



Blue Mountains Chamber of Commerce  
Citizens Forum Speaker Series

January 29, 2019

# Building a Sustainable Community

# BMCC Mission

The BMCC strives to be the recognized voice of Business working together to advance the Commercial, Social and Economic interest of the Community.



We work together to:

- Act as a Catalyst for Community Initiatives
- Be a Resource Centre for New Business

Collectively represent Business in our Community

# COLLECTIVE VOICE FOR BUSINESS IN OUR COMMUNITY



The Chamber strives to be the recognized voice of Business working together to promote a healthy, fair and prosperous business climate within the district.

# RESOURCE CENTRE FOR BUSINESS



By providing ongoing support for business initiatives and opportunities for networking and information sharing among our members, our goal is to help your business grow and succeed in the community.

# CATALYST FOR COMMUNITY INITIATIVES



The Chamber works on behalf of its members to advance business interests with the goal of supporting a thriving business community.

# Membership Benefits

## Lower Prices!

- Health Care
- Insurance
- Payroll services
- Shipping
- Marketing
- Electronic Payments



# Board Members



Board members are Representative of the Key Economic Sectors of Our Community.

Full Bios on [bluemountainschamber.ca](http://bluemountainschamber.ca)



# Elijah McCaffrey, Treasurer



Owner operator of HELP First Aid

Canadian Red Cross Disaster  
Management PDA Supervisor

Volunteer Fire Fighter Blue Mountains



# Keita Inoue, Past President



Owner/operator Design Office Zen-13yr

Web Designer

Renown photographer – Left Ahead  
Photography

Past president of the BMCC

## Laurie Blair, Director



Co-owner of Alair Homes Collingwood

Active in the community

Previously B&B Owner of Blair Manor  
in Fergus

Served on committee for Stephen  
Lewis Foundation

# Simone Sterio-Risk, Director



Associate Publisher and Sales at Our Homes

Former acclaimed restaurateur at SiSi Trattoria in Toronto and SiSi on Main in Thornbury

20 year resident of the Blue Mountains

## Gavin Leitch, Director



Associate Lawyer at Scheifele, Erskine & Renken with offices in Thornbury

Called to the bar in 2013

Served 4 yrs on the board at the Marsh Street Centre

Resident of Thornbury

## Sheri Johnson, Director



Certified nutritionist, essential oil lover and mindfulness coach.

Owner of homebased business, Sheri Johnson Coaching.

Offers personal coaching and online programs that support emotional and physical healing.



Andrew Siegwart, Director

Vice Chair of EDAC

President of the Blue Mountain Village Association

Oversees delivery of the strategic plan, and program development

Provides innovative and memorable guest experiences



# Tony Poole, Vice President



Board member of EDAC

Past President of North American Life Insurance (Foresters)

Owner with wife Josie of Sincerely Yours on Bruce St – Thornbury

Director Thornbury BIA



# Steve Simon, President



Chair of EDAC

4 Yrs as President of the Marsh Street Centre

Team leader Lifestyles North Real Estate

Owner/Operator Lifestyles North Marketing

# Committees



- Advocacy and Communication
- Membership Services
- After 6 (networking engagement)
- Continuous Learning
- Governance
- Financial
- Facilities

# 2018 Events

## After 6 Networking Events

- Maiolo's Restaurant, co-hosted with Alair Homes
- Copper Blues Bar and Grill, co-hosted with the Blue Mountain Village Association
- Beaver Valley Outreach, co-hosted with IG Private Wealth Management Associate Financial
- Culinary Designs / Cured Delicatessen & Eatery, co-hosted with BNI (Business Network International)

