

Stimulating Businesses & Jobs in a Urbanizing Communities: Innisfil as a Case Study

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November 2, 2017

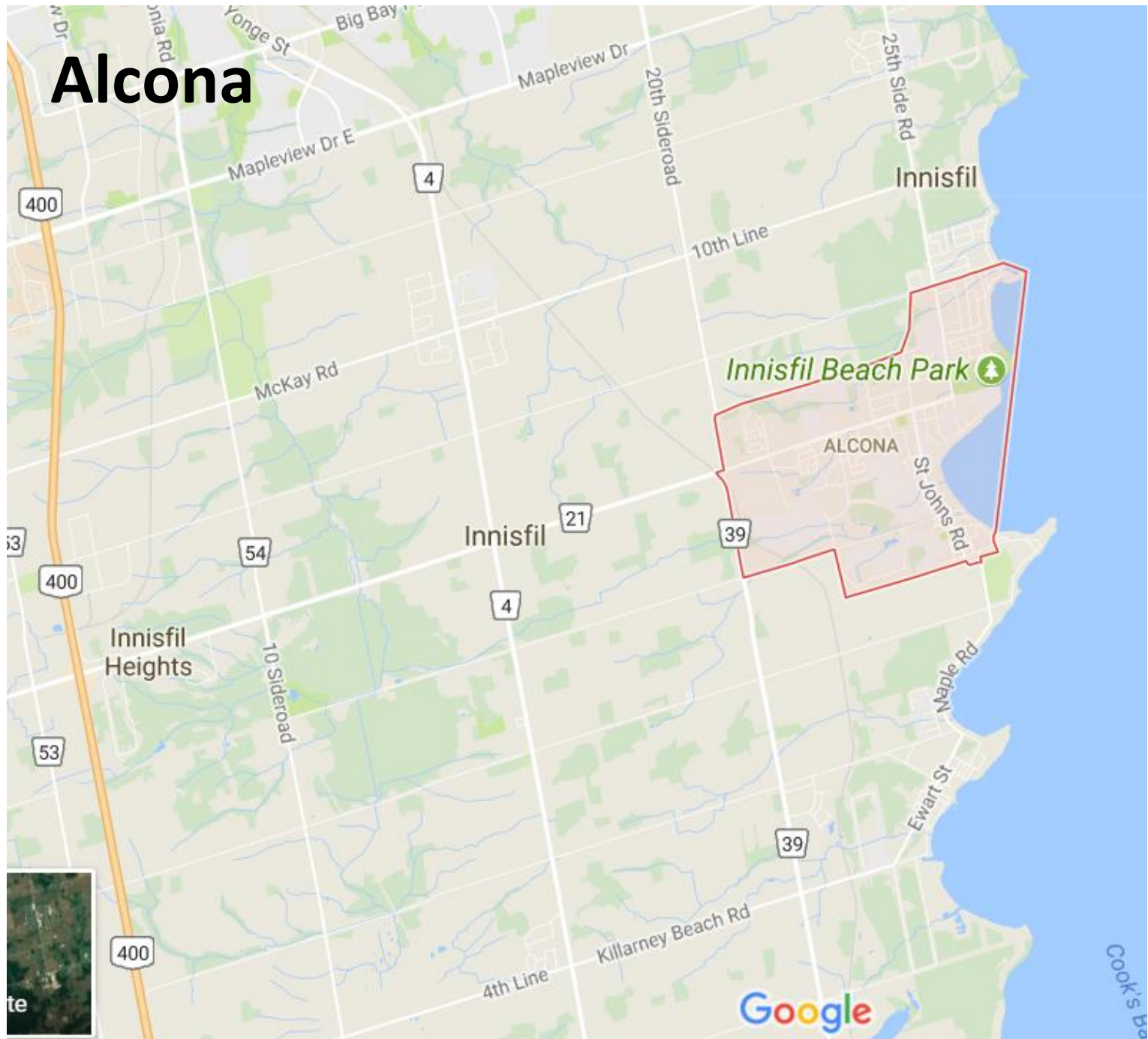




