

# MUSKOKA

## *Let Us Show You Why*

Economic Development and Community Profile  
March 2019





Gord Baxter



# MUSKOKA

## *Let Us Show You*

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# Let Us Show You *Why Muskoka Is Your Best Choice*

## The Muskoka Advantage

What are the key advantages to Muskoka? It's hard to know where to start. Perhaps it's in recognizing that Muskoka is magical – a place that grabs hold of people's hearts and imaginations, then never lets go. It is this emotional attachment that brings people back to Muskoka time and time again, and in the process creates a superior brand.

Muskoka has been a destination of choice since the late 1800s when travellers discovered its abundant beauty and charm by steamboat. Muskoka's brand recognition has grown steadily since, and spread beyond the borders of Canada. Muskoka has repeatedly been recognized one of the world's top vacation destinations.

To highlight a few accolades, National Geographic has ranked Muskoka first in their 10 Best Summer Trips and among the Best 20 Trips in the World. Reader's Digest named Muskoka as one of the Top 10 Greatest Canadian Road Trips.







Encompassing an area of 4,765 square kilometres, including more than 650 lakes over 8 hectares in size, and 38 wetlands designated as Provincially Significant, it is not surprising that Muskoka is Ontario's premiere cottaging destination, attracting over 3.2 million person visits annually\*. It is a place of pristine forests, elegant rockscapes, waterfront retreats, historical downtowns, and bustling festivals. Muskoka offers four-season outdoor recreation, an enviable lifestyle, and a thriving arts and culture scene. In short, whether you want to live here, play here, or run a business here, being in Muskoka is its own competitive advantage.

What's more, Muskoka has the services and infrastructure to meet a range of personal and business needs: a Canada Customs Airport of Entry and Transport Canada Certified facility with seasonal commercial service to downtown Toronto, 1-Gigabit fibre-optic internet, and access to major highway corridors that provide proximity to major markets. Add to this an engaged, educated population and you have everything you need to succeed.

These are just some of the key advantages Muskoka has to offer. Let us show you more reasons why Muskoka is your best choice.

\*Ministry of Tourism, Culture and Sport, Muskoka District, 2016





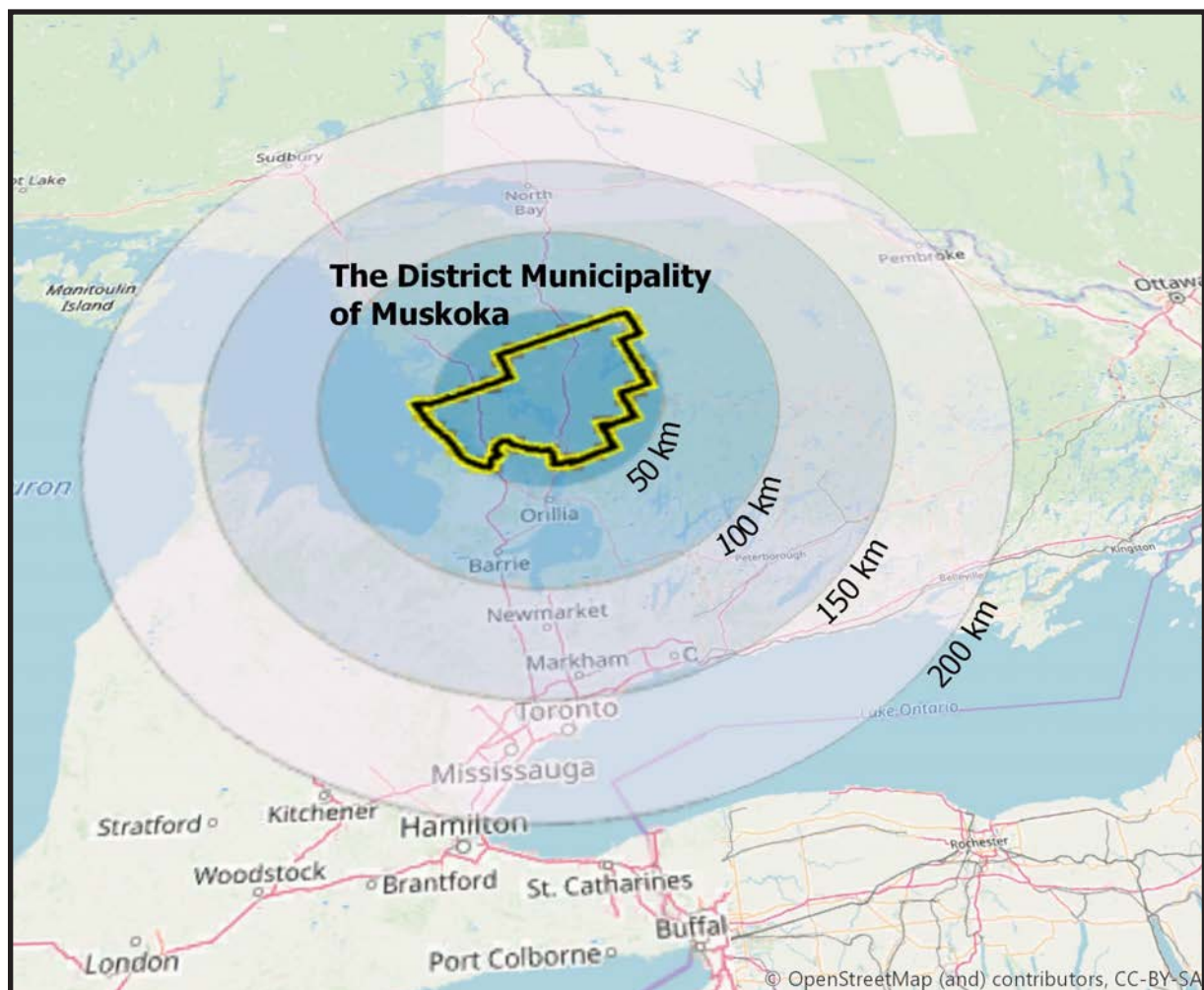


## An Unbeatable Location

Centrally located and surrounded by well-maintained highways, Muskoka is accessible not only to communities to the south, but also Parry Sound and Sudbury to the west, North Bay going North and Ottawa going east.

Muskoka is located just north of almost 9.25 million people - over 68% of Ontario's population - living in the Greater Golden Horseshoe region.

Muskoka is also within an hour's drive of the city of Barrie, which has been designated an Urban Growth Centre by the Province of Ontario, and boasts a population of almost 200,000 in its census metropolitan area.







## Proximity to Key Urban Centres

	Barrie	Toronto	London	Niagara Falls	Kingston	North Bay	Sudbury
Gravenhurst	74	185	326	283	345	176	245
Bracebridge	90	201	342	298	360	161	240
Huntsville	125	236	377	334	347	127	235

\*Distances in kilometres



# Six Area Municipalities and Two Indigenous Communities

The District of Muskoka is comprised of six Area Municipalities – three Towns and three Townships - as well as two Indigenous Communities, all with their own unique features, histories, and attractions.

## Township of Muskoka Lakes

Permanent Population: 6,580  
Seasonal Population: 26,992  
Total Population: 33,572

## Town of Huntsville

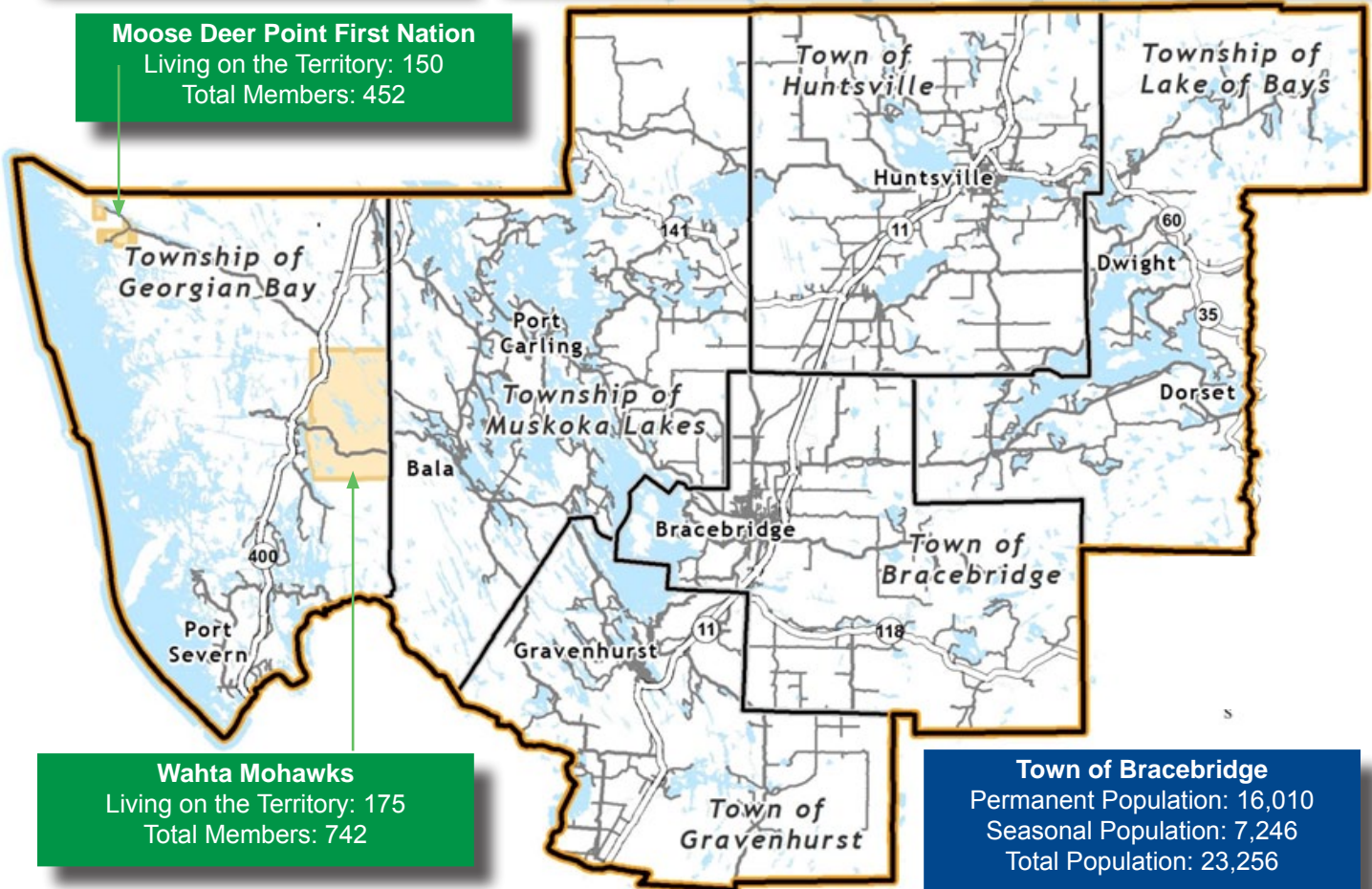
Permanent Population: 19,816  
Seasonal Population: 7,009  
Total Population: 26,825