***All Candidates Meeting, Sept 19., Thank you to The Town of the Blue Mountains for funding grant***



# Agenda



BMCC Advocacy

Demographics of Today and  
Tomorrow

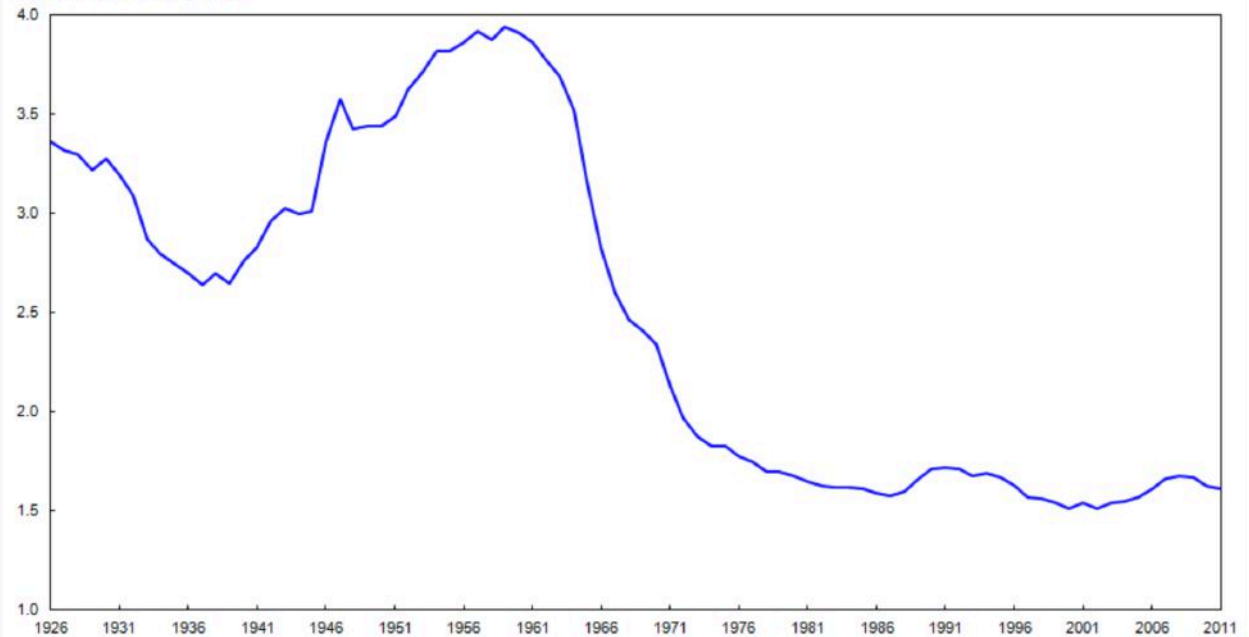
Attainable Housing

# The Big Influencer!



**Chart 1**  
**Total fertility rate, Canada, 1926 to 2011**

number of children per woman



**Note:** Births to mothers for whom the age is unknown were prorated.

**Source:** Statistics Canada, Demography Division, Population Estimates Program, Canadian Vital Statistics, Births Database, 1926 to 2011, Survey 3231.

# BMCC Advocacy



- Leverage the Boom
  - Attract younger workers/families
  - Capture a greater share of the boomer wave
  - Move quickly
    - 10 year time frame
  - Have a Strategy

# BMCC Advocacy



- Grow and Diversify our Economic Sectors
  - Tourism
  - Agro
  - Development/Housing
  - Boutique Mfg.
  - Technology
  - Service
  - Health and Wellness



# BMCC Advocacy

## Enablers



- Reduce Red Tape
- Provide assistance through maze of regs and bylaws
  - Business Concierge
- Industrial space



## Support for Entrepreneurs

- Capital
- Infrastructure
- Incubation

# BMCC Advocacy



- Highway 26 Plans and Impact on the Community
- Daycare
- Transit
- Parking/Other Infrastructure