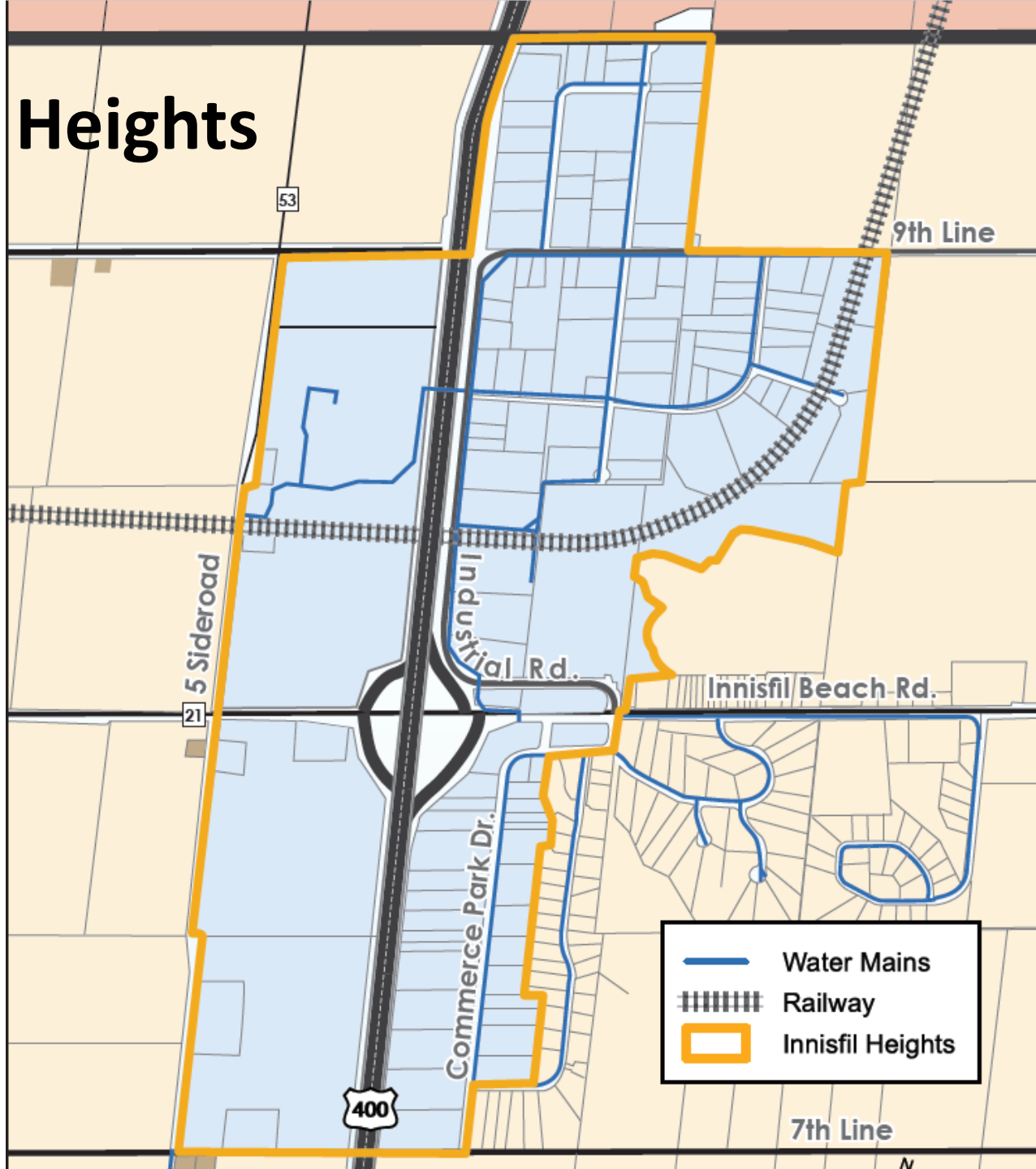
- Innisfil Heights
- Airports
- Future 6th Line Interchange
- Future McKay Rd. Interchange
- Go Bus Stops
- Go Train Stops
- Go Train Route
- BCRY Rail line