## Township of Lake of Bays

Permanent Population: 3,167  
Seasonal Population: 11,720  
Total Population: 14,887

## Moose Deer Point First Nation

Living on the Territory: 150  
Total Members: 452



## Wahta Mohawks

Living on the Territory: 175  
Total Members: 742

## Town of Bracebridge

Permanent Population: 16,010  
Seasonal Population: 7,246  
Total Population: 23,256

## Township of Georgian Bay

Permanent Population: 2,499  
Seasonal Population: 16,513  
Total Population: 19,012

## Town of Gravenhurst

Permanent Population: 12,311  
Seasonal Population: 11,327  
Total Population: 23,638

**Permanent Population:** Statistics Canada Published Census, 2016 (Includes totals for Moose Deer Point but does not include the Wahta Mohawk Territory as it was incompletely enumerated) **Estimated Seasonal Population:** District of Muskoka 2017 Second Home Study







### Town of Bracebridge

Voted one of Ontario's top 10 historic downtowns, Bracebridge is situated in the heart of Muskoka and is the economic, educational, political and technological centre of the region. Bracebridge flourished in the early days due to the numerous waterfalls in the area which powered sawmills, a gristmill, a woolen mill, a shingle mill and a linen mill. The Town was also home to several tanneries in the late 1800s. Waterfalls continue to supply power to the Town of Bracebridge through Town-owned power generating plants at High, Wilson's and the Bracebridge falls.

Today, Bracebridge features an eclectic mix of one-of-a-kind boutiques, eateries and historic buildings that are anchored by the beautiful Bracebridge Falls and the iconic Silver Bridge. Located at the 45th parallel, Bracebridge is the home of Santa's Village, a family theme park that attracts in excess of 60,000 people annually.

### Town of Gravenhurst

Known as the Gateway to Muskoka, Gravenhurst is the first stop in Muskoka coming from southern Ontario. The Town began in the timber trade and before long became prosperous with sawmills and lumberyards. This brought the railway, which in turn welcomed the first tourists and the development of the tourist trade, as many waterfront resorts and hotels were built around Lake Muskoka and other pristine lakes.

Today, Gravenhurst is home to a thriving business sector and many of Muskoka's cultural assets such as the historical Gravenhurst Opera House, Bethune Memorial National Historic Site, the Muskoka Wharf, and North America's oldest operating steamship, the R.M.S Segwun.

Gravenhurst is also home to the Muskoka Airport.







### Township of Lake of Bays

The Township of Lake of Bays is nestled in north-eastern Muskoka and shares part of its boundary with Algonquin Park. Known for its natural beauty, charming hamlets and recreational opportunities, Lake of Bays is a vibrant four-season community.

Supported by road and steamboat connections, Baysville developed around the lumber industry and soon became a popular destination for vacationers. Settlement areas also include Dorset and the thriving community of Dwight on the Highway 60 corridor. You'll also find a hub for artists and adventurers in the hamlet of Hillside.

The current economy is based on tourism, recreation, and the service sector with forestry and aggregate extraction contributing as well. Lake of Bays is home to the historic SS Bigwin Steamship, the Dorset Fire Tower and the Lake of Bays – Muskoka's fourth largest lake.



### Town of Huntsville

The largest Town in Muskoka, Huntsville acts as the western gateway to Algonquin Provincial Park. It has been ranked in many top ten lists, including Canada's Best Adventure Town by Explore Magazine and the Number One Place to Take a Summer Trip by the Toronto Star. It has hosted a variety of legacy events including the G8 summit, the Ontario Winter Games, the Ironman Triathlon and more.

The area was first settled as a small agricultural centre, but growth was stimulated by the engineering of a navigable water route from Port Sydney in 1877.

There are three large lakes within the Town's boundaries, as well as countless smaller lakes, two major rivers and the picturesque Arrowhead Provincial Park.



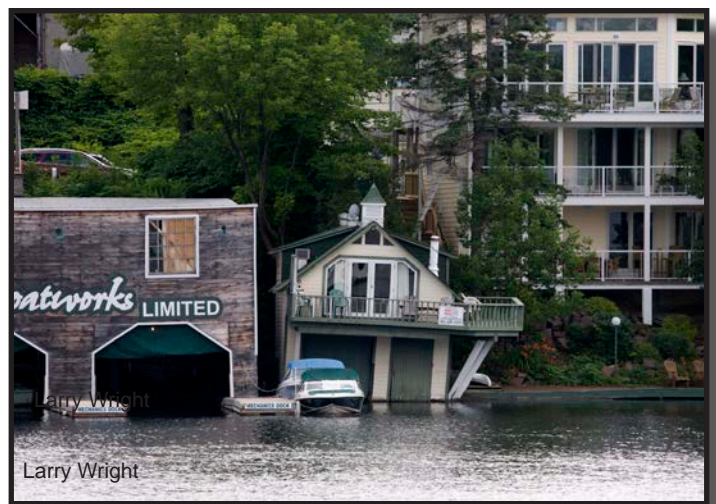


### Township of Georgian Bay

The Township of Georgian Bay is the entrance to the Trent-Severn Waterway, the UNESCO-designated 30,000 Islands, the Georgian Bay Islands National Park, and is part of the UNESCO Georgian Bay Biosphere Reserve. It is made up of the communities of MacTier, Honey Harbour and Port Severn.

In the south, the Township's earliest economy was based on logging. Felled trees were transported on tributaries of the Severn River to a mill located at present day Port Severn. The completion of Lock 45 on the Trent Severn Waterway opened the way for tourism. To the north, MacTier was founded as a re-fuelling stop for steam engines on the CP Rail Road.

The current economy relies on serving tourists and summer cottagers, and is perhaps best known for the historic Delawana Resort and its abundance of marinas.



### Township of Muskoka Lakes

The Township of Muskoka Lakes provides access to Muskoka's three largest lakes – Muskoka, Rosseau and Joseph - as well as 80 smaller lakes. The Township has the largest assessment base in Muskoka at over \$8 billion in 2013. Anchored by the communities of Bala, Port Carling and Windermere, the Township offers both sophisticated tourism and wholesome cottage living.

Port Carling, Muskoka's oldest community, began as an Ojibway settlement. The desire for land, coupled with the district's rich timber, compelled the government to open the Township for settlement following the passage of the Free Grants and Homesteads Act in 1868.

Today the Township of Muskoka Lakes is home to Muskoka Lakes Farm & Winery, the Kee to Bala, and Hardy Lake Provincial Park.







### **Moose Deer Point First Nation**

Moose Deer Point First Nations has a deep and rich cultural history. The people of Moose Deer Point are descendants of the Pottawatomi of the American Mid-West. As allies of the British Government, the Pottawatomi responded to an invitation from the Government, to settle in Southern Ontario in the late 1830's, eventually joining the Beausoleil Band on Beausoleil Island. Later, some members of Beausoleil and some Pottawatomi moved north and established a settlement at Moose Deer Point. The Moose Deer Point Reserve was first surveyed in 1917 and vested by an Order-in-Council the same year.

Moose Deer Point comprises approximately 500 members, 200 of whom live on the territory. Today the community is comprised of a total official land base of 619 acres, with an additional 400 acres awaiting the designation of reserve status.

### **Wahta Mohawks**

The Wahta Mohawks Territory was founded in 1881 by the Mohawk people of Kanesatake, Oka, Quebec. The Wahta Mohawks are mainly descended from members of the Five Nations confederacy, which also included the Oneida, Onondaga, Cayuga and Seneca. When the Tuscarora joined in the early 1700's they became the Six Nations Confederacy. The Mohawk Nation is the Eastern Door of the Iroquois Confederacy. It was responsible for protecting its easternmost territory, as well as trade relationships with the Dutch and English. The Confederacy had a long-standing reputation for its sophisticated political organization, its complex use of diplomacy, and coordinated military campaigns.

The Confederacy still exists and the People continue to refer to themselves as Haudenosaunee or People of the Longhouse.