# BMCC Advocacy



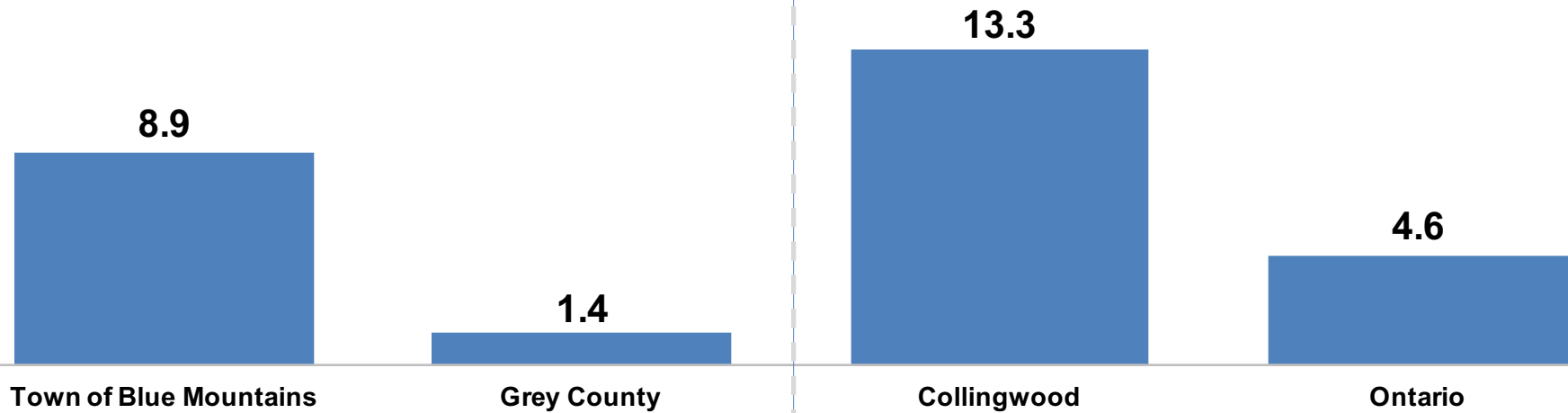
- Improving the Blue Mountain Experience
  - Drive consistent “branding”
  - Our attractiveness is in our lifestyle and natural beauty
  - We should be deciding what our community will look like
  - Commercial development guidelines



