

# ECONOMIC INDICATORS

City of Brockville, Ontario Canada

2015

(2014 Year End)



**BROCKVILLE**

CITY OF THE 1000 ISLAND

*Hometown Charm...World Class Business.*

Economic Development and Tourism Office

City of Brockville

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# POPULATION

Characteristic	Brockville Ontario (Population centre)			Ontario (Province)		
	Change geography			Change geography		
	Total	Male	Female	Total	Male	Female
<b>Population and dwelling counts</b>						
Population in 2011 <sup>1</sup>	23,354	...	...	12,851,821 <sup>2</sup>	...	...

Source: Statistics Canada

## THE FACTS

### DEMOGRAPHY/WEATHER

Area Population (K6V area)	23,354
Regional Population (within 30 min.)	99,306
Regional Labour Force	24,810
Households	12,681
Labour in Manufacturing/Logistics	30%
White Collar/Professional Occupation	45.8%

### HOUSING

Average Dwelling Value	\$204,367
Average 2 Bedroom Apartment Rental	\$747

### EDUCATION

Post-Secondary Education Attainment	74%
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### ECONOMY

Household Consumption	\$36,649
Household Income	\$58,260
Average Unemployment Rate	6%

Source: Manifold Data Mining Inc./Stats Can. and FP Markets Demographics

### THINK BROCKVILLE

#### Safe and Secure

A Health Organization World designated safe community

#### A Transportation Hub

Highway 401 access as well as air, rail and shipping port facilities

#### USA Gateway

Two international bridges only minutes away

#### Wired and Connected

Extensive fibre and wireless connectivity with superior bandwidth

#### Strategically Located

Centrally located in the Montreal and Toronto economic corridor and one hour from the Nation's Capital region

#### Quality of Place

Superior lifestyle options in the heart of the renowned 1000 Islands

#### The People

Labour availability, loyalty and access to skills

#### Historical

Ontario's Oldest Community and within United Nations Biosphere.

## COMMERCIAL RETAIL SERVICE SECTOR

	2009	2010	2011	2012	2013	2014
New Registered Home Based Businesses	4	2	5	5	4	6
Commercial Investment	\$5.6 M	\$2.1 M	\$4.3 M	\$13.3 M	\$4.4 M	\$3.4 M
New and Repairs Total Commercial Building Permit	29	39	29	33	38	33
No. of Brockville Businesses (Retail/Commercial/Mfr)	1,451	*1,104	*1,157	1,206	1,220	1,238
No. of Businesses Downtown Related	339	345	350	342	338	336

Source: Economic Development Office, Planning Department, DBIA

\*Decrease due to revamping of the Leeds and Grenville Business Directory

## MANUFACTURING SECTOR

	2009	2010	2011	2012	2013	2014
Permits Issued: New Construction/ Expansions/Repairs	8	20	10	15	11	14
New Construction/Expansion Value	\$1.9M	\$5.8M	\$2.8M	\$3.9M	\$571,896	\$9.6M
Total # Employees	3440	3537	3519	3462	3277	3334
Industrial Land Absorption (In Acres)	2.0	0	39	0	0	20
Industrial Property Sales	\$60,000	0	\$120,000	0	0	725,000
Total Prospect Enquiries	25	26	35	16	27	30

Source: Economic Development Office, Planning Dept., Building Division

**SUMMARY:** Current number of Companies 61  
Employees in 2014 3334

## VACANCY RATES

	2009	2010	2011	2012	2013	2014
Retail Space	3.8%	3.9%	·	3.4%	3.2%	2.9%
Office Space	4.1%	4.0%	·	3.8%	3.5%	3.5%
Industrial Space	3.6%	3.1%	·	4.4%	7.4%	6.2%

Source: Economic Development Office

**TOTAL RETAIL/COMMERCIAL SPACE** 2,494,000 SQ. FT. up 24,000 in 2013  
**TOTAL OFFICE SPACE** 849,738 SQ. FT. No change since 2013  
**TOTAL INDUSTRIAL SPACE** 7,198,000 SQ. FT. No change since 2013