# Let Us Show You Our Unique Demographics

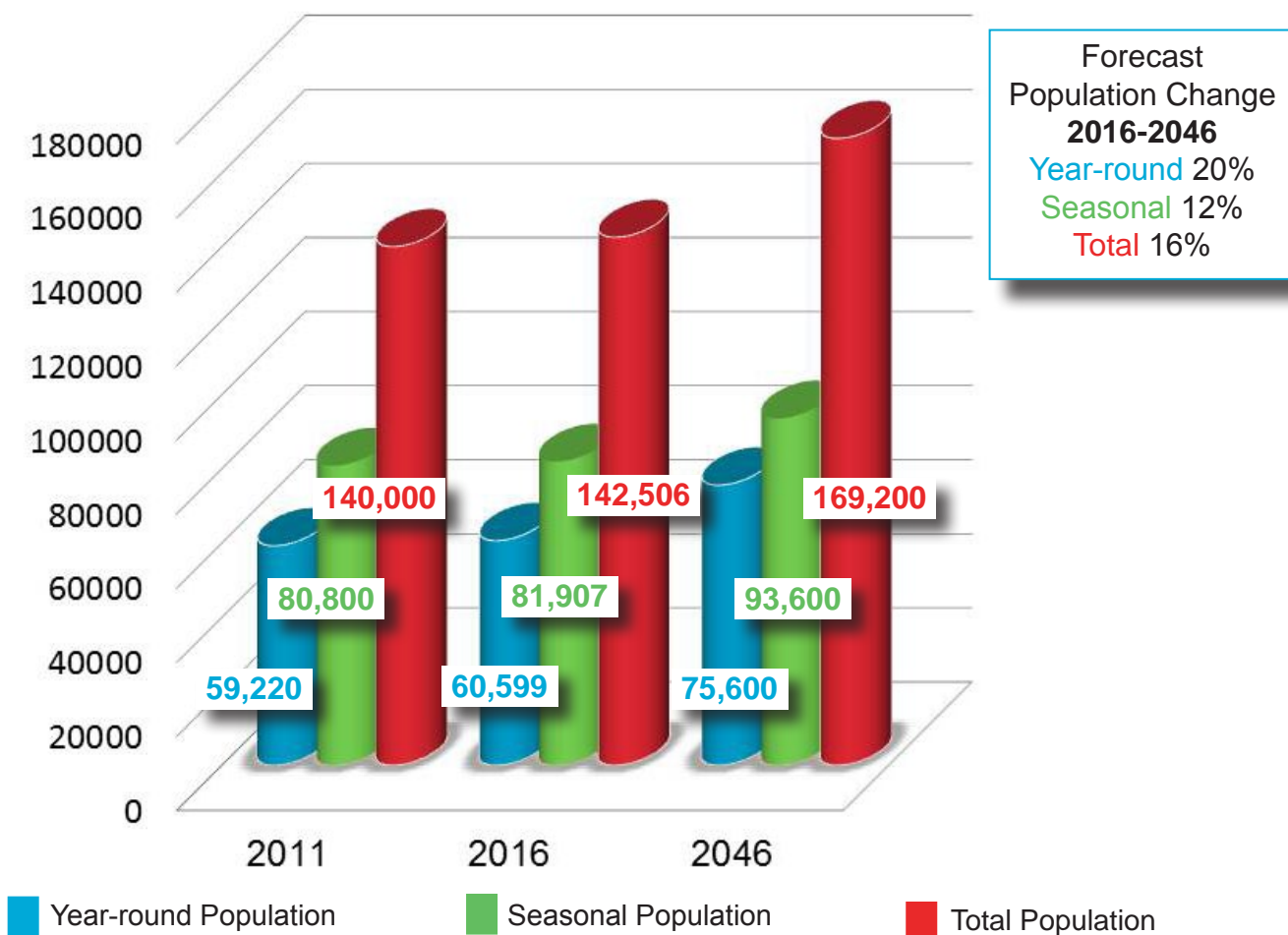
## Growing Population\*

Muskoka's year-round population is growing. In fact, it grew almost 6.7% over a ten year period. Additionally, as a premiere tourist destination, Muskoka's population more than doubles in the summer months with the influx of cottagers and tourists. It is for this reason Muskoka is able to offer a wide variety of facilities and services, while maintaining a quiet, relaxed lifestyle.

Muskoka's population  
grew **6.7%** between  
2006 and 2016

## District of Muskoka Population\*

### Year-round - Seasonal - Past - Current - Projected



\*Sources: Statistics Canada Revised Census 2011 and 2016.

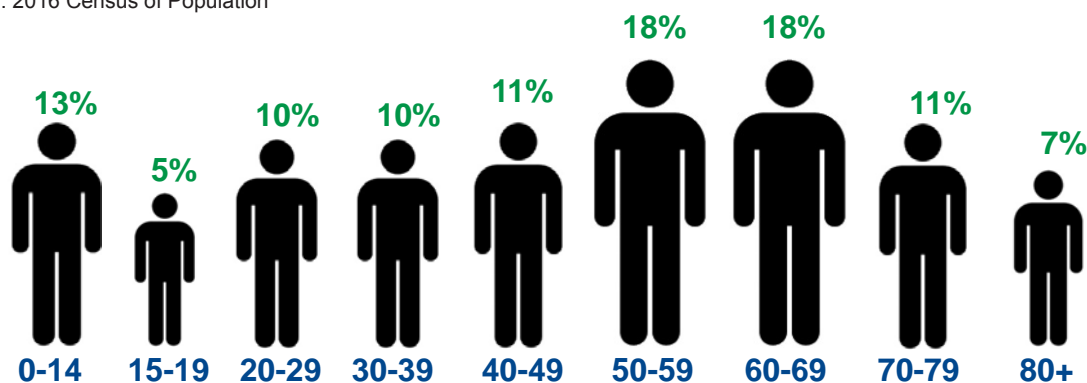
District of Muskoka 2017 Second Home Study. District of Muskoka 2019 Muskoka Growth Strategy: Forecast & Growth Allocation Report





## Muskoka's Population Distribution by Age\*

\*Statistics Canada: 2016 Census of Population



As the baby boomers age, demographics across Canada are changing and 2016 signaled a turning point. For the first time in census history, the number of seniors aged 65 years or over exceeded children aged 0 to 14.

It is not surprising to see a similar trend in Muskoka. After having come to love the community during their summer stays, many retired cottagers choose to make Muskoka their year-round home. This population trend represents a distinct advantage for Muskoka. Older adults often have more time to engage in community events and have more disposable income. The volunteer sector in Muskoka is also bolstered by an older cohort, a trend that is consistent across Canada as volunteers have been increasing in age over the past decade.





# Let Us Show You Our Qualified Workforce\*

Educated, engaged and growing, Muskoka's labour force is ready for business.

## Muskoka's Labour Force is Educated

For those aged between 25 and 64:

58% have a post-secondary degree, diploma or certificate

28% have a college diploma, compared to only 25% for the whole of Ontario

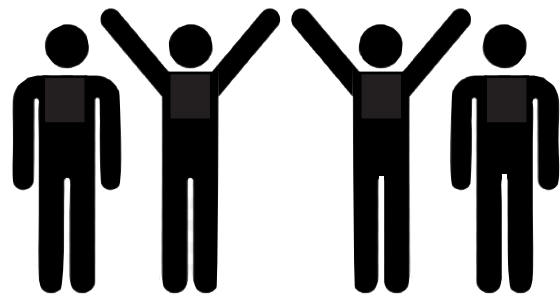
10% have an apprenticeship, trades certificate or diploma, compared to only 6% for the whole of Ontario

Almost 20% have a university degree



## Muskoka's Labour Force is Engaged

More than 60% of the total labour force over the age of 15 participates in some form of employment, an impressive number considering 26% of the permanent population is over the age of 65.



Muskoka's unemployment rate (7.1%) is slightly lower than Ontario's (7.4%).

17% of Muskoka's labour force is self-employed, compared to approximately 11% for the whole of Ontario.

## Muskoka's Labour Force is Strong - and Growing

Muskoka's total labour force, between the ages of 15 and 65, is 50,760 people

Approximately two-thirds – or 30,515 – are classified as “in the labour force” or employed

Muskoka's labour force is growing faster than the population. The total population between the ages of 15 and 65 - those “in the labour force” - grew 6% between 2011 and 2016, whereas the total population grew only 2.3%.



Statistics Canada: 2016 Census of Population and 2011 National Household Survey



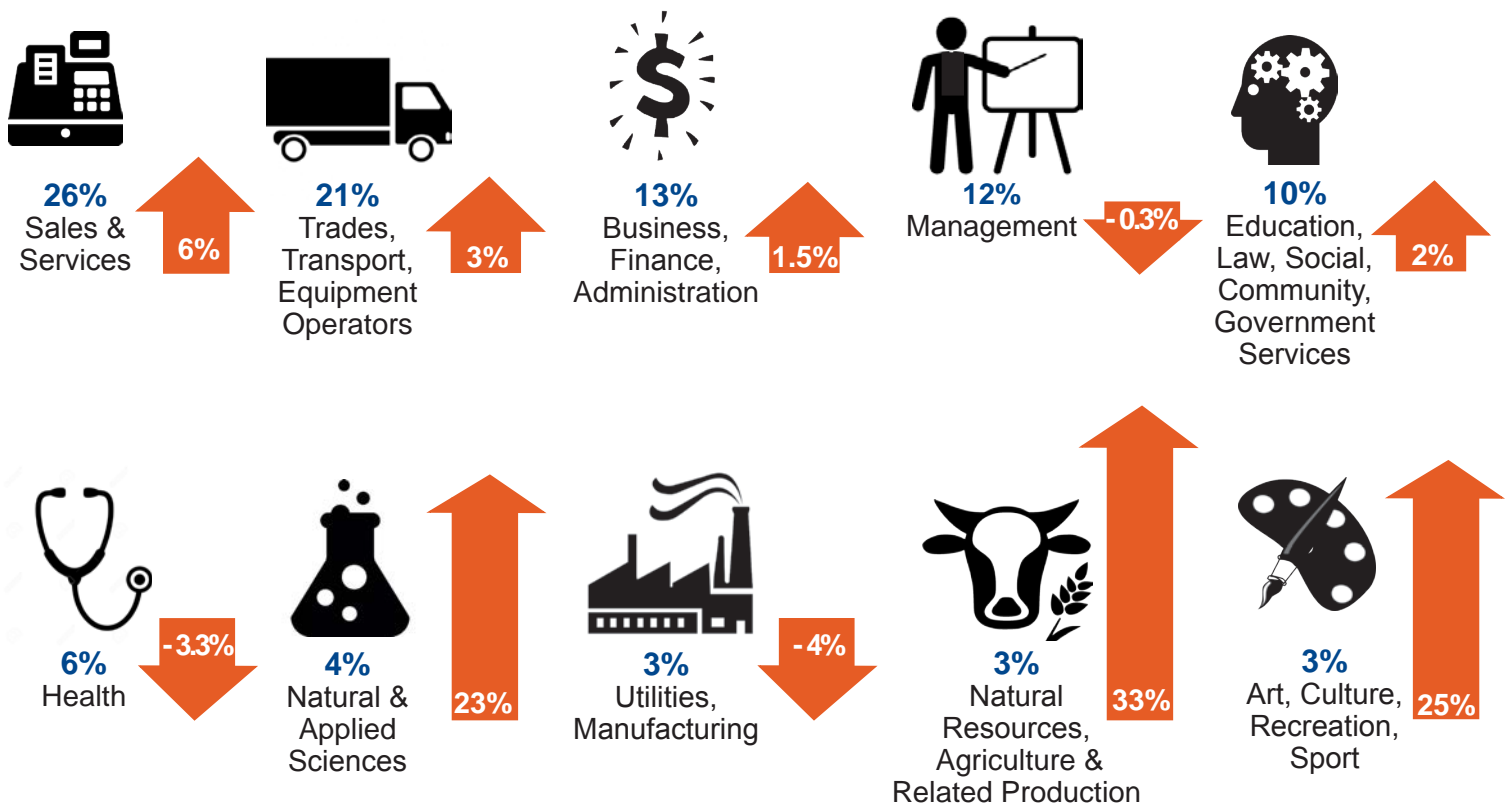




## Let Us Show You Where We Work\*

### Growth in Muskoka's Key Occupations 2011-2016\*\*

Muskoka has a labour force of 30,515, which represents a participation rate of over 60% of the total permanent population. Our diverse labour force is engaged in the following 10 occupations. All but three of these occupations experienced growth between 2011 and 2016.



