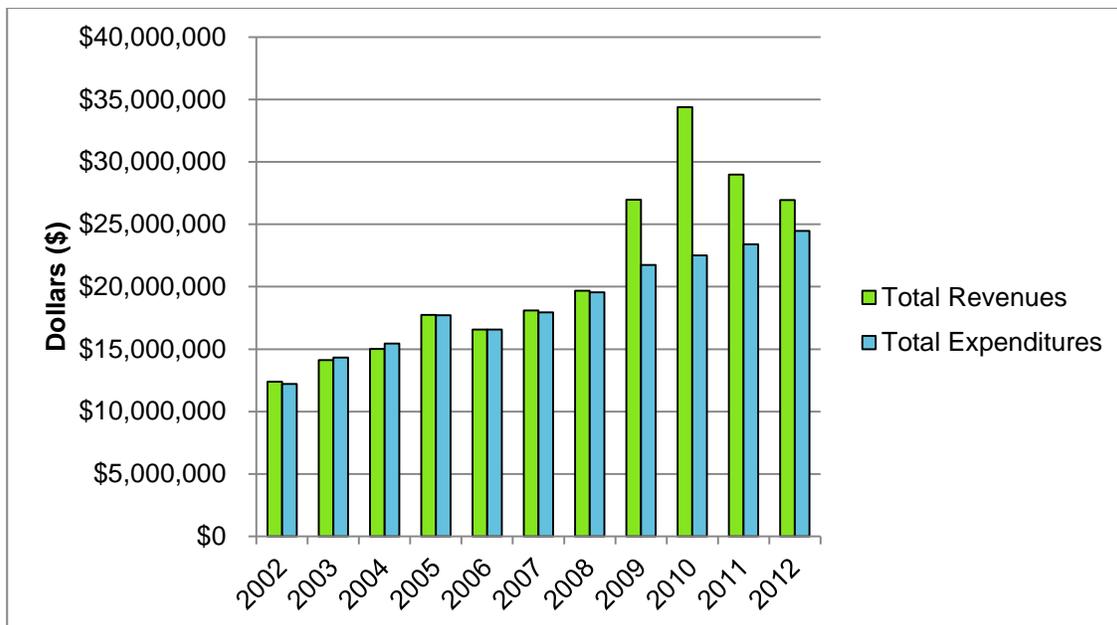
Revenue and expenditure data derived from the Ministry of Municipal Affairs and Housing (MMAH) Financial Information Return (FIR) documents for Saugeen Shores over the period of 2002 to 2012 can be found in Table 2.12 and Figure 2.3.

**Table 2.12 Revenues and Expenditures of Saugeen Shores (2002-2012)**

Year	Total Revenues	Total Expenditures
2002	\$12,385,735	\$12,199,919
2003	\$14,116,939	\$14,315,865
2004	\$15,014,801	\$15,455,010
2005	\$17,743,617	\$17,706,424
2006	\$16,561,876	\$16,564,080
2007	\$18,093,586	\$17,948,965
2008	\$19,683,545	\$19,549,812
2009	\$26,956,152	\$21,753,345
2010	\$34,381,995	\$22,517,395
2011	\$28,975,174	\$23,397,090
2012	\$26,946,136	\$24,477,968

Source: MMAH, 2002-2012 FIR by Municipality

**Figure 2.3 Revenues and Expenditures of Saugeen Shores (2002-2012)**



Source: MMAH, 2002-2012 FIR by Municipality

During the period 2002 to 2012, revenues and expenditures have grown substantially. Municipal revenues in 2002 were \$12.4 million and expenditures were \$12.2 million (MMAH, 2002 FIR by Municipality). By 2012 revenue had risen to \$26.9 million and expenditures to \$24.5 million (MMAH, 2012 FIR by Municipality). The large total revenue increases for the years 2009 to 2012 are the result of changes in accounting and reporting standards introduced by the Public Sector Accounting Board and adopted by MMAH effective 2009 which requires that municipalities report their tangible capital assets in their Statement of Financial Position. Prior to 2009 tangible capital assets were not reported.

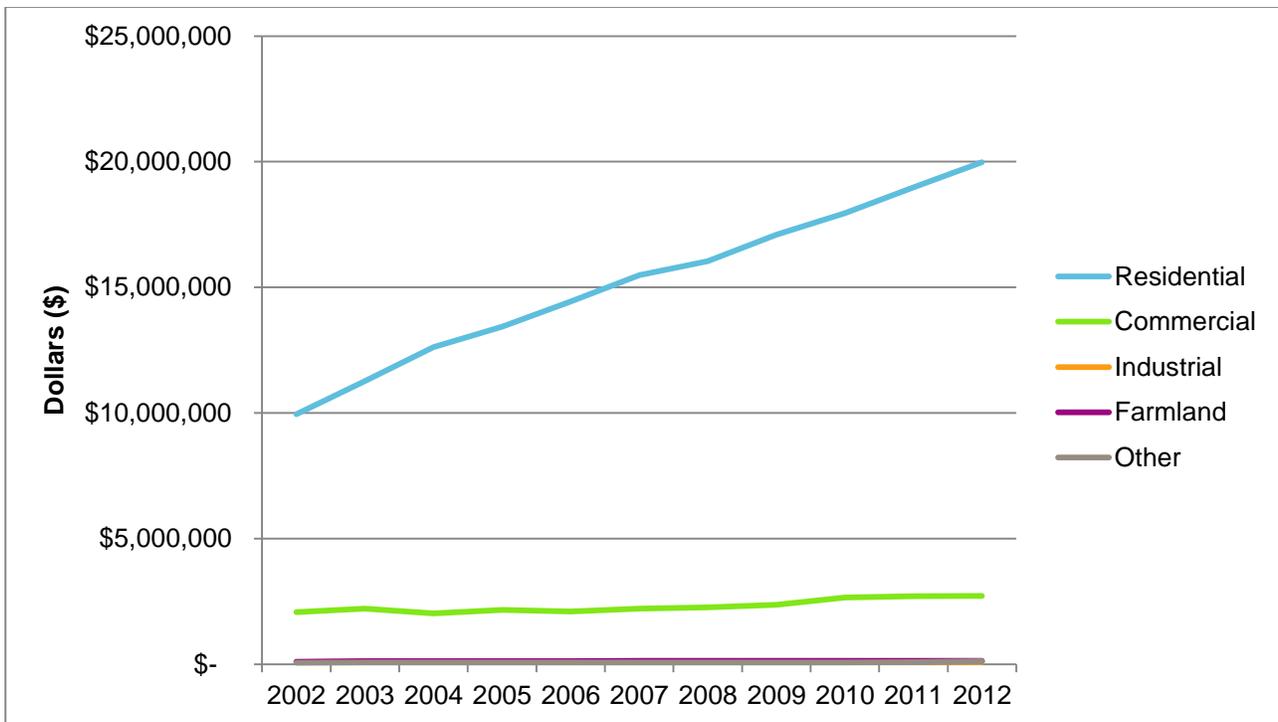
The property tax base of the Municipality has risen from \$12.3 million in 2002 to \$23.0 million in 2012 (MMAH, 2002 & 2012 FIR by Municipality). Table 2.13 and Figure 2.4 show property tax revenues for the Municipality and identify that the residential tax base has been steadily increasing, and that it represents the dominant source of municipal revenue.

**Table 2.13 Saugeen Shores Property Taxation (2002-2012)**

Year	Residential	Commercial	Industrial	Farmland	Other	Total
2002	\$9,948,811	\$2,078,524	\$86,231	\$96,964	\$64,635	\$12,275,164
2003	\$11,268,733	\$2,208,654	\$ 93,427	\$126,081	\$69,572	\$13,766,467
2004	\$12,626,397	\$2,021,181	\$86,050	\$120,242	\$67,104	\$14,920,974
2005	\$13,428,939	\$2,168,054	\$95,480	\$123,835	\$71,137	\$15,887,445
2006	\$14,431,476	\$2,095,768	\$99,849	\$126,027	\$67,538	\$16,820,658
2007	\$15,479,755	\$2,217,472	\$104,450	\$134,400	\$71,071	\$18,007,148
2008	\$16,044,368	\$2,264,176	\$99,215	\$134,727	\$76,131	\$18,618,617
2009	\$17,092,690	\$2,360,668	\$92,887	\$132,633	\$77,481	\$19,756,359
2010	\$17,956,321	\$2,657,758	\$95,085	\$131,333	\$78,882	\$20,919,379
2011	\$18,976,102	\$2,705,279	\$96,781	\$132,786	\$79,344	\$21,990,292
2012	\$19,975,318	\$2,721,219	\$81,557	\$135,452	\$121,180	\$23,034,726

*\*Note property taxation includes taxes collected for the Municipality of Saugeen Shores, Bruce County and education  
 Source: , 2002-2012 FIR by Municipality*

**Figure 2.4 Saugeen Shores Property Taxation (2002-2012)**



*\*Note property taxation includes taxes collected for the Municipality of Saugeen Shores, Bruce County and education  
 Source: MMAH, 2002-2012 FIR by Municipality*

Based on the 2012 FIR data long term liabilities in the municipality totalled \$15,132,204. This sum is accommodated within the Town's annual debt repayment limit calculated at \$3,413,830 (MMAH, 2012 FIR by Municipality).

## **2.3.2 Summary of Economic Assets**

### **Priorities and Key Issues**

The Town of Saugeen Shores is trying to encourage economic development through the attraction of new businesses to the community and growth in recreation and tourism. It is well recognized in the community that the local economy is strongly tied to Bruce Power. In the rural area although farming continues to be the primary activity it is noted that farming is going large scale, becoming very capital intensive and is not a big employment generator.

The Municipality has a strong tax base but the demand for infrastructure and services are high particularly in the urban areas and this makes Municipal budgeting an ongoing challenge. Much of the tax revenue collected in the community comes from the urban areas.

Many households in Port Elgin are supported by one or more family members employed at Bruce Power and consequently this community has a strong orientation to, and acceptance of, the nuclear industry. The ties to the nuclear industry are much weaker in Southampton and many residents there, particularly retirees are much less supportive.

Port Elgin has a different commercial fabric than Southampton. Big box stores including Walmart, Canadian Tire and national food service chains like Tim Horton's are found in Port Elgin while Southampton is characterized by small boutiques and specialty shops. Out-shopping from the Municipality is prevalent with residents frequently travelling to Goderich and Owen Sound and points beyond. It is also noted that many tourists who visit the area during the summer tend to stock up on goods at their point of origin and hence local purchases are minimal.

Overall household incomes are high in Saugeen Shores but there is some bifurcation of wealth distribution. Households with members working at Bruce Power enjoy strong income while households supported largely by service employment in food and retail outlets have much lower income levels.

Saugeen Shores seeks to grow and diversify its economy to create jobs, incomes and tax revenues. At the same time however it recognizes that there are different needs and aspirations across the community so initiatives that might work in one area may not be well accepted in another. Balancing economic initiatives with the wants and demands of residents presents some challenges at times.

### **Community Aspirations**

Saugeen Shores seeks to be a sustainable community with a diversity of economic opportunities and resources supporting a diversity of population with a variety of lifestyles.

### **Capabilities and Capacities within the Community**

Saugeen Shores is a growing area with a strong economy. It has the physical, social and financial resources and administrative capabilities to move forward towards its goals.

## 2.4 Infrastructure

### 2.4.1 Physical Asset Indicators

The Physical Assets within a community include the basic infrastructure needed to support livelihoods and the tools or equipment that people use to function more productively. Infrastructure is a public good and improved access to it increases community well-being, human health and quality of life. In this analysis, the specific indicators examined include:

- Land Use;
- Housing;
- Municipal Infrastructure and Services; and
- Transportation Infrastructure.

These indicators are described in this section, within the context of the Physical well-being of Saugeen Shores.

#### Land Use

The primary urban area of Saugeen Shores consists of a built-up area along Highway 21 and the east shore of Lake Huron including the communities of Southampton and Port Elgin. The urban areas are designated for residential, commercial, industrial, institutional and recreational uses. To the south of Port Elgin, between Highway 21 and Lake Huron is MacGregor Provincial Park. The remainder of the area is predominately classified as agricultural with small patches or designated rural area mixed in (County of Bruce, 1999).

#### Housing

Census data for 2011 reported that the total number of private dwellings occupied by residents was 5,485 and 63.9% of dwellings were constructed before 1985 (Statistics Canada, 2012a).

Table 2.14 provides data regarding private dwellings by type for 2006 and 2011. Census data indicates that total private dwellings occupied by residents increased from 2006 to 2011, likely in parallel with the increase in population. Housing is predominately low density, with some multi-residential units and no high rise apartment-style dwellings. The mix of dwelling types has not changed substantially from 2006 to 2011 (Statistics Canada, 2007a; Statistics Canada, 2012a).

**Table 2.14 Saugeen Shores Dwellings by Type (2006-2011)**

Illustrative Indicators	2006 (Census)	2011 (Census)	Percentage (%) Change 2006-2011
<b>Total private dwellings occupied by residents</b>	4,920	5,485	11.5%
<b>Single-detached houses - as a % of total occupied private dwellings</b>	78.7%	79.3%	0.6%
<b>Semi-detached houses - as a % of total occupied private dwellings</b>	4.4%	3.2%	-1.2%
<b>Row houses - as a % of total occupied private dwellings</b>	4.0%	6.3%	2.3%
<b>Apartments, duplex - as a % of total occupied private dwellings</b>	0.4%	0.2%	-0.2%
<b>Apartments in buildings with fewer than five storeys - as a % of total occupied private dwellings</b>	11.5%	10.5%	-1%
<b>Apartments in buildings with five or more storeys - as a % of total occupied private dwellings</b>	0.2%	0.0%	-0.2%
<b>Other dwellings - as a % of total occupied private dwellings</b>	1.0%	0.5%	-0.5%

Source: Statistics Canada, 2007a; Statistics Canada, 2012a

**Property Sales and Rentals**

Table 2.15 provides dwellings by tenure for 2001, 2006 and 2012. For the period 2001 to 2012 the estimated proportion of owned dwellings increased slightly by 2.1% (Statistics Canada, 2002a; Financial Post, 2011).

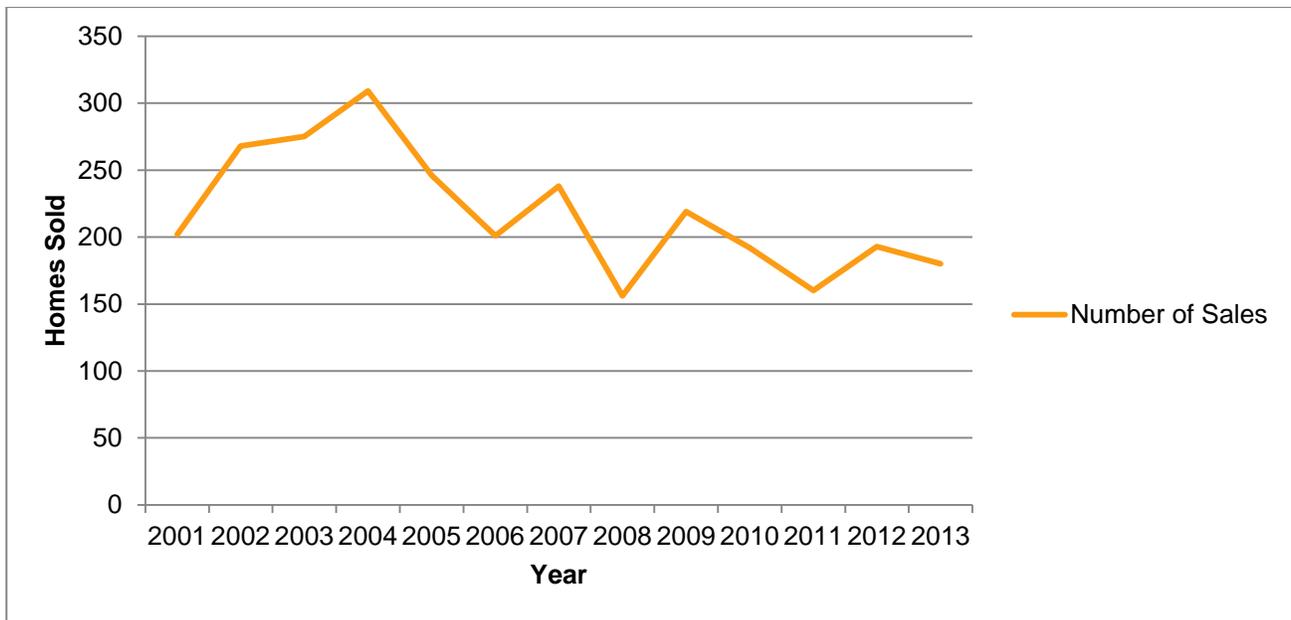
**Table 2.15 Saugeen Shores Dwellings by Tenure (2001-2012)**

Number of Dwellings by Tenure	2001 (Census)		2006 (Census)		2012 (Estimate)	
	Number	Percentage (%)	Number	Percentage (%)	Number	Percentage (%)
<b>Number of owned dwellings</b>	3,675	79.1%	4,035	82.1%	4,290	82.2%
<b>Number of rented dwellings</b>	970	20.9%	880	17.9%	929	17.8%
<b>Total</b>	4,645		4,915		5,219	

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Financial Post, 2011

Figure 2.5 below shows the total number of housing sales in since 2001. There has been some fluctuation in housing sales with an overall downward trend over this period. Between 2009 and 2011 housing sales fell, coinciding with the global economic recession and the wind down of refurbishment work at the Bruce Power plant. An increase in 2012 was not enough to return to the pre-2009 housing sales level.