## HOUSING SECTOR

	2009	2010	2011	2012	2013	2014
New Residential Investment Value	\$4.2M	\$10.0M	\$49.4M	\$10.4M	\$9.2M	\$9.3M
Housing Starts (Single Detached/Attached)	15	29	26	19	23	30
Housing Starts (Multiple Units) - (number of units)	4	8	144	22	15	18
Total Residential Building Permits	122	157	150	126	112	114
Total Building/Repairs Construction Value	\$5.5M	\$11.8M	\$50.6M	\$11.7M	\$10.8M	\$12.5M

Source: Planning Dept., Building & By-Law Services Div., Economic Development Office

## BROCKVILLE AREA HOUSING TRANSACTIONS

	2008	2009	2010	2011	2012	2013	2014
Listings	489	413	417	418	440	428	438
Sales	333	273	289	246	295	256	246
Average Sale Price	\$186,768	\$191,802	\$192,890	\$201,214	\$200,964	\$214,197	\$223,474

Source: MLS® statistics provided the Rideau-St. Lawrence Real Estate Board for the period January 1, 2014 - December 31, 2014

## AVERAGE SALE PRICES

	2008	2009	2010	2011	2012	2013	2014
Detached Bungalow	196,046	199,446	207,144	214,061	203,708	224,721	224,519
Standard Two Story	193,159	211,630	201,185	221,817	213,204	227,204	235,064
Standard Condo Apartment	222,667	164,976	179,327	206,428	186,244	163,899	195,630
Standard Townhouse	208,282	195,215	193,363	208,500	208,290	213,490	243,841

Source: MLS® statistics provided the Rideau-St. Lawrence Real Estate Board for the period January 1, 2014 - December 31, 2014

## RESIDENTIAL APARTMENT VACANCY RATES (%)

Size	2009	2010	2011	2012	2013	2014
Bachelor	8.0	n/a	3.7	0.0	5.3	2.2
1 Bedroom	5.7	2.6	2.8	4.2	2.1	3.1
2 Bedroom	4.7	2.3	2.8	2.6	5.9	4.9
3+ Bedroom	2.4	1.3	n/a	n/a	n/a	n/a
Total	5.0	2.3	3.0	2.8	4.6	4.3

Source: CMHC Ottawa Office Rental Market Report - Ontario Highlights - Date Released: Spring 2015 [cmhc.ca/hmiportal](http://cmhc.ca/hmiportal)

## AVERAGE RENTAL RATES

Size	2009	2010	2011	2012	2013	2014
Bachelor	\$491	\$513	\$527	\$573	\$564	\$578
1 Bedroom	\$607	\$631	\$641	\$682	\$703	\$704
2 Bedroom	\$712	\$755	\$747	\$789	\$804	\$824
3+ Bedroom	\$718	\$738	\$710	\$790	\$832	\$846
Total	\$711	\$709	\$731	\$758	\$767	\$781

Source: CMHC Ottawa Office Rental Market Report - Ontario Highlights - Date Released: Spring 2015 [cmhc.ca/hmiportal](http://cmhc.ca/hmiportal)

# GENERAL LABOUR STATISTICS

	2009	2010	2011	2012	2013	2014
Area 3510 Unemployment Rate	6.1	7.0	6.5	6.4	6.4	6.6
Provincial Unemployment Rate	9.1	8.7	7.9	7.9	7.6	7.3
Canadian Unemployment Rate	8.3	8.1	7.5	7.3	7.1	6.9

