



Economic Development Opportunity Analysis:

Loyalist Township



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October 2020



INSPIRING BUSINESS
POSSIBILITIES




Township of
Addington Highlands

2 hours
from Ottawa

3 hours
from Montreal

*Southeastern
Ontario*


Township of
Stone Mills

40 minutes
from Belleville

20 minutes
from Kingston

2.5 hours
from Toronto


Greater
Napanee


Loyalist
Township

40 minutes
from U.S. border

Lake Ontario





Loyalist Township

The beauty will draw you in, the potential for success will seal the deal.

In L&A you get small town charm and rural beauty without going too far off the beaten path. That's because we are ideally situated between Toronto, Ottawa, Montreal within driving range of nearly 1/3 of North America's population and easy access to the USA border. L&A is bursting with opportunity and is the perfect location to live or run a business.

Loyalist Township - It's not business as usual... it's better!

Loyalist Township is one of four municipalities in Lennox and Addington County. Located adjacent to Lake Ontario, this growing area also includes Amherst Island which is accessible via a short ferry ride.

The case for attracting new residents is strong as **Loyalist Township is one of the faster growing municipalities in Eastern Ontario, with an increase of nearly 10 percent over the past decade**, above average for all municipalities across the province. Plus, you'll have a full-service economic development team focused on helping you get what you need to be successful like funding, networking, and finding your ideal location.

ALLOW US TO SHOW YOU AROUND.

NaturallyLA.ca

ecdev@lennox-addington.on.ca

Loyalist Township

Population

18,000

Township of
Addington Highlands

Population

2,400

naturally
LEA

Population

45,000

Township of
Stone Mills

Population

8,000

Greater Napanee

Population

16,600

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4

41

Loyalist Township



Wilton

Switzerville

Odessa

401

2

Morven/Violet

Amherstview

Millhaven

Bath

33

Amherst Island



Amherst Island in Lake Ontario is just a short ferry ride away



Home to some of the best fresh-water sailing in the world

Lake Ontario



There are two business parks here: Loyalist East Park & Taylor Kidd Industrial Park



Highway 33 marks the route of the historic Loyalist Parkway

Community overview

1.1 Welcome to Loyalist Township

The community

Loyalist Township is located along Highway 401 between the Eastern Ontario commercial hubs of Kingston to the east and Belleville to the west. To the south Highway 33, also known as Loyalist Parkway, follows the Lake Ontario shoreline and connects to Prince Edward County via ferry.

This area is a popular destination for residents, cottagers, and visitors. It is known for its local fresh fruits and vegetables, summer markets, local brewery, cheese factory and apiaries. Lake Ontario, the Bay of Quinte and the many waterways and tributaries across the Township are central features in the recreational pursuits including: sailing, paddling, scuba diving and fishing.

Loyalist Township is in a growth mode with many investment opportunities ranging from local services to industrial development.



Larger communities within the Township

Amherstview

Located on the beautiful Lake Ontario shoreline this community is a popular residential area for commuters travelling into neighbouring Kingston. The Henderson Recreation Centre in Amherstview houses a public library, swimming pool, arena, and an outdoor soccer field. Kingston transit services provides public transportation between Amherstview and Kingston.

Amherst Island

Located in Lake Ontario, this island is accessible by a 15-minute ferry ride from the mainland. The quiet island has stone beaches, dramatic vistas, and acres of pastoral land. The island draws cyclists, sailors, anglers, and scuba divers. It is also home to the renowned Waterside Summer Festival featuring classical musical entertainment. The bird sanctuary on Amherst island is a globally significant bird area, with a concentration of breeding grassland birds and wintering hawks and owls.

Bath

Originally settled by United Empire Loyalists this lakefront community is a historical treasure with restored homes, a sheltered harbour and a popular marina.

Odessa

This is the 2nd largest urban centre in Loyalist Township. With Highway 401 along its northern border, the community serves as a retail and services hub. The Township offices, regional secondary school, and Ontario Provincial Police (OPP) detachment and Tactics and Rescue Unit are based in Odessa.

The workforce

Key employment sectors:

- Sales and service occupations
- Trades
- Transport and equipment operators
- Business
- Finance and administration
- Occupations in education law and social
- Community and government services and management occupations

Business sectors with the largest number of employees:

- Construction
- Health care and social assistance
- Retail trade
- Accommodation and food services
- And other services

Major employers include:

- Bombardier
- Coco Paving
- Direct Coil
- Gibson Fuels
- Millhaven and the Bath Penal Institution

Loyalist Township is in growth mode

Loyalist Township is a growing community with a population of nearly 18,000 in 2019. It is part of Lennox and Addington County and one of the faster growing municipalities in Eastern Ontario, with an increase of nearly 10% over the past decade, above average for all municipalities across the province.

The Township believes there are many investment opportunities ranging from local services to industrial development. Further, the case for attracting new residents is strong.

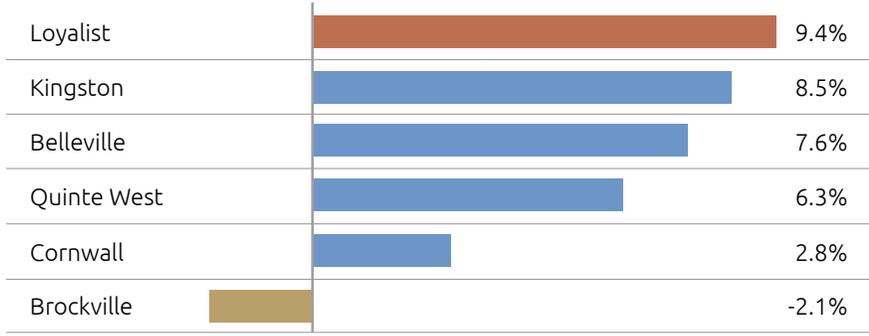
Situated in one of the fastest growing municipalities in Eastern Ontario.

9.4%
increase in population

18,000
population in Loyalist Township

Figure 1

Population growth rate for selected eastern Ontario municipalities, 2009 to 2019 (%)



Source: Statistics Canada Table: 17-10-0142-01.

Seeking entrepreneurs and investors: The opportunities

2.1 Commercial / retail investment

The Township's growing population is creating demand and opportunity for retail and services businesses to serve consumer and local business needs. In addition to many working in Kingston, the residents of Loyalist are commuting to the city to shop, access professional and personal services, eat out and for entertainment. The Township is seeking businesses and entrepreneurs looking to take advantage of local market opportunities.