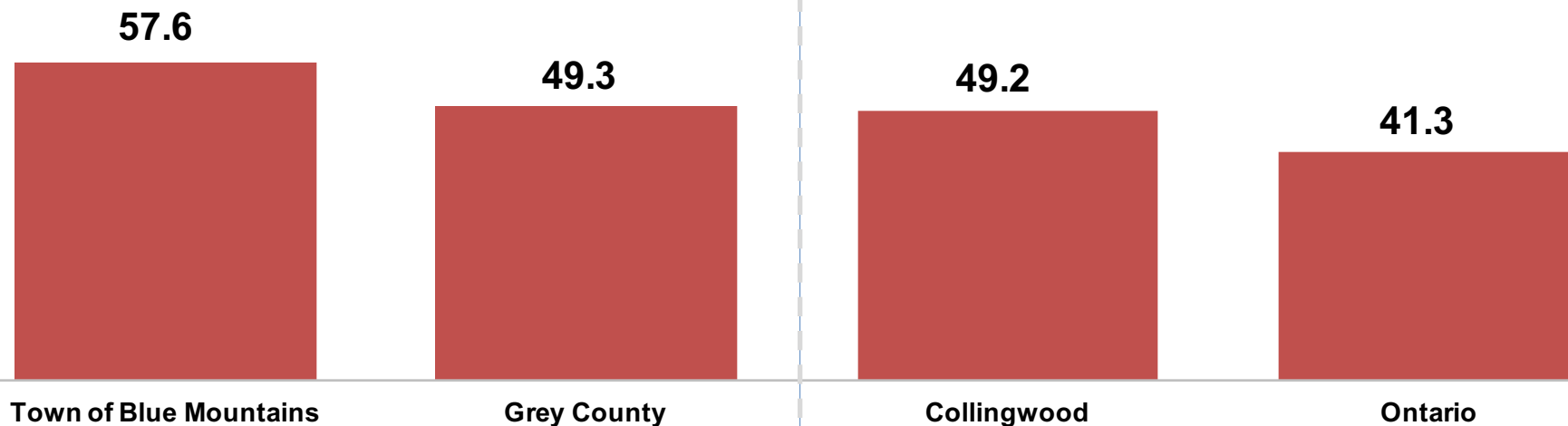
# DEMOGRAPHICS OF TODAY AND TOMORROW

JANUARY 2019

# % CHANGE IN POPULATION 2011-2016

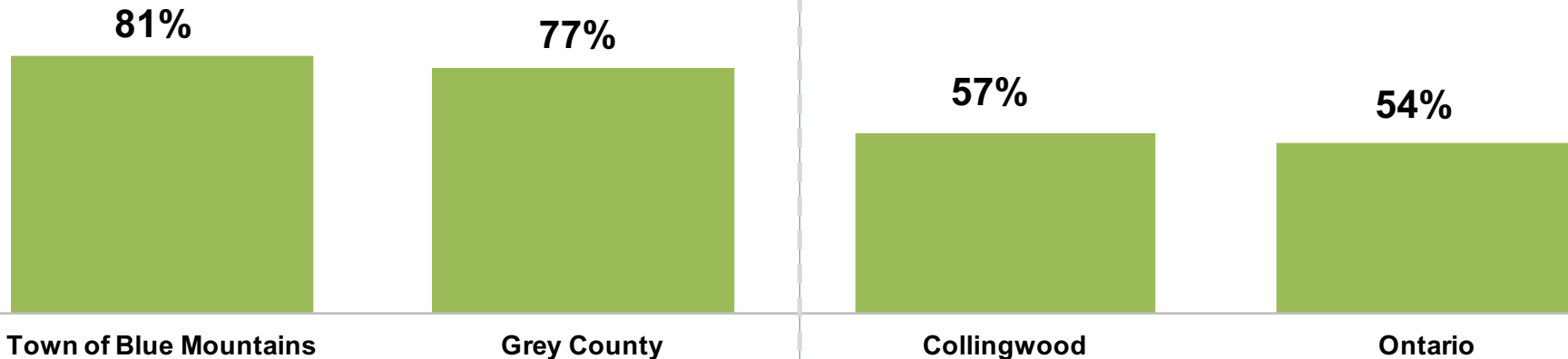


# MEDIAN AGE

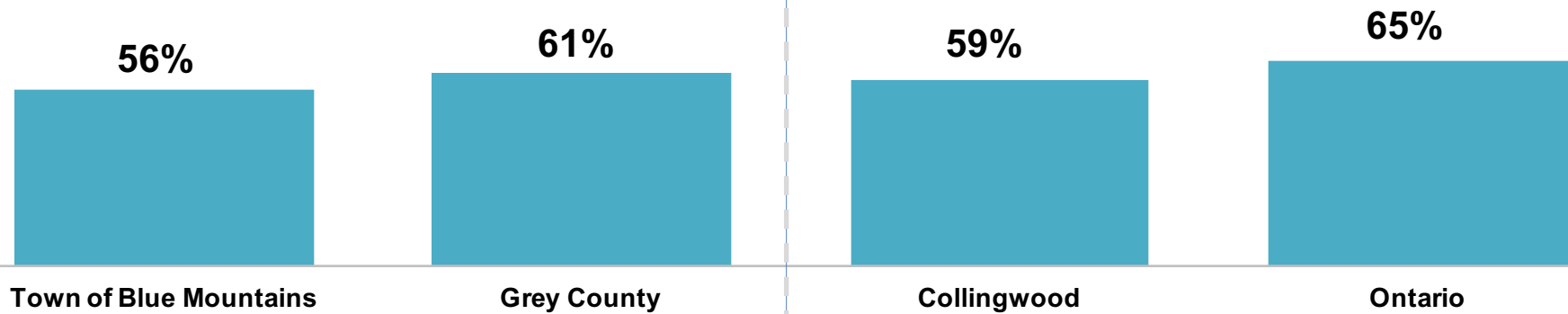




