Norfolk COUNTY

Ontario's Garden

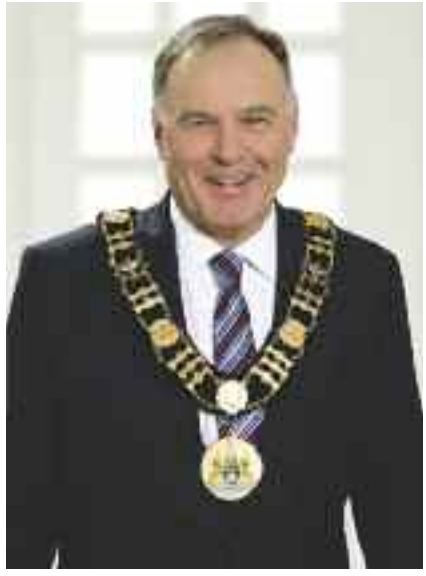
Investor's Guide

norfolkbusiness.ca

Photo: Mark Stortini, David's of Dover Coast;
Anita Buehner, Bonnieheath Estate Lavender & Winery.

Entrepreneurs welcome here

Welcome to Norfolk County, a rural municipality located in southwestern Ontario on Lake Erie. Our fertile land, innovative farmers and bounty of farm fresh produce has earned Norfolk County the honour of being "Ontario's Garden". Norfolk County is Canada's Number One grower of asparagus, cabbage, ginseng, peppers, pumpkin, sour cherries, specialty vegetables, strawberries, sweet corn and sweet potatoes. Combining the best of urban and rural life, Norfolk County offers excellent recreation, health care and investment opportunities. Families thrive in our towns – Simcoe, Port Dover, Waterford, Delhi, Port Rowan – and take advantage of additional business and cultural amenities in nearby cities such as Toronto, Hamilton, London and Waterloo. Our setting on Long Point Bay, which is a World Biosphere Reserve designated by the United Nations, attracts tourists, cottagers, boaters, anglers, cyclists and hikers. Increasingly, creative entrepreneurs are discovering our enviable quality of life, access to high-speed Internet and experienced workers, and our commitment to growing prosperity in Norfolk County.



Charlie Luke
Mayor, Norfolk County

There's a Renaissance … a revolution … happening in Norfolk County – and you can be part of it. Our office is here to help you. Experienced entrepreneurs are collaborating with a new generation of innovative thinkers, taking advantage of the latest technologies. Construction activity – especially in agriculture – has never been more robust. Arts, culture and culinary opportunities abound. Our tourism sector is taking off, as more people from afar discover the unique hospitality that we offer. At the same time, our community supports sustainability, ensuring that our pristine environment will be here for future generations to enjoy. We are Ontario's Garden. Entrepreneurs grow here. Ideas grow here.

Clark Hoskin
Manager, Tourism & Economic Development
Norfolk County

"We're at the beginning of an evolution. We have lots of opportunity."

– Robin Laing, 13 Reasons

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Norfolk County is a single-tier municipality located on Lake Erie in Southwestern Ontario, Canada.

Single tier means there is only one layer of local government, other than the provincial and federal governments. The U.S. border and Toronto are 90 minutes away.

Norfolk County - by the numbers

Numbers

Norfolk County	
Population Estimate (2015)	65,339
Projected Population Increase by 2018	2.7%
Total Private Dwellings	26,262
Owner Occupied	82%
Renter Occupied	18%
Population Density per sq. km.	39.3
Land area (sq. km.)	1,607.6
Average persons per household	2.42
Average household income*	$77,840
Median Estimated Household Income**	$56,934
Median Age	47.2

Population by Age

0 to 4 years	3,210	5%
5 to 19 years	10,174	16%
20 to 24 years	3,998	6%
25 to 34 years	7,104	11%
35 to 44 years	6,456	10%
45 to 54 years	9,470	14%
55 to 64 years	10,873	17%
65 to 74 years	8,056	12%
75 to 84 years	4,264	7%
85 years and over	1,734	3%

Source: Statistics Canada

*Average household income refers to the weighted mean total income of households. Average income is calculated from unrounded data by dividing the aggregate income of a specified group of households (for example, two person households) by the number of households in that specific group, whether or not they reported income.

**Median income of households - The median income of a specified group of households is that amount which divides their income size distribution, ranked by size of income, into two halves. That is, the incomes of the first half of the households are below the median, while those of the second half are above the median. Median incomes of households are normally calculated for all units in the specified group, whether or not they reported income.

Norfolk County - by the numbers

Educational Attainment

No certificate, diploma or degree	5,375	16%
High school diploma or equivalent	9,747	29%
Apprenticeship or trades certificate or diploma	3,796	11%
College, CEGEP or other non university certificate or diploma	10,826	32%
University certificate or diploma below bachelor level	303	1%
Bachelor's degree	2,792	8%
University certificate, diploma or degree above bachelor level	1,064	3%

Marital Status

Single	12,026	22%
Common-Law	4,841	9%
Married	30,189	54%
Divorced or Separated	4,774	9%
Widowed	3,979	7%

Dominant Languages: English (94%), German (3%), Spanish (<1%)

Labour Force by Occupation 33,004

Management	3,277	10%
Business, finance & administrative	3,966	12%
Natural & applied sciences	416	1%
Health	1,812	5%
Social science, education, government and religion	2,968	9%
Art, culture, recreation and sport	43	0%
Sales and service	8,410	25%
Trades, transport and equipment operators and related	9,038	27%
Primary industry-specific	1,050	3%
Processing, manufacturing and utilities	1,945	6%
Occupation - Not applicable	79	0%

Occupied Dwellings by Structure Type

Single-detached house	22,035	84%
Semi-detached house	630	2%
Row house	670	3%
Apartment; building that has fewer than five storeys	1,739	7%
Apartment; building that has five or more storeys	413	2%
Apartment; duplex	601	2%
Other single-attached house	128	0%
Movable dwelling	46	0%

Norfolk County - by the numbers

Expenditures Summary	Total Expediture	Expenditure Per Household	%	Index to Ontario
Total expenditure	$1,921,711,847	$73,175		
Total current consumption	$1,394,653,843	$53,105	73%	103
Food	$190,911,409	$7,269	10%	101
Shelter	$365,417,581	$13,914	19%	95
Household operation	$96,992,794	$3,693	5%	109
Household furnishings and equipment	$58,846,694	$2,241	3%	108
Clothing	$73,009,237	$2,780	4%	89
Transportation	$289,470,987	$11,022	15%	114
Health care	$55,129,287	$2,099	3%	116
Personal care	$30,077,321	$1,145	2%	97
Recreation	$122,131,262	$4,650	6%	112
Reading materials and other printed matter	$7,177,682	$273	0%	104
Education	$21,934,794	$835	1%	75
Tobacco products and alcoholic beverages	$45,815,121	$1,745	2%	120
Games of chance	$7,979,023	$304	0%	125
Miscellaneous expenditures	$29,760,347	$1,133	2%	102
Personal taxes	$364,178,812	$13,867	19%	88
Personal insurance payments and pension contributions	$107,269,244	$4,085	6%	103
Gifts of money and contributions	$55,609,834	$2,118	3%	107

Scotlynn Group

Above (left to right): Julie and Scott Biddle of Scotlynn Commodities with Norfolk County Councillor Jim Oliver, beside a Scotlynn transport trailer promoting Norfolk County.

Entrepreneurs drive here

Location

Norfolk County is strategically located within Canada and North America – less than two hours to Toronto – Ontario's largest city. Proximity allows for easy distribution to other important markets in Canada, the United States and Mexico. Over 450 million North American consumers are accessible from this location – 152 million consumers are within one day's drive.
In particular, the advantageous location of Norfolk County within Ontario is of critical importance for on-time delivery of agriculture and food shipments into the competitive US market. Ontario is home to more than half of Canada's food processing companies. Located near the 400-series highways, railway lines and major US border crossings, Norfolk County is an ideal place to do business.

Distances

City	Population	Distance (km / miles)
Brantford (Rail)	90,190	40 / 25
Buffalo (BUF Airport)	292,648	137 / 85
Chicago	2,896,016	745 / 462
Cleveland	478,403	453 / 281
Detroit (DTW Airport)	951,270	281 / 174
Hamilton (YHM Airport)	490,268	56 / 35
Waterloo (YKF Airport)	269,663	77 / 47
London (YXU Airport)	336,539	101 / 62
Montreal	1,039,534	688 / 427
Niagara Falls	78,815	137 / 85
Ottawa	337,031	596 / 370
Sarnia	70,876	200 / 124
Toronto (YYZ Airport)	2,481,494	147 / 91

"What I love most about Norfolk County: its diversity, its sanity – it's an oasis."

– Mike McArthur, MHN Lawyers

Above: Jake Knechtel of South Coast Watersports, Port Dover

Quality of Life

Cost of living

Norfolk County residents spend less on most day-to-day expenditures, compared to the provincial average:

Education	36% less
Personal Taxes	25% less
Clothing	25% less
Shelter	20% less
Personal Care	18% less
Food	14% less
Insurance & Pension	13% less
Home Furnishings	8% less
Home Operation	7% less
Recreation	5% less

Because we spend less on: Residents of Norfolk County spend much less than the provincial average on Internet access, child care expenses, home security, household items, jewellery, dry cleaning, garage rent and parking fees, health care practitioners, collectors' items, alcohol served in bars, funeral services, veal, lamb, shrimps, pasta, rice, green beans, spinach, and cooking/salad oil.

We choose to spend more on: Due to our low cost of living, Norfolk County residents choose to spend much more than the provincial average on trucks and vans, motorcycles, boats, pets, gardening, camping and recreation, power tools, lawn mowers, knitting yarn, computers, self-made alcoholic beverages, bingo, gifts of money, contributions to charitable organizations, beef chuck cuts, pork shoulder cuts, bacon, bologna, canned salmon, cheddar cheese, bananas, pie filling, peanuts, celery, turnips, baked beans, canned mushrooms, and tomato juice.