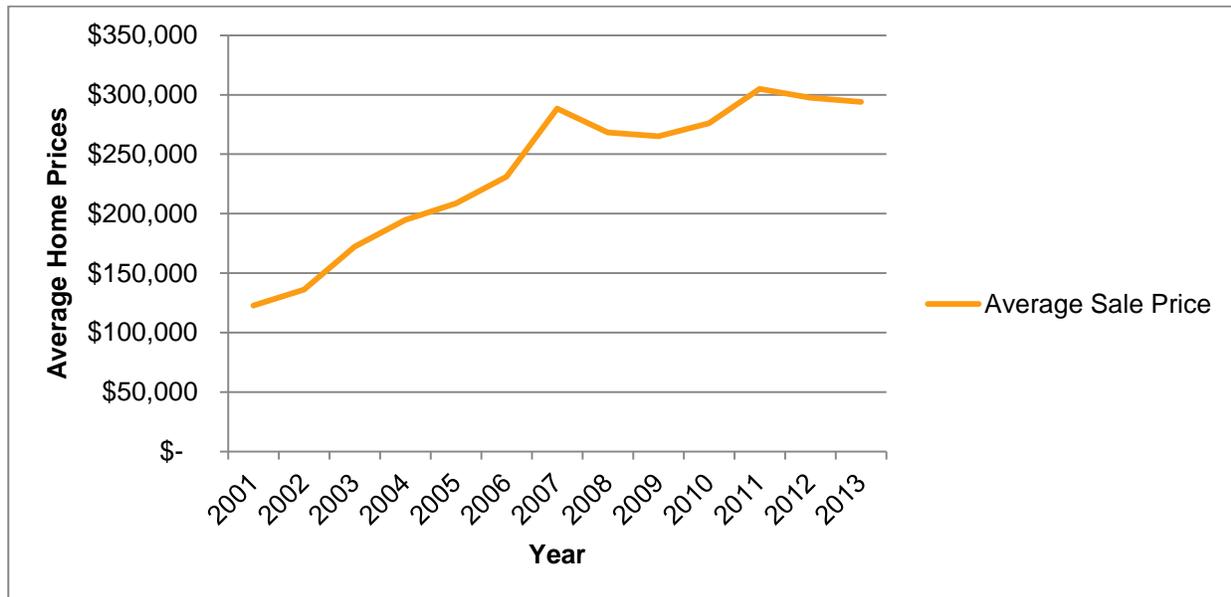
**Figure 2.5 Housing Sales in Saugeen Shores Since 2001**



Source: Realtors Association Grey-Bruce Owen Sound (RAGBOS). (2001-2013). Statistics Releases.

Figure 2.6 shows the average sales prices for homes in Saugeen Shores since 2001. House prices have had an increasing trend in Saugeen Shores over the period, with two notable peaks in 2008 and 2011 before experiencing slight declines since 2011. When prices and combined with the number of home sales are looked at together, the housing market is cooling. The wind down of refurbishment work at the Bruce Power site may be a strong causal factor.

**Figure 2.6 Housing Prices in Saugeen Shores Since 2001**



Source: Realtors Association Grey-Bruce Owen Sound (RAGBOS), 2001-2013 Statistics Releases.

**Property Assessment**

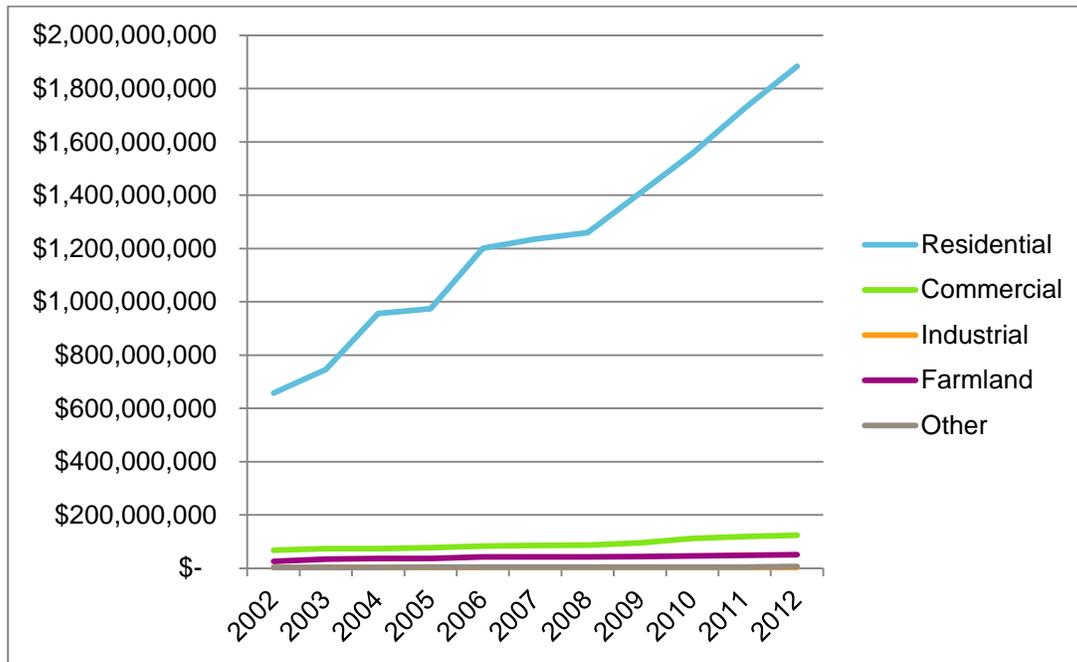
Table 2.16 and Figure 2.7 provide property assessment values from 2002 to 2012. The property assessment of Saugeen Shores has risen 151% from \$756.2 million to \$1.9 billion during the period 2002 to 2012 which coincided with an increase in housing prices over the same period (MMAH, 2002 & 2012 FIR by Municipality). Based on 2012 FIR data, the municipal assessment base is dominated by residential uses (91%), followed by commercial (6%). Industry, farmland and other uses represents only 3% of the total property assessment (MMAH, 2012 FIR by Municipality). This data indicates a significant escalation in residential property assessment over this period of time.

**Table 2.16 Saugeen Shores Property Assessment (2002-2012)**

Year	Residential	Commercial	Industrial	Farmland	Other	Total
2002	\$ 657,598,844	\$ 67,988,475	\$ 2,019,258	\$ 25,784,350	\$ 2,851,200	\$ 756,242,127
2003	\$ 746,300,701	\$ 73,669,449	\$ 2,201,145	\$ 33,527,080	\$ 3,197,340	\$ 858,895,715
2004	\$ 955,837,264	\$ 73,459,090	\$ 2,164,505	\$ 36,516,740	\$ 3,511,260	\$1,071,488,859
2005	\$ 974,436,000	\$ 76,690,950	\$ 2,335,705	\$ 36,047,140	\$ 3,710,760	\$1,093,220,555
2006	\$ 1,200,188,605	\$ 83,191,735	\$ 2,705,010	\$ 41,924,085	\$ 3,685,675	\$1,331,695,110
2007	\$ 1,235,231,110	\$ 85,965,430	\$ 2,780,010	\$ 42,898,985	\$ 3,723,675	\$1,370,599,210
2008	\$ 1,259,620,595	\$ 86,889,045	\$ 2,624,410	\$ 42,308,785	\$ 4,006,375	\$ 1,395,449,210
2009	\$ 1,407,407,007	\$ 94,590,505	\$ 2,570,440	\$ 43,683,745	\$ 4,252,727	\$ 1,552,504,424
2010	\$ 1,556,421,052	\$ 111,492,162	\$ 2,736,974	\$ 45,534,856	\$ 4,520,336	\$ 1,720,705,380
2011	\$1,726,445,234	\$118,931,585	\$2,922,005	\$48,323,259	\$4,727,628	\$1,901,349,711
2012	\$1,883,769,187	\$124,235,061	\$2,707,232	\$51,095,000	\$6,987,900	\$2,068,794,380

Source: MMAH, 2002-2012 FIR by Municipality

**Figure 2.7 Saugeen Shores Property Assessment (2002-2012)**



Source: Ministry of Municipal Affairs and Housing, 2002-2012 FIR by Municipality

**Building Permits**

Table 2.17 summarizes building permits in Saugeen Shores according to 2012 FIR data. In 2012 there were 292 building permits issued with an aggregate value of \$40,759,458. Residential properties accounted for 67.9% of this total value, multi-residential properties 14.4%, and all other property classes 17.7% (MMAH, 2012 FIR by Municipality).

**Table 2.17 Saugeen Shores Building Permits (2012)**

Permit Type	Number of Building Permits	Value of Building Permits	Percentage (%) of Total Value
Residential properties	88	\$27,696,000	67.9%
Multi-Residential properties	9	\$5,850,000	14.4%
All other property classes	195	\$7,213,458	17.7%
<b>Total</b>	<b>292</b>	<b>\$40,759,458</b>	<b>100.0%</b>

Source: MMAH, 2012 FIR by Municipality

**Municipal Infrastructure and Services**

• **Garbage and Recycling**

The Town of Saugeen Shores has implemented a "Pay As You Throw" (PAYT) garbage collection and waste management program. The Program encompasses garbage collection, recycling and landfill operations. All residential and commercial properties within Saugeen Shores are required to purchase and place a Bag Tag on every bag of garbage placed at the curb for collection. Bag tags cost \$2.00 per tag. Garbage collection takes place weekly. There is one landfill present in Saugeen Shores (Town of Saugeen Shores, 2013a).

Door to door blue box recycling pickup is handled by the Bruce Area Solid Waste Recycling Association. Blue box collection is conducted bi-weekly (BruceRecycling.com, 2013; Town of Saugeen Shores, 2013a).

The Bruce County Highways Department conducts a Household Hazardous Waste Day for the residents of Bruce County. This special event is for the disposal of household hazardous waste (e.g. paint, oils, etc.). Throughout the year residents of Saugeen Shores are encouraged to take Household Hazardous Waste to the Southampton Works Yard (Town of Saugeen Shores, 2013b).

- **Electricity**

Westario Power is the local distribution company supplying electricity to the communities of Port Elgin and Southampton, while the others areas of Saugeen Shores are served by Hydro One (Grey Bruce Economic Development Partners, 2011).

- **Natural Gas Services**

Union Gas provides natural gas service to Port Elgin and Southampton and residences near these centres (Grey Bruce Economic Development Partners, 2011).

- **Drinking Water**

The Town of Saugeen Shores entered into an Agreement with the Ontario Clean Water Agency to operate the Port Elgin and Southampton Waste Water Treatment Facilities and Waste Water Collection System. Maintenance of the municipally owned Water Distribution System in Port Elgin and Southampton are currently operated and maintained under signed contract with the Ontario Clean Water Agency (O.C.W.A.) Operation of the municipal water treatment plants currently located in Port Elgin and Southampton are operated by O.C.W.A. under signed contracts (Town of Saugeen Shores, 2013).

- **Sewage**

The sanitary sewer collection system is operated and maintained by Saugeen Shores' public works staff. The two municipally owned Water Pollution Control Plants and Lift Stations are currently operated and maintained under signed contract with Ontario Clean Water Agency (O.C.W.A.) (Town of Saugeen Shores, 2013b).

## **Transportation Infrastructure**

- **Road Infrastructure**

The Town of Saugeen Shores has 327 km of roads distributed accordingly - 90 km in Port Elgin, 167 km in Saugeen Township and 70 km in Southampton (Town of Saugeen Shores, 2013b).

- **Marine Transportation**

Commercial harbour facilities are located in Goderich and Owen Sound, outside of Saugeen Shores. The harbours are open to Great Lakes shipping from mid-May to early January, depending upon prevailing ice conditions on the lakes (Saugeen Economic Development Corporation, 2006a).

- **Air Transportation**

There is a small airport near Port Elgin. The Port Elgin or Pryde Field Airport has a turf runway 3,150 x 75 feet in dimension. There is no winter maintenance. (SkyVector, 2013).

The Saugeen Municipal Airport, located just outside Hanover in Brockton, provides service to both recreational and commercial traffic. The runway is approximately 4,000 feet in length and 75 feet in width. The secondary runway 09/27 is approximately 2,500 feet in length and 50 feet in width. The Saugeen Municipal Airport also offers Canada Customs clearance on an as needed basis (Saugeen Economic Development Corporation, 2006a).

The Kincardine Municipal Airport is a Transport Canada registered airport located 3 km north of the Town of Kincardine on Highway 21. The airport complex occupies 120 acres, overlooking Lake Huron. It serves as a base for sightseeing, corporate jets, air ambulance services and recreational pilots. There are two paved runways with a full aircraft radio control of aerodrome lighting (ARCAL) system along with non-directional (radio) beacon and geographic positioning system (GPS) localizer performance with vertical guidance (LPV) approaches (Kincardine Municipal Airport, 2013).

- **Rail Transportation**

There is no rail service available in Saugeen Shores.

## 2.4.2 Summary of Physical Assets

### Priorities and Key Issue

The key priority is to maintain existing infrastructure and add new infrastructure as growth warrants. Saugeen Shores is well endowed with infrastructure and services for a community of its size. There is a need however for the municipality to maintain what they have and add more if growth continues. Some residents feel the downtown area of Port Elgin could do with a facelift (i.e., streetscaping) to make it more attractive particularly to tourists. Many residents in the municipality are concerned about wind energy developments and their impact on area landscapes and views and the effects they may pose on recreation, health and property values. The CAW wind turbine continues to be a source of concern and agitation for the community. Another major issue at the moment is whether to repair or replace the existing public swimming pool in Port Elgin.

### Community Aspirations

The community aspires to have the infrastructure and associated services that make the community an attractive place to live for residents and new comers. There is also a desire to provide services and amenities that make the area appealing to tourists and other visitors.

### Capabilities and Capacities within the Community

Saugeen Shores has a strong compliment of infrastructure and services and has the resources and administrative capabilities to meet current and future requirements.

## 2.5 Social Assets

The Social Assets within a community include the social and community activities in which people participate and the resources that they draw upon in pursuit of their livelihood objectives. These activities and resources create networks within and between communities, enhance cohesion, and generate trusting relationships and community pride. In this analysis, the specific indicators examined include:

- Diversity of Population Composition;
- Cultural Heritage Resources;
- Community Facilities and Programs; and
- Social Services and Organizations.

These indicators are described in this section, within the context of the social well-being of Saugeen Shores.

**2.5.1 Social Assets Indicators**

**Diversity of Population Composition**

Table 2.18 lists Saugeen Shores population according to individuals self-identifying as aboriginal and non-aboriginal, as well as individuals that are immigrants and non-immigrants for the period 2001 to 2006. Over the period 2001 to 2006 the aboriginal identity population increased 31.9% from 235 to 310 individuals. The immigrant population experienced 12.2% growth during the same period increasing from 1,190 to 1,335 individuals (Statistics Canada, 2002a; Statistics Canada, 2007a).

**Table 2.18 Saugeen Shores Aboriginal and Immigrant Population (2001-2006)**

	2001	2006	Percentage (%) Change 2001-2006
<b>Aboriginal identity population</b>	235	310	31.9%
<b>Non-Aboriginal identity population</b>	11,010	11,240	2.1%
<b>Immigrant population</b>	1,190	1,335	12.2%
<b>Non-immigrant population</b>	10,030	10,190	1.6%

Source: Statistics Canada, 2002a; Statistics Canada, 2007a

Data from the 2006 Census indicate that only a small part of the population in Saugeen Shores consider themselves to be a visible minority (425 of 11,555 or 3.7%) (Statistics Canada, 2007a). According to the 2011 Census, approximately 6.1% (755 of 12,455) of the population reported having a mother tongue other than English or French and 0.2% (30 of 12,455) of the population reported having no affiliation to either of the official languages (Statistics Canada, 2012a).

**Cultural Heritage Resources**

The cultural heritage screening examined known archaeological and historic sites in the Town of Saugeen Shores and surrounding areas, using the Ontario Archaeological Sites Database maintained by the Ontario Ministry of Tourism, Culture and Sport. There are 117 registered archaeological sites in the area examined, which is an area of approximately 40 km radius around the Town of Saugeen Shores. The sites are of First Nations, Métis, and Euro-Canadian cultural affiliation. The majority are of Aboriginal cultural affiliation; including one lodge, several lithic scatters, fishing/hunting camps, burial sites, and many camp sites. Twenty-six sites are of Euro-Canadian affiliation, which include domestic, residential, and homestead sites. There are no National Historic Sites in the area. Locations of known archaeological sites are not shown in maps within this report to comply with Ministry of Tourism and Culture publication guidelines (AECOM, 2012).