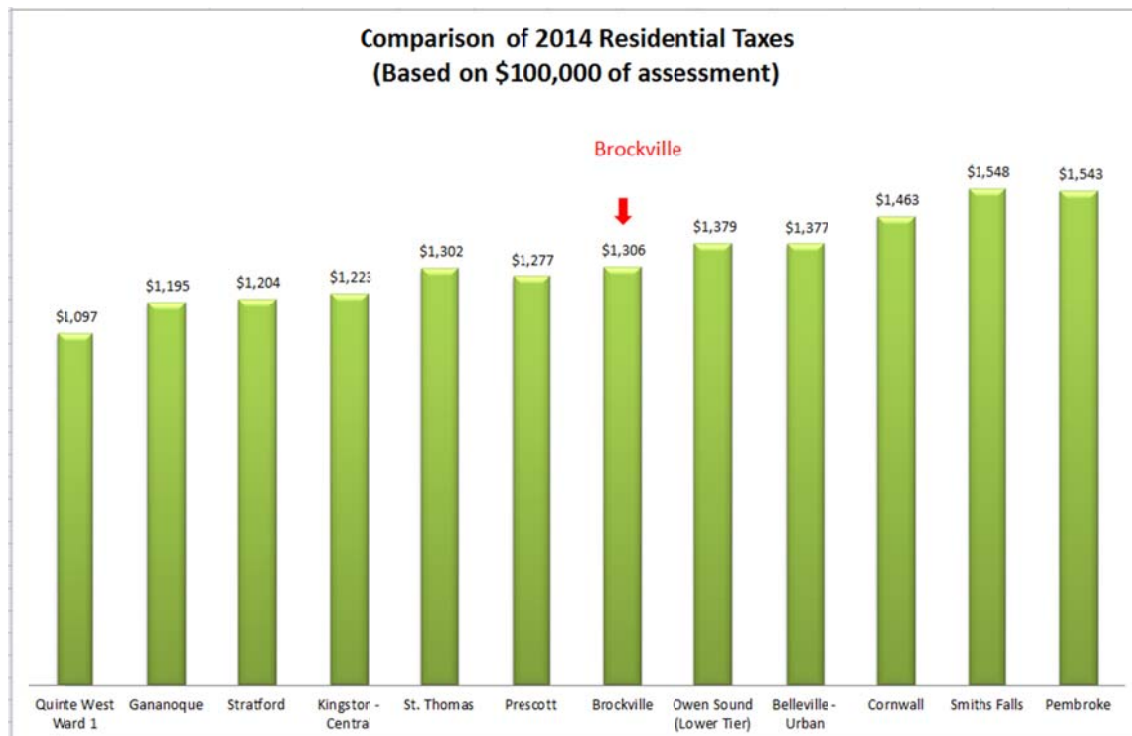
Source: Labour Market Information Analyst, Service Canada