Shelter Cost Comparisons

Norfolk County is one of least expensive places to live in southwestern Ontario:

Average Monthly Shelter Cost	Norfolk County	London	Brantford	Hamilton	Kitchener-Waterloo
Owned Dwelling	$936	$1,110	$1,111	$1,197	$1,254
Rented Dwelling	$752	$813	$789	$770	$869

"Many people are really active here on social media. Norfolk County does an amazing job here. A lot of the businesses are opening up to it and really taking advantage of it."

- Amy Van Kessel

Infrastructure

Commitment to Infrastructure

Every year, Norfolk County upgrades its public infrastructure to ensure that industrial, commercial, agricultural, residential and institutional clients are best served. In 2015, the municipality pledged $50 million in investment including the Port Dover wastewater operations upgrades, Port Dover street reconstruction, rural road resurfacing, and the Delhi water and wastewater plant upgrades.

Utilities and High-speed Communications

Norfolk County operates water and wastewater treatment facilities in Simcoe, Port Dover, Waterford, Delhi and Port Rowan. Upgrades are underway. Hydro One provides electricity in Norfolk County. Union Gas provides natural gas to businesses and homes in Norfolk County. Bell, Rogers, TELUS, Koodo and Fido provide 4G LTE and HSPA+ mobile coverage in most areas of Norfolk County. Topographical anomalies and forest cover occasionally interrupt wireless service. Kwic, Execulink, Eastlink and other cable and internet companies provide Norfolk County with high-speed communications.

Roads and Public Transit

Norfolk County is serviced by a well-maintained network of municipal and provincial highways providing excellent access for industries to Southwestern Ontario and Northeastern United States. County Highways 3, 6, 24 and 59 connect you conveniently to the provincial road system in less than 30 minutes. Ride Norfolk (ridenorfolk.ca) is the public transit system serving Norfolk County, including the communities of Simcoe, Delhi, Waterford, Port Dover and Port Rowan. Norfolk County Council provided financial support to establish and implement this cooperative rural transportation initiative. The nearby city of Brantford has a VIA rail station. Hamilton has GO bus and train service.

"For me, it's the people. I was accepted immediately, have a wide group of friends ... amazing staff, the best I've ever had in my life."

– Jennifer von Schleinitz, The Combine

Above: Emily Kichler, Marcus Myerscough, Ryan Riavard, Robynne Hubert of The Combine Restaurant, Simcoe

Entrepreneurs hire here

Labour Force

With more than 700,000 workers within one hour's drive of Norfolk County, there is ample labour force available for all needs. A strong work ethic prevails as a direct result of the agricultural heritage of the community. More than 33,000 Norfolk County residents are in the labour force.

Norfolk County's Labour Force by Industry

Manufacturing	5,628
Health Care & Social Assistance	3,751
Retail Trade	3,667
Agriculture, Forestry, Fishing	3,306
Construction	2,478
Accommodation & Food Services	2,126
Educational Services	1,820
Other (except Public Admin.)	1,632
Wholesale Trade	1,603
Public Administration	1,501
Transportation & Warehousing	1,394
Professional, Scientific, Technical	1,372
Admin, Waste, Remediation	1,172
Finance & Insurance	742
Utilities	662
Real Estate, Rental & Leasing	454
Information & Cultural	306
Mining, Quarrying, Oil & Gas	201
Management of Companies	23

Source: *Manifold Data Mining Inc., 2015*

Norfolk County's Labour Force by Industry

Scotlynn Commodities (produce, logistics)	850
Norfolk County (public administration)	700
Norfolk General Hospital (health care)	500
Unilever (ice cream, frozen desserts)	400
Toyotetsu Canada (auto parts)	300
Lower Lakes Towing (lake shipping)	300
Titan Trailers (manufacturing)	130
Annex Business Media (publishing)	120
Townsend Lumber (wood products)	115
Superior Essex (manufacturing)	100
Rassaun Steel (manufacturing)	95
Trackless Vehicles (manufacturing)	70
Vandenbussche Irrigation (manufacturing)	70
DEB Canada (hygiene products)	63
Klassic Coconut (food processing)	40

Local Employers plan to hire

In a recent survey of employers, 69% planned to hire this year. Meanwhile, 81% of survey respondents said they hired last year.

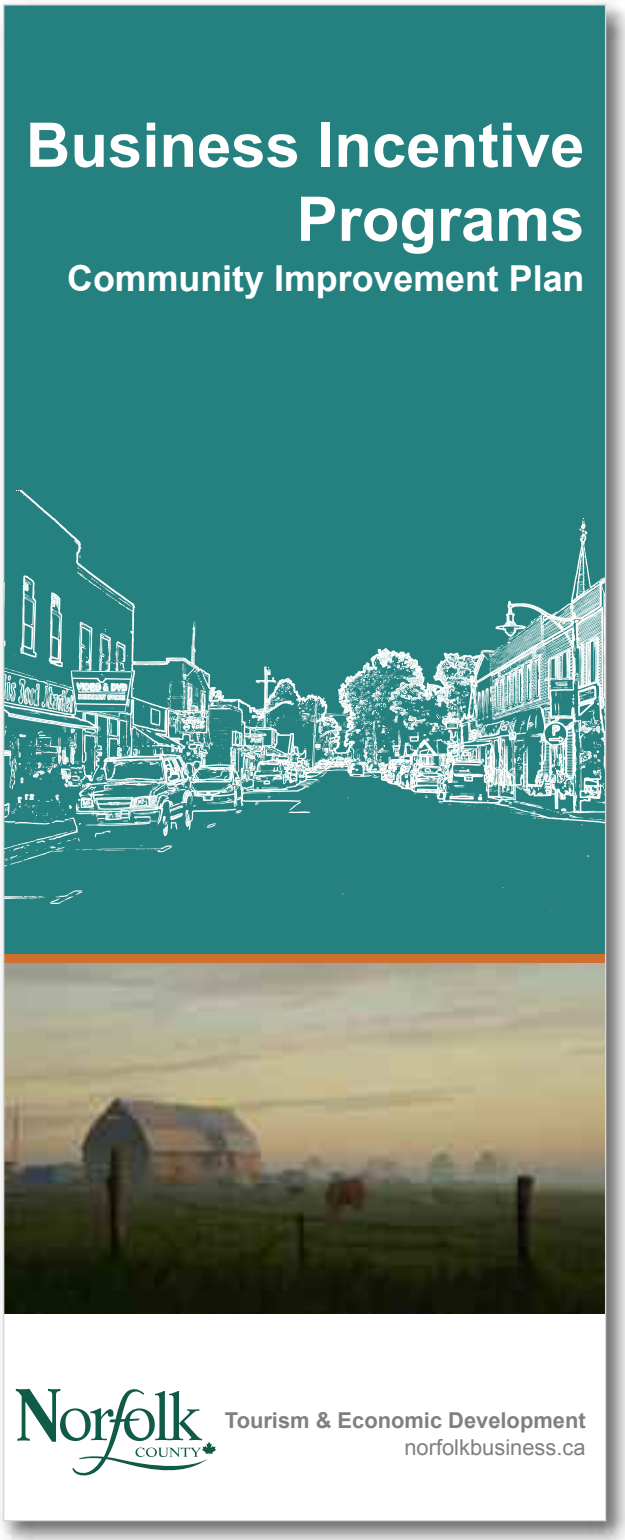
"The County is behind you, get involved with them. The doors are open. The support is really there, if you just touch base with them. We continue to see Norfolk County moving programs forward."

– Jenn VanDeVelde, Wholesome Pickins

Above: David VanDeVelde, Wholesome Pickins

Business Incentives

Norfolk County has a forward-thinking Community Improvement Plan with 9 programs of grants and interest-free loans to help businesses expand and prosper. Application process is simple.



Study / Pre-Development Incentives:

Architectural and Design Grant

- Offsets the costs associated with preparing the necessary plans and drawings that will outline the extent of the improvements being applied for.
- Available in the urban, hamlet, agricultural, and lakeshore areas.
- Norfolk County will provide a one-time grant, per property, based on a 50/50 matching cash contribution of the applicant to a maximum of $1,500.

Environmental Site Assessment Grant

- Promotes the undertaking of Environmental Site Assessments (ESAs) so that more and better information is available with respect to the type of contamination and potential remediation costs on eligible properties. Phase I ESAs are not eligible for funding under this program. The program is designed for Phase II and Phase III ESAs.
- Available in the urban, hamlet, agricultural, and lakeshore areas. The maximum Environ mental Site Assessment grant amount is $15,000 per property (excluding HST) and is based on a 50/50 matching cash contribution of the applicant.

Building / Property Improvement Incentives:

Planning Application Fee and Building Permit Fee Grant

- Stimulates and encourages development and property improvements, and provides assistance with the associated costs.
- Available in the urban, hamlet, agricultural, and lakeshore areas.
- Grants will be provided in the amount of 50% of the eligible planning and building permit fees, to a maximum of $3,000 in building permit application fees; and a maximum of $1,000

Sample Loan
(Agriculture Buildings & Facilities)

Owner Contribution		**20,000.00**
Municipal Contribution		
Forgivable - (Maximum Amount)	25%	**5,000.00**
Repayable -	75%	**15,000.00**
		40,000.00

Repayment Schedule	**Principal**	**Interest**	**Repayable Balance**	**Forgivable Balance**
			15,000.00	5,000.00
Month 1	250.00	0.00		
Month 2	250.00	0.00	14,750.00	
Month 3	250.00	0.00	14,500.00	
Month 4	250.00	0.00	14,250.00	

Repayment schedule would be continued for a five year term (60 months). First payment would begin 6 months following final advancement of funds.