This is an affluent community, with higher disposable income levels than other regions in Ontario.

Loyalist has far fewer business establishments relative to population size when compared to the country overall, and specifically, when compared to Kingston. Business count data from Statistics Canada reveals there are 69% fewer retail trade establishments in Loyalist relative to population size compared to

the country overall (Index = 0.31)¹. Further, Kingston has an above average number of retail firms adjusted for population size – 9% above the national level (Index = 1.09).

69%

fewer retail businesses than other comparable communities

Business sector opportunities

Loyalist has significantly fewer firms in:

- Professional services
- Personal services
- Restaurants
- Construction firms
- Ambulatory health care services (e.g. dentists, eye doctors, physiotherapists, etc.)

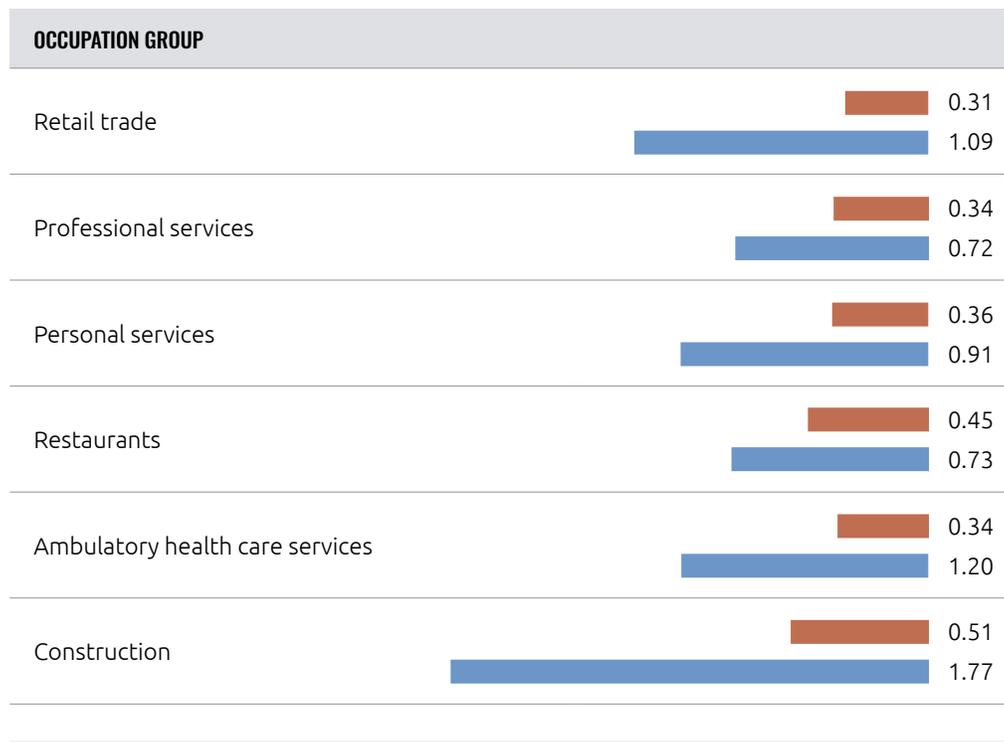
¹ Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.

Figure 2

Business concentration by population (Canada = 1.00)*

Loyalist Kingston

This section provides details on specific sectors where there are fewer firms in Loyalist than there should be relative to the size of the population.



*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.

Source: Statistics Canada business counts, June 2020.

Opportunity: Retail trade

The market size for various retail sectors based on the Loyalist population is significant.

Using Ontario data on annual retail trade spending by sector and adjusting it for the population size in the Township, the implied annual market size for various retail sectors is as follows:

Table 1

Implied market size in Loyalist

INDUSTRY	IMPLIED MARKET SIZE
Motor vehicle and parts dealers	\$75,400,000
Food and beverage stores	\$55,100,000
General merchandise stores	\$31,500,000
Gasoline stations	\$29,400,000
Health and personal care stores	\$24,400,000
Clothing and clothing accessories stores	\$18,900,000
Building material and garden equipment and supplies dealers	\$17,000,000
Furniture and home furnishings stores	\$9,300,000
Electronics and appliance stores	\$6,900,000
Sporting goods, hobby, book and music stores	\$5,800,000

Based on the size of the Loyalist population, the community is considerably underserved in most retail trade sectors. There are 35 retail establishments in total (employer and non-employer) when, based on population size, the Township should have more than 110.

35
retail establishments

17 with employees

(15 have less than 20 employees
and two have 20 or more²)

18 without employees[†]

² Because this data is based on 2019 financial data submitted to the Canada Revenue Agency, the June 2020 business counts are not reflecting impacts related to the Covid-19 pandemic.

[†] According to Statistics Canada.



Retail trade establishments and potential in Loyalist

Table 2 shows the number of business establishments currently in Loyalist across a number of sectors, how that compares to the country overall (adjusted for population size) and how many business establishments would need to be added to reach the national level of retail stores adjusted for population size. This analysis does not consider the size of the retail establishments (e.g. employment level) only a high-level analysis of how many would be needed to reach the same level of concentration as the country overall. It is important to note that for most of these retail sectors, Kingston has a well above average concentration of firms related to the Township.

Current retail establishments:

- 9 food and beverage stores
- 4 health and personal care stores
- 4 gasoline stations
- 3 general merchandise stores
- + other miscellaneous retailers

Table 2

Retail trade establishments and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN=1.00)	TARGET #
Motor vehicle and parts dealers	1	1	2	0.18	11
Furniture and home furnishings stores	0	0	0	0.00	5
Electronics and appliance stores	0	0	0	0.00	4
Building material supplies	0	1	1	0.17	6
Food and beverage stores	3	6	9	0.50	18
Health and personal care stores	3	1	4	0.29	14
Gasoline stations	1	3	4	0.53	8
Clothing and accessories stores	1	0	1	0.07	14
Sporting goods, book and music	1	0	1	0.19	5
General merchandise stores	2	1	3	0.62	5
Miscellaneous store retailers	5	2	7	0.51	14
Non-store retailers	1	3	4	0.35	12

*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.

Source: Statistics Canada business counts, June 2020.

Opportunity: Retail stores

Loyalist has below the national average number of stores. A typical community the size of Loyalist across Canada would have the following:



Furniture and home furnishings stores:

\$9.3 million estimated annual market opportunity. Currently there is zero stores serving this market but ideally there would be 5.

Clothing and accessories stores:

\$18.9 million estimated annual market opportunity. Currently there is 1 serving this market but ideally there would be 14.

