

BREATHTAKING BEAUTY ON CANADA'S CLEAN ENERGY FRONTIER

SaugeenShores

Invest
SAUGEEN SHORES





Welcome

We acknowledge the traditional lands and treaty territory of the Saugeen Ojibway Nation, which consists of the Chippewas of Saugeen and the Chippewas of Nawash Unceded First Nation.

We understand this land holds immense significance to the people of Saugeen Ojibway Nation. We appreciate those who live and work alongside us today and who continue the traditions of their ancestors as stewards of the land we are privileged to inhabit. We thank them for the contributions they have made in both caring for the land and in shaping this community.

We commit to truth and reconciliation. To acknowledging the truth about what happened to Indigenous peoples because of colonization, and to reconciliation — which begins with each and every one of us.

As a local government and public organization, we are dedicated to learning about Indigenous culture, to fostering a better relationship with First Nations and their people, and we commit ourselves to actions that move us forward on a path to healing along with the Saugeen Ojibway Nation.



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Message from the Mayor



Welcome to Saugeen Shores: a community with breathtakingly beautiful natural assets and a hub for innovation on Canada's clean energy frontier.

Saugeen Shores is a centre of excellence for the clean energy sector, with 18 clean energy industry suppliers located here. As this activity intensifies, our community is increasingly at the forefront of innovation in low carbon energy production. That's why we built Innovation Park Saugeen Shores — a place for new clean energy businesses to grow and collaborate while enjoying municipal support, including property tax rates and municipal charges that are below the average of similarly-sized Ontario municipalities.

For the last five years, our population has grown at an unprecedented pace. We have attracted a substantial base of knowledge workers and tradespeople who are implementing the Life-Extension Project at Bruce Power. But we are also seeing more young people looking for a balanced way of life, and who are using technology to work remotely while enjoying the healthy and vibrant lifestyle that Saugeen Shores offers.

Our Town sits on the edge of one of the world's largest freshwater lakes, where you can watch sunsets that are the stuff of photographers' dreams.

Our beaches and natural assets offer an outdoor "cottage life", while providing a cutting-edge business environment, high-paying jobs, and economic opportunities.

We provide all of this with convenient access to Ontario's major urban centres including Toronto, Guelph, Kitchener, Waterloo, Hamilton, London, and Barrie.

It is all happening in Saugeen Shores, right here, right now. I invite you to come visit our beautiful Town, to invest in our burgeoning clean energy industry and to watch your business grow along with us.

Luke Charbonneau
Mayor, Town of Saugeen Shores

Mayor@SaugeenShores.ca
519-832-2008 x 142



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



Our Communities



The community of Port Elgin in Saugeen Shores boasts a recreational waterfront, a bustling downtown, and a robust, active trail system. Port Elgin is a popular destination for tourists to enjoy the clear waters of Lake Huron and is home to a full-service harbour accommodating seasonal and transient boaters.

In downtown Port Elgin you can find a variety of specialty shops and diverse dining opportunities supported by the Port Elgin Business Improvement Area (BIA). **Centennial Pool** is also located in Port Elgin and construction for a new Aquatic and Wellness Centre to accommodate the growing community is underway.

Port Elgin's major recreation facility, **The Community Complex**, offers a seasonal ice pad as well as hall space for booking. The **Port Elgin Curling Club** has hosted provincial curling events, including the Tankard in 2022 and the Tankard and Scotties tournaments in 2023.



The community of Southampton in Saugeen Shores boasts a sandy beachfront, a picturesque downtown, and an active arts and culture community anchored by the **Southampton Arts Centre**. Southampton is a popular tourist destination to enjoy a laid-back, and friendly experience. Southampton is home to unique shops, restaurants, and the historic **Town Hall**.

The community continues to celebrate its rich marine heritage through events, branding, and the annual **Marine Heritage Festival**. The historic **Town Hall** in Southampton is home to the **Bruce County Playhouse**, Southampton Arts Centre, and the Southampton Business Improvement Area (BIA).

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

Getting Here

Saugeen Shores is located in Bruce County. It's accessible via Provincial Highway 21, county roads, by boat, and by recreational flight into the Port Elgin Airport.

