

# SEE YOUR FUTURE FROM **THE BRIDGE**







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# WHY BRACEBRIDGE

**Located just two hours north of Toronto, Bracebridge is nestled in the Heart of Muskoka, a world renowned region of granite outcroppings, pristine lakes and majestic forests.**

With humble roots in manufacturing and energy production, Bracebridge has matured into a vibrant community of 16,000 permanent residents (plus 9,000 seasonal residents). It is now a premier visitor destination as well as a great place to build a life.

Bracebridge is a place where inspiration, opportunity, lifestyle, community and prosperity come together. If you are looking to expand,

start or re-locate your business, you owe it to yourself to See Your Future From THE BRIDGE.

Bracebridge's idyllic setting, infrastructure, quality educational facilities, lifestyle and culture make it a very desirable place in which to live, work and play.

Bracebridge is the retail centre for several neighbouring communities and as such, has a variety of chain stores, car dealerships, department stores along with an eclectic collection of boutique and independent businesses.

The town is working diligently to improve its active transportation network with priority being placed on enhancing trails, sidewalk connectivity and making the community more bike friendly.



## TRANSPORTATION

- **Adjacent to Highway 11** – a divided provincial highway that connects to the 400 series of highways
- **Within 2 hours** of Lester B. Pearson International Airport
- **5 minutes** from Muskoka Airport – a Transport Canada Certified facility
- **Closest border crossing** is Niagara Falls (298 km/185 miles)

## TECHNOLOGY

- State of the art **Fibre Optic Network** in Muskoka with 1000 Mbps speeds



## AVAILABLE LAND

- **A brand new business park** with lots ranging in size from 2-5 acres

## UTILITIES

### Electricity

- Lakeland Power services the urban area of Bracebridge providing 20 MVA/peak load of 11 MVA
- Industrial customers have 44,000 volts available
- Hydro One services the rural areas of Bracebridge

### Natural Gas

- Union Gas services residential, commercial and industrial customers in the community





## LIFESTYLE

Ranked in Canada's Top 20 Places to Live by Money Sense Magazine (2016)

An abundance of natural walking trails, waterways, and recreational



infrastructure that contribute



to a **healthy lifestyle for residents and visitors alike**

## Home to South Muskoka Memorial Hospital –

a 59 bed care facility that provides emergency health care services and in patient care



A wide variety of **excellent educational institutions in town** from preschool to post-secondary education

Within an hour's drive of **3 university campuses**



Bracebridge's crime severity index is **58.3% lower than the national index**



Home to **Fire & Ice Bracebridge** – one of Ontario's Top 100 Festivals

# LOCATION

## The Heart of Muskoka

**Located geographically in the centre of Muskoka, Bracebridge is the home to many government and community organizations.**

Situated on a major transportation corridor the community is located less than 2 hours north of the Greater Toronto Area. This strategic location offers easy access to more than 7 million people.





### DISTANCE FROM BRACEBRIDGE

City	Market Size	Distance (Km/miles)
TORONTO	6,418,000	175 / 108
OTTAWA	1,236,000	380 / 236
DETROIT	700,000	550 / 342
NEW YORK CITY	9,491,000	959 / 596
BARRIE	135,711	90 / 56
SUDBURY	161,531	280 / 174
NORTH BAY	51,553	160 / 99
KINGSTON	159,561	360 / 223
ORILLIA	30,546	50 / 31
<b>Nearest Border Crossing</b>		
NIAGARA FALLS		298 / 185

### AREA

**628.2** square kilometers

**242.5** square miles



### GPS COORDINATES

Latitude N 43°

Same latitude as Turin, Italy & Nice, France

Longitude W 79°



### CLIMATE

**19°C in July**  
**-10°C in January**  
 Average temperature

**835mm**

Average annual rainfall

**338cm**

Average annual snowfall



**TIME ZONE**  
 Eastern Standard Time

**AGRICULTURAL LANDS**  
**Limited and generally Class 4 and 5**  
 due to stoniness and topography

### ELEVATION

**750-900 feet**  
 above sea level  
 (228-272 metres)



# BRACEBRIDGE

# THE NEW ECONOMY

**Like many Ontario towns, the shift from manufacturing to the new economy over the past decade has had a tremendous impact on the face of Bracebridge. The community offers its citizens strong construction, niche manufacturing, hospitality, tourism and professional services sectors.**

The recent real estate surge in larger urban areas has resulted in more investors and entrepreneurs looking at the return on investment that can be achieved in our picturesque northern community where real estate can be as much as 217% cheaper than the Greater Toronto Area.

