

Socio-Economic Profile

of the
Town of
Wasaga Beach



McSWEENEY

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Socio- Economic Profile

For the Town of Wasaga Beach

December 2020



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Town of Wasaga Beach Economic **SNAPSHOT**



20,488

Estimated
Population 2015

23,182

Estimated
Population 2019

13%

2015-19 Estimated
Population Growth

54

Median Age

12%

Aged 0-14

55%

Aged 15-64

32%

Aged 65+

Educational Attainment

For the population aged 25-64

Apprenticeship/trades
certificate/diploma **9%**

No certificate, diploma/
degree **14%**

University diploma/
degree - bachelor or above **14%**

College or other non-
university certificate **28%**

High school certificate
or equivalent **33%**



Top 6 Major Fields of Study



Business,
management,
marketing and
related support
services



Health
professions and
related programs



Engineering
technologies and
engineering-
related fields



Mechanic
and repair
technologies/
technicians



Construction
Trades



Education

Household & Earnings



Average
Household Income

\$74,297

Average Annual
Home Sale Prices

\$494,980

2006

2016

MEDIAN EARNINGS
\$42,326

MEDIAN EARNINGS
\$49,108



Increased Median
Earnings by
16%
between
2006-2016

23%

of Wasaga Beach's
population spends
30% or more
of household total
income on shelter costs

Town of Wasaga Beach Economic **SNAPSHOT**



Labour Force & Local Economy

Top 5 Employment Industries

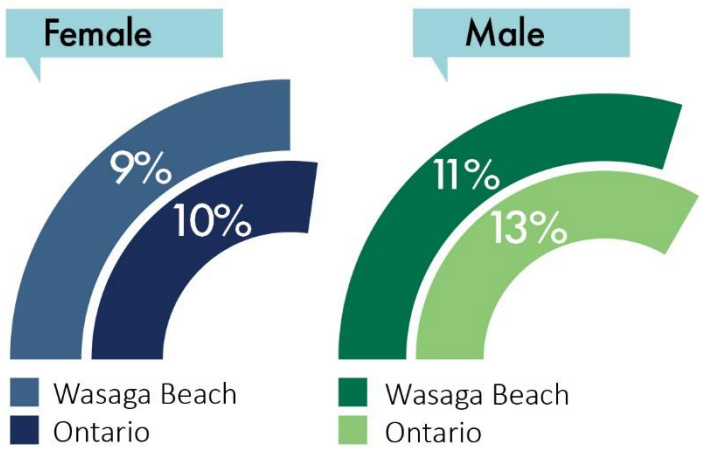


Top 5 Employment Occupations

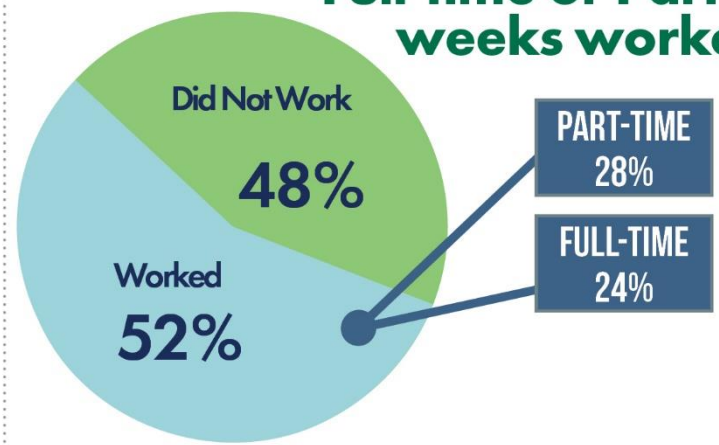


Entrepreneurship

Tax Filers with Self-Employment Income



Full-time or Part-time weeks worked



Sources:

1. Statistics Canada: 2001, 2006, 2011 and 2016 Census of Population
2. Statistics Canada. Table 17-10-0135-01 Population estimates, July 1, by census metropolitan area and census agglomeration, 2016 boundaries
3. Statistics Canada Labour Force Survey, annual estimates, 2015 - 2019
4. Wasaga Beach Real Estate Trends - Zolo Realty© 2020



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EXECUTIVE SUMMARY

Wasaga Beach has had a fast-growing population for the past 20 years. Historically, persons nearing or beyond the retirement age chose to move to Wasaga. More recently, since 2016, the population of young adults (ages 15 to 29) and mature adults (ages 30 to 44) have started growing faster. The main factor propelling population growth over the past 15 years has been migration from within Ontario.

Overall, residents face similar levels of housing affordability, when compared to the provincial standards. However, renters in Wasaga Beach face worse levels of housing affordability, compared to Simcoe County and Ontario. Wasaga Beach also has a lower level of diversity in existing dwelling structures, compared to Simcoe County and Ontario, which poses a challenge to renters and employers, as this is a critical piece of infrastructure needed to sustain a diverse workforce.

The workforce has a strong supply of technical/midlevel-skills (usually requiring a college diploma or apprenticeship certificate), similar to that of Simcoe County. College level is the most common type of postsecondary education in Wasaga Beach. Moreover, Wasaga Beach has a larger share of postsecondary graduates with knowledge in engineering technologies and engineering-related fields, mechanic and repair technicians, construction trades, and precision production, compared to Simcoe County and Ontario.

Wasaga Beach has a smaller percentage of entrepreneurs earning self-employment income compared to Ontario. Entrepreneurship can be defined by self-employed workers such as commission salespersons, professionals running unincorporated firms such as doctors and lawyers, and owners of corporations. The incorporated self-employed are a large and important group of entrepreneurs in Wasaga Beach. Owned-operated businesses make up 73% of businesses in Wasaga Beach, compared to 70% in Ontario and 68% in Canada, which indicates that there are many small start-up/home-based businesses in Wasaga Beach. The municipality can support owner-operated businesses in developing employment opportunities by ensuring that home-based business policies are flexible and competitive, industrial land/office space is available, and business development resources and training are available and well promoted.

Examining the economic base shows that the service industries have added the most businesses over the past 5 years. Particularly, the following knowledge-based and creative industries had the fastest growth (as measured by percentage change) in the total number of businesses:

- Health care and social assistance;
- Professional, scientific and technical services;
- Finance and insurance;
- Arts, entertainment and recreation; and
- Information and cultural industries.



Employment concentrations reflect the fact that Wasaga Beach has strengths in the construction, healthcare and tourism-related sectors. Moreover, several professional, scientific, and technical services industries are also specialized/concentrated, relative to Simcoe County and the Province. Lastly, the manufacturing and information and cultural industries sectors, which are important growth engines in Simcoe County and Ontario, respectively, are underrepresented in Wasaga Beach. Considering that there is ample talent in the region to support the concentrated and underrepresented industry/sectors, there is an opportunity to support the development of clusters and new industry specializations by ensuring that critical infrastructural like broadband, public transportation, light industrial/commercial/office spaces, and diversity of housing are in place to support growth.

In consideration of the existing and surrounding labour force and educational assets, the business patterns, employment concentrations, and industry trade the following target market opportunities have been identified as strong possibilities for investment attraction, once the community is investment ready (given that the needed infrastructure is in place):

Professional, scientific and technical services.

- I. Management, scientific and technical consulting services
- II. Computer Systems and Design Services
- III. Advertising, public relations, and related services

Information and cultural industries

- I. Motion pictures and television
- II. Interactive digital media
- III. Data processing, hosting, and related services

Craft and Small-Scale Manufacturing

- I. Household and institutional furniture and kitchen cabinet manufacturing
- II. Clothing and apparel manufacturing
- III. Cannabis, food and beverage products manufacturing

Health and Wellness

- I. Corporate Wellness Services
- II. Fitness, recreational and sports services
- III. Residential developmental handicap, mental health and substance abuse facilities





1. DEMOGRAPHIC ANALYSIS

1.1. Population Growth

This subsection illustrates the socio-demographics of the Town of Wasaga Beach. The wider economic landscape relevant to the town is explored by using **Simcoe County and Ontario as benchmarks**.

The population in Wasaga Beach is currently growing faster than the surrounding region. The Wasaga Beach population grew by 13% between 2015 and 2019, compared to 9% and 6% growth in Simcoe County and Ontario, respectively (Table 1).

Table 1: Recent Population Changes, Wasaga Beach vs. Simcoe and Ontario (ON), 2015-2019

	2015	2016	2017	2018	2019	5 Year Change
Wasaga Beach	20,488	21,111	22,055	22,625	23,182	
% Change		3%	4%	3%	2%	13%
Simcoe County	484,271	494,224	506,268	517,463	528,226	
% Change		2%	2%	2%	2%	9%
Ontario	13,707,118	13,875,394	14,070,14	14,308,697	14,544,718	
% Change		1%	1%	2%	2%	6%

Source: Statistics Canada. Table 17-10-0005-01 Population estimates on July 1st, by age and sex
 Statistics Canada. Table 17-10-0135-01 Population estimates, July 1, by census metropolitan area and census agglomeration, 2016 boundaries.
 Statistics Canada. Table 17-10-0139-01 Population estimates, July 1, by census division, 2016 boundaries

The Town’s population growth is not a recent trend. The census population counts over the past 20 years illustrate Wasaga Beach is a rapidly growing community (Table 2). Over the last 4 census periods, the Wasaga Beach population grew by 67%, compared to 17% in Ontario.

Table 2: Historic Population Changes, Wasaga Beach vs. Simcoe and Ontario (ON), 2001-2016

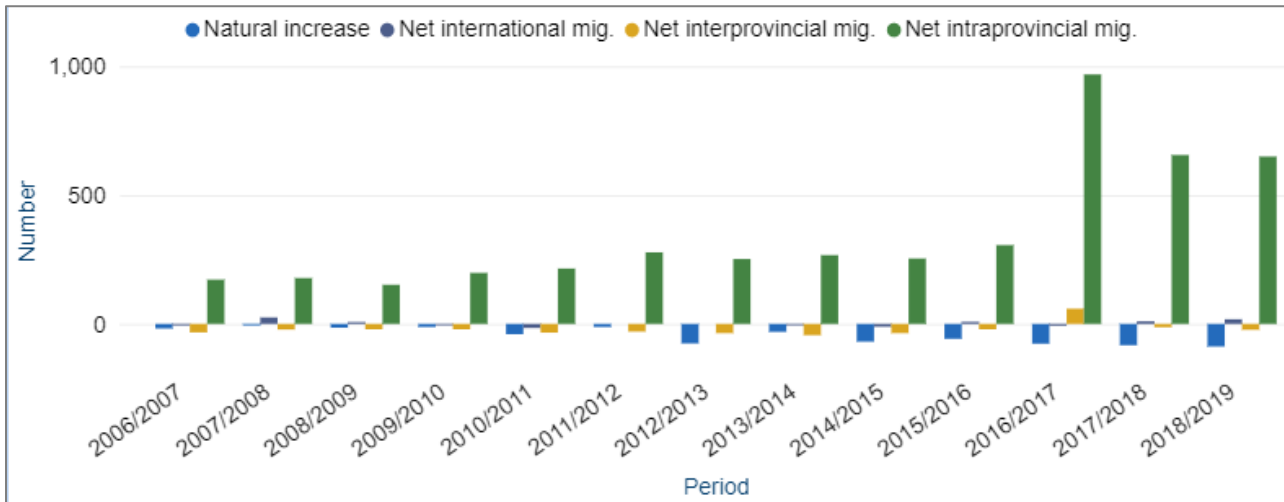
	2001	2006	2011	2016	15-year Change	
Wasaga Beach	12,415	15,234	17,537	20,675	% Change	
% Change		43%	23%	15%	18%	67%
Simcoe County	377,050	422,205	446,063	479,650		
% Change		14%	12%	6%	8%	27%
Ontario	11,410,046	12,160,282	12,851,821	13,448,494		
% Change		6%	7%	6%	5%	18%

Source: Statistics Canada: 2001, 2006, 2011 and 2016 Census of Population



As illustrated in Figure 1, the population growth over the past 15 years is primarily related to, and increasingly so, the result of persons moving to Wasaga Beach from within Ontario.