There are ten known archaeological sites documented in the Town of Saugeen Shores. These ten sites are of Aboriginal cultural affiliation: two of these are of undetermined cultural affiliation or function; three are of undetermined cultural affiliation but are distinguished as burials and campsites; two are pre-contact locations; three are Woodland (including Petun and Saugeen) campsites, which include burials. These archeological sites are generally located near the settlements of Southampton and Port Elgin, are small in size, and occupy a small portion of the Town area. A fur trading post established near the mouth of the Saugeen River in 1826 by the Hudson’s Bay Company represents a centre of Métis trading and culture which was active until the mid-nineteenth century (AECOM, 2012).

**Community Facilities and Programs**

The community facilities and programs in Saugeen Shores are a source of pride and in many cases are the social hubs of the community for all age groups, particularly for youth and for senior citizens. Youth recreational programs

are integral avenues for social activity for many families in the area. These facilities provide a social focal point not only for the local community, but they also help to foster relationships and ties with the surrounding communities. Recreational activities supported by the availability of community facilities are vital to the social fabric.

The Saugeen Shores Community Services Department currently operates and maintains the following recreational facilities: Community Complex “The Plex”, Southampton Coliseum a popular ice skating arena, and Centennial Pool with six lanes serving as a location for many aquatic activities (Town of Saugeen Shores, 2013; Town of Saugeen Shores, 2012b). Municipality-managed athletic and passive parks located in Saugeen Shores are presented below.

- Cameron Park and Playground
- Coulter Parkette
- Davey Neighbourhood Park
- Eric Eastwood Neighbourhood Park
- Fairy Lake
- Gobles Grove Park & Playground
- J.H. Robertson Soccer Complex
- Jubilee Park
- Lakeview Recreational Park
- Long Dock Park and Playground
- Nodwell Park
- North Shore Park
- Pioneer Park
- Rotary Perkins Park
- Waterloo Street Neighbourhood Park
- Saugeen Shores Rotary Skate Park
- BMX Racing Track
- Port Elgin Main Beach Playground
- Saugeen Shores Off Leash Dog Park

*Source: Town of Saugeen Shores, 2012*

• **Sports Organizations**

Sports organizations available to Saugeen Shores residents are provided below:

- B.B. Hockey School
- Competitive Girls Hockey
- Cross Country Ski Club
- Cross Country Ski Club - (Jackrabbit Program)
- Georgian Bay Nordic Ski Team
- Groundhog Divers
- Huron United Old timers Soccer Club
- Karate (Shito Ryu)
- Lakeshore Hockey League
- Martial Arts
- Men's Competitive Volleyball
- Men's Indoor Soccer
- Men's Recreational Basketball League
- Men's Slo-Pitch Ball League
- Port Elgin Badminton Club
- Port Elgin Curling Club
- Port Elgin Karate Club
- Port Elgin Ladies Intermediate Fastball
- Port Elgin Sportsman's Club
- Port South 5 Pin Bowlers Association
- Saugeen Golf Club
- Saugeen Shores BMX Club
- Saugeen Shores Ladies Slo-Pitch
- Saugeen Shores Minor Ball
- Saugeen Shores Minor Hockey Association
- Saugeen Shores Minor Soccer Club
- Saugeen Shores Skating Club
- Saugeen Track & Field Club
- Southampton Curling Club
- Southampton Tennis Club
- Special Olympics Central Bruce
- Swing Spring and Flip Club
- Tai Chi Club
- Basketball League- Youth
- Basketball Sport Camp
- Beach Volleyball
- Bluewater Fastball League
- Breakers Swim Team
- Bruce County Rugby Football Club

*Source: Town of Saugeen Shores, 2013a*

**Social Services and Organizations**

A number of services, organizations and events are present within the community to meet the social needs and well-being of local residents and community members.

• **Special Events**

The Town of Saugeen Shores hosts a wide range of events throughout the year including (Explore the Bruce, 2013). Details of community special events in Saugeen Shores are presented in Table 2.19.

**Table 2.19 Community Special Events in Saugeen Shores**

Community Special Events	Month Held	Description
<b>Port Elgin Rotary Home &amp; Rec Show</b>	May	Annual Home and Recreation Show with many vendors, organized by the Port Elgin Rotary Club
<b>Huron Fringe Birding Festival</b>	May	This "Huron Fringe" along the Lake Huron coastline offers birders, naturalists and photographers unique opportunities to discover nature in the early spring.
<b>Southampton Beer Festival</b>	June	The Southampton Beer Festival features a range of ales, ciders and berries from around the world and organized by Southern Hampshire Branch of the Wessex Region of the Campaign for Real Ale.
<b>Port Elgin Rotary Club's Bluegrass and country music festival</b>	July	This three-day event is a major fundraiser for the Port Elgin Rotary Club.
<b>Southampton Craft Show</b>	July	The show features creative artists and crafters across Ontario.
<b>Annual Marine Heritage Festival</b>	July	Three day festival in Southampton.
<b>Port Elgin Pumpkinfest</b>	October	Features giant vegetable weigh offs and one of Ontario's largest two day outdoor car shows.
<b>Canadian Big Band Celebration</b>	September	The Canadian Big Band Celebration committee collaborates with community art and culture groups to help celebrate the dance.

Source: *Explore the Bruce, 2013; Saugeen Shores, 2012; Canadian Big Band Celebration, 2013; Friends of MacGregor Point Park, 2013; Thomas, 2013; Southampton Craft Show, 2013*

• **Service Clubs**

Saugeen Shores has several services clubs that attend to various interests in the community. These clubs help bolster the social fabric within the community and help to foster the sense of closeness and community support. Community service clubs available to Saugeen Shores residents include local chapters of Masons, Lions, Probus, Rotary, Royal Canadian Legion, Toastmasters, Optimists and Shrine Club (Town of Saugeen Shores, 2013a). Details of the service clubs available within Saugeen Shores are presented below.

- Order of the Eastern Star
- Canadian Federation of University Women
- Chantry Island Cham-bettes
- Lions Club
- Masonic Lodge
- Probus Club and Probus Women's Club
- Rotary Club
- Royal Canadian Legion
- Toastmaster's International
- Optimist Club
- Shrine Club
- Saugeen Memorial Hospital Auxiliary
- Knights of Columbus
- Beta Sigma Phi

Source: *Town of Saugeen Shores, 2013a*

• **Youth Groups**

There are a variety of youth clubs available to young people in Saugeen Shores. The youth groups are presented below.

- Girl Guides of Canada
- Air Cadets
- Scouting Association
- Saugeen Children's Chorus
- Saugeen Youth Coalition
- Cape Hurd Sea Cadets

Source: *Town of Saugeen Shores 2013a*

- **Seniors Groups**

The Municipality has developed two groups representing seniors specifically, PARC 55+ and Chantry Centre 50+ (Town of Saugeen Shores, 2013a). The Senior’s groups are presented in Table 2.20.

**Table 2.20 Saugeen Shores Senior’s Groups**

Club/ Group	Description
<b>PARC 55+</b>	This club is for seniors over 55. Various activities including duplicate bridge, contract bridge, reading groups, creative writing groups, line dancing, and more.
<b>Chantry Centre 50+</b>	Chantry Centre is a meeting place for adults age 50 and over.
<b>Saugeen Senior Singles</b>	Offers the opportunity for singles to meet with other single people that might be compatible with them.

Source: Town of Saugeen Shores, 2013a

- **Hobby and Special Interest Clubs**

Saugeen Shores hosts a variety of hobby and special interest clubs. These clubs are listed below:

- Bruce County Astronomical
- Duplicate Bridge Club
- Marathon Bridge Club
- Saugeen Knitting/ Crochet Group
- Saugeen Shores Lawn Bowling Club
- Saugeen Shores Camera Club
- Wood Carving
- Shoreline Artists
- Port Elgin Flying Club
- Port Elgin Boat Club
- Port Elgin Power & Sail Squadron
- Southampton Propeller Club
- Southampton Yacht Club
- Port Elgin Quilters
- Scrapbag Quilters
- Ballroom Dancing
- Dance Dynamics
- Sandra's Tap & Jazz Studio
- Lake Huron Fishing Club
- Southport School of Classical Ballet
- Huron Shores ATV Club
- Municipal Heritage Committee
- Marine Heritage Society
- Chantry Singers
- Saugeen Field Naturalists Club
- Saugeen Rail Trail Association
- Southampton Snowmobile Club
- Performing Arts of Saugeen Shores
- Southport Horticultural Society

Source: Town of Saugeen Shores, 2013a

- **Churches**

The Town of Saugeen Shores has nineteen churches, representing many denominations (Saugeen Shores Chamber of Commerce, 2013). Churches in Saugeen Shores are listed below:

- Anglican Parish Saugeen Shores
- Bruce Muslim Society
- Community Baptist Church
- Community of Christ
- Faith Lutheran Church E.L.C.I.C.
- Kingdom Hall/Jehovah’s Witness
- Knox Presbyterian Church
- Living Hope Christian Centre
- Port Elgin Missionary Church
- Port Elgin United Church
- Shoreline Baptist Church
- Southampton Lutheran Church-LCC
- Southampton United Church
- South-Port Pentecostal Temple
- St. Andrew’s Presbyterian Church
- St. Joseph’s Roman Catholic Church
- St. Patrick’s Roman Catholic Church
- Tolmie Memorial Presbyterian Church

Source: Saugeen Shores Chamber of Commerce, 2013a

- **Retirement and Assisted Living**

Saugeen Shores is served by two retirement residences the Hampton Court Retirement Lodge (Southampton), Kingsway Arms at Elgin Lodge (Port Elgin). The Southampton Care Centre, a long term care facility, also serves Saugeen Shores (Saugeen Shores Chamber of Commerce, 2013).

**Media and Communication Services**

Media and communication services also help to strengthen the social ties within the community. They communicate information from within the community and disseminate information on a regional scale.

- **Newspapers**

Saugeen Shores is served by several local newspapers including Marketplace Magazine, Paisley Advocate (monthly), the Shoreline Beacon, the Sun Times (Daily), and Saugeen Times (online) (Saugeen Shores Chamber of Commerce, 2013).

- **Radio**

Saugeen Shores is served by Bayshore Broadcasting which runs CFOS 560 AM, MIX 106 (106.5 FM), Country 93 (93.7 FM), and 98 THE BEACH, as well as CKNX 920 AM, 101.7 FM from Wingham. Saugeen Shores also receives the Bull 94.5 by Blackburn Radio Inc. in Wingham and 92.3 the Dock by Larche Communications Inc. in Owen Sound (Saugeen Shores Chamber of Commerce, 2013).

- **Postal and Courier Services**

The Town of Saugeen Shores is served by three post offices two located in Port Elgin and one in Southampton. These offices offer Priority Post, a postal courier network service providing next day delivery to points within Ontario. Courier services available to the Saugeen Shores area include Federal Express Canada, UPS, CanPar Delivery Service, Purolator Courier, DHL Canada, King Transport & Courier and Manitoulin Transport (Saugeen Shores Chamber of Commerce, 2013).

- **Telephone, Internet and Cable Service**

Area telephone, internet and cable service providers include Bruce Telecom, Bell Canada, and Eastlink (Saugeen Shores Chamber of Commerce, 2013).

## **2.5.2 Summary of Social Assets**

**Priorities and Key Issues**

Saugeen Shores has a strong compliment of social assets, and a population that exhibits strong social diversity. A diverse range of community programs and services are available to residents across the community. The area has historically had a strong marine and agricultural heritage, and the location along the Lake Huron shoreline has yielded many archeological sites.

The number of people who work at Bruce Power influences the social character of the area to some degree. The residents of Port Elgin have strong affiliation to the Bruce Power site for employment, while the residents of Southampton have a strong compliment of retirees. Both communities have a strong cottage population and many residents in both communities are associated with retail businesses. These elements of social diversity are also reflected in income and lifestyle differences among groups in Saugeen Shores. Groups in the community have varying ideas about the future goals and strategic directions that the Municipality should take in the years to come.

Hockey has also been an important recreational and bonding activity for the community. Saugeen Shores seeks to provide social services and facilities that meet the needs of its resident population and as the community grows it will evolve these assets to meet future needs.

The key priorities are to provide facilities and services that will meet the needs of current and future populations. A noteworthy issue at the moment revolves around the community swimming pool and whether to rehabilitate the existing facility or build a new one.

### **Community Aspirations**

The community aspires to provide social services for the benefit of all members of the community in line with demands and financial resources.

### **Capabilities and Capacities within the Community**

Saugeen Shores has a diverse range of social assets, and the capability and capacity to maintain these assets now and in the future.

## **2.6 Natural Environment**

The Natural Environment within a community includes the stock of natural resources from which livelihoods are derived. There is potentially a wide range of such resources from intangible public goods (e.g. air quality and biodiversity) to resources that are “used” by people (e.g. water, trees, land and wildlife). In this analysis, the specific indicators examined include:

- Parks and Protected Areas; and
- Natural Areas/Features of Significance.

These indicators are described in this section, within the context of the Natural Environment well-being of Saugeen Shores.

### **2.6.1 Natural Environment Indicators**

#### **Parks and Protected Areas**

Saugeen Shores has a natural setting that provides economic opportunities for recreation, fishing and hunting. In addition to these active pursuits, the area also provides opportunities for more passive appreciation of the natural environment, mainly through Conservation areas and lands within the Town and in the immediate surrounding area.

The MacGregor Point Provincial Park is situated west of Highway 21 in the southwestern corner of the Town of Saugeen Shores, along the shoreline of Lake Huron. The park is approximately 14 km<sup>2</sup> in size and occupies approximately 6% of the area of the Town. The park is used year-round for activities such as camping, hiking, fishing, boating, canoeing, swimming, cycling, and winter sports. It provides habitat to many species of migratory birds and contains many species of rare native plants (AECOM, 2012).

The MacGregor Point Wetland Complex is a Provincially Significant Wetland located within MacGregor Point Provincial Park. Several additional Provincially Significant Wetlands, the Arran Lake, Arran, and Saugeen Creek Wetland Complexes are located beyond the northeastern boundary of the Town. Numerous other wetlands are present further north, in the area around Owen Sound and on the Bruce Peninsula as well as south of Saugeen

Shores near the Bruce Dale Conservation Area. A single conservation area, the Saugeen Bluffs Conservation Area, exists within the Town of Saugeen Shores, and is located in the southeastern portion of the Town with an approximate size of 2 km<sup>2</sup> (AECOM, 2012).

### **Natural Areas/Features of Significance**

Located on Lake Huron, Saugeen Shores is well known for its beaches in Port Elgin and Southampton, as well as recreation activities such as kayaking, canoeing and fishing in Lake Huron and the Saugeen River. The navigable portion of the Saugeen River stretches 102 km from Hanover to Southampton. Fairy Lake, MacGregor Point, and Miramichi Bay are popular locations for sighting migratory birds, swans, ducks and muskrat. Saugeen Shores has many parks and recreational areas to enjoy for sports, trails and picnics (Town of Saugeen Shores, 2013). Farmland is also an important defining feature of the community, with significance for its role in the community's economy, culture and history.

## **2.6.2 Summary of Natural Environment**

Saugeen Shores takes pride in its environment and natural setting. The municipality is particularly known for its Lake Huron shoreline and the Saugeen River. Both these assets are used by residents and visitors and hold potential to be further developed for recreation purposes.

### **Priorities and Key Issues**

Saugeen Shores is keen to see its natural assets used in a sustainable manner. Interviews identified that recreation is an important part of the lifestyle of many residents in the area, with the beach and waterfront areas identified as important and priorities for protection. Through more proactive management, the quality of these areas could be upgraded or better used for recreational purposes.

### **Community Aspirations**

The community wants to ensure its natural environment is protected and managed in a way to best serve the needs of current and future generations.

### **Capabilities and Capacities within the Community**

The community is well endowed with the knowledge, means and resources to manage and safeguard its natural environmental assets.

## **2.7 Unique Characteristics**

### **2.7.1 Community Character**

Saugeen Shores has both urban and rural areas. Port Elgin and Southampton constitute urban centres and both have a strong waterfront orientation. Port Elgin has a significant number of households who have one or more members working at Bruce Power. Southampton is noted for its cottage population that includes both working age families and retirees. A noticeable trend in recent years is the conversion of cottages into year round residences. Agricultural activities dominate in the rural areas and the most significant trends here are the onset of large scale farm operations and the demise of family farms. These trends are leading to a gradual decline of population in the countryside.

There is a strong sense of pride and resiliency within Saugeen Shores. Deep ties to Bruce Power have ensured employment for area residents and allowed them to weather the recent economic downturn that negatively affected other areas of the province.

### **2.7.2 Environmental Values**

The community seeks to preserve its environment near the shoreline for locals, tourists and recreationists and the cottage community. Preserving the beach environment and keeping it pristine for recreational purposes is a major priority. More inland, agricultural activity dominates the landscape and the desire here is to preserve the agriculture productivity of the community but at the same time to do so in a manner that does not degrade the environment.

### **2.7.3 Community Goals**

Saugeen Shores recognizes the need for the community to increase its economic resilience through diversification and youth retention. A variety of initiatives including increased training, downtown beautification, business incentives, hiring incentives, ongoing connections with the nuclear industry, tourism development and other strategic initiatives are in place to move the community toward these goals. The rural communities seek to grow in a sustainable manner, preserving agricultural production and safeguarding the environment.

