



Municipality of
South Bruce

Community Profile

March 2023



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Land Acknowledgement

It is acknowledged that the lands and communities discussed in this report are situated on the Traditional Territory of the Anishinabek Nation:

The People of the Three Fires known as Ojibwe, Odawa, and Pottawatomie Nations. The Chippewas of Saugeen and the Chippewas of Neyaashiinigmiing (Nawash), now known as the Saugeen Ojibway Nation, are the traditional keepers of this land and water. It is also recognized that the ancestors of the Historic Saugeen Métis and Georgian Bay Métis communities shared this land and these waters.

Notes on Data

This report includes information for the Municipality of South Bruce and compares it to Bruce County and the Province of Ontario. In some cases, other communities within Bruce County are used for further comparisons. Data from previous community studies that were included were Census 2021 estimates were not available during the writing of this report. The following data sources were used in developing this community profile:

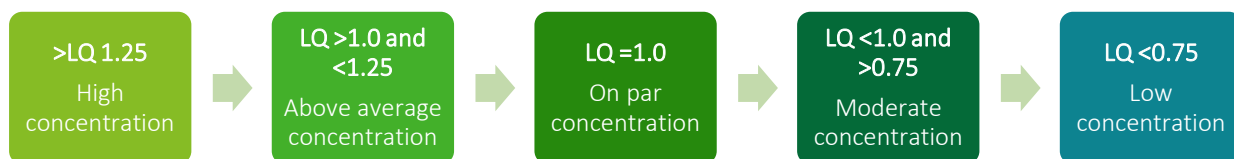
- Statistics Canada, Canadian Business Counts, December 2021
- Manifold Data Mining, 2020 (Data collected for previous community studies)
- Metroeconomies (Data collected for previous community studies)
- Statistics Canada, Census Profile, 2021, and 2016
- Lightcast (formerly EMSI Economic Modeling), 2022

Other Notes:

- The December 2021 Canadian Business Counts were used to determine the total number of registered businesses in South Bruce. Statistics Canada's Canadian Business Counts Data provides a record of business establishments by industry and size. This data is collected from the Canada Revenue Agency (CRA). The business data collected for South Bruce included all local businesses that met at least one of the three following criteria: Have an employee workforce for which they submit payroll remittances to CRA, or have a minimum of \$30,000 in annual sales revenue, or are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.
- The 2021 Census of Population is the latest and most widely available data product offered by Statistics Canada.

Definitions

As part of this Community Profile, a Location Quotient (LQ) Analysis was completed to determine the concentration of industries (businesses) in South Bruce relative to the Province. It reveals what makes a region unique. The LQ's Classifications are as follows:





Introduction

About South Bruce

History

South Bruce was created in 1999 as part of province-wide and county-wide municipal restructuring. In 1998, the Township of Culross and the Village of Teeswater amalgamated to form the Township of Teeswater-Culross. Similarly, the Village of Mildmay joined with the Township of Carrick to form the Township of Mildmay-Carrick. The following year, both Mildmay-Carrick and Teeswater-Culross amalgamated again to form South Bruce, choosing Teeswater as the seat of the municipality.¹

Location

South Bruce is situated in the southeast corner of Bruce County and is located inland from Lake Huron. The community is 90 km from Owen Sound, the Grey-Bruce region's largest urban centre.²

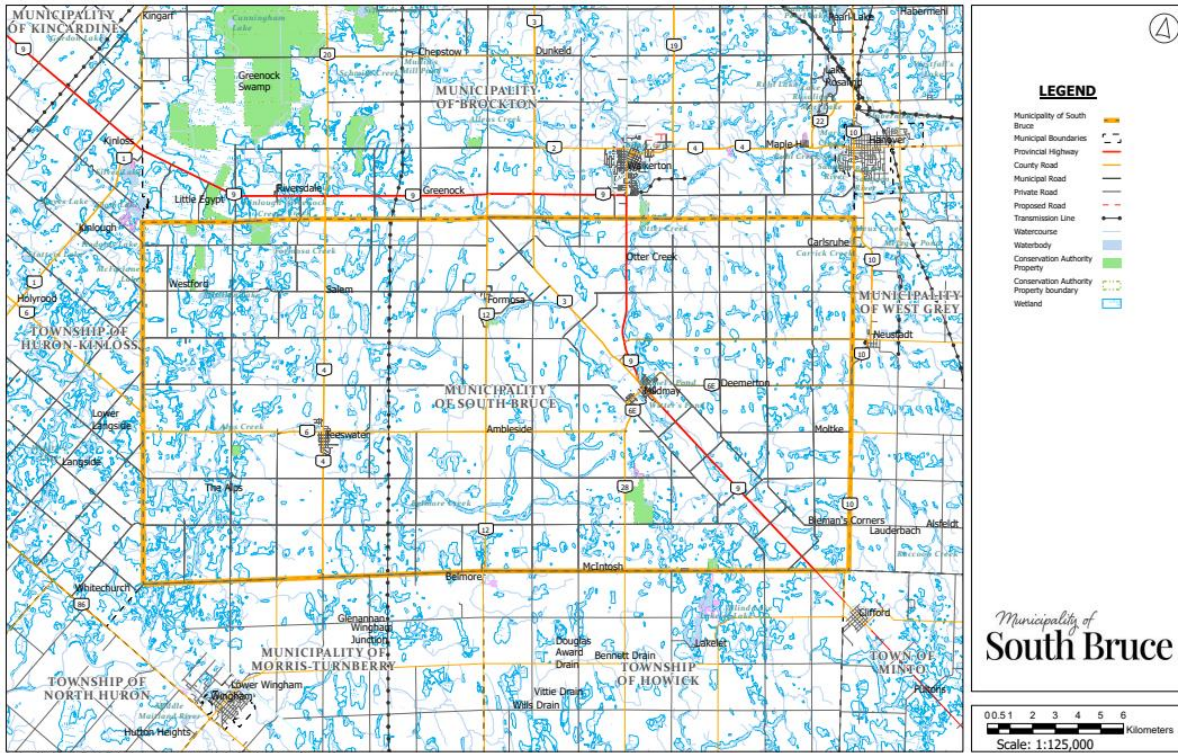
¹ <http://www.visitsouthbruce.ca/about.html>

² Community Profile: South Bruce, Ontario. 2014

Land Sizes and Uses

South Bruce covers a land area of 486.86 square kilometres³. It is comprised of a large rural area interspersed with smaller settlement areas. The three main population centres in South Bruce are Formosa, Mildmay and Teeswater. South Bruce is predominantly an agricultural community⁴.

Figure 1: Municipality of South Bruce, Land Uses



Source: Municipality of South Bruce, 2022

Vision and Strategic Plan

South Bruce’s Corporate Strategic Plan defines the vision of success, based on the needs, values, and aspirations of the community. The mission of the Municipality of South Bruce is to provide appropriate and efficient services and programs to the residents that will enhance the quality of life, provide a safe and desirable environment in which to work and raise their families. In terms of the Municipality’s vision, the Municipality see itself as a “growing, dynamic, agriculturally rooted community that provides accessible and affordable amenities for residents and businesses, creating an environment supportive of growth, vibrant downtowns that foster small business, and a unique, year-round destination experience”⁵.

³ 2021 Census Profile

⁴ Ibid.

⁵ <https://www.southbruce.ca/en/municipal-government/strategic-plan.aspx>

Official Plan

The Council of the Municipality of South Bruce will attempt to achieve the following goals through the implementation of its Official Plan, last updated in 2019.⁶

1. To enhance the function of Formosa, Mildmay and Teeswater as local service centres for the surrounding agricultural community and as progressive, attractive communities in which to live and work.
2. To ensure that a variety of residential housing types, densities and tenure arrangements are provided in order to accommodate housing opportunities for all residents.
3. To maintain the downtowns as the major focus of commercial activity in Formosa, Mildmay and Teeswater and to promote an intensification of the downtowns through commercial, residential, recreational, and institutional development.
4. To ensure that new development in Formosa, Mildmay and Teeswater is consistent with the level of services that can be provided in the community and in a manner that will minimize costs to the taxpayer.
5. To ensure that development within Formosa, Mildmay and Teeswater contributes to the creation of a small-town rural environment.
6. To encourage the preservation and restoration of historic or older buildings.
7. To ensure that new development will respect the natural environment and to discourage incompatible development within environmentally sensitive areas of Formosa, Mildmay and Teeswater.
8. To encourage new industry within Formosa, Mildmay and Teeswater and to encourage its location in areas where appropriate levels of servicing are available and where the potential impacts on the adjacent land uses will be minimized.
9. To encourage new recreational facilities, such as multi-use trails and parks, in Formosa, Mildmay and Teeswater, and throughout the Municipality of South Bruce.

Regional Context

Bruce County

Bruce County is an upper tier municipality comprised of eight lower tier municipalities. The County is responsible for a unique and diverse set of functions that ranges from building bridges, to delivering social programs, long term care, and paramedic services to providing arts and cultural experiences through high caliber Museum, Library, and Tourism experiences⁷. Bruce County includes the communities of Arran-Elderslie, Brockton, Huron-Kinloss, Kincardine, Northern Bruce Peninsula, and South Bruce Peninsula, Sauguen Shores, and South Bruce. Many of these municipalities, are the result of amalgamations involving rural townships and villages.

⁶ The Official Plan for the Formosa, Mildmay and Teeswater Settlement Areas - The Urban Communities of the Municipality of South Bruce. Office Consolidation – June 2013, October 2013, December 2013, April 2015, June 2016, March 2017, April 2017, February 2019

⁷ <https://www.brucecounty.on.ca/contact/about-bruce-county>

The following is an introduction to each of the other communities, with respect to their location within Bruce County⁸, Census 2021 population are presented for each community

- **Municipality of Arran-Elderslie**, which has a population of 6,913 people (2021), is located in southern Bruce County, near the eastern boundary of Grey and Bruce Counties. The community has a strong agricultural base with high quality farmland. The municipality is located within 30 minutes of Owen Sound, the Grey- Bruce region’s largest centre. Arran-Elderslie includes communities such as Tara, Paisley, and Chesley.
- **Municipality of Brockton**, which has a population of 9,784 people (2021), is located in southeastern Bruce County in an area with strong agricultural roots and high-quality farmland. Brockton was form as a new amalgamated community in 1999 by combining aspects of the names of former townships of Brant and Greenock, as well as the Town of Walkerton. The Town of Walkerton is the county seat of Bruce County and is located within Brockton. The Municipality is located within one hour of Owen Sound, the Grey-Bruce region’s largest regional centre.
- **Township of Huron-Kinloss**, which has a population of 7,723 people (2021), is located on the eastern shore of Lake Huron south of Kincardine. The Township boundary extends as far as Whitechurch Road from the lake where it meets with a boundary extending south from Highway 9. The largest communities in the township are Ripley, Point Clark, and Lucknow.
- **Municipality of Kincardine**, which has a population of 12,268 people (2021), is located on Lake Huron and includes many communities including Kincardine, Tiverton, Inverhuron, and Underwood. Kincardine is accessible from Highway 21 which extends to the north and south of the community, as well as Highway 9 which extends to the southeast. The municipality is home to the Inverhuron Provincial Park and has a strong seasonal recreation sector focused on beaches and other recreation opportunities. The municipality is also home to Bruce Power, a nuclear electricity generator which constitutes a major employer for the region.
- **Municipality of Northern Bruce Peninsula**, which has a population of 4,404 people (2021), includes the communities of Tobermory, Lion’s Head and Hope Bay. Highway 6 extends through the Municipality from north to south, and a ferry service provides access north beyond the peninsula to Manitoulin Island. The Municipality has a strong recreation sector based in Tobermory due to Bruce Peninsula National Park and Fathom Five National Marine Park, as well as the Chi-Cheemaun car ferry. Tobermory, located at the northern extent of the municipality, is located 110 km from Owen Sound.
- **Town of Saugeen Shores**, which has a population of 15,908 people (2021), the Town of Saugeen Shores formed through the amalgamation of Port Elgin, Southampton, and the surrounding area along the Saugeen River. The Town is located along Highway 21, a north-south corridor that provides access to communities such as Kincardine and Goderich to the south.
- **Town of South Bruce Peninsula**, which has a population of 9,137 people (2021), the Municipality of South Bruce Peninsula is located in the southern portion of Bruce Peninsula from Hope Bay to Allenford. The largest communities in the municipality are Sauble Beach, Wiarton, and Hepworth. Highway 6 is the main transportation corridor through central and eastern portions of the municipality.
- **First Nations Reservations**, Bruce County includes several First Nations communities. They include Chief’s Point 28 (population 15), Saugeen 29 (population 784), Neyaashiinigmiing 27

⁸ Community Profile: South Bruce, Ontario. 2014

(population 580), and the Hunting Grounds of Cape Croker Hunting Ground 60B, and Saugeen Hunting Grounds 60A.