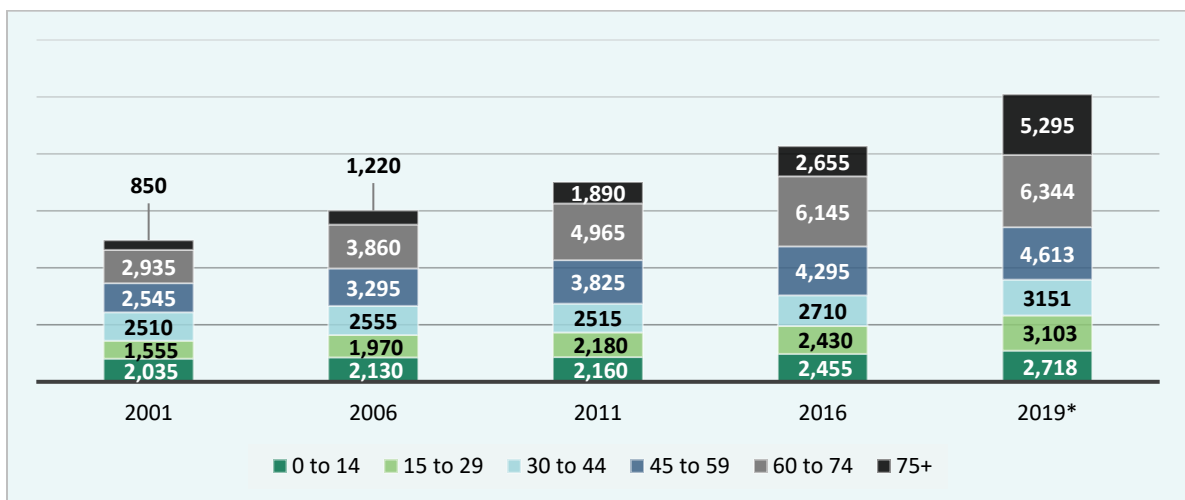
Figure 1: Factors Affecting Population Growth, Wasaga Beach, 2006 to 2019



Source: Statistics Canada, Table 17-10-0136-01 Components of population change by census metropolitan area and census agglomeration, 2016 boundaries

Figure 2 illustrates changes to the age profile of the population in Wasaga Beach over the last 4 census periods and the estimates for 2019. The most significant growth in the population, over the past 20 years, came from adults ages 60 to 74, and adults 75 and older. More recently, between 2016 and 2019, persons 75 and older are estimated to have the largest growth, however, young adults (ages 15 to 29) and mature adults (ages 30 to 44) will have had the second and third largest population growth.

Figure 2: Population by Age, Wasaga Beach, 2001 -2019

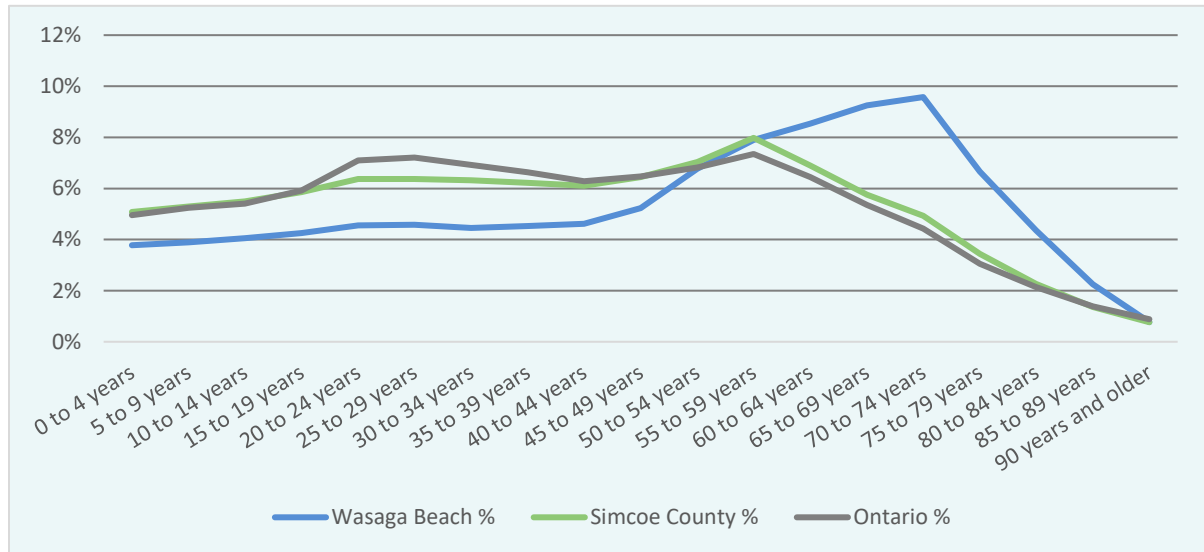


Source: McSweeney & Associates from Statistics Canada Census data 2006, 2011 and 2016, and Statistics Canada. Table 17-10-0135-01 Population estimates, July 1, by census metropolitan area and census agglomeration, 2016 boundaries for 2019



Figure 3 contrasts the age profile of residents in Wasaga Beach to that of Simcoe County and Ontario, in 2019. Wasaga Beach has a lower proportion of youths (0-14), young adults (aged 15 to 29), and mature adults (30 to 44) compared to Simcoe County and Ontario. The town has a similar proportion of middle-aged adults (45 to 59) and a larger proportion of persons in retirement age and older folks (60 and older), compared to Simcoe County and Ontario.

Figure 3: Percent Population by Age, Wasaga Beach vs. Simcoe County and Ontario, 2019



Sources:
 Statistics Canada. Table 17-10-0005-01 Population estimates on July 1st, by age and sex
 Statistics Canada. Table 17-10-0135-01 Population estimates, July 1, by census metropolitan area and census agglomeration, 2016 boundaries
 Statistics Canada. Table 17-10-0139-01 Population estimates, July 1, by census division, 2016 boundaries

Ultimately, Wasaga Beach has a lower percentage of persons within the working-age group (15 to 65) compared to Simcoe and Ontario, due to a larger percentage of a retirement age (65+) population in the town. Overall, Wasaga Beach has an older population relative to the benchmarks (median age is 55 compare to 41 in Ontario/43 in Simcoe, and average age is 50 compared to 42 in Ontario/42 in Simcoe)

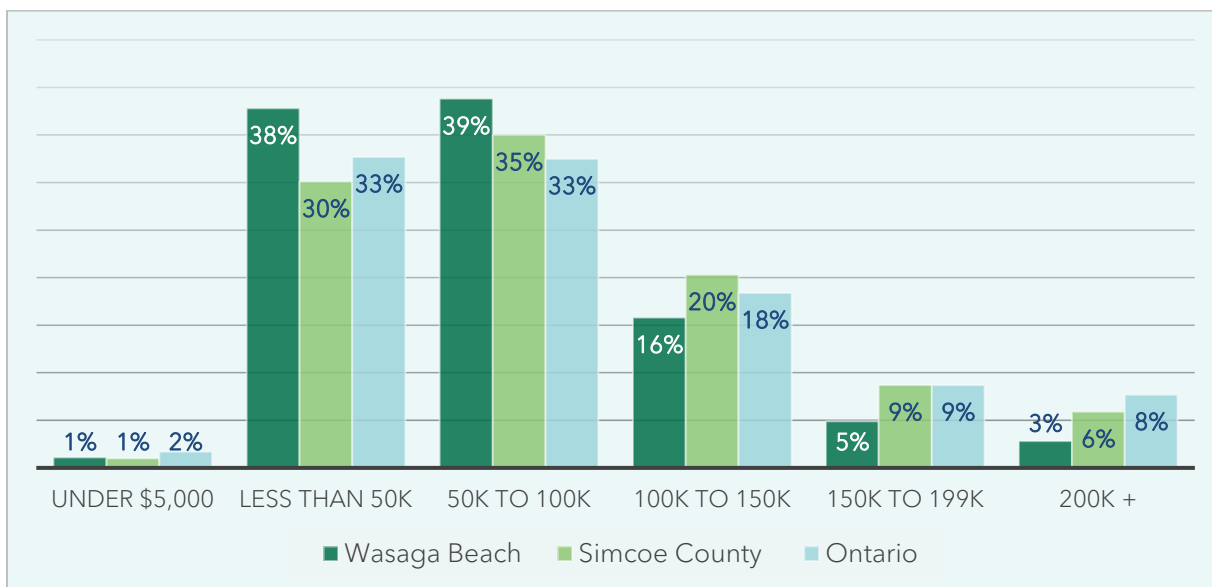
2019 Age Profile Snapshot			
Age Group	Wasaga %	Simcoe %	Ontario%
0-14	12%	16%	16%
15-64	55%	66%	67%
65+	33%	19%	17%



1.2. Income, Households and Affordability

The household income distribution below shows that over 60% of households have an annual income of less than \$100,000 in Ontario; Simcoe County; and Wasaga Beach. On average, the residents of Wasaga Beach face lower levels of household income (Table 3) compared to the benchmarks. The average income levels are lower primarily because there are fewer folks at the very high end of the earnings distribution when compared to Ontario and Simcoe.

Figure 4: Household Income Levels, 2016



Source: Statistics Canada: 2016 Census of Population

The following table illustrates the median and average earning levels for full-time/full-year workers alongside household incomes.

Table 3: Employment Income and Household Income Comparisons, 2016

	Wasaga Beach	Simcoe County	Ontario
Median Earnings - Persons who worked full year, full time (\$)	\$49,108	\$59,478	\$55,121
Average Earnings - Persons who worked full year, full time (\$)	\$55,930	\$68,479	\$68,628
Median Household Total Income	\$62,150	\$76,489	\$74,287
Average Household Total Income	\$74,297	\$92,558	\$97,856

Source: Statistics Canada: 2016 Census of Population



Figure 5: Residential Average Prices, 2001 -2020

The affluence of this community and its location relative to the GTA affects both the housing types available and the cost of housing. The images on this page illustrate the market value of homes over the past 10 years, as measured by the Simcoe & District Association of Realtors and the Western District of the South Georgian Bay Association of Realtors (SGBAR). The Western Region includes Wasaga Beach, Clearview Township, Collingwood, The Blue Mountains, the Municipality of Meaford, and Grey Highlands.

Both real-estate associations saw tremendous growth in average residential prices between January 2016 and January 2020. Average residential prices in the Western District SGBAR fluctuated between \$500,000 and \$550,000 in 2019. Average housing prices have been volatile in 2020 due to COVID-19 but remain higher in the Western District of SGBAR than for the rest of Simcoe & District, yet lower than Ontario.

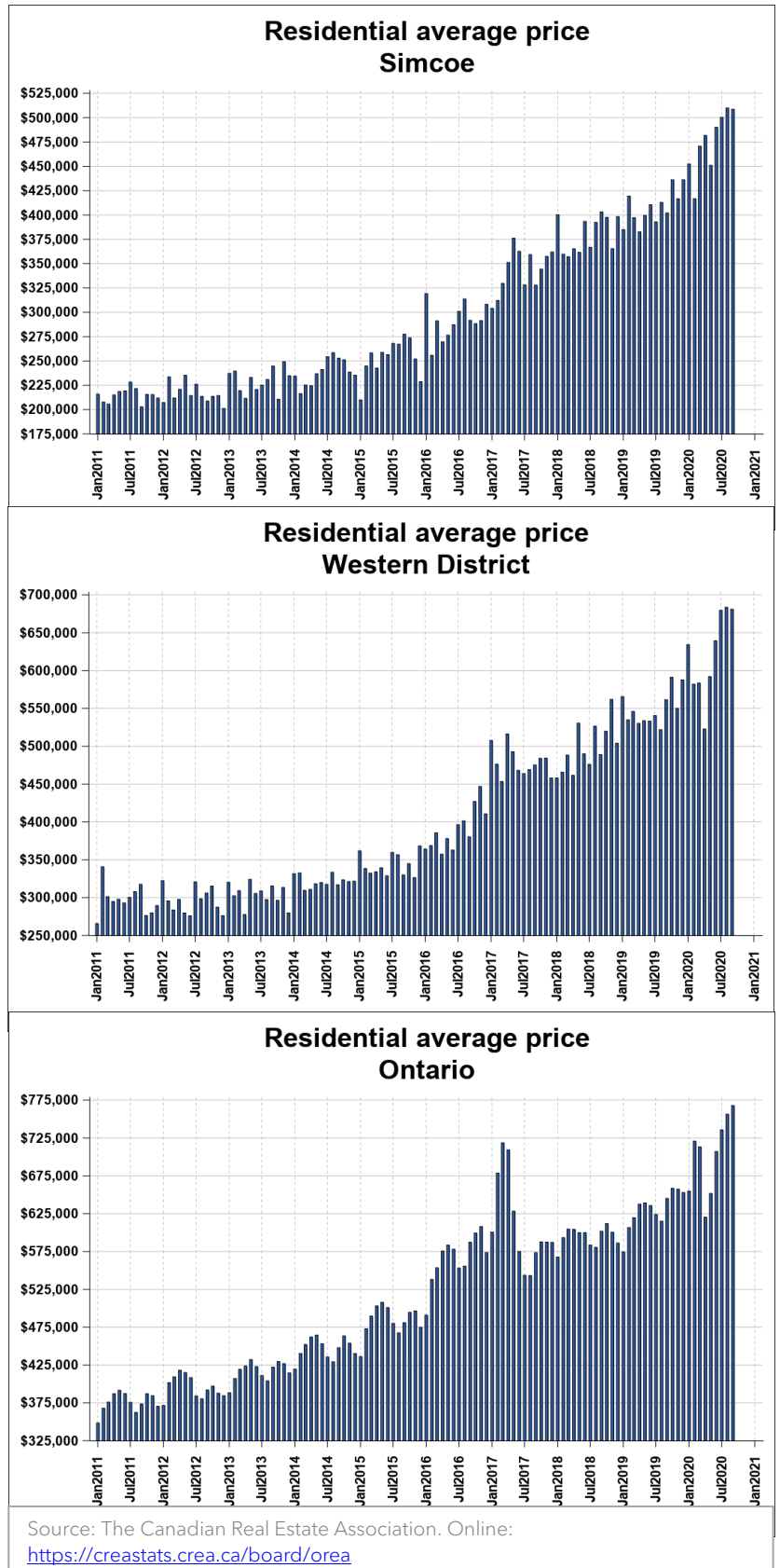




Table 4 and Figure 6 highlight key housing indicators for Wasaga Beach. Compared to Simcoe County and Ontario, Wasaga Beach offers an overall higher level of affordability, as measured by the share of households spending 30% or more of household income on shelter costs (23% in Wasaga, compared to 26% and 28% in Simcoe and Ontario, respectively). Wasaga Beach also performs better, statistically speaking, on issues of adequacy and suitability (homes needing major repairs or homes not being the right size for families, compared to Simcoe and Ontario).