Building material and garden equipment and supplies dealers:

\$17 million estimated annual market opportunity. Currently there is zero serving this market but ideally there would be 6 firms.

Motor vehicle and parts dealers sector:

\$75 million estimated annual market opportunity (vehicles purchased and leased, parts and other products). Currently there are 2 serving this market but ideally there would be 11 firms. **This is the largest opportunity from market size perspective.**

Other important reasons why retail trade has significant potential in Loyalist include:

- **Available greenfield land for retail development.**
- **A large local retail workforce.** Over 1,000 people living in Loyalist work in the retail trade sector – the vast majority in nearby Kingston. Retailers looking to establish in the Township could access this workforce as many might want to work closer to home.

Opportunity: Professional services

In Loyalist Township there is a large opportunity for professional services firms. The national level of concentration of firms in this sector would be over 200 firms, Loyalist is way below this number with:

- 12 firms with employment
- 63 non-employer businesses (e.g. home-based lawyers, accountants, consultants, etc.)

Totalling 75 professional services instead of the national level of over 200 firms.

Table 3 shows a number of professional services that are underserved in Loyalist relative to the population. Here is a breakdown of some key opportunities.

Lawyers office with employment:

- 1 lawyers office with employment
- 3 with no employment

Based on population size, if Loyalist had the same amount as a typical community across Canada there would be 16 (employer and non-employer) firms to service the 18,000 population.

12 more lawyers offices

are ideal for the population

The IT services sector across Canada is made up of a lot of small firms and individuals (non-employers) that service computers, provide help desk services, etc.

For a population of 18,000 there are typically around 40 firms in this sector. Right now Loyalist has 12 (of which 11 are non-employer).

Other growth opportunities are for 13 accountants, 10 bookkeeping and related firms, and 15 engineering firms.



Table 3

Professional services establishments and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN=1.00)	TARGET #
Lawyers	3	1	4	0.24	16
Accountants	1	0	1	0.08	13
Tax preparation services	0	0	0	0.00	2
Bookkeeping and related services	2	0	2	0.20	10
Architectural services	0	0	0	0.00	3
Engineering services	3	1	4	0.28	15
Interior design services	0	0	0	0.00	4
Industrial design services	0	0	0	0.00	1
Graphic design services	3	0	3	0.65	5
IT services	11	1	12	0.28	42

*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.
Source: Statistics Canada business counts, June 2020.

Opportunity: Personal services

Opportunities exist in personal services, presently there are 46 firms:

- 15 firms with employment
- 31 non-employer businesses (e.g. home-based lawyers, accountants, consultants, etc.).

Based on the Township's population size, there could be more than 120 firms in this sector.

46
personal services
firms
15 with employment
31 non-employer businesses

Personal services establishments and potential in Loyalist*

The following table provides some examples of personal services sectors that are underserved relative to the average community across Canada.

Some notable opportunities:

Automotive repair:

- In the general automotive repair there are presently 4 firms when there could be 11
- The market size for auto repair, parts and services in Loyalist is an estimated \$12 million per year

Beauty salons:

- 9 beauty salons/unisex hair salons with employees in Loyalist
- 4 with employees and 5 without
- There could be as many as 19 based on the size of the population

The addressable market for personal care services in Loyalist is an estimated \$4.3 million per year (hair grooming and other personal care services).

Table 4

Professional services establishments and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN=1.00)	TARGET #
General automotive repair	2	2	4	0.37	11
Other automotive mechanical and electrical repair	0	1	1	0.55	2
Automotive body, paint and interior repair	0	1	1	0.22	4
Automotive glass repl. shops	0	0	0	0.00	1
Car washes	1	0	1	0.62	2
Electronic and precision equipment repair	2	0	2	0.99	2
Commercial and industrial machinery and equipment repair	1	1	2	0.27	7
Reupholstery and furniture repair	1	0	1	1.24	1
Barber shops	1	0	1	0.59	2
Beauty salons	4	2	6	0.60	10
Unisex hair salons	0	2	2	0.27	7
Other personal care services	2	0	2	0.32	6
Funeral homes	0	0	0	0.00	1
Pet care (except veterinary)	0	1	1	0.46	2

*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.

Source: Statistics Canada business counts, June 2020.

Opportunity: Restaurants

Across Canada there is one restaurant (with employees) for every 540 residents. **In Loyalist, the ratio is one restaurant for every 1,800 residents** (10 restaurants for a population of 17,800). If the Township had the same ratio of restaurants (with employees) to residents there would be significantly more in the community. Again, it is likely much of the household spending on restaurants is occurring in Kingston.

Presently there are 13 restaurants, which is well below the number of a community of nearly 18,000 population.

13
restaurants
employer and non-employer

The residents of Loyalist spend an estimated \$22 million in restaurants each (based on average household expenditure data).



Table 5

Current restaurants and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN=1.00)	TARGET #
Caterers	1	0	1	0.40	3
Mobile food services	1	0	1	0.87	1
Drinking places (alcoholic beverages)	0	0	0	0.00	2
Full-service restaurants	0	5	5	0.24	20
Limited-service eating places	3	5	8	0.44	18

*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.
Source: Statistics Canada business counts, June 2020.

Opportunity: Health care providers

The majority of the health care spending in Ontario is covered by the provincial government but a considerable amount is spent directly by households. **Loyalist households in 2019 spent an estimated \$1.7 million out-of-pocket on eye-care goods and services and over \$3 million on dental services.** However, this does not include private insurance-covered costs. In 2019, households in Loyalist spent an estimated \$3.5 million on personal health insurance (this does not include another \$3.7 million spent on the premiums for life insurance).

A review of the number of health care offices/establishments in Loyalist also indicates the community is mostly underserved relative to population size.

Underserved establishments:

- Doctors' offices
- Dentist offices
- Chiropractors
- Optometrists, etc.

\$3.5 million

*expenditures on personal
health insurance*

\$3.7 million

*spent on life
insurance premiums*





Table 6

Health care establishments and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN=1.00)	TARGET #
Physicians	10	13	23	0.54	43
Dentists	0	4	4	0.30	13
Chiropractors	2	0	2	0.62	3
Optometrists	0	0	0	0.00	3
Mental health practitioners	3	0	3	0.66	5
Physical therapists, etc.**	3	1	4	0.66	6
Offices of all other health providers	5	4	9	0.57	16
Community health centres	0	0	0	0.00	1
All other out-patient care centres	2	0	2	0.78	3
Medical and diagnostic laboratories	0	0	0	0.00	2
Home health care services	2	1	3	1.51	2
Nursing care facilities	1	1	2	1.40	1
Residential dev. handicap facilities	0	1	1	0.77	1
Community care for the elderly	0	1	1	0.46	2
All other residential care facilities	0	0	0	0.00	1

*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue.