# SINGLE DETACHED HOMES AS % OF ALL OCCUPIED HOUSEHOLDS

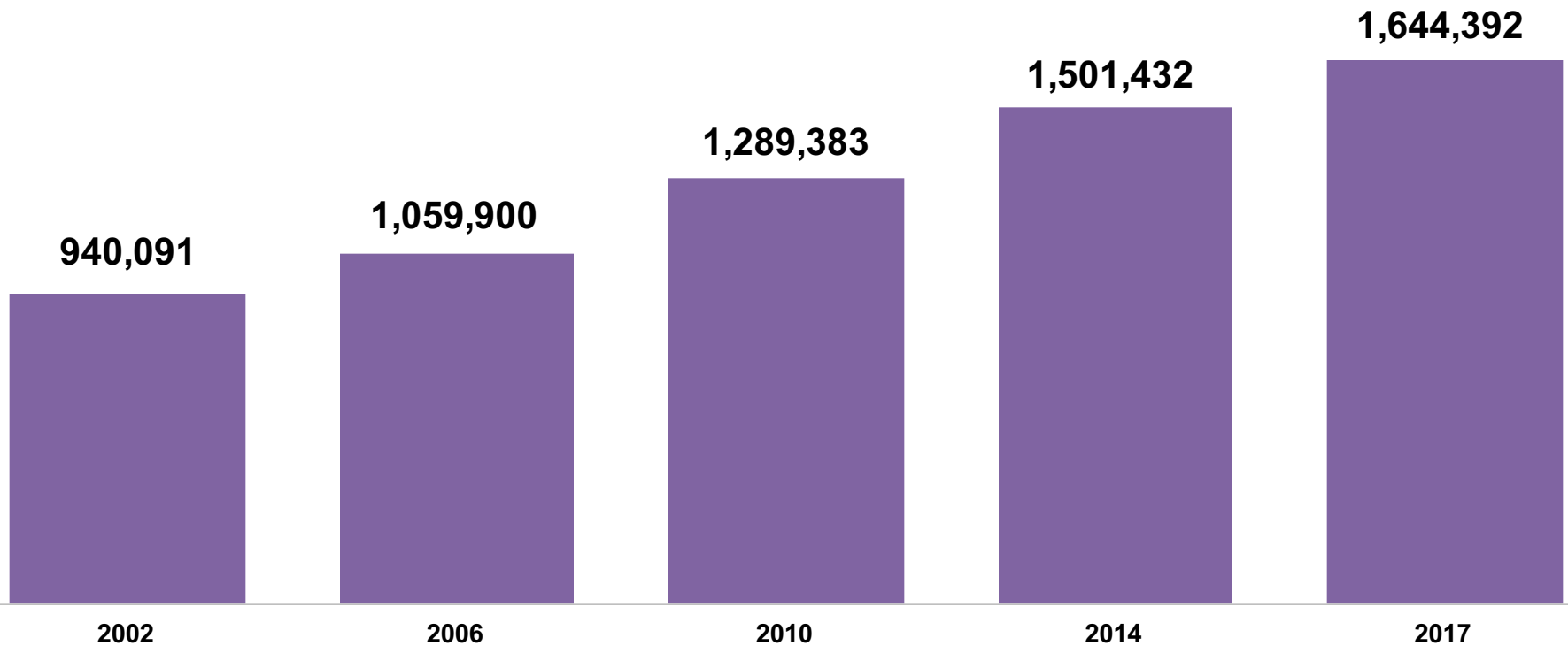


# LABOUR PARTICIPATION RATE



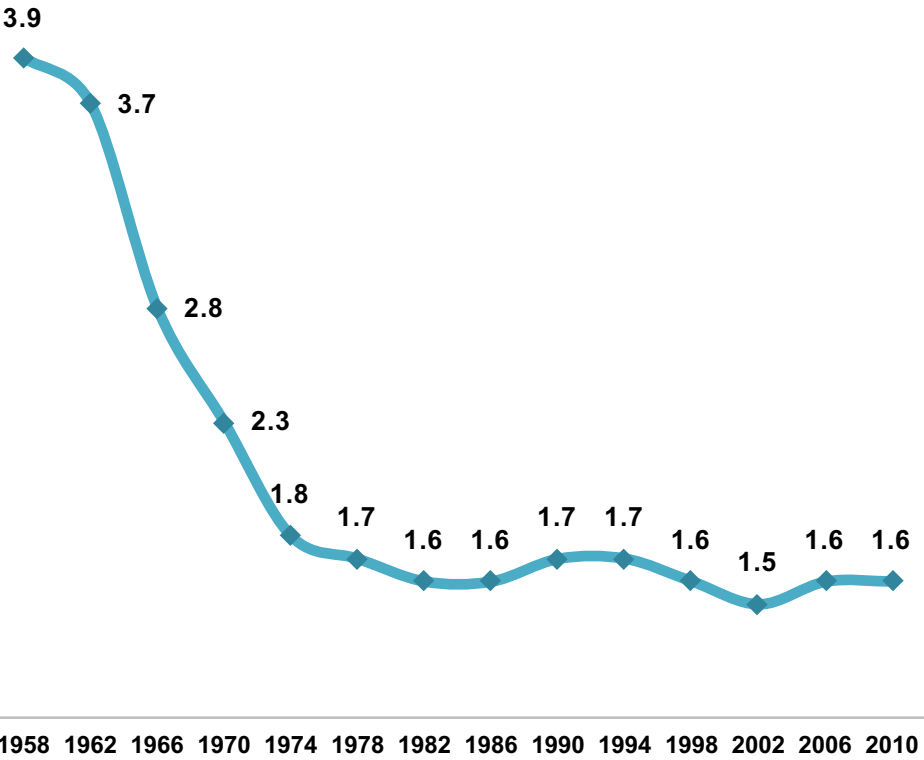
## POPULATION OF 60-69 YEAR OLDS IN ONTARIO 2002-2017

+75% increase