\* Statistics Canada: 2016 Census of Population

\*\*Source: 2017-2018 Local Labour Market Plan, Simcoe Muskoka Workforce Development Board





## Let Us Show You How Muskoka's Incomes Add Up\*

### Median Total Income:

Muskoka is 3% lower than Ontario. Ontario is 2% lower than Canada.

### Average Total Income:

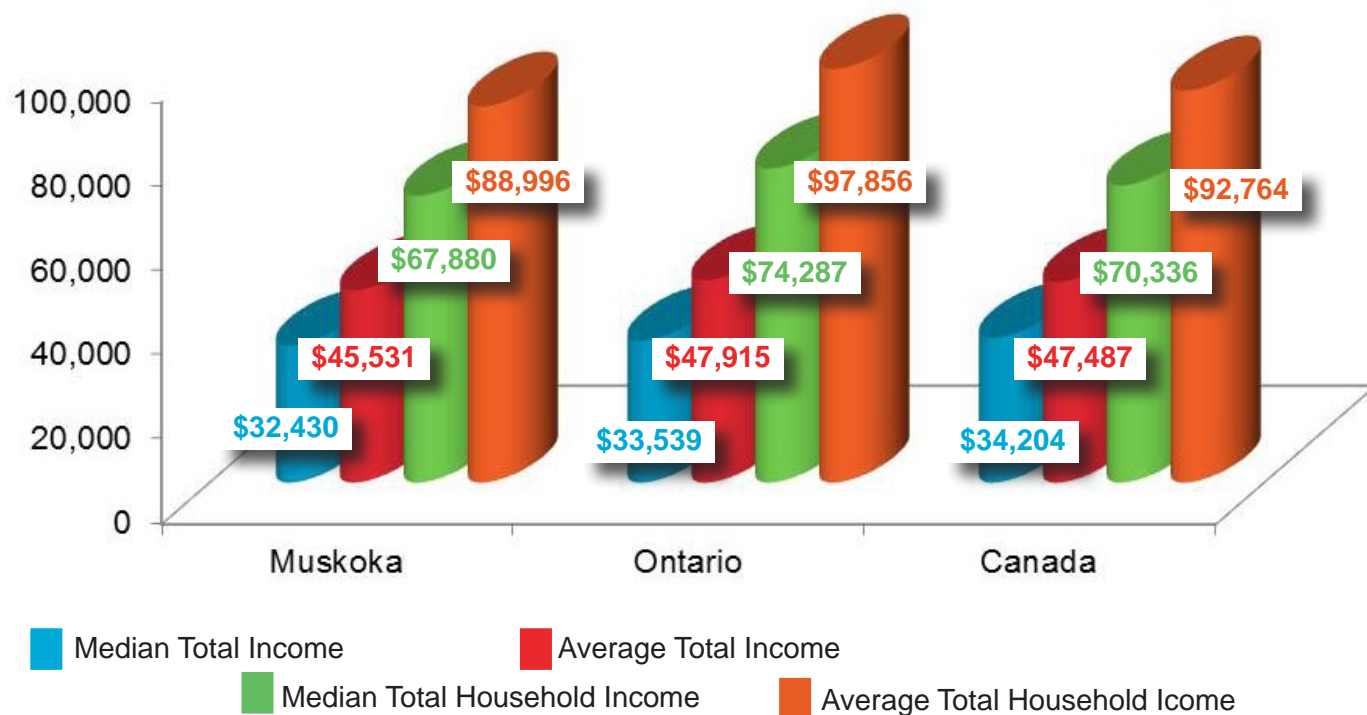
Muskoka is 5% lower than Ontario. Canada is also lower – almost 1% – than Ontario.

### Median Total Household Income:

Ontario is higher than both Canada and Muskoka.

### Average Total Household Income:

Muskoka is 4% less than Canada. Canada's is 5% lower than Ontario.



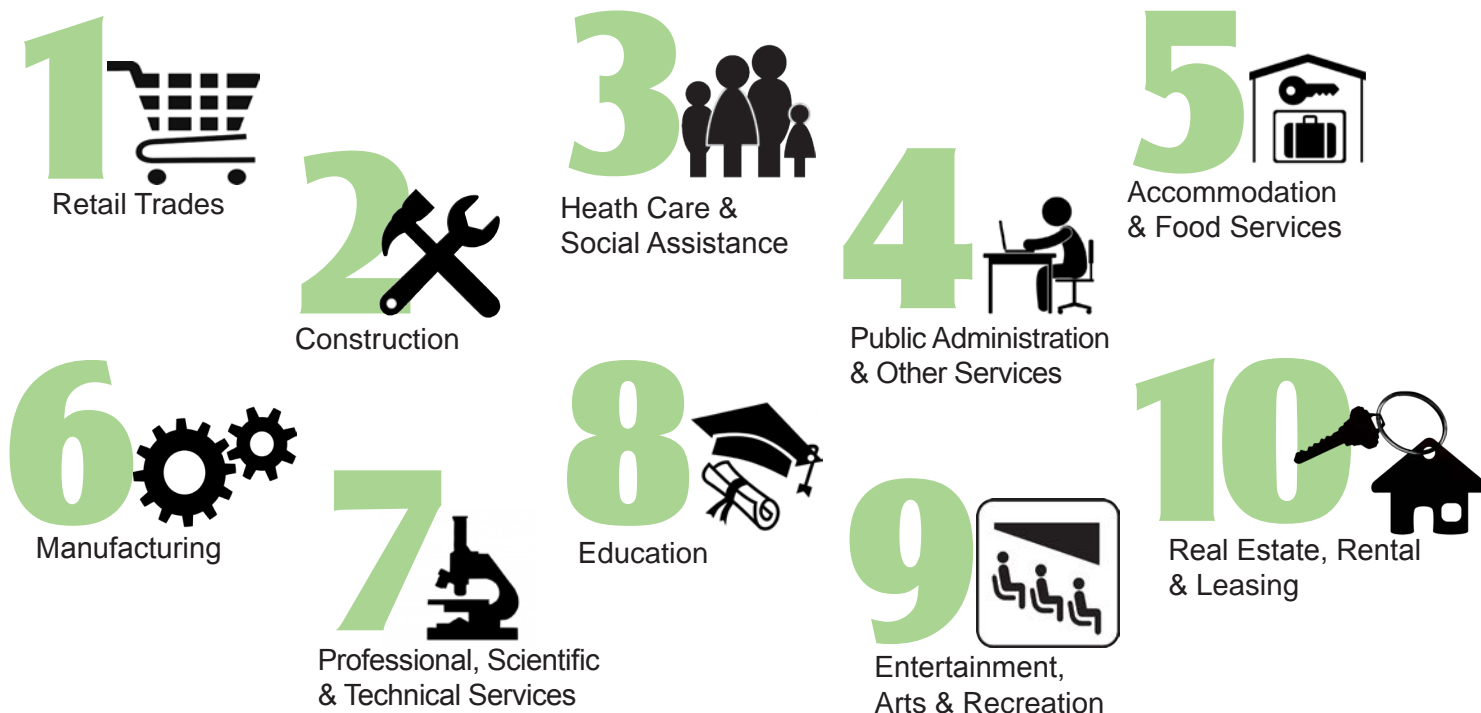
\* Statistics Canada Published Census, 2016 (For population aged 15 and over, based on 2015 data, before taxes)



# Let Us Show You *What Fuels Our Economy*

## Muskoka's Top 10 Economic Sectors\*

While Muskoka's economy relies on a strong tourism sector, we are made up of more than service industries. Muskoka has a diverse, balanced economy that includes a range of building trades and professional sectors as well.



While many of the top economic sectors are consistent in all Area Municipalities across Muskoka, there are regional differences as well. Regional economic sectors that don't appear in the Muskoka-wide data above include Finance and Insurance, Transportation and Warehousing, and Wholesale Trade.

\* Statistics Canada Published Census, 2016





## Industry Growth in Muskoka\*

\*Source: 2017-2018 Local Labour Market Plan, Simcoe Muskoka Workforce Development Board

Industries in Muskoka with the largest number of companies are:

Construction  
**20%**



Real Estate,  
Rental &  
Leasing

**18%**

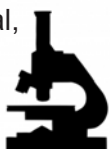


Retail Trades  
**9%**



Professional,  
Scientific &  
Technical  
Services

**9%**



Between 2011 and 2016 thirteen industries grew in terms of employment. The five industries with the biggest increases were:

Retail Trades



Construction



Professional,  
Scientific,  
& Technical



Administrative  
& Support



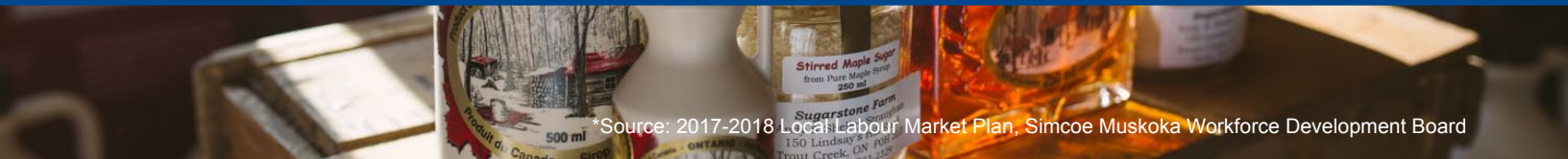
Accommodation  
& Food  
Services



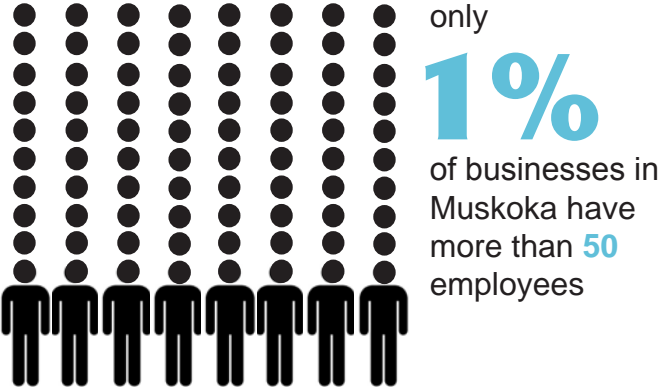
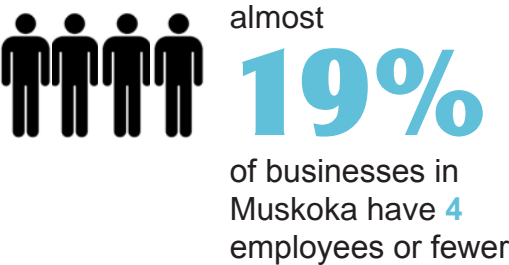




# Big Impact of Small Business in Muskoka\*



There is no doubt that small businesses have a big impact on Muskoka's economy.