**Includes occupational and speech therapists and audiologists.

Source: Statistics Canada business counts, June 2020.

Opportunity: Construction firms

The construction sector tends to service a wider market area than just the town or city in which the firms are located. However, the market size for construction services in Loyalist is considerable and, in addition, the Township is growing rapidly. There could be potential for construction firms and contractors to see the benefits of locating/expanding into the township.

81
construction
firms

37 with employees
44 non-employer firms

There are a total of 81 construction firms. If the township had the national average number of construction firms adjusted for population size, there would be over 170 firms in the community. [Table 7](#) shows the number of establishments and the potential target number for various construction sectors.

Table 7

Construction firms and potential in Loyalist*

INDUSTRY	WITHOUT EMPLOYEES	WITH EMPLOYEES	TOTAL COUNTS	INDEX (CAN=1.00)	TARGET #
Residential building construction	10	5	15	0.31	49
Non-residential building construction	2	1	3	0.33	9
Utility system construction	1	0	1	0.33	3
Land subdivision	2	1	3	0.26	12
Highway, street & bridge construction	0	0	0	0.00	2
Other heavy/civil engineering const.	0	0	0	0.00	1
Foundation, structure, and building exterior contractors	4	5	9	0.50	18
Building equipment contractors	5	8	13	0.48	27
Building finishing contractors	14	13	27	0.73	37
Other specialty trade contractors	6	4	10	0.47	21

*Includes both employer businesses and non-employer businesses with a minimum of \$30,000 annual revenue. Source: Statistics Canada business counts, June 2020.

2.2 Light industrial development

Loyalist Township is an ideal location for companies looking to manufacture goods to service this large population. From food products to other consumables, Loyalist is strategically positioned as a result of its geographic location.

Location advantages:

- Located in the Toronto-Ottawa-Montreal corridor
- 14 million Canadians (40% of the country's population) live within a 3-hour drive
- There are millions of residents of the United States who live right across the border

The community's location also makes it an excellent location for other industries looking to access this population including:

- **Transportation and warehousing.** Loyalist is located right on Highway 401 – the main transportation corridor through the Toronto-Ottawa-Montreal corridor.
- **Other industries** that want a convenient and cost-effective location to access Canada's largest population corridor.



Figure 3

Loyalist Township in the centre of Canada's largest population corridor



Source: Google Maps.

From food products to other consumables, Loyalist Township is strategically positioned as a result of its geographic location.



The case for manufacturing in Loyalist

Being located at the centre of the Toronto-Ottawa-Montreal corridor and its 14+ million population makes the Township an ideal location from a geographic perspective for manufacturing to serve this population. Particularly time-sensitive and transportation-cost sensitive manufacturing is ideally suited for this region.

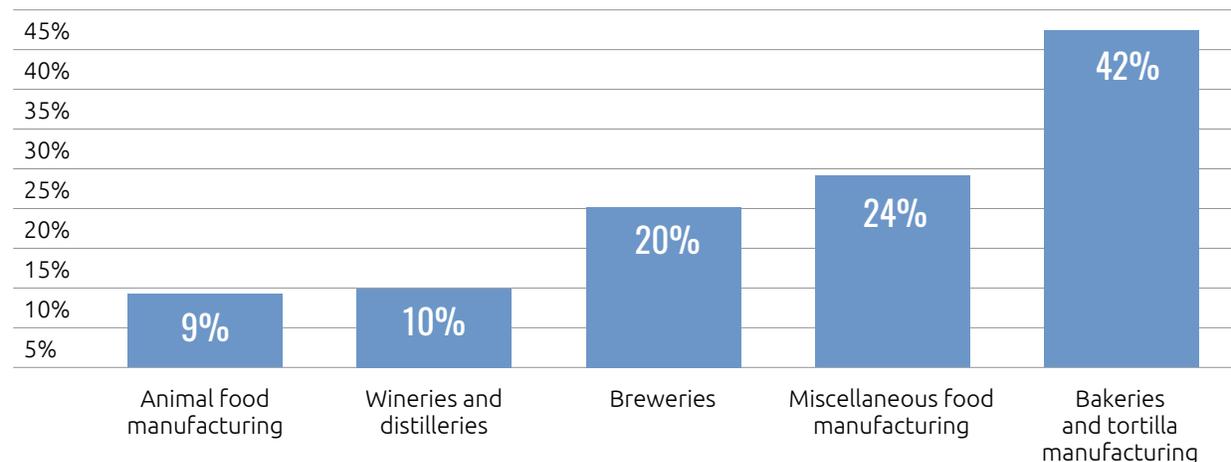
Agri-food manufacturing

The population in the Toronto-Ottawa-Montreal corridor is growing strongly. In the past 10 years, this region has added 1.6 million people. Moving forward the region is expected to continue rapid growth. Add to this rapid growth a new government focus on the security of food supply and a preference for locally produced food. Combined these factors make the outlook for agri-food production in Ontario very strong and Loyalist is well-positioned to attract investment in this area.

Figure 4

Five-year real GDP growth rate, selected food manufacturing sub-sectors, Ontario

This graph shows the five-year real gross domestic product (GDP) growth in Ontario for selected food manufacturing sub-sectors.



Source: Statistics Canada Table: 36-10-0402-01.

Key opportunities for agri-food manufacturing:

- Bakery products GDP is up by 42% over the past five years. This type of manufacturing would benefit from being located in Loyalist as it is only a few hours' drive by truck to the entire 14 million population.
- The GDP from breweries and wineries also have been growing strongly.
- Animal food and miscellaneous food manufacturing has also been growing.

The other strategic advantage is that the Township is located between the Central and Eastern Ontario Agricultural Regions which are home to more than 14,000 farms covering more than two million acres of farmland. This area has significant dairy and beef farms, grain and other crop farming that could provide the agricultural products for value added manufacturing in the Township.

There are 16 food manufacturing operations in the Greater Kingston region including beverage manufacturing, bakeries, and other food products.



Other manufacturing

Loyalist Township is located within the Kingston metropolitan area (CMA). The Kingston CMA has a number of manufacturing sectors with a much higher concentration of employment relative to the country overall.

The Kingston CMA, including Loyalist, has a high concentration of employment in a number of chemical, rubber and metal fabrication sub-sectors. Medical equipment and supplies manufacturing is an area with particularly good growth prospects as the province and country looks to secure a local, long term supply chain for these important products.

