

**J.C. WILLIAMS GROUP**

# Downtown Development Master Plan

## Downtown Wasaga Beach: Retail and Retail-related Program

**February 2017**

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## 1.0 Introduction

This report is part of the economic plan for Downtown Wasaga Beach. Its implementation will rely heavily on the other three components of urban economic development, namely:

1. Solid organization and support from both the private and public sectors,
2. Strategic marketing focused on target population segments, and
3. Design that is both sensible and creative.

Also, this report is written for the short and mid-term, or the likely foreseeable future. It is important that a realistic assessment be taken because investment decisions are more on facts about a market's potential.

There is a solid potential for growth in this beautiful beach community. The requirements are (a) support for market-sensitive residential growth and (b) creation of unique cafés and services that will serve both local residents and beach visitors.

## 2.0 Needed: An Exciting Vision for Downtown

Creating a downtown retail district is fundamental to the creation and revitalization of Downtown Wasaga Beach. No retail – no downtown.

People very quickly assess an urban situation by the health of its central retail core. They observe and judge the number and types of stores, vacancies, people on the streets, and activities. So where there is a sparse picture, a negative opinion is formed. Additionally, weak or no retail discourages the creation of office-based businesses and government. Workers like to be close to retail (cafés, stores, services, culture, and activities). So when visitors approach an urban community, they decide to move on – or stay, enjoy, and spend.

While there are many issues that must be dealt with, there is an opportunity to start from scratch creating a “sense of community and place.” This requires an acceptance of the realization that (a) downtown can be formed and that (b) it will start small and build incrementally over time.

### *2.1 A Wasaga Beach Brand*

Essentially, the economic, marketing, and design components of revitalization are about re-building the Wasaga Beach brand. Currently there is both a rational reason to like Wasaga Beach – the beach and local environment and an emotional reason to dislike Wasaga Beach – the negative reputation about party behaviour and the quality of its “public face,” e.g., run-down motels. This is a very negative brand image which will not encourage private sector investment in retail. Consequently, if revitalization is to be introduced the Town will have to help lead the creation of an environment that will facilitate retail development and the enjoyment from it. Then a new brand image will emerge.

An essential first step is the creation and broad acceptance of a Vision for the near-, mid-, and longer-term future. This is the basis to keeping the community and stakeholders focused.

## *2.2 The Future Role for Downtown Wasaga Beach*

Cities and towns are judged by the robustness of their downtown. Think Hamilton or St. Catharines – not so great. Think Montreal or Stratford – great! There are many examples of smaller towns that have pulled themselves up by their bootstraps to enjoy success, e.g., Canmore, Alberta, Orillia, Ontario; Delray Beach, Florida; Breckenridge, Colorado, Taos, New Mexico.

Downtown plays a multi-functional role for all citizens. It is where you put the Christmas tree (or menorah)! It is where parades are held on Canada Day and winning sports teams are celebrated. And on a strictly commercial side, retailers can offer sidewalk sales and put up Christmas decorations and farmers can sell at public markets. The key to success is the multi-dimensional nature of downtowns. It is the (only) place where an entire community can enjoy its diversity.

Retail development follows people. So the critical job for Downtown Wasaga Beach is to create a pedestrian traffic base (for retail and retail-related stores, businesses, services, institutions, attractions, and hang-out spaces) that will generate enough shopping and buying to support small businesses. Ideally, this requires immediately adjacent residents who will use and spend in downtown shops and cafés every day.

### 3.0 Discovery: A Review of Wasaga Beach's Population

The Town's natural beauty, low-cost real estate, the Beach, and easy adjacency to Barrie, Collingwood, and even Toronto have attracted a very specific type of population. This situation is also reflected in the retail supply.

#### *3.1 Population Growth and Character is Limited*

The following is a brief overview of the demographics of Wasaga Beach and forecasts by Statistics Canada, Environics Analytics, and GeoMarketing Solutions. This information is current and based on 2016 reports.

- The trade area population is 19,645.
- The population growth to 2021 is forecast at 20,966 or 6.7%.
- The population demographics are different from the province:
  - Over 55 years of age is 39.4% vs. 29.7% in Ontario
  - 25-44 year of age is 17.9% vs. 26.8 in Ontario
  - Average household income is \$80,873 vs. \$100,686 in Ontario
  - Expenditures per household is \$97,142 vs. \$126,720 in Ontario

(The details are in Appendix A.)