# Economic Impact of Tourism

Because Muskoka is internationally recognized as a top tourist destination, it isn't surprising that tourism has a significant impact on the economy.

Tourists spend  
**\$500+ MILLION**  
annually in Muskoka



**\$212 MILLION**  
Food and  
Beverages



**\$109 MILLION**  
Accommodation



**\$91 MILLION**  
Transportation



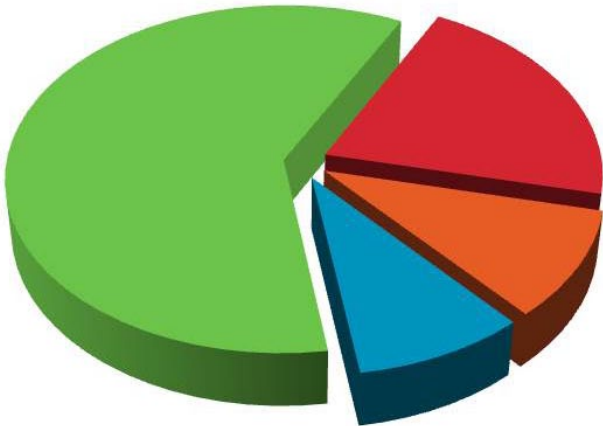
**\$52 MILLION**  
Retail



**\$36 MILLION**  
Entertainment  
& Recreation

Muskoka is a **FOUR-SEASON** destination.  
**THIS** is when tourists visit:

- Summer 60%
- Spring 21%
- Fall 10%
- Winter 9%



Muskoka welcomes  
**3.2+ MILLION**  
person visits annually



**57%**  
Outdoor  
& Sporting  
Activities



**18%**  
Visiting Friends  
or Relatives



**8%**  
National or  
Provincial  
Parks



**6%**  
Cultural  
Event



**4%**  
Sightseeing



**4%**  
Business,  
Conference,  
Seminar



**3%**  
Restaurant  
or Bar

\*Ministry of Tourism, Culture and Sport, Muskoka District, 2016





## Economic Impact of Second Home Households

SECOND HOME  
HOUSEHOLDS SPEND  
AN ESTIMATED  
**\$154+ MILLION**  
ANNUALLY IN MUSKOKA

Second Home Households contribute significantly to Muskoka’s economy. According to the District of Muskoka’s *2017 Second Home Study*, the total estimated economic impact of purchases made by Muskoka’s 22,879 second home households equals more than 154 million dollars.

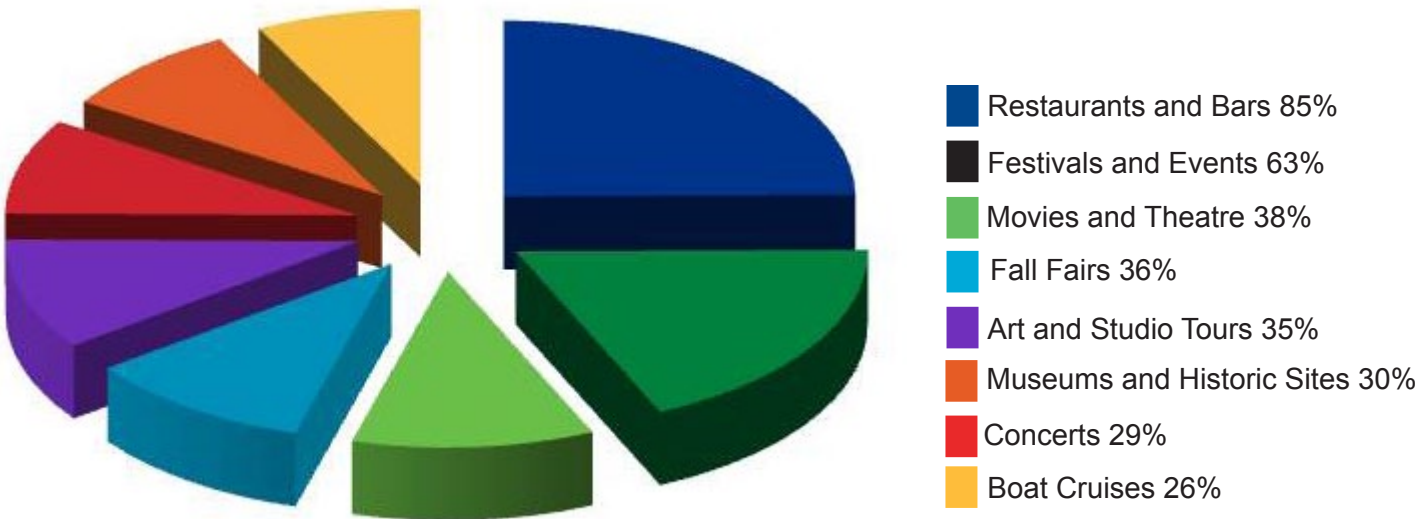
Second Home Households  
spend on average each  
**week** in Muskoka:

**\$757**

Second Home Households  
spend on average each  
**year** in Muskoka:

**\$6,738**

Second Home Households Engage in a  
Variety of Entertainment and Attractions







## Major Employers in Muskoka

### Retail, Sales, Service & Tourism



Bigwin Island Resort & Golf Club  
Camp Muskoka  
Canadian Tire  
Deerhurst Resort  
Foodland  
Home Building Centre

Home Depot  
Hidden Valley Resort  
Independent Grocers  
JW Marriot - Rosseau  
Muskoka Woods  
Muskoka Brewery

Pride Marine Group  
Sawdust City Brewing Company  
Taboo Resort  
Walmart

### Industry, Manufacturing, Utilities, Construction & Transportation



Budget Propane  
Canusa – CPS – Shawcor Ltd  
Duraline  
Fanotech Enviro Ltd  
Fenner-Dunlop  
Fowler Construction

Hammond Transport  
HLD Corporation  
Kimberly-Clark  
Lake Central Air  
Lakeland Power  
Lakeland Networks

Muskoka Plumbing Heating & Electric  
Muskoka Aircraft Refinishing  
Panolam  
Titanium Transportation Group  
Uponor  
Waste Connections of Canada

### Government, Education, Social Services & Health Providers



Correctional Service Canada  
Fairvern Nursing Home  
Jarelette Health Services  
District of Muskoka  
Muskoka Algonquin Healthcare  
Ontario Provincial Police

Sienna Senior Living  
Town of Bracebridge  
Town of Huntsville  
Town of Gravenhurst  
Township of Muskoka Lakes  
The Pines Long Term Care

Trillium Lakeland District School Board  
Simcoe Muskoka District Health Unit  
Simcoe Muskoka Catholic District School Board



# MUSKOKA

## Let Us Show You *How Connected We Are*

Muskoka is connected  
to over **68%** of Ontario's  
population by two  
north-south highways

Muskoka is connected by an integrated network of highways.

Originating in Toronto, Highway 400 runs along the western side of Muskoka, connecting Muskoka with Barrie to the south, and Parry Sound to the north.

Highway 11 creates a corridor through the centre of Muskoka, connecting the towns of Gravenhurst, Bracebridge and Huntsville to Barrie in the south, and North Bay and beyond, to the north.

Additionally, Muskoka is serviced by several well-maintained east-west corridors that not only connect urban centres with smaller communities within the District, they also connect to important communities beyond Muskoka, and connect the Highway 11 and 400 corridors.

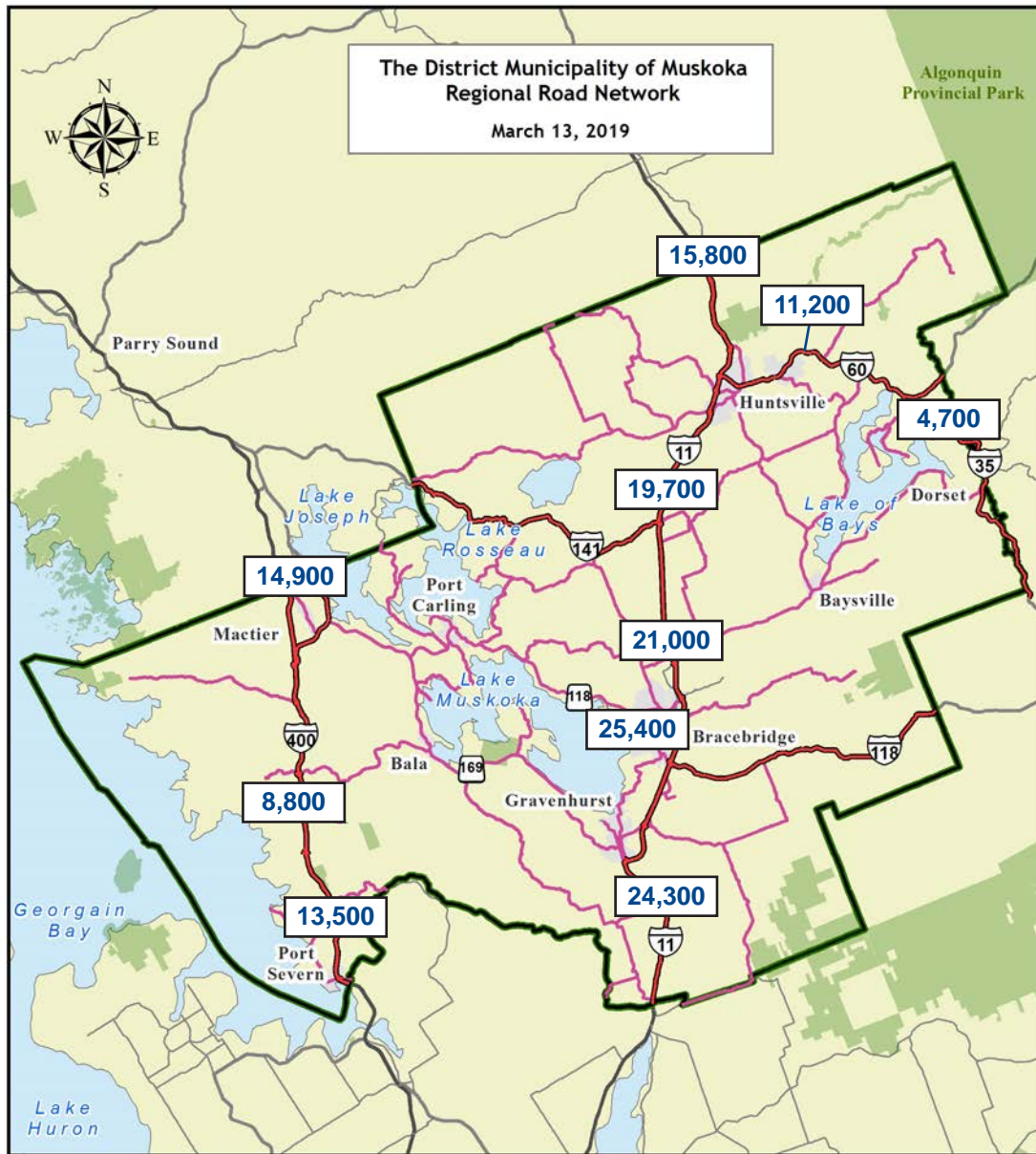
- ➔ Highway 60 connects northern Muskoka through Algonquin Park to Ottawa.
- ➔ Highway 118 East connects central Muskoka to the Haliburton area.
- ➔ Highway 169 connects Highways 11 and 400 in the south.
- ➔ Highway 118 West connects Highways 11 and 400 across the centre of Muskoka.
- ➔ Highway 141 connect Highways 11 and 400 in the north.