Figure 2 – Bruce County



Source: Bruce County, Geocortex. 2022





Demographic Characteristics

Demographic Profile

Population Growth

In 2021, the Municipality of South Bruce had an estimated population of 6,254 people⁹. This represents a growth in population of approximately 8% (an additional 453 people), compared to 2016, and a 7% growth compared to 2011¹⁰.

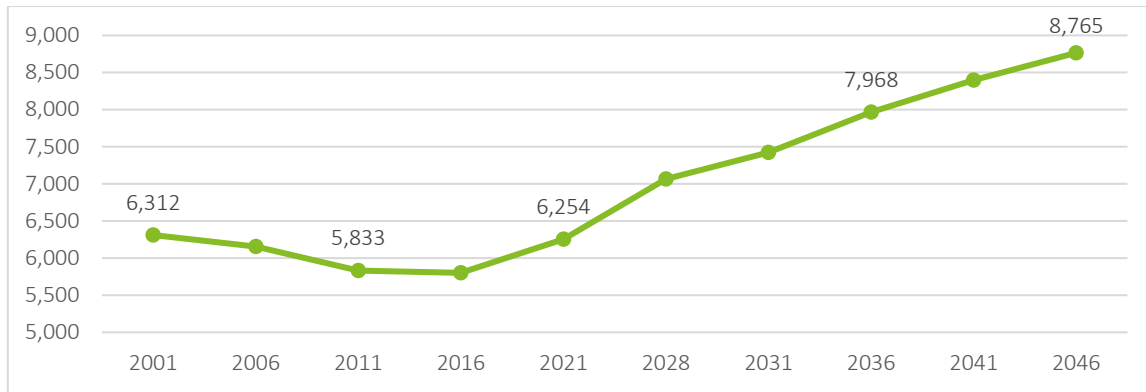
The population in South Bruce is projected to grow over the next 20 years. The Municipality's population is expected to reach 7,968 by 2036, and 8,765 people by 2046; these represent a 27% growth, and 40% growth, respectively¹¹.

⁹ In previous reports, the base year estimates and subsequent year projections for total populations have been rounded by metroeconomics to the nearest 10 both to simplify references to the totals in the text and to reflect the imprecise nature of the estimates-projections process itself. Data presented in this charts are not subject to this roundup.

¹⁰ Population projections will be revised in January 2023 after Post-Censal estimates from Stats Canada are released. Post-Censal estimates may increase/decrease for some communities.

¹¹ Projections presented in this Community Profile do not consider the growth scenario if the NWMO Project takes place in the Municipality.

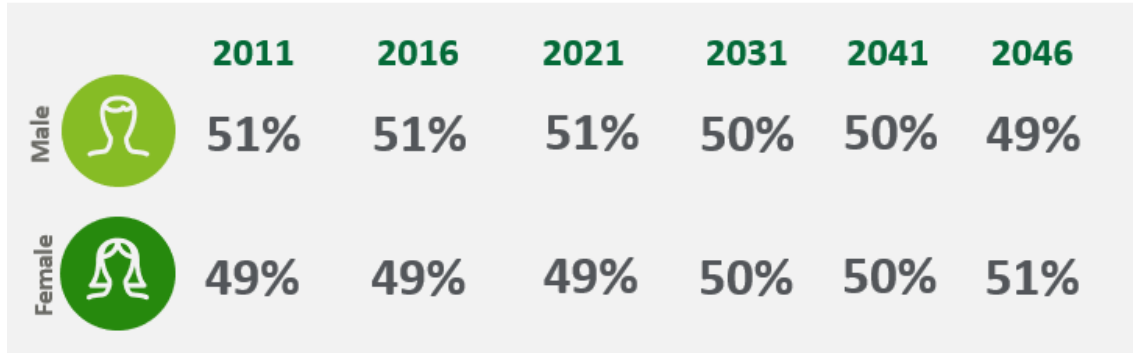
Figure 3: Population Growth and Projections, South Bruce, 2001-2046



Source: metroeconomics, 2022

In terms of gender, estimates show that between 2011 and 2021, approximately 51% of the municipality's population were males. Starting in 2031, shifts in population will increase the female population in the area, reaching a similar share of population between 2031 to 2041. By 2046, the female population in South Bruce is expected to represent 51% of the Municipality's population.

Figure 4: Population by Gender, South Bruce, 2001-2046



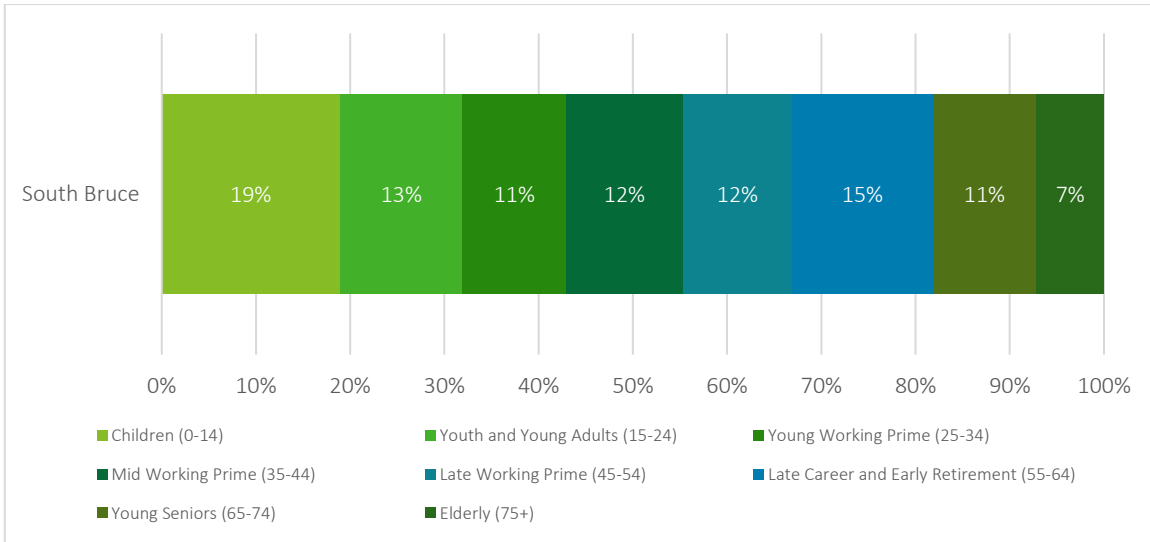
Source: metroeconomics, 2022

Age of Population

In 2021, the largest age group in South Bruce were children (0 to 14 years of age) – this group represents 19% of the Municipality's population, followed by late career and early retirement (55 to 64 years of age) at 15%.

The “working prime” groups together (25 to 54 years of age) were 35% of the population in 2021. Meanwhile, the percentage of people within the retirement age (65 years and over) represented 18% of South Bruce's population.

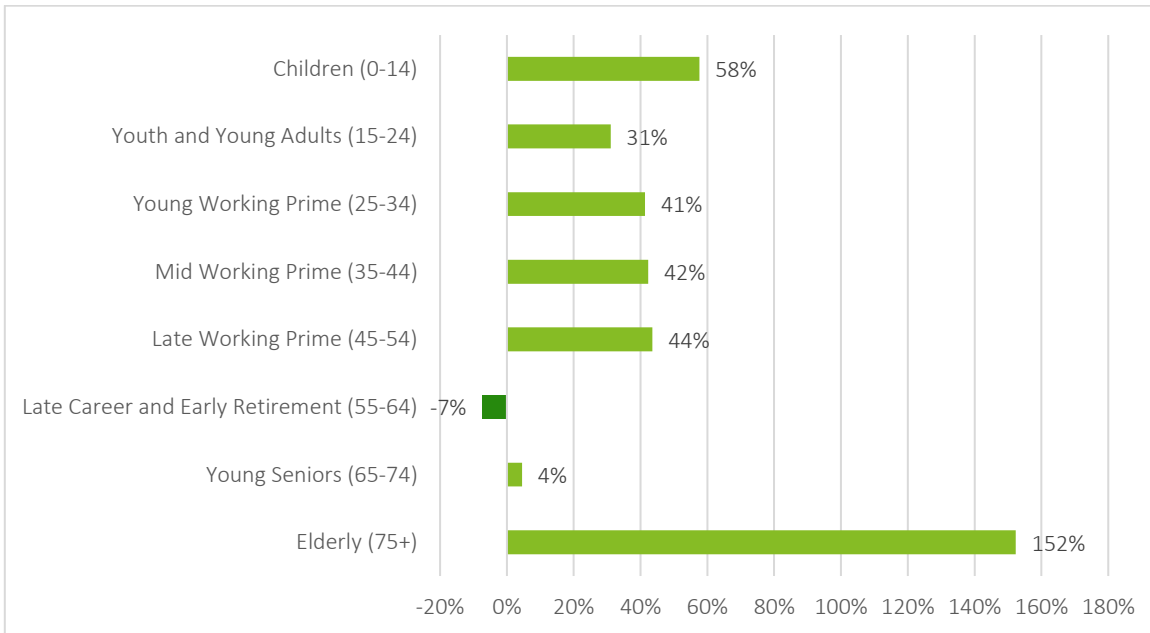
Figure 5: Population by Major Economic Age Group, 2021



Source: metroeconomics, 2022

Projection estimates show that the population in South Bruce will see a significant growth in the elderly population group (75 years and over); +152% growth. The Municipality will also see important population growth in groups such as children, young and mid working prime; this suggests an increasing number of young families relocating to South Bruce.