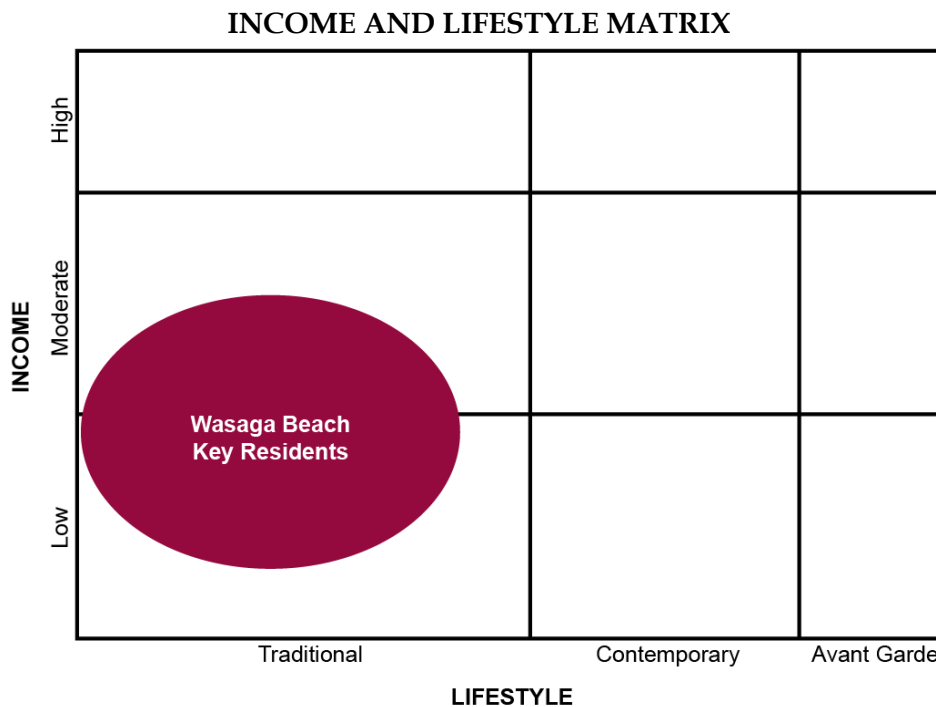
3.2 Wasaga Beach Population's Lifestyle Characteristics Represent a Mature Population

The chart below identifies key clusters of residents (supplied by Environics Analytics/PRIZM5 reports). The top six PRIZM5 segments are:

PRIZM5 Segments	% of Population
1. <b>Traditional Town Living:</b> smaller towns, blue collar, traditional	34.8%
2. <b>Heartland Retirees:</b> lower-middle income, unpretentious housing	33.4%
3. <b>Country Acres:</b> middle-age and older, more affluent, rural	11.9%
4. <b>Empty Nesters:</b> upper-middle income, in houses	6.7%
5. <b>Serenity Springs:</b> over 55/65, small town, lower-middle income	5.8%
6. <b>Second City Retirees:</b> at or near retirement, second-tier cities	4.5%

Additional information on the PRIZM5 Segments is in Appendix B.

J.C. Williams Group views a retail marketplace through the eyes of consumers based on their (a) income and price zone purchases and (b) their lifestyle. This allows retail observers to understand where there is market over or under saturation.



This is the residential market for Wasaga Beach. Obviously, there are people with different incomes and lifestyles, but they are a distinct minority.

### *3.3 Economic Review*

There is no significant economic employment engine in Wasaga Beach.

The largest employment category is retail and service. Given the nature of the retailers, most of those employed will be part time. And by its very nature, tourism employment will be limited to part-time jobs in the summer months.

### *3.4 In Summary*

Both the demographic and the Lifestyle (PRIZM5) profiles of Wasaga Beach residents indicate a relatively low potential for retail spending. This is unlikely to change in the short term.

## 4.0 Retail Review Indicates Market Saturation

Given the size and characteristics of the trade area, Wasaga Beach is well-served by powerful retailers (e.g., Walmart Supercentre, Real Canadian Superstore [Joe Fresh], Canadian Tire [Mark's], pharmacies, DIY centres, and fast-casual food services). See photos on pages 10–14.

It would be very difficult for new stores serving the “mass, middle market” to enter the Wasaga Beach trade area to compete against these national chains.

There is a plethora of small services and shops.

### 4.1 Market Coverage and Sales Opportunities

Based on a review using Statistics Canada data and general industry performance standards (Centre for the Study of Commercial Activity, Ryerson University), the following information outlines the current retail situation. (Only major merchandise categories are examined.)

The market is over saturated. (See *Table below.*)

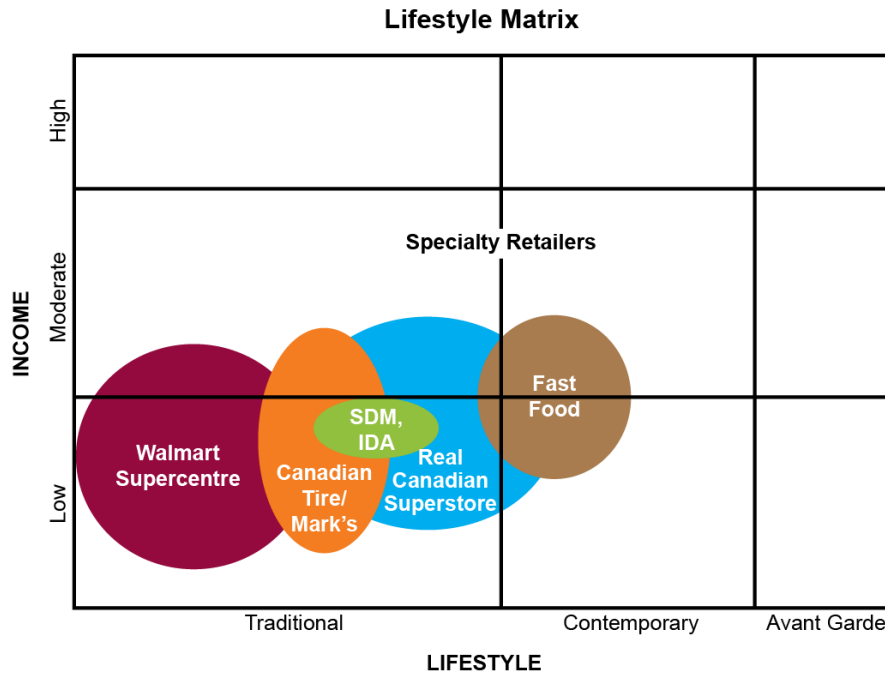
Commodity	Expenditure per Capita	Capture Rate Est.	Demand	Store Productivity (per sq. ft.)	Warranted Space (sq. ft.)	Existing Space (sq. ft.)	Shortage/Surplus
Apparel, shoes, etc.	\$1,415	50%	\$13,751	\$300	45,837	100,000	-50,000
Grocery, health	\$2,762	90%	\$48,306	\$500	96,600	120,000	-23,000
Building, garden	\$294	80%	\$4,573	\$250	18,295	95,000	-76,000
Home, electronics	\$686	30%	\$4,002	\$300	13,330	10,000	-3,000
Sports, hobby	\$484	30%	2,824	\$300	9,413	20,000	-10,000
<b>Total</b>							<b>-162,000</b>