Agricultural Buildings and Facilities Improvement Program

- Provides assistance for conversion and re-use of existing agricultural buildings for new or expanded value-added agricultural activities.
- Available in agricultural areas.
- Maximum loan amount is $20,000 per property (excluding HST), based on a 50/50 matching cash contribution of the applicant. Loans include a forgivable portion (grant) of 25% of total loan amount. Loan will be interest free and carry five year term. Forgivable (grant) portion conditional on full repayment of the repayable portion of the loan.

Building Façade Improvement Program

- Assists property owners of existing buildings to maintain their long-term viability and for vacant properties/spaces to increase marketability of property in order to secure tenants.
- Available in the urban, hamlet, and lakeshore areas.
- Maximum loan amount is $15,000 per property (excluding HST) and based on 50/50 matching cash contribution of the applicant. Loans include forgivable portion (grant) of 50% of total loan amount. Loan is interest free and carries a five-year term. Forgivable (grant) portion conditional on full repayment of repayable portion of the loan.

In some cases, incentives may be stacked. However, the total value of grants available to a single property shall not exceed $20,000, with the exception of the Property Tax Increment Grant.

Business Incentives

Landscaping, Signage and Property Improvement Grant

- Provides assistance for upgrading the open areas associated with the property.
- Available in the urban, hamlet, agricultural, and lakeshore areas.
- One-time grant, per property, based on 50/50 matching cash contribution of the applicant to maximum of $2,000.

Structural Improvement Grant

- Offsets structural improvement costs to interiors for existing commercial operations.
- Available in the urban, hamlet, agricultural, and lakeshore areas, although not available for participants in the Agricultural Buildings and Facilities Improvement Program.
- One-time grant, per property, based on a 50/50 matching cash contribution of the applicant to a maximum of $5,000.

Residential Conversion / Rehabilitation Grant

- Assists with the conversion of unused or underused upper floor or rear space to new residential or commercial use.
- Available in the urban, hamlet, and lakeshore areas.
- One-time grant, per property, based on 50/50 matching cash contribution of applicant to maximum of $4,000 per dwelling unit or new commercial unit created, to maximum of $8,000.

Tax Increment Incentives:

Property Tax Increment Grant

Provides an economic incentive for the rehabilitation of properties by providing a grant to the owner of the property to pay a portion of the local taxes (excluding education taxes) attributable to the increased assessment over a five year period. Available in the urban, hamlet, agricultural and lakeshore areas.

Grant calculated based on increased assessment value after renovation/construction, as determined by Municipal Property Assessment Corporation (MPAC), at tax rate applicable in year renovation or construction was completed. Site-specific funding agreement will stipulate pre-improved and post-improved assessed value, applicable municipal tax rate of that year, the amount of the grant in that year, the method to be used to calculate the grant in the subsequent four years using municipal tax rates to be determined in each of those years, and the anticipated delivery dates of the grant.

Sample Grant Calculation for Property Tax Increment Grant

Year of Increased Assessment Value	Grant as Percentage of Year One of Municipal Portion on Increased Assessment Value
Year 1	100%
Year 2	80%
Year 3	60%
Year 4	40%
Year 5	20%
Year 6	0%

"I found that as a young entrepreneur, I'm given every opportunity I could want, with starting a new business. Venture Norfolk and Norfolk Tourism were huge for me, helping me and my business."

– Barna Robinson, BAER Fishing Adventures

venturenorfolk
Lender of Opportunity | Growing Our Communities

Business Supports

Above: Venture Norfolk staff (left to right): Loans Analyst Albert Madill, Business Consultant Carolyn Wall, General Manager Gordon Potts, Administrative Assistant Dawn Barron-Bommarito.

Key services provided by Venture Norfolk include:

- Small Business Loans – up to $250,000 for new or existing small businesses
- Small Business Consulting – free seminars or one-to-one meetings
- Community Projects – staff time and seed grant monies for a project

Venture Norfolk is one of 37 Community Futures Development Corporations (CFDCs) located in rural southern Ontario, receiving funding support through the Community Futures program of the Federal Economic Development Agency for Southern Ontario.

Venture Norfolk (venturenorfolk.ca)is a community-based, not-for-profit organization that assists individuals, businesses and organizations in the creation and maintenance of jobs in Norfolk County. As a "lender of opportunity", Venture Norfolk provides loans up to $250,000, consultation and advice to both startup and existing small businesses in Norfolk. "Growing our Communities" speaks to the project support and grants that Venture Norfolk provides to organizations in Norfolk with an idea to improve the communities of Norfolk.

Federal / Provincial Government Funding Programs

The Federal Economic Development Agency for Southern Ontario (feddevontario.gc.ca) delivers programming to help create, retain and grow businesses, cultivate partnerships and build strong communities.

The Canada Ontario Jobs Grant for Employers (tcu.gov.on.ca/eng/eopg/cojg/) provides an opportunity for employers to invest in their workforce. The Job Grant provides direct financial support to individual employers who wish to purchase training for their employees. It is administered in Norfolk County by Fanshawe College (fanshawec.ca/cces).

Industry Canada (ic.gc.ca) provides financing and helps businesses develop, import and export. The Ontario Ministry of Agriculture, Food and Rural Affairs (omafra.gov.on.ca) provides funding programs that support good jobs and attract investment and help the agri-food industry.

The Ontario Ministry of Economic Development, Employment and Infrastructure (investinontario.com) offers an array of government incentive programs and services that help businesses save money.

The Ontario Ministry of Research and Innovation (ontario.ca/ministry-research-and-innovation) provides funding to support research and innovation in Ontario, as well as young entrepreneurs.

"There are huge opportunities in agriculture if you want to get together, learn and understand the technology that is available. There are significant employment opportunities here for people who want to work hard and dedicate themselves to agriculture."

– Hayden Dooney, Norfolk Fruit Growers' Association

Entrepreneurs plant here

Agriculture and Food

According to Statistics Canada, Norfolk County farmers grow more asparagus, cabbage, cucumber, ginseng, peppers, pumpkins, squash and zucchini, sour cherries, strawberries, sweet corn and sweet potatoes than anywhere else in Canada. Norfolk County is also the leading grower of blueberries and rye in Ontario. Our community is also a leading grower of apples, cauliflower, onions, potatoes, raspberries, tobacco and tomatoes.

Berlo's Best Sweet Potatoes, Cider Keg, EZ Grow Farms, Howard Greenhouse & Produce, Lake Erie Farms, Magalas Produce, McElhone Farms, Nightingale Farms, Norfolk Fruit Growers' Association, Procyk Farms, S. Fett Farms, Scotlynn Commodities, Shabatura Produce, Sovereign Farms, Welsh Bros. and other wholesale growers supply fruit and vegetables to markets across North America. Southcoast IQF Inc. is an organic vegetable and fruit flash-freeze facility that processes green and wax beans, green peas and sweet corn. Pristine Gourmet presses sunflower, canola and soy beans into cold-press oils for the culinary market. Kernal Peanuts grows and processes peanuts.

Norfolk County also has several meat processors: Fiedler Meats, VG Meats, Townsend Butchers, Norfolk Packers and Dekonings. Jensen Cheese has its headquarters in Norfolk County. We are also home to ice cream manufacturer, Unilever / Good Humor – Breyers. Lakeshore Fish Co. and Pleasant Port Fish Co. process fish from Lake Erie.

In recent years, several wineries and craft breweries have developed in Norfolk County. Included among them is Burning Kiln Winery, whose wines have been named twice as official red wines for the Ontario Legislature. Also, Norfolk County is home to Blueberry Hill Estate Winery, Frisky Beaver Wine Co., Golden Leaf Estate Winery, Villa Nova Estate Winery, Wooden Bear L Winery, Blue Elephant Craft Brew House, Ramblin' Road Brewery Farm, New Limburg Brewery and Silver Lake Vodka.

Other industries have sprung up around the agriculture sector. Vandenbussche Irrigation has been an irrigation design and installation leader in the agriculture and turf sectors for 50 years. Klassic Coconut processes sweetened and desiccated coconut products in Norfolk County, with a 65% share of the industry in Canada. Norfolk Leaf is Canada's only full service tobacco processing plant.

Norfolk County: Ontario's Garden Canada's #1 Grower

Crop	Norfolk's Rank in Ontario	Norfolk's Rank in Canada	Acres (2011)
Total Land in Crops			**210,371**
Alfalfa			5,369
Apples	2	6	2,225
Asparagus**	1	1	1,500
Blueberries	1		113
Broccoli	6		40
Cabbage	1	1	1,167
Carrots	5		518
Cauliflower	4		68
Cherries (Sour)**	1	1	1,000
Chinese cabbage	3		182
Corn for Grain			65,350
Corn for Silage			1,922
Cucumbers	1	1	1,081
Fruits, berries, nuts (All)	2		4,187
Fruits, berries, nuts (Other)	3		79
Ginseng	1	1	4,440
Grapes	11		71
Green and wax beans	10		161
Green Peas			115
Greenhouse Area in Use (sf)	6		5,859,040
Greenhouse Flowers (sq ft)	2	3	3,575,567
Land under Irrigation	1		22,236
Mustard Seed	2		219
Nursery Products			1,002
Oats			317
Onions (Yellow, cooking)	5		53
Pears	7		41
Peppers	1	1	1,109
Potatoes	2		2,691
Pumpkins, squash, zucchini	1	1	1,795
Raspberries	2		41
Rye (Total)	1	1	17,489
Saskatoon berries	1		15
Soybeans			65,658
Strawberries	1	1	465
Sweet Corn	1	1	4,530
Taps on Maple Trees (#)			5,116
Tobacco (farms)			63
Tomatoes	2		1,058
Vegetables (All)	2		16,706
Vegetables (Other)	1	1	2,694
Wheat (Winter)			12,447

Agriculture and Food

Agricultural Innovation & Research

University of Guelph – Simcoe Research Station (uoguelph.ca/plant/stations/simcoe) provides services focused on horticultural crop development from seed through to end product. Main research focus areas are breeding and management of berry crops, asparagus, apple, peach and cherry tree physiology and management, vegetable weed management, vegetable production and physiology and alternative crops. Interesting facts about the Simcoe Research Station:

- Celebrated its 50 years of service in 2011
- Hosts an on-site weather station that has been maintained since 1962
- Four outer-connected heated glasshouses have computer-controlled environments
- Twelve cold storage units for storing seeds, vegetable material and crops

Located at the Simcoe Research Station, the **Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA) Simcoe Resource Centre** is strategically focused on making Ontario's agri-food industry and rural communities prosperous and competitive in the provincial, national and global economies. Specialists at this location include:

- Berry Crop Specialist
- Fresh Market Quality Program
- Ginseng and Medicinal Herbs
- Horticulture Technology Application
- Integrated Pest Management (IPM) - Specialty Crops and Pome Fruit
- New Crop Development
- Transition Crops
- Water Quality Engineer

"It's a fascinating place to live. There are a lot of people out here with really great, innovative ideas. There is so much going on here. You just have to see it to believe it."