Figure 6: Population Projections by Major Economic Age Group, South Bruce 2021-2046

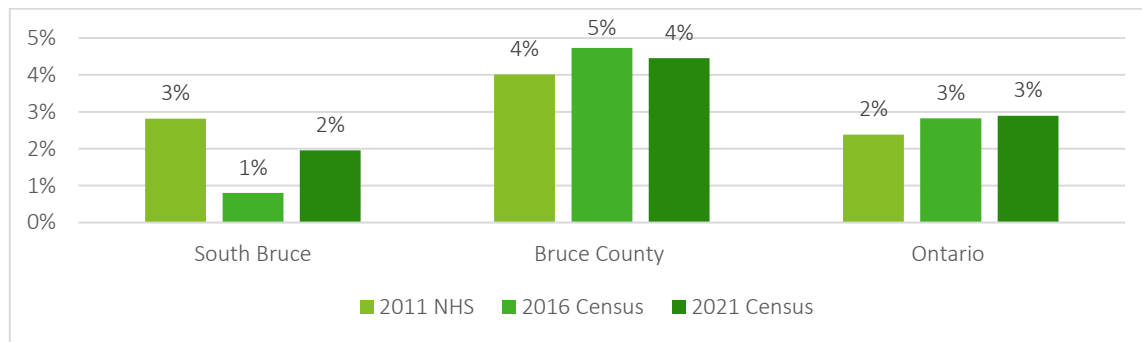


Source: metroeconomics, 2022

Indigenous Identity

According to Statistics Canada, in 2021, approximately 2% of South Bruce’s population identified as Indigenous (115 people). Most of these people (90 people), identified as Métis, and 20 people identified as First Nations. The share of Indigenous population in South Bruce is lower than those in Bruce County and Ontario.¹²

Figure 7: Indigenous Identity, 2011-2021



Source: Statistics Canada, 2011 NHS, 2016 Census, 2021 Census

The Aboriginal communities included here are those nearby South Bruce¹³.

- First Nations: The following First Nations are signatories of Upper Canada-period treaties:
 - Chippewas of Saugeen
 - Chippewas of Nawash
- Métis: The Métis Nation Ontario Region 7 including:
 - Great Lakes Métis Council
 - Georgian Bay Métis Council
 - Moon River Métis Council
- The Historic Saugeen Métis are also located in the Bruce County area.

¹² Users should be aware that the estimates associated with this variable are more affected than most by the incomplete enumeration of certain reserves and settlements in the Census of Population.

¹³ Community Profile: South Bruce, Ontario. 2014

Human and Linguistic Diversity

As of 2020, the visible minority population in South Bruce reached 71 people (1% of the population). The municipality shows a lower proportion of visible minority compared to Bruce County at 3%, and the province at 29% of the population. The majority of the municipality's population is of European descent. The largest visible minority present within South Bruce was Korean (31) followed by South Asian (20) and Filipino (17).

Figure 8: Visible minorities, 2020

Visible Minority	South Bruce	Bruce County	Ontario
Percentage Visible Minority	1%	3%	29%
Total visible minority population	71	2,134	4,313,090
Korean	31	439	532,435
South Asian	20	316	829,143
Filipino	17	195	340,917
Chinese	15	726	1,294,970
Multiple visible minorities	4	27	58,867
Black	3	375	696,692
Japanese	3	28	65,358
Visible minority; n.i.e.	3	67	79,194
Latin American	1	89	215,945
Arab	1	68	233,697
Southeast Asian	1	31	147,591

Source: Manifold Data Mining 2020

Most of the people in South Bruce are fluent in English, and approximately 4% also speaks French (both official languages of Canada). Furthermore, 4% of the population in South Bruce knows a non-official language, most of these speak Dutch (85 people), German (65 people), Spanish (25 people), and Portuguese (20 people).

Figure 9: Knowledge of Language, 2021

Characteristic	South Bruce	Bruce County	Ontario
English	100%	99%	97%
French	4%	5%	11%
Non-official languages	4%	10%	36%

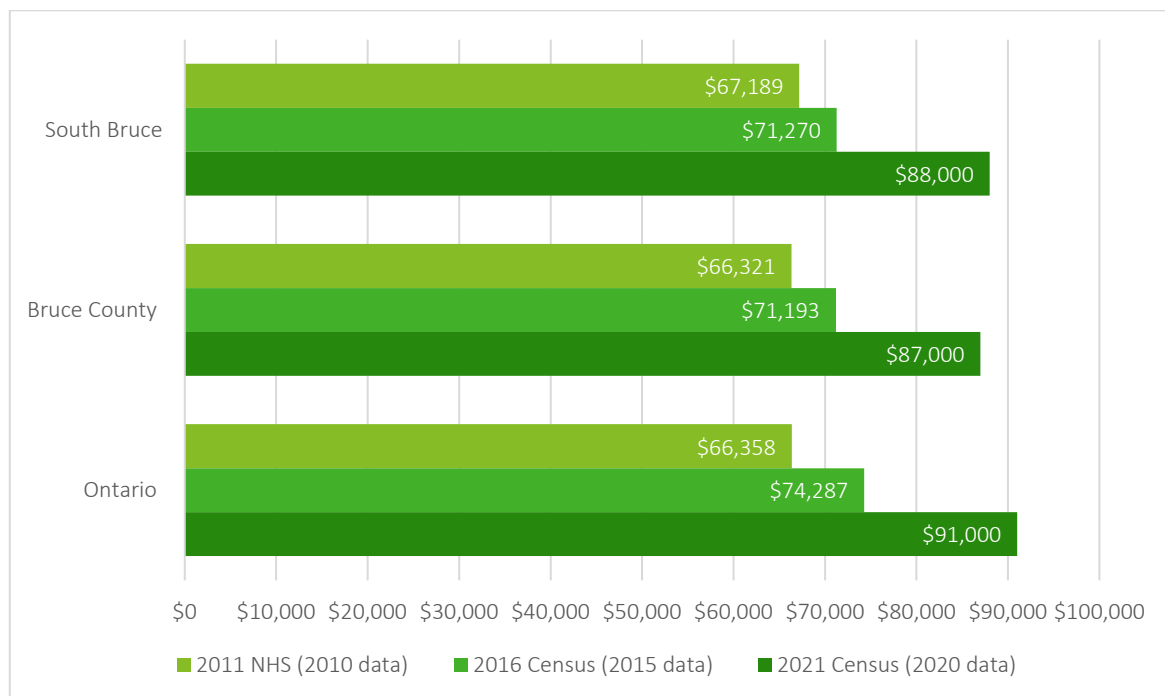
Source: Statistics Canada, 2021 Census

Household Income

The median household income in South Bruce was \$88,000 by 2020. This is 1% higher than the median household income in Bruce County, and 3% lower than in Ontario. Compared to 2016, median household grew by 23% in South Bruce; this was 1% more growth than the county and the province.

Compared to 2011, the median household total income has increased 31% in South Bruce, a similar growth rate to Bruce County, and 6% lower than Ontario at 37%.

Figure 10: Median Household Total Income, 2010-2020



Source: Statistics Canada, 2011 NHS, 2016 Census, 2021 Census

Dwelling

As per the 2021 Census Data, South Bruce has approximately 2,280 occupied private dwellings. As shown in the figure below **Error! Reference source not found.**, South Bruce's existing housing stock is predominately comprised of single-detached dwelling (i.e., low-density units) at 88%. The municipality has almost no high-rise buildings (greater than 5 storeys). It is understood that a wide variety of housing types is needed to support a younger cohort, newcomers, single households, and seniors.

Figure 11: Dwelling Characteristics, 2021

Characteristic	South Bruce	Bruce County	Ontario
Single-detached house	88%	83%	54%
Semi-detached house	1%	2%	6%
Row house	3%	5%	9%
Apartment or flat in a duplex	1%	1%	3%
Apartment in a building that has fewer than five storeys	6%	8%	10%
Apartment in a building that has five or more storeys	0%	0%	18%
Other single-attached house	0%	0%	0%
Movable dwelling	1%	1%	0%

Source: Statistics Canada, 2021 Census

Educational Attainment

Manifold Data Mining estimates South Bruce's skilled labour pool (people 15 years of age and over with a post-secondary certificate, diploma or degree) to be 2,161 people, representing 44% of the total population aged 15 and older. Compared to the 2016 Census, South Bruce's skilled labour grew by 7%, this is lower than the growth experienced by Bruce County at 11%.

Compared to 2011, the share of skilled labour force in South Bruce increased by 2%. During all periods, the share of skilled labour force in the Municipality has been lower than in Bruce County and the province.

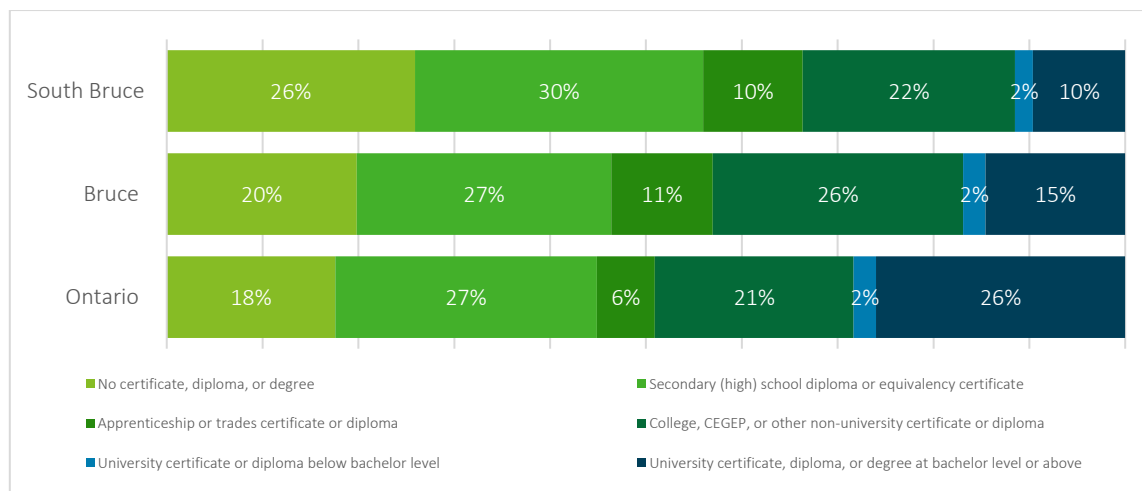
Figure 12: Share of Skilled Labour Force, 2011-2020

Skilled Labour Force	South Bruce	Bruce County	Ontario
2011 NHS	42%	52%	55%
2016 Census	44%	57%	55%
2020 Manifold Estimates	44%	54%	55%

Source: Statistics Canada, 2011 NHS, 2016 Census | Manifold Data Mining, 2020

In 2020, 26% of the municipality's population aged 15 years and over had no certificate, diploma or degree compared to the province at 18%. 30% of South Bruce's population had a secondary (high) school diploma or equivalency certificate, while 22% had college, CEGEP, or non-university diplomas. Only 10% of people in the municipality have a university certificate, diploma, or degree at a bachelor level or above, compared to 15% in the Bruce County, and 26% of people in the province.

Figure 13: Educational Attainment, 2020



Source: Manifold Data Mining 2020

The following figure shows the major fields of study for the Municipality’s population aged 15 years and older with a postsecondary certificate, diploma, or degree. Similar to provincial trends, the majority of the municipality’s population have an education related to architecture, engineering, and related technologies (602 people or 12%), followed by health and related fields (319 people or 6%) and business, management, and public administration (270 people or 5%).

Figure 14: Major field of study, 2020

Field of Study	South Bruce	Bruce County	Ontario
No post-secondary certificate, diploma, or degree	55%	46%	44%
Education	3%	4%	3%
Visual and performing arts and communications technologies	2%	2%	2%
Humanities	1%	2%	3%
Social and behavioural sciences and law	4%	4%	7%
Business, management, and public administration	5%	8%	12%
Physical and life sciences and technologies	0.90%	2%	2%
Mathematics, computer, and information sciences	2%	1%	3%
Architecture, engineering, and related technologies	12%	16%	11%
Agriculture, natural resources, and conservation	4%	2%	1%
Health and related fields	6%	9%	8%
Personal, protective and transportation services	4%	5%	3%
Other fields of study	0%	0.1%	0.02%

Source: Manifold Data Mining 2020





Labour Force and Employment

Labour Force in South Bruce

Labour Force Trends

According to the standard definition employed by Statistics Canada, the employed are persons having a job or business, whereas the unemployed are without work, are available for work, and are actively seeking work. Together the unemployed and the employed constitute the labour force.¹⁴ Between 2011 and 2016, both South Bruce and Bruce County experienced a slight decline in the labour force, -0.6% and -1% respectively, while Ontario grew at 4%. More recently, between 2016 and 2020, the municipalities labour force grew by 7%, adding 237 people. During this time, South Bruce experienced lower labour force growth compared to Bruce County at 11% and the province at 12%.