DISTANCE FROM CITY CENTRES

Tobermory	118 km
Waterloo	147 km
London	187 km
Hamilton	196 km
Toronto	220 km
Windsor	349 km
Sudbury	440 km
Kingston	476 km
Ottawa	595 km

DISTANCE TO INTERNATIONAL AND RECREATIONAL AIRPORTS

Port Elgin Recreational Airport – 0 km

Wiarton Keppel International Airport – 53 km

Waterloo International Airport – 155 km

Toronto Pearson International Airport – 203 km

John C. Munro Hamilton International Airport – 210 km



Demographics

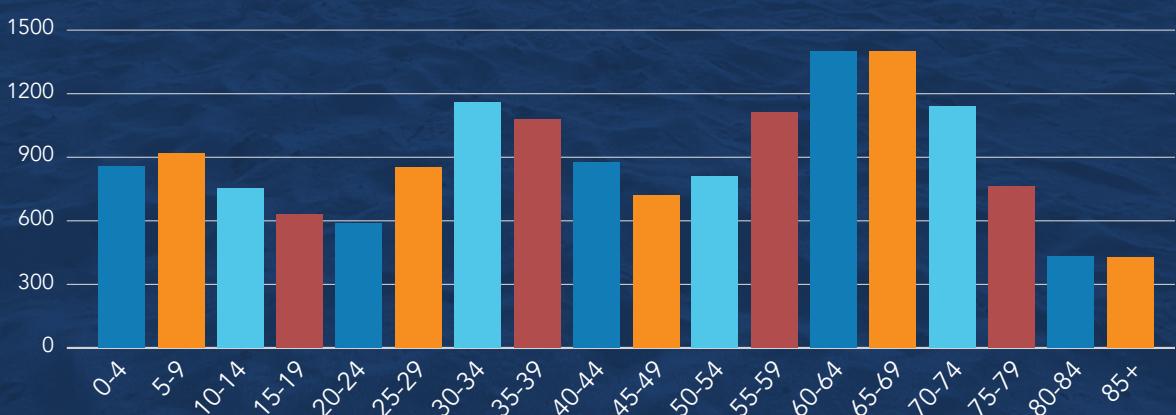
POPULATION GROWTH



Source: StatsCan Census 2021. *Projected population growth.



RESIDENTS BY AGE



Source: StatsCan Census 2021

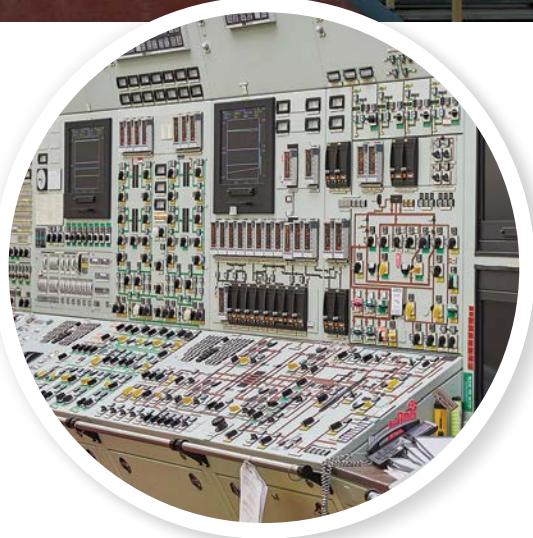
Key Industries and Innovation

Clean Energy

Saugeen Shores is quickly becoming a hub for innovation and a centre of excellence in the nuclear industry. Saugeen Shores has a long-standing relationship with Ontario's energy sector due to its proximity to Bruce Power. The site forms the core of the municipality's economic base by providing highly skilled jobs with good pay.

The Bruce Power Nuclear Facility's *Life-Extension Program* started in 2016 and includes the replacement of major components on six of its units. The program will secure an estimated 22,000 jobs directly and indirectly from operations, and an additional 5,000 jobs annually. Located only 25 kilometres from the Bruce Power site, Saugeen Shores is home to 35% of Bruce Power's 4,000 permanent employees, and 18 nuclear suppliers.