- Even with adjustments for market growth, (offset by shopping elsewhere), capture rates, productivity, and space calculations, there is an over-stored situation. This is all in the mass market price zones and commodities.



- There is no (zero!) residential centrality (just six kilometres of cottages and homes strung out along the beach) that would create enough density to support a typical small town core (e.g., lots of people within an easy stroll).
- There are missing retail store categories such as specialty gifts, specialty apparel, etc.

**RETAIL COVERAGE OF WASAGA BEACH**



One can observe that there is limited supply of middle and upper-middle products. This reflects the local population and the competitive situation from Collingwood and Barrie.

### Powerful Big-box Retailers



### Suburban Strip Centres



### Suburban Mall



Beach Retail



### Sporadic Retail Offering



### *4.3 Rental and Development*

Because the Wasaga Beach retail market is fully saturated and the retail space supply has vacancies, the current rental rates are below what is required to justify retail development.

## 5.0 Strategy for Revitalization

### 5.1 Two Strategic Requirements for Retail Service

Successful town centres have two important aspects to them, namely:

1. **Diversity:** to fill all the different needs that users will have. This keeps people in the trade area and negates any reason for them to go elsewhere. This fundamentally forms the base of business that supports the creation of a downtown. In traditional towns, it is where the pioneers opened shop. Counter to this was the development of retail in the town's suburbs (Wasaga Beach's situation).
2. **Unique specialities:** that draw people in to the downtown because the merchandise, food services, services, etc. are superior. The burden of a longer trip is worth the benefit of finding something special in a particular town centre. When towns are able to create a specialty, they take on a special character (brand). This is particularly important when (a) the basics (#1 above) are filled and (b) where there is a large market (2 million visitors) with unfilled retail offerings.

### Thinking and Planning Strategically

Strategic planning is based on an “if” and “then” principle – “if we do this, then this will happen.”

Because the local trade area is more than adequately covered, there is no real, significant opportunity to add adequate amounts of basic shopping products.

So strategically, Downtown Wasaga Beach must find gaps in the retail offering that people cannot now find and so go elsewhere to buy, or do not buy at all. Then, for longer-term growth, Wasaga Beach must find an attraction that will draw people and shoppers. This can be any type of product (e.g., art, food) or service (e.g., spa) or attraction (e.g., major blues festival or beach event or entertainment park).

## *5.2 Looking for a Stable Result Beyond the Current Suburban Retail Developments*

At best, retail is a fragile business – and more so in Wasaga Beach. By creating a central business district, the likelihood of a business thriving is far greater (think synergy, adjacencies, shared services, and parking) than if it is isolated.

Currently the Town of Wasaga Beach has ample suburban-type retail developments. Basic shopping needs are well served by the various outlying centres such as Real Canadian Superstore, Mark's, Canadian Tire, Castle, and Stonebridge Town Centre with Walmart. While containing many excellent stores, none of these malls or strip centres supply the characteristics needed for a solid downtown experience.

While big-box stores serve the needs of the vast majority of residents and visitors, this population typically responds well to a non-big-box mall experience. People like to enjoy the emotional side of shopping where they can socialize.

### **Finding Niche Opportunities—Think Small**

There are niche opportunities that the large, suburban-located stores cannot offer – namely small specialist shops or services in an intimate downtown environment. These will include:

#### **Town Square**

- specialty personal service, e.g., beauty salon, optometrist,

#### **Festival Square**

- specialty eating, e.g., bakery, deli, café/restaurant, best butter tarts,
- specialty dining, e.g., best lake fish, gourmet burger,
- ethnic, e.g., national specialist,
- cultural centre, e.g., craft or art gallery.

The Town Square and Festival Square will be part of the Master Plan for Downtown Wasaga Beach. They will serve as unique “people places” for residents and visitors to hang out and enjoy special events and as such a wide range of Wasaga Beach citizens will benefit from these special squares.

The key operative words are “unique” (must be different and wanted) and “best” (must be worth a +30-mile drive and be regarded as the best in the region).

There are many examples: Stratford's restaurant scene, Cows ice cream in Charlottetown, PEI, winery shops in Niagara-on-the-Lake.