in the 60-69 age group vs. +17% for all age groups



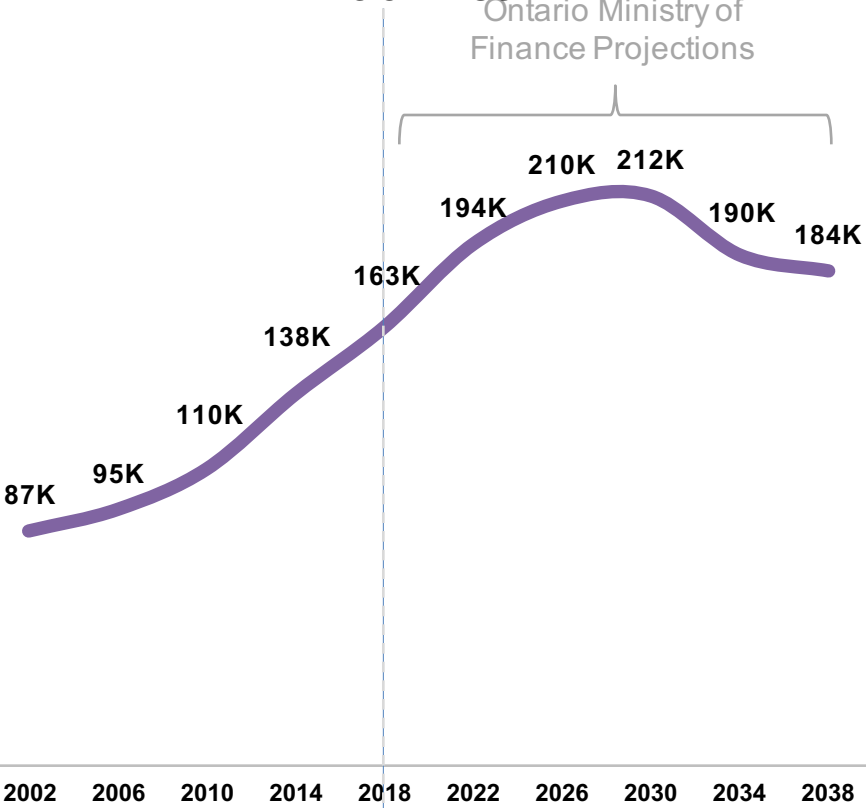
# NUMBER OF PEOPLE TURNING '65' EACH YEAR FOR SELECTED YEARS IN ONTARIO OVER TIME\* vs. FERTILITY RATE (NUMBER OF CHILDREN PER WOMAN)

