

EXPLORER

SOLUTIONS



South Bruce Peninsula Economic Development Strategy and Action Plan Appendix 2 – General Public Online Survey Results

October 2021



Appendix 2 – General Public Online Survey Results

Table 1 provides a breakdown of participation by question within the General Public Online Survey.

Table 1 - General Public Online Survey - Breakdown of Participation

Question	Question	Sub-Answer	Number of Responses	Number of Participating Respondents	Participation as a Percentage of Total Respondents
1	Covid-19 business recovery recommendations		99	110	90%
2	Business retention and expansion strategies		98	110	89%
3	Recommendations to expand SBP's shoulder and off-season tourism industry		102	110	93%
4	Like most about living in SBP	Preference #1	101	110	92%
		Preference #2	91	110	83%
		Preference #3	75	110	68%
5	SBP is best known for	Preference #1	102	110	93%
		Preference #2	95	110	86%
		Preference #3	82	110	75%
6	SBP should/could be known for		100	110	91%
7	Economic development brand or tagline for SBP		84	110	76%
8	Missing utilities and infrastructure; entertainment, recreational and cultural amenities; shopping; or health services in SBP		98	110	89%
9	Number of times per month engaged in entertainment, recreational, cultural and/or shopping activities		95	110	86%
10	Number of times per month needing to leave town to engage in those activities		97	110	88%
11	Finding and buying locally		95	110	86%
12	Finding and buying elsewhere		92	110	84%
13	Types of business activities, services and/or products would you like to see established/offered in SBP	Preference #1	86	110	78%
		Preference #2	71	111	64%
		Preference #3	57	112	51%
14	Additional comments and/or feedback in support of the SBP Economic Development Strategy		56	110	51%
13	Wish to remain informed of the outcome of the SBP Economic Development Strategy	Name Provided	56	110	51%
		Phone Provided	39	111	35%
		Email Provided	55	112	49%

Q1. What recommendations/strategies do you feel would aid in the Covid-19 business recovery of South Bruce Peninsula-based businesses?

- Tourism passports, Advertising dollars and Active social media promotions, Outreach to Canadian advertising
- Work with the County of Bruce and other partners to see seek a settlement to the SON land claim. (2) Work with Council, to help them recognize, that even the Federal government knows that the beach, right up to the 6th street bathrooms, are part of the FN reserve. (3) work with our elected officials to make them understand that Sauble Beach can not be "developed" in any meaningful way, without the provision of full municipally owned sewer and water services.
- A full reopening asap.
- A more welcoming environment to Sauble Beach. Work with the SON to promote joint events, family focused opportunities, environmental talks/walks/explorations
- Accommodation tax on all short-term rentals including ALL campgrounds, trailer parks, and anywhere there is overnight visits. Use that income to support local businesses.
- According to Mayor, 2020 was a banner year. Another lie? Do nothing, just let the place be open and do its thing.
- additional small business grants
- Affordable housing.
- Road improvements. Most specifically, rural roads used for agribusinesses."
- Allow businesses to open.
- Allow residents/seasonal cottage owners to purchase local business discounted booklet/coupons/card to use and support local businesses on a regular basis throughout the summer season
- Allowing access to all that makes the economy engine run, i.e., cottage rentals that help fuel the local business and allow access to public spaces. Allow local business to have public access to their stores.
- Attracting more tourists. It's the only saving grace for everyone.
- "Attractive sales and prices that don't gouge trying to make up for loss of business.
- Make the Town attractive and perhaps "'period'" dress ups downtown business employees."
- Better access to high-speed internet.
- better equipped in the electronic future. appears to be happening e.g. Internet high speed. year-round businessesmore residential equals more people living year round here. also the Bruce Power employees. The main street is desolate in the winter nothing open, except for a few year-round eateries, this is and has been the same for many decades. Sauble Beach downtown. The rental business for homes, cottages, cabins and seasonal rooms seems to be able to come back....and good move charging the 1% Tax on rentals.
- Better management of the Sauble Beach area. Certainly, attract visitors, but not gouge them for parking or other taxes. If reasonable taxes are collected in Sauble, the needs of

Sauble must be addressed. For example parking issues, enforcement, municipal sewer and water

- Business is strong - just get out of the way! Let business owners run their business and stop putting impediments in their way, like proposed main street walking malls or one way streets or reduced parking spots or food trucks. The free market works, get out of the way and let it flourish.
- Business were struggling before covid. So to be honest its not South Bruce Peninsulas problem as much as the businesses need to find what is needed and research the area to determine if their business can be successful.
- CIP program to support businesses moving online and updating space to be Covid friendly
- "Collaborative opportunities such as ""win this space"" initiatives for vacant locations.
- Unique online marketing campaign, such as videos that would showcase and promote the area and the many unique and vibrant small businesses. "
- Continue with sanitizers, safe distancing and/or and mask wearing in public places , stores and restaurants (unless sitting at a table with people within your bubble). Since even those that are vaccinated may still carry & spread virus - it's just good measure to restore confidence when people venture out of their homes and into community.
- Coupons for a discount off of products purchased. Always draws customers in.
- Development of online sales. Helping businesses go online and assisting in the processes of shipping.
- Don't add any additional taxes on small accommodations? In fact, do the opposite. Provide funding to small businesses directly impacted by provincial/federal and municipal incompetence during Covid -19.
- don't get involved with private businesses
- "Drop the ridiculous parking fee to where it was to ensure business are kept busy with lots of visitors.
- Advertise Sauble as the new hip destination to attract visitors."
- Easy and free parking. Let people know South Bruce is OPEN for business. Make people feel welcome!
- Easy identification that the business is there, operating and the scope of products/services
- Eco Tourism is something a lot of people are talking about and is something that would help all areas big and small within TSBP
- Ecotourism is going to be an important part of the landscape post COVID. People are not going to be going aboard as much which will likely drive up the cost of international travel. Couple that with a renewed focus on the environment and our natural assets in the area we have a real opportunity. Ideas like a small natural museum near Sauble falls, similar to the one in Tobermory National Park, or a fish hatchery which provides tours for rainy days. There are many ideas that benefit the environment and still could provide a day out for tourists.
- Encourage food and beverage locations to come here. There is a limited selection of different foods and types of restaurants in Sauble Beach and too many fast food "trashy" places that will only encourage low paying customers. As the area attracts more affluent

people based on higher real estate prices, they will be looking for something to eat besides "beaver tails"

- Encourage local businesses to invest in improvements. Most have not changed in decades.
- End of Berford street construction allowing for a more pedestrian-friendly environment. If people can linger on the street, drink a coffee or eat an ice cream on a bench, they will be more likely to window shop and wander into shops.
- The horribly loud quarry trucks do not allow for a pleasant pedestrian environment."
- Everyone getting vaccinated first off. Then let's look at William Street and have some street parties.
- Expansion of the Community Improvement Plan area to allow for those small businesses outside the areas to have access to the funding and grant streams which have historically only been available inside the CIP areas.
- Cutting as much red tape as possible to create a friendly regulatory environment.
- Access to programs and training or assistance in connecting new entrepreneurs with seasoned mentors in the community who are willing to help navigate the unknown.
- Assistance in promoting shopping local and showcasing the local businesses"
- Facilitate curb side pick-up in Sauble Beach for all businesses by facilitating short term parking nearby.
- Federal/Provincial/ Municipal governments that declare shut down of businesses.
- Only those businesses that are open year round and forced to shut down should receive financial help from any or all governments"
- Focus on meeting high volume needs of visitors on weekends in the high season such as continuous garbage pick up, more by-law enforcement, more washrooms, improve washroom standards and schedule for cleaning. Have a strategy for direction of visitors for overflow parking. Need garbage bins on beach to prevent beach being used as a trash bin.
- Focusing on reducing constraints to cottage renters, AirBNB and tourist industry with the goal of encouraging extreme tourism and spending.
- Free parking, Contests, Business of the month feature
- From all indications, businesses seem to be thriving like never before. Staffing is an issue as is supply. Thriving tourism is actually causing problems at the infrastructure level.
- Grants for major affected businesses.
- Having a nice boutique hotel with spa and conference centre to attract a year round consumer/group
- An indoor pool would be a huge draw for surrounding areas year round. The senior population is huge up here and aquatic exercise is the least painful. Also working with the schools to bring in students.
- Having communications with the businesses and asking them what support and aid they need- the businesses are in the best position to tell what they need
- I can only speak for Sauble but encouraging tourism would be a great thing.
- Making Main Street a walking mall with places in the street for gathering, eating, drinking, etc.

- Making the empty lot and unused parking lot at the light public parking.
- I can only speak to Sauble Beach where my residence is located. Short term parking is a major concern around the businesses. You can't just run in a pick up some fries or a sub because there is no place to park. Also, there needs to be some major PR work to be done to win back the cottagers and visitors from out of town. How the town has managed the covid safety precautions has created a division between cottage owners and permanent residents and has also made Sauble an unwelcoming place to come. More specifically, it is in the wording in how things are said that makes all the difference. I don't think the businesses will recover as no one will want to come here again. I myself will not shop locally after the pandemic is over as I am a cottager and not welcome therefore my money is not welcome either. I feel sorry for the businesses that have been here for decades.
- I feel like raising the cost of parking & paving tickets is a big mistake while we are trying to recover. Especially in Wiarton where the businesses on main street are not benefiting from the tourism boom.
- In Sauble an alternative needs to be provided for passing further away from the beach with shuttle service to the beach, as well as multiple drop off points so people can drop off/collect their families and gear. The one on 1st is not sufficient. "
- I think that depends on what the government is doing... everything seems up in the air
- I will continue to shop locally as much as possible.
- "Irrespective of COVID, the town seems to be spending a disproportionate amount of funds on legal proceedings. Moving forward, I feel that the town needs to be more proactive in its processes to address all potential concerns prior to moving forward with projects.
- Regardless of the town's perspective on matters, a small but vocal minority of people seem hell-bent on opposing any and all projects (for this council and likely the next) thus it would benefit all if we were more proactive.
- Beyond this, we need to continue to draw high-speed Internet access to the area including upgrading library access points to modern high-speed levels. As a community, we have a wonderful opportunity to draw high net-worth individuals from urban centers who can now work from home but we must have the infrastructure to allow for this to happen. "
- "It is a bitter pill but we have to embrace change to stimulate our local economyand that means attracting more people to this area for tourism and to live.
- Retirement community is a great opportunity for expansion."
- It is difficult to recommend strategies until the ongoing work on the main street is completed.
- "It needs to be viewed as a destination, not as a constant legal battlefield. Public opinion needs to change.
- I chose to live here BECAUSE it was a beautiful vacation destination. "
- Just open things up
- Keep up the mask mandating in businesses and quit telling cottagers to not shop in their municipalities.