– Bryan Gilvesy, YU Ranch

YU Ranch, Tillsonburg

Entrepreneurs innovate here

Manufacturing

Norfolk County is strategically located to serve major Canadian and U.S. markets. Norfolk's stable and diverse economy offers many advantages including competitive wage rates, low energy and operating costs, a local skilled and unskilled labour force with a superior work ethic.

Manufacturing Spotlight – Employment in Small, Medium and Large Manufacturing Business (NAICS) – December 2010

Total	Small / Medium	Rank
311 – Food Manufacturing	297	1
333 – Machinery Manufacturing	196	2
332 – Fabricated Metal Product Manufacturing	139	3
336 – Transportation Equipment Manufacturing	109	4
325 – Chemical Manufacturing	103	5
339 – Miscellaneous Manufacturing	95	6
327 – Non-Metallic Mineral Product Manufacturing	82	7
315 – Clothing Manufacturing	73	8
331 – Primary Metal Manufacturing	71	9
321 – Wood Product Manufacturing	64	10
323 – Printing and Related Support Activities	33	11
312 – Beverage and Tobacco Product Manufacturing	20	12
314 – Textile Product Mills	17	13
326 – Plastics and Rubber Products Manufacturing	15	14
337 – Furniture and Related Product Manufacturing	13	15
313 – Textile Mills	2	16
334 – Computer and Electronic Product Manufacturing	2	17
324 – Petroleum and Coal Product Manufacturing	1	18
335 – Electrical Equipment, Appliance and Component Manufacturing	1	19

"My kids are safe. You can kick them outside and they are playing in fresh air. You're 10 minutes away from a beach, five minutes from a dog park – there is so much opportunity in an area like this."

– Kaley Horton, Kaley's Cakes

Long Point, Provincial Park

Tourism and Hospitality

Beaches, fishing and boating

Located on Lake Erie, there are three major beaches in Norfolk County: Turkey Point, Long Point and Port Dover. Long Point Bay offers excellent fishing for bass, pike, perch, walleye and other species. There are also many marinas and boat launches in Norfolk County, so boaters and sailors can access the lake.

Natural experiences

Long Point was designated as a Biosphere Reserve by the United Nations Scientific, Cultural and Educational Organization (UNESCO) in 1986. It is a world-renowned refuge and stopover for migrating birds in fall and spring, and waterfowl viewing is excellent in spring. Its delicate dunes and marshes teem with song-birds, spawning fish, turtles and frogs. About 25% of Norfolk County's land is covered in Carolinian tree canopy, one of the most forested areas of southern Ontario. Recently, Norfolk County was awarded the status of Canada's Forest Capital. There has been an increase of 2,500 acres of oak savannah and native prairie grass habi-tat - through efforts of the Nature Conservancy of Canada and Alternative Land Use Services (ALUS).

Local food from unique terroir

Norfolk County is known as **Ontario's Garden**, due to its status as Canada's leading grower of many types of fruit and vegetables. As a result, several chefs and restaurants in Norfolk County proudly use Norfolk County ingredients in their dishes, and promote these offerings to culinary tourists. Norfolk County is a member of the Ontario Culinary Tourism Alliance, and a supporter of the FeastON program, whereby local restaurants are accredited in a thorough process that vets their procurement process.

"The advice I would give entrepreneurs coming to Norfolk County would be to think outside the Norfolk box but don't forget what's in the Norfolk box, because we have a lot to offer, a lot of great people, and great opportunities."

– Ryan Rivard, The Combine

Above: Luke Orwinski, Winemaker , Burning Kiln Winery

Tourism and Hospitality

Outdoor adventure

From kayak fishing on Long Point Bay to camping at two Provincial Parks, there are many recreation opportunities in Norfolk County. Long Point Conservation Authority operates several day-use parks and campgrounds, with Deer Creek and Waterford Ponds among the most popular. With hundreds of kilometres of paved back roads, Norfolk County is a magnet for cyclists and hosts the annual Le Tour de Norfolk cycling event. Mountain biking is popular at the Long Point Eco-Adventures property, which also boasts zip lines, wilderness suites and astronomy observatory. Trails in Norfolk County span from community to community, and are connected to the Trans Canada Trail. In winter, ice fishing, snowmobiling and cross-country skiing are very popular. There are also two dog parks with leash-free zones, 19 outdoor parks – some with baseball diamonds, pavilions, and tennis courts.

Indoor amenities

Norfolk County operates several recreation facilities, including six ice arenas, 13 community centres and halls, and an indoor aquatic facility. The Community Services Department offers many recreational programs for families and individuals. Norfolk County is home to an arts centre, five museums and a heritage interpretive centre. The Norfolk County Public Library has five branches across the municipality with state-of-the-art technology.

Leaders in tourism development and promotion

Norfolk County's Tourism & Economic Development Division (norfolktourism.ca) is considered a thought leader in the Ontario tourism industry, having implemented many leading edge tourism product development initiatives and marketing campaigns that have won awards from the Economic Development Association of Canada and the Economic Developers' Council of Ontario. Recently, the experiences along the lakefront (wineries, beaches and farm markets) were connected as part of the new South Coast Shuttle bus service, which operates May through September on weekends and holidays. The service is popular among tourists and local residents. Norfolk County recently won the Ontario Culinary Tourism Leadership Award.

"I would describe the innovative people in Norfolk County like this: they're confident and they're committed and they're courageous about what they are doing. Being rural and being innovative is what we're about in Norfolk."

– Gregg McLachlan, Work Cabin

Entrepreneurs imagine here

Innovative Thinkers

Norfolk County's creative minds inhabit every corner of our great community. From millwrights to fabricators, engineers to artists, web developers to musicians, Norfolk County is blessed with many uniquely talented people.

Agri-Food Innovators

Norfolk County is home to many winners of the Ontario Premier's Awards and Minister's Awards for Agri-Food Innovation Excellence:

- Alternative Land Use Services (ALUS)
- Blue Elephant Craft Brew House
- Blueberry Hill Estates
- Bonnieheath Estate Lavender & Winery
- Burning Kiln Winery
- The Cider Keg
- Debco Ginseng Ltd.
- Diniz Farming Ltd.
- J&S Judge Farms
- Kernal Peanuts
- Nightingale Farms
- Pristine Gourmet
- Purple Daze Lavender
- Spring Arbour Farm
- VG Meats
- Wholesome Pickins
- YU Ranch

Norfolk County's Entrepreneurs of the Year

We are so proud of our entrepreneurs that every year we name an Entrepreneur of the Year:

- Roulston's Pharmacy
- Jeff Bouck, AtPlay Adventures
- Mike McArthur and Dave Pond, Burning Kiln Winery / Long Point Eco Adventures
- John Picard, Ramblin' Road Brewery Farm
- Mark Stortini, David's Restaurant – David's On Tour
- Mike and Sandy Kloepfer, Titan Trailers

Young Entrepreneurs

Sponsored by Venture Norfolk, young entrepreneurs are also celebrated here. Past winners include Garrett Reid of Long Point Tours, Cole Talbot of Iron Oak Designs and Jordan Stewart.

"The arts community here is so supportive and collaborative and that's something I've learned is rare in many other communities."

– Clair Senko, Waterford Old Town Hall

Above: Alec Godden, Artist Sculptor

Entrepreneurs imagine here

Innovative Thinkers

Creative Enterprise and Activity

Annex Business Media houses the most creative writers and publishers in Canada, printing dozens of unique specialty magazines for many economic sectors. Lighthouse Festival Theatre is a centre of excellence in theatrical production, offering professional shows and programming throughout the year. Community groups exhibit theatrical and musical talent at Simcoe Little Theatre, Waterford Old Town Hall, Backstage Capitol and La Salette Historic Church. Dance studios include Jo-Ann Adams School of Dance, Lisa Naves Dance Company and Port Dover Dance Academy. There are also many professionals, including communications and marketing consultants, management consulting firms, software developers, internet service providers and computer systems support consultants. There are many centres of creativity and heritage in Norfolk County: Delhi Tobacco Museum and Heritage Centre, Eva Brook Donly Museum, Norfolk Arts Centre, Norfolk Potters' Guild, Port Dover Harbor Museum, Teeterville Pioneer Museum, and the Waterford Heritage and Agricultural Museum.

