

# COMMUNITY PROFILE



## WHAT'S INSIDE

### Get to know Georgian Bay

Find out what makes the Township of Georgian Bay unique.

### Community Insight

Discover each one of the three urbanized centres charm.

### Sustainable Balance

Balancing business and the environment.

*follow us*



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# GET TO KNOW

## Georgian Bay

The Township of Georgian Bay is a large beautiful area of islands, inland lakes and rivers which is the very definition of "cottage country" in Ontario. The municipality was established in 1971 through the amalgamation of the former townships of Freeman, Gibson and Baxter. It is located on Highway 400, approximately 90 minutes north of Toronto, in the District of Muskoka on Georgian Bay at the entrance to the 30,000 Islands.

Access point to Georgian Bay Islands National Park. Steeped in history, our cultural roots are an important part of our community. This history includes locks along the Trent-Severn Waterway National Historic Site and the 1890s Bressette House.

Our seasonal population of **17,500** people compliments our modest permanent population of **3,441**. The more populated and urbanized areas include the communities of Honey Harbour, MacTier and Port Severn.

A community of communities, Georgian Bay reflects a variety of diverse perspectives and needs, from seasonal and permanent populations to local businesses and tourism industries. At the centre of this is the municipal administration and Township Council, who balances the needs of the municipality as a whole and ensures a sustainable and thriving future for residents, the economy and visitors.

*Inclusive and welcoming to all, Georgian Bay is a great place to call home.*



July 2022, Pride Flag raising at the Township of Georgian Bay Administration building, in support of the Muskoka Pride group.

### FAST FACTS

#### Total Population



**20,941**

**3,441 Permanent**  
**17,500 Seasonal**

#### Median Age



**58.4**

#### Visible Minorities



**50** 40 Chinese  
10 Filipino

#### Median Household Income



**\$67,904**

#### Level of Education



**High School**

#### Total Dwellings



**7,423**

#### Largest Industry



**Real Estate**

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# GROW YOUR BUSINESS

## *In Georgian Bay*

**WHY?**

We have a community to suit any business model, as well as a support system in place.



### Port Severn - Commercial Corridor

The Township of Georgian Bay is looking to expand its commercial corridor directly off the 400 highway at exit 156.



### MacTier - Sustainable Small Town

The perfect place to raise a family, with a public school, local grocery and a hardware store. This town is waiting for new business.



### Honey Harbour - Seasonal Boutique

The cottage centre of Honey Harbour has new port infrastructure, a budding tourist economy and is waiting for your unique seasonal business.



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# COMMUNITY INSIGHT

## Honey Harbour



Identified as the "Back Country Boomers" by Prizm Environics, the permanent residents of Honey Harbour are mostly newly retired with modest incomes.



Honey Harbour Community Facts		
<b>Average Household Income</b> \$79,163	<b>Occupation</b> Blue Collar / Primary	<b>Family Life</b> Mature Singles & Couples
<b>Diversity</b> Low	<b>Home Type</b> Single Detached	<b>Likes</b> Volunteering

### The Port of Honey Harbour

The new Port of Honey Harbour is situated perfectly for island traffic and tourists going to the Georgian Bay National Park. The inviting promenade, paired with a public park, public docks and a gorgeous pavilion.



Promenade



Pavilion



Public Docks

The Georgian Bay Métis have a strong presence in Honey Harbour. **"We are fortunate in that our area is officially recognized as having the largest concentration of self-identified Métis in all of Ontario."** - Georgian Bay Métis Council website.

# COMMUNITY INSIGHT

## Port Severn



### Get Fully Charged in Port Severn

Fuel up just off Exit 156. Two fuel stations that also include electric vehicle charging stations.

Exit 156 offers travellers an opportunity to get out, fuel their vehicle, fuel their appetite and fuel their interest in history and culture.



This commercial corridor community is accustomed to the travelling public from highway 400. The area has a beautiful park, with ample parking.

Not just a station stop, this community has a heart that includes amazing community groups like the Baxter Ward Lions Club, Snowmobile club, ATV Club and Women's Coffee.



#### 2019 Traffic Study

Exit 156 has 14,300 vehicles

Exit 189 had 10,800 vehicles

[Click here for Traffic Study pages 43-44](#)



#### Port Severn Community Facts

<b>Average Household Income</b> \$79,163	<b>Occupation</b> Blue Collar / Primary	<b>Family Life</b> Mature Singles & Couples
<b>Diversity</b> Low	<b>Home Type</b> Single Detached	<b>Likes</b> Volunteering



Township of Georgian Bay, Community Garden

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# COMMUNITY INSIGHT

## MacTier



MacTier is a sustainable community, 40 km North of Port Severn. Open for business, your new neighbours would include a pharmacy, grocer and hardware and building supply business, as well as restaurants, local catering companies, construction and many more.

MacTier also has a public school, community centre/arena, public parks, trails, and it's very own beach off of Stewart Lake. Excellent hiking trails paired with miraculous views can be found at the McCrae Lake Provincial Park. A mix between cottage life and every day living, MacTier provides a place to call home.

The Greater MacTier area gives full time permanent residence to over 500 people. This population is growing exponentially as we see a sprawl from the urban centres.