In Wasaga Beach, approximately 87% of households are owners, while 13% rent. Concerning households renting, Wasaga beach has worse rates of affordability compared to Ontario and Simcoe (51% of households that rent spend 30% or more of household income is spent on shelter costs, compared to 49% and 46% in Simcoe County and Ontario, respectively).

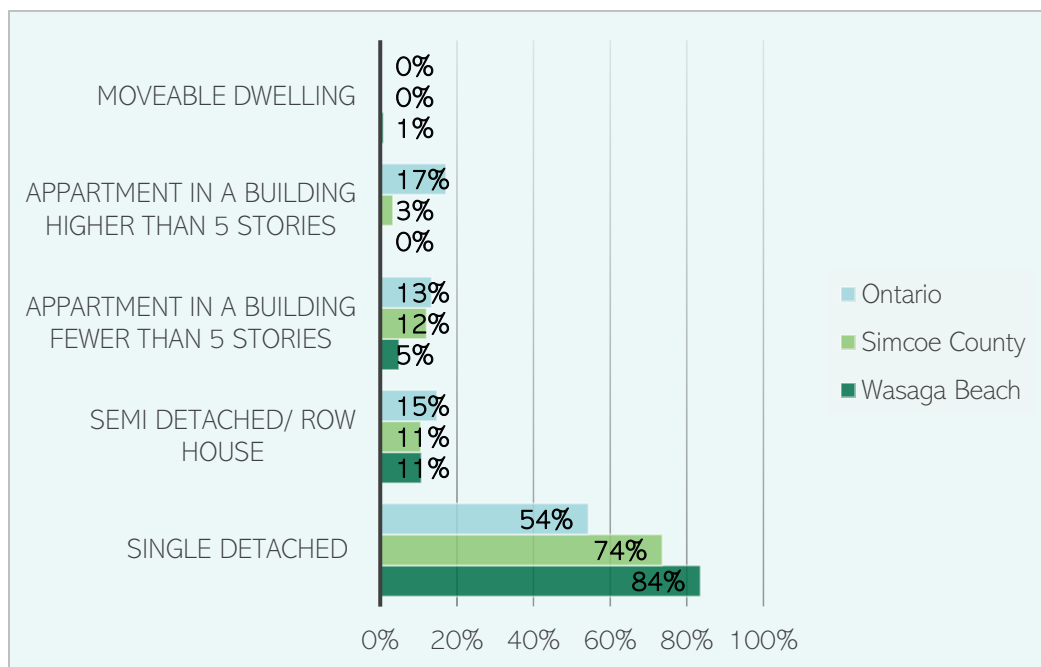
Table 4: Households Affordability, Suitability, and Adequacy, Wasaga Beach, 2016

Indicator	Total	Owner	With mortgage	No mortgage	Renter	Subsidized housing	Not subsidized housing
Total Households	8,995	7,815	4,010	3,800	1,180	50	1,135
Adequacy: major repairs needed	4%	3%	4%	1%	7%	0%	7%
Suitability: size not suitable	2%	1%	2%	0%	9%	0%	9%
Affordability: 30% or more of household income is spent on shelter costs	23%	18%	30%	7%	51%	60%	51%
Adequacy, suitability or affordability:	26%	22%	34%	8%	59%	60%	59%

Source: Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016230.

Lastly, when looking at occupied dwellings by structure type, living in Wasaga Beach means less housing diversity, compared to Ontario (see Figure 6). **This could pose a real issue in terms of economic development, as housing diversity supports a diverse workforce.** Here, renters are disproportionately affected by the lack of housing options since single detached houses are overrepresented in the housing stock, which is the most expensive rental option. More high-density housing, rowhouses, or semi-detached homes are needed to ensure affordable housing is available for all segments of the population.

Figure 6: Occupied Dwellings by Structure Type, 2016



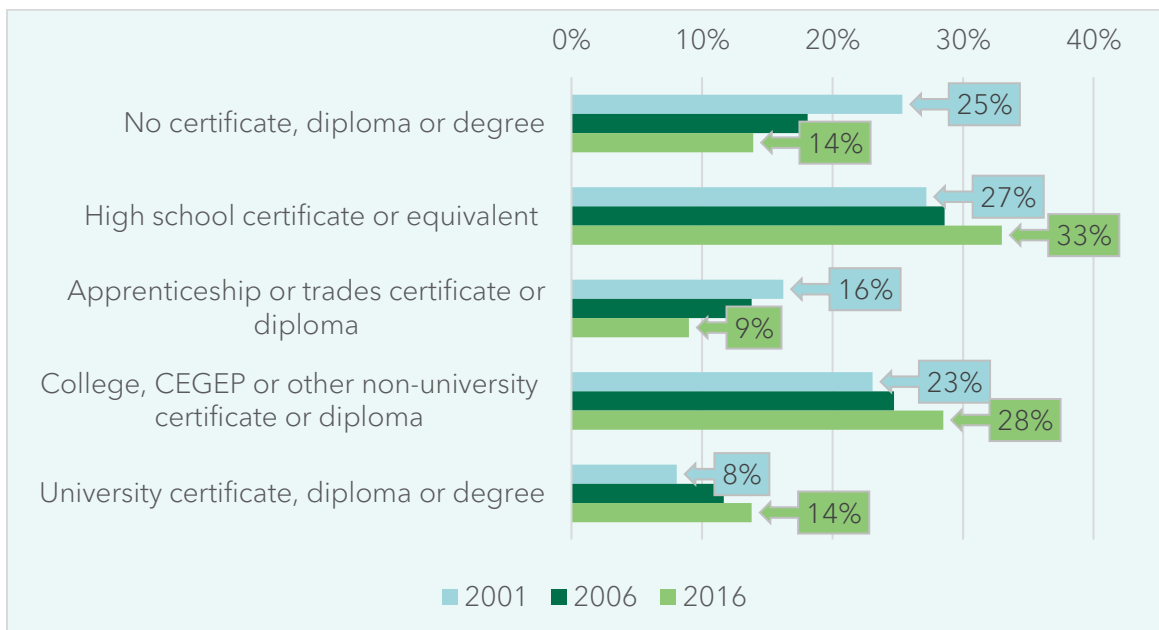
Source: Statistics Canada: 2016 Census of Population

1.3. Education, Skills and Training

This subsection reviews the level of education and major fields of study for residents of Wasaga Beach over time, and relative to Ontario and Simcoe County. Figure 7 outlines the changes to the education levels attained by Wasaga Beach residents of ages 25-64, over the last 4 census periods. Although the population is growing, the total number of residents within every educational level has not expanded over the 15 years. The most alarming decline is in apprenticeships and trades, where there were 215 persons less with this type of education in 2016 compared to 2001.

The population with a high school certificate or equivalent grew the most over the past 15 years. Meanwhile, as can be seen from Figure 7, the percentage of the population with no certificates or apprenticeship or trades diplomas or certificates is decreasing (apprenticeships or trades decreased by 7%). College is the most common type of postsecondary education in Wasaga Beach; however, university-level education is the fastest growing (by percentage change).

Figure 7: Educational Attainment for Wasaga Beach Ages 25 to 64, 2001 - 2016¹



Source: Statistics Canada Census data 2001, 2006 and 2016

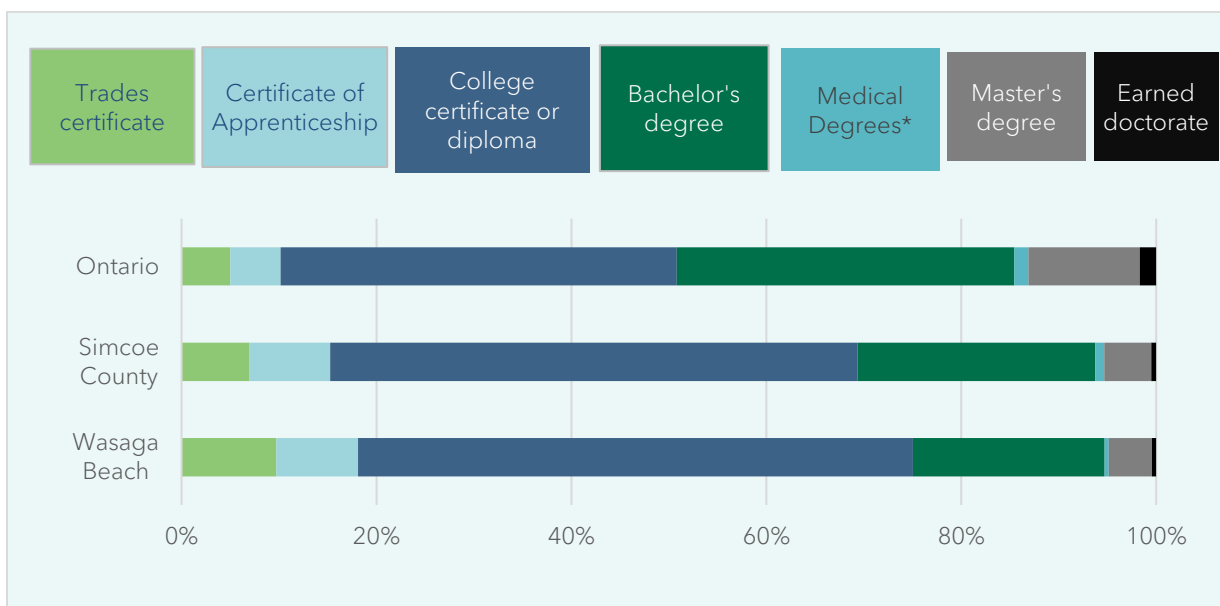
¹'High school diploma or equivalent' includes persons who have graduated from a secondary school or equivalent. It excludes persons with a post-secondary certificate diploma or degree.
 'Post-secondary certificate diploma or degree' includes 'apprenticeship or trades certificates or diplomas' 'college CEGEP or other non-university certificates or diplomas' and university certificates diplomas and degrees.
 'Apprenticeship or trades' includes Registered Apprenticeship certificates and trades certificate or diplomas
 'Medical degree' includes 'Degrees in medicine, dentistry, veterinary medicine or optometry'



Figure 8 illustrates the post-secondary educational attainment of Wasaga Beach's residents, compared to Ontario and Simcoe County. The following can be concluded about the town's postsecondary education levels:

- Employers in Wasaga Beach have access to 4,725 residents who have postsecondary education, and over 140,000 postsecondary graduates that reside within Simcoe County.
- A College diploma is the most common type of postsecondary in the region (within the municipality and the County).
- Wasaga Beach and Simcoe County have a stronger supply of technical/midlevel -skills (college diploma or apprenticeship certificate), compared to Ontario.

Figure 8: Residents aged 24- 65 with Post-Secondary Attainment



Source: Source: Statistics Canada 2016 Census Profile

Table 5 illustrates the top 25 major fields of study² for all residents 15 years and older, from most prominent to least. The largest field of study in the population is Business, management, marketing, followed by Health and Education. Moreover, Wasaga Beach has a larger share of postsecondary graduates in Engineering technologies and engineering-related fields, Mechanic and repair technicians, Construction trades, and Precision production, compared to Simcoe and Ontario.