### *5.3 Two Key Guidelines are Needed When Starting from Scratch*

#### **A. Synergy is Essential**

While retail merchandise stores are important for a downtown, they are not 100% essential to start with. At the beginning of a revitalization program, people are changing their buying habits and spending more time on personal activities such as visiting libraries and civic halls, going to cultural and entertainment events, using speciality healthcare (wellness) and personal services (legal, beauty) and, more than ever, on food, snacking, dining out.

There is a strong economic reason for this observation. The first retailers (services, etc.) will likely be independents – which means owner-operated stores with one or very few staff (more if a café). These are all minimal-risk operations because they will not have a lot of inventory (i.e., stores) and so it is easier to get into business this way. They can also survive the quiet off season months better.

However, once established and when clustered with public sector (e.g., post office, LCBO) stores, the pedestrian footfall will support merchandise stores and larger cafés.

Creating a centre for these (non-traditional merchandise) services will likely lead the revitalization kick-off. This is a great role for the Town Square in the Lower Main District with the emphasis on serving local residents, but should not be excluded from the Festival Square area for visitors (and locals).

#### **B. Small is a Big Idea**

It is crucial that the initial launch of the retail core create a tightly knit group of stores (cafés, services, etc.). The shops, cafés, and services must be side-by-side to (a) look like a retail district, (b) offer efficient and easy shopping, and (c) encourage multiple purchases on a visit.

*5.4 Use Your Bonus Card!*

Wasaga Beach has the very obvious benefit of a beach that attracts 1.8 to 2 million people a year. Other towns “would kill for this.”

A new downtown must lever off of this traffic. The revitalization plan for the “Main End District” must create ways that encourage Beach visitors to use any new retail (food, services, entertainment, etc.) so that: (a) the business done in the peak months is so substantial that it will financially support the enterprise over the quiet months, (b) create a real “place” that locals will be proud of, use, hang out, and (c) form the basis of a “retail strength” that will draw people to Downtown Wasaga Beach as part of a year-round destination both at the Town Square and the Festival Square.

A guesstimate calculation of visitor spending potential is as follows:

Approximate number of visitors: ±2,000,000. If 12,000 sq. ft. is new, one-half is spent elsewhere.

Spending range per capita	\$5.00	\$10.00	\$20.00
Likely capture rate @ 20% (various sources) sale generated	\$10 million	\$20 million	\$40 million
Range (one-half spent now?)	\$5 million	\$10 million	\$20 million
Impact on 12,000 square feet – sales per square foot	400 sq. ft.	800 sq. ft.	1,600 sq. ft.

There would be enough retail sales generated at the mid-range to make 12,000 square feet of retail viable or 20,000 sq. ft. at the high end. This, of course, would be done during an intense four month period – plus some selective low level activity throughout the rest of the year.

The key to success is to have enough retailers, cafés, etc. that offer a compelling reason to leave the Beach and shop in and around Festival Square and the adjacent area.

## 6.0 A Hand-in-hand, Step-by-step Growth Plan

No people. No retail. No retail, no downtown. Period.

### *6.1 Making the First Move*

The first phase of the downtown development process must be a collaborative two-step process with both the Town and private entrepreneurs building together. One cannot do it alone. The creation of Downtown must follow this action process:

1. Residential units must be in the Main End District and directly adjacent to the Festival Square.
2. Complementary support from the Town should come from the appropriate civic buildings, services, transportation hub, and community centre. A community hub complex could be a solid catalyst, too. This will encourage both residents and stores to locate at the Town Square in the Lower Main District.

In order to create retail space, it will be necessary to blend the ground floor space with upper floors of residential and office. This could achieve a blended rate of return to justify the first steps of revitalization.

### *6.2 Creating an Expanded Retail Experience*

The next phase should witness:

1. Further intensification of residents in the Downtown area (easily walkable), and
2. The addition of more services (Lower Main) and food services (Main End).

A game changing phenomenon would be the addition of a destination-creating business in Festival Square. This could be:

- An exceptional restaurant,
- A micro-brewery and new pub,
- Several arts and craft galleries,
- A unique combination bakery-café and/or deli, (e.g., The Big Apple pie bakery), or
- Some local speciality that is exceptionally well done (e.g., the best ever lake-caught fish 'n' chips).

The key here is that the drawing power will be directly related to the retailer's uniqueness. So the new niche businesses will (a) be better than the current "power-house" retailers and (b) draw from an expanded trade area.

This in turn could lead to overnight visitors.

### *6.3 Retail Realities*

The current and near-term retail situation is far from ideal. So the first steps of creating a Downtown will be difficult for the previously stated reasons, namely:

- A small market,
- Low spending residents,
- Strong competition, and
- A short peak visitor season.

Any business opening in (Downtown) Wasaga Beach must be prepared for:

- Huge peak sales in summer and the essential requirement to manage cash flow over the shoulder and quiet months,
- A very slow off-peak business period based on the paucity of local residents,
- The need to create a business offer that either captures shoppers from local businesses or entices local (and new) residents to spend more, and
- Creating exceptional websites (Town and individual businesses) that will expand the trade area digitally to a global “footprint,” and thus enable business to be conducted year-round and build financial stability.

This is certainly manageable, but it is a mid to longer-term game.