Community Facts for MacTier		
<b>Average Household Income</b> \$90,761	<b>Occupation</b> Blue Collar / Professional	<b>Family Life</b> Families & couples
<b>Diversity</b> Low	<b>Home Type</b> Single Detached	<b>Likes</b> Active Lifestyle



MacTier is home to a major rail line which is owned and operated by the Canadian Pacific Railway. The line stretches 204.2 km from Toronto in the south to MacTier in northern Muskoka.



# SEASONAL POPULATION

## Georgian Bay



## Second Homes & Seasonal Residents

The District Municipality of Muskoka conducted a Second Home Study in 2017, and it includes results from the Township of Georgian Bay. The data collected from MPAC in 2017 stated that there were a total of 4,549 seasonal dwellings, which is equal to 80% of the dwellings being second home. The average persons per household have been equated to 3.63 in the Georgian Bay Area. Concluding the total population is 19,012, an estimated 16,513 are seasonal and the permanent resident population as of 2016 was equal to 2,499. We do know that the total permanent population has increased to 3,441 since the last Stats Can Census.

### WHAT DO THE STATS SAY?



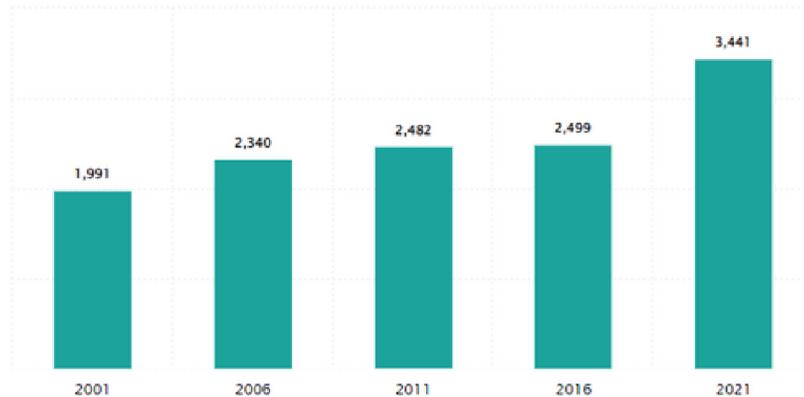
The size of the average second home



**99%**

Of the Second homes in Georgian Bay are waterfront.

### Population



**37%**

of second homes are winterized



**48%**

Not winterized, no plans to



**15%**

Plans to winterize

Resources:

[https://www.muskoka.on.ca/en/business-planning-development/Second\\_Home\\_Study\\_2022.aspx](https://www.muskoka.on.ca/en/business-planning-development/Second_Home_Study_2022.aspx)

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# SUSTAINABLE BALANCE

## Georgian Bay



Located in a designated UNESCO Biosphere, the Township of Georgian Bay is home to the World's largest fresh water archipelago.

### Environmental Stewards of Georgian Bay

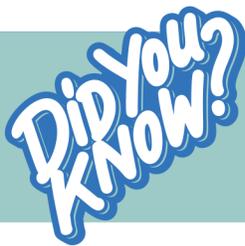
The first municipality in the District of Muskoka to have a specialized Climate Action Plan created by Severn Sound Environmental Association. We are proud of the steps we have made to create Sustainable Balance.



We work with many environmental organizations to ensure we are doing the best we can for our constituents, businesses and our naturally beautiful area.



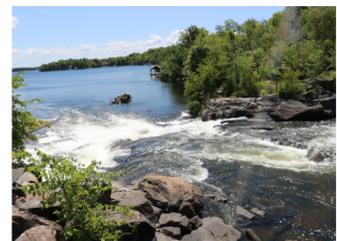
GEORGIAN BAY BIOSPHERE  
MNIDOO GAMII



There are 164 inland lakes and 619 individual islands located in the Township of Georgian Bay.

#### Populated Inland Lakes

- Severn River
- Gloucester Pool
- Six Mile Lake
- Gibson Lake
- Go Home Lake
- Galla Lake
- Stewart Lake
- Myers Lake



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# EDUCATION & FACILITIES

## Georgian Bay



## Education

### Trillium Lakelands District School Board TLDSB

This includes the City of Kawartha Lakes, County of Haliburton and District of Muskoka. The Board is responsible for 7 secondary schools, 41 elementary schools and 7 alternative education and training centres spread across the region.

#### Elementary

- Honey Harbour Public School

#### Secondary

- Bracebridge and Muskoka Lakes Secondary School
- Gravenhurst High School

### Near North District School Board NNDSB

This includes the northern portion of the District of Muskoka (MacTier), western portion of Nipissing District and District of Parry Sound.

#### Elementary

- MacTier Public School

#### Secondary

- Parry Sound High and Intermediate School

## Facilities



The Township of Georgian Bay has three public libraries located centrally in each of the communities. They offer excellent programs.

- Reading Groups
- Events
- STEAM for students after school
- Libby - online or app for downloading books



**MacTier Memorial Arena** home for local sports, community groups and the District of Muskoka WISE Program.

**Baxter Ward Community Centre** is a great space for hall rentals, commercial kitchen and public park facilities.

Two outdoor rinks are also available.

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# MEET THE TEAM

## Georgian Bay



## CONTACT US

We have a great team waiting to help you. Well versed in the area, and the future of Georgian Bay. Reach out today to discuss the needs for your business.



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