Creative Enterprise and Activity

- Bookbinding: Michael Keller
- Ceramics: Joanne Munzar, Joseph Panacci, Melissa Schooley, Lesley Starnes.
- Fabric: Florence Watkinson
- Glass: Merianne Fess, Carolyn Muir, Miia Virtasalmi.
- Metal: Mike Haskett, Cole Talbot
- Music: Atkinson Brothers, Ian Bell, Dave Bowen, Terry Danko, Cindy Dell, The Dharlings, Diesel Dog, Cath and Rory Dodd, Fred Eaglesmith, the Goodlets, Rachel Heart, Roy Kenner, Tia McGraff and Tommy Parham, Felicia McMinn, House Milner, Joey Muha of Threat Signal, Terry North, Duane Rutter, the Schotts, Shoeshine Boys, the Smiths, Whiskey for Robots, Jenna White
- Photography: Dixie Greenwood, Earl Hartlen, Larry Monczka
- Sculpture: Kathryn Hogg, Robert Tannahill, Garry Walker
- Visual Artists: Michael Barber, Sierra Barber, Liz Barrett-Milner, Susan Bennett, Vera Cline-Hayes, Carol Gerrett, Kit Julian, Robert Judd, Jen Lados, Sherry Lloyd, Ellen McIntosh-Green, Michelle Snively-Jefferies
- Wood: Ron Bezzo, Trevor Darbishire, Bruce "House" Milner, Harley Snively

"I think Canada is a very, very nice country. We're very lucky we can be here. Everybody treats everybody the same. It's a good place to raise a family."

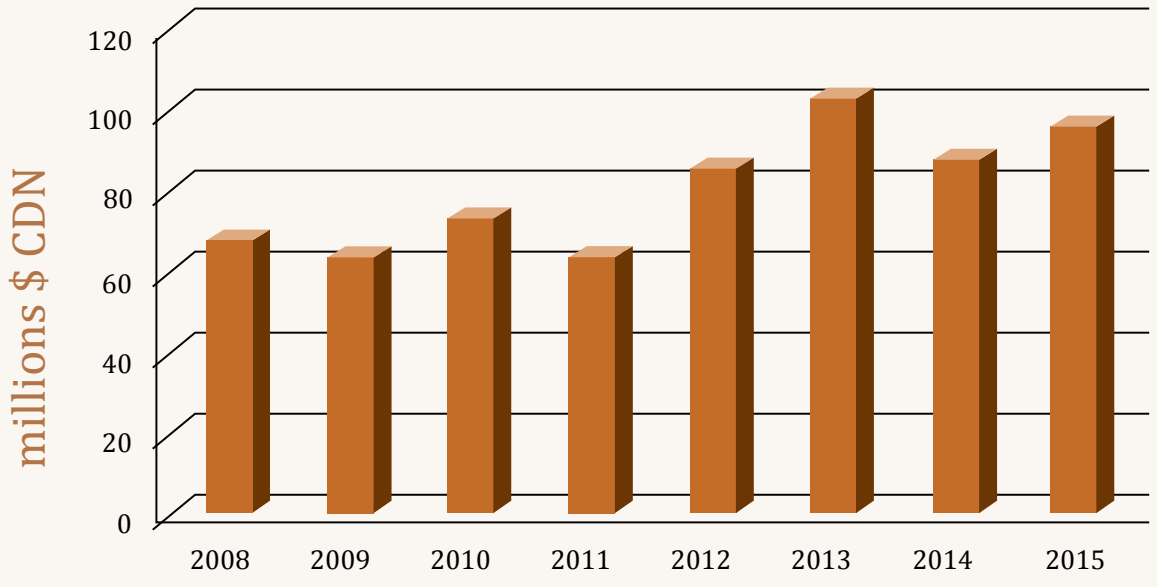
- Shirley Su, Su's Farming

Construction Activity

Entrepreneurs build here

Norfolk County's Building Division recorded $94.2 million worth of construction activity in 2015, up 7 percent compared to the year previous. The highest volume sector was single family dwelling construction at $61.9 million, up 35%. Total number of building permits for sing-family dwellings was 233, up from 188. Multi-residential was the second highest sector, with construction valued at $17.4 million, more than double the amount recorded last year. Total number of multi-residential units was 166, up from 64. Agricultural construction was the third busiest sector, at $6.9 million, followed by commercial ($4 million), industrial ($1.6 million) and institutional ($1.5 million).

Construction Value - Norfolk County



Streamlined policies

Norfolk County has an Official Plan and a consolidated Zoning By-Law that simplify the land-use planning process across the entire municipality. The Development & Cultural Service Department has also implemented the successful Development Action Team (a one-window approach to applications), a pre-consultation process (to identify challenges and opportunities as quickly as possible), Developer Information Sessions (to inform and gather feedback from the development community) and Team Norfolk (a group of community influencers who act as a barometer to initiatives in our community and spread the word about developing in Norfolk County).

One-stop customer service for developers

Planners, Economic Development and Building staff are now co-located on the second floor of the Robinson Administration Building at 185 Robinson Street in downtown Simcoe, providing an excellent one-stop customer service area for developers, builders and investors.

"The best thing about being a business owner in Norfolk County: everybody helps you … it's really a whole village that helps you."

– Teresa Wybo, The Second Mouse Cheesetique

Above: Steve Martin (left) of Long Point Eco-Adventures of Norfolk County serves on the board of directors of the Southwest Ontario Tourism Corporation, of which Jim Hudson is Executive Director.

Collaboration

Regional Collaboration

Norfolk County is an active participant with Ontario's Southwest, the **Southwest Ontario Tourism** Corporation (swotc.ca). Representatives from Norfolk County, Chatham-Kent, Elgin County, Haldimand County, London, Middlesex County, Oxford County, Sarnia-Lambton and Windsor-Essex-Pelee work together to build and support competitive and sustainable tourism in their region.

Norfolk County is involved with the **South Central Ontario Region** Economic Development Corporation (scorregion.com), a partnership of counties working together to support business development and economic growth to all in the region.

Norfolk County works closely with the **Workforce Planning Board of Grand Erie** (workforceplanningboard.org), encompassing Norfolk County, Haldimand County, Brant County, Brantford, Six Nations and New Credit. The board provides a leadership role in labour force development. Comprised of volunteer representatives from labour, business, education and equity Groups, the board works collaboratively with community partners to identify key labour force issues and challenges, and to develop effective workforce development strategies.

Local Advisory Boards

Norfolk County advisory boards help to develop alliances and partnerships within sectors to advance the County's strategic plan and provide a forum for discussion and coordination of County-wide initiatives. The Norfolk County **Agricultural Advisory Board** advises Norfolk County Council on matters pertaining to agricultural issues in Norfolk County. The **Tourism and Economic Development Advisory Board** advises on tourism and economic development matters and issues.

Local Associations

We work closely with many local business associations: Delhi BIA, Delhi District Chamber of Commerce, Downtown Simcoe BIA, Haldimand Norfolk Homebuilders Association, Long Point Country Chamber of Commerce, Long Point World Biosphere Foundation, Port Dover Board of Trade, Simcoe & District Chamber of Commerce, Simcoe & District Real Estate Board, South Coast Business Coalition, Ontario South Coast Wineries & Growers Association, and Waterford Chamber of Commerce.

"I find the people are very genuine, honest, approachable. It's easy to fall in love with Norfolk County. Everyone is very welcoming."

– Jason Barnucz, biologist and resident

Education

Labour Force Education Levels

More than 55% of the labour force of Norfolk County has post-secondary education.

Total Labour Force (25-64):	33,004
College certificate of diploma:	10,826
University certificate, degree or diploma:	3,856
Apprenticeship or trade certificate:	3,796
High school certificate:	9,747

Education & Training Institutions

The Fanshawe College Simcoe Campus in Norfolk County (fanshawec.ca/simcoe) is a full-service Government of Ontario community college. The campus has served the training and educational needs of the community since 1967. They are committed to personal, social and economic success through quality education and learning for employment. The Simcoe campus is noted for its hospitality and client service. The campus offers a range of college services and programs including certificate and diploma programs, pre-apprenticeships, continuing education, customized corporate training for business and industry, and career and employment preparation and counselling services. Full-time programs include:

- Adventure Expeditions & Interpretive Leadership Diploma Program
- Bookkeeping Certificate Program (Fast Track)
- Developmental Services Worker Diploma Program(Accelerated and Continuous Intake)
- Early Childhood Education Diploma Program (Accelerated and Continuous Intake)
- Food Service Worker Certificate Program (Fast Track)
- Health Care Office Assistant Certificate Program (Fast Track)
- Personal Support Worker One-Year Certificate Program
- Social Service Worker Two-Year Diploma Program
- Welding Techniques One-Year Certificate Program

The University of Guelph

Simcoe Research Station (uoguelph.ca/plant/stations/simcoe) houses the Department of Plant Agriculture on 86 hectares (212 acres) of land in Norfolk County, just east of Simcoe. Its mission is to help strengthen the fruit and vegetable industries in the potentially highly productive zone along the north shore of Lake Erie. Simcoe operates research programs covering vegetables, fruits, hazelnuts and various alternative crops for the sandy tobacco soils of the area. The ratio of research input is about 70% vegetables and 30% fruit, which reflects the approximate distribution of horticultural production in the Lake Erie counties.

Other Post-Secondary Institutions

Other colleges and universities within a one-hour drive include Laurier Brantford, Mohawk College, Hamilton; Niagara College of Applied Arts and Technology, Welland; Conestoga College Institute of Technology and Advanced Learning, Kitchener; Brock University – St. Catharines; McMaster University – Hamilton; University of Waterloo – Waterloo; and University of Western Ontario – London.

Elementary & Secondary Schools

The **Grand Erie District School Board** (granderie.ca) and the **Brant Haldimand Norfolk Catholic District School Board** (bhncdsb.ca) provide public education through 22 elementary schools and 5 secondary schools in Norfolk County.

"One of the things I love about this area is that I feel very safe here and it immediately feels like home. People come to this area and comment about how it feels genuine and natural and comfortable."