- Let us open our doors
- Lower taxes and fees to help businesses recover
- Maintaining the beach parking and the beach maintenance. The beach is the reason people come to our area, if we want to recover we need a pristine beach experience.
- Make sure they can adapt - eliminate barriers and make sure policies for things like sidewalk patios are affordable / don't include a lengthy process and make sense in the new post-covid landscape.
- Consider ways to help marketing the area as open and safe.
- Consider an ambassador program to ensure visitors have a positive experience - are directed to appropriate sites and can find washrooms, parking, etc., and adhere to health protocols in a friendly manner.
- Any consideration for lowering applicable fees / charges or postpone until next year may help."
- many are seasonal so ensuring the summer and fall are well supported with public facilities and attractions being open if possible.
- Marketing a Open for Business Campaign
- Maybe hold off shutting down a main road like highway 6 through the middle of Warton? That was profoundly crushing to the town and everything north of it.
- Maybe waive their taxes or pay their rent for the summer. I don't think cash should be handed to them without receipts or a designated reason as there are probably people who would pocket it and do nothing. Set up outdoor patios wherever feasible.
- More focus on improving conditions for permanent residents and year round businesses, less on tourism and businesses that only operate during the summer months. Focus on the residential tax base.
- More washroom availability if you want to have families come to shop. Designated eating areas where people could buy food and then go and eat outside and enjoy the weather. Incentives to encourage businesses like bakeries, restaurants, places to obtain food like more food trucks.
- Most of our businesses are seasonal and the permanent businesses stayed open,(grocery stores, hardware, mechanics etc.) and seem to be doing fine. The seasonal stores will just have to either get through it or not, nothing we can do long term
- Need to make accessible high-speed internet. We need to be open for business so that when ANY new business is interested we stop putting up artificial barriers and deterring people from coming here (i.e. - food trucks; crazy insurance premiums for any events; unreasonable rent premiums for town assets - clearly a waste of money on the study of the market values - vacancy rates would imply the "market" doesn't agree with the rates).
- NO parking spots eliminated in areas that people would walk to the downtown in Sauble. Bringing water to Main Street is critical. A tax break for businesses would always help.
- Free parking
- Latitude for business that want to add to their business but the town won't permit. Things like sidewalk cafes/ ice cream bikes!

- Once restrictions from Public Health and Province are lifted, engage in a media campaign to indicate tourism and business is open in South Bruce.
- Opening up from covid restrictions. More opportunities for new businesses
- Opportunities to network and partner with other businesses. It would also be great to see some ideas to help stretch out the tourist season.
- Perhaps having the town highlight one business each week that's located in TSBP. We hear about what's in the specific area we live in, but I couldn't tell you all of the businesses in Sauble or Wiarton, let alone the smaller hamlets throughout TSBP.
- And maybe give the Wiarton businesses a chance next summer, since even curbside has been a challenge this past year (2020 and into 2021) due to the dig. Many stores are able to make accommodations for accessibility and mobility issues, but many people don't consider asking. If you have an accessible parking pass, you may not be able to access some of the store independently with the construction.
- Promoting shoulder season tourism
- Property tax cuts for all residents and businesses
- Property tax reduction, paid parking rate reduction
- Our favourite restaurants and bakeries are now closed and will never reopen
- Redo the Sauble visitors sign and post each business and what they sell/do
- Reduce parking fees at Sauble its ridiculously over priced
- Allow creative ways of doing business versus finding roadblocks to stop innovative ways of working"
- Reducing the taxes that area businesses have to pay for the next year or two to help them out. Delay the onset of the Rental/Bed Tax for a year.
- Removal of allowing 29 food trucks in TSBP.
- Removal of the wall across Lakeshore Blvd.
- Rent relief, employee income relief
- Safe opening that gives people comfort and helps them to have confidence to shop
- shopping local campaigns
- Some tax relief for the small businesses which have been forced to be closed so much over the last year and a half. Hairdressers in particular who haven't been able to even offer curbside services. They need help.
- Strong and target marketing by each business and the Town, with a catchy back to business theme. Focus on the new and improved streetscape in a 'refresh ' theme.
- Support of Indigenous led and managed social enterprises, and other social enterprises. Collective space for small businesses and social enterprises. Protecting the beach and dunes and preserving the ecological integrity of the area. Eco tourism.
- Support the already existing business within SBP, financially and by way of advertising. This can be expanded by using local advertising resources.
- Tax incentives for business owners to further invest in their business. Offer a scaled benefit based on some key strategy:
- All year long business
- Hospitality and tourism

- New initiatives that are not in existence in SBP
- The preamble suggests that tourism is predicted to fuel the TSBP business recovery plan.
 - so concentrate efforts on getting the tourists already coming to Airbnb's to pay fees for the roads , garbage cleanup, washrooms, etc. that the property taxpayers provide
 - business tax, rental tax... both are appropriate to compensate the taxpayers for maintenance of services and for loss of enjoyment of beaches, grotto, etc. "
- Tourism is the main driver of Economic development and until council understands this and stops making decisions that have a direct impact on tourism then this process is futile.
- When removal of restrictions allow, get customers back into the business with realistic incentives. The 'body/majority' of downtown core businesses need to appear vibrant again and give the town the appearance of bustling activity. This will inspire confidence with locals and passers-thru alike. Promote Spruce the Bruce perpendicular signage like crazy! This promotion can dovetail well on heels of Big Dig and Streetscape improvement to give Berger's St a welcoming look. This time is opportunity to be recognized while we move ahead from the pandemic and Big Dig disruption.
- With escalated property values and the changes that will occur with MPAC municipality must reevaluate the tax rate. Without this revaluation post COVID tax bills will cripple business and homeowners.
- You have to think of the big picture for the long term. Parking is a problem in Sauble Beach that needs addressing. A more welcoming attitude to cottagers. Make shoppers welcomed and appreciated for their patronage. Make sales staff more friendly and helpful.

Q2. What strategies/actions/steps could be considered to help ensure the long-term success of businesses in South Bruce Peninsula?

- Continue to ensure that taxes are kept in check.
 - Consider reducing the development costs associated with building permits - they are very high compared to neighboring municipalities with similar demographics (i.e.. North Bruce Pen.).
 - Reduce administrative red-tape wherever possible.
 - Consider more affordable housing options such as lane-way houses, garden suites etc. in a controlled manner (see Kitchener's recent by-law amendments).
- Additional training for staff, help with affordable and/or staff housing, stretching out tourism season to be longer than just the summer.
- Again, major public relation campaigning will need to be done to get visitors to come back.
- As above- put money and resources back into the existing business within SBP.
- Being a summer tourist destination it's difficult to support year-round businesses when there are limited year round people here. Many cottages are rented seasonal and the owners use their cottage as their permanent residential address and head south for the winter, thereby reducing further year round residents. Many people who live here year-round, do not work in Sauble, many work outside the area therefore they are not here over the daytime hours.mo

- Better infrastructure. Some of this is unique to each community but could include:
 - Faster high-speed internet
 - Proper water and sanitary systems in communities
 - Development of a more extensive trail system for tourism, including cycling, ATV, walking etc.
 - Adequate parking and signage for the above
- Business open year-round a minimum of 5 days per week would receive a reduction in business and property taxes
- Tourist business should be full value taxes as they only look for tourist people that are day trippers. Bringing their food, etc. to only the beach areas."
- Businesses have come and gone for decades in this little community, it is a summer town and those in business know that when they set up here. Having government step in is not a plan, it is overreach and an excuse to fill the town coffers.
- Clean safe beach and clean safe towns. All businesses do not need to be only summertime oriented. There are great hiking trails in and adjacent to the town. Also the trails for recreational vehicles. These maybe can be explored and exploited. spelled out where, what and when. Cost of recreational pursuits must stay with the market. re; parking, etc.
- Collaborate with business about existing and any new proposed taxes, fees and levies.
- Collaboration of stakeholders (Town, CIPs, BIAs, Chambers, Service Clubs & businesses) to create and organize events in the area.
- Visitor shuttle that would tour people from Wiarton, Hepworth & Sauble Beach. Perhaps with stops at unique hiking locations, farmers markets, Rural Rootz, garden centers, artist studios, galleries, etc. Could have different themes for different days or months.
- Facilitate communication between businesses and Bruce County, regarding programs such as Spruce The Bruce - so the program is offering opportunities that will serve the businesses of our Municipality.
- Fostering solid communication with existing stakeholder businesses in the community. Discuss succession planning with them as well as working together on initiatives that would benefit the business community and help create a community culture that embraces and welcomes new ideas, businesses and opportunities.
- How about a beach management plan that considers the fragile dune systems and piping plovers?
- Why not use the ropes that were offered for free to help direct people to the walkways.
- Need new and proper walkways to the beach with proper signs to explain the fragile dunes.
- Customer service excellence. Friendly come again communications.
- Diversify offerings in Sauble (restaurant types etc.) offer environmentally friendly activities/experiences, invest infrastructure (streetscaping, visitor areas, places to sit and eat take out.)
- Downtown Wiarton is an eyesore. Provide incentives, grants etc. to improve store fronts and establish standards. Make people want to stop in Wiarton.
- Ease the building approval process as much as possible. Create infrastructure to support expansion...easy to say, expensive to do.

