SAUGEEN SHORES

the town of

saugeenshores.ca / INVEST

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Welcome to Saugeen Shores – the fastest growing community in Bruce County and ranked as one of the best places to live in Canada.

Imagine a place, set among rolling pastures and forests, cut through by pristine creeks feeding into a large, beautiful river. A place, bordered in the west by one of the world’s largest fresh water lakes over which spectacular sunsets can be viewed in every season. A place where the relaxed, cottage life of sunbathing, fishing and trail riding mixes effortlessly with cutting-edge business, high-paying jobs, high-end retail, arts and culture. This is Saugeen Shores.

Located on Ontario’s Lake Huron shoreline, Saugeen Shores is situated along Provincial Highway No. 21. Encompassing the towns of Port Elgin and Southampton, our community is conveniently accessible to Ontario’s major urban hubs including Toronto, Guelph, Kitchener/Waterloo, Hamilton, London and Barrie.

Home to MacGregor Point Provincial Park, the Saugeen Bluffs Horse Camp and Conservation Area, the Chantry Island Federal Migratory Bird Sanctuary and Denny’s Dam Conservation Area; Saugeen Shores offers natural abundance with desirable, urban amenities close at hand.

Business owners, young families and retirees are drawn to our growing and increasingly diverse community; attracted by an unparalleled quality of life and close proximity to major employers; including the world’s largest nuclear generating facility, Bruce Power. Saugeen Shores is becoming a center of excellence in the energy sector as numerous, nuclear industry suppliers choose to put down roots here. As this activity intensifies, our community will be increasingly at the forefront of innovation in low-carbon, energy production. This development, combined with world class communications, dedicated workers, exceptional transportation infrastructure and affordable operating costs makes Saugeen Shores the place to be for any business looking to expand, collaborate and grow.

I invite you to come join our community; as a visitor, a business owner or as one of the growing number of people who are choosing to call Saugeen Shores home.

Luke Charbonneau
Mayor
Community Profile

If you’re looking for the ultimate combination of lifestyle and a pro-business environment, look no further than Saugeen Shores. Located on Lake Huron in Bruce County, Saugeen Shores features a mix of rural and urban living options, all within an easy drive of major Canadian and U.S. Markets.

A skilled workforce, fair taxes, an abundance of commercial and industrial space, and affordable real estate make Saugeen Shores a natural choice. The people are friendly, the air and water are clean, and the sun always seems to be shining.

Background

Saugeen Shores is located on the Lake Huron shoreline, in Bruce County. Its recorded history begins in 1847 when government agents arrived and began surveying the area at the mouth of the Saugeen River. Southampton, which was also known for a time as Saugeen, was the northernmost lake port in Ontario, and the first port on the Bruce Coast. By 1852 more than a dozen families lived in the community, which was sustained by the thriving fishery. Settlers continued to arrive, from Scotland, Ireland, England and Germany. By 1857 there were 130 homes, 6 shops, 2 hotels, 5 warehouses, a planing mill, a gristmill and a steam sawmill. A post office and a customs office assured a bright future for the little village, which in 1904 became a town.

Nearby Saugeen Township received its first settler in the spring of 1851. Alexander Wallace walked from Owen Sound, dragging a toboggan with all of his household effects, his wife following, laden with packs. A few years later land in the township was made available for two dollars an acre, and settlement of the smallest township in Bruce County began in earnest. Land was cleared, and the rich soil yielded an abundance of agricultural products, marking the start of an industry that thrives to this day.

In 1859 the lighthouse at Chantry Island was brought into service, steering sailors clear of the dangerous shoals surrounding the island. A bird sanctuary today, the lighthouse and the lighthouse keepers’ cottage have been lovingly restored by the Friends of Chantry Island.

The Village of Port Elgin got its start in 1849, when Lachlan McLean built a shanty and settled there for the winter. For several years afterward he ran a tavern, his patrons consisting primarily of settlers and sailors passing by the little port. By 1854 the community consisted of three houses, a tavern and mill. Shops, churches, schools and roads followed, and ten years later the population was listed at six hundred and thirty. A steam sawmill, foundry and woolen mill were among the early industries. In 1873 the railway arrived, and products created in Port Elgin traveled the world.

In 1999 these three municipalities amalgamated to form the new Town of Saugeen Shores, population 13,715. The result of the amalgamation is a diverse community with common historical and cultural ties, as well as a strong economic base. Agriculture, tourism, small business and energy are the cornerstones of the local economy.
The community of Port Elgin is within the municipality of the Town of Saugeen Shores. Boasting a recreational waterfront, healthy downtown and a robust, active trails system, Port Elgin is a popular destination for tourists to enjoy the clear waters of Lake Huron.