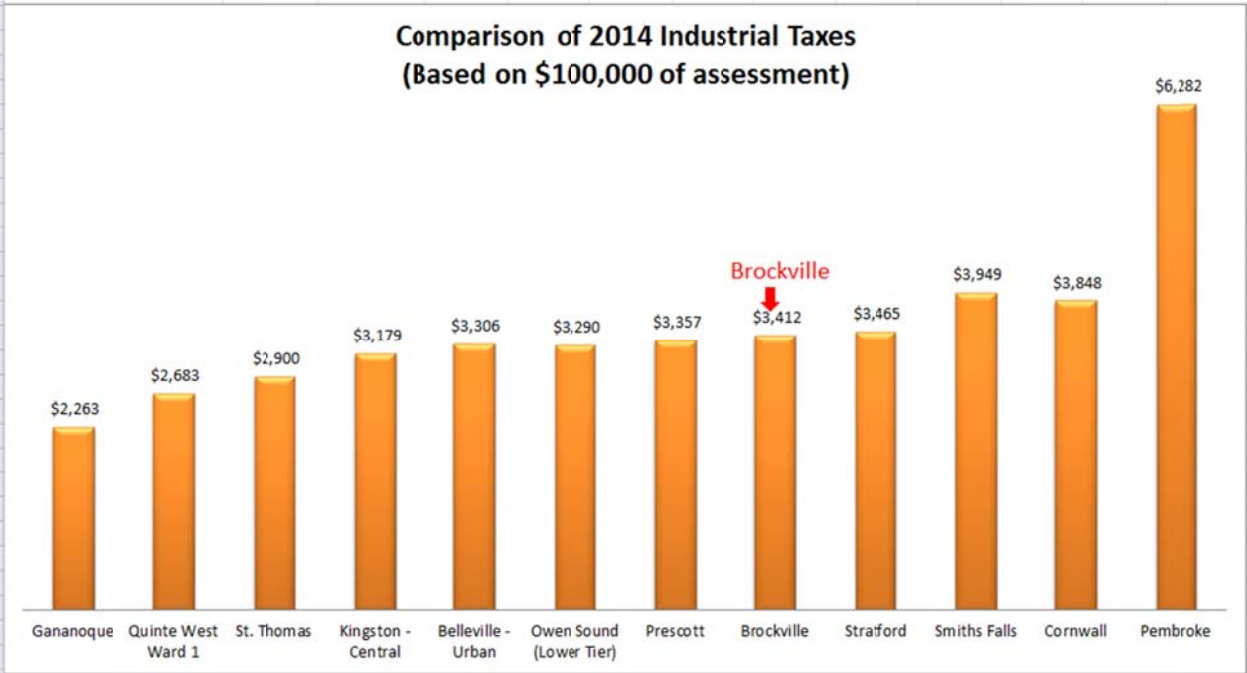
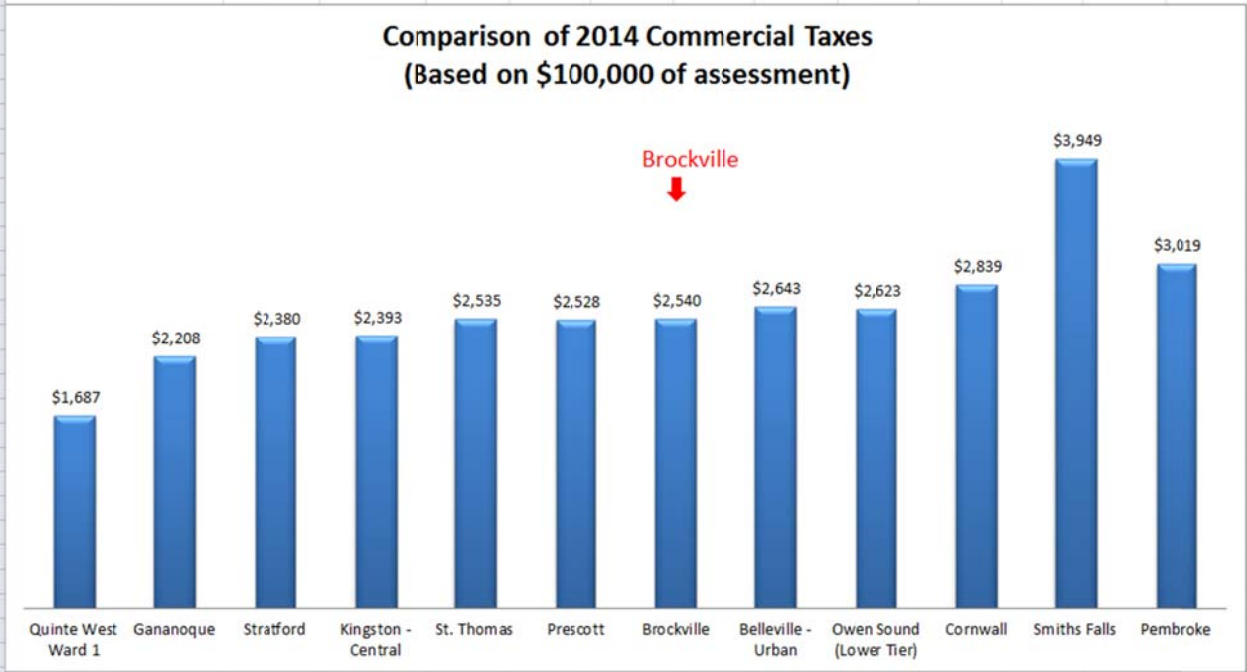
## ASSESSMENT FIGURES

City of Brockville - 2015 Taxation Year – Valuation Date: January 1<sup>st</sup> 2014

	2009	2010	2011	2012	2013	2014
Residential Assessment	\$1,146.1 M	\$1,223.5 M	\$1,291.9 M	\$1,420.2 M	\$1484.8 M	\$1481.0 M
Multi-Residential Assessment	\$91.3 M	\$95.0 M	\$97.0 M	\$107.2 M	\$113.8 M	\$113.8 M
Commercial Occupied	\$266.4 M	\$206.2 M	\$305.7 M	\$308.1 M	\$268.9 M	\$268.6 M
Commercial Vacant	\$9.3 M	\$9.0 M	\$8.6 M	\$7.9 M	\$7.4 M	\$7.4 M
Industrial Occupied	\$59.2 M	\$60.9 M	\$62.3 M	\$60.8 M	\$59.4 M	\$56.8 M
Industrial Vacant	\$2.0 M	\$2.4 M	\$2.5 M	\$2.3 M	\$2.4 M	\$2.3 M

Source: Revenue Office – Rates/Figures are subject to change until the tax rates are finalized.