- Easy, convenient and free parking. Welcome people. Advertise the beautiful off seasons for tourists so it may be worthwhile for businesses to stay open longer into the off seasons....this will benefit locals as well.
- Economic diversification and being investment ready - where are the serviced, zoned and ready to go development sites - for industrial, commercial and residential.
- Year-round tourism would help grow that sector and broaden the workforce to full time.
- Encourage day tripper public transit (chartered buses) on weekends (from Brampton-Mississauga for example). Less congestion, more foot traffic.
- Encouraging businesses to identify and promote uniqueness and value offered other than the overused and pointless 'local'
- EV charging stations, washrooms, and patios. Free parking.
- Explore a large truck by-pass route. Warton will never be a pleasant outdoor street environment with the large noisy trucks moving through. Also, the fumes from these trucks make for terrible air quality on hot humid days.
- Fibre optic-based gigabit internet access at every location in South Bruce Peninsula. This would allow a wide swath of individuals to work from home/cottagers to work from home and enjoy SBP.
- Finish Berford St
- Free parking
- Focus on Community Development - build the infrastructure that adapts to a year round destination for both locals and visitors. Make places for people to get outside, hang out and be social. Look at places like Whistler that have been successful. be unique, authentic because that is why people come to the area. Consider supporting local business owners and eliminating "brands" to offset competition. Stream-line municipal services wherever possible making it easier for businesses to apply for building permits, build patios, etc.
- Updated infrastructure - water / sewer, transportation, housing stock
- Long term success means keeping costs down and increasing revenues. Anything the Municipality can do to ensure the revenue base - population increases, supporting local supply chains, supporting growing the existing business community with regular interaction and support to fully understand the barriers to growth and development they face.
- Need for serviced land / be investment ready / broadband
- Focus on making the area more welcoming to tourist, visitors. Tourism is the easiest way to grow the area.
- Get a focus of businesses - create the tax force to vet suggestions and put plans into action - 30-60-90 days and then look at medium term and then long-term. Also need to look at proper sewer and water systems - these need to implemented sooner rather than later for any type of residential growth and long term business viability
- Grants for upkeep of store fronts
- Workshops for businesses to attend for financial, social media, advertising etc.
- Incentives for residents to shop local
- Promotion and advertising dollars

- High speed internet, better planning, control of the number of tourists, better accommodation, better roads.
- Improve conditions for permanent residents and encourage families to locate here by providing year round employment opportunities. This will in turn support year-round businesses.
- Lessen the focus on short term businesses. Stop thinking short term.
- In Wiarton - increased signage to additional parking (Louisa St.) often it's too hard to park on Bedford St. Also highlight that the parking is free, have street events like street dances or street fairs to draw in people for a day here and there.
- In Wiarton, complete the infrastructure project promptly and successfully
- Bring in a hotel/convention centre/entertainment venue at old grocery store location
- Move the small craft boat launch & fish cleaning station in Wiarton harbour near marina and make the Wiarton harbour a tourist destination. Right now, one entry is for camping, the other is for boat launching and a tiny section has a few picnic tables. Time to beautify and take advantage of our beautiful bay and its proximity to downtown to help attract tourists and support all local and downtown businesses
- Do we do boat tours?
- How about condos off the rock/cliff across from marina. Let's find architects and investors and give Wiarton something sexy
- Downtown shops need to be able to attract foot traffic as well as support online off-season business. Filling storefronts with real estate shops isn't going to give locals and tourists an experience to remember and reason to return.
- Support local business with reasonable rents in the face of skyrocketing real estate and impossible- to-get commercial mortgages
- Incentives for first year start up businesses. Incentives for long term businesses.
- Invite investment of major corporations to South Bruce through National/Provincial/Local incentives. This would increase job growth and thus, spending and growth within the area.
- It seems like most businesses have increased their prices during COVID-19. Businesses need to offer people fair prices versus the gouging that we see now.
- Keep the main street as a retail centre - no more real estate and insurance offices
- Let businesses do there own thing. good business ideas work best without any hand outs
- Long-term success will depend on the type of business, if there will not be enough customers for that business year-round or enough business in the summer months to sustain them year-round they will fail. Any business should consider this in their business plan, it is not up to the taxpayers to subsidize them
- Long-term success is based on population growth and people staying in the area year-round or longer during cottage season. This will require more amenities and entertainment to be developed. With most of us limited to septic systems and very poor internet, it is hard to stay up there past the end of October as there is nothing open. Being realistic, unless there is a large influx of population and/or spending on utilities, I don't know how this will ever change.

- Main Street beautification. Water for sure for downtown Sauble and sewage system as well. But water is really critical. Anything that makes the tourist experience relaxing. Another public washroom within the Main Street. The burden of providing washroom for customers is great and the inequality of certain restaurants NOT providing them but having seating is an issue. Must maintain current parking on Main Street. NO spots can be lost. Continue free 2 hr parking for sure.
- More Industries to provide work year-round for our year-round residents.
- More talk between the town council and the Chamber of Commerce to see what they can recommend.
- More than ever, out of area eyes are turning toward SBP and other less densely populated areas to relocate to. We offer beautiful country, amenities and quality of living. Controlled influx of residents equate to more healthy, sustainable and new and diverse commercial assets to the community i.e.. Wiarton is on tipping point. Unlike Collingwood today for example, Wiarton is oversized for water supply and sanitary treatment with room for growth.
- Develop a waterfront master plan, grow it and maintain it. Bluewater Park was improved in 2008 with grant funds and the town has not leveraged that improvement to its potential. The grass gets cut and that's it. The installed trails have never been maintained and are now barely visible. That property is a jewel and is largely ignored by the town when it could be so much more. First impressions of any town with a desire to go forward are so key.
- Municipal sponsored regular events that are supported with the service is needed for large crowds.
- Offer a transit system from Owen Sound & Wiarton for potential older shoppers and for potential workers at the beach.
- Have events at the beach (i.e. bingo, concerts at the beach etc.) that would encourage older people to come to the beach from Owen Sound.
- Parking should remain free to encourage tourists and locals to spend time browsing/shopping at stores and therefore spending money. Store hours should be extended and CONSISTENT! Even as a local, I often find myself downtown planning to make a purchase at a store that was open at this time last week and now for some reason has closed early or for the day.
- People need to think of ideas that are long lasting and unique. Example coffee shops are not a great idea, people will go to what they know "Tim Horton's" I always liked coming up to Sauble for their bathing suits but has I've gotten older and now that I live here I realize that every store still has the same products from years gone by. There's no turnover of product.
- Plans to introduce infrastructure to allow business growth
- Protecting the natural environment so businesses can rely on that branding as they bring people to the area. It is counter productive for business to request people come to "Ontario's natural retreat" if the town destroys nature/doesn't uphold their own branding.
- Provide Sauble Beach proper sewers. Protect the natural environment we have.....once it is gone we would never be able to get it back

- Reduce commercial property taxes and ensure local contractors charge fair rates to seasonal businesses.
- Regular consultation and stakeholder input sessions. Tourism must be the focus.
- Rent caps, parking. Reduce all the rules and regulations that stop so many great ideas. Also reduce the high licensing fees.
- Encourage residential development through lower development fees
- More public washrooms across the town for tourist.
- Seek specific “tourism” designation for the 5 or 6 kms of beach. Then you can actually lean into the beauty of the beach, sand, roads and businesses.
- There are 100kms of shoreline north of Sauble to Tobermory that is “natural ecosystem”
- Sewer and water in locations other than Wiarton to accommodate commercial development.
- Shop and promote local where possible
- Signs in different languages to recognize the diversity of people coming up to SBP...it's fine if English is your first language, but what if it's not...awfully hard to engage when you feel no one will understand.
- Slow the grow. Real estate prices are ridiculous. Tax base is naturally rising. No need for silly grants and encouragement. We have to protect our forest areas and avoid mass development.
- Social media should be utilized as much as possible. I think also focussing on the natural beauty of the area and the beautiful hiking trails and beaches would attract a great demographic
- Specific goals on controlled growth given present limited resources, detailed assessment on how to achieve them reasonably from financial and environmental perspectives, and involvement from the community who already are established here.
- People are drawn here for the recreational aspects.....we need to be careful not to replicate city-based features which will alter the very specific reasons tourists come here. If you're looking to attract more residents and therefore a larger tax base, those new former-city residents will probably bring a level of municipal service expectations which will unfold and be made known as the area expands.
- Support all businesses....not just tourism.
- Sustainable tourism. Online tourism experiences. Support for social enterprises, including not-for-profit corporations.
- Tax breaks for eco-conscious businesses. Better parking facilities. Social media campaigns. Longer seasons, so off season opportunities per the next question....
- The lack of Municipal sewer and water for Sauble beach is the biggest deterrent to proper development. It is important to keep its character, but businesses have very limited options without services.
- The people that live up here cannot afford their rent because there are no sustainable jobs, so a focus on tourism would boost small business, but that would be the irresponsible way to go

- The tourists need more parking. The more parking taken away the more people decide not to come or shop
- The Town needs to partner with NPO's to ensure there are DAYCARE programs running in our communities so that parents can work.
- The Town needs to review their fees in light of our community and adjust accordingly - our poverty rate is staggering - yet our food truck fees are as high as Toronto. But Georgian Bluffs are not nor are NBP...
- We need a convention centre. Weekly I take clients to Owen Sound to use amenities that are not available in the Town - as simple as a board room space that is available five days a week without a month's notice (The Whicher room is lovely but my client's don't always give me four weeks notice to book it and it is the most frustrating to try and use it).
- Tourism 110%. It will increase business, jobs, etc. Having said that, keep out big corporations or we will turn into Wasaga Beach. More rental options, family attractions i.e. upgrade the playground, volleyball courts, ice cream & food trucks hopefully all owned by locals.
- Variety or different brands of products. Not the same products year after year.
- We are not just tourism. Need to help our seniors too
- We have been through 3 lockdowns and have lessons learned. Access is allowed to essential services and thus should be mirrored for non-essential. This being said if restrictions are needed. If the province opens up, bus as usual.
- We need to do whatever we can to attract new businesses like waive permit fees, reduced taxes this town needs new life
- Wiarton and Sauble--more parking & better signage--Wiarion in particular--so many cars drive through--easy access to parking will encourage more to stop--paved parking behind pacific hotel and royal bank --easy access from all parking lots to main street including wheelchair accessibility--clean up the alley way from the main parking lot on Louisa Street so it is safe to use--and get rid of cardboard dumpsters taking up parking spots--promote Wiarton as basecamp to the Bruce Peninsula so people will stop, shop and stay and do day trips--restaurants and lodging need expanded before Wiarton is really a basecamp --also encourage private investment of car chargers in municipal parking lots
- Wider variety in food, food delivery service, scooter or bike rentals,
- Winter activities to attract off season visitors.
- Work closely with all existing businesses and continue to ask what new businesses are needed to round out the mix. Seekonk another suitable anchor like Rankin River-this was a huge loss.

Q3. How could South Bruce Peninsula expand its shoulder and off-season tourism industry?