Recent investments by Lakeland Networks in fibre optic infrastructure have resulted in internet speeds that are the fastest in the country.

## Open For Business

Bracebridge Town Council is very pro-business. In order to encourage strong economic growth and sustainable development, the Town has implemented a series of development incentives to promote new investments in the community.

- Non-residential Development Charges (DCs) held at zero (prior to 2014 they were \$14.63/m<sup>2</sup>. In 2020, The District Municipality of Muskoka reduced their DCs from 32.83/m<sup>2</sup> to 17.44/m<sup>2</sup>.
- Bracebridge also offers a wide variety of grants and/or interest-free loans through its comprehensive Community Improvement Plan (CIP).
- A stream lined Planning and Development Department consisting of Planning, Building and Economic Development branches, is in place to assist investors navigating the municipal approval process. Site plan applications can be approved in as little as 9-12 weeks. To further fast track the process, building permit applications can be submitted concurrently with the site plan application.





## Assistance for Small Businesses

The **Muskoka Small Business Centre** provides guidance, resources, support and information to new, emerging and existing small business owners, connecting new businesses to the community and facilitating business-to-business interaction.

**Muskoka Futures** offer a wide variety of programs and services supporting community economic development and small business growth. They specialize in:

- Strategic community planning and socio-economic development;
- Support for community-based projects;
- Business information and planning services;
- Access to capital for small and medium-sized businesses and social enterprises.

The **Bracebridge Chamber of Commerce** works to support and strengthen businesses within the community. They do this by providing leadership, representation, networking opportunities, services and education to its membership.

**Agilec** acts as a liaison between job seekers, employers and the valuable programs and services offered by the provincial and federal governments. They help to connect people looking for work with employers looking for workers.

## BRACEBRIDGE'S TOP TEN EMPLOYERS

Company	Sector	Employees
The District Municipality of Muskoka	GOVERNMENT	439
Fowler Construction Company Limited	CONSTRUCTION	350
South Muskoka Memorial Hospital	HEALTHCARE	350
Trillium Lakelands District School Board	EDUCATION	325
Hammond Transportation Ltd.	TRANSPORTATION	225
The Pines Long Term Care Residence	HEALTHCARE	220
Titanium Trucking	TRANSPORTATION	165
Your Independent Grocer	RETAIL	147
Walmart	RETAIL	137
Muskoka Brewery	NICHE MANUFACTURING	110
The Home Depot	RETAIL	108



# CULTURE & HERITAGE

## VISIT THE BRIDGE

**Bracebridge's historic red brick Downtown is centre stage for a thriving cultural sector. The Town is home to an abundance of talented visual artists who contribute to the economic vibrancy of the community.**

There are a number of independently owned cultural businesses: a unique book store, an art supply store, several galleries and dance schools. These businesses are complimented by an eclectic assortment of boutiques, specialty retailers and eateries.

The Town's festival scene is alive and well with events happening throughout the year. Whether it is the ever popular **Muskoka Arts and Crafts Summer Show**, or the award winning **Fire and Ice Festival** with its gigantic Tube Run down the main street—Bracebridge has something for everyone.

The Rene M. Caisse Community Theatre strives to nurture, stimulate and enhance the enjoyment and understanding of the arts while encouraging the pursuit of excellence in performance, craftsmanship and design.

Bracebridge is embracing the culinary movement with unique dining experiences, a long running **Farmers' Market** and festivals geared to foodies (**What's Cooking Bracebridge, Gluten Free Fest, Session Muskoka, and Venture Fest**). In addition, Katalyst Brewery and Lake of Bays Brewery have opened facilities building on the tremendous 20 year success of Muskoka Brewery.