Saugeen Shores completed a Waterfront Master Plan in 2013. The purpose of this document is to provide a planning tool that will help the municipality move forward with enhancing the waterfront over the next 10 years and beyond. It is also intended to help determine ways to create closer linkages between the communities of Southampton, Port Elgin and Saugeen Township in addition to identifying ways and means to protect the waterfront for the benefit of residents, tourists, visitors and future generations. (Saugeen Shores, 2013)

### 3. Census Division Profile

#### 3.1 Overview

The definition of the regional context of a community is subjective. The regional boundaries of an area can be defined differently by various entities. For the purposes of this Community Profile, the regional context covers the County of Bruce.

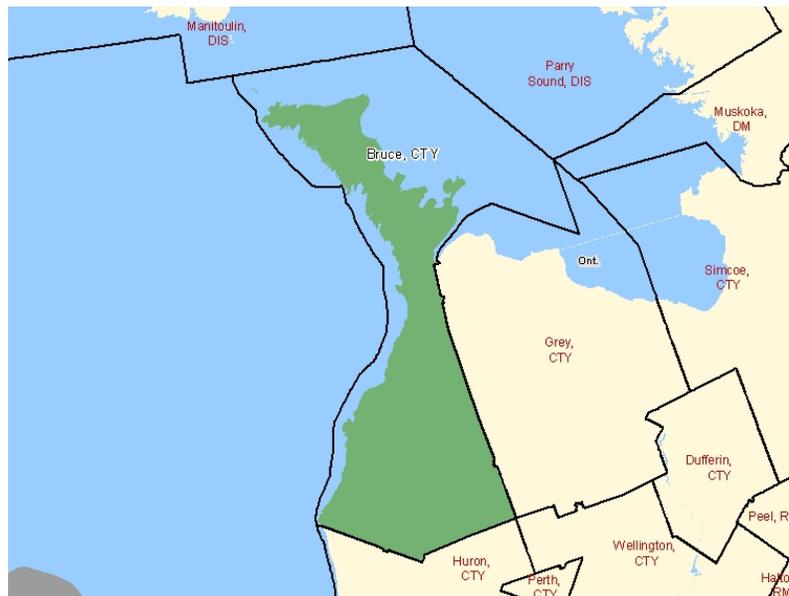
##### 3.1.1 Location – List of Communities

Statistics Canada defines Bruce County as being situated in the Bruce County Census Division. This section of the Community Profile provides an overview of Bruce County, so that in the subsequent section (Section 4.0), a comparison of Saugeen Shores can be made to understand the community within a larger context.

##### 3.1.2 Land Size and Uses

Located in Southwestern Ontario, Bruce County has a land area of 4,087.76 km<sup>2</sup> within the Province of Ontario (Statistics Canada 2012b). Figure 3.1 provides an outline of the County.

**Figure 3.1 Bruce County Map (Census Division)**



Source: (Statistics Canada 2012b)

#### 3.2 Communities

Bruce County includes the communities of Arran-Elderslie, Brockton, Huron-Kinloss, Kincardine, Northern Bruce Peninsula, and Southern Bruce Peninsula, Saugeen Shores, and South Bruce. Many of these municipalities are the result of amalgamations in recent years involving rural townships and villages.

**3.2.1 Community Names and Locations**

Bruce County is located in Southwestern Ontario and a map is provided in Figure 3.2. A brief introduction is provided below for each of the Bruce County municipalities, towns and townships.

**Municipality of South Bruce**

South Bruce is located at the southern edge of Bruce County along the border with Huron County and Grey County. The Municipality includes the communities of Formosa, Mildmay, and Teeswater, which provide support to agriculture and the local services industry. The closest major town to South Bruce is Walkerton, located to the north of the municipality (Saugeen Economic Development Corporation, 2006a).

**Municipality of Arran-Elderslie**

The Municipality of Arran-Elderslie is located in southern Bruce County, near the eastern boundary of Grey and Bruce Counties. The community has a strong agricultural base with high quality farmland. The municipality is located within 30 minutes of Owen Sound, the Grey-Bruce region’s largest centre. Arran-Elderslie includes communities such as Tara, Paisley, and Chesley (Saugeen Economic Development Corporation, 2006b).

**Municipality of Brockton**

Brockton was chosen as the name for a new amalgamated community in 1999 by combining aspects of the names of former Townships of Brant and Greenock, as well as the Town of Walkerton. Brockton is located in southeastern Bruce County in an area with strong agricultural roots and high quality farmland. The Town of Walkerton is the county seat of Bruce County, and is located within Brockton. The Municipality is located within one hour of Owen Sound, the Grey-Bruce region’s largest regional centre. The community is located along the Saugeen River and the Teeswater River, both of which have had an important role in the community’s development, as well as providing ongoing fishing and recreational activities (Municipality of Brockton, 2014).

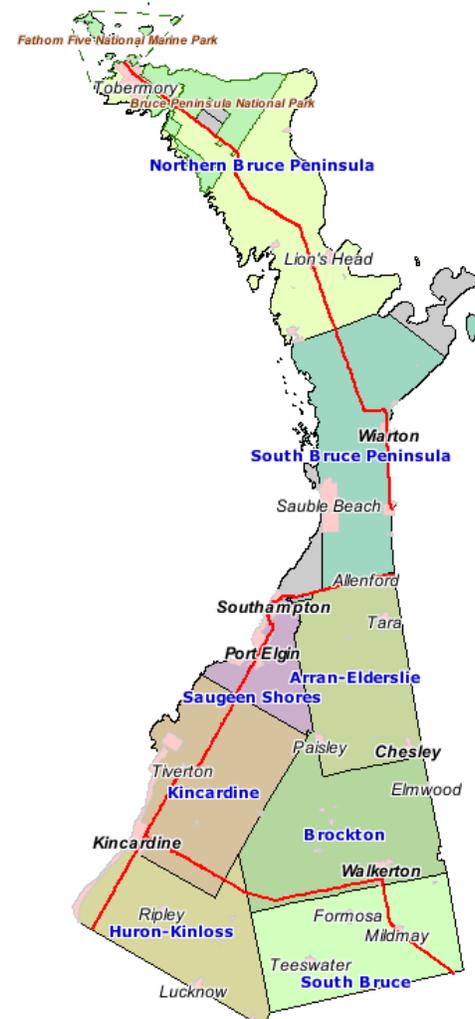
**Township of Huron-Kinloss**

The Township of Huron-Kinloss is located on the eastern shore of Lake Huron south of Kincardine. The Township boundary extends as far as Whitechurch Road from the lake where it meets with a boundary extending south from Highway 9. The largest communities in the Township are Ripley, Point Clark, and Lucknow. The community has an economy primarily based on agriculture and agricultural services (Huron-Kinloss, 2013a).

**Municipality of Kincardine**

Kincardine is located on Lake Huron and includes many communities including Kincardine, Tiverton, Inverhuron, and Underwood. Kincardine is accessible from Highway 21 which extends to the north and south of the community, as

**Figure 3.2 Map of Bruce County**



well as Highway 9 which extends to the southeast. The Municipality is home to the Inverhuron Provincial Park and has a strong seasonal recreation sector focused on beaches and other recreation opportunities. The municipality is also home to Bruce Power, a nuclear electricity generator which constitutes a major employer for the region (The Municipality of Kincardine, 2007).

### **Municipality of Northern Bruce Peninsula**

The Municipality of Northern Bruce Peninsula includes the communities of Tobermory, Lion's Head and Hope Bay. Highway 6 extends through the Municipality from north to south, and a ferry service provides access north beyond the peninsula to Manitoulin Island. The Municipality has a strong recreation sector based in Tobermory due to Bruce Peninsula National Park and Fathom Five National Marine Park, as well as the Chi-Cheemaun car ferry. Tobermory, located at the northern extent of the municipality, is located 110 km from Owen Sound and 260 km from the Kitchener-Waterloo area (Town of Northern Bruce Peninsula, 2009).

### **Town of Saugeen Shores**

The Town of Saugeen Shores formed through the amalgamation of Port Elgin, Southampton, and the surrounding area along the Saugeen River. The Town is known for its popular beaches as well as outdoor activities (Town of Saugeen Shores, 2013). The Town is located along Highway 21, a north-south corridor that provides access to communities such as Kincardine and Goderich to the south. MacGregor Point Provincial Park is located along the Town's western boundary (Saugeen Shores, 2010).

### **Town of South Bruce Peninsula**

The Municipality of South Bruce Peninsula is located in the southern portion of Bruce Peninsula from Hope Bay to Allenford. The largest communities in the municipality are Sauble Beach, Wiarton and Hepworth. Highway 6 is the main transportation corridor through central and eastern portions of the Municipality, while Lake Huron and Georgian Bay offer boating access (urbanMetrics Inc., 2005).

## **3.2.2 Historical Context**

Bruce County's early history is intertwined with the Aboriginal people that settled the peninsula and the Great Lake coast line following the last ice age approximately 10,000 years ago. The people that inhabited the region found abundant fishing and hunting grounds, as well as good access for settlement and trading (Bruce County Museum & Cultural Centre, 2013).

Settlement in what became Bruce County did not occur in earnest until the mid-1800s since earlier settlement occurred elsewhere in Upper Canada (later Ontario) in areas with greater access to the lower Great Lakes and supply routes. It was not until 1850 that the oldest townships in the county were surveyed into farm lots and opened for settlement. The County was originally part of a united county along with Huron and Perth before becoming divided as more settlement occurred (Bruce County Museum & Cultural Centre, 2013).

By 1851, the United County had just 2,837 residents, later reaching 65,218 thirty years later. Bruce County became an independent county in 1867, around the time of confederation (Bruce County Museum & Cultural Centre, 2013). The County's population has continued to expand as resources in the area were utilized or exported. As in other parts of Ontario, the growing population created demand for manufacturing, services, and other businesses. Bruce County has maintained much of its rural agricultural character, although it now also caters to tourism and energy businesses which take advantage of the County's proximity to Lake Huron and Georgian Bay.

## 3.3 Aboriginal Communities and Organizations

### 3.3.1 Aboriginal Overview

The information in this section reflects readily available information from publicly available sources and does not reflect conversations or dialogue with Aboriginal communities or organizations unless otherwise noted.

The Aboriginal communities included here are those nearby Saugeen Shores.

- First Nations: The following First Nations are signatories of Upper Canada-period treaties:
  - Chippewas of Saugeen
  - Chippewas of Nawash
- Métis: The Métis Nation Ontario Region 7 including:
  - Great Lakes Métis Council
  - Georgian Bay Métis Council
  - Moon River Métis Council
- The Historic Saugeen Métis are also located in the Bruce County area.

The text which follows provides a brief introduction to these communities and organizations.

### 3.3.2 First Nations

#### Chippewas of Saugeen

The Saugeen First Nation is located on the shores of Lake Huron at the base of the Bruce Peninsula. They are located 2 miles northeast of Southampton and approximately 18 miles west of Owen Sound on Highway 21. Saugeen First Nation is located within 2 to 3 hours of major centers such as Toronto, Barrie, Kitchener, London and Sarnia (Saugeen First Nation, 2014). Information on reserve size and population is not provided to Statistics Canada.

The community elects a Chief and nine councillors every two years, with the last election occurring in June 2012 (Saugeen First Nation, 2014).

#### Chippewas of Nawash

The Chippewas of Nawash Unceded First Nation occupies the Neyaashiinigmiing Indian Reserve No. 27 on the eastern shore of the Saugeen (Bruce) Peninsula on Georgian Bay. The nation is named "Nawash" after Chief Nawash, who fought beside Tecumseh in the war of 1812. The community is approximately 26 km from Wiarton, 64 km from Owen Sound and 250 km from Toronto (Chippewas of Nawash Unceded First Nation, 2011).

The Chief and nine councillors are elected every two years, with the last election occurring in August 2013 (Chippewas of Nawash, 2011).

### 3.3.3 Métis Organizations

Métis citizens are represented at the local level through the Métis Nation of Ontario (MNO) Charter Community Councils. The local Councils are a communication hub for MNO and play a role in fostering community empowerment and development for Métis citizens living within the geographic region of that Council. Community

Councils operate in accordance with MNO Charter Agreements, which give Councils the mandate to govern, while ensuring accountability, transparency, and consistency (Métis Nation of Ontario, 2014).

Protocol Agreements are set up between the MNO and each of its regions. The MNO Lands, Resources and Consultation Committee is the initial contact in each Region and is the group with which discussion and involvement of local Councils begins.

Saugeen Shores is within Region 7 of the MNO classification. There are three Métis Councils within Region 7, namely:

- Great Lakes Métis Council
- Georgian Bay Métis Council
- Moon River Métis Council

The Historic Saugeen Métis are also located in the Bruce County area and are independent from the Métis Nation of Ontario (Historic Saugeen Métis, 2014).

### 3.4 Population Dynamics (by Community)

#### 3.4.1 Trend Over Time

Table 3.1 presents the population trend of the communities within Bruce County over the past decade.

Bruce County as a whole increased its population by 2.3% between 2001 and 2006 as just two municipalities, Brockton and South Bruce, experienced population declines. Between 2006 and 2011, growth slowed in Bruce County overall to 1.2%, as Arran-Elderslie, Huron-Kinloss, and Saugeen Shores were the only municipalities to record population increases. North Bruce Peninsula, Brockton, and South Bruce recorded declines, while Kincardine and South Bruce Peninsula had no change. (Statistics Canada, 2002a-i, 2007a-i, 2012a-i).

**Table 3.1 Population Trend (2001-2011) –Communities in Bruce County**

Community	2001 (Census)	2006 (Census)	Percentage (%) Change (2001-2006)	2011 (Census)	Percentage (%) Change (2006-2011)
<b>Bruce County</b>	<b>63,892</b>	<b>65,349</b>	<b>2.3%</b>	<b>66,102</b>	<b>1.2%</b>
Municipality of Arran-Elderslie	6,577	6,747	2.6%	6,810	0.9%
Municipality of Brockton	9,658	9,641	-0.2%	9,432	-2.2%
Township of Huron-Kinloss	6,224	6,515	4.7%	6,790	4.2%
Municipality of Kincardine	11,029	11,173	1.3%	11,174	0.0%
Municipality of N. Bruce Peninsula	3,599	3,850	7.0%	3,744	-2.8%
Municipality of South Bruce	6,063	5,939	-2.0%	5,685	-4.3%
Municipality of S. Bruce Peninsula	8,090	8,415	4.0%	8,413	0.0%
Town of Saugeen Shores	11,388	11,720	2.9%	12,661	8.0%

Source: (Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2002c; Statistics Canada, 2002d; Statistics Canada, 2002e; Statistics Canada, 2002h; Statistics Canada, 2002i; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2007c; Statistics Canada, 2007d; Statistics Canada, 2007e; Statistics Canada, 2007h; Statistics Canada, 2007i; Statistics Canada, 2012a; Statistics Canada, 2012b; Statistics Canada, 2012c; Statistics Canada, 2012d; Statistics Canada, 2012e; Statistics Canada, 2012h; Statistics Canada, 2012i)

#### 3.4.2 Age Profile

The median population age for Bruce County has increased from 45 to 47 years old since the 2006 census, while the Ontario median age rose from 39 to 40 years (Statistics Canada, 2007b; Statistics Canada, 2012b). The median

age suggests that Bruce County’s population may be aging more quickly than the Provincial population. Table 3.2 provides the gender and age profile of non-Aboriginal communities in Bruce County.

**Table 3.2 Age Profile (2011) –Communities in Bruce County**

Community	Percentage (%) Population 15 Years and Over	Median Age
<b>Bruce County</b>	84.9%	47.0
<b>Municipality of Arran-Elderslie</b>	81.3%	40.7
<b>Municipality of Brockton</b>	84.1%	45.0
<b>Township of Huron-Kinloss</b>	82.3%	44.9
<b>Municipality of Kincardine</b>	85.7%	46.9
<b>Municipality of N. Bruce Peninsula</b>	90.5%	57.3
<b>Municipality of South Bruce</b>	81.9%	41.5
<b>Municipality of S. Bruce Peninsula</b>	87.6%	51.9
<b>Town of Saugeen Shores</b>	87.2%	49.1

Source: Statistics Canada, 2012a; Statistics Canada, 2012b; Statistics Canada, 2012c; Statistics Canada, 2012d; Statistics Canada, 2012e; Statistics Canada, 2012h; Statistics Canada, 2012i

### 3.5 Regional Labour Force

Labour force activity in Bruce County is presented in Table 3.3 and Table 3.4 including a comparison of the participation, employment and unemployment rates according to the 2006 census and 2012 estimates from the Financial Post. The 2012 estimates suggest that some improvement is expected in the overall number of individuals in the labour force, while the number of unemployed individuals may also be higher. This higher unemployment may be related to the impact of the 2009 global recession on local and regional industries (Statistics Canada, 2002b; Statistics Canada, 2007b; Financial Post, 2011).