- We are not going to attract beach goers nearly as much in the shoulder seasons thus we must leverage the other natural options that our region has to offer including winter activities such as cross country skiing, ice fishing and the like.
 - A fall colours driving and or hiking tour that is promoted in the urban areas.
 - Advertise pet-friendly activities so that families can partake in activities with their fur babies.... off-leash opportunities would be nice.
- Accommodation and choice of places to eat during the off seasons might encourage people to come and stay
- Advertise as a year-round destination, create a real time accounting of upcoming accommodation booking so businesses know there will be visitors and will then stay open.
- Advertise the beautiful off seasons. Bring visitors in so it is worthwhile for businesses to stay open in the off season.
- Services in Sauble would allow business owners and landlords who rent to tourists to develop in ways that could allow for expanding into the shoulder seasons.
- A reasonable inspection fee and accommodation tax is fine, if the money is used where it is generated. The key to this being a positive tax (or fee) is that it is reasonable. It can not be perceived as gouging. That will deter people from renting and tourists from visiting. The proposed parking fee is most certainly gouging. Tourists will not be coming back with fees like that. Also tourist will likely spend less money in local businesses and leave with a negative impression of the area. Not good for tourism.
- Allow Food Trucks to operate earlier and after the other restaurants have chosen to close for the season?
- The more retail businesses we have, the less we will go out of town to shop. The more new people coming to live in Sauble makes it easier to maintain more of a business base. Difficult to get to that point.
- As a local, I think we are already saturated with tourists. Many of our recreation facilities (e.g. boat launch, Bluewater Park and Spirit rock parking) are overcrowded and parking is full.
- Better infrastructure- high speed, consistent internet has become an essential requirement- not a nice to have- it is a must have now- allows for expanded business and conference etc. availability. Further infrastructure also allows for more year long businesses that can survive with full-time residents and not as reliant on seasonal
- Attract new stores
- Develop eyesores like former grocery store site
- Because of our beaches, we're always going to have an issue in seasonality. The beaches make us unique. We lose that in the winter. So I think the better strategy is to maximize the summer season. Which means making the area as welcoming to tourists as possible. Each visitor is a potential future resident. We just have to make their visit special enough to plant that seed.
- Better accommodation, high speed internet, better marketing, a few better festivals, drop Warton Willie for better ones.

- Better snow mobile trails and maintenance. Cross country ski trails and resort.
- Boutique hotel with a spa. Community hub with year-round pool.
- Bring some other seasonal draws to the area such as snowmobile poker runs, fundraiser hockey games, kids hockey tournaments. Partner with local clubs to draw people into events.
- Casino / concert venue.
- We need accommodations, restaurants and shopping open extended hours. For vendors now there is not enough business to stock and staff business.
- Coffee and bake shops and restaurants inviting visitors to enjoy a break from sitting home boredom.
- Develop an interesting food culture by supporting local restaurants.
- Differentiation - Why,What,When - Focus
- Eco-tourism is all season
- Encourage more businesses to remain open after Thanksgiving...offer incentives (discounts/online portals to direct to local businesses)
- Ensure monies collected during the tourist season is allocated towards local business throughout SBP, and not just within Wiarton and Sauble Beach...
- Ensuring there is strong internet as people shift to working from home. Accommodators can use this to attract people to stay for longer periods in the off-season. Look at bringing in businesses or building recreational assets that are available outside of summer i.e. winter hiking, guided tours, photography and birding workshops
- Expand access for snowmobiles and ATVs. Add trails. Encourage campgrounds to allow ATV campers.
- Get rid of strict rules and restrictions, allow more ideas to happen for the businesses and reduce the fees that are made to pay to the town, such as the high fees for food trucked to operate.
- Hosting events. Fairs, concerts, flea markets, garden tours, scuba diving. Improve and expand on Wiarton Willie weekend. Do something fabulous at Thanksgiving and Christmas. We need people with imagination and vision. Yes it will cost money, but it will be money well spent.
- Best way is to grow the population/attract businesses and businesses that support staff working from home. More people living here with good incomes and looking for services and entertainment feed the economy the best.
- Find a developer for the lands around the Wiarton school to build a desirable neighbourhood
- Promote and support the Wiarton airport to gain interest in commuting easily to bigger cities by air or to attract those with private airplanes to consider Wiarton a travel or living destination
- Grow the hospital
- Create winter/all season experiences that bring people together (hotel/entertainment/sledding, trails/guided tours/

- I think you need to build more awareness of what is actually available to people during these times. What amenities are open, lists of businesses that are open and what recreational activities and places are open.
- If the Town improves and supports permanent residents and year-round businesses it won't have to focus on shoulder and off-season tourism. More permanent residents and business will automatically create more visitors to the Town.
- In Sauble, now the people have to be an extra tax to rent their places in the off season there will be less available places for people to stay. There are 3 motels and I am not sure that they are open off season. Instead of charging business and homeowners they should be offering incentives to bring people into the community.
- Increase access to and promotion of noteworthy natural areas (hiking trails, waterfalls, nature walks etc. by providing additional free nearby parking and increased signage of noteworthy items (e.g. explanation of local flora, fauna etc., and also providing and timely servicing of portable rest room facilities in such areas.
- Increase the number of people who are living here year-round.
- Hold a give away or a contest that requires people to participate in person during the off season.
- Advertise and target markets which have not been targeted previously
- Hire a photographer to capture the beauty of the area in the shoulder seasons and utilize Instagram, perhaps contact an influencer.
- Increase winter activities for families and maybe we can become a year round town. Easily done via marketing, contests. Ice fishing groups, snowmobilers, etc... Lots of potential here to grow but also stay unique and corporate giant free.
- Infrastructure.
- Less restrictions
- Making sure that there are well organized activities that are publicized (i.e.: nature walks in the fall, cross country skiing and snowmobiling in winter).
- Market year-round sports and recreation...enhance Base Camp marketing. Snowmobiling, x country skiing, snowshoeing, hiking are all great local activities. Need to manage the overuse of some areas like Lions Head and The Grotto.
- Marketing and expanding the brand from just beach town to year-round destination
- More businesses need to stay open after tourist season to encourage people to come to the area during the off season. I suggest that if year-round municipal water and waste were available it would lead to easier availabilities of properties and their usages during those time periods
- More industry coming to the area that would offer more residents or are people full time jobs that would encourage them to live here year-round. There are many tourists up here throughout September and October, but many businesses on the main street are already closed up for the season. Remaining open would be a help, but then there are many who have only summer staff that are gone late August. You can't operate without staff.
- Need to focus on other destinations besides beaches. Expand ski and snowmachine trails.

- Not sure you really can. Staffing businesses in the shoulder-mainly the fall is a real problem. Some businesses close for that reason alone. College students are here for spring but not fall.
- Nothing is open in the off season, so less reasons to visit. Limited RE talent for outdoor activities. We need more snow shoeing, cross country ski rental options.
- Offer adequate accommodations and variety of dining experiences. Out of towners want to decompress and chill after a day of play in our natural SBP setting from hiking, biking, paddling, snowshoeing, skiing, rock climbing and more. We all need to eat and sleep each day. Provide the essentials and they will come.
- Offer incentives for businesses to stay open generally close up over the off season, so that tourists have something to do/eat/see when they get here.
- Offer more events in the shoulder seasons. The fall is so beautiful there. Winter could be focussed on all the great cross country ski trails and infinite possibilities
- People need something to do a destination. A first-class resort and spa type of idea with conference capabilities. But for that you need sewer and water.
- Four season camping.
- Four season trail system.
- A modernized Official Plan with public input above and beyond provincial requirements.
- Promote the region and encourage more tourists - business owners will do the rest.
- Promote winter sports.
- Promote. Have a town hall meeting that gets the business owners and cottage/rental owners together to strategize. But allow them to control the narrative, politics aside.
- promoting shoulder season assets i.e. weddings, fishing
- Promotion of natural tourism throughout each season. Each season is showcased equally.
- Promotion of winter sports/snowmobiling/cross country skiing etc.
- Provide meaningful assistance to those who are developing 12-month service businesses.
- Push off-season events (skiing, hockey/skating, crafts/cultural shows) to the forefront of community marketing during these times.
- Sauble Christian Fellowship just built what is in essence a beautiful small conference center that could be used by groups or businesses across Ontario. Could the accommodations business and the church work together to stay full? The shoulder seasons are perfect for that because the crowds aren't here and the weather is good
- Develop and retain an industrial manufacturing base by providing incentives for large and small business to establish themselves here.
- Small resort / hotel / conference centre
- Outdoor skating
- Winter market
- South Bruce has seen expanded shoulder season growth in attendance even during the pandemic. Sauble Beach and the natural beauty of the peninsula are the major factors in attracting visitors. Seasonal restaurants make dining out a problem for visitors but there needs to be a reliable income flow to operate. Cottages which are available for summer rental are often not available in winter although with Airbnb presence, that is now changing

as well. Other towns who have summer seasonal attendance have usually focussed on cultural events to boost tourism in off-seasons. Music festivals, theatre events, seasonal festivals....all of these have been used to attract off-season tourists. A centre dedicated to culture.....perhaps incorporated in the new community centre in Warton....may provide a venue for that.

- Spring and fall--encourage seniors by offering packages from 2-7 days with lodging within the municipality--could advertise in senior type magazines or social media geared to seniors--winter --promote cross country skiing and snowmobiles packages --there is so much to talk about that will attract wide variety of interests--fall colours, exploring the back roads, hiking on Bruce trail, lighthouses, fishing, boat tours in Tobermory, bicycle routes and motorcycle routes, canoeing, wild flowers, birding
- Stable government. Sustainable tourism, online experiences.
- Stop looking at summer tourism as the only alternative. Target a group (seniors?) and encourage amenities to match
- Support short term rentals, comfortable accommodations is one of the most important things, promoting cross country ski trials, snowshoeing and business that can support these activities, winter festivals
- Support the development of more experiential based businesses - things to do after the beach, hike, etc. including opportunities for micro-cations, quick get-a-ways - post pandemic will see people travel more domestically and local for a couple years. This is an opportunity to connect with new people and build relationships with them for return visits. Explore unique retail, eco-tourism, the health and wellness industry to include spas, etc. as these are a big draw especially now with the focus on self.
- Consider incentives for business attraction / development
- Consider seasonal / climate related activities / possible products / experiences and then identify a market to attract.
- To give those businesses that want to shut down in the "off" season, you have to give them a reason to stay - customers. "
- The environment is so important to many of us but also a lot of people in Ontario and Canada. Encourage walking tours, areas for bikers (not motorcycle nor ATV) to come to explore our area. (need water stations, washrooms, places to stay, establishments for them to get a nutritious meal and packed lunches. We don't need large hotels but to highlight the motels we already have. These establishments are people who live here and want to show of the beauty of the area.
- The Tourism office should be open in the shoulder seasons. Trash cans and beach maintenance should continue into the shoulder seasons - the bathrooms could be left unlocked.
- We need businesses to be open after 6:00 pm - perhaps there could be an incentive offered to businesses willing to invest in establishing a business community that is open in the "evening"...Warton rolls up the street by 6:00 every evening. I hear businesses complain that they tried staying open " but no one comes. No one comes because no one knows the Town is Open after 6:00 - perhaps the town could invest in advertising for these businesses that commit to staying open later