Table 5: Post-Secondary Major Field of Study, Wasaga Beach, 2016

Description	Wasaga Beach	Simcoe County	% Wasaga Beach	% Simcoe County	% ON
Total 15 years and over in private households	17,950	392,185	100%	100%	100%
No postsecondary	9,660	196,020	53.8%	50.0%	44.9%
Business, management, marketing	1,545	33,020	8.6%	8.4%	10.6%
Health professions and related programs	1,220	30,795	6.8%	7.9%	7.0%
Engineering technologies and engineering-related fields	515	9,750	2.9%	2.5%	2.2%
Mechanic and repair technicians	505	10,505	2.8%	2.7%	2.0%
Construction trades	505	9,895	2.8%	2.5%	1.8%
Education	495	12,420	2.8%	3.2%	3.2%
Precision production	355	6,280	2.0%	1.6%	1.1%
Social sciences	310	7,190	1.7%	1.8%	2.8%
Personal and culinary services	305	7,605	1.7%	1.9%	1.7%
Visual and performing arts	255	6,220	1.4%	1.6%	1.9%
Security and protective services	240	6,100	1.3%	1.6%	0.9%
Family & consumer /human sciences	240	5,630	1.3%	1.4%	1.3%
Engineering	165	4,700	0.9%	1.2%	3.0%
Computer and information sciences	165	3,990	0.9%	1.0%	2.0%
Psychology	145	4,060	0.8%	1.0%	1.1%
Legal professions and studies	135	3,810	0.8%	1.0%	1.2%
Parks, recreation, leisure and fitness	110	3,340	0.6%	0.9%	0.7%
Transportation and materials moving	110	3,005	0.6%	0.8%	0.5%
Communications technologies & services	110	1,320	0.6%	0.3%	0.4%
Public admin. & social service professions	80	3,570	0.4%	0.9%	1.0%
Communication, journalism and related	75	2,020	0.4%	0.5%	0.7%
English language and literature/letters	70	2,180	0.4%	0.6%	0.9%
Agriculture, agriculture and related sciences	65	2,285	0.4%	0.6%	0.6%
Liberal arts and sciences, general studies and humanities	65	2,080	0.4%	0.5%	0.9%
Biological and biomedical sciences	60	2,050	0.3%	0.5%	1.0%
Natural resources and conservation	55	1,670	0.3%	0.4%	0.4%

Source: Statistics Canada. Census Profile 2016.

² 'Major Field of study' is defined by Classification of Instructional Programs (CIP) 2016 for the population aged 15 years and over in private households. It is collected for the highest certificate, diploma or degree above the high school or secondary school level: www.statcan.gc.ca/concepts/classification-eng.htm.

2. LABOUR FORCE PROFILING & ANALYSIS

Wasaga Beach is situated within Ontario's Kitchener-Waterloo-Barrie Economic Region. An economic region (ER) is a grouping created as a standard geographic unit for analysis. The ER is effectively the most localized unit for which Statistics Canada is collecting labour force data relevant to the Municipality of Wasaga Beach during the times of COVID-19.

Between March and July 2020, the Economic Region of Kitchener-Waterloo-Barrie saw its unemployment rate double from 6.2% to 12.8%³. By September the ER saw unemployment decline to 10%.

Between March and July 2020, the economic environment caused by the coronavirus had the strongest negative impact on the following industries in the ER (based on the North American Industry Classification System)⁴:

- Transportation and warehousing (40% decline in employment)
- Agriculture (34% decline in employment),
- Educational services (28% decline in employment),
- Accommodation and food services (26% decline in employment)

Over the past year, between September 2019 and September 2020, total employment declined by 6.0% in the Economic Region. However, not all sectors declined in employment over the past year. The following industries had the largest year over year gains in employment:

- Other services (except public administration) (16.2% growth in employment)
- Manufacturing (9.2% growth in employment)
- Utilities (5.9% growth in employment)
- Professional, scientific and technical services (5.1% growth in employment)

³ Statistics Canada. [Table 14-10-0293-01 Labour force characteristics by economic region, three-month moving average, unadjusted for seasonality, last 5 months](#)

⁴ Statistics Canada. [Table 14-10-0091-01 Employment by industry, three-month moving average, unadjusted for seasonality, provinces and economic regions \(x 1,000\)](#)

2.1. Workforce Commute and the Labour Shed

This subsection describes commuting patterns for persons that live and/or work in Wasaga Beach. The aim is to understand the boundaries of the labour shed and establish a labour recruitment area for businesses locating in Wasaga Beach.

Commuting flows for persons reporting a “usual place of work other than in their home or outside of Canada”, reveal that Wasaga Beach is a net exporter of labour (3,930 residents leave for work, while 945 non-residents come to work in Wasaga Beach).

Wasaga Beach’s resident labour force commutes primarily within Simcoe County: Collingwood, Barrie, Clearview, etc., and to a lesser extent, the Greater Toronto Area (Table 6).

Table 6: Place of work for Wasaga Residents, 2016

	Total	Male	Female
Wasaga Beach, T	1,705	590	1,115
Collingwood, T	1,100	375	725
Barrie, CY	655	320	330
Clearview, TP	290	190	105
Toronto, C	275	150	125
Essa, TP	255	180	70
New Tecumseth, T	250	215	40
The Blue Mountains, T	225	120	100
Springwater, TP	150	65	85
Mississauga, CY	140	120	25
Brampton, CY	120	90	30
Vaughan, CY	85	50	35
Orillia, CY	55	30	25
Penetanguishene, T	55	35	25
Midland, T	50	10	35
Innisfil, T	45	30	20
Markham, CY	35	10	25
Caledon, T	35	30	10
Oro-Medonte, TP	35	25	10
Richmond Hill, T	30	10	25
Oakville, T	25	20	10
Adjala-Tosorontio, TP	20	10	10
Total # of residents with a usual place of work	5,635	2,675	2,980
# or residents leaving Town of work	3,930	2,085	1,865
% of residents leaving Town for work	70%	78%	63%

Source: Statistics Canada, Commuting Flows Tables 2016. (Please note that Statistics Canada uses estimates based on a 25% population sample, and therefore, not all numbers will add up to nor will all percentages add to 100%)



In terms of labour attraction, Wasaga Beach pulls labour primarily from Simcoe County (Table 7). Most commonly, workers come from Clearview, Collingwood, and Springwater, to work in Wasaga Beach.

Table 7: Place of residence of persons who work in Wasaga Beach, 2016

Place of residence	Total	Male	Female
Wasaga Beach, T	1,705	590	1,115
Clearview, TP	300	80	225
Collingwood, T	195	70	125
Springwater, TP	140	35	100
Barrie, CY	115	40	75
Tiny, TP	70	25	40
Oro-Medonte, TP	30	15	15
Midland, T	30	10	20
Tay, TP	25	0	15
The Blue Mountains, T	20	10	10
Penetanguishene, T	20	10	15
Total labour force employed within a usual place in the town	2,650	885	1,755
# or workers coming from out of town	945	295	640
% of the workforce coming from out of town	36%	33%	36%

Source: Statistics Canada, Commuting Flows Tables 2016. (Please note that Statistics Canada uses estimates based on a 25% population sample, and therefore, not all numbers will add up to nor will all percentages add to 100%)



2.2. Labour Force Status

This section analyses labour force data estimated for the Municipality of Wasaga Beach using the Statistic Canada’s Census data. Wasaga Beach is estimated to have a labour force of 8,680 persons, however, businesses have access to the wider labour pool of Simcoe County, as shown by the commuting flows, which is a 256,765-person labour force.



Before the pandemic, the municipality was experiencing a higher unemployment rate and much lower employment and participation rates compared to Simcoe County and Ontario (Table 8). Considering the negative effects of the pandemic, these trends have likely deteriorated.

Table 8: Key Labour Force Statistics by Gender, Wasaga Beach, 2016

	Wasaga Beach	Simcoe County	Ontario
Population aged 15+	17,950	392,180	11,038,440
In the labour force	8,680	256,765	7,141,675
Employed	7,940	238,930	6,612,150
Unemployed	740	17,835	529,525
Not in the labour force	9,270	135,415	3,896,765
Participation rate	48.4	65.5	64.7
Employment rate	44.2	60.9	59.9
Unemployment rate	8.5	6.9	7.4

Source: Statistics Canada, Census Profile 2016

When looking at the class of workers living in Wasaga Beach, self-employed workers are more common for males than females (Table 9). This metric can be used as a proxy for entrepreneurship, and in this case, Wasaga Beach has higher levels of entrepreneurship within the male population. Overall, Wasaga has a slightly lower level of entrepreneurship for both males and females when compared to the rest of Ontario. There may be an opportunity to increase the number of small businesses/ entrepreneurship levels by providing residents, particularly females, with added supports to enable self-employment (i.e. technical and managerial skills development, women in business groups, e-commerce training, etc.).

Table 9: Class of Workers, Wasaga Beach and Ontario, 2018

Number of tax filers with self-employment income		
	Wasaga Beach	Ontario
Number of tax filers with income	18,090	10,745,630
Female with self-employment income	9%	10%
Male with self-employment income	11%	13%

Source: How to cite: Statistics Canada. Table 11-10-0031-01 Labour income profile of tax filers by sex

DOI: <https://doi.org/10.25318/1110003101-eng>

In Wasaga Beach, the estimated median earnings for tax files with employment income vary significantly with males earning being 43% higher than females. This income gap is notably higher than in Ontario, where males tax files with employment income had a median income level 30% higher than females. The larger wage differential in Wasaga Beach could be due to more women working part-time, in sales and service occupations, and/or lack of access to child and elder care services, which results in women doing this type of unpaid work.

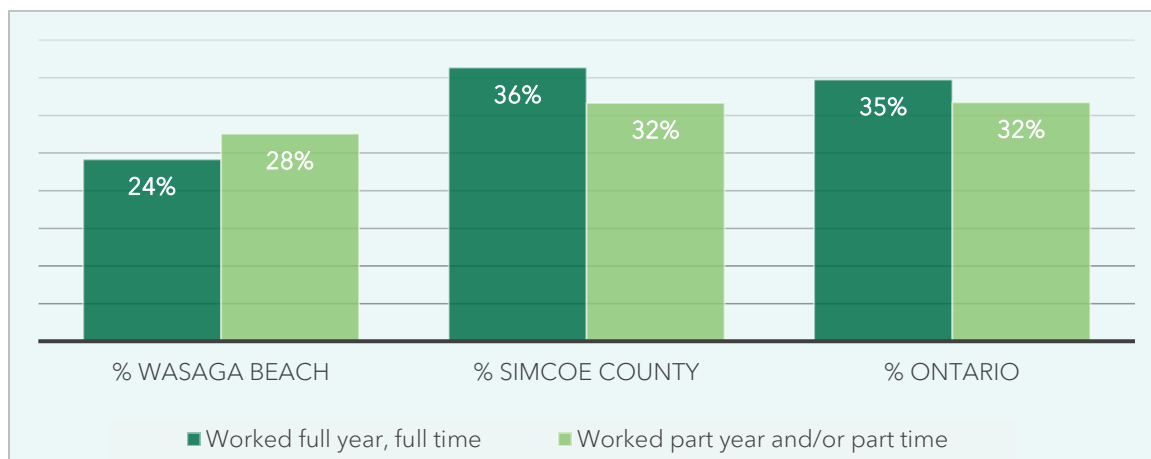
Table 10: Total Number of Tax Filers and Income by Sex, 2018

Income profile of tax filers by sex	Wasaga Beach		Ontario	
	Male	Female	Male	Female
Median total income of tax filers with income	\$ 40,580	\$ 28,060	\$43,140	\$32,280
Male- female income differential	45% difference		34% difference	
Median employment income of tax filers with employment income	\$35,140	\$24,560	\$42,630	\$32,670
Male- female employment income differential	43% difference		30% difference	

Source: Statistics Canada. Table 11-10-0031-01 Labour income profile of tax filers by sex.
DOI: <https://doi.org/10.25318/1110003101-eng>

The following table illustrates the work activity for the resident population during the census reference year. As can be seen in Figure 9, a smaller percentage (52%) of the local population worked at all compared to the benchmark regions (68% in Simcoe County and 67% in Ontario). According to the 2016 census, of the women who worked at all, 58% worked part-time; comparatively, 49% of males worked part-time in Wasaga Beach. Generally speaking, more people work-part time than full-time in Wasaga Beach.