# CITY of BROCKVILLE HOSPITALITY SECTOR

	2009	2010	2011	2012	2013	2014
Total Boaters:						
Visitations	1167	1058	882	789	764	773
Nights	1628	1502	1249	1078	1,023	1,086
Total Island**:						
Visitation	65*	241	161	319	445	392
Nights	108*	331	241	430	518	503
Total Campers:						
Visitations	427	341	492	396	509	343
Nights	853	737	821	772	889	616

Source: City of Brockville Operations Dept.

\* Staff changes decreased fee collections, not the demand for island visits.

\*\*Island seasonal pass holder use is NOT included in Island statistics

## BRIDGE TRAFFIC REPORT

Bridge:	2009	2010	2011	2012	2013	2014
Johnstown/Ogdensburg	555,802	572,324	715,109	782,524	832,334	780,603
1000 Islands/Ivy Lea	1,989,274	2,077,872	2,065,165	2,110,126	2,119,031	2,079,982

Source: Direct Call



## TOURISM GENERAL

	2009	2010	2011	2012	2013	2014
Tourism "Walk-In" Inquiries	26,610	24,414	16,759	*9,105	24,049	18,117
Information packages mailed	365	381	342	233	425	210
Website Hits	140,479	236,087	270,000	263,636	371,396	328,006

Source: Brockville and District Chamber of Commerce Tourism Office

\* Blockhouse not open

## ATTRACTION/FESTIVAL VISITATION

	2007	2008	2009	2010	2011	2012	2013	2014
1000 Islands & Seaway Cruise	23,800	19,200	20,000	22,400	26,500	26,700	25,800	23,850
Automotion	7,500	7,500	7,000	7,000	8,000	2,000	5,000	5,000
Boldt Castle	n/a	138,758	137,609	169,508	180,249	190,930	186,320	184,683
Brockville Art Centre	26,102	25,188	26,466	31,923	30,822	32,074	32,564	31,677
Brockville Museum	13,422	11,614	1,438	13,447	11,574	8,467	7,348	6,052
Brockville Public Library (programs and special events)	n/a	2,539	3,985	4,740	4,707	6,610	6,968	7,703
Brockville Ribfest	45,000	46,500	46,500	40,000	55,000	50,000	50,000	50,000
Doors Open	-	3,000	3,000	2,400	3,000	2,470	5,100	2,500
Fort Henry, Kingston	106,303	121,762	123,253	100,741	93,200	105,000	91,500	79,364
Fort Wellington	10,541	15,861	14,552	11,500	12,465	17,092	10,194	10,053
Fulford Place	8,700	8,401	8,755	8,400	6,782	7,000	6,593	5,340
Genealogy Visits	1,688	1,742	1,298	1,204	927	1,115	971	850
Ghost Walks	405	484	436	673	404	364	130*	168
Horse-a-Rama Rodeo	1,550	-	2,000	1,000	1,000	500	500	500
Multicultural Festival	4,000	4,000	2,926	3,282	3,400	3,400	3,000	3,100
Old Fashioned Picnic	1,200	n/a	550	n/a	400	400	400	400
Poker Run	12,500	12,500	7,500	10-15 K	10-15 K	10-15 K	10-15 K	10-15K
Pride Brockville (est. 2011)					200	450	1,000	1,000
Riverfest	21,000	26,000	26,000	26,000	26,000	-	-	-
Summer Theatre/ Musicals	5,132	5,952	5,349	6,153	5,386	5,206	7,312	5,217
Upper Canada Village	199,812	n/a	175,006	158,070	166,250	150,000+	215,400**	178,415

Source: Tourism Office Note: Events/Festivals are estimates only. No scientific tracking.

\* Ghost Walks decrease due to dropping down to two nights only

\*\* Upper Canada Village increase due to Alight at Night and Pumpkinferno