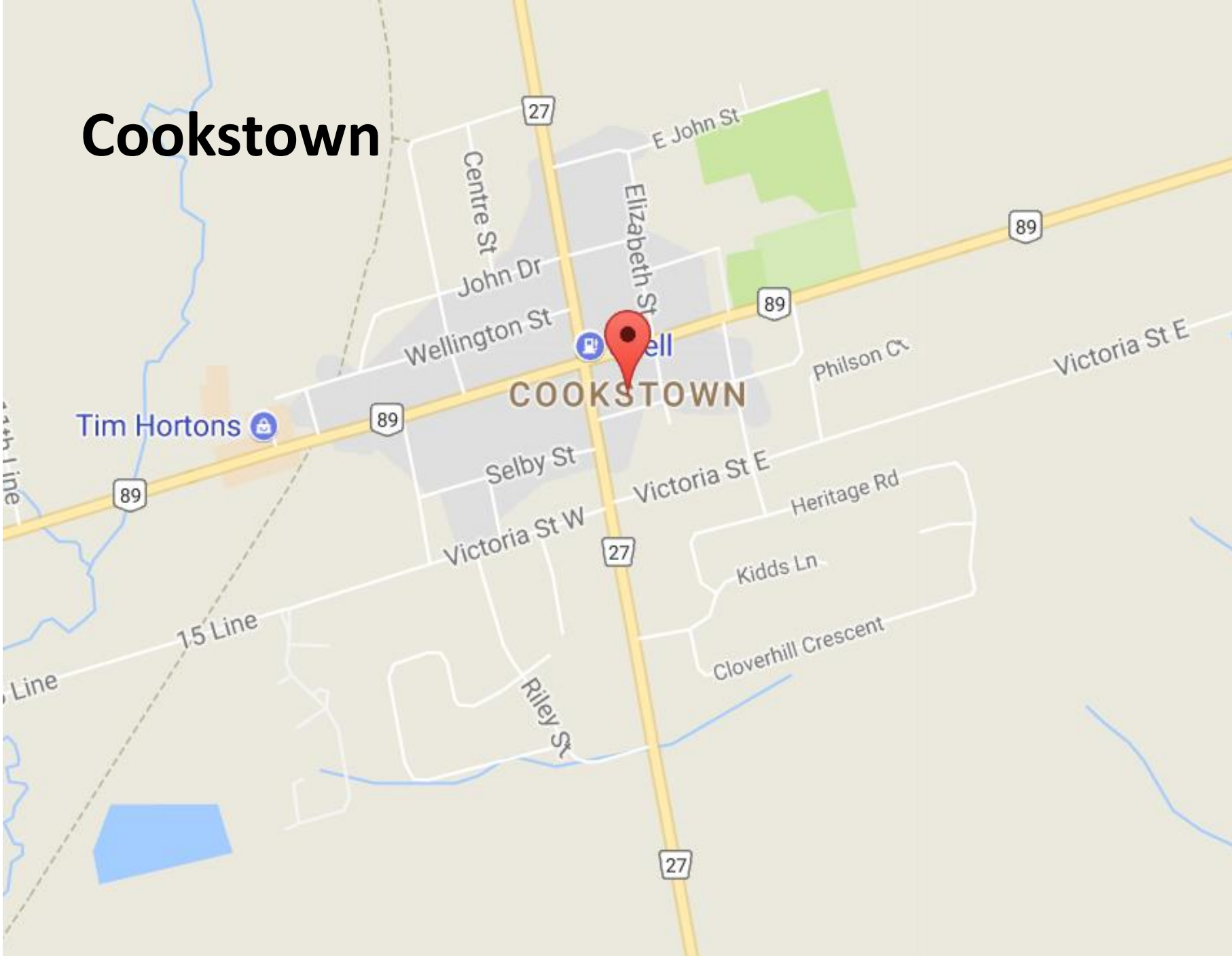
Alcona



Innisfil Heights



Cookstown



FH

FRIDAY HARBOUR™
All Seasons Resort



By the Numbers

INNISFIL - PERMANENT POPULATION FORECAST ^(1, 2)