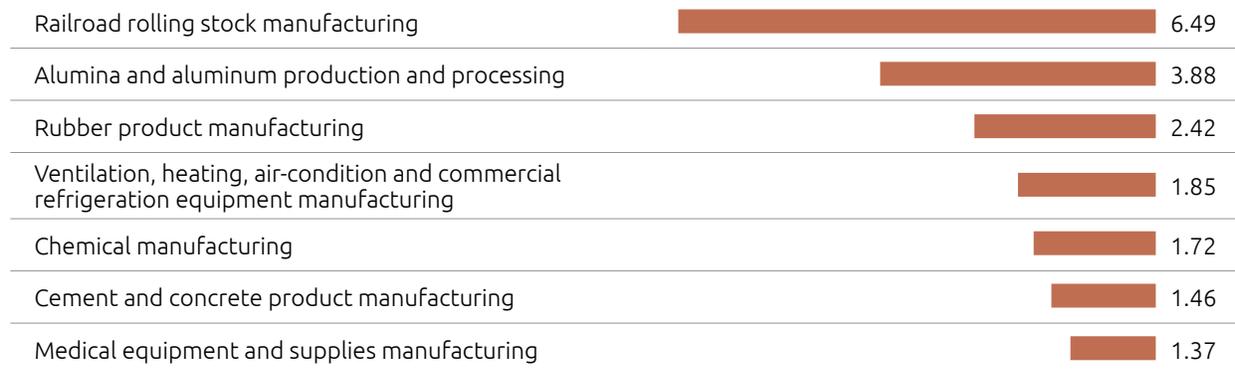
The market size is enormous. In the Toronto-Ottawa-Montreal corridor alone, households spend an estimated \$41 billion on food each year.



Figure 5

Manufacturing sub-sectors in the Kingston CMA with high LQ values (Canada = 1.00)

This chart shows the Location Quotient (LQ) values for selected manufacturing sub-sectors in the Kingston CMA. An LQ value of greater than 1.00 means the community has a higher concentration of employment compared to the sub-sector across the country.



Source: Statistics Canada 2016 Census.

Overall, **there are 147 manufacturing firms** in the Kingston CMA* as summarized in [Table 8](#). All of these firms are benefitting from being a region within a large population corridor, competitive business costs, a growing pool of workers and supportive local government.

Table 8

Manufacturing firms in the Kingston CMA by sub-sector

SUB-SECTOR		SUB-SECTOR	
Fabricated metal products	23	Chemical manufacturing	7
Miscellaneous manufacturing	21	Computer and electronic products	7
Machinery manufacturing	18	Furniture and related products	7
Food manufacturing	16	Beverage and tobacco products	5
Other manufacturing sectors	15	Plastics and rubber products	4
Non-metallic mineral products	11	Transportation equipment	4
Printing and related support	9		

*Firms with employment. Source: Statistics Canada business counts, June 2019.

The case for transportation and warehousing in Loyalist

The reasons why transportation and warehousing firms should take a close look at Loyalist are similar to those for the manufacturing sector.

The community is ideal for firms looking for a central location to service markets in the Toronto-Ottawa-Montreal corridor.

There is excellent road and rail transportation infrastructure and available, competitively priced land for new warehouses and logistics facilities.

The economic activity in the transportation and warehousing sector will continue to grow into the future in line with population growth and other economic trends.

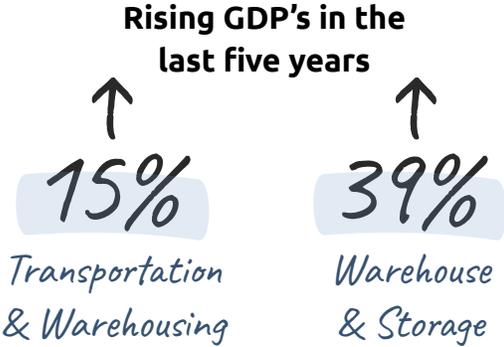
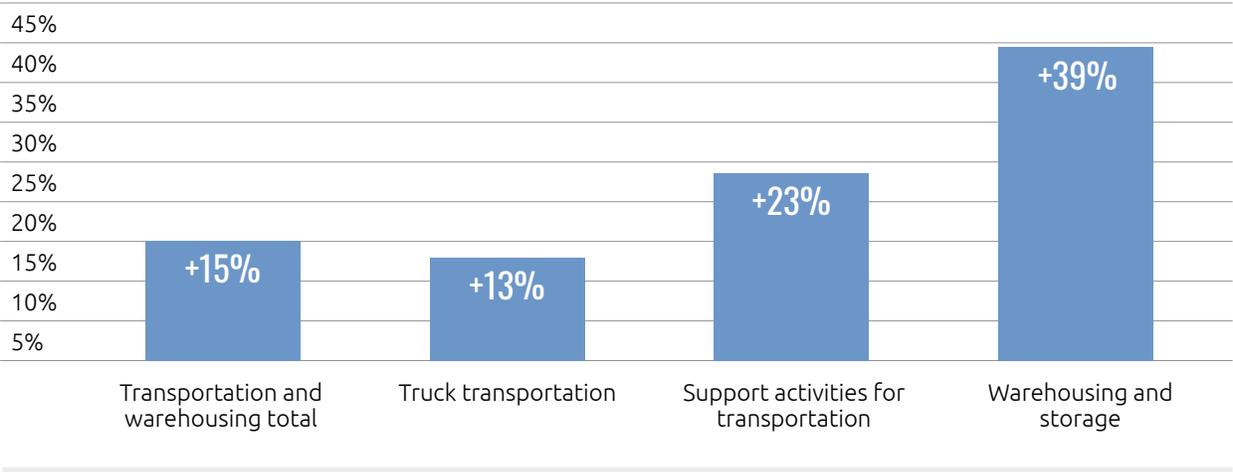


Figure 6

Five-year real GDP growth rate, transportation and warehousing, Ontario



Source: Statistics Canada Table: 36-10-0402-01.

1.5m

*Canadians visited
the Kingston
CMA & stayed
at least one
night in 2017.*



The case for tourism investment in Loyalist

There are a number of reasons why entrepreneurs and businesses looking to expand their tourism operations should consider Loyalist:

- The Township is located in a region known as a top vacation destination for visitors from the Toronto-Ottawa-Montreal corridor and the United States.
- It is located on the Lake Ontario shoreline with beautiful views, a host of recreational facilities and outdoor activities including boating, fishing, nature watching, hiking, and cycling.
- In 2017, nearly 1.5 million Canadians visited the Kingston CMA and stayed at least one night. To put this in perspective, no other CMA across Canada attracted more overnight stays per 1,000 population than Kingston ([Figure 7](#)). This does not include international tourists but the region also has seen a big increase in tourists from outside the country in recent years.