**Table 3.3 Labour Force Activity (2006-2012) - Bruce County**

Labour Force Activity	2006 (Census)	2012 (Estimated)
<b>Total Population - Individuals 15 years and over</b>	54,065	56,652
<b>In Labour Force</b>	34,620	35,322
<b>Employed</b>	32,790	32,707
<b>Unemployed</b>	1,830	2,615

Source: Statistics Canada, 2007h; Financial Post, 2011

Table 3.4 identifies that the Bruce County labour participation rate remained at 64% through 2001 and 2006 before an estimated decline in 2012 to 62.3%. The employment rate declined to 57.7% according to the 2012 estimate. The unemployment rate increased between 2001 and the 2012 estimate, suggesting it was more difficult for individuals in the labour force to find work (Statistics Canada, 2002b, Statistics Canada, 2007b, Financial Post, 2011).

**Table 3.4 Labour Force Activity (2001-2012) - Bruce County**

Labour Force Activity	2001 (Census)	2006 (Census)	2012 (Estimated)
<b>Participation Rate (%)</b>	64.4%	64.0%	62.3%
<b>Employment Rate (%)</b>	61.5%	60.6%	57.7%
<b>Unemployment Rate (%)</b>	4.4%	5.3%	7.4%

Source: Statistics Canada, 2002b; Statistics Canada, 2007b; Financial Post, 2011

### 3.5.1 Income

Table 3.5 identifies Bruce County income statistics based on 2012 estimates. Income in Bruce County is just below the national average at -8% as the 2012 average household income in the County was estimated at \$77,103. Additionally, 22% of households in Bruce County have incomes above \$100,000 (Financial Post, 2011).

**Table 3.5 Bruce County Income Statistics (2012)**

Income Statistics	2012 (Estimated)
% Above/Below National Average (per Capita)	-8%
2012 Average Household Income	\$ 77,103
2012 per Capita Income	\$ 31,707
% 2012 Households with Income of \$100,000+	22.2%

Source: Financial Post, 2011

### 3.5.2 Population by Education/Training Attainment

Table 3.6 provides an estimate of Bruce County maximum educational attainment for those age 25 years and over in 2012. Bruce County educational attainment identifies similar percentages of individuals with no certificate, diploma or degree (24%) compared to individuals with high school (24%) and college-level education (23%), which together account for nearly three quarters of residents (Financial Post, 2011).

**Table 3.6 Population by Education/Training Attainment – Bruce County (2012)**

Education/Training Attainment (25 Years and Over)	2012 (Estimated)	Percentage (%) of Total Population 25 Years and Over
Total Population – Individuals 25 years and over	47,431	/
No certificate, Diploma, Degree	11,375	24.0%
High School Certificate or Equivalent	11,565	24.4%
Apprenticeship or Trades Certificate or Diploma	6,240	13.2%
College, CEGEP or Other Non-university Certificate or Diploma	10,893	23.0%
University Certificate or Diploma Below the Bachelor Level	1,426	3.0%
University Certificate, Diploma or Degree	7,358	15.5%

Source: Financial Post, 2011

### 3.5.3 Employment by Activity/and Sector

Many communities in rural Bruce County are economically dependent on various forms of agriculture and natural resource extraction. The number of individuals employed by sector for 2001 and 2006 are provided in Table 3.7. Bruce County has seen an increase in the number of people employed in: “agriculture and other resource-based industries” (6.9%); “wholesale and retail trade” (10.8%); “health and education” (8.2%); “business services” (6.5%); and “other services” (8.2%). Bruce County has seen a decrease in employment within the “manufacturing and construction industries” (-7.4%) and the “finance and real estate industries” (-1.6%) (Statistics Canada, 2002b; Statistics Canada, 2007b).

The number of individuals working in the health and education sector has increased; however, due to categorization differences in the Statistics Canada data between 2001 and 2006 (the latter also including social services) it is difficult to predict the change in the number of people employed in the health and education sector only.

**Table 3.7 Employment by Activity and Sector (2001-2006) – Bruce County**

Employment by Activity and Sector	2001 (Census)	2006 (Census)	Percentage (%) Change 2001-2006
<b>Total experienced labour force (15 years and over)</b>	32,660	34,265	4.9%
<b>Agriculture and other resource-based industries</b>	7,215	7,715	6.9%
<b>Manufacturing and construction industries</b>	6,115	5,660	-7.4%
<b>Wholesale and retail trade</b>	4,570	5,065	10.8%
<b>Finance and real estate</b>	960	945	-1.6%
<b>Health and education</b>	4,690	5,075*	8.2%
<b>Business services</b>	3,470	3,695	6.5%
<b>Other services</b>	5,645	6,110	8.2%

Notes: \* includes health care, social services and educational services  
The most recent census data (2011) is not published at this time.  
Source: Statistics Canada, 2002b, Statistics Canada, 2007b

## 3.6 Business Activity

### 3.6.1 Main Businesses – Past and Current

The following information covers Grey and Bruce Counties. The two counties share economic development services, and promote themselves as a regional unit through the Grey Bruce Economic Development Partners organization. Both counties have similar outlooks given the highly rural countryside as well as small regional centres such as Kincardine, Saugeen Shores and Owen Sound that attract consumers from the smaller towns and villages throughout the region.

The key sectors identified by the Grey Bruce Economic Development Partners as their economic priorities are:

- Value-Added Agriculture;
- Advanced Manufacturing;
- Tourism, Arts and Culture;
- Energy and Environment; and
- Retail Development.

#### Value-Added Agriculture

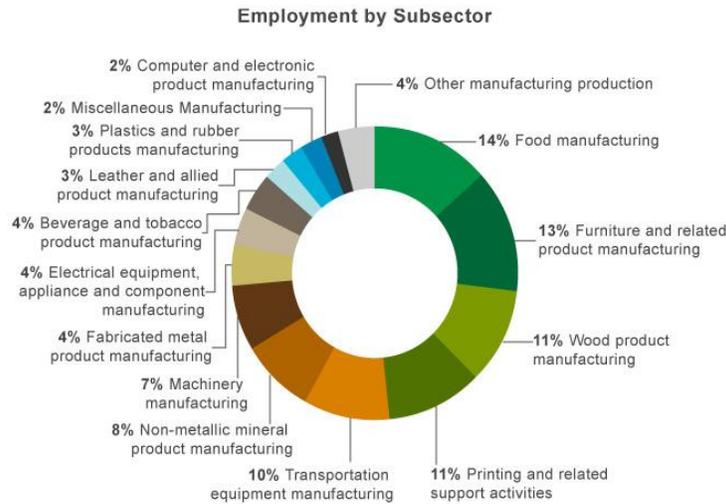
The current Grey-Bruce economy is driven by agriculture and agriculture-related businesses. These businesses provide employment for over 6,800 residents (7.5% of the total labour force) and generate \$600 million in farm revenues (Grey Bruce Economic Development Partners, 2011).

The most common types of farming in Grey and Bruce Counties are beef cattle ranching and farming (1,946 farms), hay farming (559 farms), and dairy cattle and milk production (366 farms) (Grey Bruce Economic Development Partners, 2011).

#### Advanced Manufacturing

The Advanced Manufacturing sector currently accounts for over 13% of the Grey and Bruce County labour force. This broad category includes food manufacturing, furniture and wood product manufacturing, transportation equipment and machinery manufacturing and printing operations (Grey Bruce Economic Development Partners, 2011) (Figure 3.3). Most of the large manufacturers are located in Grey County although Walkerton (now part of Brockton) is home to three of the top 10 manufacturing employers in the Grey-Bruce region. These employers are household battery and lighting developer Energizer Canada, electricity component provider Hammond Transformers, and hinge manufacturer Larsen & Shaw Ltd. (Grey Bruce Economic Development Partners, 2011).

**Figure 3.3 Employment by Manufacturing Sector**



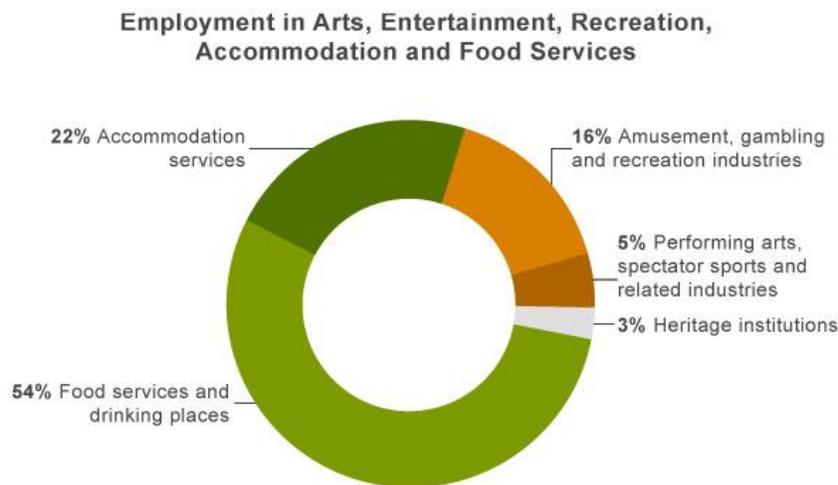
Source: Statistics Canada, Census using OMAFRA's REDDI tool, 2006

Source: Grey Bruce Economic Development Partners, 2011

**Tourism, Arts and Culture**

The Grey-Bruce tourism sector currently employs over 8,500 residents, or 13.4% of the labour force. Over 54% of these jobs are in the food services and drinking places category, 22% in accommodation services, 16% in the amusement, gambling and recreation activities, and 8% between performing arts, spectator sports, and heritage institutions (Grey Bruce Economic Development Partners, 2011) (Figure 3.4 and Figure 3.5).

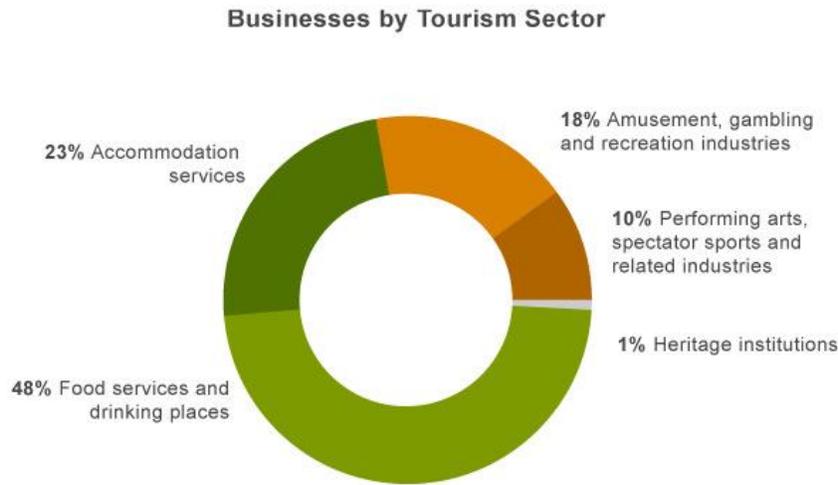
**Figure 3.4 Employment by Arts, Entertainment, Recreation, Accommodation and Food Services Sector**



Source: Statistics Canada, Census using OMAFRA'S REDDI tool, 2006

Source: Grey Bruce Economic Development Partners, 2011

**Figure 3.5 Businesses by Tourism Sector**



Source: Statistics Canada, Census using OMAFRA'S REDDI tool, 2006  
 Source: Grey Bruce Economic Development Partners, 2011

**Energy and Environment**

Nearly 5,400 residents, or 6% of the Grey and Bruce County labour force, is in the energy sector (Grey Bruce Economic Development Partners, 2011). Bruce Power (with some 3,800 employees – Table 3.8) is the sector’s main employer and is located near Tiverton, Ontario in Bruce County. Westario Power (local power distribution) is also a major energy employer located in Walkerton, Ontario (Grey Bruce Economic Development Partners, 2011). Wind energy is another important sector where the Bruce County has seen growth, particularly with wind energy clusters.

The energy and environment category is broad, and includes employment related to the construction of buildings; professional, scientific and technical services, utilities, waste management, and a broad range of associated manufacturing industries (Grey Bruce Economic Development Partners, 2011).

**Retail Development**

The retail sector is the second largest category beyond the manufacturing in Grey and Bruce Counties. Over 1,400 businesses were reported in 2009 within Grey and Bruce Counties, which employed nearly 11,000 employees. The largest three subcategories within the retail sector are Food and Beverage stores at 193 businesses or 16% of the sector (Figure 3.6). Miscellaneous store retailers accounted for 117 businesses or 15% of the sector. This miscellaneous category includes florists, office supply stores, used merchandise stores, and gift stores (Grey Bruce Economic Development Partners, 2011).

**Figure 3.6 Businesses by Retail Sub-Sector**



Source: Statistics Canada, Business Patterns Data, 2009  
Source: Grey Bruce Economic Development Partners 2011

**3.6.2 Number of Employees**

Small and medium-sized businesses play an important role in the economy of Bruce County. As such, with the exception of Bruce Power, the school boards, and Grey Bruce Health Services, all employers employ less than 650 employees (Grey Bruce Economic Development Partners, 2011).

Table 3.8 identifies the leading employers in Grey and Bruce Counties. Due to the close relationship with these counties on economic development matters, a table was unavailable for Bruce or Grey counties separately. These numbers are provided below:

**Table 3.8 Leading Employers in Grey-Bruce Counties**

	Industries	Community	Estimated Employment Numbers
<b>Major Employers, Private Sector</b>	Bruce Power	Kincardine	3,800
	Transcontinental Printing Inc.	Owen Sound	650
	Tenneco Automotive – Monroe	Owen Sound	450
	Transcom	Owen Sound	350
	P&H Foods	Hanover	340
	Hobart Food Equipment Group	Owen Sound	200
	Bruce Telecom	Tiverton	150
<b>Major Employers, Public Sector</b>	Bluewater District Board of Education	Throughout the counties	2,500
	Bruce-Grey Catholic School Board	Throughout the counties	Not available
	Grey-Bruce Health Services	Owen Sound	1,600
	County of Grey	Owen Sound	600
	County of Bruce	Walkerton/Wiarton	600
	City of Owen Sound	Owen Sound	450

Source: Grey Bruce Economic Development Partners, 2011

Note: Data for the County of Bruce only was not available at this time. Grey and Bruce Counties share economic development services.

### 3.6.3 Investment Trends and Projections

Grey and Bruce Counties have developed a business strategy focused on 5 key sectors, namely:

- Value-Added Agriculture
- Advanced Manufacturing
- Tourism, Arts and Culture
- Energy and Environment
- Retail Development

Grey and Bruce counties are seeking key investment opportunities that:

1. Strengthen and diversify the region's advanced manufacturing base,
2. Contribute to the growing success of small and medium-sized businesses and entrepreneurs,
3. Strengthen the region's offering of arts, cultural and recreational experiences for residents and visitors,
4. Preserve and enhance the architectural attractiveness of heritage buildings and contribute to a vibrant and pedestrian-friendly environment for residents and visitors,
5. Facilitate higher-density residential development in and around the downtowns,
6. Contribute to the growing cluster of health care professionals and organizations,
7. Capitalize on the presence of post-secondary education and training institutions, and
8. Capitalize on entrepreneurs looking for a better quality of life and opportunities to start a second career. (Grey Bruce Economic Development Partners, 2011).

## 3.7 Regional Profile Summary

Bruce County, much like other rural areas of Ontario, is experiencing a shift in the face of demographic changes, as well as the decline of local manufacturing and commercial activity. Many of the trends identified in individual profiles suggest that these issues are further challenging youth as they move away to seek employment and education opportunities not offered locally at this point in time.

The County's population continues to increase, but at a reduced rate brought down by declines in some of the municipalities. To attract more growth and to retain its youth and young families, Bruce County, and its partner Grey County, are building on their strengths in agriculture, tourism, and small manufacturing to determine an economic development path forward. Promoting the creation of a diversified economy is an essential priority for the Bruce County area in the years ahead.

## 4. Comparison of the Community Patterns between Saugeen Shores, Bruce County and the Province

### 4.1 Population Dynamics

#### 4.1.1 Trend Over Time

Table 4.1 presents the population trend (1996-2011) for Saugeen Shores, Bruce County and the Province of Ontario. The population of Saugeen Shores declined between 1996 and 2001, before increasing its growth through 2011. The population in 1996 was 12,084 and rose to 12,661 by 2011.

Bruce County, by comparison, has had an overall population increase since 1996, rising from 65,680 to 66,102 in 2011. This growth has been uneven, however as the population declined slightly between 1996 and 2001 before recovering. Over the same period, Ontario has grown each year, rising from 10,753,573 in 1996 to 12,851,821 in 2011 (Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2012a; Statistics Canada, 2012b).