| | 2014 | 2018 | 2021 | 2026 | 2031 |
|------------------------------|---------------|---------------|---------------|---------------|---------------|
| ALCONA PRIMARY MARKET | | | | | |
| Population | 18,400 | 21,200 | 23,800 | 27,750 | 31,400 |
| Average Annual Growth | | 700 | 867 | 790 | 730 |
| Average Annual Growth % | | 3.8% | 4.1% | 3.3% | 2.6% |
| OTHER INNISFIL | | | | | |
| Population | 17,200 | 18,050 | 19,000 | 23,500 | 29,100 |
| Average Annual Growth | | 213 | 317 | 900 | 1,120 |
| Average Annual Growth % | | 1.2% | 1.8% | 4.7% | 4.8% |
| TOTAL STUDY AREA | | | | | |
| Population | 35,600 | 39,250 | 42,800 | 51,250 | 60,500 |
| Average Annual Growth | | 913 | 1,183 | 1,690 | 1,850 |
| Average Annual Growth % | | 2.6% | 3.0% | 3.9% | 3.6% |

Source: TATE ECONOMIC RESEARCH INC.

- 1) Forecasts based on a review of the Census of Canada; application from the Town Department of Planning Services and population forecasts obtained from the Hemson Consulting Ltd. report, "Town of Innisfil, Development Charges Background Study" February, 2014.
- 2) 2031 population level includes 56,000 people allocated to the Town by the Growth Plan plus 4,500 people allocated to the Sleeping Lion settlement area in Alcona South by OMB decision.

Location



The Town of Innisfil is located in a highly-prized rural setting, in close proximity to major cities. The population has experienced significant growth since 2006. With increased residential development, Innisfil is exploring opportunities in leading-edge technology, green industry and entrepreneurship.

2016 Census Population

Innisfil
36,566

Ontario
13,448,494

Market Access

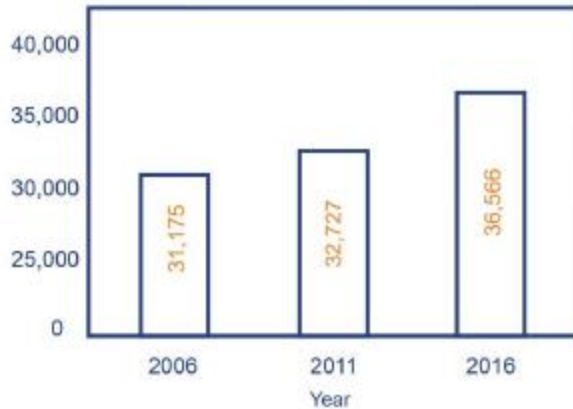
89km
to Toronto



14km
to Barrie

Demographics

Census Population



Innisfil boasts a rapidly growing population, with 17.3% growth over the past ten years. The age profile of the town's residents is similar to the province - the same average age of 42 and a slightly higher median age. The majority of the town's residents reach post secondary education, with college as the most common level. Less residents in Innisfil change residence compared to Ontario, and for those who do, they move mostly within the province.

Highest Education Level



Secondary
32%



Postsecondary
53%

44

Median Age

Ontario median age is 42

1 Year Mobility

9%

Residents that had moved within the previous year

5 Year Mobility

34%

Residents that had moved within the previous 5 years

English Only
98.1%

French Only
1.4%



Language

Labour Force



Innisfil's participation and employment rates increased between 2011 and 2017. Unemployment is higher than the Ontario average but has decreased since 2011. Median individual income is slightly higher than the provincial figure, while average individual income is slightly lower. The Town shows industrial strengths in Retail Trade, Manufacturing, and Construction, among others.



Median individual income
\$ 34,675

Average individual income
\$ 45,539

Top 5 Sectors by Industry*



Retail Trade
(14%)



Manufacturing
(12%)



Construction
(10%)



Transportation & Warehousing
(7%)



Wholesale Trade
(6%)

Top 5 Sectors by Occupation*



Natural & Applied Sciences & Related
(23%)



Health
(21%)



Trades, Transport & Equipment Operators
(17%)



Sales & Service
(11%)



Natural Resources, Agriculture & Related
(6%)

* by labour force employment

All data sourced from Manifold SuperDemographics unless otherwise specified.

