

## CLOSE & CONNECTED

Just 90 minutes north of the Greater Toronto Area in Central Ontario, the Town of Penetanguishene is ideally situated as part of the North Simcoe region. North Simcoe encompasses the municipalities of Penetanguishene, Midland, Tay and Tiny.

North Simcoe has a combined 2021 population of 51,950 residents, increasing to 58,139 by 2031. North Simcoe is served by Huronia Airport and highways 400, 12 and 93; all of which help to ensure goods are shipped and received expeditiously from all markets.

## HOW TO INVEST IN PENETANGUISHENE

Penetanguishene is vibrant, resilient, and welcoming. We embrace diversified, balanced, and fiscally sustainable economic growth that contributes to a healthy community. For information on business in Penetanguishene, visit [penetanguishene.ca/business-and-development/](http://penetanguishene.ca/business-and-development/).

We invite you to contact us and see why Penetanguishene is the right place to start or expand your business. Our municipal staff and business growth partners are here to help all the way from site selection to development to funding identification.



- **Town of Penetanguishene**  
Andrea Betty, Director of Planning and Community Development  
(705) 549-7453 Ext. 215  
[planning@penetanguishene.ca](mailto:planning@penetanguishene.ca)  
[www.penetanguishene.ca](http://www.penetanguishene.ca)
- **Economic Development Corporation of North Simcoe**  
Suzanne McCrimmon, Executive Director  
(705) 528-9439  
[info@edcns.ca](mailto:info@edcns.ca) | [www.edcns.ca](http://www.edcns.ca)
- **North Simcoe Community Futures Development Corporation**  
Arthur Barrows, General Manager  
(705) 526-1371 Ext. 117  
[admin@nscfdc.on.ca](mailto:admin@nscfdc.on.ca) | [nscfdc.on.ca](http://nscfdc.on.ca)
- **Southern Georgian Bay Chamber of Commerce**  
Cathy Tait, General Manager  
(705) 526-7884  
[info@sgbchamber.ca](mailto:info@sgbchamber.ca) | [southerngeorgianbay.ca](http://southerngeorgianbay.ca)



## INVESTMENT PROFILE PENETANGUISHENE

[www.penetanguishene.ca](http://www.penetanguishene.ca)





## WHO WE ARE

The Town of Penetanguishene is a picturesque bilingual community of more than 10,000 residents at the southern tip of peaceful and beautiful Georgian Bay.

Penetanguishene has a unique urban form oriented towards the water and offers a distinct lifestyle and business opportunities.

## UNRIVALLED QUALITY OF LIFE

The Town of Penetanguishene strives to create a liveable community that enhances the natural, cultural, social and economic environments. We achieve this by continuously improving programs and services that are accessible, environmental and fiscally sustainable.

We are highly valued and widely celebrated due to the innovative and outstanding way we satisfy the needs of our residents, businesses and employees.

Whether you are a young professional, new family, planning for your retirement or anything in between, the Town of Penetanguishene offers the perfect work-life balance.



## COMMUNITY PROFILE

### 51,950

Total 2021 population of the North Simcoe region and 10,077 total population for the Town of Penetanguishene. The Town is one of only three communities in Central and Southwestern Ontario where the population of francophones exceeds the provincial average of 5%. The Town is also 13% Métis, compared to the provincial average of .6%.

### \$47,040

Average household income

### 49 YEARS

Average age of residents

### KEY EMPLOYERS

Home to major institutions such as Waypoint Centre for Mental Health Care, Central North Correctional Centre and the state-of-the-art Georgian Village. Other key players include Magna International and Industrial Filter Manufacturing.

### TOP OCCUPATIONS

|               |                       |
|---------------|-----------------------|
| Healthcare    | Manufacturing         |
| Retail        | Construction          |
| Accommodation | Public Administration |
| Education     | Professional Services |

### TAXES & UTILITIES

The Town offers competitive tax rates and affordable land and development costs. Development charges are waived in the downtown and industrial corridors.

### EDUCATION

Penetanguishene is home to one secondary and six elementary schools. Georgian College campuses are located in the nearby Town of Midland and the City of Barrie; and Lakehead University is located in Orillia.

## DEVELOPING OUR LOCAL ECONOMY

Economic development strategies include workforce development, strategic alliances and partnerships, business recruitment, tourism development and downtown revitalization.

The Economic Advisory Committee reports on various matters ranging from downtown Main Street to the industrial park along Fuller Avenue. The Town is engaged in several economic development studies and projects:

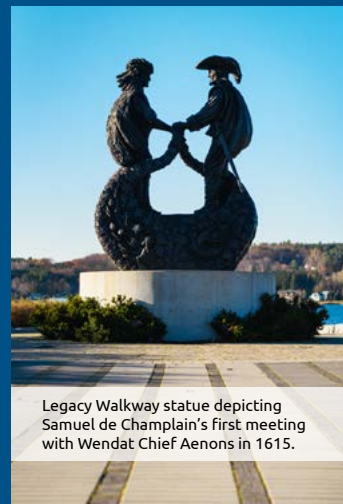
- Town Dock Master Plan
- Business Retention & Expansion Study
- Market Gap Analysis
- Community Improvement Plan
- Economic Development Strategy



The Town recently completed the reconstruction of its Main Street. The project is valued at \$11 million and includes improvements to sidewalks, seating areas, roads, signage, among many other upgrades.

The Rotary Champlain Wendat Park consists of 90 acres located on the waterfront of Penetanguishene Harbour.

The park has been revitalized and enhanced with the development of the Legacy Walkway, a 7,000 sq. ft. splash pad, playground, observation deck, paved Trans Canada Trail, amphitheatre and arboretum.



Legacy Walkway statue depicting Samuel de Champlain's first meeting with Wendat Chief Aeonos in 1615.