Figure 9: Work Activity, Full-time/Full-year vs. Part-time/Part-Year, 2016



Source: Statistics Canada, Census Profile 2016

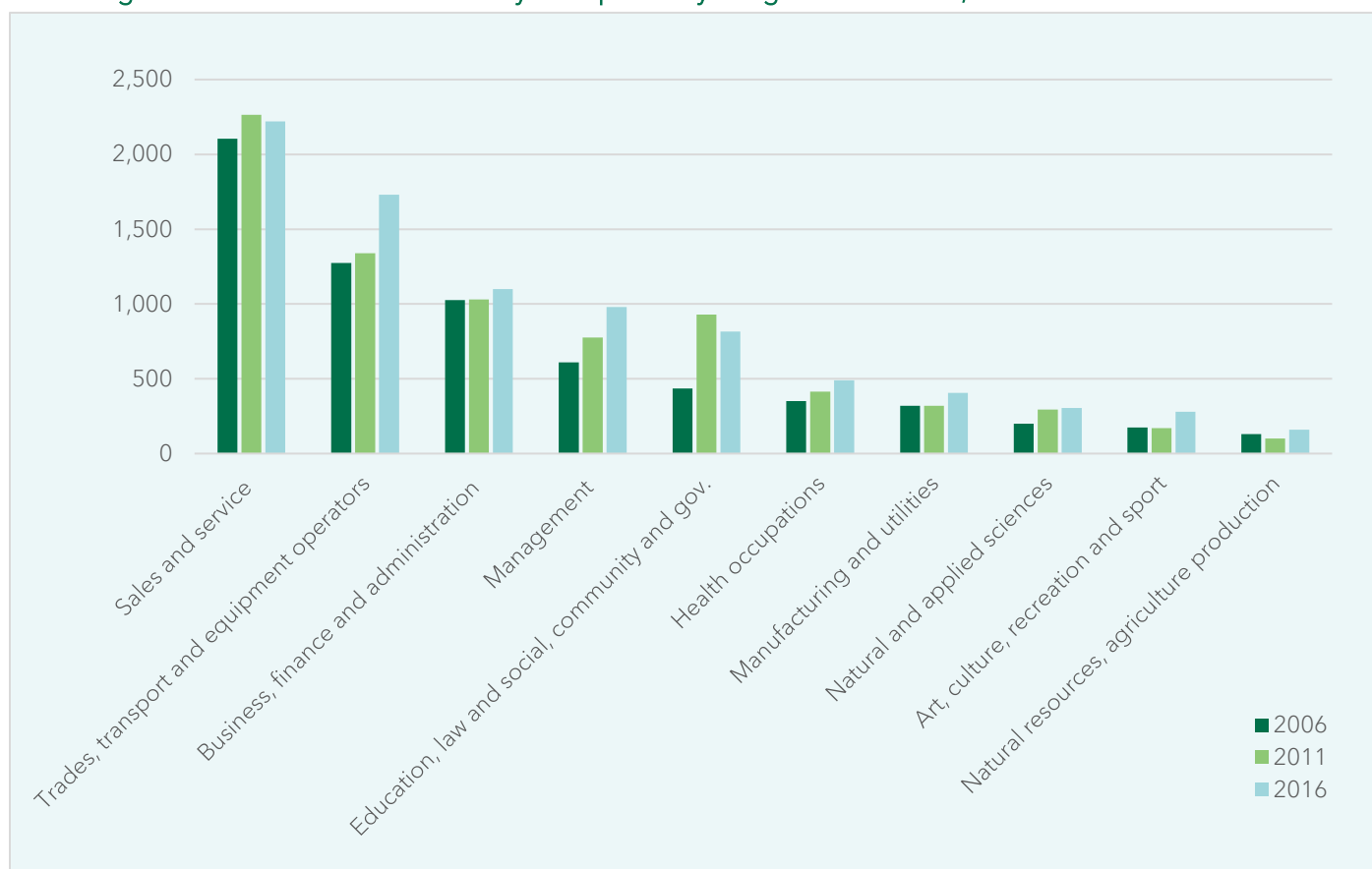
2.3. Labour Supply in Wasaga Beach

This subsection illustrates the type of employment residents of Wasaga Beach have held historically by examining shifts in occupations over time. Figure 10 shows over the last three census periods, employment for Wasaga Beach residents had the largest growth in the following occupational groupings:

- Trades, transport and equipment operators
- Business, finance and administration
- Management

The fastest-growing occupations (by % change) are related to Education, law and social, community and government services (which are population serving industries); and, Management occupations; and Art, culture, recreation and sport.

Figure 10: Resident Labour Force by Occupation by 1-digit NOCs⁵ codes, 2006-2016



Source: Statistics Canada Census Program 2006 to 2016.

⁵ National Occupational Classification System 2016: <https://www.canada.ca/en/immigration-refugees-citizenship/services/immigrate-canada/express-entry/eligibility/find-national-occupation-code.html#find>



Looking at the industry employment of residents of Wasaga Beach from the most recent tax files shows that over 20% of residents are employed by tourism-related industries (accommodation, food and retail) (Table 11). Furthermore, residents also have expertise related to administration, the healthcare sector, manufacturing and construction. The highest paying industries are highlighted with green colour text.

Table 11: Largest Employment Occupations, Wasaga Beach (SL) and Ontario (ON), 2018

Main industry based on the North American Industry Classification System (NAICS)	Wasaga Beach		Ontario	
	Count of tax filers with wages, salaries and commissions	Median wages, salaries and commissions	Count of tax filers with wages, salaries & commissions	Median wages, salaries and commissions
All industries	9,070	30,730	6,821,410	39,510
Not available	12.9%	340	6.9%	910
Retail trade [44-45]	11.4%	22,820	9.9%	22,420
Accommodation and food services [72]	9.8%	15,960	6.5%	15,960
Public administration [91]	9.3%	65,940	7.5%	66,420
Health care and social assistance [62]	8.8%	36,640	9.4%	43,540
Manufacturing [31-33]	8.7%	55,570	10.2%	50,770
Construction [23]	7.6%	43,160	5.5%	50,400
Educational services [61]	4.9%	45,390	7.3%	48,140
Transportation and warehousing [48-49]	4.0%	38,160	4.2%	41,390
Administrative and support, waste management and remediation services [56]	3.9%	30,570	5.5%	25,850
Wholesale trade [41]	3.5%	48,910	4.5%	51,180
Professional, scientific & technical services [54]	3.3%	39,960	6.3%	57,120
Other services (except public admin) [81]	2.9%	30,580	3.4%	33,500
Real estate and rental and leasing [53]	2.1%	35,220	1.7%	40,910
Finance & insurance [52]	2.0%	46,730	5.0%	62,970
Arts, entertainment and recreation [71]	1.8%	13,810	1.4%	17,570
Information and cultural industries [51]	0.9%	52,860	2.0%	62,570
Agriculture, forestry, fishing and hunting [11]	0.9%	28,640	0.8%	27,600
Utilities [22]	0.8%	76,780	0.6%	102,810
Management of companies and enterprises [55]	0.8%	24,790	0.9%	44,600
Mining, quarrying, and oil and gas extraction [21]	0.2%	57,790	0.4%	93,200

Source: Statistics Canada. Table 11-10-0073-01 Wages, salaries and commissions of tax filers aged 15 years and over by main industry sector



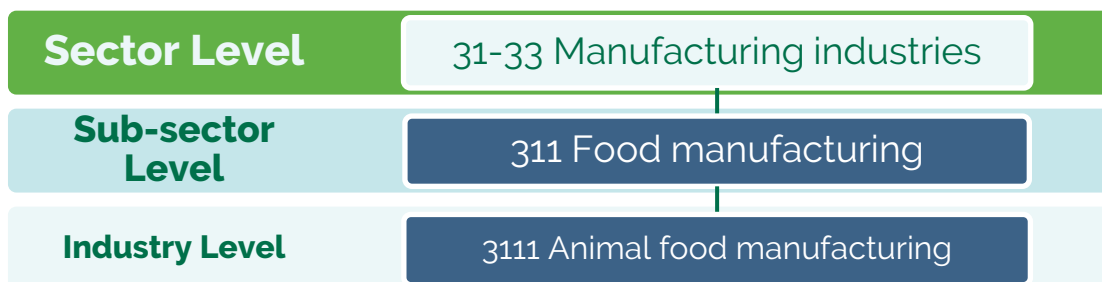
3. ECONOMIC BASE ANALYSIS

This section investigates the local economy in the Town of Wasaga Beach; that is, the jobs and businesses that drive the local economy. As such, the central focus of this section **will be Wasaga Beach as a place of work, benchmarked by Simcoe County and Ontario.**



This section reports industry statistics related to exports, employment, and business growth for the local economy to uncover key industries that either exist or are emerging in the region today.

The Statistics Canada “North American Industry Classification System” (NAICS) of classifying industries is used for this report. The largest groupings or aggregations of industries categories are called sectors, which are broken down into sub-sectors, which are then further broken down into Industries. An example of this breakdown follows:



3.1. Employer Structure

This subsection illustrates the number and size of employers by industry in the town. The data in this section comes from Statistics Canada's Canadian Business Patterns dataset. Employers in this dataset include businesses in the Business Registry, which are all Canadian businesses that meet at least one of the three following criteria:



- Have an employee workforce for which they submit payroll remittances to Canada Revenue Agency; or
- Have a minimum of \$30,000 in annual revenue; or
- Are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.

Statistics Canada divides businesses into two major groupings:

1. Businesses with a determinate number of employees; and
2. Businesses with an indeterminate number of employees.

Businesses without employees correspond to the "indeterminate" employment category from the previous reference periods. During times of economic decline, there is a rise in the number of indeterminate businesses, as people set up business enterprises, which may or may not become active. For economic development purposes, businesses with a determinate number of employees (one or more) are of greater interest than indeterminate businesses (which frequently are not active or have very low levels of economic activity). An increase in the number of indeterminate businesses can, however, signal potential new business startups.

According to the Canadian Business Registry, Wasaga Beach had 1,604 businesses as of June 2020; 436 (27%) of which had employees. This would indicate that there are many small start-up/home-based businesses in Wasaga Beach (approximately 73% of businesses captured by the CRA).



The total business count in Wasaga Beach grew by 247 between 2015 and 2020 (18% growth). When looking only at businesses with employees, there were 87 added between 2015 and 2020 (25% growth rate for businesses with employees). This indicates a large number of solopreneurs in the community. The following table illustrates the changes in the number of businesses by sector between 2015 and 2020. Construction and Healthcare services had the largest growth in businesses with employees.

Table 12: Business Patterns in Wasaga Beach, 2014-2019

NAICS Code	Description	2020 With Employees	2020 Total	Change Total	%Change Total	Change with Employees	% Change with Employees
23	Construction	97	263	41	18%	37	62%
62	Health care and social assistance	34	84	34	68%	9	36%
X0	Unclassified	32	129	4	3%	7	28%
54	Professional, scientific and technical services	35	163	37	29%	6	21%
56	Administrative and support, waste management and remediation services	18	76	16	27%	6	50%
48-49	Transportation and warehousing	14	58	8	16%	5	56%
52	Finance and insurance	13	70	31	79%	5	63%
53	Real estate and rental and leasing	22	329	81	33%	4	22%
44-45	Retail trade	58	115	(9)	-7%	4	7%
71	Arts, entertainment and recreation	10	29	6	26%	4	67%
51	Information and cultural industries	6	23	4	21%	3	100%
72	Accommodation and food services	42	80	2	3%	2	5%
31-33	Manufacturing	7	18	(3)	-14%	1	17%
81	Other services (except public administration)	35	100	11	12%	0	0%
61	Educational services	2	16	1	7%	0	0%
11	Agriculture, forestry, fishing and hunting	1	10	5	100%	0	0%
22	Utilities	2	6	2	50%	0	0%
91	Public administration	1	1	0	0%	0	0%
21	Mining, quarrying, and oil and gas extraction	0	1	(2)	-67%	(1)	-100%
55	Management of companies and enterprises	0	6	(18)	-75%	(2)	-100%
41	Wholesale trade	7	27	(4)	-13%	(3)	-30%
T	Total	436	1,604	247	18%	87	25%

Source: EMSI 2020.Q3 from Statistics Canada's Business Registry: June 2015 to June 2020. Red text indicates negative numbers.





In 2020, the largest sub-sectors (**by 3-digit NAICS**) measured by the total number of businesses in Wasaga Beach are:

- Real estate
- Specialty trade contractors
- Professional, scientific and technical services
- Administrative and support services
- Construction of buildings
- Ambulatory health care services
- Food services and drinking places

The largest industries (**by 5-digit NAICS**) by the total number of businesses in Wasaga Beach are:

- Lessors of residential buildings and dwellings
- Offices of real estate agents and brokers
- Residential building construction
- Full-service restaurants and limited-service eating places
- Accounting, tax preparation, bookkeeping and payroll services
- Management consulting services
- General freight trucking, long-distance

The industries that had the **largest growth** in the number of businesses without a determinate number of employees, over the past 5 years were:

- Lessors of residential buildings and dwellings
- Offices of real estate agents and brokers
- Miscellaneous intermediation
- Computer systems design and related services
- Accounting, tax preparation, bookkeeping and payroll services
- All other personal services
- All other specialty trade contractors

The industries that had the **largest growth** in the number of businesses **with employees**, over the past 5 years were:

- Offices of physicians
- Residential building construction
- Full-service restaurants and limited-service eating places
- Accounting, tax preparation, bookkeeping and payroll services
- Commercial and institutional building construction
- Electrical contractors and other wiring installation contractors
- Insurance agencies and brokerages



Lastly, the following were the fastest growing industries, as measured by the percentage change in the number of businesses (with and without a determinate number of employees).