Strategic Plans

Mission

The Town of Innisfil is a cohesive, caring, socially diverse municipality that values friendship, fun, cooperation and community spirit. We embrace a quality of life that celebrates a small-town feel and cottage lifestyle while offering a central location, comprehensive services and ease of accessibility. We are a community that is easy to get to and hard to leave.

Strategic Plans

Community

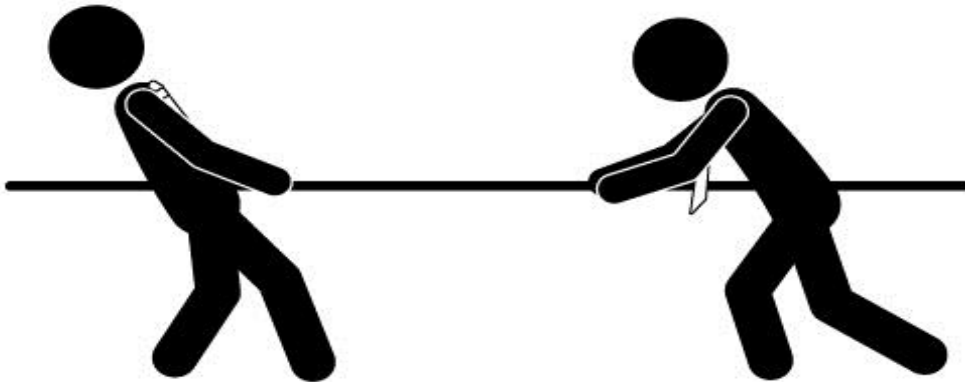
- **Grow**
 - Plan for Smart Growth
 - Develop our Community
 - Promote Economic Development
- **Connect**
 - Create Transportation Options
 - Promote Access to Health Services
 - Create Opportunities for Youth
 - Enhance Culture Programs
 - Grow Recreational Opportunities
 - Promote Tourism
- **Sustain**
 - Enhance Partnerships
 - Support Financial, Infrastructure, Community, and Environmental Sustainability

Corporate

- **Lead**
 - Enhance Customer Service Delivery
 - Evolve our Culture
 - Improve Collaboration & Coordination
 - Develop our People
- **Manage**
 - Enhance Corporate Performance, Financial Practices & Our Systems
 - Improve our Processes & Project Management

'Push and Pull'

- Land use planning **vs.** economic development
- Community vision **vs.** community expectation
- Role of Place Making



Starting Point for Planning

- Place Making
- Complete community
- Planning Horizon
- Facilitation not bureaucracy



Peeling the Planning Onion

- Provincial Policy Statement
- Lake Simcoe Protection Plan
- Provincial Growth Plan
- County Official Plan
- Our Place