¹⁴ Statistics Canada. Retrieved on January 7, 2019, from < <https://www150.statcan.gc.ca/n1/pub/81-004-x/def/4153361-eng.htm> >

Figure 15: Labour force size, 2011-2020

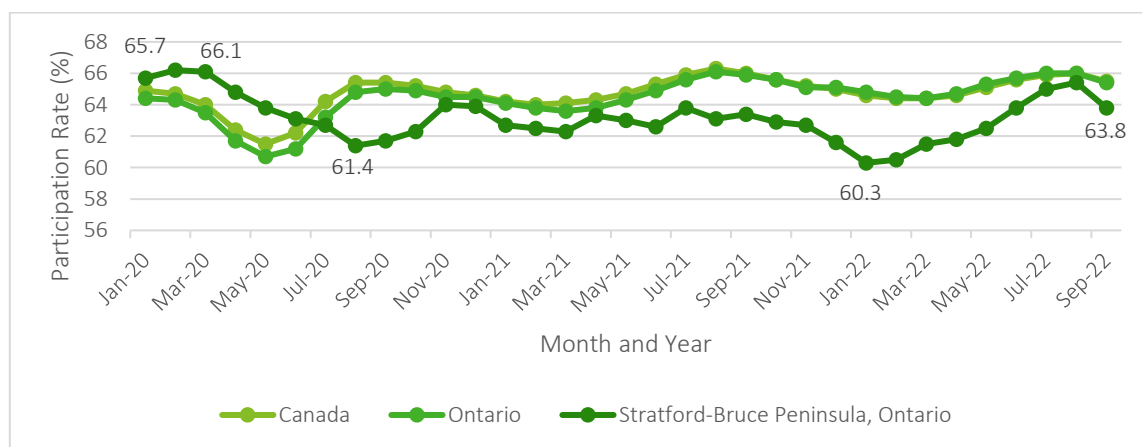
Labour Force Size	South Bruce	Bruce County	Ontario
In the labour force 2020	3,522	37,424	8,017,580
In the labour force 2016	3,285	33,635	7,141,675
In the labour force 2011	3,305	33,990	6,864,990
Net Change 2011-2016	-20	-355	276,685
% Change 2011-2016	-0.6%	-1%	4%
Net Change 2016-2020	237	3,789	875,905
% Change 2016-2020	7%	11%	12%

Source: Manifold Data Mining 2020 | Statistics Canada, 2016 Census | Statistics Canada, 2011 National Household Survey

According to the Bank of Canada, population ageing is the key factor behind the decline in Canada's participation rates.¹⁵ Therefore, it is expected that as the population ages and replacement rates remain below the optimal rate,¹⁶ participation rates will continue to drop. The following figure shows that participation rates in the Stratford-Bruce Peninsula have been fluctuated and remain lower than those in the Province and Canada since July 2020. The economic region of Stratford – Bruce Peninsula¹⁷ has a population of around 317,232.¹⁸

When analyzing the participation rate month over month, a decline starts in March 2020 which coincides with the beginning of the COVID-19 pandemic. By December 2020, the participation rate in the Stratford-Bruce Peninsula was 63.9%, which was 1.8% lower than the participation rate recorded in December January 2020 and 2.2% lower than the participation rate recorded in March 2020. As per Statistics Canada, the participation rate in the economic region by September 2022 was 63.8%.

Figure 16: Participation rates (%), Stratford-Bruce Peninsula, January 2019 to December 2020



Source: Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, last 5 months

¹⁵ Bank of Canada/Banque du Canada, Labour Force Participation: A Comparison of the United States and Canada 2017.

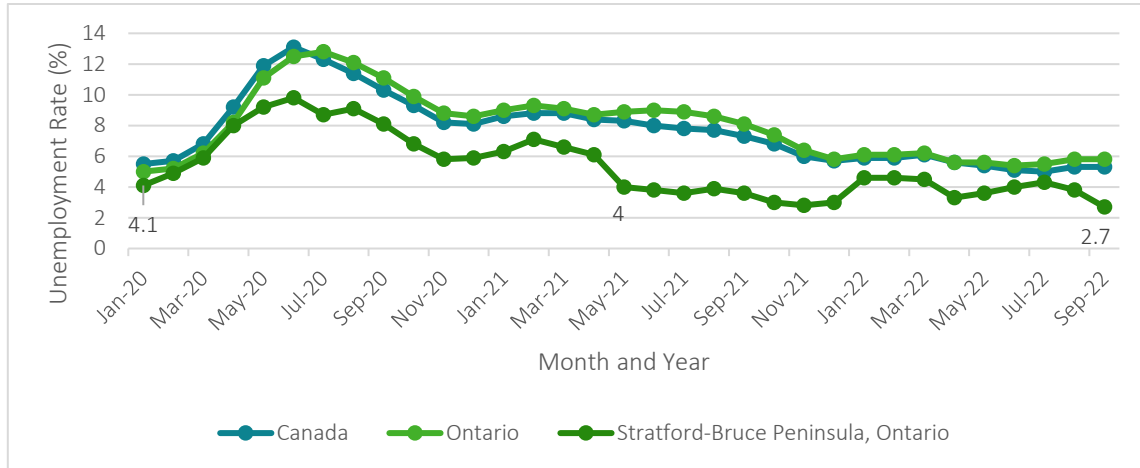
¹⁶ <https://novascotia.ca/finance/statistics/news.asp?id=13796>

¹⁷ Stratford – Bruce Peninsula covers the following communities - https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page_Hierarchy-Hierarchie.cfm?Lang=E&Tab=1&Geo1=ER&Code1=3580&Geo2=PR&Code2=35&SearchText=ontario&SearchType=Begins&SearchPR=01&B1=All&TABID=1&type=0

¹⁸ 2021 Census

The unemployment rate trendline also provides evidence related to the impact of the COVID-19 pandemic in Canada, Ontario, and the Stratford-Bruce Peninsula. By July 2020, the unemployment rate had reached 8.7%. However, unemployment rates dropped in the subsequent months. By December 2020, the Stratford-Bruce Peninsula was experiencing a lower unemployment rate of 5.9%, compared to Ontario at 8.6% and Canada at 8.1%. As per Statistics Canada, the economic region showed an unemployment rate of 2.7% by September 2022.

Figure 17: Unemployment rates, Stratford-Bruce Peninsula, Ontario, January 2019 – December 2020



Source: Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, last 5 months

Labour Force by Industry

Labour force by industry refers to individuals by place of residence. This means the labour force information for South Bruce includes residents working or looking for jobs, regardless the location of the employment (e.g., a South Bruce resident working in Brockton). Labour force should not be confused with employment (number of jobs in the community, regardless where the employee lives). For industry sectors with less than 10 jobs, information has been suppressed due to privacy issues; this data has been labeled as “insf. Data”.

Figure 18: Top Industries by Labour Force, South Bruce, 2020



Source: Manifold Data Mining 2020

In 2020, South Bruce accounted for a labour force of 3,494 people. The following figure shows the total number of individuals and the percentage of the labour force by industry in South Bruce and comparative rates in Ontario. South Bruce is centred in the following industry sectors:

Manufacturing, Health care and social assistance and Retail trade are also prominent sectors in the province.

Figure 19: Labour Force by Industry (%), South Bruce, Bruce County and Province, 2020

Industry	South Bruce		Bruce County		Ontario	
	Total Labour Force	% of Labour Force	Total Labour Force	% of Labour Force	Total Labour Force	% of Labour Force
All industries	3,494	100%	36,890	100%	7,676,670	100%
Agriculture, forestry, fishing, and hunting	523	15%	2,890	8%	119,492	2%
Mining, quarrying, and oil and gas extraction	56	2%	458	1%	40,381	1%
Utilities	125	4%	5,088	14%	69,413	1%
Construction	432	12%	3,423	9%	504,846	7%
Manufacturing	531	15%	2,471	7%	748,098	10%
Wholesale trade	166	5%	1,021	3%	314,393	4%
Retail trade	283	8%	4,087	11%	859,617	11%
Transportation and warehousing	118	3%	1,048	3%	351,685	5%
Information and cultural industries	37	1%	436	1%	185,017	2%
Finance and insurance	65	2%	795	2%	456,356	6%
Real estate and rental and leasing	33	1%	580	2%	185,300	2%
Professional, scientific, and technical services	125	4%	1,495	4%	655,822	9%
Management of companies and enterprises	Insf. Data	Insf. Data	22	0.1%	17,527	0.2%
Administrative & support, waste mgmt. & remediation	84	2%	969	3%	355,919	5%
Educational services	162	5%	2,100	6%	609,797	8%
Health care and social assistance	345	10%	4,033	11%	831,093	11%
Arts, entertainment, and recreation	Insf. Data	Insf. Data	674	Insf. Data	156,890	2%
Accommodation and food services	130	4%	2,128	6%	427,519	6%
Other services (except public administration)	156	4%	1,646	4%	315,647	4%
Public administration	125	4%	1,527	4%	471,862	6%

Source: Manifold Data Mining 2020

As shown in the following figure, the labour force in South Bruce grew by 7.2% from 2016 to 2020, an increase of 234 people from 2016 to reach a labour force of 3,494; while some industries saw growth, A few sectors saw their labour force decline.

From 2011 to 2016 the industry that had the largest decline in labour force was Manufacturing (-90), while the industry that had the largest increase was Construction (+125). Manufacturing and construction both increased their labour force between 2016 and 2020.

Industries that showed the largest labour force growth between 2016 and 2020 included educational services (+32), manufacturing (+31), wholesale trade (+26), health care and social assistance (+25) and public administration (+25).

Industries that showed a decline in the labour force between 2016 and 2020 included accommodation and food services (-20) arts, entertainment, and recreation (-10), and other services (except public administration) (-9).