Saugeen Shores is also home to the **Nuclear Innovation Institute**, which helps shape a nuclear industry that embraces new thinking, new technologies, and new lines of business to drive the global shift to a low-carbon future.



Included under the Nuclear Innovation Institute umbrella is the Municipal Innovation Council (MIC), which serves as an incubator for the region's lower and upper-tier municipalities. The MIC is committed to building smarter, stronger, and more resilient communities, seeks to understand how issues impact people, and is focused on developing shared solutions to shared problems.

Learn more at NuclearInnovationInstitute.ca.



Construction

With a strong growth rate, the construction industry is ready to respond. Developers and builders are available to facilitate projects, and the municipality continues to welcome growth discussions. As one of the largest industries in Saugeen Shores, construction continues to have a strong presence.

Agriculture and Manufacturing

Agriculture is a historical tradition representing the region's longest-standing economic practice.

Intensive livestock operations include beef, dairy, and pork. 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 distributes worldwide, with a satellite office in Manchester, UK.

NUMBER OF BUSINESSES BY INDUSTRY



Finance	56
Administrative	48
Arts & Entertainment	24

Manufacturing	22
Transportation	19
Educational	16

Information	11
Wholesale	11
Management	5

Tourism

The Lake Huron shoreline has attracted generations of summer residents, and tourism continues to have a major impact on the area. Travellers from around 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 & Cultural Centre, which celebrates the people, heritage, and culture of Bruce County; over 40 kilometres of trails for walking, running, or cycling; and 18 kilometres of shoreline with sandy beaches and warm water; and world-famous, award-winning sunsets.

Small Business

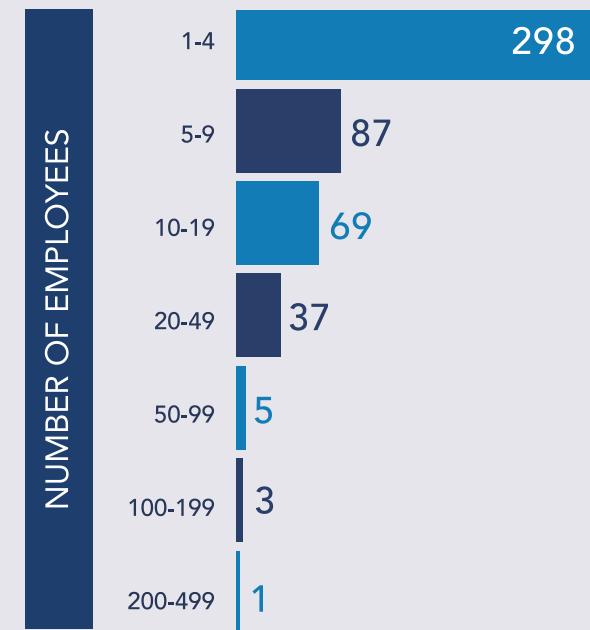
There are two distinctly different urban cores within the Town of Saugeen Shores. Downtown Southampton has the look of a quaint turn-of-the-century fishing village. It features a variety of retail stores and boutiques, restaurants, and gift shops.

In Port Elgin, the downtown includes a mix of retail uses and 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 realize their dreams.

Photo courtesy of Bruce County



BUSINESS SIZE BY NUMBER OF EMPLOYEES



Source: StatsCan Census 2021





Photo courtesy of Bruce County

Why Do Business in Saugeen Shores?

Community Improvement Plans

Along with the County of Bruce, the Town has prepared plans and by-laws that help the Town develop efficiently. Saugeen Shores has three Community Improvement Plans (CIPs), including the Economic Development CIP. The Economic Development CIP establishes a framework to support and implement programs to encourage economic growth and to provide financial incentives to achieve the objectives outlined in the CIP. Applications for the funds can be submitted for uses or activities in accordance with the specific program guidelines.

Where applicable, the CIP program can provide incentives in the following ways:

- Property Tax Program
- Municipal Fee Program
- Local Improvement Charges Program
- Development Charges Program
- Property Acquisition
- Parking Relief Program
- Parkland Reduction Program

Additionally, the Downtown CIPs for Southampton and Port Elgin set the framework for downtown improvements in both communities.