## 7.0 Retail Requirements

### 7.1 Retail Infrastructure

Shopping behaviour usually involves one of two types of buying trips or shopping requirements, namely:

- a) A quick, easy visit to purchase a needed “refill” by local residents or visitors who can walk or cycle. Farther-out shoppers will need parking very close to their target destination.
- b) A “shopping trip” to visit more than one store, café, an event, or a special occasion, or to enjoy a meal over longer times. Parking at a greater distance is tolerated.

Parking is critical. The Downtown revitalization solution must offer parking to local residents during the peak summer months. (Once a customer is lost it is very difficult and costly to get one back).

Note: care must be taken when planning parking structures. The advent of Autonomous Vehicles (self-driving) is likely within 5–10 years, so flexibility is essential.

### 7.2 Business Environment for Small Town Retail

The following is a list of physical enhancements that help shoppers spend more time and money. These create an environment and experience that is both welcoming and efficient. The best retail environment should have the following:

- Short blocks
- Two-sided retail
- Easy to jaywalk across
- Buildings of two floors; or one floor with set-back residential above
- Store fronts of 20–30 feet maximum
- Depths no more than 50–60 feet
- On-street, metered, short-term parking, linked to parking app
- Transportation stops
- Adjacent longer-term parking
- Interior ceilings at 14 feet plus
- Sidewalks wide enough to accommodate outside cafés or spill-out merchandise
- Street width: sidewalk, on-street parking, one lane of two way traffic, bicycle lanes on one side only
- Good lighting

- Street poles with:
  - a) Design themes, if appropriate
  - b) Hanging flower baskets, well designed and maintained
  - c) Fittings for banners for special events
  - d) Wired for seasonal decoration lights (i.e., Christmas) both on poles and across the street
- Landscaped flower plantings with water and hydro system
- Unique sidewalks
- Awnings/weather protection on buildings

### *7.3 Potential Support Activities to Generate Pedestrians*

Retail prospers well when there are other elements that help create a unique experience such as:

- Transportation hub, bus stops
- Bicycle parking/racks
- Farmer's/public market
- Arts and craft shows and sales
- Visitor information centre
- Notice boards
- Direction maps (digital)
- Special events space (only if well programmed)
- Etc., etc., etc.

### *7.4 Support Will Help Revitalization*

A Business Improvement Area (BIA) could be formed at some later date. This type of organization of local business people and property owners allows them (with the support of the Town/municipality) to organize finances and programs to improve the physical environment, promote economic growth, and market the district. The Town is responsible for approving the budget, which is imposed by the local businesses. This type of organization would need a large enough membership to generate enough funds to do something significant.

### *7.5 Ideas from the Public Meetings were Great!*

The following are suggestions based on feedback from the public meetings:

- Make a visit to the Beach “amazing” – a pier, create a yacht harbour, a special tower.
- Arts, crafts, and related are being established. Could this be a “Town of the Arts” with murals (e.g., Chemainus, BC), sculptures (e.g., Boulder, Colorado)?
- Create an “outdoor Town” with parks, cycling, trails, and special certifications for accomplishments. (Attract needed younger residents.)
- Create a year-round program:
  - a) Jazz, blues, country and western, speciality
  - b) Numerous beach festivals:
    - i. “Sandfest,” best sand sculptures
    - ii. Fish
    - iii. Wildlife
  - c) Cooking festivals, e.g., Taste of Wasaga Beach
  - d) River sports, races
  - e) Special fairs

## 8.0 What Will be (Downtown) Wasaga Beach's Difference?

Creating a downtown by adding residents and then retail will be a good first step. But what will be needed is something that generates increased visiting by mid- and up-market people in the shoulder and off-season months. Whatever this "something" is, it must come from the residents of the Town and the character of the local region.

Examples are: the theatres in Stratford and Niagara-on-the-lake, the high-tech industry in Kitchener-Waterloo, Christmas year-round in Frankenmuth, Michigan, and discount outlet malls in Niagara Falls, USA.



## Appendices

**Appendix A – Wasaga Beach Sitewise Demographic Profile**

### Wasaga Beach

2016 Demographic Snapshot	Wasaga Beach CSD		Ontario	
		%		%
<b>Total Population</b>				
2011 estimated	17,895		13,266,335	
2016 estimated	19,645		13,925,380	
2021 Projected	20,966		14,543,787	
% Pop. Change (2011-2016)	9.8%		5.0%	
% Pop. Change (2016-2021)	6.7%		4.4%	
<b>2016 Total Population by Age</b>	<b>19,645</b>		<b>13,925,380</b>	
0 to 4 years	658	3.3%	721,291	5.2%
5 to 19 years	2,396	12.2%	2,307,659	16.6%
20 to 24 years	863	4.4%	965,635	6.9%
25 to 34 years	1,670	8.5%	1,932,891	13.9%
35 to 44 years	1,853	9.4%	1,802,692	12.9%
45 to 54 years	2,560	13.0%	2,031,190	14.6%
55 to 64 years	3,356	17.1%	1,882,607	13.5%
65 to 74 years	3,789	19.3%	1,281,310	9.2%
75 years & over	2,500	13%	1,000,105	7%
<b>Median Age</b>	54.4		40.7	
<b>2016 Total Census Families</b>	<b>6,464</b>		<b>3,787,045</b>	
Average Persons Per Family	2.6		3.1	
Total Couples	5,794	89.6%	3,201,778	84.5%
Without children at home	3,816	59.0%	1,492,759	39.4%
With children at home	1,978	30.6%	1,709,019	45.1%
Lone-parent families	670	10.4%	585,267	15.5%
Children Per Census Family	0.7		1.1	
<b>2016 Educational Attainment (15 years+)</b>	<b>17,243</b>		<b>11,494,881</b>	
Less than a bachelor degree	14,997	87.0%	8,421,520	73.3%
Bachelor degree & higher	2,246	13.0%	3,073,361	26.7%
<b>2016 Households</b>	<b>8,729</b>		<b>5,350,084</b>	
Persons per household	2.23		2.56	
Average household income	\$ 80,873		\$ 100,686	
<b>2016 Occupied Dwellings</b>	<b>8,729</b>		<b>5,350,084</b>	
Owned dwellings	8,036	92.1%	3,843,365	71.8%
Rented dwellings	693	7.9%	1,500,782	28.1%
Dominant building type	Houses		Houses	
Dominant period of construction	1991-2000		1961-1980	
<b>Dominant Demographics</b>				