## Roads Well Travelled: Annual Average Daily Traffic Counts\*



While traffic volumes on all major routes, such as provincial highways, fluctuate with holiday traffic – seasonally, at weekends and on holidays – average daily traffic counts show how well connected Muskoka is to other major urban centres in Ontario.



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Any party relying on this information does so at their own risk and shall not, under any circumstances, make any claim against anyone on the grounds that the information was erroneous, inaccurate or misleading.

This road network information has been generated or adapted from Ontario Road Network Database, a database built from source data provided by the Municipalities of Ontario to the Government of Ontario under licence.

The Ontario Road Network Database is the property of the Government of Ontario and is used under licence from the Government of Ontario.

- Provincial Roads
- District Roads
- Freeway
- Expressway / Highway
- Arterial

} Outside District Boundary

THE DISTRICT OF MUSKOKA

\*Ministry of Transportation Traffic Volumes, 2016





## Many Ways to Move People and Products

Muskoka is serviced by a variety of efficient transportation options that move both people and product within Muskoka, throughout North America, and internationally.

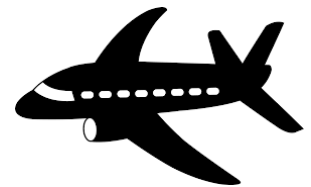
Muskoka is proud to be home to:

# CYQA

### Muskoka Airport: CYQA

The Muskoka Airport's 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 from its fuel farm, which includes backup power and both scheduled and 'on call' fuel resupply arrangements. CYQA fast facts include:

- ➡ Canada Customs Airport of Entry
- ➡ Transport Canada Certified facility
- ➡ Operates 24 hours a day and 365 days per year
- ➡ Illuminated paved runway 1.83 kilometres (6,000 feet) in length. Secondary runway is 2,180 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.
- ➡ Approx. 15,000 aircraft movements annually
- ➡ Full Avgas and jet fuel services



More than a dozen aviation businesses operate on-site, including Muskoka Aircraft Refinishing and Lake Central Air, which provides aircraft modification services. The Muskoka Maintenance and Modification Cluster has capacity for further on-site operations, facilities and related industry.

As of 2019, both FlyGTA Airlines and Porter Airlines offer peak-season, affordable, commercial flights between downtown Toronto and the Muskoka Airport.

### Rail Service

Starting in the summer of 2018, Metrolinx and Ontario Northland piloted a combined weekend service to give visitors to the Muskoka Region a convenient, comfortable way to take the train to and from Toronto.





## Trucking

Titanium Transportation Group, with a terminal yard in Bracebridge, provides full load, intermodal service from Muskoka, across Canada and the US, with international connection services via ocean and air as well.

[illegible]

Blacks Transport, a member of the Ontario Trucking Association, is located in Bracebridge and offers truckload and less than truckload service across Ontario.

## Bus Service

Ontario Northland provides bus service between Toronto, North Bay and beyond, including multiple regular daily stops in Bracebridge, Gravenhurst and Huntsville.



Northern Airport Passenger Services offers twice-a-day service to and from the Toronto Pearson International Airport, with stops in Huntsville, Port Sydney, Bracebridge and Gravenhurst.

Hammond Bus Lines offers charter services throughout Muskoka and beyond.

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

Huntsville public transit: The Town of Huntsville operates a public transit service that includes two wheelchair-accessible buses.

Bracebridge public transit: The Town of Bracebridge operates a daily urban service throughout Bracebridge from Monday to Saturday. As well, Bracebridge Mobility provides a door-to-door shared ride accessible public transit service for people with disabilities.







## Muskoka is Digitally Connected

While it's important for all communities to have well-maintained highways and a variety of reliable transportation options, it's arguably more important these days to be digitally connected through reliable, high-speed internet. What person or business can thrive without the ability to connect to the information highway?

This is where Muskoka really stands out.

A variety of companies offer high-speed internet throughout Muskoka including Cogeco, Bell, Rogers, Telus, Xplornet, Vianet, and Lakeland Networks.

Business owners and residents alike can visit [www.connectednorth.ca](http://www.connectednorth.ca) to determine which providers offers high-speed internet by address, as well as conduct connection performance tests.

Lakeland Networks is the first internet service provider in Ontario to offer a speed of 1-Gigabit internet through a 100% fibre-optic network. The glass optical 'fibre' tubes 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 with speeds of 100Mbps or more with a high level of security.

Muskoka has  
access to **1 Gigabit  
Internet** one of  
the fastest  
services in Canada







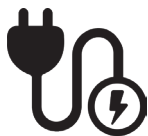
Larry Wright

## Muskoka Has a Range of Utility Providers



### Water and Wastewater

Water and wastewater services are provided by the District Municipality of Muskoka in the communities of Gravenhurst, Bracebridge, Huntsville, Hidden Valley, Bala, Port Carling, Baysville, Port Severn, and MacTier.



### Electrical Power

A portion of Muskoka's electricity is generated locally. Service providers include Lakeland Power, Hydro One, and Veridian Connections.



### Natural Gas

Natural gas companies include Enbridge Gas and Union Gas. Residential and commercial services are provided in Gravenhurst, Bracebridge, and Huntsville.



### Home Heating Oil and Propane

A variety of home heating oil and propane distributors provide coverage in Muskoka, including Budget Propane, Moore Propane, Sparlings Propane, Superior Propane, Carling Propane, The Sargeant Company, and Bowman Fuels.



### Telephone

Telephone service providers in Muskoka include Bell, Lakeland Network, Telus, Rogers, Vianet, and Cogeco.



### Waste and Recycling

The District Municipality of Muskoka is responsible for residential waste management and disposal throughout Muskoka, including the management and operation of the Rosewarne Landfill and multiple Transfer Stations and Waste Depots.



# Let Us Show You Our Desirable Lifestyle

## Muskoka's Crime Rates are Decreasing

Muskoka is serviced by the Huntsville and Bracebridge Detachments of the Ontario Provincial Police. According to combined data taken from the OPP's 2017-2019 Action Plans, in 2016:

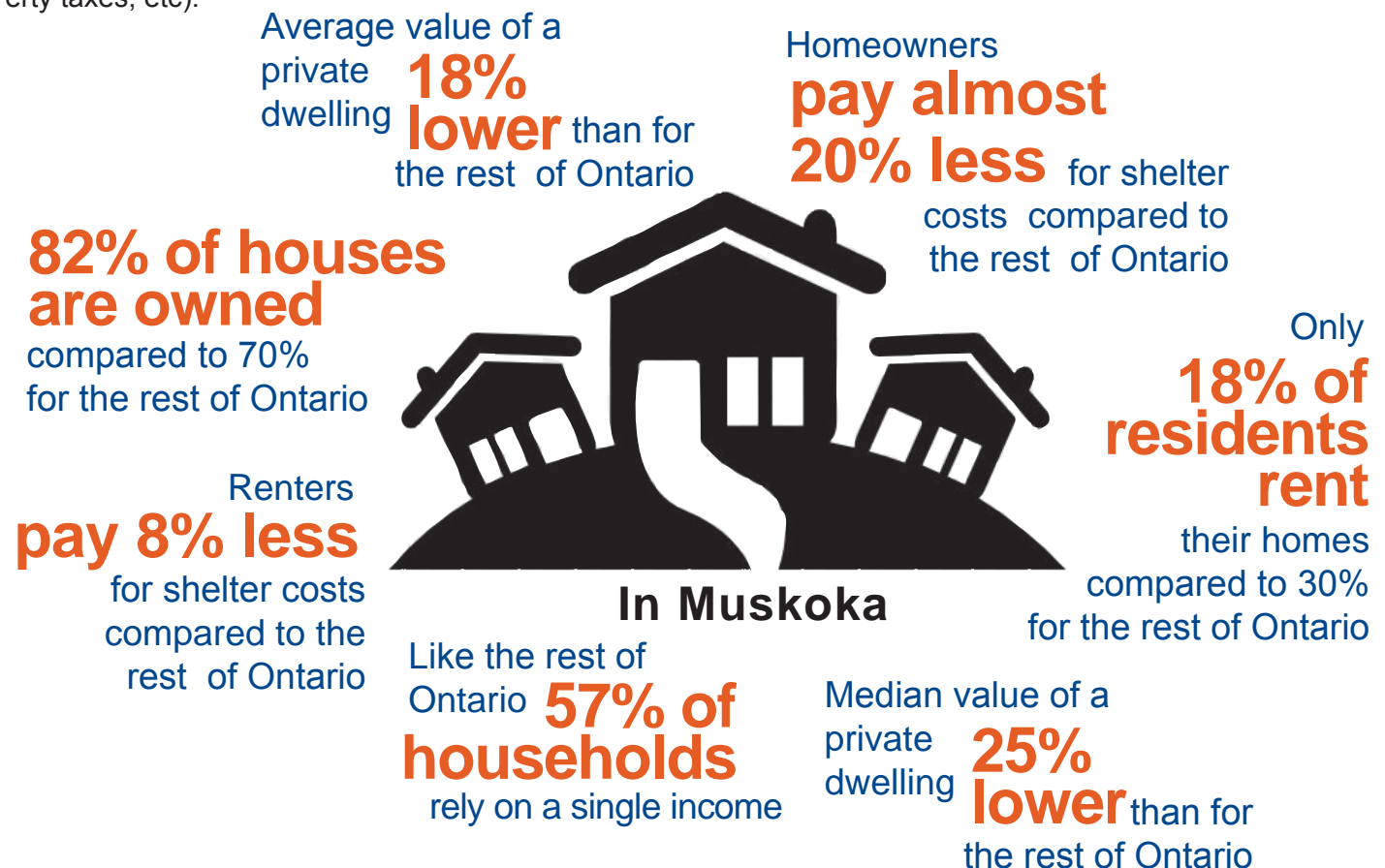
- violent crime decreased by more than 12%
- property related crimes decreased by almost 10%
- personal injury related to motor vehicle collisions was down more than 10% from 2015

Residents in Muskoka  
feel **2.5%** safer  
compared to  
the whole of Ontario

Enter Low Crime: Please Enter Low Crime: Please Enter Low Crime: Please Enter Low Crime: PI

## Muskoka is an Affordable Place to Live\*

Home ownership is a common dream for many families and one that is more often and more easily achieved in Muskoka. Compared to the rest of Ontario, home ownership is higher in Muskoka, the average value of a home is lower, and shelter costs are also lower (e.g. shelter costs include mortgage payments, utilities, property taxes, etc).