- Lisa Engelhardt Robinson, Dolmor Salon

Above (left to right): Gerry Hamill, Communication Specialist; Linda Heffernan, Registered Nurse; Michelle Mason, Ward Clerk, Norfolk General Hospital

Entrepreneurs heal here

Norfolk County has an excellent health care system and support systems in place for its residents. Norfolk County is part of the Hamilton Niagara Haldimand Brant Local Health Integration Network. Norfolk County Council acts as the Board of Health.

Health Care

Norfolk General Hospital (ngh.on.ca) is a full service hospital rich in community spirit, passionate about patient care and committed to growth and development. NGH is home to health care professionals dedicated to excelling in their sphere and focused on the well-being of their patients and community. Norfolk General Hospital is one of the largest employers in the area, and is also recognized as having one of the highest rates of volunteerism in the Province, providing our Hospital and Nursing Home with over 40,000 hours annually.

Staff provide patients with a diverse range of clinical services. The Laboratory has been recognized as a leader in quality, performing some 200,000 tests annually. NGH also has a highly recognized Diabetes Educational Program and an aggressive Infection Control Program. Information Technology at NGH is leading the way in electronic medical record keeping. The Operating Room is equipped with Minimally Invasive Surgical equipment. Some 5,500 procedures are performed annually in four theatres and an endoscopy suite. Local residents have the benefit of reduced travel, faster diagnoses, earlier treatments and discharges with modernized equipment such as the 64-slice Computed Tomography (CT) Scanner and Digital Mammography unit.

With its beautiful design and architectural structure, Norfolk General Hospital reaches beyond a typical small-scale health care facility. In 2008, the Emergency Department Redevelopment Project was presented with the Canadian Healthcare Engineering Society's Award of Excellence. Approximately 4,000 patients are admitted annually and some 30,000 attend the Emergency Department. The hospital can also be proud of its state of the art, six-bed Intensive Care Unit, fully equipped with the latest in cardiac equipment. The surrounding community continues to generously support new initiatives and endeavors, allowing NGH to move forward providing the best possible care for patients.

Norfolk General Hospital is large enough to have advanced technology, but small enough so most staff know each other by name. The NGH team pride themselves on patient and e mployee safety, support lifelong learning for professional and support staff, and continue to explore innovative ways to deliver compassionate and prompt care, to those they serve.

The Delhi Community Health Centre (dchc.ca) is a community-owned, non-profit charitable organization dedicated to providing quality health care to Delhi and Norfolk County. The Delhi Family Health Team includes a team of family physicians, nurse practitioners, registered nurses, social workers, a mental health worker, pharmacist, and other professionals who work together to provide health care for their community. Independent physicians associated with other medical models also provide comprehensive primary health care services to their enrolled patients both during regular office hours and through an after-hours service. DCHC also operates a public walk-in medical clinic.

The **Health Unit of Haldimand & Norfolk** (hnhu.org) provides health promotion in schools, infection control in institutions, substance misuse prevention, workplace health promotion, control of infectious diseases, safe food handling education, inspection and enforcement, health hazard investigations, drinking water testing, and other programs and services.

Haldimand-Norfolk REACH (hnreach.on.ca) is a multi-service agency, providing children's mental health services, developmental services, Autism services, youth justice services, family services, a residential program for transitional-aged youth and several early learning and care services including licensed childcare, Ontario Early Years Centres and Community Action Program for Children. REACH serves as the Lead Agency for the Student Nutrition Program in the region.

Above (clockwise from top left): Constable Ed Sanchuk of Norfolk County OPP, Fire Prevention Officer Scott Pipe of Norfolk County Fire, and Norfolk County EMS Paramedics Jenny Botzang and Samantha Pacheco.

Entrepreneurs feel safe and secure here

Safety & Security

Norfolk County has one of the lowest crime rates in Canada. The Canadian Centre for Justice Statistics reports that Norfolk County is among the Top 30 safest communities, in a comparison of 201 municipalities' violent crime severity indices.

Norfolk County Fire and Rescue (norfolkcountyfire.ca) services all 1,600 square kilometres of our community, 24 hours a day, 7 days a week. Response goes beyond civic boundaries and is covered by mutual aid agreements with our neighbouring municipalities. Norfolk County is divided into 11 fire districts, based on the principle of the best possible response time. A common dispatch centre works with 242 volunteer firefighters.

Norfolk County Emergency Medical Services dedicates their services to our community on a 24-hour basis, and are committed to responding with optimum speed and efficiency to all medical emergencies. Emergency patient care includes the stabilization and transportation of the acute and critically injured utilizing eleven Basic Life Support ambulances, two Emergency Response Vehicles, one Rapid Access Vehicle and one Emergency Support Unit. Currently EMS responds from bases in Simcoe, Port Dover, Waterford, Delhi, Port Rowan and Langton.

The Norfolk County Detachment of the **Ontario Provincial Police (OPP)** employs 116 staff, including 95 constables, nine sergeants and two staff sergeants. The detachment is headquartered in Simcoe, and has eight sub-office across Norfolk County. "True measures of our success are reflected within our County through the absence of crime and people feeling safer," said OPP Inspector / Detachment Commander Zvonko Horvat. "During the most recent survey, 99% of respondents felt safe in our community."

Our first responders are considered experts in large-event management, given that our small community hosts such phenomena as the Friday the 13th motorcycle gatherings in Port Dover, and the Pottahawk boating event in Long Point Bay. Local officials also came together cooperatively to ensure that the Mumford & Sons Gentlemen of the Road Simcoe Stopover was a safe and fun event.

"Part of the joy of being in a small community is that everyone has your back. Kids have one-on-one time with coaches, they have a chance to be in the newspaper – all of those things help build character"

– Karen Matthews, Burning Kiln Winery

"I just love the people here. They treat me like family. People here support my business and they really want to see me succeed"

– Jenny Ball, Dover Cheese Shop

Communities & Consumers

Simcoe is Norfolk County 's largest urban area and home to many important industries, including Canada's largest ice cream plant and the new Toyotetsu auto parts plant. Simcoe is home to a lush park system, many heritage sites, restaurants, shoppes, businesses and professional services, several hotels and motels, a full-service hospital, Simcoe Little Theatre , MyFM 98.9 radio and the daily Simcoe Reformer newspaper. The Lynn Valley Trail connects the town to Port Dover.

Simcoe / Norfolk County

Population Estimate (2015)	13,795
Projected Population Increase by 2018	2.5%
Total Private Dwellings	6,634
Owner Occupied	67%
Renter Occupied	33%
Population Density per sq. km.	565.2
Land area (sq. km.)	26.14
Average persons per household	2.2
Average household income	$69,772
Median Estimated Household Income	$50,641
Median Age	50

Population by Age

0 to 4 years	600	4%
5 to 19 years	1,906	14%
20 to 24 years	829	6%
25 to 34 years	1,508	11%
35 to 44 years	1,307	9%
45 to 54 years	1,848	13%
55 to 64 years	2,274	16%
65 to 74 years	1,829	13%
75 to 84 years	1,150	8%
85 years and over	544	4%

Educational Attainment

No certificate, diploma or degree	1,046	15%
High school diploma or equivalent	2,031	29%
Apprenticeship or trades certificate or diploma	735	11%
College, CEGEP or other non-university certificate or diploma	2,058	30%

University certificate or diploma below bachelor level	119	2%
Bachelor's degree	765	11%
University certificate, diploma or degree above bachelor level	184	3%

Marital Status

Single	2,781	23%
Common-Law	1,066	9%
Married	5,551	46%
Divorced or Separated	1,449	12%
Widowed	1,196	10%

Dominant Languages: English (96%), Portuguese (1%), Spanish (<1%)

Labour Force by Occupation

	6,507	
Management	461	7%
Business, finance & administrative	785	12%
Natural & applied sciences	97	1%
Health	541	8%
Social science, education, govt and religion	554	9%
Art, culture, recreation and sport	3	0%
Sales and service	2,283	35%
Trades, transport and equipment operators	1,251	19%
Primary industry-specific	69	1%
Processing, manufacturing and utilities	399	6%
Occupation - Not applicable	63	1%

Occupied Dwellings by Structure Type

Single-detached house	3,763	62%
Semi-detached house	288	5%
Row house	301	5%
Apartment; building fewer than five storeys	881	14%
Apartment; building five or more storeys	413	7%
Apartment; duplex	340	6%
Other single-attached house	72	1%
Movable dwelling	21	0

Simcoe

Simcoe Expenditures Summary	Total Expenditure	Expenditure/ Household	%	Index to Ontario
Total expenditure	$409,844,984	$67,418		
Total current consumption	$298,891,806	$49,166	73%	104
Food	$42,968,689	$7,068	10%	107
Shelter	$81,349,805	$13,382	20%	99
Household operation	$20,411,255	$3,358	5%	108
Household furnishings and equipment	$11,595,967	$1,907	3%	99
Clothing	$16,320,185	$2,685	4%	93
Transportation	$57,657,920	$9,484	14%	106
Health care	$12,133,543	$1,996	3%	120
Personal care	$6,899,956	$1,135	2%	104
Recreation	$24,412,272	$4,016	6%	105
Reading materials and other printed matter	$1,580,165	$260	0%	108
Education	$4,693,350	$772	1%	76
Tobacco products and alcoholic beverages	$10,326,595	$1,699	3%	127
Games of chance	$1,991,728	$328	0%	147
Miscellaneous expenditures	$6,550,244	$1,077	2%	105
Personal taxes	$75,300,504	$12,387	18%	85
Personal insurance payments and pension contributions	$22,789,869	$3,749	6%	103
Gifts of money and contributions	$12,862,736	$2,116	3%	116

Port Dover

Communities & Consumers

Port Dover is best known for its fishing industry. Tourism has always been strong industry here, thanks in part to motorcycles that visit every Friday the 13th. The beach and pier are very popular. All ages enjoy watching the fishing tugs return with their catch. Lighthouse Festival Theatre boasts record crowds each season. Restaurants are filled with people enjoying Lake Erie perch and pickerel. Boaters love the Port Dover Harbour Marina. Unique to the town is the vibrant Port Dover Harbour Museum. There are many shoppes and places to stay.

