



# Economic Development Plan





# Strategic Planning Process





## Demographic highlights



**Population 30,180** (2016)

**Population Growth:**

- 3.6% 2006 to 2011
- 5.4% 2011 to 2016

**Growth Projections:**

- 35,470 by 2031
- Up 5,000 from 2016

LaSalle projected to have the fastest growth rate in Essex County



## Demographic highlights: Education



Adult\* population considerably more educated



34.5% have university degree (29% across Canada)



Higher concentration of post-secondary graduates with **education** and **health** qualifications.



Above average share with STEM qualifications (science, technology, engineering and mathematics).

\*Age 25 to 64



# Labour market highlights: Commuting



**Highest commuting rate** in Ontario  
Over 86% of LaSalle workers commute out for work



**Sixth lowest commuting time** in Ontario  
<13% have one-way commute of 30+ minutes



# Labour market highlights



LaSalle has a **high concentration of workers in**



**Manufacturing** (LQ=2.26)\*



**Education** (LQ=1.35)



**Health care** (LQ=1.23)



**Arts & entertainment** (LQ=1.53).



Relatively more in **finance and insurance** compared to overall Windsor CMA.

\*LQ = Location Quotient where the Canadian level = 1.00.



# Income profile highlights



Highest median personal income in Ontario  
Top 5 median employment income  
(full time, full year workers)\*.



35% above average household income



5.6% of LaSalle's population below poverty line  
14% across Canada.

\*among municipalities across Ontario with a population of at least 20,000.



# Initial market threshold analysis

(concentration of firms and employment)



	Industry	Well below	Below	Average	Comments
	Retail trade				Below average building supplies, electronics, gas stations
	Finance and insurance				Above average investment firms, well below bank branches
	Professional services				Below: legal, IT, consulting, but higher than average engineering
	Health care				Above average: doctors, avg. physical therapists, etc., below for most others
	Accommodation				Below average across the board
	Food services				Below average across the board
	Personal services				Above average: veterinarian services



# Community and Stakeholder Consultation



**17** key stakeholder interviews



**45** workshop participants



**453** completed surveys



# Strategic Priorities



## Capacity

Dedicated staff resources and budget, investment in infrastructure, targeted incentives.



## Connection

Community and business networks and regional partnerships.



## Focus

Targeting high potential opportunities / sectors:

- Development nodes – waterfront development, commercial districts
- Investment attraction strategy
- Residential attraction.

# Best Practices: Economic Development Capacity

## Funding and staffing norms: municipal economic development\*

	Staff	3 to 10 per 100,000 Average 5-6 staff per 100,000
	Share of municipal budget	0.4% to 1% of total budget
	Spending per capita	\$5 to \$20 per capita

\*For small to medium-sized municipalities.



# Best Practices: Business Improvement Associations



Community/Name	Population	Members	Levy	Staff	Board Size	Chamber
LaSalle	30,180					No
Amherstburg*	21,936					Yes
Essex Centre	20,427	200	\$100,000	1 PT	9	No
Kingsville	21,552	160	\$100,000	1 FT	12	No
Belle River on the Lake (Lakeshore)	36,611	145	\$116,000	1 PT	10	No
Leamington Uptown	27,595	200	\$98,000	1 PT	11	Yes
Tecumseh	23,229	400	\$109,000	1 FT, 1 PT.	9	No



## Best Practices: Waterfront Plans



- **Location specific:** Demonstrates local culture, history, assets and values.
- **Connected:** Connecting waterfront destinations and adjacent neighbourhoods, reinforcing perpendicular streets and connections.
- **Public:** Ensuring public access.
- **Multifunctional:** Incorporating a variety of uses (commercial and residential), all day and all year long activities.
- **Multimodal:** Supporting a variety of transportation modes (walking, cycling, transit, cars and boats).

# Economic Development Plan Elements



# Economic Development Plan



## Mission

To **grow LaSalle's economy** through **deliberate actions**, building economic development **capacity** and forging regional and community **connections**.



## Vision

**Economic growth** that **builds on and supports** LaSalle's exceptional **quality of life**.



# Economic Development Plan



## A vibrant local economy, with an adequate shovel-ready land supply

Invest in the infrastructure, tools, resources, programs that provide the foundation for continued growth and economic development activity.



## A vibrant waterfront district

Establish LaSalle's waterfront as a destination for recreation, higher density residential, mixed-uses, commercial and tourism activity.



## A supportive planning environment

Strengthen and formalize the connection between economic development, land use, transportation and infrastructure planning to facilitate and encourage business investment.



## Targeted investment attraction and support

Attract new services and other business investment, diversify tax revenues and increase services and jobs in LaSalle.



## Business community engagement/collaboration

Harness the power of the business community to establish LaSalle as a dynamic centre of commercial activity.

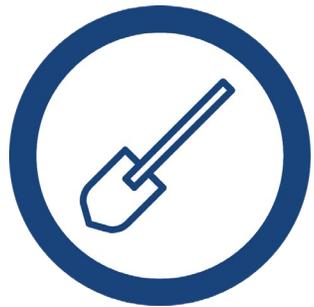


# Economic Development Plan



5 goals & related objectives

29 specific actions





# Goal 1 A vibrant local economy



<b>Goal 1</b>	<b>A vibrant local economy, with an adequate shovel-ready land supply.</b>
<b>Objective</b>	Invest in the infrastructure, tools, resources, programs that provide the foundation for continued growth and economic development activity.