Table 13: Fast Growing Industries by % Change in Number of Businesses, 2020

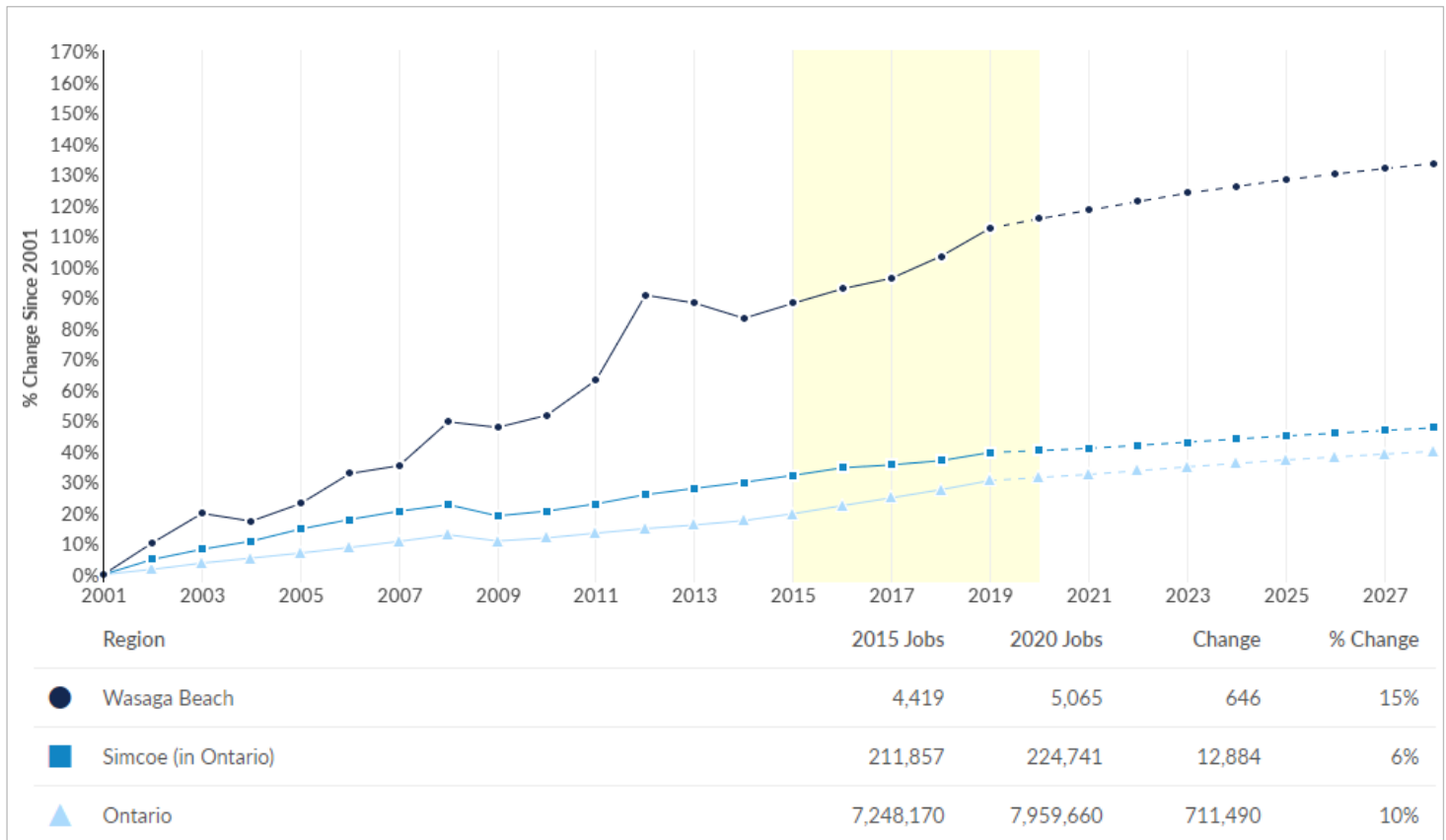
Description	2019 Total	Change Total	% Change Total
Motion picture and video production	8	6	300%
Athletic instruction	4	3	300%
Commercial and institutional building construction	11	8	267%
Offices of physical, occupational, and speech therapists and audiologists	7	5	250%
Mortgage and non-mortgage loan brokers	7	5	250%
Data processing, hosting, and related services	3	2	200%
Offices of mental health practitioners (except physicians)	3	2	200%
Offices of optometrists	5	5	100%
Architectural services	4	4	100%
Cosmetics, beauty supplies and perfume stores	3	3	100%
Community care facilities for the elderly	3	3	100%
Self-storage mini-warehouses	2	2	100%
Advertising material distribution services	2	2	100%
Marketing research and public opinion polling	2	2	100%

Source: EMSI 2020.Q3 form Statistics Canada's Business Registry: June 2015 to June 2020

3.2. Employment Profile

Between 2015 and 2020, the local economy of Wasaga Beach grew by **646 jobs (15%) to a total of approximately 5,065**. Over those five years, local employment (%) growth in Wasaga Beach was higher than that in Simcoe County (6%) and Ontario (10%). The following figure illustrates clearly a stronger growth trajectory for jobs in Wasaga Beach relative to the benchmarks.

Figure 11: Jobs by location, Wasaga vs. Simcoe County and Ontario, 2001 to 2027



Source: EMSI 2020.Q3 Employees and Self-Employed.

The Wasaga Beach economy provides jobs primarily within the services sectors; however, the local economy also sustains a significant number of jobs in Construction. Table 13 indicates jobs by sector as estimated for 2020. The coloured bars within each column indicate the size of each employment sector within each region relative to the size of that economy.



As can be seen from Table 14, Simcoe and Ontario have more diversified economies; they are diversified within similar sectors; those that represent natural strengths for Ontario (i.e. professional services, manufacturing, and the tourism economy; and increasingly, administrative and support, waste management and remediation services [includes clean technologies] and Information and cultural industries [includes digital media]).

Table 14: Employment by Sector, Wasaga Beach, and Ontario, 2020

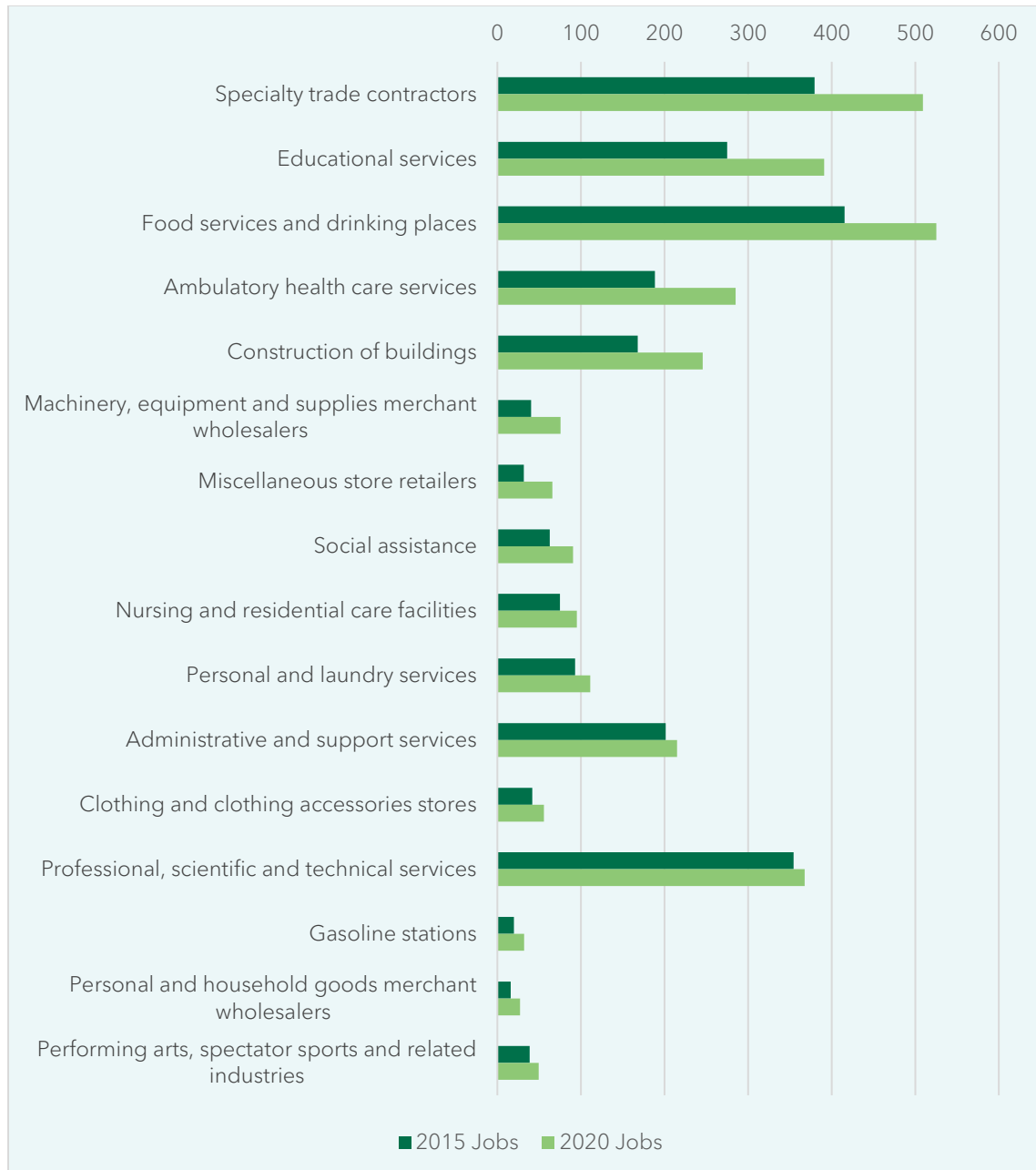
Description	Wasaga Beach	Simcoe County	Ontario
Retail trade	798	30,145	824,166
Construction	769	18,775	523,814
Accommodation and food services	599	19,034	545,049
Health care and social assistance	489	27,603	876,408
Educational services	391	14,045	551,955
Professional, scientific and technical services	368	11,657	651,450
Real estate and rental and leasing	364	4,281	186,545
Public administration	269	14,081	469,897
Administrative and support, waste management and remediation services	215	14,527	450,678
Other services (except public administration)	188	9,879	329,263
Wholesale trade	148	8,998	391,207
Arts, entertainment and recreation	120	5,608	163,996
Transportation and warehousing	85	7,429	390,965
Finance and insurance	81	4,284	391,836
Unclassified	70	3,603	127,520
Utilities	63	1,224	53,083
Information and cultural industries	29	2,821	162,792
Manufacturing	18	22,909	718,981
Management of companies and enterprises	0	265	38,294
Mining, quarrying, and oil and gas extraction	0	411	26,716
Agriculture, forestry, fishing and hunting	0	3,163	85,046
Total	5,065	224,741	7,959,660

Source: EMSI Analyst 2020.Q1



To understand how which subsectors have supported employment growth recently, Figure 13 shows the **subsectors in Wasaga Beach with the largest job growth** between 2015 and 2020. Sub-sectors (3-Digit NACIS) are illustrated in order of job growth.

Figure 12: Largest Subsectors by Number of Jobs, 2014-2019



Source: EMSI Analyst, 2020.3 – Employees and Self-Employed



Based on EMSI Analyst data on employment by industry (4-digit NAICS), the following can be concluded about jobs in the local economy of Wasaga Beach between 2015 and 2020:

Largest Industries by # of Jobs	Recent Fast-Growing Industries by % Job Growth	Industries with the Largest Projected Job Growth
<ol style="list-style-type: none"> 1. Full-service restaurants and limited-service eating places 2. Building finishing contractors 3. Offices of real estate agents and brokers 4. Residential & non-residential building construction 5. Building equipment contractors 6. Other schools and instruction 7. Services to buildings and dwellings 8. Lessors of real estate 9. Child day-care services 10. Accounting, tax preparation, bookkeeping and payroll services 11. Traveller accommodation 12. Management, scientific and technical consulting services 	<ol style="list-style-type: none"> 1. Spectator sports 2. Other schools and instruction 3. Non-residential building construction 4. Other machinery, equipment and supplies merchant wholesalers 5. Advertising, public relations, and related services 6. Community care facilities for the elderly 7. Pharmaceuticals, toiletries, cosmetics and sundries merchant wholesalers 8. Child day-care services 9. Investigation and security services 10. Building finishing contractors 11. Computer and communications equipment and supplies merchant wholesalers 12. Electric power generation, transmission and distribution 	<ol style="list-style-type: none"> 1. Full-service restaurants and limited-service eating places 2. Building finishing contractors 3. Other schools and instruction 4. Offices of real estate agents and brokers 5. Residential & Non-residential building construction 6. Child day-care services 7. Other machinery, equipment and supplies merchant wholesalers 8. Advertising, public relations, and related services 9. Legal services 10. Pharmaceuticals, toiletries, cosmetics and sundries merchant wholesalers 11. Management, scientific and technical consulting services 12. Offices of dentists

Source: EMSI Analyst, 2020.3 – Employees and Self-Employed

Notes: Industries with Largest Projected⁶ Growth Employment are defined as the industries projected to have the largest absolute job growth over the next five years.

⁶ Projections are calculated using robust industry data. First, simple short-, mid-, and long-term trend lines are made for every industry and municipality based on the historical data. Those lines are then averaged and dampened to prevent extreme change. EMSI then incorporates national industry projections (COPS national employment projections) as well as province and regional projections provided by province labour market organizations to adjust these numbers again.



3.3. Location Quotient Analysis

An economic base analysis is an analysis of how the local economy functions. It does not provide solutions to economic problems but instead provides useful information required for decision-making about economic strategies.

The economic base analysis helps determine which economic activities “bring money in”, and where money might be “leaking out”. While the actual flow of money in and out of the community would be the most accurate means of describing the economic base of the area, data or statistics for this form of cash flow analysis are not readily available. As such, a proxy for cash flow is required, and the most common substitute is employment which uses an economic base analysis tool called “Location Quotient Analysis”. This method compares the level of employment concentration (or specialization) in a relevant localized economy (i.e. Wasaga Beach) to the level of employment concentration in one or more benchmark areas. In other words, does the local economy have proportionately more or fewer employees in specific industries than the benchmark area?