Port Elgin is home to a recreational harbour, accommodating seasonal and transient boaters. In downtown Port Elgin you can find shopping and dining opportunities for all. Port Elgin is home to talented, passionate entrepreneurs who are often seen collaborating for the betterment of the community. The Port Elgin BIA and Saugeen Shores Chamber of Commerce work together to encourage collaborative projects and foster creativity throughout the community.

Centennial Pool is also located in Port Elgin. The community pool is home to the Saugeen Shores Lifesaving Club - an award winning club whose focus is on water safety.

The major recreation facility, The Complex, offers a seasonal ice pad as well as hall space for booking. In addition to this space, Port Elgin offers a number of picnic shelters, pavilions and acres of park land for use. Throughout the year, events can be found happening through the community of Port Elgin.

Port Elgin is an up and coming community for entrepreneurs and families alike. In addition to reliable high speed internet and natural gas service, the business community and municipality continue to work together to ensure an exciting, vibrant community to live and play.

“Port Elgin is a popular destination for tourists to enjoy the clear waters of Lake Huron.”
The community of Southampton within the municipality of the Town of Saugeen Shores boasts a sandy beachfront, healthy downtown and active arts and culture community. Southampton is a popular destination for tourists to enjoy a laid-back small town experience.

Southampton is home to unique shops, restaurants and the historic town hall. The community continues to celebrate the rich marine heritage through events, branding and the annual Marine Heritage Festival. On High St. in Southampton, you will find specialty shopping and dining opportunities. Southampton is home to talented, passionate entrepreneurs who are working tirelessly to promote the community which they call home.

The Southampton BIA and Saugeen Shores Chamber of Commerce work together to encourage collaborative projects and encourage business owners to be active in the community.

The historic Town Hall in Southampton is now utilized as a rental venue for community events (main stage on second floor). It is also home to the Southampton Arts Gallery, Southampton Visitor Centre and the Southampton BIA.

Just off of the main intersection is the Southampton Coliseum. This building serves as an ice pad in the winter and main floor rental space in the summer. The Annex (Curling Club) is attached to the Coliseum and also serves as a recreational hub for the community.

Historic Southampton also boasts a small inland lake, located behind the Bruce County Museum and Cultural Centre. Fairy Lake offers a walking trail around the lake with opportunity to feed the ducks, watch the carp and see the turtles. Built by students of the local high school, the Fairy Lake Rotary Pavilion is a popular destination for a picnic or even a wedding.

Southampton is self-defined as a “foodie destination”. In addition to reliable high speed internet and natural gas service, local business owners are coming to the table with innovative products and services. Southampton is gaining momentum as a place to meet and eat.

Location

Southampton is located in the Town of Saugeen Shores, in Bruce County. It is accessible via provincial highway #21, county roads, by boat as well as recreational flight into the Port Elgin Airport (6km).

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<tr>
<th>Location</th>
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**People**

**Gender**

Source: Statscan Census  |  Last Updated: May 2017

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**Population**

Source: Statscan Census  |  Last Updated: February 2017

- **2001**: 11,388
- **2006**: 11,720
- **2011**: 12,661
- **2016**: 13,715

**Ages**

Source: Statscan Census  |  Last Updated: May 2017
Business & Investment

The Economy
Saugeen Shores has all of the commercial and business amenities you would find in a larger urban centre, plus a quality of life that far exceeds that of many larger areas. With direct access to major centres in Ontario and the northern U.S. via five provincial highways, Saugeen Shores is ideally situated for business and leisure. There are almost a thousand businesses listed in the local directory, but agriculture and manufacturing, tourism, small business and energy are the primary industries of the area.

Construction
With a strong growth rate, the construction industry is ready to respond. Developers/builders are available to facilitate projects and the municipality continues to welcome growth discussions. As the fourth largest industry in Saugeen Shores (behind Real Estate, Professional Services and Agriculture) construction continues to have a strong presence.

Agriculture & Manufacturing
Agriculture is a historic tradition that represents the longest standing economic practice in the region. Intensive livestock operations include beef and dairy, cattle and hogs. Bruce County beef is famous throughout the country.

Located in Saugeen Shores, Kaumagraph International Ltd. is a world leader in the production of thermal transfers. Kaumagraph is distributing worldwide, with a satellite office in Manchester.

Business Industries
Source: Business Register | Last Updated: June 2016
“Travelers from all over the world visit to take advantage of the beautiful beaches and the world-renowned sunsets.”

Tourism

The Lake Huron shoreline has attracted generations of summer residents, and tourism continues to have a major impact on the area. Travelers from all over the world visit Saugeen Shores to take advantage of the beautiful beaches, the fabulous attractions, and the world-renowned sunsets. The local population more than doubles during the summer, benefiting all businesses in the region.

Highlights include the Chantry Island Lighthouse, built in 1859 and recently restored; the Bruce County Museum and Archive, recently renovated, which celebrates the people, heritage and culture of Bruce County; Over 40 kms of trails for walking, running or cycling; sandy beaches and warm water; and world famous award winning sunsets every day!