**Action:**

1. Ensure there is sufficient shovel-ready residential and commercial land by completing, funding and implementing the Bouffard and Howard drainage plan in partnership with the private sector.
2. Facilitate and support the creation of and maintenance of an adequate supply of vacant residential and non-residential properties.
3. Establish economic development as a pillar in the LaSalle Corporate/Community Strategic Plan.
4. Provide permanent funding for economic development programming and strategic infrastructure investments.
5. Complete the Master Drainage Plan for the Town's largest remaining greenfield area, and partner with the major landowners/developers to secure the necessary funding and cost-sharing agreements to construct the required trunk infrastructure improvements.
6. Leverage other sources of funding to support economic development programming, and assist with major infrastructure renewal and expansions.
7. Develop a business retention and expansion program with a focus on retail, manufacturing and service businesses, restaurants, and other commercial activities that serve the needs of a growing urban community.
8. Leverage regional economic development organizations and activities to ensure LaSalle is aligned with regional efforts and local benefits are maximized.



# Implementation Plan



4. Targeted investment attraction and support.	Priority	Ongoing	Start			
			Immediate	<1 year	< 3 years	3 to 5 years
<b>Attract new services and other business investment, diversify tax revenues and increase services and jobs in LaSalle.</b>						
1. Develop an investment attraction program targeting professional services, restaurants and firms supporting the expanding residential housing market in LaSalle.	High					
2. Establish a business retention and expansion program.	Critical					
3. Implement a community marketing program with a focus on business expansion and attraction.	High					
4. Create an economic development section within the LaSalle website.	Critical	Ongoing	Immediate			
5. Develop digital and print collateral marketing materials to support the marketing program.	High					
6. Ensure LaSalle is investment ready and has compiled relevant data for potential development opportunities (e.g. land/building inventory, demographics, planning processes, financing and other services required to invest and grow in LaSalle).	Critical	Ongoing				



# LaSalle Value Proposition

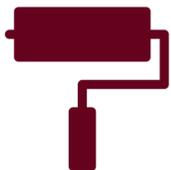
## Business Cases for 3 sectors



**Restaurants** (all types)



**Professional and personal services**  
(legal, insurance, healthcare, financial institutions)



**Home improvement, furnishings and décor**  
stores and services



# Value Propositions



*LaSalle* Restaurant Opportunities in LaSalle February 2019

**THE TOWN OF LASALLE: A GROWING APPETITE FOR RESTAURANT CHOICES**

<b>5.4%</b>	<b>52%</b>	<b>40%</b>
POPULATION GROWTH 2011 TO 2016	MORE DISCRETIONARY INCOME THAN AVG. CANADIAN HOME	COUPLES WITH CHILDREN

The Town of LaSalle is an attractive market for restaurants due to its fast growing and affluent population. LaSalle is located in the Windsor metropolitan area with quick access to highways 401 and 3, an international border crossing and a regional population of 400,000. The LaSalle restaurant market is poised to grow by 52% in the next 15 years<sup>1</sup>.

**HIGHLIGHTS**

- **LaSalle's is growing:** Population increased by 5.4% between 2011 and 2016.
- Forecasted to add **more population than all other municipalities in Essex County** through 2031 (excluding the City of Windsor).
- **Young population:** over 25% under the age of 20.
- **Higher share of couple families with children** – 72% more as a share of all households.
- **Affluent population:** 58% of households have \$90,000 in household income (or more) compared to 27% in the City of Windsor.
- The average household has **52% more discretionary income** than the average household across Canada.

**GROWING POPULATION**

There are over 30,000 people living in the Town of LaSalle today. The Town is forecast to experience robust growth to nearly 36,000 residents by 2031.

<sup>1</sup> Includes impact of increased number of households and a 2% natural growth rate.

Town of LaSalle – Restaurant Business Case

*LaSalle* Restaurant Opportunities in LaSalle February 2019

**CONSUMER PROFILE**

LaSalle has an attractive consumer market for the restaurant sector.

- The population has a much higher than average discretionary income (after taxes and shelter costs).
- Most residents work outside the community during the day and many would prefer to access services closer to home.
- The population is growing quickly with a steady household growth rate.
- The population is more educated with a higher share of professional workers.

**Evening and weekend dining**

LaSalle's residents are the key dining-out demographic of couples and families. In LaSalle, 67 percent of households are couple families with no children or couple families with children. The share of couples and families is well above the City of Windsor (44 percent) and the country as a whole (52 percent). The greater share of couples and families translates into greater potential restaurant spending.

**Daytime dining in LaSalle**

Given a large commuter base, LaSalle has a significant potential market for restaurants during the day. There are over 17,000 people in LaSalle during the day.

**Spending from existing restaurants**

Residents of LaSalle already spend their money on dining out, much of it currently outside LaSalle. New restaurants in LaSalle have the potential of attracting additional spending in LaSalle. In a survey of residents, 80% indicated they would like more dining options in LaSalle.

**Family structure in LaSalle (2016)**

Category	LaSalle	Windsor (City)	Canada
Couples - no children	40%	23%	26%
Couples - with children	27%	21%	26%
Lone parent families	9%	12%	9%
Other*	24%	44%	39%

\*Includes persons living alone or those sharing a dwelling but not as a family. Source: Statistics Canada 2016 Census.

Working in LaSalle and those that do not work.

Restaurant Business Case

## Contents

- Community data
  - Demographics, Income, QOL
- Market size
- Sector profile
- Commercial districts
- Workforce
- Competition
- Consumer profile
- Transit, traffic patterns
- Contact information

# Thank you

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