For more information visit SaugeenShores.ca/CIP.



Photo courtesy of Bruce County

Workforce

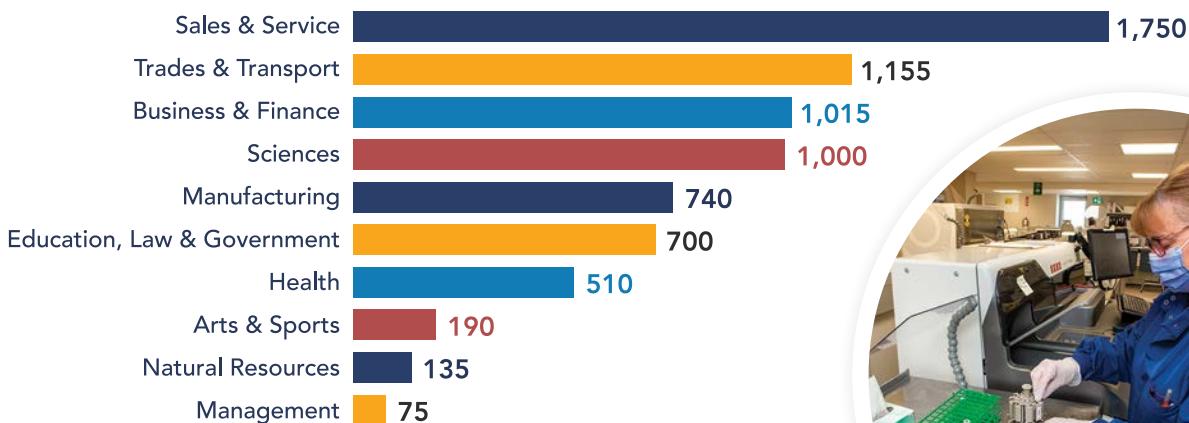
Saugeen Shores is home to a highly skilled and educated workforce of 7,275 participants (2021 Census). And with more than 73,000 residents residing in Bruce County, the available workforce in the surrounding area makes Saugeen Shores a central location for investment.

SAUGEEN SHORES LABOUR FORCE BY INDUSTRY

TOP 6	Industry	Labour Force
	Utilities	1,925
	Retail	930
	Health Care	820
	Construction	645
	Professional Services	510
	Accommodation and Food Service	370
	Education	330
	Manufacturing	315
	Other services	270
	Public Administration	235
	Arts, Entertainment and Recreation	160
	Administration	145
	Finance	140
	Real Estate	130
	Transportation	90
	Agriculture	85
	Information	85
	Wholesale	70
	Management	10
	Mining	10