Including Canadian visitors that do not stay overnight, the Kingston CMA attracted 2.9 million tourists from elsewhere in the country in 2017.

This substantial tourist market is the target for firms that set up tourism-related businesses in Loyalist.

Figure 7

Overnight visits by Canadian tourists per 1,000 population, 2017

Kingston, Ontario	8,606
St. Catharines-Niagara, Ontario	7,731
Kelowna, British Columbia	5,716
Moncton, New Brunswick	4,904
Halifax, Nova Scotia	3,543
Edmonton, Alberta	2,423
Toronto, Ontario	1,583
Hamilton, Ontario	1,380

Source: Statistics Canada Table: 24-10-0030-01.

There is significant potential for tourism investment.

There is considerable opportunity for a wide variety of tourism sub-sectors. As shown above, the number of restaurants in Loyalist is well below average. New food services operators would benefit from both the local market in the Township and the tourist market (2.9 million in 2017). There are very limited accommodation options right now in the Township even as the Kingston CMA has a much higher concentration of accommodation services activity when compared to the country overall (Figure 8).

Other tourism operators related to water-based tourism, hiking, camping, agri-tourism, etc. should take a close look at Loyalist.

Figure 8

Tourism industries in the Kingston CMA with high LQ values (Canada = 1.00)

Scenic and sightseeing transportation	3.39
Heritage institutions	1.37
Accommodation services	1.24
Full-service restaurants and limited service eating places	1.20

Source: Statistics Canada 2016 Census.

Other industries

Any business that could benefit from either targeting the local market in Loyalist and surrounding communities or to service the large population base in the Toronto-Ottawa-Montreal corridor should consider Loyalist when considering where to local their business.

The Township is looking to attract more businesses and investment and will work closely with firms considering expansion in the region.



Industrial and business parks

Loyalists' two business parks are minutes from the City of Kingston and provide easy access to Highway 401 and regional transportation networks connecting the Township to Ottawa and the Greater Toronto Area. Loyalist is home to proven industrial success stories with a seasoned workforce with skills in trades and industrial occupations.

Loyalist East Business Park

Loyalist East Business Park is 6½ kms. south of Highway 401, 4 kms. west of Kingston. The park is zoned for light industrial or professional offices and is fully serviced with municipal water, sewer, natural gas, electricity and fibre telecommunications. There are 40 acres of available land with lot sizes ranging from ½ to 8½ acres.

Taylor Kidd Industrial Park

The Taylor Kidd Industrial Park is 10 minutes south of Highway 401 and 10 kms west of Kingston. There are 575 acres of industrial zoned land available for general and heavy industry uses with water, natural gas, electrical and high-speed internet services. Access to the CN rail line and opportunities for new dock construction on Lake Ontario expand the logistics options for businesses.

2.3 Small and home-based businesses

Loyalist is a prime location for people who work from home. Residents of the Township are close to a larger urban centre in Kingston with a wide variety of amenities – entertainment, shopping etc. and are close by to excellent recreational activities in and around the community.

The cost of living is relatively low, and most residents have access to broadband communications. As of the 2016 Census, 10% of the working population in Loyalist were self-employed and 6.5% worked from home.

10%
are self employed

6.5%
work from home

2.4 Other reasons to invest in Loyalist

There are a number of other reasons why Loyalist could be attractive to a wide variety of entrepreneurs and businesses looking to expand in the region such as:

- **The Township is growing.** In the past decade, the population in Loyalist increased by over 9% - faster than the City of Kingston over the same period.
- **Above average income.** At the time of the Census, Loyalist had one of the highest median household incomes in Eastern Ontario, 9% above the provincial median household income and 20% above the City of Kingston median household income. This is a captive market for service providers to access.
- **Competitive business costs.** Land and other business costs in Loyalist are competitive.
- **Available land.** The Township offers prime real estate options for retail, food services, commercial and light industrial development.
- **Access to a growing workforce.**
- **Supportive local government.** The Township is working hard to develop the local economy and attract more population.

Attracting residents: The Loyalist proposition

In recent years, Loyalist Township has been attracting people from elsewhere in Ontario and beyond.

In 2016, over 3,000 people who were living in Loyalist had lived elsewhere five years earlier. This represented more than one out of every five people aged five and older. This inward migration rate was well above the average across the province.



Why are people attracted to Loyalist?

Residents enjoy an extraordinary quality of life with safe communities and small-town living. The community is rich in local recreational facilities and activities with more urban amenities and entertainment right next door. It is a popular location for residents employed in Loyalist as well commuters working in the neighbouring City of Kingston.

3.1 Why does Loyalist want to attract more residents?

The Township is opening its doors and welcoming newcomers. Nearly two out of every five residents are over the age of 55 and while the median age is lower than many other communities in Ontario, the community still would like to attract younger families to ensure there are enough workers to meet future labour market demand and ensure the Township remains a vibrant place.

3.2 Population profile

The population living in Loyalist features above average incomes. The median household income in the Township is 9% above the provincial average and well above most other municipalities in Eastern Ontario ([Figure 9](#)). The population is also well educated. Over 92% have a high school education (among the population aged 25-64) which is well above the provincial and national levels. Over 60% in this age group have post-secondary education with a focus on college education. Thirty-seven percent have graduated from college, well above the 25% rate across the province.

92%

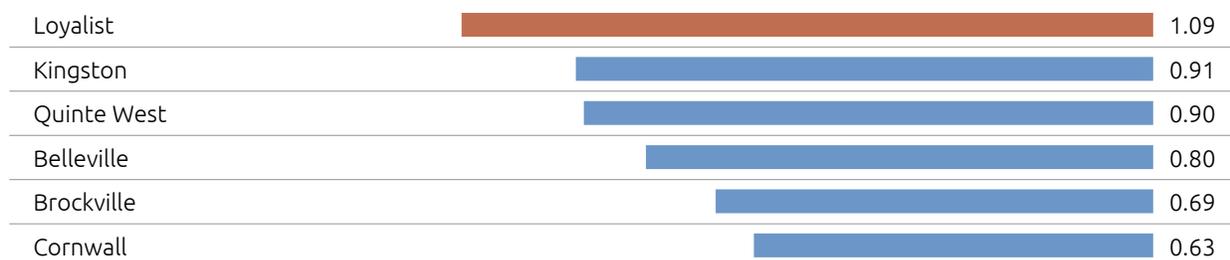
*have a high school
education*

60%

*have post-secondary
education*

Figure 9

Median household income index, selected municipalities (Ontario = 1.00)



Source: Statistics Canada 2016 Census.