## DEMOGRAPHICS

Total Population		Population Projections	
2001	13,751	2026	17,400
2006		2036	18,700
2011	15,414	2046	19,600
2016	16,010	Source: District of Muskoka 2019 Growth Strategy	

Population by Age and Sex			
Age	Male	Female	Total
0-14 years	1,105	1,085	<b>2,195</b>
0-4 years	345	330	<b>670</b>
5-9 years	365	395	<b>760</b>
10-14 years	395	365	<b>760</b>
15-19 years	435	440	<b>875</b>
20-24 years	420	385	<b>805</b>
25-29 years	400	380	<b>780</b>
25-44 years	1,570	1,580	<b>3,150</b>
45-54 years	1,120	1,170	<b>2,290</b>
55-64 years	1,290	1,400	<b>2,680</b>
65-69 years	580	640	<b>1,225</b>
70+ years	1,430	1,940	<b>3,380</b>
<b>TOTAL POPULATION</b>	<b>7,755</b>	<b>8,260</b>	<b>16,010</b>

Source: Stats Can

## DIGITAL CONNECTIVITY

**We may be in the Heart of Cottage County but that doesn't mean we aren't digitally connected.**

In fact, Lakeland Networks is the first internet service provider in Ontario to offer a speed of 1 Gigabit internet through a 100% fibre optic network. This means customers can transfer data hundreds of times faster than the standard copper wires used in regular broadband connections. Lakeland's mandate is to create a fibre network throughout Muskoka and be able to support all businesses and residents with speeds of 100 Mbps or more with a high level of security.

Other companies that offer high speed internet in the community include: Bell, Cogeco, Rogers, Telus, Vianet and Xplornet through a combination of wired and wireless solutions.

# TRANSPORTATION

## INFRASTRUCTURE

**Bracebridge is situated immediately adjacent to Highway 11, a 4-lane provincial highway that connects directly to the 400 series of highways.**



### Truck service

Centrally located between Toronto to the south and Sudbury to the north, the community is well serviced by Titanium Transportation Group (TTG). TTG provides full load, intermodal service from Bracebridge, across Canada and the US with international connection services via ocean and air.



### Airport

Muskoka Airport (YQA) is located adjacent to Highway 11 just 5km south of Bracebridge. The runway length, rating capacity and customs services result in more jet traffic than airports in many larger communities in Ontario. It dispenses approximately 1 million litres of fuel/year.

- Transport Canada Certified facility
- Operates 24 hours per day; 365 days per year
- Illuminated paved runway 1.83 kilometers (6000 ft) in length. Secondary runway is 2180 ft long

- Rated for use by all business class jets and most narrow bodied commercial airliners including aircraft as large as the 737, DC-9 and Airbus 319
- Approximately 15,000 aircraft movements per year
- Fuel Avgas and jet fuel services
- Both FlyGTA and Porter Airlines (peak season only) offer affordable commercial flights between Muskoka and Downtown Toronto.



### Bus service

Bracebridge is also serviced by **Ontario Northland** bus service that includes multiple runs between Toronto and North Bay.

**Hammond Bus Lines** offers charter services throughout Muskoka and beyond.

**Corridor 11** offers week-day commuter service connecting Huntsville, Bracebridge, and Gravenhurst to Orillia and Barrie.

**Bracebridge Public Transit** operates an urban service throughout the community from Monday to Saturday. As well, Bracebridge Mobility provides door-to-door shared ride accessible public transit service for people with mobility issues.



# KEY OCCUPATIONS IN THE REGION

Sector	% of Population employed	% + or - 2011-2016
SALES & SERVICES	26%	+6%
TRADES TRANSPORTATION & EQUIPMENT OPERATORS	21%	+3%
BUSINESS FINANCE ADMINISTRATION	13%	+1.4%
MANAGEMENT	12%	-0.3%
EDUCATION, LAW, SOCIAL, COMMUNITY, GOVERNMENT	10%	+2%
HEALTH SERVICES	6%	-3.3%
NATURAL & APPLIED SCIENCES	4%	+23%
UTILITIES, MANUFACTURING	3%	-4%
NATURAL RESOURCES, AGRICULTURE & RELATED PRODUCTION	3%	+33%
ARTS, CULTURE, RECREATION, SPORT	3%	+25%

## SIX KEY SECTORS HAVE BEEN IDENTIFIED FOR CONTINUED ECONOMIC GROWTH



Construction

Tourism-  
Culture



Healthcare

Geo-Tech/  
Green  
Technology



Educational  
Services

Niche  
Manufacturing



Statistics Canada: 2016 Census of Population  
2017-2018 Local Labour Market Plan: Simcoe Muskoka Workforce Development Board.