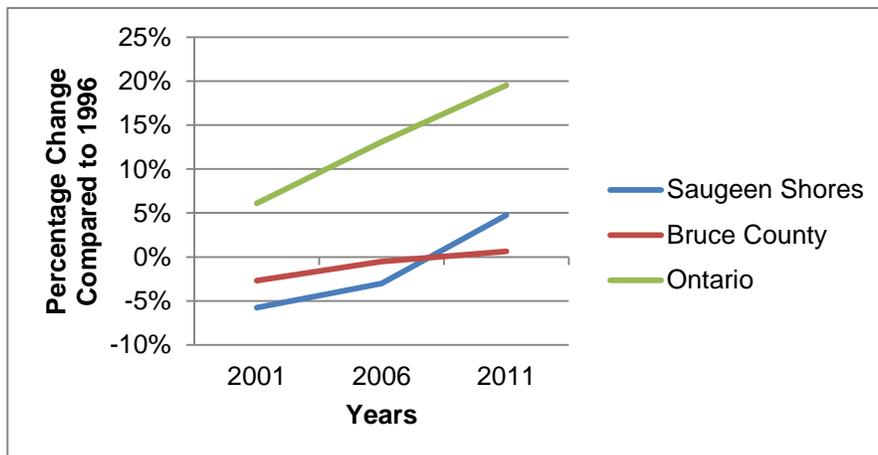
**Table 4.1 Population Trend (1996-2011) – Saugeen Shores, Bruce County, and the Province of Ontario**

	1996 (Census)	2001 (Census)	Percentage (%) Change (1996-2001)	2006 (Census)	Percentage (%) Change (2001-2006)	2011 (Census)	Percentage (%) Change (2006-2011)
<b>Saugeen Shores</b>	12,084	11,388	-5.8%	11,720	2.9%	12,661	8.0%
<b>Bruce County</b>	65,680	63,892	-2.7%	65,349	2.3%	66,102	1.2%
<b>Ontario</b>	10,753,573	11,410,046	6.1%	12,160,282	6.6%	12,851,821	5.7%

Source: Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2012a; Statistics Canada, 2012b

Figure 4.1 shows that Saugeen Shores recorded a significant population increase between 2006 and 2011, while Bruce County saw less pronounced growth over the period. The Saugeen Shores population increased faster than the Province of Ontario between 2006 and 2011, rising 8.0% compared to 5.7% in the Province of Ontario. (Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2012a; Statistics Canada, 2012b).

**Figure 4.1 Percentage Change in Population Over Time, Compared to 1996 Population, Saugeen Shores, Bruce County and Province of Ontario**

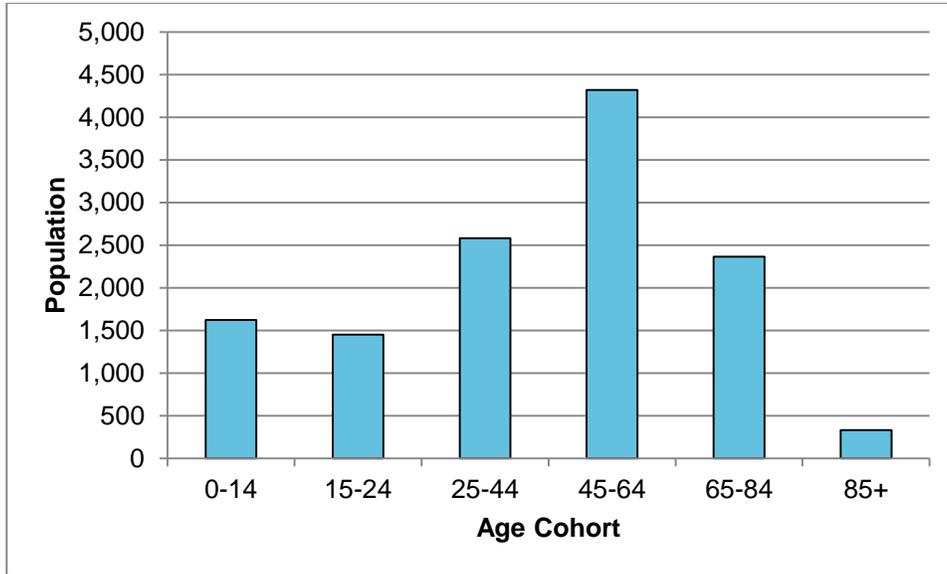


Source: Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2012a; Statistics Canada, 2012b

**4.1.2 Age Profile**

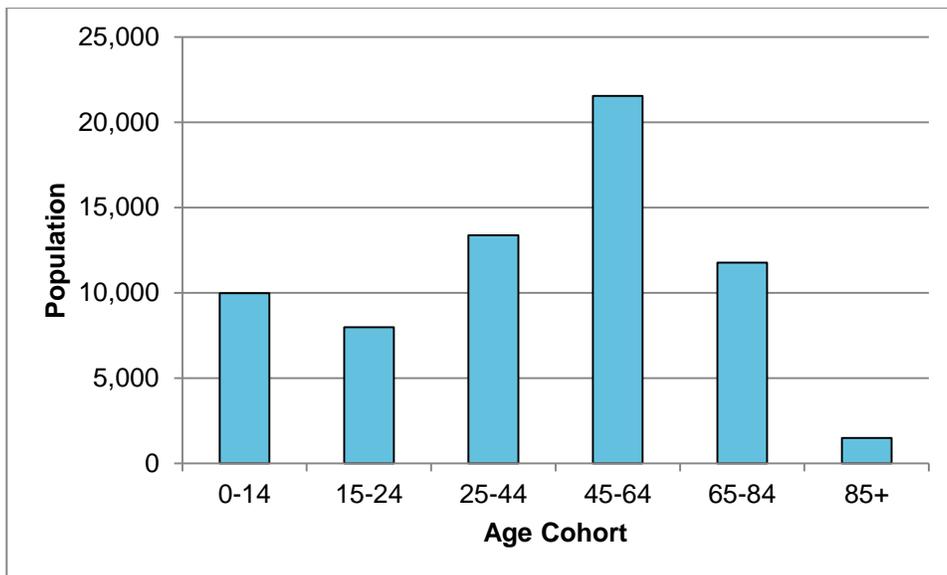
The comparison of the age profile of Saugeen Shores, Bruce County with the Province of Ontario depicts a similar population distribution pattern (Figure 4.2, Figure 4.3 and Figure 4.4) with the largest segment of the population in the 45-65 age cohort due to the Baby Boom generation. The figures also identify that Saugeen Shores and Bruce County also have a lower 25-44 year age cohort than exists in the Province of Ontario. This smaller young working population may suggest that Saugeen Shores and Bruce County have had difficulty retaining a younger workforce in recent years compared to Ontario levels (Statistics Canada, 2012a; Statistics Canada, 2012b).

**Figure 4.2 Age Profile – Saugeen Shores (2011)**



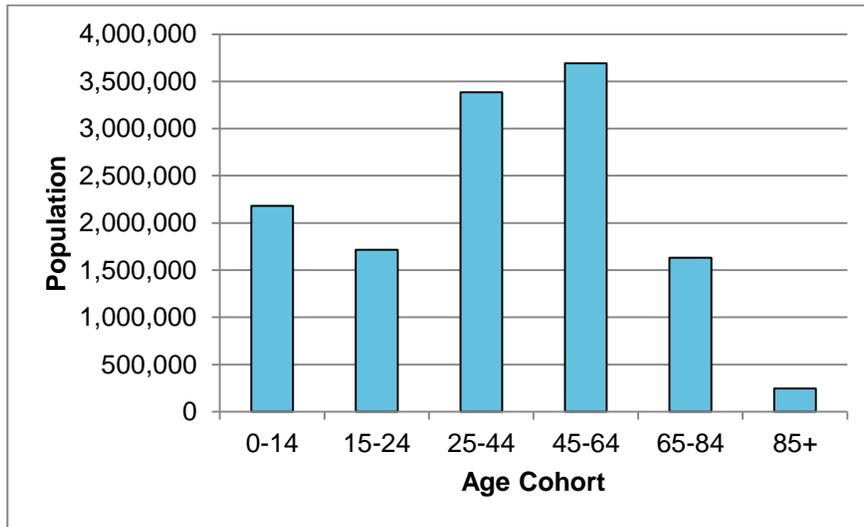
Source: Statistics Canada, 2012a

**Figure 4.3 Age Profile – Bruce County (2011)**



Source: Statistics Canada, 2012b

**Figure 4.4 Age Profile - Province of Ontario (2011)**



Source: Statistics Canada, 2012b

Table 4.2 provides statistics about the gender distribution and median age of individuals in Saugeen Shores, Bruce County and the Province of Ontario. In 2011, the median age and percentage of the population 15 years and over in Saugeen Shores was higher than Bruce County and the Province of Ontario (Table 4.2) (Statistics Canada, 2012a; Statistics Canada, 2012b).

**Table 4.2 Gender and Age Profile - Saugeen Shores, Bruce County and the Province of Ontario (2011)**

Community	Total Population	Male	Female	Median Age	Population 15 years and Older
Saugeen Shores	12,660	6,190	6,475	49.1	87.2%
Bruce County	66,100	32,750	33,355	47.0	84.9%
Ontario	12,851,820	6,263,140	6,588,685	40.4	83.0%

Source: Statistics Canada, 2012a; Statistics Canada, 2012b

## 4.2 Labour Force

Table 4.3 indicates in 2012 Saugeen Shores' estimated unemployment rate (9.7%) was greater than Bruce County (7.4%) and Ontario (8.6%) (Financial Post, 2011). This low unemployment rate may have its roots in the agricultural sector if farms employ entire families, or due to an older population that is not seeking work. Additionally many Saugeen Shores' residents benefit from long term stable direct and indirect employment associated with the Bruce Power site.

**Table 4.3 Labour Force - Saugeen Shores, Bruce County and the Province of Ontario (2011)**

Labour Force Activity	Saugeen Shores	Bruce County	Ontario
Total Population – Individuals 15 years and over	10,513	56,652	11,359,578
In labour force	6,423	35,322	7,496,542
Employed	5,797	32,707	6,848,397
Unemployed	626	2,615	648,145
Participation rate (%)	61.1%	62.3%	66.0%
Employment rate (%)	55.1%	57.7%	60.3%
Unemployment rate (%)	9.7%	7.4%	8.6%

Source: Financial Post, 2011

#### 4.2.1 Population by Education/Training Attainment

Table 4.4 identifies the highest education attainment for individuals in Saugeen Shores, Bruce County, and Ontario based on 2012 estimates from Financial Post data. The estimated percentage of people 25 years and over with no certificate, diploma or degree in Saugeen Shores (16.3%) was lower than Bruce County (24.0%) and Ontario (18.2%). The estimated percentage of population 25 years and over with an apprenticeship or trades certificate or diploma in Saugeen Shores (12.0%) was less than Bruce County (13.2%) and higher than Ontario (8.9%). The estimated percentage of individuals 25 years and over with college, CEGEP, or other non-university education was higher in Saugeen Shores (25.3%) than Bruce County (23.0%) and Ontario (20.1%). University education in Saugeen Shores (22.7%) is estimated to be higher than Bruce County (15.5%) and lower than Ontario (28.5%) (Financial Post, 2011).

**Table 4.4 Population by Education/Training Attainment (2012) – Saugeen Shores, Bruce County and Province of Ontario**

Education/Training Attainment (25 Years and Over)	Saugeen Shores	Percentage (%)	Bruce County	Percentage (%)	Ontario	Percentage (%)
<b>Total Population – Individuals 25 years and over</b>	8,842	-	47,431	-	9,350,096	-
<b>No certificate, diploma, degree</b>	1,437	16.3%	11,375	24.0%	1,699,669	18.2%
<b>High school certificate or equivalent</b>	2,099	23.7%	11,565	24.4%	2,272,823	24.3%
<b>Apprenticeship or trades certificate or diploma</b>	1,059	12.0%	6,240	13.2%	834,421	8.9%
<b>College, CEGEP or other non-university certificate or diploma</b>	2,240	25.3%	10,893	23.0%	1,881,478	20.1%
<b>University certificate or diploma below the bachelor level</b>	348	3.9%	1,426	3.0%	423,996	4.5%
<b>University certificate, diploma or degree</b>	2,007	22.7%	7,358	15.5%	2,661,705	28.5%

Source: Financial Post, 2011

#### 4.2.2 Employment by Activity and Sector

According to the 2006 census data provided in Table 4.5, Saugeen Shores and Bruce County have a higher amount of agriculture and other resource based employment, and lower manufacturing, finance and real estate and business services based employment than the Province. Saugeen Shores, Bruce County and Ontario have relatively similar employment percentage levels for construction, wholesale trade, retail trade, health care and social services, educational services and other services. (Statistics Canada, 2007a; Statistics Canada, 2007b).

**Table 4.5 Employment by Activity and Sector (2006) – Saugeen Shores, Bruce County and the Province of Ontario (2006)**

Employment by Activity and Sector	Saugeen Shores	Percentage (%)	Bruce County	Percentage (%)	Ontario	Percentage (%)
<b>Total experienced labour force – Individuals 15 years and over</b>	6,150	-	34,265	-	6,473,730	-
<b>Agriculture and other resource-based industries</b>	1,740	28.3%	7,715	23.0%	190,000	2.9%
<b>Construction</b>	395	6.4%	2,545	7.4%	384,775	5.9%
<b>Manufacturing</b>	150	2.4%	3,115	9.0%	899,670	13.9%
<b>Wholesale trade</b>	80	1.3%	920	2.7%	307,465	4.7%
<b>Retail trade</b>	795	12.9%	4,145	12.0%	720,235	11.1%
<b>Finance and real estate</b>	180	2.9%	945	2.8%	442,610	6.8%
<b>Health care and social services</b>	590	9.6%	3,095	9.0%	611,740	9.4%
<b>Educational services</b>	400	6.5%	1,980	5.8%	433,485	6.7%
<b>Business services</b>	705	11.5%	3,695	10.8%	1,274,345	19.7%
<b>Other services</b>	1,110	18.0%	6,110	17.8%	1,209,390	18.7%

Note: The most recent census data (2011) is not published at this time.

Source: Statistics Canada, 2007a; Statistics Canada, 2007b

### 4.2.3 Skills and Labour

Table 4.6 compares the total labour force by skill/occupation in Saugeen Shores and Bruce County. In 2012, “sales and service occupations” and “trades, transport and equipment operators and related occupations” and “Business, finance and administrative occupations” were highest in both Saugeen Shores and Bruce County (Financial Post, 2011).

**Table 4.6 Comparison of Saugeen Shores and Bruce County Total Labour Force by Skills Profiles (2012 Estimate)**

Total Labour Force by Occupation – Skills Profile (Estimated)	Saugeen Shores	Bruce County
<b>Total experienced labour force – Individuals 15 years and over</b>	6,323	34,942
<b>Management occupations</b>	598	2,796
<b>Business, finance and administration occupations</b>	803	4,167
<b>Natural and applied sciences and related occupations</b>	574	1,892
<b>Health occupations</b>	471	2,067
<b>Occupations in social science, education, government service and religion</b>	515	2,401
<b>Occupations in art, culture, recreation and sport</b>	180	756
<b>Sales and service occupations</b>	1,564	8,108
<b>Trades, transport and equipment operators and related occupations</b>	1,190	7,003
<b>Occupations unique to primary industry</b>	219	3,467
<b>Occupations unique to processing, manufacturing and utilities</b>	209	2,285

Source: Statistics Canada, 2002b; Statistics Canada, 2007b; Financial Post, 2011

## 4.3 Community Patterns with Region and Province Summary

The available data indicates that overall, Saugeen Shores and Bruce County had similar population trends up to 2006. Following this period to 2011, Saugeen Shores recorded strong growth compared to Bruce County. The unemployment rates are higher in Saugeen Shores than the Bruce County and Ontario averages, which may be due to a higher number of individuals employed in seasonal service sector jobs that cater to cottagers and tourists, as well as the high number of older residents no longer looking for work. Saugeen Shores and Bruce County labour participation and employment rates are lower than the provincial averages. The Saugeen Shores education attainment suggests a mixture of a skilled and unskilled work force with higher rates of college diplomas and apprenticeships achieved compared to the Ontario average, but a lower proportion with university level education. The labour force of Saugeen Shores also reveals a higher experience base in agriculture and retail trades compared to the Ontario and Bruce County averages, although the community has lower levels of construction employment compared to Bruce County.