\* Statistics Canada Published Census, 2016





## More Muskokans Live In Detached Homes and in Smaller Households\*

**26%**  
1 person  
households

**43%**  
2 person  
households

**14%**  
3 person  
households

**11%**  
4 person  
households

**6%**  
5 person +  
households

Similar to other rural communities in Ontario, more year-round Muskokans live in detached homes, and fewer live in apartments.

In terms of the size of homes, the difference is less significant. The average number of rooms per dwelling in Muskoka is 6.7 compared to 6.3 for Ontario.

The average household size in Muskoka is 2.3 people, which is lower than for the rest of Ontario at 2.6.

When looking at Ontario as a whole, there were higher rates of households of 4 persons or more, meaning Muskokans tend to live in smaller-sized households than their counterparts throughout Ontario.



**81%**  
of Muskokans live in detached homes, compared to 54% in Ontario as a whole



**16%**  
of Muskoka's live in attached homes, compared to 28% in Ontario as a whole



**6%**  
of Muskokans live in apartment buildings compared to 30% in Ontario as a whole

The number of bedrooms per home in Muskoka is in-line with the whole of Ontario.

**8%**

**23%**

**43%**

**27%**  
  
or more

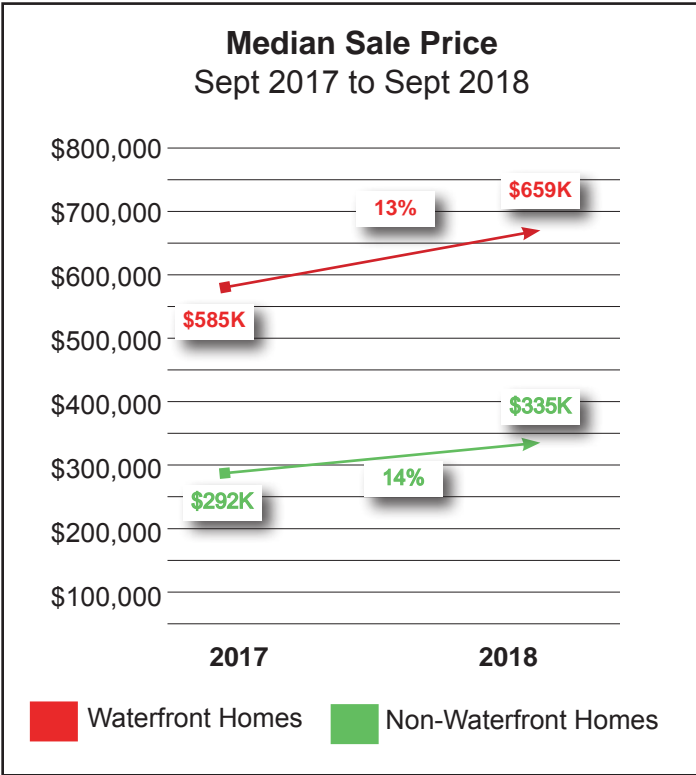
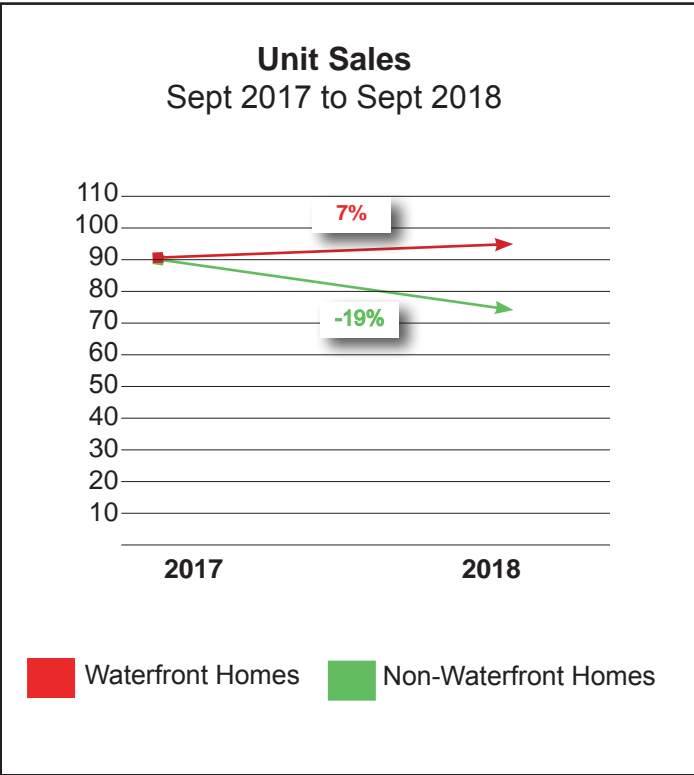




Larry Wright

# Muskoka's Real Estate Market Provides Opportunity\*

Muskoka is a member of the Lakeland Association of Realtors which includes the geographic regions of Parry Sound, Muskoka, Haliburton and Orillia. Despite a recent boom in the price of homes in many parts of Canada, Muskoka's homes are still, on average, more affordable than in the whole of Ontario.



While the real estate market in the Lakeland region was above average in terms of housing sales from 2014 to 2016, sales declined in 2017 for waterfront homes. There is a slightly different story for non-waterfront homes in that overall sales in 2016 and 2017 were down from 2015 levels. In terms of sale price, while there have been seasonal dips over the past several years, both waterfront and non-waterfront homes have seen an overall increase in price.

\*Source: The Canadian Real Estate Association (<http://creastats.crea.ca/musk/>)





## There's Much To Do in Muskoka

Muskoka is creative, active and vibrant. No matter what your interests, skills or fitness level, there is always something to do. Of course, if you're interested in kicking back and relaxing, Muskoka has that covered too.

### A Designated Arts Community\*

Muskoka's natural beauty and abundant wildlife is an inspiration to visitors and residents alike, but even more so to the many talented artists who make Muskoka their home. Muskoka has a vibrant arts and culture sector and has been identified as a Designated Arts Community by Muskoka District Council. An array of craft markets, art shows and cultural events occur year-round throughout the district. Art events range from theatre productions, musical shows, food festivals, farmers markets, art galleries, art tours and shows, and cultural forums.



**26**  
Art  
Galleries



**10**  
Museums



**9**  
Weekly  
Farmers  
Markets  
May-Oct



**4**  
Concert  
Halls



\*Muskoka Community Foundation Vital Signs Report, 2018





## Always Something to Celebrate in Muskoka



In addition to many community events such as Canada Day Celebrations, Fall Fairs, Winter Carnivals, Santa Claus Parades, and Antique Car Shows, Muskoka has a never-ending list of exciting new events and long-standing traditional festivals. There is always something to celebrate in Muskoka, no matter the season, including:

- Bala Cranberry Festival
- Muskoka Independent Film Festival
- Muskoka Arts and Crafts Summer Show
- North American Cup Original Pond Hockey Classic
- Bracebridge Fire and Ice Festival
- Muskoka Craft Beer Festival
- The Muskoka Powerboat Races
- Sunday Night Music on the Barge
- Muskoka Yoga Festival
- Nuit Blanche North
- Muskoka Boat and Cottage Show
- Muskoka Fall Classic Rowing Event
- Muskoka Autumn Studio tour
- Doors Open Gravenhurst
- Antique Boat Show
- Muskoka Butter Tart Festival

For more information on events, activities, and attractions in Muskoka, please visit [www.explorersedge.ca](http://www.explorersedge.ca) and [www.discovermuskoka.ca](http://www.discovermuskoka.ca).





## Muskoka's Network of Health and Emergency Services

### Hospitals

Muskoka Algonquin Healthcare provides emergency health services, inpatient care and outpatient services through two hospitals in Muskoka: South Muskoka Memorial Hospital in Bracebridge and Huntsville District Memorial Hospital in Huntsville. Soldiers Memorial Hospital in Orillia and Royal Victoria Hospital in Barrie are within 30 minutes and an hour of Muskoka respectively.

### Family Health Teams

Two main family health teams keep Muskoka healthy:

- **Cottage Country Family Health Team** operates three medical clinics in Bracebridge and Gravenhurst, two health hubs in Wahta and Port Carling, and one community health hub mobile unit.
- **Algonquin Family Health Team** operates two medical clinics in Huntsville, and one health hub in Dorset.

### Hospices

**Hospice Huntsville** provides care and support to individuals in the Huntsville area who are facing end of life situations. Serving communities in north Muskoka, Hospice Huntsville operates Algonquin Grace, a five-bed residential hospice. **Hospice Muskoka** is a volunteer driven, community based, not-for-profit organization providing compassionate support to individuals and their loved ones who are coping with end-of-life issues and bereavement. Hospice Muskoka is currently fundraising with the goal of opening Andy's House, a 10-room residential facility to serve south and west Muskoka.

### Paramedic Services

Land ambulance services are provided by the District Municipality of Muskoka out of five locations: Gravenhurst, Bracebridge, Huntsville, Port Carling and MacTier.

### Fire Services

Fire Services are provided by the Area Municipalities. In total there are 24 fire stations throughout Muskoka.

### Police Services

In Muskoka, police services are provided by the Ontario Provincial Police. Detachments are located in Huntsville, Bracebridge, and Bala. The detachment in Midland serves the southern portion of the Township of Georgian Bay.