- Tourism up 'here', specifically Wiarton and north, is so busy during the peak season. We need to start to think outside the 'tourism' box to generate more business. People in the community that I speak with are grateful for the tourist dollars, but we need to entice other businesses to the area. Relying on tourism dollars is not the full answer.
- Staff who live more than 'x' miles away should have their compensation red circled until they relocate closer to the office. They also should drive their own vehicles to work just like everyone else. That way they would directly benefit local gas stations and automotive repair shops.
- Saturday night Live entertainment at the Community Centre (supporting local talent)
- Local Breweries Beer Tasting/Local Foodies too at Community Centre
- Euchre nights
- Utilize the airport to bring international tourists.....year-round, develop the Bruce trail as an international attraction - and develop Wiarton as a full service community, use west coast trail as an example, open up the waterfront for mixed use - commercial and condo development while retaining public access, attract a destination hotel / resort on waterfront.
- Very active social media – strong advertising and promotions are key
- We need more accommodations. Without that there is NO need to promote off season tourism.
- We need things all year round, like the Wiarton Willy Festival and other winter activities. We have tons of trails for ski doing etc. If people knew they could come up and stay in hotels/camps etc.
- The whole perk and idea of being on the Peninsula is the fact that we have a "down time" and it is nice and relaxing.
- Winter sports tour business. Boat tours, guided walking tours. Get people familiar with our area.
- With the price of overseas trips increasing, Canadian athletes are going to be looking for winter camps to train on a budget. Consider working with Canadian professional sports organizations to see what kind of training facilities could work. These facilities could be dual purpose collecting tourist \$ in the summer and training \$s in the winter. Ideas include indoor swimming pools, cross country skiing trails, indoor cycling tracks, climbing walls etc.
- Work collaboratively with community stakeholders and neighbouring communities to create a shoulder season/off-season events calendar that is promoted broadly online.
- Could start with a calendar of Christmas parades and winter markets, Sauble Winterfest, Willie Festival - is there an opportunity to build on these existing events and fill out the winter with activities/events?
- Create community ski, snowshoe or skate trails near our downtown cores - Bluewater Park, Sauble Town Square.
- Create a shoulder season/off season marketing portfolio -images and videos of activities and events during those times that are marketed online.
- Facilitate opportunities with businesses and accommodators and teach (show/create) them how to create collaborative experiences with one another.
- Work with Chamber of Commerce better than they have been.

- Year-round accommodations that range from the more rustic cabin appeal to higher end amenities such as spa, private trails etc.
- Support the various ski clubs with special event weekends that include entertainment
- Create guided adventure tour companies that would include hike, kayak, ATV, snowmobile etc. where rentals would be available as part of the guided experience.
- Outdoor winter skating park

Q4. What do you like most about living in South Bruce Peninsula?

Preference #1	Preference #2	Preference #3
Atmosphere / Environment / Country (14)	Ability to express oneself freely	Affordability (2)
Beach (18)	All the dogs walking around	Atmosphere / Environment / Country (5)
Climate	Atmosphere / Environment / Country (15)	Beach (3)
Community of full-time residents who are invested year round and take care of each other	Beach (7)	Bruce Trail
Generational history.	Bruce Trail	Cottage Country
Geographic Location (2)	Country Life	Food
Golfing	Cycling	Food (2)
Great neighborhoods	Easy to get around (most of the time)	Forests
Great place to grow up	Georgian Bay	Great place to raise a family
Hospital	Green Space (3)	Great services (internet, natural gas)
Lake	Hard Working Folks	Hiking
Less Traffic	Hiking	Lake Huron
Local Family and Friends (3)	Hospital and airport and proximity to larger community facilities	Less Traffic (2)
Nature (12)	Knowing Your Neighbours	Local Family and Friends (3)
Nearby Amenities	Local Family and Friends (4)	Nature is accessible to people of all ages/economic situation.
Not in the city (3)	Local Towns	Nearby Amenities (3)
Off Season	Lower Cost of Living	Not in the city
Outdoors and Outdoor Living (2)	Peace and Quiet / Tranquility (11)	Outdoors and Outdoor Living
Peace and Quiet / Tranquility (9)	Proximity to Points of Interest (3)	Peace and Quiet / Tranquility (5)
Quality of Life (2)	Quality of life	Private (2)
Rural Area	Rural Area (2)	Proximity to the GTA
Scenery	Small Town / Charm / Community Feel (13)	Rotary Fair and Fall Fair
Small Town Charm / Feel (5)	Small Town Shopping	Rural Area (2)
Sunsets	Space	Safety
Surrounded by nature	Spring and fall most attractive hiking	Schools
The People (2)	The People (5)	Seniors' groups and activities

Preference #1	Preference #2	Preference #3
Vacation town	Tourism	Small Town / Charm / Community Feel
Variation in the seasons and the quiet during the off seasons	Waterfront and Waterfront Access (5)	Small Town Charm / Feel (7)
Waterfront and Waterfront Access (6)		Small Town Shopping (3)
		The agricultural community (eating locally grown or raised food) Taking care of the land and animals Unique artisan skills (rug hooking quilting, weaving, painting)
		The liveliness in the summer although that has become more chaotic and problematic in the past 3-5 years.
		The People (6)
		Tourism
		Walkability (Wiarion)
		Water Sports
		Waterfront and Waterfront Access (3)
		Wildlife (2)

Q5. What is South Bruce Peninsula best known for?

- A simple, Fun place to be and always good memories made by tourists
- Affordability (2)
- Agriculture
- Atmosphere / Environment / Country
- Beaches (2)
- Bruce Peninsula
- Bruce Trail (2)
- Campgrounds and Cottages (6)
- Crowded weekends
- Environment
- Family fun
- Festivals
- Food
- Gateway to the Peninsula (2)
- Georgian Bay
- Getting away from the hustle & bustle of the city
- Hiking and other low-impact tourism (2)
- Lifestyle choices
- Local businesses
- Natural features/hiking
- Nature (2)
- Niagara Escarpment (2)
- Outdoor activities (2)
- Provincial Parks
- Proximity to many different things to see and do
- Sauble Beach
- Scenery
- Shorelines
- Small Town / Charm / Community Feel (4)
- Sunsets (2)
- The People (2)
- Tobermory (3)
- Tourism (4)
- Vacations
- Water
- Wiarion Rotary Fair
- Wiarion Willie Festival (6)

Q6. What would you like to see South Bruce Peninsula known for?

- Healthy living
- “Ontario’s natural retreat” with objectives to preserve the base of the Bruce Peninsula with pollinator, beneficial insects, continuous invasive plant strategies (not just Phragmites)
- Four-season tourism (or at least three-season) so businesses can prosper year round
- A four-season destination and an attractive place to live.
- A fun and diverse place to visit year-round
- A good mix of nature and activity-based attractions year-round.
- A great place to live and work that is considered open-minded and progressive while upholding values of hard work, honesty, consideration of our neighbors and the environment.
- A place for families of all generations to enjoy life.
- A place to enjoy nature
- A place to live - that still has some life left - that looks forward rather than forever backward
- A progressive gem with a rugged chunk of escarpment called the Bruce Peninsula.
- A quiet undisturbed place
- A super diverse tourist attraction
- A tourist area, due to our location that is all we have and should embrace it
- A warm, welcoming, inclusive community.
- Well cared for natural and environmental assets.
- Clean, eco-thoughtful community - many waste receptacles, including recycling, as well as electric car charging stations and shuttle/busing opportunities.
- Food - and restaurants/ brewpubs/ distillers etc. - shops etc.
- Sunsets, water sports, good modern accommodations, maybe an indoor pool for our seniors and families for all residents. how about a beach boardwalk similar to the one at Providence Bay Manitoulin Island. also keep folks off the dunes.
- As a full-time resident, I would be happy if SBP weren't "known" for anything. There's something to be said for "flying under the radar."
- As the gateway and hub for all travel destinations and attractions in the area “Gateway to Heaven” (Tobermory, diving, grotto, flower pot island, Sauble, Bruce trails, lakes, summer/winter activities, Manitoulin island, Waterfalls, native lands, history, arts & music, camping, water sports/boating
- Beautiful beaches, lots of unique eateries, shops, breweries, wineries and outdoor activities.
- Beautiful natural resources
- Beautiful soft sand, well groomed beach and a welcoming of tourism.
- Beauty, cleanliness and small town feel.
- Being progressive trying new things. A beautiful spa/boutique hotel where there could be conferences. A great indoor pool that would attract people/seniors for classes from miles around.

- Blue Water Park, Amusement playground, beach swimming, para sailing, rental equipment for tourists and locals to enjoy without costing an arm and leg.
- Free fishing for children
- Senior fishing from a safe area. wheelchair/ blind safety"
- Booming economy
- Clean, safe and environmentally friendly
- Cleanliness and safety.
- Cleanliness of the Beach and Town
- Little or No Crime
- Small local Businesses be supported and limited Commercial Restaurants
- Collaboration between Council and the Residents
- Cohesive, creative community solving problems and addressing needs collaboratively
- Destination tourism town like Banff.....need year-round tourism and built accommodations.
- Eco-tourism and progressive solutions
- Eco-tourism. Winter camp for athletes. Family town. Growth.
- Ecological protection
- Environment friendly policies
- Beautiful, scenic nature, absolute tranquility and an inviting environment of residents and businesses to visitors.
- Fair and reasonable and equitable solutions for all people.
- Follow the lead of the National Park
- For its famous beaches (all of them, not just Sauble) and a place to come to sit and relax in all seasons whether camping, bed and breakfasts, cabins, resorts and of course for the late Wiarton Willie!
- Four season destination
- Friendliness
- Friendly place to live with lots of year-round activities where there is little tolerance for bad behaviour of any kind (littering, violence, trying to change what has been in place for a long time).
- Friendly place to stay - including restaurants
- Friendly welcoming encouraging visitors.
- Additional support for the local Indigenous bands so that tourists can get a better idea by educating them via immersion into the local bands' cultures, history etc. via Museums and other outdoor events.
- I don't think you have one image - you have two communities that should be celebrated separately yet equally.
- Wiarton should be the hub to the Bruce Peninsula - historically Wiarton is where everyone from north of here came to shop. No one stops here now - they go straight through to Owen Sound.
- If Wiarton is the hub all the cottagers stop here for groceries, they come "into town" for night life, to see a show, to have dinner, to shop for things that they need etc.