Energy

Saugeen Shores has a long-standing relationship with Ontario’s energy sector, due to its proximity to the Bruce Nuclear Power Development, now known as Bruce Power. The site forms the core of the municipality’s economic base by providing highly skilled jobs with good pay. Bruce Power is the largest employer in the region, with approximately a third of its 4000 employees living in Saugeen Shores.

A multi-billion dollar project to restart two reactors, as well as plans aimed at the potential construction of new reactors on the twenty-three hundred acre site, will mean an influx of workers similar to those experienced during the 1970’s and 1980’s. During the construction of the nuclear plant, more than nine thousand people were employed at the site. The spin-offs to the local economy were dramatic, and continue to positively influence life in Saugeen Shores.

Small Business

There are two distinctly different urban cores within the municipality of Saugeen Shores. Downtown Southampton has the look of a quaint turn of the century fishing village and features a variety of retail stores and boutiques, restaurants and gift shops. In Port Elgin, the Main Street includes a mix of retail uses in addition to numerous gift shops, restaurants and grocery stores. Small businesses thrive throughout the community. Saugeen Shores takes pride in fostering a pro-business climate, which is aimed at helping people to realize their dreams.
Labour Force

Major Field of Study
Source: Statscan Census | Last Updated: November 2017

Education
Source: Statscan Census | Last Updated: November 2017

Labour Force by Industry
Source: Statscan Census | Last Updated: November 2017

Labour Force by Occupation
Source: Statscan Census | Last Updated: November 2017
Transportation

Saugeen Shores

Travel Times

Did you know?

Saugeen Shores is the fastest growing community in the region, and ranked one of the best places to live in Canada.

2018 construction value was over $96 million, which is a 25% increase from 2017.

Two hotels coming online this year.

Boasting over 40 km of trail and 18 km of waterfront.

Two vibrant downtowns – Port Elgin and Southampton.
Lifestyle

Recreation

Five minutes from work to a pristine sand beach? Yes, please!
With miles of shoreline and acres of open wilderness, Saugeen Shores is a virtual paradise.
The Rail Trail is popular with those who walk, cycle, and jog, cross country ski or snowshoe. Covering the 8-kilometre distance between Southampton and Port Elgin, the former railway bed has been converted into a green corridor for all types of non-motorized fun. Additional trails linking the community are being developed yearly as part of the Town’s Parks and Trails Master Plan.
For those who prefer motors, there are thousands of kilometers of snowmobile and ATV trails throughout Bruce and Grey Counties.
The all season McGregor Point Provincial Park is a delight to visit, with its complex eco-system. Enjoy a walk through silver maple swamps and cattail marshes in search of wildlife, or explore seven kilometers of waterfront. Winter visitors can camp out in one of the yurts and enjoy hours of cross-country skiing throughout the park.
The Saugeen River is a number one destination for canoeists and kayakers from across Ontario. Stretching 102 kilometers from Hanover to Southampton, the Saugeen River is wide and slow moving in spots, with rapids and eddies in others; it provides a full range of experiences. Access points and parks provide facilities along the way.
If fishing is your passion Saugeen Shores has what you’re looking for. Lake Huron is teeming with fish species, including salmon, trout, pickerel and whitefish. Use a boat or wade into the Saugeen River, we guarantee you’ll hook something worth writing home about!
Saugeen Shores and boating are synonymous. Sailing or power boating, whichever you prefer, our harbour can accommodate you.

“Five minutes from work to a pristine sand beach? Yes, please!”

Port Elgin offers a safe port with 268 slips and all the amenities.
If five minutes to the beach isn’t your thing, perhaps two minutes to the golf course will do the trick. You can get into the swing at one of our five golf courses, which range from challenging to more challenging. Featuring lots of variety, there’s enough golfing in Saugeen Shores to fill up all of the hours you used to spend commuting.
Throughout the year visitors and residents can enjoy the arts, culture and heritage of Saugeen Shores. The premier cultural event in the community is Pumpkinfest, an annual festival that draws more than 60 thousand visitors to the community during the first weekend of October. More than 45 events and attractions, including the giant pumpkin weigh-off, highlight the festival, which provides ‘Family Fun Second to None’.

The annual Canadian Big Band celebration has kept the music of the Big Band Era alive in Saugeen Shores for more than a decade, while band shell concerts keep music lovers entertained through the summer. Once a week at the Port Elgin beach gazebo you can watch an award-winning sunset while tapping your toes to the band of the week. In Southampton watch the swans glide around Fairy Lake while enjoying a concert in the lakeside band shell.

That’s not all the entertainment by a long shot. Organizations like the Bruce County Playhouse have been rehearsing and are ready to entertain. Stop by the historical Town Hall in Southampton to catch a performance or check out the Bruce County Museum to pick up some of Bruce County’s rich history.