Provincial Growth Plan

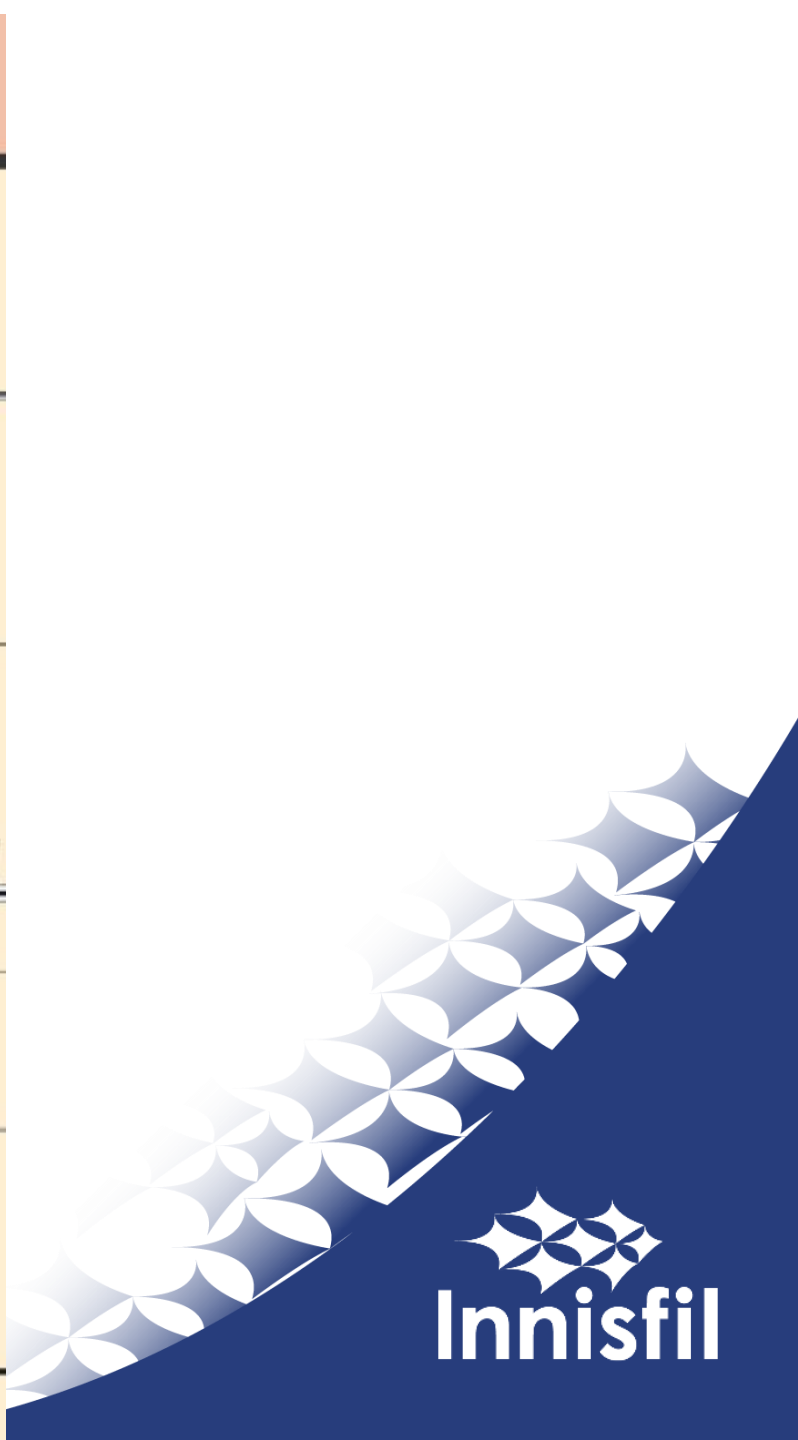
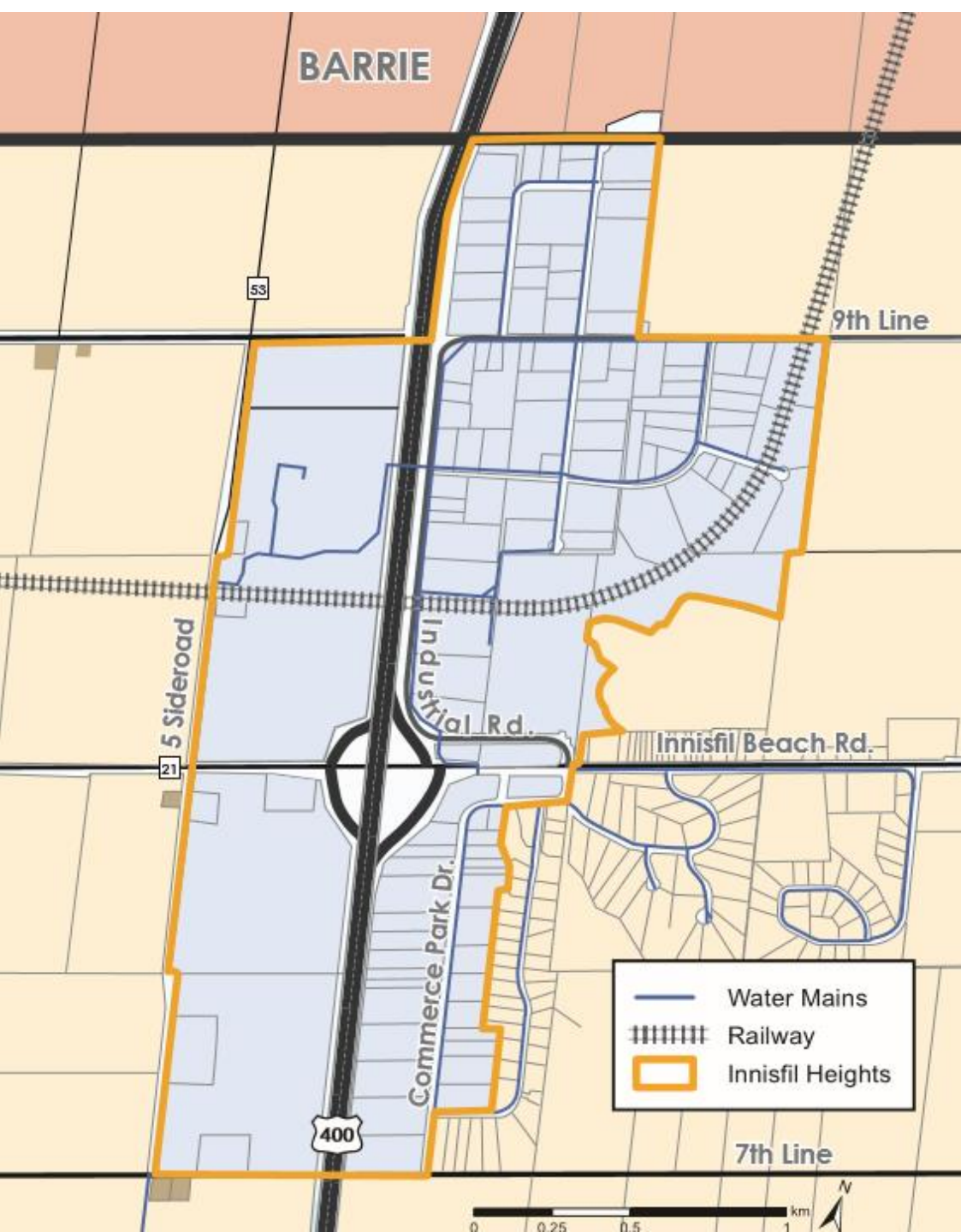
- Simcoe County uniquely identified
 - The ‘wild ~~west~~ north’
- 2031 = 56,000 residents & 13,100 jobs
- County land budget
- 14 year planning horizon
- Impacts on Our Place & daily decisions