- Sauble is for adventuring - the beach, the falls, the experiences of the arcade, laser tag. It's flip flops and mini golf.
- I would like it to be known as a place of relaxation, the simple life
- I would like to see this community as a place that strives to develop a cooperative and positive relationship with our Indigenous neighbours.
- I'd like to keep it the way it is but increase small businesses, no big corps coming in, except maybe a Timmy's as they are a good draw.
- Keep the small town feel and do it year-round.
- It's natural beauty and the parks and hiking trails. The sunsets are obviously some of the best. Star gazing may also be a possibility so long as not too much light pollution
- It's welcoming attitude to visitors
- It's beaches and clean water and proper sewage.
- Its pristine beaches and land, fresh air, peace and quiet...a place to refuel your soul after having it sucked dry in the city.
- Lower gas prices
- More festivals. Promote sandiest better, promote the racetrack,
- More than Sauble Beach and Wiarton...many small communities within SBP pay towards upgrades to those two places mainly.
- Natural environment
- Progressive agriculture. Development of greenhouse growing but that would need natural gas.
- Nature and outdoor recreation opportunities
- Nature and outdoor sports, beautiful accommodations
- Opportunities
- Strong sense of community
- Exciting destination year round
- Other seasonal Events that are organized and promoted by the municipality
- Our natural beauty, the Bruce trail.
- Surrounded by beautiful water. Not just Sauble.
- Our Native people's.
- Our farming community.
- Peaceful community atmosphere with good roads, facilities, and services that support the Town's reputation as a good place to live and work year-round.
- Perfect, first-class Ontario beach
- Close enough for day trips, cheap enough for vacations
- Protecting the environment, ecotourism, bird watching, wildlife watching, safe cycling between locations.
- Quality environment
- Quiet, laid-back life
- Residential and commercial development at affordable prices
- Safe, friendly, community
- Serenity, a place for reflection, nature, enjoyment for families for various actives

- South Bruce Peninsula has so many great attributes including its proximity to natural scenery, lower cost of living, easy access to healthcare, education and low crime rates.
- We need to shift the focus to this being a great place to try new things, start new businesses, take a chance and do something different.
- It would be great if we could become known as being a great place for families to reside and raise their families. If we could get more full-time residents (employees) we might be able to encourage more businesses to relocate here which would hopefully lead to further growth.
- Sustainable living with the environment foremost in decision.
- The Beach
- The beautiful area. This can be helped by having more garbage cans everywhere, so the ground is covered in litter
- The best beach! This means maintaining what we have. Keep looking for ways to manage working with the government for maintenance policies.
- There is no need to further manufacture a "vibe" for this area. Heavy advertising in the urban areas in previous years has created a level of growth which is currently unsustainable without major infrastructure changes.
- People are enjoying it in the summer although there is an increasing visible frustration in lack of amenities at Sauble which needs to be addressed. People who live here or come in the off season, have always come for the reduced crowds and the quiet.
- Top tier tourism and supporting industries based on activities.
- Top tourism spot in Ontario. It has many more advantages and space than Muskoka or Kawartha that could be utilized for the "Ontario" experience. Create the activities and the people will come creating revenue for business and the community
- Tourism
- Unspoiled natural spaces
- Welcoming attitude for all races and religions. Diverse culture
- Wiarton as a tourist destination and scuba diving center with an upscale marina, shopping, good restaurants.
- Would really like to keep it a secret if I had my choice and would not advertise its attributes to Toronto and area. Would prefer if people from that area would go to Wasaga or Lake Ontario or Erie.

Q7. What would be your economic development brand or tagline for South Bruce Peninsula?

- Come for the lifestyle
- Scenery, nature, fresh local food and great people
- From lake to shinning bay
- 11km white sand beach and clean clear water
- A family community situated in natural beauty
- A natural beauty to preserve.
- A place for employment and rest.

- A town for all ages — babies to seniors.
- Back to Nature
- Basecamp for the Bruce peninsula has been used for past 5 years--not sure it is understood but does mean tourists stay in SBP and do day trips from here--for it to be successful we need good quality hotels/motels and restaurants that are open year round and every evening
- Basecamp to the peninsula, logically we do not have enough just to attract to Wiarton but we are centrally located for day trips.
- Best Beaches and Best Friends
- Canadas Key West or Ontario's Key West.
- Come and enjoy during all seasons!
- Come and enjoy nature.
- Come for the visit, stay for the lifestyle
- Come for the Beach, stay for everything else!
- Creating memories for life
- Ecotourism for the Knowledgeable.
- Everyone recognizes Wiarton Willie. In my years of traveling people ask where Wiarton is. When I answer Wiarton Willie they know. How can the Town build upon this?
- Family fun in a small beach town.
- Gateway to the Saugeen Peninsula
- Basecamp to the Saugeen Peninsula
- Get year-round amenities here!
- Home to all adventures
- I like to old Ontario one "Yours to discover"
- I would like it to stay as a natural space, where we keep the trees and don't have a lot of "city" development.
- If we had discount warehouses: Beach and Bargains in SBP.
- Keep Tranquil South Bruce Beautiful
- Last unspoiled area in Ontario
- Life on YOUR terms
- Where sunsets never end
- Where quality of life happens
- Live and work where community and nature collide.
- Make your life a vacation
- To visit and live
- Careful, you may never leave
- Enjoy our home, South Bruce Peninsula
- Move your family and your business to SBP.
- New Beginnings
- Not my area of expertise
- Ontario's worst kept secret. Fresh water, pristine white sand and no sharks. Sandcastle paradise.

- Ontario's 7-mile beach
- Open for Business Year-Round!
- Our beach is better than your beach.
- Relax and unwind in this beautiful place
- Relaxing Natural Beauty / Rugged beauty
- Respite from big city attitudes
- Safe place to live, work, play, retire and raise a family
- SBP - a sparkling oasis
- SBP - Relaxing at it's finest
- SBP a way life not just a destination
- SBP...come for the beach, stay for the beauty
- Share our respect for the beauty of TSBP
- Slow down and enjoy the scenery
- Something that communicates what I said above - world class beaches/outdoor living and wonderful small-town communities with great people
- South Bruce - Be Part of our Family.
- South Bruce Peninsula, "Gateway to Heaven." Love Where You Live. Work Where You Love
- Sunset Capital of Ontario
- Ontario Best Beach Community
- The Bruce year-round playground
- The County tried Explore the Bruce. So much focus is seasonal to Tobermory area i.e. Grotto and the islands. If SBP can offer infrastructure to enable 'work from home' opportunity, then a shift could begin from short term visits to actual residency. Increased permanent residency could result from a brand or tag line that pushes the image of slowed-down lifestyle while making a sustainable living and staying healthy in the beautiful 'out your back door' of SBP.
- The foundation of the peninsula!
- The region where you can truly live and work where you play
- Tourism is obviously the number one draw in potential economic development unless you are actively soliciting tech companies or manufacturing which doesn't fit with the "brand" already created. This has to be handled very carefully to realize a level of sustainability and manageability in the next decade. There is a growing level of "us vs them" mentality between local residents and visitors which is becoming a delicate issue during this period of growth
- Tread lightly; Live deeply in Ontario's natural retreat. - Welcome to South Bruce Peninsula
- TSBP, many communities, a single heart
- Unique opportunities encouraged
- We grow together
- Well I like the idea of being the base camp here in Wiarton but as we really don't have much infrastructure to enhance this....
- Where fresh air breathes life into new dreams.
- You are welcome.
- Your year-round playground

Q8. Please list any key utilities and infrastructure; entertainment, recreational and cultural amenities; shopping; or health services that you feel are missing in South Bruce Peninsula

- High Speed Internet (20+ mbps)
- Internet that does not deteriorate significantly during weekends.
- Sidewalks that are properly plowed in Sauble in the winter... we want shoulder season visitors yet can't seem to properly clear ice and snow.... the elderly CAN NOT WALK on them the way they are maintained.
- Some garbage cans that are serviced in Sauble in the off season. One garbage at the 6th Street washrooms is simply not enough - again, if we want shoulder seasons and winter season visitors we need to provide the simple things. The dog-poop bags are enough evidence I hope. This is a nearly free addition given that town staff are already doing drive-bys on a regular basis... so they change 3-4 garbage bags out once a week through the winter. Easy, cheap and good for the community.
- Allow artists to publicly display their art. A simple idea that may attract visitors would be to take a page from Chemamus B.C. - the small town is host to many murals depicting the history of the area including First Nations history. It allows people to walk around town, buy a coffee and discuss the artwork year-round.
- Wouldn't it be great if public outdoor spaces had music that was synchronized, like hidden outdoor speakers around the town-square in Sauble or at the Park in Wiarton, or down town in Wiarton...think... let's provide a soundtrack for peoples lives. We could use a local radio station. Simple and perhaps there would be funding from the right individuals.
- More live music!!! We don't need to hire expensive bands, we have plenty of local talent. If the town provided the venue and basic advertising, local artists will respond! Simply, state... Friday night in the town square (Sauble), Park (Wiarion), Women's Institute (Oliphant) at 7:00 there will be an Acoustic Jam Night. Bring your lawn chairs and enjoy. To get it started, find 3 local artists who will commit to being there to get the ball rolling.
- A decent evening entertainment facility with classy decor to attract tourists and locals. Special attractions on weekends.
- Outdoor family movie nights on Fridays
- A department store would be helpful.
- Diversification in the restaurant industry.
- Accessible pool (not on proposed site but perhaps in area near school)
- Green bin service
- Goods exchange days
- Town events like for trick or treating, Easter egg hunts
- More handicap parking spots
- Affordable internet service
- Consistent internet and communications, sewer and water, fine dining restaurants (a few in Southampton), more shopping options
- Ambulance services at Sauble Beach
- Year-round restaurants (need more permanent residents)

- Water services for the central areas"
- An indoor pool
- Bars and restaurants that are open all year long. Things to do in the winter. Kids facilities like the YMCA where you can still swim and play in the winter
- Bowling alley... good for all ages, theatre productions , Starbucks, bakery, men's clothing, children's clothing and teen, sports (soccer, beach volleyball, lacrosse, basketball etc.) revamp Blue Water Park, move beer store and liquor store to south end on highway 6 along with another gas station.... Canadian Tire
- Casino / concert venue, drive-in theatre, navigable Sauble River from Lake to Sauble Falls,
- Community centers/arenas in the outlying communities, such as Oliphant, Red Bay, Howdenvale, Hepworth, etc.
- Improved roads.
- Walking trails.
- Fireworks ban.
- More grocery store options
- Convention Center
- Indoor pool
- Movie theater
- Art Gallery
- Food and drink. Tourists like to party, let's keep them contained! Rainy day tourist activities. Health and fitness facilities.
- Food delivery, boat tours, waterski and wakeboard rope park,
- Health clinic at Sauble Beach for the summer months. Municipal water source.
- High speed broadband fibre Internet at low cost
- Cell tower coverage and high speed internet
- A return of the Food Links brochure to feature local producers
- Picnic areas at Sauble with tables and BBQs
- Food truck along Lakeshore particularly at the north end for food services
- A larger and better stocked LCBO (wine selection is very limited)
- High speed internet in the more rural areas of the municipality, more affordable housing
- Better health care access
- Quality restaurants
- Concerts theater
- Drive In
- A few more doctors
- High speed internet, natural gas. I've already mentioned amenities I want but would like to add pickle ball courts, indoor pool and new arena. Improvements to the Warton Golf Course. Air Show every year. Enhanced scuba diving opportunities to take advantage of the wrecks in Colpoys to attract world-class divers. Lessons.
- High speed/reliable internet, family physicians/health teams