“Benchmarking” employment in the town of Wasaga Beach to Ontario provides information on:

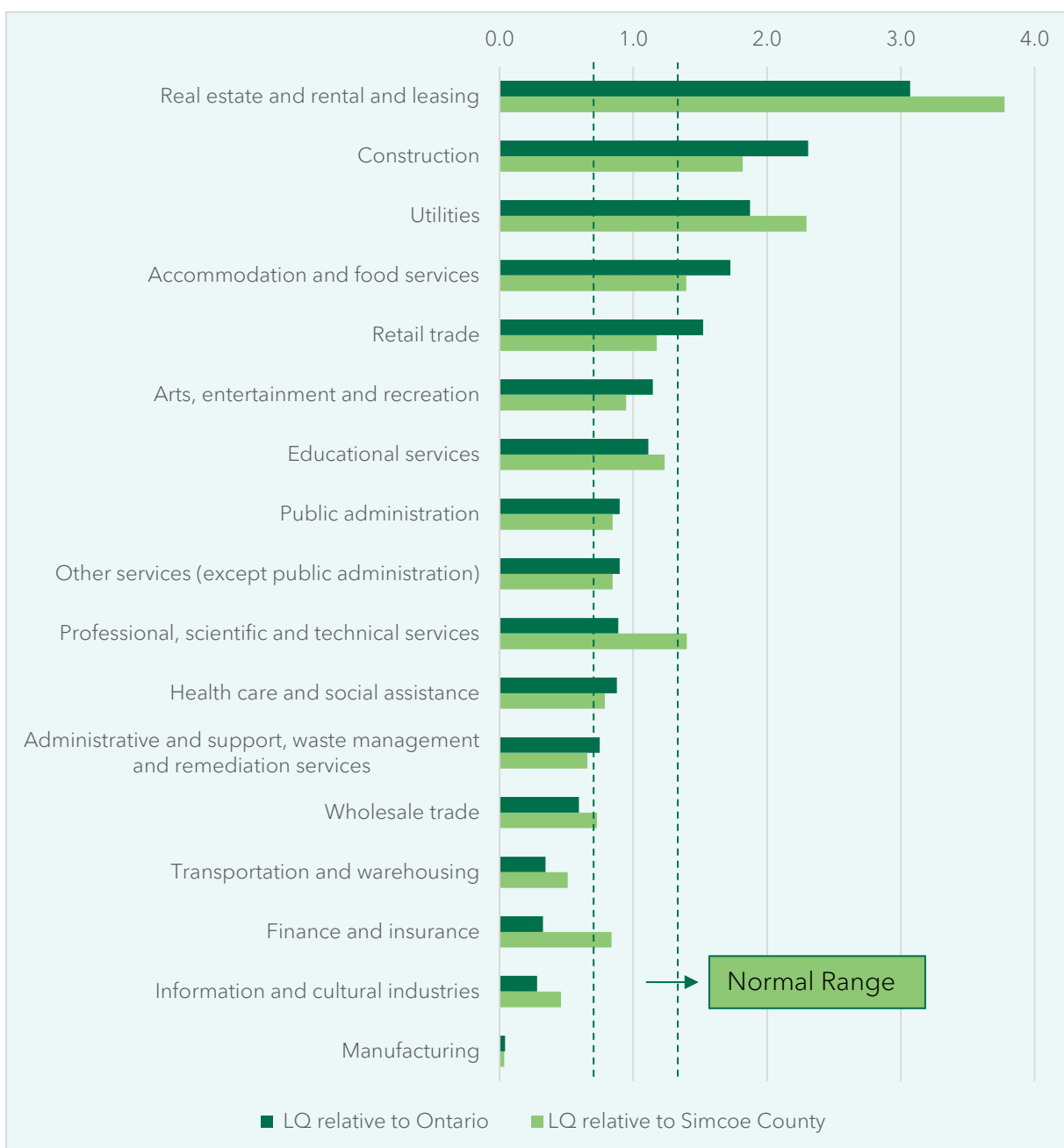
- The extent to which Wasaga Beach is producing all of the goods or services required for consumption locally (this potentially identifies opportunities to replace the imports with locally provided goods and services).
- Whether the Wasaga Beach economy is producing goods or services over quantities required for local consumption, indicating a high degree of development and specialization (or industry concentration) that results from the goods or services being consumed by non-residents.

The location quotient method is a “first cut” analysis that requires interpretation of the results, but it will point to the economic sectors that deserve a more thorough and in-depth analysis and “street-level” validation. A location quotient of between 0.75 and 1.25 generally indicates the local economy is self-sufficient in that industry. A 1.0 would indicate the same proportion of that industry’s jobs to all local jobs as to that of the benchmark, in this case, Ontario. A location quotient of less than 0.75 usually indicates a lack of self-sufficiency, requiring the importation of goods or services, as there is insufficient local employment to produce the required goods/services. A location quotient of greater than 1.25 usually indicates the industry has more local employment than is required to sustain the needs of the community. Therefore, it will export its goods or services and bring money into the community.

3.3.1. Location Quotient Analysis by Sector

Location Quotients (LQ) at the sector level are used to help to identify the general strengths of the community. Scores above 1.25 indicate a higher concentration relative to the benchmark. Figure 14 illustrates the strongest employment concentrations (LQs) by industry, relative to Ontario and Simcoe County, are Real estate and rental and leasing; Construction; and Utilities.

Figure 13: Concentrated Sectors in Wasaga Beach, 2019



Source: Total number of jobs 2020 per sector is estimated by EMSI Analyst 2020.Q3. Location quotients were calculated by McSweeney & Associates.

3.3.2. Location Quotient Analysis by Sub-Sectors

Next, the **sub-sector** (3-digit NAICS) concentrations in the local economy are explored with the same benchmarks. Sub-sectors are an important lens as they help to uncover a lower level of specialization and potential clusters. Since subsectors concentrations can occur relative to the province and/or the region, the specific subsectors showing a specialization have been highlighted in green. Note that the sub-sectors selected and illustrated in the following table have the largest 2020 location quotients and represent a minimum of 0.5% of total jobs in the local economy.

Table 15: Concentrated Sub-Sectors in Wasaga Beach (WS), 2020

Sectors (by NAICS)	# Jobs in Wasaga Beach	% of Jobs in Wasaga Beach	LQ Wasaga relative to ON	LQ Wasaga relative to Simcoe
Real estate	364	7.2%	3.6	4.40
General merchandise stores	217	4.3%	3.6	2.22
Specialty trade contractors	509	10.1%	2.6	1.88
Construction of buildings	246	4.9%	2.4	2.02
Utilities	63	1.2%	1.9	2.30
Food services and drinking places	525	10.4%	1.7	1.43
Food and beverage stores	210	4.2%	1.6	1.49
Personal and laundry services	111	2.2%	1.6	1.30
Accommodation services	74	1.5%	1.6	1.17
Local, municipal and regional public administration	198	3.9%	1.6	1.52
Ambulatory health care services	285	5.6%	1.4	1.17
Performing arts, spectator sports and related industries	50	1.0%	1.3	2.17
Telecommunications	29	0.6%	1.2	1.38
Provincial and territorial public administration	64	1.3%	1.2	0.90
Educational services	391	7.7%	1.1	1.24
Machinery, equipment and supplies merchant wholesalers	76	1.5%	1.1	1.58
Building material and garden equipment and supplies dealers	36	0.7%	1.0	0.65
Nursing and residential care facilities	95	1.9%	0.9	0.75
Amusement, gambling and recreation industries	54	1.1%	0.9	0.54
Professional, scientific and technical services	368	7.3%	0.9	1.40

Source: 2020 jobs per sub-sector by EMSI Analyst 2020.Q3. Location quotients are calculated by McSweeney & Associates. Note that green indicates a relative concentration, yellow indicates a normal level of employment, and red indicates an insufficient level of employment.

Wasaga Beach has employment concentrations/specializations, relative to Ontario and Simcoe, in Tourism related subsectors such as General merchandise stores, Food services and drinking places, Food and beverage stores, Accommodation services, and Performing arts, spectator sports and related industries; however, there is leakage/insufficient employment in Amusement, gambling and recreation industries.

Moreover, there are also interesting concentrations in Telecommunication, utilities industries, and Professional services relative to Simcoe County, which could be leveraged to drive innovation in the Information and culture industries, as well as in Energy and Technology in the region.

3.3.3. Location Quotient Analysis by Industry

This subsection investigates employment concentrations at a more granular level – the industry groups. The goal is to illustrate some of Wasaga Beach’s most interesting concentrations which could lead to furthering industry specialization, diversification and economic development.

Table 15 highlights industry location quotients that align with the findings at higher levels: strengths in various construction, and tourism-related industries. Plus, several professional services, healthcare and education-related industries are also identified here as specialized/concentrated, and thus represent an opportunity to develop new industry clusters and other specializations.

Firstly, Wasaga Beach has several concentrated industries—relative to both the region and the province—related to the tourism economy, which employs over 1100 workers. The following is a list of these industries, including those that account for at least 1% of jobs:

- Department stores
- Other miscellaneous store retailers
- Other general merchandise stores
- Full-service restaurants and limited-service eating places
- Grocery stores
- Traveller accommodation
- Personal care services

Wasaga Beach has several concentrated industries—relative to both the region and/or the province— related to construction, which together employ over 870 workers, including:

- Building equipment contractors
- Services to buildings and dwellings
- Building finishing contractors
- Non-residential building construction
- Residential building construction

Wasaga Beach also has several concentrated healthcare industries—relative to both the region and the province— which employ over 450 workers, including:

- Residential developmental handicap, mental health and substance abuse facilities
- Offices of other health practitioners
- Offices of physicians
- Health and personal care stores
- Child day-care services



Lastly, Wasaga Beach also has several concentrated industries—relative to both the region and/or the province— related to professional services, which together employ over 250 workers, including:

- Advertising, public relations, and related services
- Accounting, tax preparation, bookkeeping and payroll services
- Management, scientific and technical consulting services
- Computer systems design and related services

Table 16: Concentrated Industries in Wasaga Beach, 2020

Sectors (by NAICS)	# Jobs in Wasaga Beach	% in Wasaga Beach	LQ Wasaga-ON	LQ Wasaga - Simcoe
Building finishing contractors	362	7.1%	8.6	5.17
Offices of real estate agents and brokers	187	3.7%	4.5	4.04
Department stores	121	2.4%	4.4	2.76
Residential developmental handicap, mental health and substance abuse services	69	1.4%	3.7	2.23
Other miscellaneous store retailers	66	1.3%	3.6	2.65
Activities related to real estate	58	1.2%	3.3	4.48
Other schools and instruction	124	2.4%	2.9	2.85
Other machinery, equipment and supplies merchant wholesalers	58	1.1%	2.3	3.16
Lessors of real estate	119	2.3%	2.9	5.06
Other general merchandise stores	95	1.9%	2.9	1.78
Non-residential building construction	79	1.6%	3.3	3.89
Offices of other health practitioners	109	2.2%	2.4	1.91
Residential building construction	166	3.3%	2.2	1.64
Advertising, public relations, and related services	52	1.0%	1.5	2.72
Full-service restaurants and limited-service eating places	514	10.2%	1.9	1.50
Accounting, tax preparation, bookkeeping and payroll services	81	1.6%	1.8	2.28
Offices of physicians	96	1.9%	1.7	1.74
Health and personal care stores	92	1.8%	1.8	1.62
Building equipment contractors	147	2.9%	1.6	1.54
Child day-care services	84	1.7%	2.0	1.39
Grocery stores	168	3.3%	1.7	1.57
Traveller accommodation	74	1.5%	1.8	1.33
Management, scientific and technical consulting services	71	1.4%	1.2	1.87
Services to buildings and dwellings	123	2.4%	1.4	1.02
Personal care services	61	1.2%	1.4	1.09
Computer systems design and related services	51	1.0%	0.4	1.27

Source: 2020 jobs per industry by EMSI Analyst 2020 Q3. Location quotients are calculated by McSweeney & Associates.



3.4. Shift-Share Analysis

The shift-share analysis compares the local employment growth/decline of regional jobs by industry to the employment growth/decline of that industry within Canada, as well as the job growth overall for Canada. More specifically, this analytical tool examines the job growth/decline by attributing growth, stability, or decline in particular industries over time due to three distinct forces:

- Canadian economic growth: regional job growth/decline that is attributable to the growth, stability, or decline of the entire Canadian economy.
- Industry growth: regional job growth/decline that is attributable to the growth, stability, or decline of that particular economic activity in the Canadian economy (with the economic growth component removed).
- Local economic growth: local job growth/decline that is attributable to the local economy because it is growing/declining more or less quickly than jobs in the larger economy (with the Canadian economic and industry growth components removed).

This tool, when correctly interpreted, provides greater descriptive power than the location quotient method. It has been applied to NAICS Industries using place of work statistics. Shift-share analysis allows the examination of changes through time (trends) versus the static snapshot of location quotients.