The Port Elgin BIA along with the Southampton BIA plan events year round. From winter dining/tasting opportunities through to spring celebration, summer festivals to festive holiday lighting, the BIAs are engaged and actively playing a role for the Saugeen Shores business community.

The annual Southampton Craft show draws artists and crafts people from across Ontario. At the nearby Southampton Art School, thousands of students have explored their inner artists since 1957, studying painting, drawing, sculpture, cooking, jazz and drama. The Shoreline Artists’ annual Studio Tour provides an interesting glimpse into the workspaces of some of the area’s pre-eminent artists and craftspeople. Located in Southampton, the Southampton Art School is one of the oldest, most respected summer art schools in Ontario. With an enrollment of over 900 and classes from March to November the school has enriched the lives and enhanced the skills of thousands of students - from young beginners to seasoned professionals.

With the help of knowledgeable local realtors, you’ll find housing in Saugeen Shores. Whether you are seeking a family home or a modern space to rent, residential developments are rising and providing options in the Town of Saugeen Shores.

The proven growth rate in the municipality speaks to the accessibility of housing and other attractive assets to help call Saugeen Shores home.

In 2018 Saugeen Shores issued 268 new dwelling units – single detached dwellings, townhouse dwellings and apartment style dwelling units. This is an increase of 60 residential units from 2017.

Housing
Utilities
Saugeen Shores is serviced by Union Gas, Westario Power and Hydro One. Capacity is plentiful through municipal water and sewer services. Local telecommunication services include Bruce Telecom and Eastlink.

Water & Sewer Cost of Service
Source: Municipal Report | Last Updated: January 2017

Development Fees
Source: Municipal Report | Last Updated: January 2017

Property Taxes
Source: Municipal Report | Last Updated: January 2017
Community Services

The Southampton Hospital is one of six hospitals operated by Grey Bruce Health Services in the Grey and Bruce region. The 24/7 emergency department has the second highest volume of emergency visits across GBHS’ hospitals, due in large measure to the influx of tourists during the summer months. The hospital is well-supported by family physicians in the community who also provide inpatient care and coverage in the emergency department year round. In addition to its 16-inpatient beds, the hospital has diagnostic services, a lab and many outpatient services.

In early 2018, Southampton Hospital opened its brand new Emergency Department. This 10,000 square-foot addition is modern, spacious and bright, and has 11 treatment rooms. The Laboratory is currently undergoing a significant renovation and will double in size by the time it opens to the public in 2019. There are currently 100 staff working at the hospital. The hospital expansion project was generously supported by the local community through the Saugeen Memorial Hospital Foundation.

Long Term Care

Long Term Care programs provide in home support which allow elderly residents to continue living at home as long as possible. There are three retirement homes within the municipality.

Places of Worship

The spiritual needs of the municipality are served by fifteen places of worship representing most major denominations.

Schools

The Bluewater District School Board has three elementary and one secondary school within the municipality of Saugeen Shores, while the Bruce-Grey Catholic District School Board has one elementary school. Catholic high school students travel to St. Mary’s High School in nearby Owen Sound. There are many post secondary institutions within a two-hour drive, with the closest being the Owen Sound campus of Georgian College.


SAUGEEN SHORES · COMMUNITY SERVICES
Justin Niklaus is a part owner of one of the busiest bakeries in Bruce County. “We’re a boutique bakery specializing in European delights. The demand for artisan food is huge in Southampton – we expect to double our capacity next year!”

Lisa Hambleton is a metal artist and has been welding for over 45 years. “Southampton is the perfect community for me. It has an abundance of beautiful natural landscapes and community heart beyond comparison. People here are exploring new things and finding there is enormous opportunity – not just within the mediums of fine arts and sculpture, but music, foods, building and more.”

Darryl Spector is the President of Promation Nuclear, a leading integrator and manufacturer of high-quality tooling, automation, and robotic solutions. “Energy pioneers have caught on - Port Elgin is the community for innovative thinking, engineering and technology. It is very easy for industry professionals to engage with each other here and cluster growth is happening quickly.”

Laura Armstrong runs a newly expanded, 6,450 square foot, patient-centered comprehensive care facility. “Port Elgin is a great place to be innovative and creative - there are fantastic supports from other businesses and from the town. We are constantly open to change, growth and collaboration.”

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For more information on doing business in Saugeen Shores visit saugeenshores.ca/INVEST

SAUGEEN SHORES · IN THEIR OWN WORDS

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Contact Us

Luke Charbonneau
Mayor of Saugeen Shores
Mayor@SaugeenShores.ca

David Smith
Chief Administrative Officer
David.Smith@SaugeenShores.ca

Jessica Linthorne
Manager, Strategic Initiatives
Jessica.Linthorne@SaugeenShores.ca