## Public and Private Education in Muskoka

**Muskoka is serviced by seven licensed child care operators, three school boards and is home to several private schools**

### Early Childhood Education and After-School Care

Early childhood education is well-supported in Muskoka. The District Municipality of Muskoka administers the Assessment for Quality Improvement for all licensed centre-based care, home-based care, and after-school care programs. In addition, child care providers work closely with special needs agencies such as Community Living South Muskoka, Community Living Huntsville, One Kids Place Treatment Centre, and Hands the Family Help Network to ensure all children are welcome and thriving.

Early childhood education and after-school care in Muskoka is comprised of:

- 1 licensed home child care agency
- 7 licensed child care operators
- 9 licensed child care centres
- 900 licensed after-school, in-school spaces
- 400 licensed centre-based spaces
- More than 150 licensed home-based spaces
- 16 EarlyON centres
- several district-approved recreation providers

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### Trillium Lakelands District School Board

- 3 secondary schools
- 16 elementary schools
- 15 after-school programs
- 3 adult and alternative education centres

### Simcoe Muskoka Catholic District School Board

- 1 secondary school (Bracebridge)
- 2 elementary schools (Bracebridge, Huntsville)
- 2 after-school programs (Bracebridge, Huntsville)

### Near North District School Board

- 1 elementary school (MacTier)

### Private Schools

- Rosseau Lake College (Grades 7-12)
- Muskoka Christian School (JK to Grade 8)
- Tawingo College (JK to Grade 8)
- GMA Academy (JK to Grade 8)
- Muskoka Montessori (Preschool, Grades 1-8)
- Lodestar Montessori (Ages 3 to 9 years)
- The Dewey Institute (Secondary-level preparatory)





## Post-Secondary Education in Muskoka

**Within a 60 minute drive of Muskoka there are a variety of post-secondary education facilities**

- Canadian Career College: Campuses in Barrie and North Bay
- Canadore College: North Bay campus
- Collège Boréal: North Bay campus
- Georgian College: Campuses in Bracebridge, Orillia, Midland, and Barrie
- Lakehead University: Orillia campus
- Nipissing University: North Bay campus





# Let Us Show You Where To Find More Information

Through Venture Muskoka, Muskoka's Area Municipalities work together to promote economic development growth and opportunities. For more information and to learn more about Muskoka's biggest economic development success stories visit [www.venturemuskoka.ca](http://www.venturemuskoka.ca)



For information about business support services or local economic development plans, please contact:

## **MOOSE DEER POINT FIRST NATION**

Tracy Hendrick | Economic Development Officer  
3720 Twelve Mile Bay Road, MacTier, ON P0C 1H0  
Phone: 705-375-5155  
[www.moosedeerpoint.com](http://www.moosedeerpoint.com)

## **THE TOWN OF HUNTSVILLE**

Scott Ovell | Community Development Officer  
37 Main Street East, Huntsville, ON P1H 1A1  
Phone: 705-789-1751 Ext. 3035  
[www.huntsville.ca](http://www.huntsville.ca)

## **THE TOWN OF BRACEBRIDGE**

Randy Mattice | Manager of Economic Development  
1000 Taylor Court, Bracebridge, ON P1L 1R6  
Phone: 705-645-6319 Ext. 282  
[www.bracebridge.ca](http://www.bracebridge.ca)

## **THE TOWNSHIP OF LAKE OF BAYS**

Jennifer Clancy | Economic Development Coordinator  
1012 Dwight Beach Road, Dwight, ON P0A 1H0  
Phone: 705-635-2272 Ext. 235  
[www.lakeofbays.on.ca](http://www.lakeofbays.on.ca)

## **THE TOWNSHIP OF GEORGIAN BAY**

Jen Schnier | Economic Development Officer  
99 Lone Pine Rd, Port Severn, ON L0K 1S0  
Phone: 705-538-2337 Ext. 259  
[www.gbtownship.ca](http://www.gbtownship.ca)

## **THE TOWNSHIP OF MUSKOKA LAKES**

Corey Moore | Economic Development Specialist  
1 Bailey St., Port Carling, Ontario, P0B 1J0  
Phone: 705-765-3156  
[www.muskokalakelakes.ca](http://www.muskokalakelakes.ca)

## **THE TOWN OF GRAVENHURST**

Jeff Loney | Manager of Economic Development  
3-5 Pineridge Gate, Gravenhurst, ON P1P 1Z3  
Phone: 705-687-3412 Ext. 271  
[www.gravenhurst.ca](http://www.gravenhurst.ca)

## **WAHTA MOHAWKS FIRST NATION**

TBD | Economic Development Officer  
2664 Muskoka Rd #38, Bala, ON P0C 1A0  
Phone: 705-762-2354 Ext. 224  
[www.wahtamohawks.com](http://www.wahtamohawks.com)

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The District works closely with Area Municipalities to support strategies for economic development in Muskoka that will inspire community vitality and growth while preserving our natural environment and other cultural and heritage assets. For information about economic development supports provided by the District, including development charges, please contact:

### **The District of Muskoka**

70 Pine Street, Bracebridge, ON P1L 1N3  
705-645-2231  
[www.muskoka.on.ca](http://www.muskoka.on.ca)





Deerhurst Resort

## Chambers of Commerce in Muskoka

Bracebridge Chamber of Commerce  
Phone: 705-645-5231  
[www.bracebridgechamber.com](http://www.bracebridgechamber.com)



Southeast Georgian Bay Chamber of Commerce  
Phone: 705-756-4863  
[www.segbay.ca](http://www.segbay.ca)



Gravenhurst Chamber of Commerce  
Phone: 705-687-4432  
[www.gravenhurstchamber.com](http://www.gravenhurstchamber.com)



Huntsville/Lake of Bays Chamber of Commerce  
Phone: 705-789-4771  
[www.huntsvillelakeofbays.on.ca](http://www.huntsvillelakeofbays.on.ca)



Muskoka Lakes Chamber of Commerce  
Phone: 705-762-5663  
[www.muskokalakeschamber.com](http://www.muskokalakeschamber.com)



Port Sydney/Utterson Chamber of Commerce  
Phone: 705-385-1117  
[www.portsydneycoc.com](http://www.portsydneycoc.com)







Deerhurst Resort

## Other Economic Development Stakeholders in Muskoka

### Business Improvement Areas

Gravenhurst BIA  
[info@gravenhurstbia.com](mailto:info@gravenhurstbia.com)  
 Phone: 705-644-9392  
[www.downtowngravenhurst.com](http://www.downtowngravenhurst.com)



Bracebridge BIA  
[info@downtownbracebridge.com](mailto:info@downtownbracebridge.com)  
 Phone: 705-646-5590  
[www.downtownbracebridge.com](http://www.downtownbracebridge.com)



Huntsville Downtown BIA  
[huntsvillebia@bellnet.ca](mailto:huntsvillebia@bellnet.ca)  
 Phone: 705-789-1400  
[www.downtownhuntsvilleadventures.ca](http://www.downtownhuntsvilleadventures.ca)



### Regional Tourism Agencies

Muskoka Tourism  
[info@muskokatourism.ca](mailto:info@muskokatourism.ca)  
 Phone: 705-689-0660  
[www.discovermuskoka.ca](http://www.discovermuskoka.ca)



Explorers' Edge (RTO 12)  
[info@explorersedge.ca](mailto:info@explorersedge.ca)  
 Phone: 800-835-7303  
[www.explorersedge.ca](http://www.explorersedge.ca)



### Parry Sound Muskoka Community Network

Parry Sound Muskoka Community Network is a not-for-profit corporation that creates economic value by building information and communications technology capacity through partnerships in the new economy.

PMCN works to build capacity and provide service in the following key areas:

- Broadband
- Knowledge Workforce
- Innovation
- Digital Equality
- Sustainability



**PARRY SOUND MUSKOKA**  
 Community Network

100 Muskoka Road South  
 Unit D, P.O. Box 524  
 Gravenhurst, ON P1P 1T8  
[info@pmcn.ca](mailto:info@pmcn.ca)  
 Phone: 705-646-9044  
[www.pmcn.ca](http://www.pmcn.ca)





## Muskoka Futures

Community Futures Development Corporations (CFDCs) support community economic development across Canada by assisting rural communities to strengthen and diversify their economies. Muskoka Futures (Muskoka's CFDC) envisions a vibrant and dynamic regional economy which attracts talent, capital, expertise and knowledge, contributing to the "quality of life for all Muskoka citizens" which earns Muskoka global recognition.

Muskoka Futures' Mission is to promote economic growth and job creation throughout Muskoka. To accomplish this, Muskoka Futures empowers entrepreneurs to succeed by offering experienced guidance and financial investment in their ventures.

Incorporated in 1989, Muskoka Futures operates throughout the District of Muskoka as a community-based, not-for-profit organization partnering with the District of Muskoka, local municipalities, businesses, individuals and other community organizations to promote sustainable economic development.

## Muskoka Small Business Centre

The Muskoka Small Business Centre (MSBC) is the leading source for business information in Muskoka and the surrounding area. Whether you are starting a business or currently own a business and are looking for support, the Muskoka Small Business Centre is there to help. MSBC is committed to assisting aspiring entrepreneurs of all ages to realize their dreams of becoming their own bosses by providing assistance and support to small businesses in both their start-up and early growth stages. Business support includes the following:

- Free and confidential business consultations
- Informational pamphlets on a wide range of business topics
- Business name searches and registrations
- Resource library & business plan preparation
- Youth and adult start up programs; access to training and mentorship



345 Ecclestone Drive,  
Bracebridge, ON P1L 1R1  
Phone: 705-646-9511  
[www.muskokafutures.ca](http://www.muskokafutures.ca)



158 Manitoba Street  
Bracebridge, ON P1L 1Z9  
Phone: 705-646-9021  
[info@muskokasmallbusiness.ca](mailto:info@muskokasmallbusiness.ca)  
[www.muskokasmallbusiness.ca](http://www.muskokasmallbusiness.ca)



**The District Municipality of Muskoka**

70 Pine Street  
Bracebridge, ON  
P1L 1N3

(705) 645-2231

[www.muskoka.on.ca](http://www.muskoka.on.ca)



**Special Thanks**

The District Municipality of Muskoka  
would like to thank the following for  
their photographic contributions:

**Front Cover:** Bob MacGregor

**Back Cover:** Explorers' Edge

**Inside Pages:** Explorers' Edge and Muskoka Tourism

**MUSKOKA**  
TOURISM

  
**EXPLORERS'**  
**EDGE**