Figure 20: Labour force change by industry sector, South Bruce 2011, 2016 & 2020

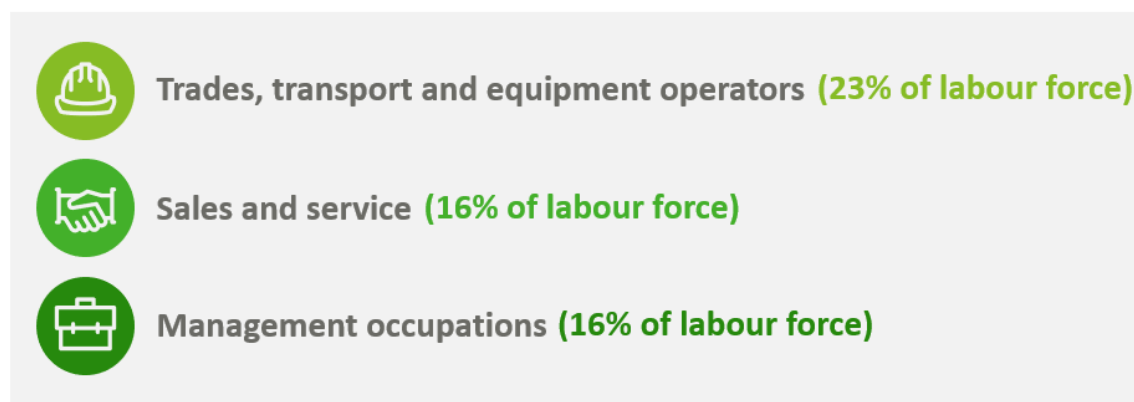
Industry	Labour force			Labour Force Change 2016-2020	
	2011	2016	2020	2016-2020 Net Change	2016-2020 % Change
Total	3,305	3,260	3,494	234	7.2%
Agriculture, forestry, fishing, and hunting	580	500	523	23	4.6%
Mining, quarrying, and oil and gas extraction	0	40	56	16	40.0%
Utilities	105	115	125	10	8.7%
Construction	295	420	432	12	2.9%
Manufacturing	590	500	531	31	6.2%
Wholesale trade	105	140	166	26	18.6%
Retail trade	280	275	283	8	2.9%
Transportation and warehousing	170	110	118	8	7.3%
Information and cultural industries	60	25	37	12	48.0%
Finance and insurance	75	65	65	0	0.0%
Real estate and rental and leasing	25	20	33	13	65.0%
Professional, scientific, and technical services	95	105	125	20	19.0%
Management of companies and enterprises	0	0	0	0	N/A
Administrative & support, waste mgmt. & remediation svc	15	70	84	14	20.0%
Educational services	160	130	162	32	24.6%
Health care and social assistance	250	320	345	25	7.8%
Arts, entertainment, and recreation	40	10	0	-10	-100.0%
Accommodation and food services	150	150	130	-20	-13.3%
Other services (except public administration)	130	165	156	-9	-5.5%
Public administration	135	100	125	25	25.0%

Source: Manifold Data Mining 2020 | Statistics Canada, 2016 Census | Statistics Canada, 2011 National Household Survey

Labour Force by Occupation

As indicated in the following figure, the (resident) labour force by occupations shows that trades, transport and equipment operators and related occupations is the largest occupational sector, accounting for 23% or 803 of total occupations. Sales and service occupations ranked second highest in South Bruce at 16% (560 occupations), followed by Management occupations at 16% (544 occupations).

Figure 21: Top Occupations by Labour Force, South Bruce, 2020



Source: Manifold Data Mining 2020

Figure 22: Labour Force by Occupation (%), South Bruce & Province, 2020

Occupations	South Bruce	Bruce County	Ontario
All occupations	3,494	36,890	7,676,670
Management occupations	544	4,815	908,132
Business, finance, and administration occupations	402	4,531	1,292,980
Natural and applied sciences and related occupations	128	2,331	619,835
Health occupations	214	2,583	516,874
Occupations in education, law and social, community and government services	266	3,699	988,070
Occupations in art, culture, recreation, and sport	65	770	230,066
Sales and service occupations	560	7,598	1,634,480
Trades, transport and equipment operators and related occupations	803	6,480	981,908
Natural resources, agriculture, and related production occupations	243	1,486	128,703
Occupations in manufacturing and utilities	270	2,597	375,629

Source: Manifold Data Mining 2020

As shown in the following figure, from 2011 to 2016 there were net gains in occupations such as Business, finance, and administration occupations (+90) and Natural resources, agriculture, and related production occupations (+65). From 2016 to 2020, the occupational categories that experienced the largest net growth in South Bruce included Management occupations (+64), Occupations in education, law and social, community & government (+41) and Business, finance, and administration occupations (+32).

Figure 23: Labour force change by occupations, South Bruce, 2011, 2016 & 2020

Occupations	Occupation			Net Change	% Change
	2011	2016	2020		
All occupations	3,305	3,260	3,494	234	7%
Management occupations	555	480	544	64	13%
Business, finance, and administration occupations	280	370	402	32	9%
Natural and applied sciences and related occupations	140	105	128	23	22%
Health occupations	210	185	214	29	16%
Occupations in education, law and social, community & government	225	225	266	41	18%
Occupations in art, culture, recreation, and sport	30	40	65	25	63%
Sales and service occupations	505	565	560	-5	-1%
Trades, transport and equipment operators and related occupations	730	775	803	28	4%
Natural resources, agriculture, and related production occupations	185	250	243	-7	-3%
Occupations in manufacturing and utilities	410	265	270	5	2%

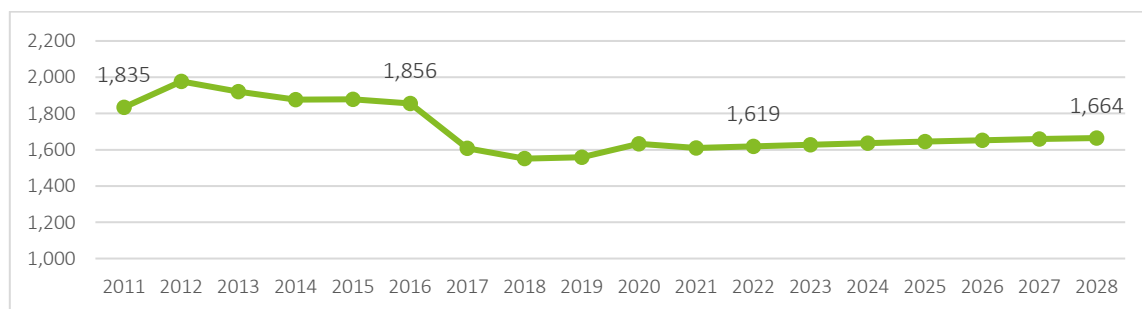
Source: Manifold Data Mining 2020 | Statistics Canada, 2016 Census | Statistics Canada, 2011 National Household Survey

Employment in South Bruce

Employment Trends

In 2016, the number of jobs in South Bruce reached 1,856 (+21 jobs since 2011 – 1% growth). The following year saw a decrease of 248 jobs to 1,608 total, a 13% decrease. Since then, employment has remained stable and gained a small amount to 1,619 in 2022. Looking forward to 2028, Lightcast projects that employment in South Bruce will grow slightly to 1,664, a 3% increase.

Figure 24: Employment in South Bruce, 2011 to 2028

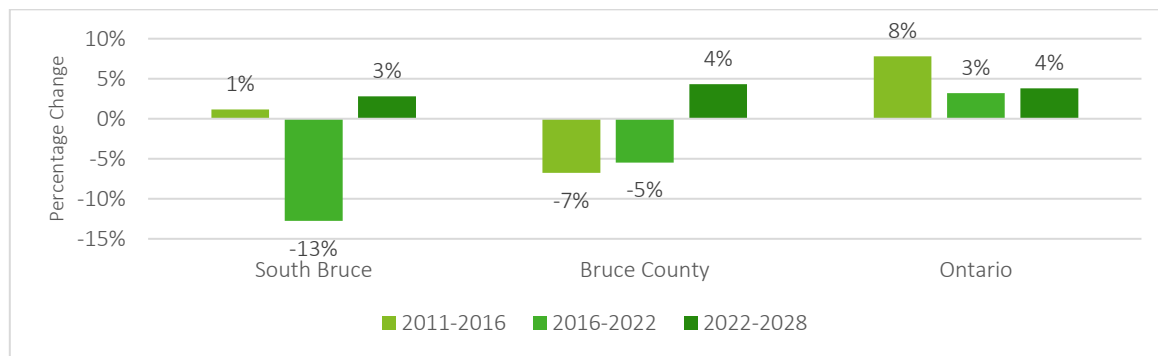


Source: Lightcast, 2022

Between 2011 and 2016, South Bruce experienced a slight increase in employment overall, with significant gains between 2011 to 2012 and small losses and gains in following years. Employment suffered a sharp decline of 13% between 2016 and 2022. Bruce County on the other hand

experience employment losses from 2011 to 2022, with a smaller relative decline from 2016 to 2022. Bruce County is expected to grow at a slightly faster rate than South Bruce between 2022 and 2028. The Province of Ontario has seen constant employment growth from 2011 and 2022 and is projected to continue its growth to 2028.

Figure 25: Employment Change (%), 2011-2016



Source: Lightcast, 2022

Employment by Industry

In 2022, the largest industry sectors by employment in South Bruce were agricultural, forestry, fishing, and hunting (404 jobs – 25% of jobs), manufacturing (195 jobs – 12% of jobs), construction (194 jobs – 12% of jobs), and retail trade (161 jobs – 10% of jobs). Goods producing sectors make up 52% of the total employment in the municipality. These industries are often more export oriented than other industries and bring value back to the local economy.

Figure 26: Employment by Industry Sector (2-Digit NAICS), South Bruce, 2011-2028

Description	2011	2016	2022	2028
Total	1,835	1,856	1,619	1,664
Agriculture, forestry, fishing, and hunting	680	449	404	363
Mining, quarrying, and oil and gas extraction	0	37	41	47
Utilities	<10	<10	<10	<10
Construction	203	213	194	206
Manufacturing	262	232	195	213
Wholesale trade	85	107	87	98
Retail trade	105	171	161	164
Transportation and warehousing	23	31	20	20
Information and cultural industries	<10	<10	<10	11
Finance and insurance	71	21	15	15
Real estate and rental and leasing	0	<10	<10	<10
Professional, scientific, and technical services	62	49	49	51
Administrative and support, waste management and remediation services	33	92	81	95
Educational services	93	74	58	66
Health care and social assistance	18	63	38	40
Arts, entertainment, and recreation	26	<10	<10	<10
Accommodation and food services	<10	47	46	58
Other services (except public administration)	65	156	127	115
Public administration	80	70	56	58
Unclassified	20	21	18	20

Source: Lightcast, 2022

A deeper analysis shows that the largest industry subsectors (4-digit NAICS)¹⁹ in South Bruce are farms (392 jobs – 24% of employment), followed by services to buildings and dwellings (75 jobs – 5% of employment), grocery stores (65 jobs – 4% of employment), and residential building construction (59 jobs – 4% of jobs).

Figure 27: Top Industry Subsectors (4-Digit NAICS) by Employment, South Bruce, 2022

Description	2022 Jobs	% of Employment
Farms	392	24%
Services to buildings and dwellings	75	5%
Grocery stores	65	4%
Residential building construction	59	4%
Beverage manufacturing	54	3%
Elementary and secondary schools	50	3%
Building equipment contractors	45	3%
Building finishing contractors	43	3%
Full-service restaurants and limited-service eating places	39	2%
Agricultural supplies merchant wholesalers	38	2%
Private households	38	2%
Non-metallic mineral mining and quarrying	34	2%
Local, municipal, and regional public administration	34	2%
Sawmills and wood preservation	32	2%

Source: Lightcast, 2022

Employment by Occupation

In 2022, the trades, transport, and equipment operators and related occupations had the highest share of overall employment in South Bruce, and employed 370 people, representing 23% of jobs in the municipality. Management occupations (314 occupations), and sales and service occupations (311 occupations) rank second and third, respectively. This matches with the above employment by industry analysis, as the top occupations match the top industries.

Figure 28: Employment by Occupational Category (1-Digit NOC), South Bruce, 2011-2028

Description	2011	2016	2022	2023	2028
Total	1,835	1,856	1,619	1,627	1,664
Management occupations	566	382	314	305	267
Business, finance, and administration occupations	149	148	115	117	124
Natural and applied sciences and related occupations	43	55	60	62	66
Health occupations	26	17	17	17	19
Occupations in education, law and social, community and government	98	155	130	133	139
Occupations in art, culture, recreation, and sport	50	16	13	14	16
Sales and service occupations	234	329	311	316	331
Trades, transport and equipment operators and related	364	415	370	377	406
Natural resources, agriculture, and related production	117	181	155	153	152
Occupations in manufacturing and utilities	168	138	115	114	125
Unclassified	20	21	18	19	20

Source: Lightcast, 2022

¹⁹ The 4-digit NAICS represent a detailed category of industry subsector based on the North American Industry Classification System.