## 5. References

- AECOM. (2012). Initial Screening for Siting a Deep Geological Repository for Canada's Used Nuclear Fuel, The Corporation of the Town of Saugeen Shores. Retrieved 25 July, 2013, from [http://www.nwmo.ca/uploads/File/FullReport\\_SaugeenShores.pdf](http://www.nwmo.ca/uploads/File/FullReport_SaugeenShores.pdf)
- Bruce County Museum & Cultural Centre. (2013). Bruce County History. Retrieved July 26, 2013, from <http://www.brucemuseum.ca/archives-and-research/bruce-county-history>.
- Bluewater District School Board. (2013). Bluewater District School Board. Retrieved May 1, 2013, from <http://www.bwdsb.on.ca>.
- Bruce County Tourism. (2013). Range Lights of Southampton. Retrieved 22, July 2013 from <http://www.brucecoastlighthouses.com/lighthouses/range-lights-of-southampton>.
- Bruce County Trail Network. (2013). Bruce County Trail Network. Retrieved May 13, 2013, from Bruce County Trail Network: <http://www.brucecountyrails.com>.
- Bruce-Grey Catholic District School Board. (2013). Bruce-Grey Catholic District School Board. Retrieved May 1, 2013, from <http://www.bgcdsb.org>.
- Brucerecycling.com. (n.d.) Saugeen Shores, Town of 2013 Blue Box Collection Schedule. Retrieved 22 July, 2013 from: <http://www.saugeenshores.ca/downloads/municipal/Recycle.pdf>.
- Canadian Big Band Celebration. (2013). Canadian Big Band Celebration. Retrieved July 23, 2013 from <http://www.canadianbigband.ca/>.
- CFDC in Ontario. 2013. Community Futures Development Corporations in Ontario. Retrieved April 8, 2014 from <http://www.ontcfdc.com/>
- Chippewas of Nawash Unceded First Nation. (2011). The Chippewas of Nawash Unceded First Nation. Retrieved July 26, 2013 from <http://www.nawash.ca>.
- Explore The Bruce. (2013) Explore The Bruce. Retrieved May 17, 2013, from <http://www.explorethebruce.com>.
- Financial Post. (2011). FP Markets: Canadian Demographics 2012.
- Friends of MacGregor Point Park (n.d.) Huron Fringe Birding Festival. Retrieved 22 July, 2013 from <http://friendsofmacgregor.org/page/huron-fringe-birding-festival>.
- Grey Bruce Economic Development Partners. (2011). Invest in Grey Bruce. Retrieved July 26, 2013, from <http://www.investingreybruce.com>.
- Grey Bruce Health Services. (2013). Welcome to Grey Bruce Health Services. Retrieved July 5, 2013, from <http://www.gbhs.on.ca>.
- Grey Bruce Health Unit. (n.d.). Public Health Grey Bruce Health Unit. Retrieved July 5, 2013, from <http://www.publichealthgreybruce.on.ca>.
- Historic Saugeen Métis. (2014). Historic Saugeen Métis. Retrieved June 13, 2014 from [www.saugeenmetis.com](http://www.saugeenmetis.com)

- Huron-Kinloss. (2013). Township of Huron-Kinloss. Retrieved February 7, 2014, from [http://www.huronkinloss.com/public\\_docs/documents/2013%20Community%20Profile.pdf](http://www.huronkinloss.com/public_docs/documents/2013%20Community%20Profile.pdf).
- Kincardine Municipal Airport. (2013). Welcome to the Kincardine Airport. Retrieved 22 July, 2013, from [www.Kincardineairport.ca](http://www.Kincardineairport.ca).
- Lake Huron Learning. (2013). Lake Huron Learning. Retrieved May 22, 2013, from <http://www.lakehuronlearning.ca>
- Métis Nation of Ontario. (2014). Governing Structure. Retrieved June 13, 2014 from: <http://www.metisnation.org/governance/governing-structure>
- Ministry of Municipal Affairs and Housing. (2002-2012). Financial Information Returns: 2002-2012 (by Municipality). Retrieved: March 27, 2014 from <http://csonramp.mah.gov.on.ca/fir/Welcome.htm>.
- Municipality of Brockton, (2014). About Brockton. Retrieved: March 27, 2014 from <http://www.brockton.ca/en/live-here/about-brockton.asp>
- Nuclear Waste Management Organization. (2014). Town of Saugeen Shores Map.
- Queens Printer for Ontario. (2013). Small Business Enterprise Centre Locations. Retrieved May 15, 2013, from <http://www.ontario.ca/business-and-economy/small-business-enterprise-centre-locations>.
- Realtors Association Grey-Bruce Owen Sound (RAGBOS). (2001-2013). Statistics Releases.
- Red Cross Care Partners. (2013). Red Cross Care Partners. Retrieved July 23, 2013, from <http://www.redcrosscarepartners.ca>.
- Saugeen Economic Development Corporation. (2006a). Municipality of Arran-Elderslie Community Profile. Retrieved July 26, 2013, from <http://sbdc.ca/content/pdf/arran-elderslie.pdf>.
- Saugeen Economic Development Corporation. (2006b). Municipality of South Bruce Community Profile. Retrieved July 26, 2013, from [http://sbdc.ca/content/pdf/south\\_bruce.pdf](http://sbdc.ca/content/pdf/south_bruce.pdf)
- Saugeen First Nation. (2014). About Saugeen First Nation. Retrieved June 13, 2014, from <http://www.saugeenfirstnation.ca/main.php?page=about>
- Saugeen Shores. (2010). Visit Saugeen Shores. Retrieved March 27, 2014 from: <http://www.visitsaugeenshores.ca/>.
- Saugeen Shores Chamber of Commerce. (2013). Saugeen Shores 2013 Community Guide. Retrieved July 5, 2013, from: <http://www.saugeenshores.ca/business/downloads/2013CommunityGuide.pdf>.
- Saugeen Shores. (2013). Waterfront Master Plan. Retrieved on April 21, 2014 from: [http://www.saugeenshores.ca/downloads/municipal/2013\\_Waterfront\\_Master\\_Plan.pdf](http://www.saugeenshores.ca/downloads/municipal/2013_Waterfront_Master_Plan.pdf).
- Saugeen Shores Police Service. (2013). About Saugeen Shores Police Service. Retrieved July 16, 2013, from Saugeen Shores Police Service: <http://www.saugeenshorespolice.com/main.php?page=about>.
- SkyVector. (2013). Port Elgin (Pryde Field) Airport. Retrieved July 25, 2013, from SkyVector: <http://skyvector.com/airport/CPG6/Port-Elgin-Pryde-Field-Airport>.

Southampton Craft Show. (n.d.). Southampton Craft Show. Retrieved July 23, 2013, from <http://southamptoncraftshow.com>.

South Bruce Grey Health Centre. (2012). South Bruce Grey Health Centre. Retrieved May 22, 2013, from <http://www.sbghc.on.ca>.

Statistics Canada. (1996). Bruce County, Ontario (Code 3541) and Ontario (Code 35) (table). Census Profile. 1996 Census. Statistics Canada Catalogue no. 95F0181XDB96001. Ottawa. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/english/census96/data/profiles/Rp-eng.cfm?TABID=5&LANG=E&APATH=3&DETAIL=0&DIM=0&FL=A&FREE=0&GC=0&GID=0&GK=0&GRP=1&PID=35782&PRID=0&PTYPE=3&S=0&SHOWALL=0&SUB=0&Temporal=1996&THEME=34&VID=0&VNAMEE=&VNAMEF=&D1=0&D2=0&D3=0&D4=0&D5=0&D6=0>.

Statistics Canada. (2002a). Saugeen Shores, Ontario (Code3541045) Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Released June 27, 2002. Retrieved 26 July, 2013 from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002b). Bruce, Ontario (Code3541) and Ontario (Code 35)(table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Ottawa. Released June 27, 2002. Retrieved July 24, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002c). Brockton, Ontario (Code3541032) and Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Released June 27, 2002. Retrieved July 18, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002d). Huron-Kinloss, Ontario (Code3541015) and Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Ottawa. Released June 27, 2002. Retrieved July 17, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002e). South Bruce, Ontario (Code3541004) and Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Ottawa. Released June 27, 2002. Retrieved July 17, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002f). Northern Bruce Peninsula, Ontario and Ontario. 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Released June 27, 2002. Ottawa. Retrieved July 26, 2013 from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002g). South Bruce Peninsula, Ontario (Code 3541055) and Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Ottawa. Released June 27, 2002. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002h). Arran-Elderslie, Ontario (Code3541043) and Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Ottawa. Released June 27, 2002. Retrieved July 17, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

Statistics Canada. (2002i). Kincardine, Ontario (Code 3541024) and Ontario (Code 35) (table). 2001 Community Profiles. Statistics Canada Catalogue no. 93F0053XIE. Ottawa. Released June 27, 2002. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.ca/english/Profil01/CP01/Index.cfm?Lang=E>.

- Statistics Canada. (2002j). 2001 Census of Agriculture, Farm Data and Farm Operator Data. Statistics Canada Catalogue no. 95F0302X. Ottawa. Released December 4, 2002. Retrieved April 21, 2014, from Statistics Canada: <http://www.statcan.gc.ca/pub/95f0302x/95f0302x2001001-eng.htm>.
- Statistics Canada. (2007a). Saugeen Shores, Ontario (Code3541045) Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E> (accessed July 5, 2013).
- Statistics Canada. (2007b). Bruce, Ontario (Code3541) and Ontario (Code 35)(table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved July 24, 2013, from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.
- Statistics Canada. (2007c). Brockton, Ontario (Code3541032) and Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E> (accessed July 18, 2013).
- Statistics Canada. (2007d). Huron-Kinloss, Ontario (Code3541015) and Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved July 17, 2013, from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.
- Statistics Canada. (2007e). South Bruce, Ontario (Code3541004) and Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved July 17, 2013, from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.
- Statistics Canada. (2007f). Northern Bruce Peninsula, Ontario (Code3541069) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved from 26 July, 2013 from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.
- Statistics Canada. (2007g). South Bruce Peninsula, Ontario (Code 3541055) and Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.
- Statistics Canada. (2007h). Arran-Elderslie, Ontario (Code3541043) and Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved July 17, 2013, from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.
- Statistics Canada. (2007i). Kincardine, Ontario (Code3541024) and Ontario (Code 35) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>.

- Statistics Canada. (2007j). 2006 Census of Agriculture, Farm Data and Farm Operator Data. Statistics Canada Catalogue no. 95-629-XWE. Ottawa. Released May 16, 2007. Retrieved April 21, 2014, from Statistics Canada: <http://www.statcan.gc.ca/pub/95-629-x/95-629-x2007000-eng.htm>.
- Statistics Canada. (2012a). Saugeen Shores, Ontario (Code 3541045) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved 26 July, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012b). Bruce, Ontario (Code 3541) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012c). Brockton, Ontario (Code 3541032) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012d). Huron-Kinloss, Ontario (Code 3541015) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved from July 25 from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012e). South Bruce, Ontario (Code 3541004) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved 26 July, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012f). Northern Bruce Peninsula, Ontario (Code 3541069) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012g). South Bruce Peninsula, Ontario (Code 3541055) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved July 26, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012h). Arran-Elderslie, Ontario (Code 3541043) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved July 26, 2013 from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.
- Statistics Canada. (2012i). Kincardine, Ontario (Code 3541024) and Ontario (Code 35) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. Retrieved 26 July, 2013, from Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>.

- Statistics Canada. (2012j). 2011 Census of Agriculture, Farm Data and Farm Operator Data. Statistics Canada Catalogue no. 95-640-XWE. Ottawa. Released May 10, 2012. Retrieved April 21, 2014, from Statistics Canada: <http://www.statcan.gc.ca/pub/95-640-x/2012002-eng.htm>.
- Town of Northern Bruce Peninsula, (2009). About Northern Bruce Peninsula. Retrieved March 27, 2014 from: <http://www.northbrucepeninsula.ca/>
- The County of Bruce. (1999). County of Bruce Official Plan. Retrieved July 25, 2013, from [http://www.brucecounty.on.ca/assets/departments/planning/files/County%20Documents/County%20Plan\\_Consolidated\\_Public\\_%20June%202013.pdf](http://www.brucecounty.on.ca/assets/departments/planning/files/County%20Documents/County%20Plan_Consolidated_Public_%20June%202013.pdf).
- The County of Bruce. (2013) Welcome to Bruce County. Retrieved May 3, 2013, from <http://www.brucecounty.on.ca/services-health/ems/ambulance-services.php>.
- Thomas, R. (2013, June 26). Annual bluegrass, country music festival planned. Retrieved 23, July 2013 from <http://www.sackvilletribunepost.com/Living/2013-06-26/article-3293743/Annual-bluegrass-country-music-festival-planned/1>.
- Town of Saugeen Shores. (2012a). Town of Saugeen Shores Official Plan. Retrieved July 26, 2013 from [http://www.saugeenshores.ca/downloads/municipal/Adopted\\_Saugeen\\_Shores\\_OP\\_Dec\\_10-2012.pdf](http://www.saugeenshores.ca/downloads/municipal/Adopted_Saugeen_Shores_OP_Dec_10-2012.pdf).
- Town of Saugeen Shores. (2012b). Saugeen Shores Tourism. Retrieved July 22, 2013 from <http://www.visitsaugeenshores.ca>
- Town of Saugeen Shores, (2013a). Community Contacts List (Search by Category). Retrieved April 2, 2014 from: [http://www.saugeenshores.ca/community\\_contacts\\_list.php](http://www.saugeenshores.ca/community_contacts_list.php)
- Town of Saugeen Shores. (2013b). Saugeen Shores. Retrieved July 26, 2013 from <http://www.saugeenshores.ca>.
- Victorian Order of Nurses Canada. (2009). Victorian Order of Nurses Canada. Retrieved July 23, 2013, from <http://www.von.ca/en/about/default.aspx>
- YMCA of Owen Sound Grey Bruce. (2013). Resource Centres. Retrieved May 15, 2013, from YMCA of Owen Sound Grey Bruce: <http://www.ymcaowensound.on.ca/Employment-Education-Training/?pageid=104>.
- UrbanMetrics Inc. (2005). Town of South Bruce Peninsula Community Profile. Retrieved July 26, 2013 from <http://www.investingreybruce.com/en/bruce-municipalities-/13.html>.

# Appendix A

Saugeen Shores Businesses  
and Services

# Appendix A. Saugeen Shores Businesses and Services

The following table provides an inventory of Saugeen Shores businesses and services.

**Table A1. Saugeen Shores Businesses and Services**

<b>Business / Service Type</b>	<b>Business/Service Name</b>
<b>Agricultural</b>	CationView Farms
	Hi-Berry Farm
	Smiths' Apples and Farm Market
<b>Automotive</b>	Fastlane Appraisal Services
	Canadian Tire Gas Bar
	Petro Canada Port Elgin Gas & Variety
	Petro Line Fuels
	Squeaky Clean at the Beach Car & Pet Wash.
	UPI Gas Bar
	Your Independent Gas Bar
	Crawford Detailing
	Cruisers-Fast Lube
	Direct Drive Mechanics
	Lake Range Service Centre
	Maurer's Collision
	Saugeen Shores Auto Serve
	Saugeen Shores Transmission
	Shular's Garage
	Stuart Greig & Sons Serv.Centr
	Sunset Car & Pet Wash
	Tibor Bizony Auto Repair
	Wark Service Centre
	WT Automotive
	Mike's RV Services
	Bud Rier's Chev-Olds Ltd.
	Discount Car and Truck Rental
	Go Glass & Accessories
	Jeff's Auto Recycle
	Peninsula Ford Lincoln
	Rosner's Service Centre
	South-Port Towing
	Speedy Glass
	Wayson's Detailing
	Car Quest
	Dave's Buy Sell Trade
	Ideal Supply
Lotsa Suds	
McCulloch Tire Service	
Ontario Car Finder	
<b>Beauty/Esthetics</b>	Beauty by the Beach Hair Salon
	Blue Water Coiffures
	Breakwater Laser Medical / Drifting Sands Spa
	Creating Faces
	Cynsational Esthetics
	Eby's Barber Shop
	Elizabeth Eby Aesthetics
	ELYSE Salon
	eve nails & aesthetics
	Hair Gallery (The)

**Table A1. Saugeen Shores Businesses and Services**

<b>Business / Service Type</b>	<b>Business/Service Name</b>
	Hair Unlimited
	Hairport
	Indulge Esthetics and Hair Design
	Monarch Esthetics
	Na' Hoola Spa
	Nikamoz Serenity Spa
	Reflections Total Skin Care
	ReNeu Skin Studio
	Revolution Salon + Spa
	Ruth Cartwright Aesthetics
	Sonas Hair & Esthetics
	The Waterlily Peaceful Aesthetics
	Trends
<b>Business and Investment Development</b>	HuronGulf, Inc.
<b>Charitable Organizations</b>	PRANCE Pegasus Riding Association Nurturing Challenged Equestrians
<b>Childcare and Education</b>	Brighter Futures Ontario, Early Years Centre
	Family Y Child Care Centre
	First Impressions Montessori Education
	G.C. Huston Public School
	Honey Pot Child Care
	Kid's Street Integrated Co-op Nursery School
	Kindermusik with Mrs. Deb
	Northport Elementary School
	Port Elgin Saugeen Central School
	Saugeen District Secondary School
	St. Joseph's Separate School
	Young Minds Montessori Preschool
<b>Cleaning Services</b>	Port Elgin Cleaners
	Babes With Brooms
	Clean Sleep
	cleancraft
	Country Charm Property Management
	Dusty Bunnies Maid Service
	Hergott Home Support & Cleaning Services
	Streak Free / Kerri Clean
	Woodhouse Disaster Clean-Up
	Sparkles Laundromat
	Sunshine Laundromat
<b>Communications</b>	McNain Communications
<b>Computers / Web Design</b>	Cora Computers/signmaker.ca
	Dot Net Computers
	Mike's Computer Service
	Mustang Computers
<b>Economic Development</b>	Bruce County Community Employment Resource Centre / Bruce County Social Services
	Metis Cultural and Learning Centre
	Municipality of Saugeen Shores
	Saugeen Shores Business Enterprise Centre
	Saugeen Shores Chamber of Commerce
	Saugeen Sustainability Centre
	Vpi Inc.