Source: StatsCan Census 2021

SAUGEEN SHORES LABOUR FORCE BY OCCUPATION



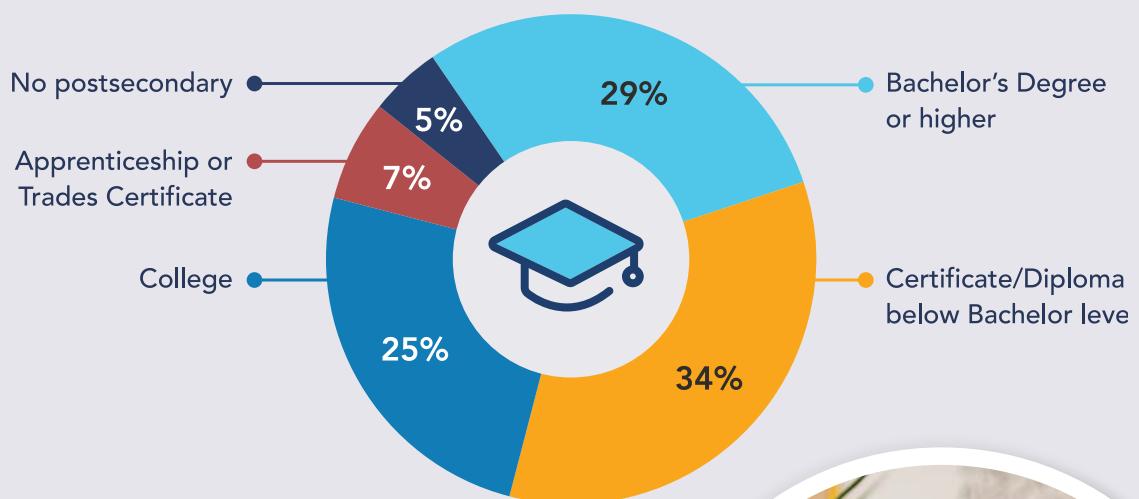
Source: StatsCan Census 2021



TOP 6 MAJOR FIELDS OF STUDY



HIGHEST EDUCATIONAL ATTAINMENT



If you have or are looking for employment opportunities, visit employmentbghs.ca

Photo courtesy of Bruce County



Location

Saugeen Shores has all of the commercial and business amenities you would find in a larger urban centre, plus a quality of life far exceeding that of many 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.

The development of municipally-owned, fully serviced employment lands at **Innovation Park**, located at the south end of town, is advancing and will become a world class site for businesses working towards net-zero goals.



Learn more about the Innovation Park at SaugeenShores.ca/InnovationPark.

Find available lands and buildings throughout the community on the Development Story Map at SaugeenShores.ca/DevMap.

Infrastructure

Saugeen Shores has the infrastructure in place for the next 20 years, with commercial and industrial opportunities available. Enbridge Gas, Westario Power, and Hydro One service Saugeen Shores. Capacity is plentiful through municipal water and sewer services. Local telecommunication services, including high-speed internet, are offered by Bruce Telecom, Bell, and Eastlink.

Business Supports

Many organizations support economic development in Saugeen Shores. The Town works closely with partners to ensure all of the local business activities in town are supported. Some of our partners include:

- The Saugeen Shores Chamber of Commerce
- The Southampton & Port Elgin Business Improvement Areas
- Regional Tourism Organization 7 — serving Grey, Bruce, and Simcoe Counties
- The County of Bruce



Living in Saugeen Shores

Housing

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.

Health Care

The Saugeen Memorial Hospital is one of six hospitals operated by Brightshores Health System in the Grey and Bruce region. The hospital is well-supported by family physicians in the community, who also provide inpatient care and coverage in the emergency department year-round. There are currently 120 staff working at the hospital.

The Town has three retirement homes and programs available that provide in-home support, which allow elderly residents to continue living at home as long as possible.

Schools and Childcare

The Bluewater District School Board has three elementary and one secondary school within the Town of Saugeen Shores, and includes access to french immersion programs.

The Bruce-Grey Catholic District School Board has one elementary school. Catholic high school students travel to St. Mary's High School in Owen Sound.

Several post-secondary institutions are within a two-hour drive, the closest being the Owen Sound campus of Georgian College.

There are many childcare options, including before and after-school child care, a Montessori school, licensed centres and home care options, and even a forest school.





Recreation

Five minutes from work to a pristine sand beach? Yes, please! With kilometres of shoreline and acres of open wilderness, Saugeen Shores is a virtual paradise.



A few of the most popular local activities include:

- The Rail Trail for walking, cycling, jogging, cross-country skiing, or snowshoeing.
- Thousands of kilometres of snowmobile and ATV trails throughout Bruce and Grey Counties.
- The all-season MacGregor Point Provincial Park, with silver maple swamps and cattail marshes.
- The Saugeen River, stretching 102 kilometres from Hanover to Southampton, perfect for canoeists and kayakers.
- Fishing on Lake Huron for salmon, trout, pickerel, and whitefish.
- Sailing or power boating. Port Elgin offers a safe port with 268 slips and all the amenities.
- Five golf courses, for all skill levels.

Arts, Culture, and Heritage

Visitors and residents can enjoy the arts, culture, and heritage of Saugeen Shores throughout the year. The premier cultural event in the community is **Pumpkifest**. This annual festival draws more than 60,000 visitors to the community during the first weekend of October.

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 bandshell concerts keep music lovers entertained throughout the summer.