Demographics, income and labour

Poverty rates

Poverty rates are well below average in the Township. Using Statistics Canada's prevalence of low income based on the low-income cut-offs; after tax (LICO-AT), only 3.3% of the population were in poverty in 2015, only one-third the level across the province. Only 105 out of approximately 16,000 people were classified as below the low-income cut-off.

Population

The population in Loyalist is older than the province overall with a median age in the Township of 45 at the time of the 2016 Census

compared to 41 across the province. This is a top reason why Loyalist is looking to attract people to the community in the years ahead.

[Table 9](#) provides an overview of key demographic, income and labour force dynamics for the population in the Township. It is important to point out the labour force information is based on those who live in the Township and not the working population. As discussed elsewhere, the working population in Loyalist is highly integrated into the regional economy with Kingston and other Lennox and Addington municipalities.

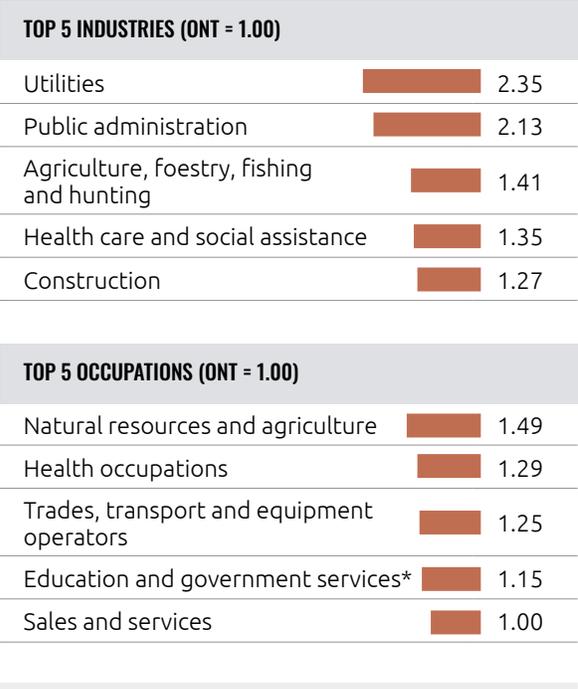
A few key highlights:

- Nearly 10% of the population Loyalist speak both English and French a level close to the provincial average.
- The population aged 25-64 living in Loyalist are more likely to be college-educated compared to the province as a whole (37% versus 25% of the total). There is also a slightly higher share of the population with apprenticeships/trades education compared to the province overall. The share of the population that has graduated high school is above the provincial average (92%).
- The Township’s labour force has a larger share who work full time and full year compared to the province overall at 57% of the total compared to 52% across the province but the share self-employed is slightly below average at just under 10%. As discussed elsewhere in this document, work commute times each day are considerably lower in Loyalist compared to the average worker across the province.

Table 9 shows the top employment sectors for the workforce living in Loyalist. Health care and public administration are the two top employment sectors and sales and service and trades, transportation and equipment operators are the top occupational groups. However, the concentration of employment relative to the provincial workforce provides a better indication of how the workforce in Loyalist differs from the province overall (Figure 10).

Figure 10

Employment concentration in Loyalist



Source: Statistics Canada 2016 Census.

Even though there are relatively few working in the utilities sector, relative to the total employed in that sector across Ontario, Loyalist is home to 2.35 times as many workers, as a share of the total population.

Table 9

Summary population profile, Township of Loyalist

POPULATION DYNAMICS	LOYALIST	LENNOX & ADDINGTON	ONTARIO
Population (est. 2019)	17,755	44,676	14,566,547
1-year growth rate	-0.1%	+0.7%	+1.7%
5-year growth rate	+3.2%	+2.1%	+7.0%
10-year growth rate	+9.4%	+5.4%	+12.1%
55 and older	35%	38%	30%
Median age of the population	45.0	47.2	41.3
Number of people moving into the community between 2011-2016	3,130	7,685	n/a
Inward migration rate (population 5+)	21%	20%	29%
Immigrant population (% of total)	8%	6%	46%

INCOME DYNAMICS	LOYALIST	LENNOX & ADDINGTON	ONTARIO
Median personal income	1.15	1.04	1.00
Median employment income	1.04	0.97	1.00

EDUCATION LEVELS (POP. AGED 24-64)	LOYALIST	LENNOX & ADDINGTON	ONTARIO
High school	92%	89%	90%
Apprenticeship / trades	8%	9%	6%
College	37%	34%	25%
University degree	16%	14%	32%
Post-graduate degree	4%	3%	9%

Continued on next page.

Table 9 (cont.)

Summary population profile, Township of Loyalist (cont.)

LABOUR FORCE (THOSE LIVING IN LOYALIST)	LOYALIST	LENNOX & ADDINGTON	ONTARIO
In the labour force	8,600	21,100	7,141,675
Employed	8,030	19,745	6,612,150
Unemployed	570	1,355	529,525
Participation rate	64.7%	60.7%	64.7%
Employment rate	60.4%	56.8%	59.9%
Unemployment rate	6.6%	6.4%	7.4%
Who worked full year, full time	57%	55%	52%
Self-employed	9.9%	11.3%	11.8%
Who worked at home	6.5%	7.6%	7.3%
With 30+ minute commute to work	30%	39%	44%

TOP 5 EMPLOYMENT SECTORS	LOYALIST	LENNOX & ADDINGTON	ONTARIO
Health care and social assistance	1,235	-	-
Public administration	1,075	-	-
Retail trade	1,035	-	-
Construction	735	-	-
Educational services	655	-	-

TOP 5 OCCUPATIONS	LOYALIST	LENNOX & ADDINGTON	ONTARIO
Sales and service occupations	1,985	-	-
Trades, transport and equipment operators	1,410	-	-
Business, finance and administration occupations	1,215	-	-
Occupations in education and government services*	1,160	-	-
Management occupations	865	-	-

Sources: Statistics Canada Table 17-10-0142-01 and 2016 Census. *Including law, social and community services.