'Our' Jobs

- “Strategic Settlement Employment Area”
- Specific policy – uses, size
- job here vs. job there
- Impacts on complete community
 - Commercial implications
- Planning for competitive advantage





Our Future Challenges

- Rate of change
- Relentless population growth
- Finite land supply/agricultural resources
- Policy shifts
- Continued increase in sophistication and complexities in planning
- Community engagement/expectations

Economic Development







85

21 Innisfil Beach Rd.

Thornton
Alcona

1 km

AMBI 11
MODULAR HOMES - OFF
1-800-38













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MARKET
ANALYSIS



WORKFLOW
PLANNING



MARKET
TREND



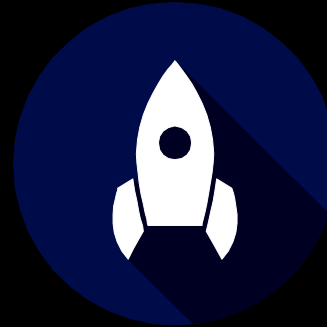
COMPANY
BRANDING



PRODUCTION
MANAGER



INNOVATION
RESEARCH



START UP
LAUNCH



VENTURE
CAPITAL

START UP & DEVELOPMENT

KEYWORDS WITH ICONS







Key Takeaways – Retail Sector Report

- Residents leave Innisfil to do 70% of their shopping (Approx. \$200 million)
- Residents generate sufficient expenditure to support a variety of local retail uses
- Demand for 1 million sqft of additional retail in Alcona by 2021, 1.6 million sqft by 2031