# IT'S ALL ABOUT THE LIFESTYLE!

## Real Estate

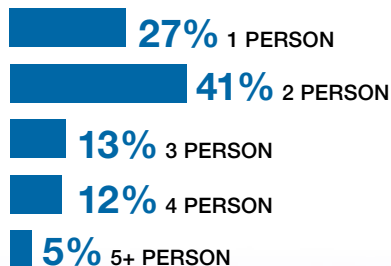
The north and south branches of the Muskoka River wind their way through town and eventually make their way out to Lake Muskoka. Added to this is an abundance of smaller lakes, all of which means that there are waterfront properties available in both urban and rural settings. Other housing options include dense downtown developments, historic and modern urban homes, condos, apartments and a wealth of secluded rural settings. Bracebridge's housing costs are highly competitive when compared with neighbouring communities.

### HOUSING STATISTICS

**74%** of residents live in detached homes compared to 54% in Ontario as a whole

**13%** of residents live in attached homes compared to 28% in Ontario as a whole

#### Number of persons per household



### AVERAGE HOUSING COSTS IN 2019

**Barrie**  
\$487,310

**Orillia**  
\$488,167

**Bracebridge**  
\$407,455



## Health and Emergency Services

South Muskoka Memorial Hospital amalgamated with Huntsville District Memorial Hospital in 2005 and formed Muskoka Algonquin Health Care. The two sites now work cooperatively in providing superior quality healthcare to residents of Muskoka. Key services provided by these hospitals include: Urology, Ophthalmology, Obstetrics, Oncology Clinic, Dialysis Clinic, Diabetes Centre and District Stroke Centre.

The community has three medical clinics in addition to one community health hub mobile unit.

The Bracebridge Firehall coexists with Muskoka EMS services in a state of the art building. Completed in 2017, this new build was designed to service the needs of our growing community for the next 50 years.

Policing in Bracebridge is handled by the Ontario Provincial Police with a detachment located in the community.

## Education

Bracebridge is blessed with a wide variety of educational options within the community.

- **1** Montessori
- **5** public elementary schools
- **1** separate elementary school
- **1** public high school
- **1** separate high school
- **1** private secondary high school
- **1** post-secondary college
- **1** distance learning facility that offers programs with the support of over 30 Ontario colleges and universities

Additionally, there is access to three different universities within a one hour drive of Bracebridge.

## RECREATION



Over **64 kms** of hiking/biking trails in the urban core

**2200 kms** of groomed snowmobile trails in the region

**3 alluring waterfalls**

**3 golf courses**



Canoe and paddling clubs

**42 km watercourse** with 11 portages

Skateboard park

Lawnbowling Club



Figure skating clubs

Muskoka Zip Lines & Aerial Park

Numerous  **gyms and fitness centres**

**Active Living Centre**

**Multi Use Community Centre**  
(Library arena and fieldhouse set to begin construction in 2021)

## ARTS & ENTERTAINMENT

**2 art galleries**



**Rene Caisse Theatre for Performing Arts**

Dance Schools

**Muskoka Arts & Crafts Summer Show**



Numerous fine dining, family & quick service restaurants

**Over 20** festivals & events to enjoy

**Santa's Village**

**Prism Theatre in the Park**



**Movie Theatre**



**The Town of Bracebridge**  
Economic Development Branch  
1000 Taylor Court  
Bracebridge, Ontario P1L 1R6  
705-645-5264

[www.bracebridge.ca](http://www.bracebridge.ca)  
[www.thebridgetomore.ca](http://www.thebridgetomore.ca)