## Fertility Rate (Number of Children Per Woman)



Source: Statistics Canada, Demography Division, Population Estimates Program, Canadian Vital Statistics, Births Database, 1926 to 2011, Survey 3231

## Number of People Turning '65' Each Year



Source: \*2002-2014 data, Statistics Canada, based on Table 17-10-005-01  
 \*2018-2026 projections based on Ontario Ministry of Finance Projections

# Managing Growth



# Attainable Housing



Meeting the challenge of today and tomorrow

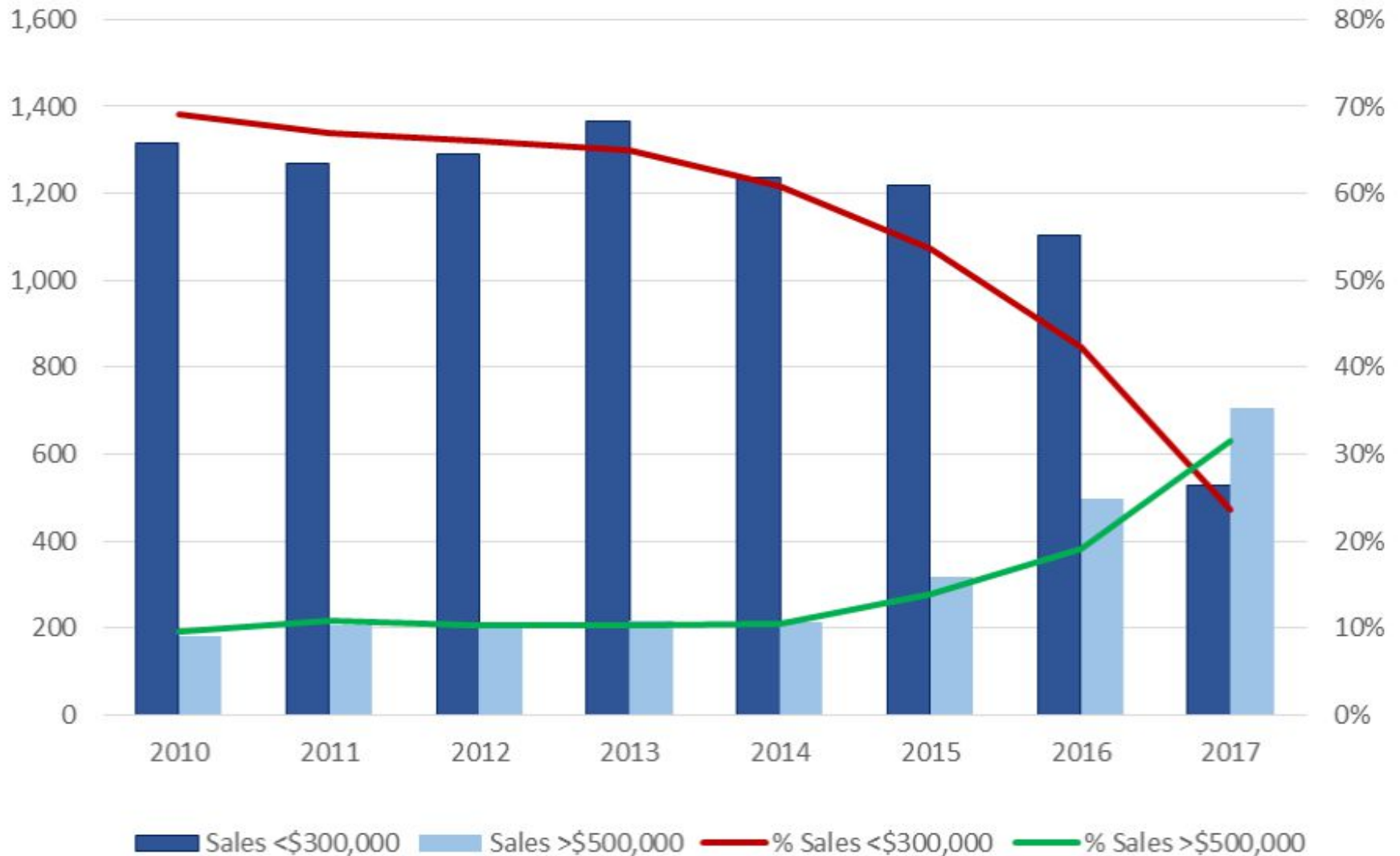
## Resale Pricing - Single-Family and Condominium 2010 to 2017: South Georgian Bay Region