Organizations like the **Bruce County Playhouse** have rehearsed and are ready to entertain. Stop by the historic 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.

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 students 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.



BUSINESS SPOTLIGHT

Westinghouse Electric Canada

Westinghouse Electric Canada's Port Elgin office is a collaboration space which can accommodate over 25 employees, customers, and partners. Through organic growth and investment, Westinghouse acquired the local office space in 2021 and reaffirmed their commitment to the area. Currently, their Account Management, Fire Protection, Project Controls, and Engineering teams are supporting Bruce Power with project execution on-site.



Why choose Saugeen Shores for your business?

Having a local presence in Saugeen Shores is important to Westinghouse, given the work we conduct with Bruce Power on a day-to-day basis. Our employees enjoy living in this community as well as actively participating with their neighbours in community and work events. Saugeen Shores has been transforming into an energy centre of excellence and those who understand the opportunity are investing in a local presence to build relationships and uncover innovative solutions.

Describe the process of setting up a business in the area.

The Saugeen Shores community is very welcoming of new businesses in the area and has made acclimating to the region easy. Our Westinghouse team has been supported and welcomed by community partners and municipal leaders.

What has been the best part of having a business here?

For Westinghouse, it has been critical that we are close to our customers and partners. This has allowed our teams to provide immediate support, better understand needs and opportunities, and develop genuine relationships. On top of that, an incredibly supportive community has allowed our team to thrive.

What's next?

Our team continues to build on our CANDU expertise and global experience to support our local customers by continuing to hire with a focus on local presence. We are also excited to progress our eVinci™ Microreactor, as we see this technology complementing nuclear power plants by empowering remote communities and helping decarbonize off-grid industrial processes with clean heat and power.

Being present in this community — and the value that it has — translates in a tangible way for your business.

This is a unique community with a bright future.



MARK KIRTON
Resident Site Manager



BUSINESS SPOTLIGHT The Walker House

The Walker House is a restaurant and has been a popular meeting place in Saugeen Shores for over 100 years. Built in 1857, it was once a hotel and became the Walker House in 1915. The Walker House is a major employer in the area and quite recently surpassed 90 full-time and part-time employees in peak season. The Walker House is known for being a destination for larger events, including weddings, celebrations of life, and birthdays. The size of the building is immense and can host over 400 guests at one time, including the outdoor patio.

We have an amazing community, and there is a tonne of opportunity for many types of businesses.



ROBERT HO & MARY PUTNAM
Owners, The Walker House

Why choose Saugeen Shores for your business?

Our family has a lot of history in Saugeen Shores and the community is unparalleled. We raised our families in Saugeen Shores, and The Walker House was always the restaurant of choice when we were home.

Describe the process of setting up a business in the area.

From start-up to ongoing improvements, it's nearly ten years since we purchased the Walker House, and in all that time, the municipality has been supportive of us. Saugeen Shores has been very accessible and supportive of the renovations/improvements that we have done. We are very appreciative of the support and granting of minor variances — as an example, the addition of a wheelchair ramp at our front entrance was only made possible with the support of the Municipality.

What has been the best part of having a business here?

Easy — the people in the community. Our year-round and seasonal residents are the best. We have so many year-round community events, local businesses, and Walker House employees (family) that call Saugeen Shores home. The reward of supporting this community and the people/experiences we met along the way is the best part.

What's next?

We are still recovering from COVID because the economic environment has shifted substantially, specifically the labour market and costs of goods. We had a remarkable renovation completed right before COVID started in March 2020. The renovation consisted of a new dining room, washrooms, a completely new kitchen, a staff room, a generator, and air conditioning in our bar. It wasn't until the summer of 2022 that we were able to operate at full capacity. Our goal going forward is to serve our community seven days a week, and that requires hiring capable members of the community to join our team.

BUSINESS SPOTLIGHT

The Beach Motel

After 18 months of extensive renovations, The Beach Motel opened its doors to guests on March 3rd, 2022. Offering 17 suites varying from Double-Queen, Single-Queen, King, and two premium suites, The Beach can accommodate up to 50 guests. In addition to its suite offerings, The Beach has a full-service spa and a restaurant aptly named SandBar.