**Table A1. Saugeen Shores Businesses and Services**

<b>Business / Service Type</b>	<b>Business/Service Name</b>
<b>Entertainment/ Cultural</b>	Joseph J. Entertainment
	The Dance Sound
	Bruce County Museum & Cultural Centre
	Famous Ritchie Clydesdales
	Port Elgin Airport
	Port Elgin Railroad & The Station
	Southampton Art School & Gallery
	Timeless Concepts
	Maple Hall
Port Elgin Cinema	
<b>Financial</b>	BDO Canada LLP
	Grasse Accounting Service
	H & R Block
	Kevin Juffs CMA
	Thomas White, Chartered Accountant
	Canadian Imperial Bank of Commerce - Port Elgin
	Canadian Imperial Bank of Commerce, Southampton
	Meridian Credit Union
	Scotia Bank
	TD Canada Trust
	Beverly A. Morgan, Bookkeeper
	Bruce County Bookkeeping & Income Tax Service
	The Bookkeeper
	Tina's Bookkeeping Service
	Robert Morgan Income Tax Service
	Aligned Capital Partners Inc.
	Freedom 55 Financial
	Huntley O'Hagan Financial Planning
	Investment Planning Counsel - Black Financial
	Investors Group Financial Services Inc.
	Sun Life Financial
	Underwood Financial / Mutual funds provided through FundEX Investments Inc.
	RMA Mortgage Store
	The Mortgage Centre
<b>Fitness/Recreation</b>	Aqua Mfg. & Marine
	Boat Barn
	Sunset Lanes
	Martin's Bicycle Shop
	Family Fishing Adventures
	J & S Tackle
	Fitness Corner
	Fitness Corner South
	Fitness FUNatics
	Lakeshore Recreation
	Swing, Spring & Flip Gymnastics and Trampoline Complex
	Chippewa Golf & Country Club
	Cobble Beach Golf Links Resort & Spa
	Holiday Golf Club
	Saugeen Golf Club
	South Port Golf Course
	The Links at Pipers Glen Golf Club
	Canadian Martial Arts Centre
	Thorncrest Outfitters
	Groundhog Divers II
	Sue's Yoga
Yoga Shala of Saugeen	

**Table A1. Saugeen Shores Businesses and Services**

Business / Service Type	Business/Service Name
<b>Funeral Homes</b>	Eagleson Funeral Home Ltd.
	T.A. Brown Funeral Home
<b>Health and Wellness</b>	Bruce Grey Dental Specialty Centre
	Caudle Denture Clinic
	Dr. Allan Gundrum
	Dr. Anne Kwan
	Dr. D.G. MacKay
	Port Elgin Orthodontic Centre
	Southampton Dental Care Centre
	The Maples Dental Clinic
	Dr. Adriana Cipolletti
	Dr. Amy Gowan
	Dr. Chad Burkhart, MD
	Dr. David Billings
	Dr. Deidra. Brown
	Dr. Diane Egles
	Dr. Don McCulloch
	Dr. Earl Medical Clinic
	Dr. Jessica Leung
	Dr. Jim Golen
	Dr. Jongerius
	Dr. K. Hollohan
	Dr. Keith Dyke
	Dr. Louise Higgins
	Dr. Michael Marriott
	Dr. Sue Gundrum
	M & W Distributors
	Well In Hand Holistic Nutrition Store
	Angela Rowbotham
	Awakening Touch
	Christine Hopkins
	Huron Shores Message Therapy
	Joni McNeice Massage Therapist
	Kaitlyn Finley R.M. T.
	Michaela Johnston
	Port Elgin & Southampton Massage Therapy & Yoga
	Ronald Kurck, B.A., R.M.T.
	Vital Training Partner
	Dr. David J Miller ND
	Maple Shores Health Centre
	Carey Optical
	Dr. Charles Moss, O.D.
	Dr. R. Theil
Dr. W.H. Pym	
Saugeen Shores Family Eye Care	
Bruce County Chiropractic and Rehabilitation Center	
Bruce County Physiotherapy & Sports Injuries Clinic	
Complete Hearing Health Ltd.	
Corner Chiropractic and Laser Clinic	
Hartwell Chiropractic	
HEAR Saugeen	
Optimize Healing Centre	
Physiotherapy III Ltd	
Port Elgin Chiropractic & Wellness Center / Doctors Weight Loss Solution	
Shore Life Chiropractic & Wellness	
Southampton Chiropractic Clinic	
Feet First	

**Table A1. Saugeen Shores Businesses and Services**

Business / Service Type	Business/Service Name
	Orb NRG Spa
	Bruce Dist. Ambulance Service
	Haessler Naturopathic
	Healing Feet
	Nurse Practitioner Colleen Fowler
	Petra Counselling
	Rainbow Life Home Care
	Shoreline Clinic
	Wardrop Home Health and Mobility
	Keri Dennis Dr. TCM; Adam Fulmore Dr. TCM
	Herbal Magic
<b>Home Services / Contractors</b>	Climate Clinic
	Dave Busch Plumbing & Heating
	Dunlop Bros. Fuels
	Herzing Ltd.
	Montgomery's Comfort Centre Limited
	South-Port Geothermal Ltd.
	Gord's Reliable Appliances Ltd.
	Ross's Renovations & Repairs
	Ackert Construction Ltd.
	Andrew Hill General Contr.
	Bev Johnston Construction
	Brian F. Lang General Contractor
	Dale's Carpentry
	Earl Thede's Carpentry
	Freeburn Fine Homes
	Just One Wall Renovations
	Keith Snyder Construction
	McVittie Contracting
	Murray Trask Construction
	Northern Shore Renovations
	Ohm Improvements
	R.M. Carpentry
	Saugeen Home Improvements
	Seaman & Sons Builders
	Steve Dennison Homes Inc.
	T.A. Stewart & Son Contracting Limited
	T.J. Seaman Contracting Ltd.
	Upright Construction
	Welsh Construction
	Willy's Contracting
	Murawsky Design & Drafting
	Audie's Electrical & Gen Contr
	B.J.S Electric
	Diverse Electric
	Kuehl Electric
	Quality Electric
	Davidson-Hill Elevator Inc.
	Engineering Data Services
	Acuren
	Genivar Inc.
	Ivan Dinsmore Ltd.
All In One Landscape Services Inc.	
Backyard Boys Landscape Design	
BAMP Property Maintenance	
Belle Terra Landscape Design and Property Maintenance	
Bruce Best Results Lawn & Garden	
Connelly Landscaping	

**Table A1. Saugeen Shores Businesses and Services**

Business / Service Type	Business/Service Name
	Elite Landscaping and Construction
	Fawcett's Tree Removal
	Grey Bruce Tree Workers
	KNK Lawn Care
	Mr. Green Jeans
	O'Keefe Landscaping
	Shoreline Stone & Garden Centre
	Sierra Landscaping
	The Artsy Gardener
	The Lawnmower Man
	Touch Down Yard Maintenance & Landscaping
	Towner's Lawn Service
	Truly Nolen Pest Control
	Weed Man Saugeen Shores
	Wild Vines
	Kwik N Ready Movers
	Grant Jackson Painting
	Carson's Plumbing Supplies
	Deuce's Plumbing
	EMS Plumbing Services
	Go Plumbing
	McGill Plumbing, Heating & Wiring
	CRS (Contractors Rental Supply)
	E-Zee Store Mini Storage
	Larry's Moving
	Stow-It Mini Storage & U-Haul Rentals
	Eastshore Detection Systems
	Saugeen Security INC.
	Bryan's Mechanical
	Bucky's handyman Service
	Cass Enviro Assessment & Consulting
	Clearwater Directional Drilling & Clearwater Landscape Design & Construction
	Complete Flooring
	Cowlings Upholstery
	Devitt Uttley & Co.
	Dream Seams Custom Sewing
	Edgewood Construction
	Elwood Tree Service
	Final Touch Carpentry
	Fireside Gas Services
	Gary Cobean Sheet Metal
	Hank the Handyman
	Hodgkins Property Management
	Home Definition
	J & J Windows & Doors
	J.C. Carpentry
	Ken Bestward Carpentry
	Kenny's Custom Upholstery-Plus
	MacDonald's Plumbing & Services
	Mike Miller Carpentry
	Miller's Septic Tank Pumping
	Pavement Markings Plus
	Peevers Locksmith Key Service
	Rick's Carpentry & Tile
	Robert Claeren
	Rob's Plumbing
	Ron Williamson - Woodworker

**Table A1. Saugeen Shores Businesses and Services**

<b>Business / Service Type</b>	<b>Business/Service Name</b>
	Snyder Development Corp. Inc.
	South-Port Fence and Deck
	Star-Mac Aluminum Products
	TDF Custom Woodworking
	The Handyman of Huron
	Window & Door Centre
	Wright & Son
	Hill's Tree Service
<b>Industry</b>	Aecon Nuclear
	Carlsun Energy Solutions Inc.
	Doc's Custom Canvas & Boat Maintenance
	Kaumagraph International
	Pancosmo Trade Inc
	Robcon Consulting Services, Inc.
	Southampton Flour Milling Inc.
	UNIFOR
<b>Legal Services</b>	Lawrence Ryder Litigation / Law Professional Corporation
	McClelland Law Office
	Robert E. Forsyth Barrister & Solicitor
	Saugeen Shores Mediation Services
<b>Manufacturing</b>	First Concrete Ltd.
<b>Media</b>	98 the Beach CFPS FM 97.9 (Bayshore Broadcasting)
	Saugeen Times
	Shoreline Beacon
	Unicity Network
<b>Motorcycle - ATVs</b>	Tiny's Motorcycle & ATV Repair Shop
<b>Pets</b>	Collistar Kennels
	Heather's Poodle Care
	Kindred Spirits Canine Training
	Let's Go Dog Care
	Pet Valu
	The Big Hound Playground
	Unleash the Pawsitive
	Huron Shores Animal Clinic
	Port Elgin Veterinary Clinic
	Saugeen Shores Mobile Veterinary Services
	Southampton Pet Hospital Professional Corp.
<b>Photography</b>	Calder's Natural Photography
	Carina Flemming Photography
	Fran Sanagan Photography
	Imageport Photography & Media Services
	Jennifer O'Reilly Photography
	Lisa Adams Photography
	Sundown Studio and Gallery
	The Arts Warehouse
	The Light House Photo Gallery
<b>Postal Services</b>	Canada Post Corporation - Southampton
	Canada Post Office - Port Elgin
<b>Print, Web Design</b>	Austin Graphics - Port Elgin
	Bruce Dale Press Broad Horizons
	Canvas Studios
	Crossett Design
	Digital Expression
	Dunblane & Turners Limited
	G.W. Signs
	Gravity Print + Production Services Ltd.
	Infinite Shores Images
	Snapdragon Design

**Table A1. Saugeen Shores Businesses and Services**

<b>Business / Service Type</b>	<b>Business/Service Name</b>
	Tourist Town On-Line Solutions
	Vital Signs & Graphics II
	Websmart Consulting
<b>Property Management and Rental Services</b>	Gail Wolfe - ESC
	Home Away From Home
	Your Summer Cottage
<b>Real Estate Services</b>	Atlas World Real Estate Corporation Brokerage
	Bluewater Estates
	Cleo J. DeCoppel, Broker - Re/Max land Exchange Ltd.
	Coldwell Banker - The Property Shoppe Real Estate Brokerage
	Home Inspection Services
	Lakeridge Estates
	Meadow Creek
	Peak Locations Realty Ltd. Brokerage
	Pegasus Trails
	RE/MAX Land Exchange Ltd. Brokerage - Southampton
	RE/MAX Land Exchange Ltd. Brokerage - Port Elgin
	Reid's Heritage Homes Ltd.
	Royal LePage D.C. Johnston Realty
	Stonecreek Development Inc.
	Sutton - Huron Shores Realty Inc.
	Wilfred McIntee & Co. Ltd. - Southampton
	Wilfred McIntee & Co. Ltd. - Port Elgin
<b>Restaurants and Catering</b>	Allan's Fireside Grill
	Andre's Swiss Country Dining Restaurant
	Armen's Cafe
	Atlantic Restaurant
	Aunt Mabel's Country Kitchen
	Beachside Cafe
	Bruno's On Main
	Burger Trail
	Captain Pearl's Dawgs
	Chips Ahoy
	Coffee Culture Cafe & Eatery
	Coffee Time
	Crabby Joe's Tap & Grill
	Duffy's Restaurant
	Elk & Finch Coffee Pub
	Enchanted Fusion Restaurant
	Gerry's Fast Food
	Harbourlite Restaurant
	Highview Restaurant
	Hong Kong Restaurant
	JC's Diner
	Just Like Mom's Restaurant & Bakery
	Kavina's Café
	Lido Gardens
	Lighthouse Restaurant
	Lord Elgin Fish and Chips Restaurant
	McDonald's Restaurant
	New Orleans Pizza - Port Elgin
	New Orleans Pizza - Southampton
	Phoenix Lounge
	Pizza Delight
	Rabbit Dash Coffee House
	Ristorante Rosina
	Roberto's Pizzeria

**Table A1. Saugeen Shores Businesses and Services**

Business / Service Type	Business/Service Name
	Saffron, A Taste of the Exotic
	Simply Sushi
	Southampton Cafe
	Subway Subs - Port Elgin
	Sunrise Café
	Terrace Restaurant / Saugeen Golf Course
	The Blind Badger
	The Queens Bar & Grill
	The Walker House Restaurant
	The Woodpecker Fresh Dining & Lounge
	Tim Horton's - Southampton
	Tim Horton's - Port Elgin
	Union Burger
	Wismer House
<b>Retail and Retail Services</b>	LCBO - Port Elgin
	LCBO - Southampton
	Mr Beer Brew
	The Beer Store - Port Elgin
	The Beer Store - Southampton
	Wino's
	Chief Antiques
	Square Deal Neil's TV & Appliances
	Offshore Bakery
	Books n' Things
	Broad Horizon Books
	RONA Cashway Building Centre
	Timeless Material North
	Mill Creek Chocolates
	Beachin'
	Belle of the Boudoir
	Bicyclette Rouge Children's Boutique
	Casual Corners
	Chantry Trading Co. by Logan's
	Infinite Lingerie & Active Wear
	Kelly Green
	Mensch
	Sisters on Huron Inc.
	The Hamptons
	Dollarama
	Mac's Convenience Store - Port Elgin
	Mac's Convenience Store - Southampton, Albert St N
	Mac's Convenience Store - Southampton, High St
	Southampton Convenience Plus
	Cedar Fine Art
	Docknits
	Gregg Dechert Music
	Inkternal Custom Tattoos
	Nature's Millworks
	Suzanne Simmie-Stier
	T&WE Collectible Models
	Turtle Crossings
	Giant Tiger
	Sears Canada
	Southampton Market Inc.
Walmart Canada Corp.	
Rexall Drug Store - Southampton	
Rexall Pharma Plus - Port Elgin	
Shoppers Drug Mart 1370	

**Table A1. Saugeen Shores Businesses and Services**

Business / Service Type	Business/Service Name
	Wardrop Pharmasave
	The Source
	Greyfair Furniture
	Little's Furniture Ltd.
	Paul Eagleson Furniture, Carpets and Bedding
	Beagle Run Nursery
	Country Garden & Recreation
	Bayberry's of High Street
	Cathy's Flowers'n Treasures
	Gifts Galore
	Keepsakes & Memories
	Bulk Barn
	Harrigan's 100 Mile Food Market
	Hoof'n it Your Local Butcher
	M & M Meats
	Ralph's Hi-Way Shopette
	Rowlands, Your Independent Grocer
	Southampton Foodland
	Southampton Meat Market
	The Cook's Cupboard
	Canadian Tire Store
	Downs Pro Hardware
	Martin's Home Hardware
	Port Elgin Home Hardware Building Centre
	Snap-on Tools
	Ziegler Lumber
	August Skies Home Decor, etc.
	Belle Abode
	Designing Women
	Frames By Deb
	Garrow Interior Design
	Home & Gift Essentials
	Home Interiors!
	Inside Out
	K Interiors
	Marie's Port of Blinds
	Port's Emporium
	Sunset Blinds Ltd.
	Woodward's Framing
	Mom's Tasty Treats & More
	Elgin Jewellers
	Vincent Jewellers
	Arctic Spas
	Rintouls Pools and Hot Tubs
	Backsai's Fresh Produce
	An Extra Set of Hands
	Faith Maple Estates
	Hampton Court Retirement Lodge
	Kingsway Arms at Elgin Lodge
	Skyline Incorporated
	Southampton Care Centre Inc.
	Active Soles
	Becker Shoes
	Beach Bums Fish 'n Gifts
	BLISS, Special Occasion Store
	K + S Custom Cakes and Invitations
	Kemble Mountain Roastery
	Lone Elm Farm

**Table A1. Saugeen Shores Businesses and Services**

<b>Business / Service Type</b>	<b>Business/Service Name</b>
	Loose Leaves
	Stampin' Up Demonstrator
	The Mildmay Cheese Haus
	Fordham's Ice & Live Bait
	Scoreboard Sports Excellence
	BJ's Video
	Electron Depot
	Southampton Video & Gas Bar
<b>Seamstress</b>	Sew What?
<b>Small Engine Repair</b>	Sunny Hill Power Sports
<b>Transportation and Travel Services</b>	Destinations Unlimited
	First Student Canada
	Grey-Bruce Airbus
	Hampton Travel
	Saugeen Shores Taxi
	Tour Masters
	Weiss Taxi
	Wm Martindale Distributing Inc.
	Wolfy's Taxi

Source: (Saugeen Shores Chamber of Commerce, 2014)