### Wasaga Beach

2016 Demographic Snapshot	Wasaga Beach CSD		Ontario	
		%		%
Official Home Language	English		English Other Languages	
Dominant non-official language	Italian			
Top 3 visible minorities	Black		South Asian	
	South Asian		Chinese	
	Filipino		Black	

### Wasaga Beach

2016 Estimates and Projections Income Trends	Wasaga Beach CSD	Ontario
<b>Average household income</b>		
2011 estimated	\$ 70,524	\$ 89,594
2016 estimated	\$ 80,873	\$ 100,686
2019 projected	\$ 88,058	\$ 109,496
2021 projected	\$ 93,440	\$ 115,904
2026 projected	\$ 108,961	\$ 134,051
<b>Aggregate household income (\$000)</b>		
2011 estimated	\$ 545,929	\$ 453,448,142
2016 estimated	\$ 705,939	\$ 538,680,878
2019 projected	\$ 807,753	\$ 603,475,285
2021 projected	\$ 880,108	\$ 650,097,256
2026 projected	\$ 1,081,330	\$ 781,855,322
<b>Change in average household income</b>		
2011 to 2016	\$ 10,349	\$ 11,093
2016 to 2019	\$ 7,185	\$ 8,809
2019 to 2021	\$ 5,382	\$ 6,408
2021 to 2026	\$ 15,521	\$ 18,147
<b>Change in aggregate household income (\$000)</b>		
2011 to 2016	\$ 160,010	\$ 85,232,736
2016 to 2019	\$ 101,814	\$ 64,794,407
2019 to 2021	\$ 72,355	\$ 46,621,971
2021 to 2026	\$ 201,222	\$ 131,758,066



### Wasaga Beach

2021 Projections Population by Age and Sex	Wasaga Beach CSD		Ontario	
		%		%
<b>2021 Total Population by Age</b>	<b>20,966</b>	<b>%base</b>	<b>14,543,787</b>	<b>%base</b>
0 to 4 years	685	3.3%	735,117	5.1%
5 to 9 years	739	3.5%	754,570	5.2%
10 to 14 years	797	3.8%	782,215	5.4%
15 to 19 years	815	3.9%	778,051	5.3%
20 to 24 years	825	3.9%	851,701	5.9%
25 to 29 years	944	4.5%	1,025,519	7.1%
30 to 34 years	953	4.5%	1,042,430	7.2%
35 to 39 years	981	4.7%	986,154	6.8%
40 to 44 years	973	4.6%	920,528	6.3%
45 to 49 years	1,065	5.1%	908,751	6.2%
50 to 54 years	1,236	5.9%	952,707	6.6%
55 to 59 years	1,688	8.1%	1,066,975	7.3%
60 to 64 years	1,954	9.3%	1,003,999	6.9%
65 to 69 years	2,019	9.6%	839,610	5.8%
70 to 74 years	2,060	9.8%	704,957	4.8%
75 to 79 years	1,573	7.5%	488,118	3.4%
80 to 84 years	946	4.5%	334,949	2.3%
85 years and over	713	3.4%	367,436	2.5%
12 Years or Over	19,222	91.7%	12,741,243	87.6%
15 Years or Over	18,745	89.4%	12,271,885	84.4%
18 Years or Over	18,254	87.1%	11,805,057	81.2%
19 Years or Over	18,094	86.3%	11,649,386	80.1%
<b>Median Age - Total</b>	<b>56.4</b>		<b>41.7</b>	