Port Dover / Norfolk County

Population Estimate (2015)	6,782
Projected Population Increase by 2018	2.6%
Total Private Dwellings	3,106
Owner Occupied	81%
Renter Occupied	19%
Population Density per sq. km.	622.1
Land area (sq. km.)	10.5
Average persons per household	2.3
Average household income	$84,149
Median Estimated Household Income	$64,190
Median Age	54.2

Population by Age

00 to 4 years	213	3%
5 to 19 years	799	12%
20 to 24 years	381	6%
25 to 34 years	596	9%
35 to 44 years	529	8%
45 to 54 years	968	14%
55 to 64 years	1,436	21%
65 to 74 years	1,166	17%
75 to 84 years	513	8%
85 years and over	180	3%

Educational Attainment

No certificate, diploma or degree	310	9%
High school diploma or equivalent	964	27%

Apprenticeship or trades certificate or diploma	437	12%
College, CEGEP or other non university certificate or diploma	1,370	39%
University certificate or diploma below bachelor level	30	1%
Bachelor's degree	212	6%
University certificate, diploma or degree above bachelor level	207	6%

Marital Status

Single	1,160	19%
Common-Law	600	10%
Married	3,255	53%
Divorced or Separated	617	10%
Widowed	473	8%

Dominant Languages: English (96%), Portuguese (1%), Spanish (<1%)

Labour Force by Occupation	3,289	
Management	186	6%
Business, finance & administrative	439	13%
Natural & applied sciences	96	3%
Health	219	7%
Social science, education, government and religion	301	9%
Art, culture, recreation and sport	2	0%
Sales and service	1,079	33%
Trades, transport and equipment operators and related	763	23%
Primary industry-specific	8	0%
Processing, manufacturing and utilities	194	6%
Occupation - Not applicable	3	0%

Occupied Dwellings by Structure Type

Single-detached house	2,443	83%
Semi-detached house	90	3%
Row house	181	6%
Apartment less than 5 storeys	190	6%
Apartment 5 or more storeys	0	0%
Apartment, detached duplex	43	1%
Other single-attached house	25	1%
Movable dwelling	0	0%

Port Dover

Port Dover Expenditures Summary	Total Expenditure	Expenditure/ Household	%	Index to Ontario
Total expenditure	$241,432,337	$77,720		
Total current consumption	$178,095,285	$57,331	74%	105
Food	$23,469,731	$7,555	10%	99
Shelter	$43,767,613	$14,089	18%	90
Household operation	$13,040,552	$4,198	5%	117
Household furnishings and equipment	$7,653,935	$2,464	3%	111
Clothing	$8,933,519	$2,876	4%	86
Transportation	$37,729,932	$12,146	16%	118
Health care	$7,535,816	$2,426	3%	126
Personal care	$3,792,355	$1,221	2%	97
Recreation	$17,812,362	$5,734	7%	130
Reading materials and other printed matter	$937,100	$302	0%	108
Education	$2,441,524	$786	1%	67
Tobacco products and alcoholic beverages	$5,700,985	$1,835	2%	119
Games of chance	$1,103,021	$355	0%	138
Miscellaneous expenditures	$4,176,779	$1,345	2%	114
Personal taxes	$44,199,250	$14,228	18%	85
Personal insurance payments and pension contributions	$12,684,285	$4,083	5%	97
Gifts of money and contributions	$6,453,479	$2,077	3%	99

Delhi

Entrepreneurs feel at home here

Communities & Consumers

Delhi boasts a diverse ethnic makeup, bringing many cultures and heritages together to strengthen the community. German, Belgian, Hungarian and Polish halls reflect Delhi's European heritage and often feature special events throughout the year. Many stores and businesses are locally owned and operated and offer exceptional customer service and locally grown fruits and vegetables. Le Tour de Norfolk, headquartered in Delhi, hosts over 1,000 cyclists every year. Unique to the town is the Delhi Tobacco Museum & Heritage Centre and the Delhi Community Health Centre.

Delhi / Norfolk County

Population Estimate (2015)	4,615
Projected Population Increase by 2018	2.7%
Total Private Dwellings	2,019
Owner Occupied	77%
Renter Occupied	23%
Population Density per sq. km.	960.29
Land area (sq. km.)	4.62
Average persons per household	2.3
Average household income	$68,487
Median Estimated Household Income	$46,613
Median Age	44.7

Population by Age

0 to 4 years	254	5%
5 to 19 years	683	15%
20 to 24 years	287	6%
25 to 34 years	623	13%
35 to 44 years	479	10%
45 to 54 years	629	14%
55 to 64 years	639	14%
65 to 74 years	482	10%
75 to 84 years	370	8%
85 years and over	169	4%

Educational Attainment

No certificate, diploma or degree	472	20%
High school diploma or equivalent	759	32%
Apprenticeship or trades certificate or diploma	291	12%

College, CEGEP or other non university certificate or diploma	589	25%
University certificate or diploma below bachelor level	0	0%
Bachelor's degree	167	7%
University certificate, diploma or degree above bachelor level	91	4%

Marital Status

Single	805	21%
Married	1,936	50%
Common-law	358	9%
Divorced or Separated	402	10%
Widowed	404	10%

Dominant Languages: English (98%), German (1%), Portuguese (1%)

Labour Force by Occupation

	2,228	
Management	182	8%
Business, finance & administrative	287	13%
Natural & applied sciences	0	0%
Health	26	1%
Social science, education, government and religion	178	8%
Art, culture, recreation and sport	0	0%
Sales and service	577	26%
Trades, transport and equipment operators and related	555	25%
Primary industry-specific	124	6%
Processing, manufacturing and utilities	300	13%
Occupation - Not applicable	0	0%

Occupied Dwellings by Structure Type

Single-detached house	1,552	77%
Semi-detached house	95	5%
Row house	36	2%
Apartment; building that has fewer than five storeys	256	13%
Apartment; building that has five or more storeys	0	0%
Apartment; duplex	57	3%
Other single-attached house	22	1%
Movable dwelling	0	0%

Entrepreneurs feel at home here

Delhi

Delhi Expenditures Summary	Total Expenditure	Expenditure/ Household	%	Index to Ontario
Total expenditure	$134,090,228	$66,429		
Total current consumption	$96,521,521	$47,817	72%	102
Food	$13,568,656	$6,722	10%	103
Shelter	$26,541,978	$13,149	20%	98
Household operation	$6,821,694	$3,380	5%	110
Household furnishings and equipment	$3,900,289	$1,932	3%	102
Clothing	$5,168,476	$2,560	4%	90
Transportation	$19,071,443	$9,448	14%	108
Health care	$3,654,509	$1,810	3%	110
Personal care	$2,179,586	$1,080	2%	100
Recreation	$7,685,513	$3,807	6%	101
Reading materials and other printed matter	$514,269	$255	0%	107
Education	$1,697,044	$841	1%	84
Tobacco products and alcoholic beverages	$3,158,747	$1,565	2%	119
Games of chance	$745,552	$369	1%	168
Miscellaneous expenditures	$1,813,746	$899	1%	89
Personal taxes	$26,007,944	$12,884	19%	90
Personal insurance payments and pension contributions	$7,506,081	$3,719	6%	103
Gifts of money and contributions	$4,054,681	$2,009	3%	112

Waterford

Communities & Consumers

Waterford is home to tree-lined streets, stately heritage homes, friendly shops, restaurants, business and industry, including DEB Canada and Norfolk Disposal. Ginseng, cabbage and other horticultural crops grow around the town. Waterford Heritage & Agricultural Museum provides many exhibits highlighting the social and agricultural heritage of the area. The Waterford Town Hall provides a summer concert series. Waterford Ponds are popular for swimming, fishing and kayaking.

Waterford/ Norfolk County

Population Estimate (2015)	3,139
Projected Population Increase by 2018	2.8%
Total Private Dwellings	1,337
Owner Occupied	76%
Renter Occupied	24%
Population Density per sq. km.	1,145.38
Land area (sq. km.)	2.64
Average persons per household	2.3
Average household income	$72,696
Median Estimated Household Income	$51,555
Median Age	45.5

Population by Age

0 to 4 years	138	4%
5 to 19 years	513	16%
20 to 24 years	186	6%
25 to 34 years	383	12%
35 to 44 years	333	11%
45 to 54 years	478	15%
55 to 64 years	511	16%
65 to 74 years	346	11%
75 to 84 years	179	6%
85 years and over	74	2%

Educational Attainment

No certificate, diploma or degree	193	11%
High school diploma or equivalent	521	31%
Apprenticeship or trades certificate or diploma	271	16%

College, CEGEP or other non university certificate or diploma	456	27%
University certificate or diploma below bachelor level	10	1%
Bachelor's degree	176	10%
University certificate, diploma or degree above bachelor level	77	5%

Marital Status

Single	644	24%
Common-Law	236	9%
Married	1,382	51%
Divorced or Separated	261	10%
Widowed	177	7%

Dominant Languages: English (98%), German (1%), Portuguese (1%)

Labour Force by Occupation

	1,727	
Management	56	3%
Business, finance & administrative	141	8%
Natural & applied sciences	0	0%
Health	142	8%
Social science, education, government and religion	207	12%
Art, culture, recreation and sport	0	0%
Sales and service	511	30%
Trades, transport and equipment operators and related	592	34%
Primary industry-specific	47	3%
Processing, manufacturing and utilities	31	2%
Occupation - Not applicable	0	0%