3.4.1. Shift-Share Analysis

This subsection examines industries with the largest employment shifts associated with local factors. Table 17 presents employment changes of these industries across national, industry and regional/local effects. An example of how to interpret the data follows the table.

Table 17: Shift-Share Analysis: Competitive Industries, Wasaga Beach, 2015-2020

NAICS	Description	2014 - 2019 Change	2014 - 2019 % Change	Ind. Mix Effect	Nat'l Growth Effect	Competitive Effect
2383	Building finishing contractors	124	52%	(-29)	18	135
7225	Full-service restaurants and limited-service eating places	115	29%	21	31	63
6116	Other schools and instruction	63	103%	12	5	46
2362	Non-residential building construction	40	103%	0	3	38
6211	Offices of physicians	48	100%	7	4	38
6244	Child day-care services	33	65%	(-1)	4	30
4179	Other machinery, equipment and supplies merchant wholesalers	29	100%	(-1)	2	28
2361	Residential building construction	37	29%	1	10	26
4539	Other miscellaneous store retailers	35	113%	7	2	25
7112	Spectator sports	23	144%	3	1	18
5418	Advertising, public relations, and related services	22	73%	5	2	15
6213	Offices of other health practitioners	29	36%	9	6	15
3132	Fabric mills	Insf. Data	Insf. Data	0	0	12
5613	Employment services	14	44%	1	2	11
4481	Clothing stores	11	48%	(-1)	2	11
4431	Electronics and appliance stores	7	41%	(-5)	1	10
4453	Beer, wine and liquor stores	12	86%	1	1	10
8129	Other personal services	Insf. Data	Insf. Data	3	1	9
4145	Pharmaceuticals, toiletries, cosmetics and sundries merchant wholesalers	11	69%	1	1	9
6233	Community care facilities for the elderly	11	73%	3	1	7
6232	Residential developmental handicap, mental health and substance abuse facilities	9	15%	(-2)	5	7
6214	Out-patient care centres	11	48%	4	2	6
5173	Wired and wireless telecommunications carriers (except satellite)	2	7%	(-5)	2	5
2211	Electric power generation, transmission and distribution	7	44%	0	1	5
2383	Building finishing contractors	124	52%	(-30)	18	135

Source: EMSI Analyst 2020.Q3 - Employee and Self-employed

Note: Insf. Data signifies that there was insufficient data in a previous year to calculate changes.

An example of how to interpret the table follows:

Building finishing contractors industry grew by 124 jobs between 2015 and 2020. This may be attributed to the following:

National Economy	Industry Effects	Local Competitiveness
18 jobs can be attributed to overall growth in the national economy.	-29 jobs can be attributed to employment decline in the industry nationally.	Thus, 135 jobs in the industry in the Town of Wasaga Beach economy can be attributed to a "local growth effect", since 20 new jobs can be attributed to the growth of the national economy, and 48 jobs lost due to industry decline nationally (i.e. $18 - 29 + 135 = 124$)

The shift-share analysis identified the following industries in Wasaga Beach (not including retail or publicly funded industries) to have the **strongest local economic growth**, considering national and industry growth/decline:

1. Full-service restaurants and limited-service eating places
2. Other schools and instruction
3. Non-residential building construction
4. Child day-care services
5. Other machinery, equipment and supplies merchant wholesalers
6. Residential building construction
7. Spectator sports
8. Advertising, public relations, and related services
9. Fabric mills

Meanwhile, the shift-share analysis identified the following industries in Wasaga Beach (not including retail or publicly funded industries) to have the **strongest local economic decline**, considering national and industry growth/decline:

1. Traveller accommodation
2. Lessors of real estate
3. Computer systems design and related services
4. Other amusement and recreation industries
5. Management, scientific and technical consulting services
6. Performing arts companies
7. Activities related to credit intermediation
8. Depository credit intermediation
9. Taxi and limousine service

3.5. Exports and Imports: Supply Chain Gaps

3.5.1. Exports

This subsection investigates export sales by industry⁷. Exports show the amount of money that is spent by industries located outside the region (domestically and internationally) in exchange for goods or services produced by an industry located in Wasaga Beach. The town's total export sales amount to over \$257 million.

Export sales are only a fraction of Total sales, and thus do not represent the total size of an industry or its production capabilities, but rather the amount of new or outside dollars brought into the local economy by a given industry.

Listed below are the largest drivers or external revenues into Wasaga, and the percentage of exports each industry represents in the Town. Real estate, construction-related activities, tourism, utilities/Information communication technology, and professional services are the largest drivers of external revenues.

Table 18: Wasaga's Top Export Dollar-Generating Industries

NAICS	Industry	Total	% of Total
5311	Lessors of real estate	\$17,107,987	6.66%
2361	Residential building construction	\$11,422,797	4.44%
5313	Activities related to real estate	\$10,624,684	4.13%
7225	Full-service restaurants and limited-service eating places	\$9,812,606	3.82%
5312	Offices of real estate agents and brokers	\$7,937,305	3.09%
4521	Department stores	\$5,409,554	2.10%
5221	Depository credit intermediation	\$4,992,182	1.94%
4451	Grocery stores	\$4,934,711	1.92%
2211	Electric power generation, transmission and distribution	\$4,875,604	1.90%
6211	Offices of physicians	\$4,579,250	1.78%
5173	Wired and wireless telecommunications carriers (except satellite)	\$4,405,281	1.71%
2213	Water, sewage and other systems	\$4,387,472	1.71%
4461	Health and personal care stores	\$4,268,226	1.66%
6232	Residential developmental handicap, mental health and substance abuse facilities	\$3,736,684	1.45%
5412	Accounting, tax preparation, bookkeeping and payroll services	\$3,566,325	1.39%
4179	Other machinery, equipment and supplies merchant wholesalers	\$3,219,793	1.25%
5419	Other professional, scientific and technical services	\$3,082,989	1.20%
5241	Insurance carriers	\$3,058,946	1.19%
7211	Traveller accommodation	\$2,780,581	1.08%

Source: 2020.Q3 EMSI Analyst, based on 2015 National input-output tables

⁷ Definitions for NAICS codes can be accessed here:

<http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

In comparison, Simcoe County relies primarily on manufacturing to bring in new dollars into the regional economy. More specifically, the following are the top 10 export dollar generators (outside of public dollars) in Simcoe County⁸:

- Motor vehicle manufacturing
- Defence services
- General medical and surgical hospitals
- Farms
- Commercial and service industry machinery manufacturing
- Plastic product manufacturing
- Glass and glass product manufacturing
- Gambling industries
- Household appliance manufacturing
- Hardware manufacturing

3.5.2. Imports: Supply Chain Gaps

Understanding supply chain gaps means knowing where the money is leaking out of the region. The most straight forward way to support growing businesses or establish a cluster is to understand when key employers are forced to procure supplies from outside of the community. Certain raw materials will always be imported, however, understanding imports/gaps in required services and specific niche industries will help facilitate recruitment and attraction of additional services to the region. The following table illustrates industries that already exist, and which could be further attracted into the economy to reduce leakage.

As can be seen in Table 19, Wasaga beach imports a significant share of locally required professional services. The community also imports some of its utilities and telecommunications services. Since all of these industries already exist locally to some extent, there may be an opportunity to promote import substitution and expansion of these local businesses. Industries of interest for import substitution have been bolded in Table 19.

Moreover, there might be an opportunity to further attract electronic and communications equipment manufacturing, which partially exists locally, by supporting access to technology, entrepreneurship and innovation. Advanced manufacturing is a regional strength (as noted by Simcoe's top export generating industries), and has a competitive advantage in Ontario, particularly in locations with proximity to the GTA, which benefit from a large labour pool, educational assets and a large financial centre for investment capital.

⁸ 2020.Q3 EMSI Analyst, based on 2015 National input-output tables



Table 19: Supply Chain Gaps Analysis, Wasaga Beach.

Regional requirements from:	Estimated Import Value	% Imported from outside of Wasaga Beach
Depository credit intermediation	\$10,571,289	72.9%
Building equipment contractors	\$8,313,422	79.5%
Insurance carriers	\$7,546,635	71.6%
Wired and wireless telecommunications carriers (except satellite)	\$6,394,984	55.6%
Electric power generation, transmission and distribution	\$5,365,482	63.7%
Computer systems design and related services	\$5,301,497	84.0%
Non-residential building construction	\$4,943,926	81.8%
Scheduled air transportation	\$3,508,155	66.8%
Traveller accommodation	\$3,430,103	59.5%
Lessors of real estate	\$3,153,415	14.2%
Architectural, engineering and related services	\$2,984,356	86.1%
Full-service restaurants and limited-service eating places	\$2,733,965	18.7%
Business, professional, labour and other membership organizations	\$2,683,725	64.2%
Services to buildings and dwellings	\$2,612,670	68.4%
Legal services	\$2,428,804	68.9%
Individual and family services	\$2,289,412	87.9%
Clothing stores	\$2,133,717	76.0%
Management, scientific and technical consulting services	\$2,054,154	88.0%
Communications equipment manufacturing	\$2,041,582	60.4%
Offices of physicians	\$1,565,818	51.0%
Accounting, tax preparation, bookkeeping and payroll services	\$1,517,996	47.9%
Out-patient care centres	\$1,503,586	64.0%
Highway, street and bridge construction	\$1,484,096	57.6%
Community care facilities for the elderly	\$1,341,017	84.3%
Child day-care services	\$1,326,406	72.1%
Gambling industries	\$1,312,033	78.8%
Employment services	\$1,225,068	78.2%
Offices of dentists	\$1,092,969	52.2%

Source: EMSI 2020.Q3 based on National input-output tables from 2015



4. TARGET INDUSTRY SELECTION

Given the strengths and weaknesses of the community, labour force and local economy juxtaposed with the surrounding economy and its strengths, **the following are potential target industries for investment attraction to help the community diversify outside of tourism-related industries (although amusement and recreation attraction will continue to be beneficial to the municipality):**

Professional, scientific and technical services:

University-level education is the fastest-growing type of education locally. The rise of the service and knowledge economy is ubiquitous across Canada. Moreover, given its proximity to many education assets, Wasaga Beach is advantageously located with an opportunity to attract young professionals looking for housing affordability, entertainment, culture and recreation. To make the most of this opportunity, the Town of Wasaga Beach will need to ensure broad access to the internet, aggressive home-based business policies, and continued support and promotion of recreation, culture and lifestyle assets to attract talent. The following specific niche opportunities have been identified based on business patterns, skills and employment concentrations and trade/supply chain gaps:

- I. Management, scientific and technical consulting services
- II. Computer Systems and Design Services
- III. Advertising, public relations, and related services

Information and cultural industries:

Companies in the cultural industries develop, produce and market products and services whose value resides in their intellectual property. Ontario has the largest cultural industries sector in the country, accounting for almost half of all cultural industries' GDP in Canada⁹. Wasaga Beach has a recognized brand and picturesque location, making it ideal for television and film. Furthermore, Wasaga Beach also has a larger share of postsecondary graduates with communications technologies & services degrees or diplomas, relative to the province and Simcoe County. Moreover, given the large supply of engineering technologists locally and in the region, there may be an opportunity for the municipality to attract interactive media developers, or specialized in hosting activities, such as web hosting, video and audio streaming services, application hosting, or web app development. The following specific niche opportunities have been identified based on business local assets, skills and employment concentrations, and regional development trends:

- I. Motion pictures and television
- II. Interactive digital media

⁹ Statistics Canada, "Provincial and Territorial Culture Satellite Account, 2010."

III. Data processing, hosting, and related services

Craft and Small-Scale Manufacturing:

Wasaga Beach is located within one of Ontario's most productive and innovative manufacturing centres. Simcoe County and the GTA sustain one of the most productive auto manufacturing clusters in Canada. Wasaga Beach and Simcoe County have a strong supply of technical/midlevel -skills (usually requiring a college diploma or apprenticeship certificate). Manufacturing is also within the top 5 highest paying industry sectors. The following specific niche opportunities can support the tourism and retail economy, as well as the growing industries of building construction. Growth of small businesses in these industries can be supported through entrepreneurship training for residents, Maker Spaces, and the development of craft culture:

- I. Household and institutional furniture and kitchen cabinet manufacturing
- II. Clothing and apparel manufacturing
- III. Cannabis, food and beverage products manufacturing

Health and Wellness

This cluster includes traditional health care operations, as well as health-related research; personal care and support industries; and social assistance. The largest field of study for Wasaga Beach residents is Business, management, marketing, followed by health professions and related programs. This industry is important to consider as an export-oriented industry, in terms of the development and commercialization of health-related products and innovations, as well as an industry closely tied to community health, quality of life, and tourism. The health and wellness cluster (see example in the next page) is strategic since local and surrounding populations are ageing which will continue to drive demand for these services and products. The following industries have the potential to support local tourism attraction and grow the healthcare sector:

- I. Corporate Wellness Services
- II. Fitness, recreational and sports services
- III. Residential developmental handicap, mental health and substance abuse facilities

GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Source: <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>