### Wasaga Beach

2021 Projections Population by Age and Sex	Wasaga Beach CSD		Ontario	
		%		%
<b>2021 Male Population by Age</b>	<b>10,471</b>	<b>%base</b>	<b>7,165,982</b>	<b>%base</b>
0 to 4 years	348	3.3%	372,608	5.2%
5 to 9 years	391	3.7%	383,637	5.4%
10 to 14 years	431	4.1%	396,554	5.5%
15 to 19 years	445	4.2%	395,629	5.5%
20 to 24 years	445	4.2%	430,232	6.0%
25 to 29 years	497	4.7%	518,768	7.2%
30 to 34 years	481	4.6%	524,350	7.3%
35 to 39 years	497	4.7%	485,433	6.8%
40 to 44 years	494	4.7%	447,527	6.2%
45 to 49 years	557	5.3%	444,301	6.2%
50 to 54 years	617	5.9%	470,139	6.6%
55 to 59 years	814	7.8%	532,745	7.4%
60 to 64 years	916	8.7%	496,293	6.9%
65 to 69 years	949	9.1%	406,827	5.7%
70 to 74 years	991	9.5%	337,641	4.7%
75 to 79 years	775	7.4%	228,746	3.2%
80 to 84 years	475	4.5%	150,099	2.1%
85 years and over	348	3.3%	144,453	2.0%
<b>Median Age - Males</b>	<b>55.2</b>		<b>40.8</b>	
<b>2021 Female Population by Age</b>	<b>10,495</b>	<b>%base</b>	<b>7,377,805</b>	<b>%base</b>
0 to 4 years	337	3.2%	362,509	4.9%
5 to 9 years	348	3.3%	370,933	5.0%
10 to 14 years	366	3.5%	385,661	5.2%
15 to 19 years	370	3.5%	382,422	5.2%
20 to 24 years	380	3.6%	421,469	5.7%
25 to 29 years	447	4.3%	506,751	6.9%
30 to 34 years	472	4.5%	518,080	7.0%
35 to 39 years	484	4.6%	500,721	6.8%
40 to 44 years	479	4.6%	473,001	6.4%
45 to 49 years	508	4.8%	464,450	6.3%
50 to 54 years	619	5.9%	482,568	6.5%
55 to 59 years	874	8.3%	534,230	7.2%
60 to 64 years	1,038	9.9%	507,706	6.9%
65 to 69 years	1,070	10.2%	432,783	5.9%
70 to 74 years	1,069	10.2%	367,316	5.0%
75 to 79 years	798	7.6%	259,372	3.5%
80 to 84 years	471	4.5%	184,850	2.5%



### Wasaga Beach

2021 Projections Population by Age and Sex	Wasaga Beach CSD		Ontario	
		%		%
85 years and over	365	3.5%	222,983	3.0%
<b>Median Age - Females</b>	57.5		42.5	



Wasaga Beach

2016 Household Spend Summary	Wasaga Beach CSD			Ontario		
	Total Expenditure	Expenditure per Household	%	Total Expenditure	Expenditure per Household	%
<b>Total Expenditure</b>	<b>\$ 847,952,231</b>	<b>\$ 97,142</b>		<b>\$ 651,214,658,227</b>	<b>\$ 121,720</b>	
Total current consumption and financial transfers	\$ 721,132,838	\$ 82,613	85%	\$ 548,088,879,743	\$ 102,445	84%
Total current consumption	\$ 574,403,573	\$ 65,804	68%	\$ 414,496,627,241	\$ 77,475	64%
Shelter	\$ 153,807,337	\$ 17,620	18%	\$ 114,534,614,233	\$ 21,408	18%
Food	\$ 87,874,566	\$ 10,067	10%	\$ 62,342,709,023	\$ 11,653	10%
Household operation	\$ 35,161,162	\$ 4,028	4%	\$ 25,132,457,021	\$ 4,698	4%
Health care	\$ 38,083,772	\$ 4,363	4%	\$ 21,601,959,802	\$ 4,038	3%
Household furnishings and equipment	\$ 22,244,698	\$ 2,548	3%	\$ 18,048,010,258	\$ 3,373	3%
Transportation	\$ 106,336,292	\$ 12,182	13%	\$ 71,290,578,140	\$ 13,325	11%
Recreation	\$ 40,147,070	\$ 4,599	5%	\$ 27,356,259,767	\$ 5,113	4%
Personal care	\$ 13,749,049	\$ 1,575	2%	\$ 11,667,361,876	\$ 2,181	2%
Clothing	\$ 22,039,246	\$ 2,525	3%	\$ 20,396,842,270	\$ 3,812	3%
Education	\$ 5,520,344	\$ 632	1%	\$ 8,818,790,975	\$ 1,648	1%
Reading materials and other printed matter	\$ 2,167,064	\$ 248	0%	\$ 2,123,877,318	\$ 397	0%
Tobacco products and alcoholic beverages	\$ 23,461,934	\$ 2,688	3%	\$ 16,631,077,313	\$ 3,109	3%
Games of chance	\$ 7,236,719	\$ 829	1%	\$ 5,786,233,641	\$ 1,082	1%
Miscellaneous expenditures	\$ 16,574,320	\$ 1,899	2%	\$ 8,765,855,603	\$ 1,638	1%
Income tax	\$ 93,563,827	\$ 10,719	11%	\$ 91,581,969,969	\$ 17,118	14%
Total personal insurance premiums and retirement/pension contributions	\$ 36,210,569	\$ 4,148	4%	\$ 28,280,818,172	\$ 5,286	4%
Total money gifts, contributions and support payments	\$ 16,954,868	\$ 1,942	2%	\$ 13,729,464,361	\$ 2,566	2%
Total non-current consumption	\$ 126,819,393	\$ 14,529	15%	\$ 103,125,778,484	\$ 19,276	16%
Improvements and alterations to owned principal residence	\$ 53,117,409	\$ 6,085	6%	\$ 20,413,014,608	\$ 3,815	3%
Improvements and alterations to vacation homes	\$ 10,138,971	\$ 1,162	1%	\$ 7,368,758,145	\$ 1,377	1%
Net purchase price of owned residences	\$ 61,740,883	\$ 7,073	7%	\$ 68,036,773,348	\$ 12,717	10%
Net purchase price of owned secondary residences	\$ 2,049,002	\$ 235	0%	\$ 6,460,424,797	\$ 1,208	1%
Net purchase price of other owned properties	-\$ 226,872	-\$ 26	0%	\$ 846,807,587	\$ 158	0%
<b>Total Expenditure by Origin</b>	<b>\$ 847,952,231</b>	<b>\$ 97,142</b>		<b>\$ 651,214,658,227</b>	<b>\$ 121,720</b>	
Goods and services purchased outside Canada	\$ 2,198,749	\$ 252	0%	\$ 1,116,414,785	\$ 209	0%
Goods and services bought through direct sales over the internet	\$ 5,244,863	\$ 601	1%	\$ 2,915,187,816	\$ 545	0%
Goods and services bought through other types of direct sales	\$ 901,718	\$ 103	0%	\$ 441,701,588	\$ 83	0%
Other	\$ 839,606,900	\$ 96,186	99%	\$ 646,741,354,037	\$ 120,884	99%