Occupied Dwellings by Structure Type

Single-detached house	1,057	79%
Semi-detached house	52	4%
Row house	20	2%
Apartment; building that has fewer than five storeys	164	12%
Apartment; building that has five or more storeys	0	0%
Apartment; duplex	45	3%
Other single-attached house	0	0%
Movable dwelling	0	0%

Waterford

Waterford Expenditures Summary	Total Expenditure	Expenditure/ Household	%	Index to Ontario
Total expenditure	$92,893,998	$69,466		
Total current consumption	$67,029,391	$50,124	72%	103
Food	$9,202,655	$6,882	10%	101
Shelter	$17,652,807	$13,201	19%	95
Household operation	$4,771,764	$3,568	5%	111
Household furnishings and equipment	$2,874,678	$2,150	3%	109
Clothing	$3,661,365	$2,738	4%	92
Transportation	$13,657,905	$10,213	15%	111
Health care	$2,597,210	$1,942	3%	113
Personal care	$1,550,304	$1,159	2%	103
Recreation	$5,651,823	$4,226	6%	108
Reading materials and other printed matter	$371,050	$277	0%	111
Education	$1,327,774	$993	1%	95
Tobacco products and alcoholic beverages	$2,095,144	$1,567	2%	114
Games of chance	$328,765	$246	0%	107
Miscellaneous expenditures	$1,286,148	$962	1%	91
Personal taxes	$18,227,405	$13,630	20%	91
Personal insurance payments and pension contributions	$5,250,195	$3,926	6%	104
Gifts of money and contributions	$2,386,993	$1,785	3%	95

Courtland

Communities & Consumers

Courtland is famous for its bakery and nearby manufacturers, such as Trackless Vehicles, Titan Trailers, Cadman Manufacturing, and Breeze Wood Products. It is home to the youngest population in Norfolk County, with a median age of 39 years.

Courtland / Norfolk County

Population Estimate (2015)	696
Projected Population Increase by 2018	3.4%
Total Private Dwellings	264
Owner Occupied	93%
Renter Occupied	7%
Population Density per sq. km.	509.3
Land area (sq. km.)	1.31
Average persons per household	2.6
Average household income	$70,126
Median Estimated Household Income	$43,036
Median Age	38.9

Population by Age

0 to 4 years	67	10%
5 to 19 years	103	15%
20 to 24 years	44	6%
25 to 34 years	105	15%
35 to 44 years	64	9%
45 to 54 years	83	12%
55 to 64 years	106	15%
65 to 74 years	66	10%
75 to 84 years	34	5%
85 years and over	22	3%

Educational Attainment

No certificate, diploma or degree	77	21%
High school diploma or equivalent	117	33%
Apprenticeship or trades certificate or diploma	43	12%

College, CEGEP or other non university certificate or diploma	122	34%
University certificate or diploma below bachelor level	0	0%
Bachelor's degree	0	0%
University certificate, diploma or degree above bachelor level	0	0%

Marital Status

Single	93	17%
Common-Law	46	8%
Married	332	60%
Divorced or Separated	41	7%
Widowed	44	8%

Dominant Languages: English (94%), German (2%), Finno-Ugric (1%)

Labour Force by Occupation	331	
Management	15	4%
Business, finance & administrative	14	4%
Natural & applied sciences	0	0%
Health	0	0%
Social science, education, government and religion	26	8%
Art, culture, recreation and sport	0	0%
Sales and service	93	28%
Trades, transport and equipment operators and related	128	39%
Primary industry-specific	0	0%
Processing, manufacturing and utilities	55	17%
Occupation - Not applicable	0	0%

Occupied Dwellings by Structure Type

Single-detached house	234	89%
Semi-detached house	0	0%
Row house	0	0%
Apartment; building that has fewer than five storeys	20	8%
Apartment; building that has five or more storeys	0	0%
Apartment; duplex	9	4%
Other single-attached house	0	0%
Movable dwelling	0	0%

Courtland

Courtland Expenditures Summary	Total Expenditure	Expenditure/ Household	%	Index to Ontario
Total expenditure	$17,820,734	$67,522		
Total current consumption	$13,264,173	$50,257	74%	106
Food	$1,814,307	$6,874	10%	104
Shelter	$3,280,493	$12,430	18%	92
Household operation	$1,008,873	$3,823	6%	122
Household furnishings and equipment	$619,791	$2,348	3%	122
Clothing	$690,126	$2,615	4%	90
Transportation	$2,867,735	$10,866	16%	122
Health care	$564,054	$2,137	3%	128
Personal care	$305,030	$1,156	2%	106
Recreation	$1,051,598	$3,984	6%	104
Reading materials and other printed matter	$71,671	$272	0%	112
Education	$290,172	$1,099	2%	108
Tobacco products and alcoholic beverages	$435,438	$1,650	2%	123
Games of chance	$45,542	$173	0%	77
Miscellaneous expenditures	$219,342	$831	1%	81
Personal taxes	$3,116,348	$11,808	17%	81
Personal insurance payments and pension contributions	$984,643	$3,731	6%	102
Gifts of money and contributions	$455,570	$1,726	3%	95

Port Rowan

NORFOLK COUNTY
LONG POINT
LAST PORT OF CALL
During the 19th century, literally thousands of wooden schooners and steam-powered vessels plied the waters of Lake Erie. Dozens of these vessels were built within Long Point Bay and many were sailed by crews drawn from local ports. In the days of sail, Lake Erie could claim ledge even the most seasoned skipper. The shallow waters were quick to anger in stormy weather, and the ever-present lee shore was a constant threat to vessels driven by the winds. The waters around Long Point became a graveyard, claiming over 300 vessels in gruesome and other mishaps... Most were wooden schooners, but the toll also includes freighters like the James B. Colgate (1916), the palatial side-wheeler Atlantic (1852), and local fishing tugs like the Wilma (1936). Even today, storms sometimes raise the ghostly ribs and planks of these wrecks to the surface – only to take them back during the next blow.
Shipwrecks – marine archaeological resources – are protected from human disturbance under the Ontario Heritage Act.
Norfolk Heritage Committee 2013

Entrepreneurs welcome here

Port Rowan has long served the needs of the surrounding areas with numerous stores and businesses. Marinas and trailer parks in the Port Rowan area offer everything from birding, boating, fishing, sailing, and camping to winter ice fishing. Canada's first Forestry Station Interpretive Centre is located nearby, as well as the national headquarters of Bird Studies Canada, and the village and mill at Backus Heritage Conservation Education Centre. For sun worshippers, the sandy beaches of Long Point Provincial Park are located a short drive to the south.

Port Rowan / Norfolk County

Population Estimate (2015)	531
Projected Population Increase by 2018	2.0%
Total Private Dwellings	222
Owner Occupied	80%
Renter Occupied	20%
Population Density per sq. km.	1,827.54
Land area (sq. km.)	0.28
Average persons per household	2.4
Average household income	$60,239
Median Estimated Household Income	$41,127
Median Age	60.8

Population by Age

0 to 4 years	15	3%
5 to 19 years	52	10%
20 to 24 years	20	4%
25 to 34 years	37	7%
35 to 44 years	31	6%
45 to 54 years	53	10%
55 to 64 years	110	21%
65 to 74 years	138	26%
75 to 84 years	60	11%
85 years and over	14	3%

Educational Attainment

No certificate, diploma or degree	22	10%
High school diploma or equivalent	86	37%
Apprenticeship or trades certificate or diploma	7	3%

College, CEGEP or other non university certificate or diploma	76	33%
University certificate or diploma below bachelor level	5	2%
Bachelor's degree	21	9%
University certificate, diploma or degree above bachelor level	14	6%

Marital Status

Single	60	13%
Common-Law	33	7%
Married	311	65%
Divorced or Separated	38	8%
Widowed	38	8%

Dominant Languages: English (98%), French (1%), German (1%)

Labour Force by Occupation

	199	
Management	24	12%
Business, finance & administrative	27	14%
Natural & applied sciences	0	0%
Health	7	3%
Social science, education, government and religion	10	5%
Art, culture, recreation and sport	0	0%
Sales and service	58	29%
Trades, transport and equipment operators and related	62	31%
Primary industry-specific	0	0%
Processing, manufacturing and utilities	12	6%
Occupation - Not applicable	0	0%

Occupied Dwellings by Structure Type

Single-detached house	207	93%
Semi-detached house	4	2%
Row house	0	0%
Apartment; building that has fewer than five storeys	9	4%
Apartment; building that has five or more storeys	0	0%
Apartment; duplex	1	0%
Other single-attached house	0	0%
Movable dwelling	0	0%

Port Rowan

Port Rowan Expenditures Summary	Total Expenditure	Expenditure/ Household	%	Index to Ontario
Total expenditure	$13,414,784	$60,440		
Total current consumption	$9,988,809	$45,004	74%	106
Food	$1,349,550	$6,080	10%	103
Shelter	$2,497,476	$11,252	19%	93
Household operation	$694,326	$3,128	5%	112
Household furnishings and equipment	$466,377	$2,101	3%	122
Clothing	$536,337	$2,416	4%	93
Transportation	$2,112,859	$9,519	16%	119
Health care	$486,554	$2,192	4%	147
Personal care	$220,145	$992	2%	101
Recreation	$812,246	$3,660	6%	107
Reading materials and other printed matter	$48,874	$220	0%	102
Education	$132,034	$595	1%	65
Tobacco products and alcoholic beverages	$344,980	$1,554	3%	130
Games of chance	$48,560	$219	0%	109
Miscellaneous expenditures	$238,494	$1,075	2%	117
Personal taxes	$2,357,534	$10,622	18%	82
Personal insurance payments and pension contributions	$701,509	$3,161	5%	96
Gifts of money and contributions	$366,931	$1,653	3%	101

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