A deeper analysis of employment by occupations shows that the largest occupational subcategories (4-digit NOC) in South Bruce are managers in agriculture (226 jobs – 14% of occupations), followed by general farm workers (93 jobs – 6% of occupations), and transport truck drivers (45 jobs – 3% of occupations).

Figure 29: Employment by Occupational Subcategory (4-Digit NOC), South Bruce, 2022

Description	2022 Jobs	% of Jobs
Managers in agriculture	226	14%
General farm workers	93	6%
Transport truck drivers	45	3%
Retail salespersons	35	2%
Cashiers	31	2%
Light duty cleaners	31	2%
Retail and wholesale trade managers	30	2%
Carpenters	28	2%
Sales and account representatives - wholesale trade (non-technical)	27	2%
Construction trades helpers and labourers	25	2%
Process control and machine operators, food, and beverage processing	24	1%
Food counter attendants, kitchen helpers and related support occupations	23	1%
Store shelf stockers, clerks, and order fillers	23	1%
Home child care providers	22	1%
Construction millwrights and industrial mechanics	21	1%

Source: Lightcast, 2022



Business Activity

Canadian Business Counts

Businesses by Industry and Size

As of December 2021, approximately 901 businesses were recorded in South Bruce. The figure below shows the total businesses in the Municipality, the majority of which were businesses without employees i.e., sole proprietorships with more than \$30,000 in sales: approximately 692 businesses fall under this category. 128 businesses employ between 1 to 4 employees, while 65 businesses employed between 5 to 19 employees. South Bruce is home to large business establishments, with approximately two businesses employing at least 100 employees.

Figure 30: Business Counts in South Bruce by Industry and Business Size (Number of Employees), Dec 2021

Industry	Total	w/o Employees	with Employees	1-4	5-9	10-19	20-49	50-99	100 +
Total	901	692	209	128	47	18	11	3	2
Agriculture, forestry, fishing, and hunting	417	356	61	40	13	4	3	0	1
Mining, quarrying, and oil and gas extraction	3	2	1	0	0	1	0	0	0
Utilities	18	18	0	0	0	0	0	0	0
Construction	80	34	46	27	12	6	1	0	0
Manufacturing	23	16	7	2	2	1	1	0	1
Wholesale trade	23	11	12	6	1	2	2	1	0
Retail trade	35	21	14	6	5	2	1	0	0
Transportation and warehousing	26	20	6	4	1	1	0	0	0
Information and cultural industries	3	2	1	1	0	0	0	0	0
Finance and insurance	21	16	5	3	2	0	0	0	0
Real estate and rental and leasing	84	77	7	6	1	0	0	0	0
Professional, scientific, and technical services	29	21	8	6	1	0	1	0	0
Management of companies and enterprises	1	1	0	0	0	0	0	0	0
Administrative & support, waste mgmt. & remediation svc	15	8	7	3	3	1	0	0	0
Educational services	2	1	1	1	0	0	0	0	0
Health care and social assistance	8	6	2	1	1	0	0	0	0
Arts, entertainment, and recreation	3	3	0	0	0	0	0	0	0
Accommodation and food services	9	4	5	2	1	0	1	1	0
Other services (except public administration)	46	31	15	14	1	0	0	0	0
Public administration	2	0	2	0	0	0	1	1	0
Unclassified	53	44	9	6	3	0	0	0	0

Source: Statistics Canada, Canadian Business Counts, December 2021

The following sectors (as shown in the previous Figure) have the highest proportion of business establishments by industry by December 2021. These include business without employees and businesses with employees.

- Agriculture, forestry, fishing, and hunting – 417 businesses (46% of total businesses)
- Real estate and rental and leasing – 84 businesses (9% of total businesses)
- Construction – 80 businesses (9% of total businesses)

Industry sectors with the highest number of businesses without employees by December 2021 slightly differ from the highest total business establishment proportions. However, the largest industries were similar to the overall total. The highest sole proprietorships in 2020 were in:

- Agriculture, forestry, fishing, and hunting – 356 businesses (51% of total businesses without employees)

- Real estate and rental and leasing – 77 businesses (11% of total businesses without employees)
- Construction – 34 businesses (6% of total businesses without employees)

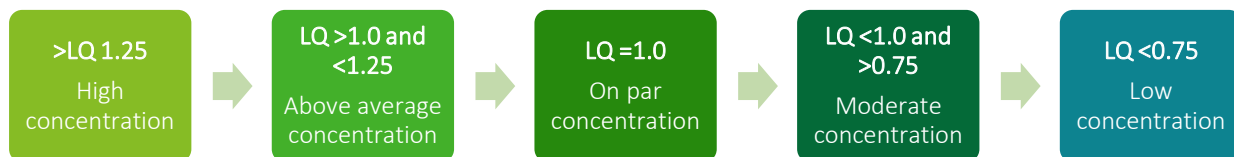
The top industry sectors with employees by December 2021 were:

- Agriculture, forestry, fishing, and hunting – 61 businesses (29% of total businesses with employees)
- Construction – 46 businesses (22% of total businesses with employees)
- Other services (except public administration) – 15 businesses (7% of total businesses with employees)

Business establishments in South Bruce are characterized by micro-businesses, with 61% of businesses with staff employing between 1-4 workers, and 31% of businesses are small businesses with between 5-19 employees. It is important to note the small number of medium- and large-size firms in the municipality’s economy. Small firms are generally the major source of new products and ideas, while mid-size and large business are typically more export-oriented and generate higher operating surpluses. A healthy mix of small, medium, and large firms ensures that a community can capitalize on innovation and entrepreneurship opportunities and at the same time attract and grow investment. Micro and small businesses are also more susceptible to fluctuations in the economy.

Business Concentrations

As part of this Community Profile, a Location Quotient (LQ) Analysis was completed to determine the concentration of industries (businesses) in South Bruce relative to the Province. It reveals what makes a region unique. The LQ's Classifications are as follows:



South Bruce’s industries were benchmarked against the province at the 2-digit industry sub-sector levels to determine the business concentration. Key insights are described below:

- South Bruce County has a high concentration of businesses in the agriculture sector, the utilities sector, mining, quarrying, and oil and gas extraction, and the public administration sector.
- The agriculture, forestry, fishing, and hunting sector has a very high concentration of businesses (15.42). This industry sector also has a substantial number of businesses recorded (417).

Figure 31: Business Concentration (Location Quotient) by Industry Sector (2-Digit NAICS), South Bruce, December 2021

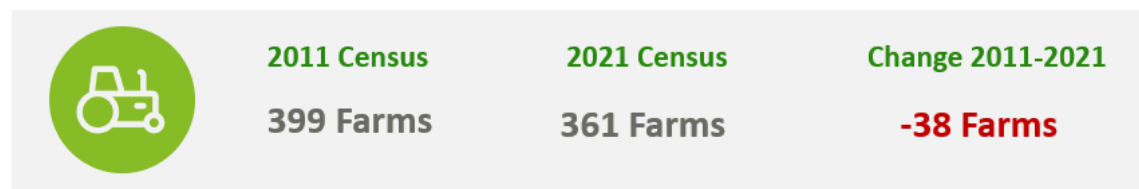
Description	Total South Bruce	LQ
Agriculture, forestry, fishing, and hunting	417	15.42
Mining, quarrying, and oil and gas extraction	3	3.13
Utilities	18	10.73
Construction	80	1.03
Wholesale trade	23	1.06
Information and cultural industries	3	0.25
Finance and insurance	21	0.42
Real estate and rental and leasing	84	0.46
Professional, scientific, and technical services	29	0.26
Management of companies and enterprises	1	0.12
Administrative and support, waste management and remediation services	15	0.48
Educational services	2	0.22
Health care and social assistance	8	0.14
Arts, entertainment, and recreation	3	0.25
Accommodation and food services	9	0.37
Other services (except public administration)	46	0.90
Public administration	2	2.64
Manufacturing	23	1.14
Retail trade	35	0.67
Transportation and warehousing	26	0.46
Unclassified	53	0.56

Source: Statistics Canada, Canadian Business Counts, December 2021

Census of Agriculture²⁰

Agricultural activity in South Bruce between 2011 and 2021 is provided in the Figure below.

Figure 32: Number of Farms, Census of Agriculture, South Bruce 2011-2021



Source: Statistics Canada, Census of Agriculture.

The previous Community Profile for South Bruce highlighted the that many farms were consolidating into larger farming operations.²¹ The most recent Census of Agriculture shows a fall in the number of farming operations; this is evident as the number of farms has decreased since 2011.

²⁰ Data correction: On November 1st, 2022, all estimates for farms been corrected - Census of Agriculture, 2021.

²¹ Community Profile: South Bruce, Ontario. 2014

Figure 33: Total Farm Area, Census of Agriculture, South Bruce, 2011-2021

Total Farm Area	2011 Census	2021 Census	Net Change 2011-2021
< 400 acres	353	327	-26
400-1,599 acres	43	32	-11
1,600+ acres	3	2	-1

Source: Statistics Canada, Census of Agriculture.

The farming sector in South Bruce is also becoming more capital intensive. During the period from 2011 to 2021, farms capitalized with less than \$350,000 and between \$350,000 and \$999,999 decreased by 84% and 49% respectively, while those with over \$1 million in capital increased by 13%.

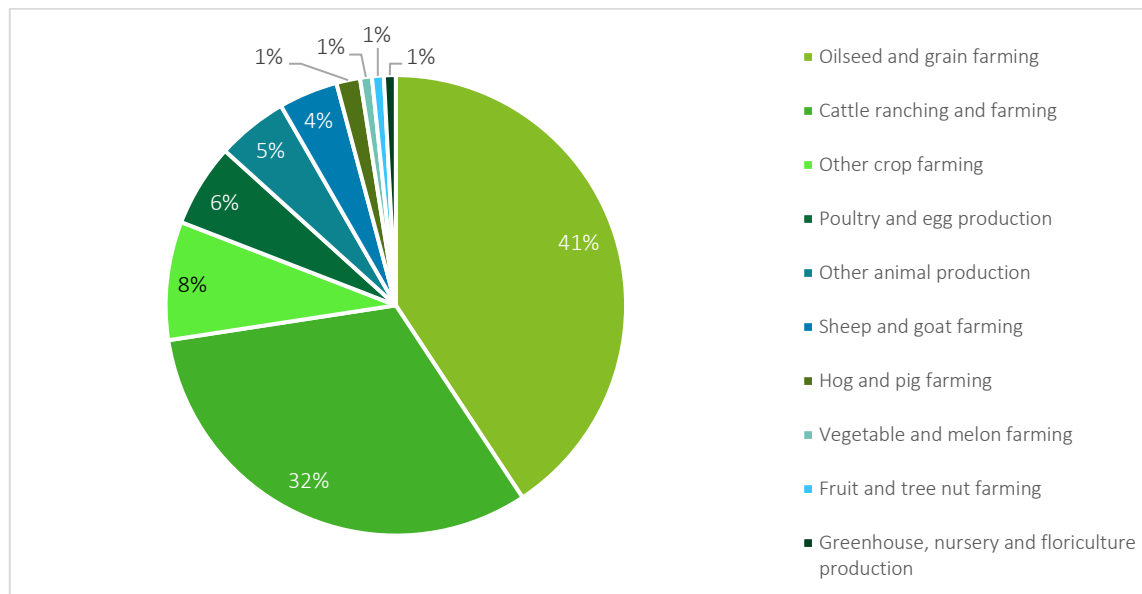
Figure 34: Total Farm Capital, Census of Agriculture, South Bruce, 2011-2021

Total Farm Capital	2011 Census	2021 Census	Net Change 2011-2021
< \$350,000	19	3	-16
\$350,000-\$999,999	116	59	-57
\$1,000,000+	264	299	35

Source: Statistics Canada, Census of Agriculture.