**Appendix B – Wasaga Beach Sitewise PRIZM5**

**Wasaga Beach (T), ON  
Sitewise  
PRIZM5 Clusters (Population)**

PRIZM5 Clusters (Population)	Wasaga Beach (T), ON	
Population by PRIZM5 Cluster	19,439	% base
<b>Top 10 PRIZM5 Segments</b>	47 Traditional Town Living	34.8%
	33 Heartland Retirees	33.4%
	35 Country Acres	11.9%
	10 Emptying Nests	6.7%
	54 Serenity Springs	5.8%
	26 Second City Retirees	4.5%
	51 Aging & Active	2.9%
	04 Suburban Success	0.0%
	05 Asian Sophisticates	0.0%
	06 Kids & Careers	0.0%
01 Cosmopolitan Elite	0	0.0%
02 Urbane Villagers	0	0.0%
03 Arts & Affluence	0	0.0%
04 Suburban Success	0	0.0%
05 Asian Sophisticates	0	0.0%
06 Kids & Careers	0	0.0%
07 Nouveaux Riches	0	0.0%
08 Boomerang City	0	0.0%
09 Satellite Burbs	0	0.0%
10 Emptying Nests	1,306	6.7%
11 Urban Digerati	0	0.0%
12 Street Scenes	0	0.0%
13 Asian Avenues	0	0.0%
14 Diversity Heights	0	0.0%
15 Heritage Hubs	0	0.0%
16 Pets & PCs	0	0.0%
17 Exurban Wonderland	0	0.0%
18 Management Material	0	0.0%
19 Grey Pride	0	0.0%
20 South Asian Achievers	0	0.0%
21 Beau Monde	0	0.0%
22 Aging in Suburbia	0	0.0%
23 Asian New Wave	0	0.0%
24 Fresh Air Families	0	0.0%
25 South Asian Society	0	0.0%
26 Second City Retirees	871	4.5%
27 Diverse City	0	0.0%
28 Metro Multiculturals	0	0.0%
29 Silver Linings	0	0.0%
30 La Vie est Belle	0	0.0%

**Wasaga Beach (T), ON**  
**Sitewise**  
**PRIZM5 Clusters (Population)**

PRIZM5 Clusters (Population)	Wasaga Beach (T), ON	
31 New World Symphony	0	0.0%
32 Mini Van & Vin Rouge	0	0.0%
33 Heartland Retirees	6,485	33.4%
34 Rooms with a View	0	0.0%
35 Country Acres	2,320	11.9%
36 Exurban Homesteaders	0	0.0%
37 Trucks & Trades	0	0.0%
38 Grads & Pads	0	0.0%
39 Our Time	0	0.0%
40 Wide Open Spaces	0	0.0%
41 Vieille École	0	0.0%
42 Home Sweet Rows	0	0.0%
43 Newcomers Rising	0	0.0%
44 Jeunes et Actifs	0	0.0%
45 Jeunes dEsprit	0	0.0%
46 Villes Tranquilles	0	0.0%
47 Traditional Town Living	6,767	34.8%
48 Variété Suburbaine	0	0.0%
49 Enclaves Multiethniques	0	0.0%
50 Suburban Scramble	0	0.0%
51 Aging & Active	564	2.9%
52 Striving Startups	0	0.0%
53 Outdoor Originals	0	0.0%
54 Serenity Springs	1,126	5.8%
55 La Vie Bucolique	0	0.0%
56 Single City Jazz	0	0.0%
57 First Nations Families	0	0.0%
58 Rustic Roads	0	0.0%
59 Locataires en Banlieues	0	0.0%
60 Bons Vivants	0	0.0%
61 Les Seniors	0	0.0%
62 Terre à Terre	0	0.0%
63 Lunch at Tim's	0	0.0%
64 Fête au Village	0	0.0%
65 Young & Connected	0	0.0%
66 Sunset Towers	0	0.0%
67 Survivre en Ville	0	0.0%
68 Low-Rise Renters	0	0.0%
69 Not Classified	0	0.0%