- I don't feel much is missing, we have tons of places within quick driving distance in neighboring communities.
- We do seem to have a lack of family doctors.
- A hotel with a pool would be nice, then locals could rent the pool for birthday parties etc. like lots of other hotels do
- I would say a good restaurant , but, we so enjoy cooking and entertaining at home. Usually have to go to Saugeen Shores for restaurants (lunch mostly). There used to be so much for families to do in Sauble, mini golf (used to be five), remember the Pavilion had teen dances, movies, there was roller skating, a zoo and amusement park. I was thrilled to see the Aerial Park open, though I will probably never go (too old). Some nice shops, we have a couple of new ones but Sauble still has a lot of the same that hasn't changed in decades. Wiarton is getting some, there is a great decor shop now.
- Indoor pool
- Indoor rec facilities for winter and off seasons, i.e., YMCA style facility. More organized kids activities.
- Indoor recreation year round
- Factory or major employers
- Lack of parking in Sauble, Lack of municipal water in Sauble
- Laundromat in Sauble
- High speed internet
- Ball diamond
- Walk in clinic
- More culturally rich events. Art festival, music festival
- Bring back beach volleyball
- Tournaments
- Farmers market would be great on Saturdays
- Laundromat
- Live theatre
- Fine dining
- Better Internet, Cable services!!!
- Road Improvements
- With more people residing and visiting Sauble Beach, an Emergency clinic during peak season is needed
- Running clubs
- As stated previously, support local breweries, foodies at Community Centre (this caters to all ages without being a "Bar" atmosphere, more of a mingle and get to know more in the community
- Golf tournaments to support local hospitals, any children with health issues who need our help in our community
- Volleyball nets at the Beach - Bring back a Volleyball tournament Recreational
- Maybe another grocery store, a few more gas stations, a better local newspaper listing local activities to attend.

- Medical and dental services
- More off season activities. A drive-in theatre of some kind would be nice (they don't need the full infrastructure anymore with new technology).
- Cross country ski rental.
- More washrooms around town that are open in shoulder season even if they are pay toilets and all washrooms open past 8 pm. A picnic area with playground equipment who have younger children, a skateboard park and outdoor skate pad for year-round residents.
- Municipal water and sewage. Increased entertainment/activities for youth and young people.
- Natural Gas & high Speed Internet to cover Oliphant. Small plaza for shopping to buy clothes, laundry facility, couple fast food restaurants either Wiarton or Sauble. Maybe a convenience store, gas bar at oliphant corner Anything that reduces the need to travel too far just for the basics.
- Natural gas, restaurants, lack of health services
- Nice places to stay, rest and eat
- No large stores, Staples, Canadian Tire, Walmart etc.
- Enlarge hospital and better drug stores.
- Lower gas prices and increase gas stations.
- Not enough family physicians, need full time ER Dr.'s in Wiarton.
- More road work as allowed by budget
- Not enough focus and care to our Indigenous community.
- A larger community pool inside would be nice.
- Another grocery store would be welcomed.
- Nothing for our young people to enjoy. Growing up we had a one screen movie theatre, bowling alley, roller skating in off ice season.
- More then one grocery store and pharmacy. Plus access to more then one gas station.
- Off season dining
- Outdoor equipment and bike shop/repairs and supplies for bikers coming into and thru town, washrooms, doctors, places families can get a lunch and areas to eat outside and enjoy the weather. We need a bakery, wheelchair accessed coffee shops downtown, another food store that allows for competition so that food prices are lower. Many people in the town don't have a car for transportation.
- Pass a bylaw to get the real estate offices out of downtown area and subsidize rent for commercial entities. Those offices are for a select few and don't draw locals downtown. Entertainment is private business and unless there is profit to be made, will never come. Same as shopping- must be profitable for private entrepreneurs. Need health services to address the large frail elderly folk.
- Promotion of the Wilfred Campbell poetry festival (famous poet) and showcasing of Eileen Vollick (first Canadian registered female pilot)
- Properly maintained boat launch needed in Wiarton; poorly maintained gardens, roads and washrooms at Bluewater Park (portable toilets are an eyesore); inadequate garbage disposal in public places; higher prices at Wiarton Foodland forces most households to

grocery shop in Owen Sound; Wiarton Home lacks stock for many household essentials; Wiarton needs a coffee shop/cafes; indoor pool and gymnasium desperately needed to battle local obesity problem, teach kids to swim and get residents off their couch; lack of publicity for local recreation programs.

- Town needs to increase doctor recruitment efforts.
- Public all-season access to a swimming pool.
- An indoor recreation center.
- Little theater
- Recreational classes for youth and adults (i.e.: arts and crafts)
- Shopping and Restaurants (Downtowns are becoming filled by services instead of shops) Services should be encouraged to be on secondary streets when possible and shops and restaurants need to be encouraged to locate on the main street. This will help traffic to slow down and stop and see all that we have to offer here.
- Regional center - can always use more restaurants...
- Restaurants and retail stores that are open every day and all day including into the evenings at least on a 3 season basis and some year round
- Restaurants open regular hours
- Restaurants, not chain ones. A mall with stores in it
- Sauble has a medical building with no doctor or nurse practitioners in it. The town probably cannot support one all year round. Due to the lack of full-time residences, businesses have trouble staying open during the off season. The internet issue is making improvements but that also could be better.
- Second grocery store (Wiarnton)
- Another gas station (Wiarnton)
- Tesla chargers
- Sewage in Sauble Beach. Fast Internet services. art festivals, non-motor watercraft rentals right at the beach, a pier with a restaurant, more choices for restaurants.
- Sewer and water systems. Stronger and enforced property standards. Noise bylaw enforcement.
- Sidewalks
- Recycling program
- Functioning street lights
- Social enterprise support.
- Fibreoptics.
- Community hub in Wiarnton.
- Transport - to get to healthcare in GTA, employment, entertainment
- Healthcare - not enough permanent residents here to add much
- The park at the edge of town where the water slide etc. were, was a great place for families. We need more for young children to enjoy instead of just the teens and adults.
- There are no places to eat, meet friends for drinks etc. Start with simple but year-round shopping and entertainment
- Town water, sewers, usable internet (this is preventing all growth)

- Transportation - bus services to smaller communities.
- Entertainment, recreation, cultural amenities and shopping are fine! Keep it simple and beautiful!
- Yes to health services! Please expand health services.
- Unfortunately, Wiarton businesses have suffered during this pandemic, and we need to celebrate and support them this summer. We need to encourage participation of all people in our municipality to enjoy shopping experiences and entertainment in our municipality.
- Updated recreation facility in Wiarton. I understand that is in the works. A movie theatre would be wonderful. We need more restaurants.
- Upscale cafe, bakery; art gallery (classes like Owen Sound artists coop and Southampton art gallery), theatre/music venue; fine dining restaurant; furniture showroom /pick up Depot; hair/beauty; boutique hotel. More people are moving into the area with money - get them out if their Homes; shoe store, bedding store, (Winners/Home Sense but in downtown location; Mountain Coop store, shoppers Drug Mart)
- Washrooms, entertainment for families, teens/young adults and couples. Dances at the beach, beach sports, etc... Include with that, targeted MARKETING, more small business options added i.e. daycare/babysitting, shopping services (what I wanted to do - less contact) laundromat/laundry services, dog sitting, etc... we don't really need another pizza joint.
- Waste water treatment
- Water & Sewage. A walk-in clinic at the beach.
- Water rescue, Garbage cans on beach, roads are very bad.
- Amphitheater for educational and entertainment purposes. All season long. Live entertainment
- Better and bigger hospital to service all of the accidents that occur from hikers etc.
- I may like a few more outdoor hockey rinks but let's keep it quiet "
- We are from Allenford...simple sidewalks would be an improvement for our area. Our resources are most utilized by Owen Sound and Port Elgin.
- We could use the Giant Tiger, or other like business, we lost Rankin River which was a draw, our seniors need more affordable food, Foodland is too expensive.
- We have everything we need here - a 5 minute drive for every necessary service.
- We live in South Bruce Peninsula but do not share such amenities.
- We need more parking. Significantly more. And more garbage cans
- Widespread and affordable access to internet services (gigabit fibre)
- Winter outdoor community activity spaces-skating rink or trail.
- Buskers/musicians/entertainers outdoors in the summer months.
- Affordable clothing stores for children, teens and adults.
- Non-religious based/funded activities, social opportunities for youth in our community.
- More community garden opportunities - again non-religious based/funded.
- Summer community activities such as movie nights, craft nights, community music/jam session nights, art appreciation nights.

- Relocation of the adult exercise equipment in Bluewater Park. Moving it closer to the children's play park would give adults with children the opportunity to utilize the exercise equipment while their children are playing nearby, within eye and ear shot.
- Art in the park type events or art walks set up in downtown cores.
- Brochures with details and information about historical buildings/locations in communities that would serve as a self-directed historical walking tour.
- Dog beaches/swim areas.
- Orthodontist
- Family doctors
- With current population levels and only 'x' number of people to support a given business i.e.. a town such as Warton has nearly it all except for a decent restaurant, funky cafe/hangout.
- Not on the missing list but Beer Store and Petro Can station are in need of relocation. Both are huge safety concerns and highway traffic flow is physically halted at gas station in summer months. This is a frustration, again first impression left with passers thru. The pressure should be on these companies especially Petro Can to relocate. It's the one and only fuel station in Warton.

Q9. Collectively, how many times per month do you engage in entertainment, recreational, cultural and/or shopping activities?

Option	Count	Percentage of Total
None	2	2%
1	2	2%
2	2	2%
3	5	5%
4	14	15%
5	10	11%
6	3	3%
7	2	2%
8	5	5%
9	1	1%
10+	51	54%
	95	100%

Q10. Of the number of times per month reported above (in Question 10), how many times per month do you have to leave your town to engage in those activities?