Most of the farms in South Bruce were oilseed and grain farms (147 farms), followed by cattle farming (115 farms). These two farm types represented 73% of all farms in the Municipality.

Figure 35: Farms classified by farm type, Census of Agriculture, South Bruce, 2021



Source: Statistics Canada, Census of Agriculture.



Business Environment

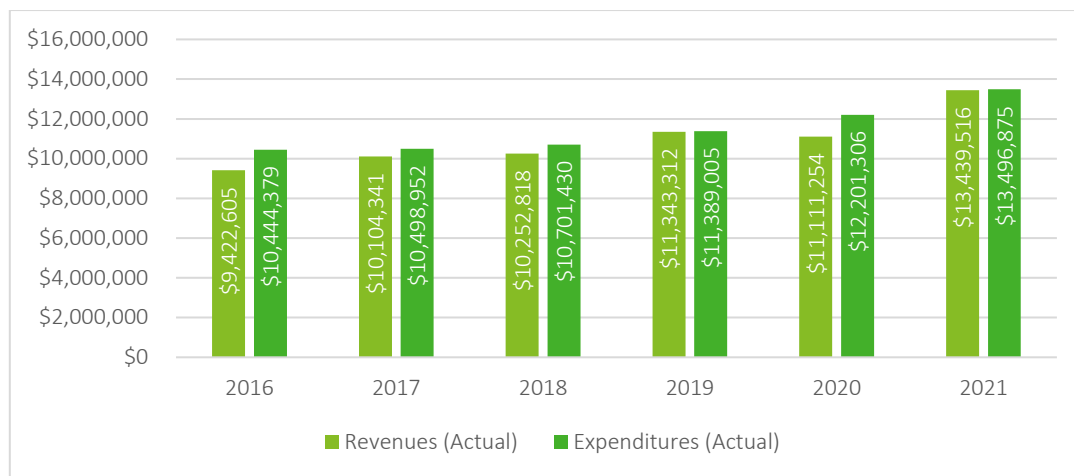
Municipal Finances

South Bruce is governed by a council consisting of a mayor and six councillors elected for a four-year term. The mayor and two councillors are elected at large, two councillors are elected from the Mildmay-Carrick ward and three councillors are elected from the Teeswater-Culross ward. An internal ballot is used to determine the Deputy Mayor position).

During the period of 2016 to 2021, municipal revenue and expenditures have steadily grown. By 2021 revenue had risen to \$13.43 million and expenditures to \$13.49 million. In 2021, revenues for the municipality substantially increased in comparison to the previous year, totalling \$2.3 million, most of these revenues came from net property taxation, user charges and fees, and donations and sale of goods²².

²² Revenues do not include grants and transfers related to capital.

Figure 36: Revenues and Expenditures for South Bruce (2016-2021)



Source: Municipality of South Bruce, Financial Statements

The property tax base of the Municipality has risen from \$5.47 million in 2011 to \$9.41 million in 2021; this represents a 72% growth²³. The figure below shows property tax revenues for the Municipality. The tax base of South Bruce is mostly from the residential tax base and the farmland. The Municipality has only a small percentage of its total property taxation from commercial (5%) and industrial (3%) operations.

Figure 37: Property Taxation, South Bruce (2011-2021)

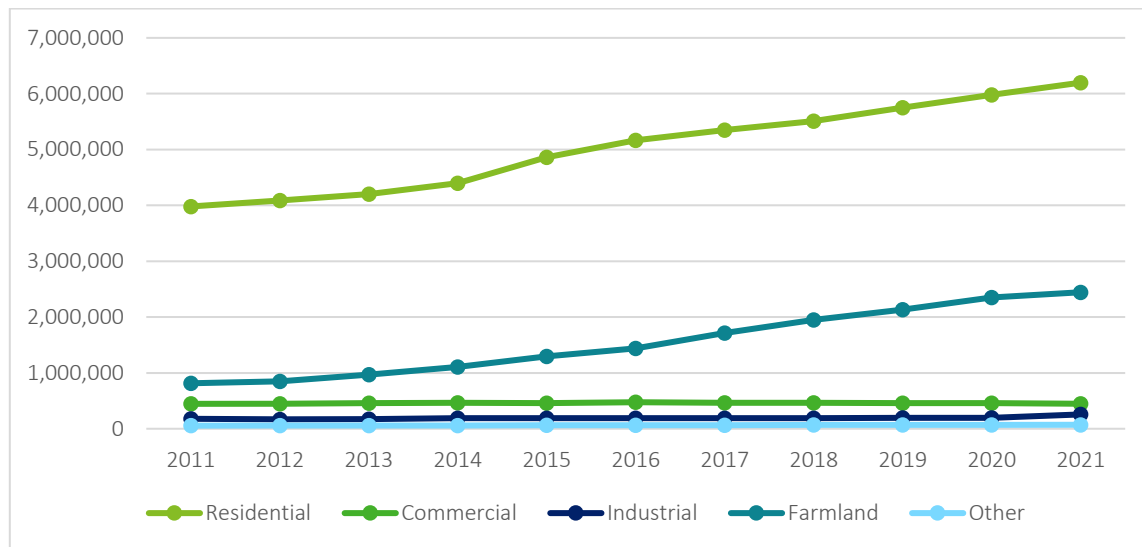
Year	Residential	Commercial	Industrial	Farmland	Other	Total
2011	3,980,755	445,910	179,428	814,319	55,333	5,475,745
2012	4,090,355	446,477	168,793	848,202	56,233	5,610,060
2013	4,202,470	456,727	173,953	967,931	56,192	5,857,273
2014	4,398,598	464,907	191,193	1,106,158	57,832	6,218,688
2015	4,859,155	458,627	190,161	1,295,863	60,938	6,864,744
2016	5,167,975	474,733	192,306	1,441,796	63,169	7,339,979
2017	5,351,609	466,052	190,873	1,716,418	65,855	7,790,807
2018	5,507,443	464,611	190,580	1,946,927	67,399	8,176,960
2019	5,750,922	459,549	194,696	2,134,763	68,807	8,608,737
2020	5,982,218	458,866	196,149	2,353,392	70,570	9,061,195
2021	6,197,817	448,203	256,224	2,444,281	71,020	9,417,545

Source: Financial Information Return (FIR), Ontario Ministry of Municipal Affairs and Housing

²³ 2002-2012 FIR by Municipality

Based on the 2021 FIR, net long term liabilities in the municipality totalled \$498,761. This sum is well within the carrying capacity of the Municipality’s annual debt repayment threshold calculated at approximately \$2.6 million²⁴.

Figure 38: Property Taxation, South Bruce (2011-2021)



Source: Financial Information Return (FIR), Ontario Ministry of Municipal Affairs and Housing







Community and Culture

Education

A total of 13 elementary public schools and 8 elementary Catholic Schools service South Bruce’s residents. In terms of high schools, 3 from the public-school board, and 1 from the Catholic District School Board serve South Bruce’s residents.

Figure 39: Bluewater District School Board Schools Serving the Study Area

School	Location	Servicing	Grade Levels	On the Ground Capacity	2018/19 Enrolment	2018/19 Utilization
Mildmay- Carrick Public School	Mildmay	MSB	JK – 8	268	167	62%
Hillcrest Central School	Teeswater	MSB	JK – 8	245	110	45%
Elgin Market Public School (French Immersion)	Kincardine	MSB Huron-Kinloss	JK – 6	222	266	120%
Kincardine District Senior School (elementary)	Kincardine	MSB Huron-Kinloss	7-8; 7-8 French Immersion (FI)	161	0	0%
Dawnview Public School	Hanover	MSB Brockton West Grey Hanover	JK-6; JK-6 (FI)	239	229	96%

School	Location	Servicing	Grade Levels	On the Ground Capacity	2018/19 Enrolment	2018/19 Utilization
John Diefenbaker Senior School (elementary)	Hanover	MSB Brockton West Grey Hanover	7-8; 7-8 (FI)	161	143	89%
Elementary Total				4,253	3,010	71%
Walkerton District Community Secondary School	Walkerton	Brockton MSB	9-12	468	425	91%
FE Madill Senior School	Wingham	North Huron MSB	7-12	Insuf. data	Insuf. data	Insuf. data
Kincardine District Senior School (secondary)	Kincardine	MSB Huron- Kinloss	9-12; 9-12 (FI)	567	502	89%
John Diefenbaker Senior School (secondary)	Hanover	MSB Brockton West Grey Hanover	9-12; 9-12 (FI)	239	229	89%
Secondary Total				1,274	1,156	91%

Source: DPRA Canada Inc. Local/Regional Education Study, Report Southwestern Ontario Community Study, 2022

Figure 40: Bruce-Grey Catholic District School Board Schools Serving the Study Area

School	Location	Servicing	Grade Levels
École Immaculée-Conception	Formosa	MSB Huron-Kinloss	JK-8 (FI)
Sacred Heart Catholic School	Teeswater	MSB Brockton Huron- Kinloss	JK-8
Sacred Heart Catholic School	Mildmay	MSB Minto	JK-8
Holy Family Catholic School	Hanover	MSB Brockton Huron- Kinloss West Grey Hanover	JK-8
Sacred Heart High School	Walkerton	MSB Brockton Huron- Kinloss West Grey Hanover	9-12

Source: DPRA Canada Inc. Local/Regional Education Study, Report Southwestern Ontario Community Study, 2022

Health and Safety Facilities

Municipal emergency response capabilities in the South Bruce include:

- MSB ERP:** The Emergency Management and Civil Protection Act includes the requirement for hazard and risk assessment and emergency response planning. Section 2 of the Act requires that “in developing its emergency management program, every municipality shall identify and assess the various hazards and risks to public safety that could give rise to emergencies and identify the facilities and other elements of the infrastructure that are at risk of being affected by emergencies.” Section 3 of the Act requires that “every municipality shall formulate an emergency plan governing the provision of necessary services during an emergency and the procedures under and the manner in which employees of the municipality and other persons will respond to the emergency and the council of the

municipality shall by by-law adopt the emergency plan.” The MSB ERP includes the basic requirements of an ERP, and it appears that the risk assessment conducted has provided a basis for the ERP.

- **Fire Rescue Service:** The Municipality of South Bruce fire department operates two stations (Mildmay Carrick and Teeswater Culross) and has one permanent fire fighter and 50 volunteer firefighters (some of whom work at the Bruce Power fire department).
 - **Mildmay Carrick Fire Station:** The Mildmay Carrick Station is led by a deputy fire chief and 25 volunteer firefighters. The Station provides a variety of fire rescue services to the community including:
 - Fire rescue services
 - Motor vehicle collision response
 - Medical first response
 - Code inspection and enforcement
 - Public education
 - Fire prevention
 - **Teeswater Culross Fire Station:** The Teeswater Culross Station is led by a deputy fire chief and 25 volunteer firefighters. The station provides a variety of fire rescue services to the community including:
 - Fire rescue services
 - Motor vehicle collision response
 - Medical first response
 - Code inspection and enforcement
 - Public education
 - Fire prevention
- **Mutual Aid Agreements:** The MSB has established MAAs with other municipalities including:
 - Township of North Huron
 - Municipality of Morris-Turnberry
 - Township of Howick

Municipal Infrastructure and Services

The existing infrastructure and level of service provided varies across the Municipality. Water, wastewater and solid waste infrastructure is owned and operated by the Municipality of South Bruce, as is common across Ontario. Other infrastructure is owned and operated by private utilities including Hydro One (HONI), Westario Power Inc. (WPI), Enbridge, Wightman Telecom (WHM) and Rogers Communications Inc. (RCI). Within rural areas (and in the community of Formosa) some services are provided by private property owners (e.g. water wells and septic systems) or are unavailable (e.g. natural gas)²⁵.

