Economic Development Plan
Strategic Planning Process

Background Research
- Document Review
- Planning Review
- Economic & Demographic Analysis
- Findings Review

Stakeholder Consultation
- Survey
- Interviews
- Workshops, Town Hall
- Consultation Report
- Key Findings

Plan Preparation
- Best Practice Review
- Priorities Workshop
- Strategic Plan
- Performance Measures, Implementation Plan
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

מ��.Security

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)

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

<table>
<thead>
<tr>
<th></th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff</strong></td>
<td>3 to 10 per 100,000 Average 5-6 staff per 100,000</td>
</tr>
<tr>
<td><strong>Share of municipal budget</strong></td>
<td>0.4% to 1% of total budget</td>
</tr>
<tr>
<td><strong>Spending per capita</strong></td>
<td>$5 to $20 per capita</td>
</tr>
</tbody>
</table>

*For small to medium-sized municipalities.*
### Best Practices: Business Improvement Associations

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

http://brookmcilroy.com/collingwood-waterfront-masterplan
Economic Development Plan Elements

1. Vision & Mission
2. Goals & Objectives
3. Strategic Actions
4. Implementation Plan
5. Performance Measures
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, with an adequate shovel-ready land supply.

**Objective**
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.
<table>
<thead>
<tr>
<th></th>
<th>Targeted investment attraction and support.</th>
<th>Priority</th>
<th>Ongoing</th>
<th>Start</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attract new services and other business investment, diversify tax revenues and increase services and jobs in LaSalle.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Develop an investment attraction program targeting professional services, restaurants and firms supporting the expanding residential housing market in LaSalle.</td>
<td>High</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Establish a business retention and expansion program.</td>
<td>Critical</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Implement a community marketing program with a focus on business expansion and attraction.</td>
<td>High</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Create an economic development section within the LaSalle website.</td>
<td>Critical</td>
<td>Ongoing</td>
<td>Immediate</td>
</tr>
<tr>
<td>5.</td>
<td>Develop digital and print collateral marketing materials to support the marketing program.</td>
<td>High</td>
<td></td>
<td></td>
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<tr>
<td>6.</td>
<td>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).</td>
<td>Critical</td>
<td>Ongoing</td>
<td></td>
</tr>
</tbody>
</table>
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

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

### The Town of Lasalle: A Growing Appetite for Restaurant Choices

<table>
<thead>
<tr>
<th>$52%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Growth 2011-2016</td>
<td>More Discretionary Income Than All Canadian Households</td>
</tr>
</tbody>
</table>

**Population Growth**
- Lasalle 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, including the City of Windsor.
- Young population: over 25% under the age of 30.
- Higher share of couple families with children – 72% more as a share of households.

**Affluent population:** 59% of households have $100,000 in household income or more compared to 27% in the City of Windsor.

**Growth Population**
- There are over 30,000 people living in the Town of Lasalle today. The Town is forecast to experience robust growth to nearly 40,000 residents by 2031.

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**Consumer Profile**
- Lasalle has an attractive consumer profile for the restaurant sector. The market is diverse, with a strong demographic base and a high disposable income.
- The area is well-served by major highways, providing easy access to major cities and regions.
- The Town has a strong workforce, with a high percentage of young people and a low unemployment rate.
- The Town is well-served by public transit, with a comprehensive network of bus routes.

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**Highlights**
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**Contact Information**
- [Town of Lasalle Business Case](#)
Thank you

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