3.3 The case for living in Loyalist

There are many reasons why Loyalist is an ideal place to live. The Township features a reasonable cost of living and housing costs. There is limited crime in the area and although it is a small place, Loyalist is close to Kingston which gives residents a wide range of urban amenities and services. The region has good health care and schools as well as recreational opportunities.



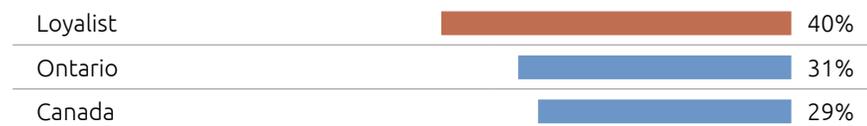
Here are nine good reasons why people should take a long look at Loyalist when considering where to live in Ontario.

Reason #1:
**More bang
for your
housing buck**

The average value of housing in Loyalist is 38% below the average across Ontario*. The cost of rental housing is also below average. At the same time, you get more bang for your housing buck in Loyalist. Over 40% of dwellings in the Township have at least 8 rooms compared to only 31% across the province and 29% across Canada.

Figure 11

Share of dwellings with at least 8 rooms



*Source: Statistics Canada 2016 Census.

Reason #2:

**Reasonable
cost of living**

The Township offers residents a comparatively reasonable cost of living. According to Statistics Canada, only 15% of owned households spend 30% or more of household income on shelter costs which is well below average across Ontario. Other living costs are lower for most households compared to larger urban centres.

Reason #3:

Low crime rate

The Crime Severity Index in Loyalist is below the average for other municipalities in Ontario and well below average for municipalities across Canada. The rating for Loyalist was 46.9 in 2015 compared to 80.4 for the average municipality across Canada. The rating in Kingston was 62.8*.

*Source: Statistics Canada. 2015 was the most recent year data is available for Loyalist. The level across Canada in 2016 represents a rating of 1.00.

Reason #4:

**Proximity
& access**

Statistics Canada calculates an Index of Remoteness to show the proximity of households in municipalities to service centres. According to the agency, geographic proximity to service centres and population centres is an important determinant of socio-economic and health outcomes. Toronto is the least remote with an Index rating of 0.00 and Grise Fiord in Nunavut is the most remote with an Index rating of 1.00.

Loyalist is one of the lesser 'remote' smaller municipalities across Ontario with an Index of 0.14 compared to the average municipality across the province coming in at 0.30 and across the country at 0.35.

Residents of Loyalist are relatively close to services such as schools and hospitals as well as personal and professional services, retail services, restaurants, and entertainment services.

Reason #5:

**Access to
good health
care &
health care
outcomes**

Resident of the region generally have better health care outcomes and access to health care compared to the country overall. The data here is for the Kingston, Frontenac and Lennox and Addington Health Unit and is indicative of the regional health outcomes and health care access. The data is published by Statistics Canada every two years.

91%

*of residents have a regular
healthcare provider
(well above average)*

- Over 70% of adults perceived their mental health to be very good or excellent, above average compared to the country overall.
- When asked about perceived life stress, only 19.6% of adults indicated that most days are quite a bit or extremely stressful, below average.
- 75% have a somewhat strong or very strong sense of belonging to the local community, well above average.
- When asked about life satisfaction, over 93% indicated they were satisfied or very satisfied with their lives in the region, above average compared to the rest of the country.
- 91% of residents have a regular healthcare provider, well above average.
- Over 58% of residents are physically active at least 150 minutes per week, above average compared to Canada overall.

Reason #6:

**Excellent K-12
education**

Over 92% of adults living in Loyalist have at least a high school education. This is above the provincial (89.6%) and national (88.5%) levels.

Reason #7:

Ample recreational opportunities

Loyalist residents live in an idyllic setting that serves as a vacation destination for visitors from across eastern Ontario and the U.S. It is located on the Lake Ontario shoreline with beautiful views, a host of recreational facilities and outdoor activities including boating, fishing, nature watching, hiking, and cycling.



Reason #8:

Less time commuting to work

Many residents of Loyalist drive into Kingston for work every day but the time spent commuting is considerably lower in the Township compared to most other jurisdictions in Ontario. About 30% of the working population in Loyalist faces a 30-minute one-way commute to work each day compared to 44% of the population across Ontario*. Less than four percent spend an hour or more in the car each day commuting to work compared to over 12% across Ontario.

The Township's current push to attract more businesses will create more job opportunities locally in the Township in the years ahead.

Figure 12

Share of the working population with at least a 30-minute one-way commute



*Source: Statistics Canada 2016 Census.

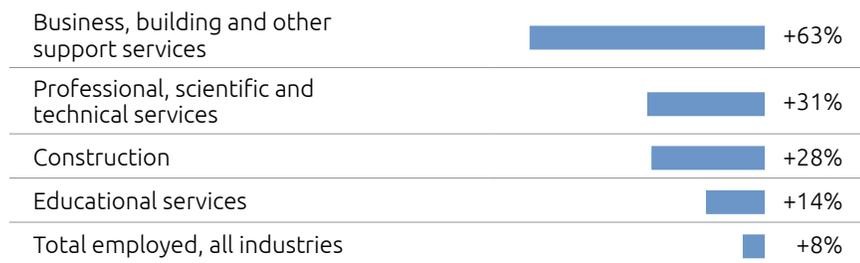
Reason #9:

Growing regional economy & job opportunities

The regional economy around the Township is growing strongly. In the past five years, total employment across the Kingston-Pembroke region has risen by more than eight percent. The unemployment rate has dropped from 7.2% in 2015 to only 5.6% in 2019.

Figure 13

Employment growth 2015-2019, Kingston-Pembroke region



Source: Statistics Canada Table 14-10-0092-01.

The labour force data for the Township is from the 2016 Census. At that time, Loyalist had one of the lower unemployment rates among municipalities in Eastern Ontario.

The Township is now pursuing new industry to set up in the community to provide more local services and to grow export-based industries here. This will open up new, local job opportunities for people moving to the community.



Starting a business or planning a move to the area?

Allow us to show you around.

Our Economic Development department would love the opportunity to show you first hand why L&A is such an incredible place to start a business or move to the area.

Allow us to take you on a free customized tour of the area. We'll show you some key places and help you connect with others in the area.

To learn more or to ask any questions you may have about Loyalist Township or the County of Lennox and Addington, please reach out. We're here to help.

Tracey Snow

ECONOMIC DEVELOPMENT OFFICER

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**Economic Development Opportunity Analysis:
THE TOWNSHIP OF LOYALIST**

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October 2020

Designed by: 1dea Media + Design
January 2021