- **Water:** There are two drinking water systems (DWS) in South Bruce: Mildmay and Teeswater. Each DWS serves the local community via watermains which generally extend to all streets with residential or commercial properties within these settlement areas. All other properties in South Bruce use private wells to obtain water.

²⁵ Infrastructure Baseline and Feasibility Study Southwestern Ontario Community Study

- **Wastewater:** Sanitary wastewater service is provided by the MSB in Mildmay, Teeswater and Formosa. Wastewater in Mildmay is collected by a gravity sewer system and then pumped to Mildmay Wastewater Treatment Plant (WWTP).
- **Stormwater/Drainage:** Drainage in most areas of Mildmay, Teeswater and Formosa is provided by catch basins and storm sewers which outlet to local watercourses/rivers. Stormwater management quantity control (attenuation of peak flows) and/or quality control (removal of suspended solids) is only provided for areas which have been newly developed or redeveloped within approximately the past decade.
- **Solid Waste:** South Bruce owns and operates two municipal landfills: the Mildmay-Carrick Landfill and the Teeswater-Culross Landfill.
- **Electrical Power:** Residents and businesses in the Study Area are serviced by Hydro One or Westario Power depending on location.
- **Natural Gas:** Following the acquisition of Union Gas in 2018, Enbridge holds the franchise for natural gas servicing in South Bruce. Enbridge natural gas infrastructure provides services in the settlement areas of Mildmay, Teeswater and Formosa.
- **Telecommunications:** Wired telecommunications services in the Study Area are provided by Wightman Telecommunication and Rogers Communications. Wightman is a family-owned company with a 155-year history of servicing the South Bruce area. The region is relatively unique in Ontario, in being serviced by several smaller privately-owned firms such as Wightman, Bruce Telecom and Hurontel.

Transportation

There are no airports in South Bruce with scheduled air transportation services in or out the Municipality. The largest airports in proximity to the South Bruce include:

- Toronto-Pearson International Airport, Mississauga, ON (approximately 168 km)
- Region of Waterloo International Airport, Breslau, ON (approximately 110km)
- London International Airport, London, ON (approximately 139km)

Other local airports in the close proximity to South Bruce (without regular or scheduled flights) include:

- The Wingham Airport: is a registered aerodrome owned and operated by Papple Aviation. Situated on Highway 86, one mile east of Highway 4. It has a modern terminal facility, a 4,000' x 75' paved runway, and the beacon and runway lighting are operated by the ARCAL system (type K).
- Saugeen Municipal Airport: The Saugeen Municipal Airport (CYHS), is a Transport Canada registered airport located 2.5 km northwest of the town of Hanover. The airport serves as a base for flight training, sightseeing tours, air ambulance services, corporate jets, and recreational pilots. The 250-acre airport complex offers two paved runways with full instrument-approach systems, hangars for airport and private use, a main terminal that houses airport operations, The Airport Restaurant, rental spaces for partnering businesses and venues to hold public events and meetings.

Economic Development

In 2021, the Municipality of South Bruce developed an Economic Development Strategy Update²⁶ to help the community grow and to benefit all residents, businesses, and visitors. To promote a thriving future for South Bruce, the Municipality has outlined the following key opportunities:

- Stimulate Downtown revitalization (by leveraging Spruce the Bruce)
- Establish a farmers' market, culinary, and local food experience
- Leverage tractor culture to create unique place-based attraction
- Prepare and market the South Bruce Business Park
- Foster value-added agriculture and food processing
- Planned incremental residential development
- NWMO adaptive phased management project

Other organizations that support economy development in South Bruce include Bruce Community Futures, Saugeen Economic Development and Bruce County Economic Development and Tourism.



²⁶ Municipality of South Bruce, Economic Development Strategy Update, 2021

Community and Recreation Activities and Facilities

Recreational programs and facilities are integral avenues for social activity for many families in the area. These activities and facilities provide not only for the local community, but they also help foster relationships and ties with the surrounding communities. Recreational activities supported by the availability of community facilities are vital to the social fabric. South Bruce offers recreational services within Mildmay, Teeswater and Formosa. These communities have recreation complexes and organized team sports.

Figure 41: Community and Recreation Activities and Facilities, South Bruce

Community Facilities	
Mildmay Carrick Recreation Complex and Park	Mildmay Horseshoe (PITS) League
Mildmay-Carrick Swimming Pool	South Bruce Minor Hockey
Mildmay Carrick Ball Diamonds	Mildmay Soccer League
Mildmay Carrick Soccer Fields	Mildmay Junior Broomball League
Mildmay Skateboard Park	Mildmay, Teeswater and Formosa have public libraries
Mildmay Carrick Tennis and Pickleball	Teeswater Lions Park
Courts & Horseshoe Pits – Carnegie Park	Teeswater Kinsmen Park
Mildmay Rotary Park	Mildmay Water Tower Park
Teeswater Culross Community Centre	Formosa Horseshoe League
Teeswater Culross Swimming Pool	Formosa Outdoor Covered Pad
Teeswater Ball Diamonds	Teeswater Agricultural Park
Formosa Recreation Centre and Ball Diamonds	Teeswater Curling Club
Formosa Lion’s Park	Mildmay-Carrick Minor Ball
Formosa Community Hall	Teeswater Minor Ball
Teeswater Lawn Bowling	

Source: Municipality of South Bruce

Community Events

The Municipality of South Bruce has a wide range of events at locations throughout the Municipality including the vintage tractor tour, gardens, and landscaping tour, Mildmay’s “Hanging of the Green,” Belmore’s Maple Syrup Festival , Bruce Heritage Farm Show, and Teeswater Fall Fair.

Figure 42: Community Events, South Bruce

Event	Location
Family Day Events	South Bruce
Bruce County Heritage Toy Show	Mildmay
Belmore Maple Syrup Festival	Belmore
Formosa Swans Easter Egg Hunt	Formosa
Optimist Easter Egg Hunt & Duck Race	Mildmay
Kinsmen Kids Fishing Derby	Teeswater
Lions Club Mother’s Day Breakfast	Formosa
Lions Club Father’s Day Breakfast	Formosa
South Bruce Vintage Tractor Tour	South Bruce
Flavours of South Bruce	Teeswater
Mildmay-Carrick Homecoming	Mildmay

Event	Location
Teeswater-Culross Rural Fair	Teeswater
Mildmay-Carrick Fall Fair 2023	Mildmay
Stout 'n Kraut Bavarian Festival	Mildmay
5 Star Quilt Guild Show	Teeswater
Ye Olde Spook Haus	Teeswater
Teeswater Christmas Parade	Teeswater
Annual Hanging of the Green	Mildmay
Formosa Country Christmas	Formosa
Self-Guided Barn Quilt Tour	South Bruce

Source: Municipality of South Bruce

Community Clubs

South Bruce has several services clubs that attend to various interests in the community. Community service clubs available to South Bruce residents include

Figure 43: Community Clubs, South Bruce

Location	Group Name
Mildmay	Mildmay Chamber of Commerce
	Mildmay-Carrick Optimist Club
	Mildmay-Carrick Agricultural Society
	Mildmay Rotary Club
	Mildmay and District Lions Club
	Mildmay Seniors Citizens Club
	Mildmay CWL
	Mildmay 4H Club - Dairy
South Bruce	South Bruce Tourism
	South Bruce and Community Business Association
	New to Bruce (Bruce County)
	Grey Bruce Community Settlement and Language Services
Teeswater	Teeswater-Culross Horticultural Society
	Teeswater-Culross Agricultural Society
	Teeswater Kinsmen Club
	Teeswater Kinettes Club
	Teeswater Red Hat Ladies
	Teeswater CWL
	Teeswater 4H
Formosa	Formosa District Lions Club
	Formosa Swans
	Formosa Catholic Women's League
Belmore	Belmore Community Centre Arena Board
	Belmore Chamber of Commerce

Source: Municipality of South Bruce

Churches

There are several churches serving a variety of denominations within South Bruce. Denominations served include Presbyterian, United, Lutheran, Anabaptist, Roman Catholic, and independent Christian churches. Churches within and peripheral to the Municipality of South Bruce are presented below.

Figure 44: Churches in South Bruce

Churches	
Immaculate Conception Church	St. Paul's United Church
Teeswater Knox Presbyterian Church	St. Francis Xavier Catholic Church
Sacred Heart Roman Catholic Church Midmay	St. John's Lutheran Church
St. Matthew's Lutheran Church	McIntosh United Church

Source: Municipality of South Bruce

Environment

There are four conservation areas/reserves within the Municipality of South Bruce, including the Greenock Swamp Wetland Complex, the Saugeen Conservation Reserve, and two smaller unnamed conservation lands are located west of Teeswater and southeast of the Saugeen Conservation Reserve. Other facilities include:

Figure 45: Natural and Environmental Assets

Facility Type	Quantity
Skateparks	1
Parks and Playgrounds	8
Outdoor Gyms	2
Outdoor Swimming Pools	2
Campgrounds	2

Source: Municipality of South Bruce



Community Profile Summary



Demographics

After experiencing population declines between 2001 to 2016, South Bruce has reversed the trend, partially influenced by the ability of people to work remotely, the housing market pressures in the Golden Horseshoe Region and attractiveness of the South Bruce location. In 2021, South Bruce had an estimated population of 6,254 people; an approximate 8% growth compared to 2016, and a 7% growth compared to 2011. The population in South Bruce is projected to maintain this growth over the few next decades. South Bruce's population is expected to grow 27% by 2036, and 40% by 2046. The population in South Bruce is rapidly ageing, similar to a majority of communities in Canada. The elderly population in South Bruce is projected to increase 152% by 2046. In addition South Bruce has, had a low share of immigrants. Immigrants are important for communities as they are a source for skilled and unskilled labour and could supplement the labour market as the replacement rate of workers continue to decline (natural births vs. deaths). With an ageing population, there is expected to be a decrease in the labour pool due to the increase in retirees. This will create job opportunities within the region and will require additional hiring in the region.



Employment and Labour Force

South Bruce's labour force has grown by 237 between 2016 and 2020, or 7%. This growth rate is lower than Bruce County's and Ontario's. The labour force of South Bruce (people living in South Bruce regardless where they work) is primarily in agriculture, forestry, fishing, and hunting; manufacturing; and construction which is reflected in the employment and occupational composition of the municipality. The employment and occupational composition (people employed in South Bruce regardless where they live) in South Bruce suggest that the local economy has specialized in agriculture, with the top occupational subcategories being managers in agriculture (14% of occupations) and general farm workers (6% of occupations). Projecting out to 2028, employment in South Bruce is expected to remain near its current level and increase by 3% between 2022 and 2028. Employment in Bruce County and the Province of Ontario is expected to grow at 4% during the same time.



Business Environment

Across South Bruce, there are 209 business establishments with employees and another 692 non-employer businesses with at least \$30,000 in annual sales, for a total of 901 businesses. Most of the businesses in South Bruce are small, with 61% of businesses with employees have fewer than five employees and 92% have less than 20 employees. The largest industry sectors by total number of businesses are agriculture, forestry, fishing, and hunting; real estate, rental, and construction. South Bruce also recorded a high concentration (location quotient) of [agriculture, forestry, fishing, and hunting](#); [mining, quarrying, and oil and gas extraction](#); and [utilities](#) relative to Ontario. The agricultural sector in South Bruce is led by farming, mostly in the oilseed and grain farming and cattle ranching and farming. Farms in these areas represented 73% of all farms in the Municipality.



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