Source: [www.collingwood-bluemountain.com](http://www.collingwood-bluemountain.com)



## Number of Resales by Price Range South Georgian Bay Region: 2010 to 2017



Source: [www.collingwood-bluemountain.com](http://www.collingwood-bluemountain.com)

# Blue Mountains new dwelling permits



- 2015: 105 permits
- 2016: 196 permits
- 2017: 353 permits
- 2018: 201 permits

## Housing Attainability Levels by Income

FT/PT*	Hourly Wage	Annual Household Income	Monthly Household Income	Maximum Ownership Price <sup>^</sup>	Maximum Monthly Rental Price
PT	\$14	\$14,560	\$1,213	\$29,000	\$364
PT	\$20	\$20,800	\$1,733	\$58,000	\$520
FT	\$14	\$29,120	\$2,427	\$96,000	\$728
FT	\$20	\$41,600	\$3,467	\$152,000	\$1,040
FT	-	\$50,000	\$4,167	\$191,000	\$1,250
FT	-	\$60,000	\$5,000	\$236,000	\$1,500
FT	-	\$75,000	\$6,250	\$304,000	\$1,875
FT	-	\$100,000	\$8,333	\$417,000	\$2,500

*\*Full-Time (40 hours per week) / Part-Time (20 hours per week)*

*<sup>^</sup>Assumes 20% down payment, 5% fixed interest rate, 25-year mortgage, \$200 monthly utility costs, 1% annual property tax rate.*

# Housing

- Front desk agent: \$33,000
- Food service counter attendant: \$36,000
- Housekeeping: \$36,000
- Food & beverage server: \$37,000
- Retail sales clerk: \$39,000
- Cook: \$41,000
- Grounds/maintenance: \$47,000
- Restaurant manager: \$52,000-\$62,000
- Chef: \$54,000
- Outdoor adventure guide: \$50,000-\$80,000



# Attainable Housing



- Amend development charges to recognize efficiencies with higher density
- Review and revise height and density regulations for designated areas

# Attainable Housing



- Attainable Housing Corporation:  
new mandate and resources
- Source Land
  - Federal
  - Provincial
  - County
  - Municipality



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**Thank You!**