Why choose Saugeen Shores for your business?

Dane was born and raised in Southampton, and we had always dreamed of operating a boutique motel in his hometown. We've travelled extensively and still consider Southampton's beach the best in the world. Southampton has so much to offer the motel's guests, including the Bruce County Museum & Cultural Centre, an extensive network of nature trails, Fairy Lake, the Southampton Arts Centre, and an array of shops and diverse restaurants—all of which are within walking distance from The Beach.

Describe the process of setting up a business in the area.

Operating a business in Saugeen Shores was not new to us. Before acquiring The Beach, we owned and operated two other businesses in Saugeen Shores. DASA Properties is a short- and long-term rental company, as well as Backyard Boys, a landscaping firm. The municipality's staff are very helpful with setting up a business and ensure every step is handled with care.

What has been the best part of having a business here?

Working and living on the beach, of course! Southampton has so much to offer entrepreneurs, and the community is so supportive.

What's next?

In addition to expanding DASA properties with newly renovated homes and a brand-new development, we wish to grow our hospitality offering with a second property in Southampton in the near future.

Saugeen Shores has so much to offer. Whether it be the convenience of many stores in the area, the outdoor activities, or the various groups to join, Saugeen Shores is a slice of paradise in Ontario.

The community members are so friendly and support local wherever they can — you can always count on your neighbours to lend a hand with a friendly smile.



DANE & SAMANTHA BUTTENAAR

Owners, The Beach Motel

BUSINESS SPOTLIGHT

Lord Elgin Estates

Lord Elgin Estates Developments Limited (LEEDL) is a partnership between Brad Pryde, Tim Blevins, and Larry Dunn. LEEDL is a developer and not a builder. They take the raw land and obtain all necessary approvals and construct the infrastructure. Residential development has occurred since 2006 on vacant lands with the primary focus on single-family residential. More recently, emphasis has been placed on medium and high-density residential development due to demand and the need for attainable housing.

They also develop commercial lands. Recently, LEEDL constructed the Holiday Inn Express and built the 72-room Staybridge Hotel.

Both Council and staff are supportive of development within the municipality. Council is also supportive of the necessary amenities that people living in Saugeen Shores — or are planning to move to our community — want.

It truly is a great area, and I'm so thankful that I chose Saugeen Shores at the start of my business career.



BRAD PRYDE

Partner, Lord Elgin Estates Developments Limited

Why choose Saugeen Shores for your business?

As a child, my grandparents would holiday in Port Elgin. When I started my land development consulting business in Waterloo (Paragon Engineering), I recognized the potential for providing consulting services to developers in the Bruce County area. We started a branch office in 1980. At that point, I devoted my time mainly to the Summerside development. My wife Kathy and I also own Miramichi Farms, the home of PRANCE, which is a therapeutic riding program for children with disabilities.

Describe the process of setting up a business in the area.

Though there are always some challenges with development, I would say that overall Municipal Council and staff are supportive of the development work that we've been doing for the last 15 years. I find the municipal staff to be very knowledgeable on land development issues, and they try to work with developers to ensure proper development occurs within Saugeen Shores.

What has been the best part of having a business here?

Bruce Power's \$13 billion life extension project has resulted in significant demand for all types of residential, which has a major influence on our business. We are very appreciative of the Town's past efforts in ensuring infrastructure was planned and constructed to support new residential/commercial development for the foreseeable future. This proactive approach of the Town is one of the reasons it is the fastest-growing community in our area.

What's next?

The northern part of our lands, which are presently vacant, are going through a redesign to take into account changing needs in residential development. The original draft plan did not take into account the growing need for medium and high-density development to try to address the need for affordable and attainable housing.



Helpful Links

Are you considering
growing your business
in Saugeen Shores?

Let me help you.



Heather Hyde

Economic Development Officer
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519-832-2008 x 106



Business Support
SaugeenShores.ca/Invest



Innovation Park
SaugeenShores.ca/InnovationPark



Available Lands and Buildings
SaugeenShores.ca/DevMap

Photo courtesy of Bruce County



Be Social
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