Option	Count	Percentage of Total
All the time	14	14%
Most of the time	39	40%
Sometimes	33	34%
Rarely	9	9%
Never	2	2%
	97	86%

Q11. What are you finding and buying locally? (multiple answers permitted)

- Alcohol (12)
- Appliances
- Art supplies
- Artisan crafts
- Automotive, repair and supplies (6)
- Baked goods (2)
- Beer and wine (6)
- Birthday supplies
- Books
- Breads
- Building items / supplies / hardware / lumber / paint (10)
- Butcher shop (4)
- Church services
- Clothing and footwear (14)
- Coffee Shops / Café (5)
- Craft items
- Dentist
- Dollar Store (2)
- Farm fresh foods (11)
- Farmer' market (3)
- Fish and seafood (5)
- Fishing and hunting supplies
- Flowers
- Fuel (9)
- Gardening plants and supplies (6)
- Gift cards
- Giftware (2)
- Golf (2)
- Groceries (55)
- Hardware store (20)
- Home décor (2)
- Home Improvement supplies (2)
- Household items (2)
- Ice Cream (4)
- Lottery Tickets
- Lumber
- Magazines
- Marina
- Medical
- Medication
- On sale grocery items
- Only essential things like milk or sale items at grocery store
- Optometrist
- Outdoor equipment
- Pharmacy (7)
- Pizza
- Plumbers and electricians
- Prescriptions and medical products
- Propane (2)
- Rabbit food
- Restaurants / takeout (12)
- Second-hand shops
- Septic pump outs
- Small-engine repair
- Snacks / treats
- Speciality foods
- Yarn

Q12. What are you finding and buying elsewhere? (multiple answers permitted)

- Accounting services (2)
- Alcohol (4)
- Appliances (2)
- Artisan quality food (2)
- Automotive parts, supplies and repairs (5)
- Baking
- Beer and wine (2)
- Big Box Stores (11)
- Books (2)
- Building materials (2)
- Bulk products
- Cars
- Cider
- Cigarettes on the reserve
- Clothing (41)
- Concerts
- Cosmetics / personal / beauty products (2)
- Dental services
- Department store
- Driveway paving, roofers
- Drug store (4)
- Electronics (3)
- Entertainment (3)
- Farm Fresh Produce (3)
- Fishing and hunting supplies
- Footwear (5)
- Fuel (7)
- Furniture (4)
- Gardening supplies, plants (2)
- General merchandise
- Gifts
- Groceries (30)
- Hardware (3)
- Health and beauty products
- Health food and vitamins
- Healthcare supplies
- Home building supplies
- Home Décor (5)
- Home improvement items (2)
- Household goods (6)
- Housewares and kitchen items (2)
- Laundromat
- Laundry services
- Light fixtures
- Linens
- Lumber
- Massage services
- Meat Products (2)
- Medical services (3)
- Medical specialist
- Movies (2)
- Nurseries
- Office supplies
- Pet supplies (2)
- Pool services
- Pub/Bar
- Restaurant dining (15)
- Small engine repair
- Speciality foods (2)
- Speciality groceries (2)
- Sporting goods
- Sports
- Sports bars and entertainment (2)
- Stationary and office supplies (3)
- Technology based items
- Thrift stores
- Toiletries (2)
- Toys
- Tree service
- Vegetarian speciality foods
- Vehicle sales and service
- Wine

Q13. What types of business activities, services and/or products would you like to see established/offered in South Bruce Peninsula?

Preference #1	Preference #2	Preference #3
Affordable Housing	Another doctor	A hotel
Agricultural	Automotive mechanics	Amusement Park for children
Ambulance services	Bakery	Another fast-food place
Another Grocery Store	Bar / restaurants	Automotive
Bowling alley	Better internet services (2)	Bakery (2)
Bussing services to cape Croker and Oliphant	Better sidewalk clearing	Big box store
Canadian Tire	Big Box store	Canadian Tire
Clothing (men's)	Book store	Casino/Theatre/Concert Hall
Clothing (senior men's)	Bowling alley	Child's gym
Clothing stores	Butcher	Clothing (men's)
Clothing stores (more affordable men, teens, children, ladies)	Clothing shops (broader selection)	Clothing (more affordable options)
Clothing (children's)	Coffee shop/cafe	Clothing stores (2)
Creative arts of any type / perhaps collectives	Community center for children.	Cycling tour guides
Department store	Computer services	Daycare/Babysitting
Drive In	Craft stores	Department store (2)
Educational environmental evenings	Culture, arts and music	Doctors and dentists
Emergency clinic services	Delivery services	Entertainment options
Entertainment	Department store (2)	Family activities
Environmental / adventure activities	Drive-in Theatre set up for off season use (2)	Fishing, hiking, outdoors
Ethnic foods	Entertainment (movies, bowling, concerts and theatrical events)	Fitness centre
Farmers' market (3)	Exercise options (running groups, walking groups, volleyball)	Food delivery
Fast food burger joint	Famers' Market	Grocer store (more options)
Fitness facilities	Family Events	Home decor
Fresh local produce	Full-time doctors' offices (2)	Hotel/spa
Gas station	Gas plaza on south end of Wiarton	Indoor swimming pool (2)
General store (5)	General Merchandise outlet	Industry
Health Care (doctors)	Giant Tiger	Larger open markets, live entertainment on beach
Home improvement	Gift shop	Marine and marina activity (2)
Hotel with amenities	Grocery stores (more) - 2	Medical
Housewares	Health food stores	More locally produced artisanal products
I/T hub	Home Decor	More open patios
Indoor pool	Home office supplies	Natural museum

Preference #1	Preference #2	Preference #3
Kitchen and home essentials	Hospice	Pickle ball
Laundromat (2)	Hotel with pool	Recreation Options and Learn to XX classes
Local eateries and artisan stores	Increased selection of seafood groceries in Sauble Beach	Restaurant (with longer hours)
Long-term Care	Indoor pool	Restaurants (more selection)
Medical Clinic / health services (3)	Large Multiple dwelling units with connecting terrace for commerce (like Blue Mountains)	Restaurants (year-round options) - 2
More gas stations	Medical supplies store	Service Ontario
More parks	More adventure tours	Street Festivals
More vehicle garages with service bays	More assisted living for seniors	Uber
Need some major employers	More shopping options	Winter camping
Non summer clothing	Movie theatre	Toy stores
Recreation centre	Nature-based businesses	Unique shops
Remote Knowledge workers	Office supplies	
Restaurants (fine dining) - 2	Online services offered by Town Hall	
Restaurants (more dining in options) - 16	Outdoor gear store for all types of activities	
Restaurants/Bars	Outfitting	
Retirement residence	Pet store	
Shoppers Drug Mart/Rexall	Recreational vehicles sales & service	
Social enterprises	Restaurants (more) - 2	
Theatre	Rick climbing	
Tim Horton's (in Sauble Beach)	Senior ladies store	
	Shoppers Drug Mart (2)	
	Sidewalks in commercial area's and school zones	
	Ski rental	
	Star gazing guides-events hosted by photography businesses/tourism company.	
	Starbucks	
	Stores that highlight local artists	
	The new hub they want to build should go up near the school with indoor pool that could be used by students during school	

Q14. Please provide any additional comments and/or feedback in support of the Town of South Bruce Peninsula Economic Development Strategy

- Allow for multi-family homes on existing home ownership properties. Tiny homes, granny suite additions to homes and local properties to allow for cheaper affordable homes for our Seniors, or young adult children or family member needing separate living quarters as a place to live.
- Public transportation services for Grey and Bruce County, not like the 3 to 4 times a day trips you need to cover all of there area at least every hour preferable 30 mins to Wiarton, Sauble, Oliphant, Owen Sound, Port Elgin, Bruce Power, Kincardine from 5am to 9 pm to make it work for working people.
- Berford Street shopping and restaurants will never achieve their potential without a pleasant pedestrian environment with benches and plants. This can't be achieved without a truck bypass route.
- Do it thoughtfully, with an eye to local residents and preserving the unique qualities of this area.
- Economic - bring in factories, support cheaper retail space e.g. for custom/home made items.
- Effort needs to be invested into changing the mindset in our community that "the Municipality is hard to work with/does not support the existing small businesses". Working with the existing businesses and strengthening communication with them would go a long way towards this.
- Having a well known and promoted (in the community) path or system for new businesses/entrepreneurs. Where does someone interested in starting a business in our community start? Who should they reach out to?
- Providing regular updates on Economic Development initiatives to the community.
- General improvement of communication and public engagement.
- Even a Giant Tiger - it has small stuff - toys, inexpensive clothing and shoes, something for a birthday party and now they even have more groceries items
- Focus on the needs of permanent residents
- Give families things to do in the winter and make it more feasible for businesses to thrive.
- Hoping our new streetscape will attract the flow through traffic to stop and visit the main street stores and the park area --at one time the streetscape included William Street towards the park--hope it still does--encourage a mix of business on the main street to become a shopping destination for our own residents, tourists and other neighbour municipalities
- I live in South Bruce Peninsula for what it is, a quiet, unspoiled natural area. The notion that a town has to be developed, built up and paved over to be successful is a fallacy. Focus on improvements in the downtown core. Leverage the assets you have...Bruce trail, caves, water.
- I support any initiative to see some advancement in our Town. Sitting still or doing nothing is really moving backwards. We need to push forward and stop creating barriers to business coming to Wiarton.

- Incorporate walking and biking trails into any new development or where can be introduced into existing areas
- With new development coming to Sauble, limit the clear cutting of trees and value the impact on Nature...Developers should have to incorporate a small park or preserve wetland in the new developed areas
- Portable washrooms should be rolled out for May24 weekend all along Lakeshore for guests or residents to use, if walking it is necessary to have these in place
- Zoom meetings that the residents and cottage owners could jump on if they wish to when discussing important issues
- Many say that an indoor pool won't support itself but I disagree as if you get the school in and offer aquatic classes for adults. People will come.
- Need separate strategies for Warton and Sauble Beach and rural areas. They are very different .
- Please allocate resources throughout SBP, and not the two heavy hitters. For those communities not within proximity, it is terribly expensive and frustrating to see a continued effort for only two areas.
- Please encourage some new development in Warton to provide amenities and employment for the residents.
- Promote ATV and snowmobile trails that are off season, make parking affordable and equivalent to what is required for beach maintenance
- Sauble Beach requires municipal water and sewers that are reliable, function properly and are financially feasible.
- The community should first do an asset map and find out what people want to offer or do, then support what they want.
- There is such a thing as stability. Development usually means higher population density, more traffic, more pollution, more GHG emissions, more noise.
- This is small stuff...floodlight the town entry signage site at Grey Road 17 and Hwy 6 to make a Welcome to Our Town greeting statement instead of standing in darkness. Even for locals, this instills pride in where we live.
- Traffic is heavy in tourist season. A McDonalds, Dairy Queen or A&W at the top of the south hill would be smart. Perhaps also in Hepworth.
- We don't have to be everything to everyone right away. The focus should be to build on what makes us unique. That is our natural amenities and tourist industry. That's why people come here. It's what makes us special in the market. If we develop our assets the other stuff will come naturally to support the growth.
- Thank you for letting us have input. You're doing a great job
- Thanks for doing this. It is a great initiative

Q15. If you would like to remain informed of the outcome of the South Bruce Economic Development Strategy, please provide your contact information below:

- For privacy and confidentiality reasons, input provided to this question is withheld.