

LaSalle

'Healthy, Vibrant and Caring'



Photo courtesy of the Town of LaSalle

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Town of LaSalle



Overview

Named after the French explorer, Rene-Robert Cavelier de la Salle, French settlers first established roots in the area in the mid 1700s. A mission was established in the Town of Sandwich, resulting in people settling in the Turkey Creek area. LaSalle's history and that of Essex County were very much entwined when they were officially identified as part of Upper Canada in 1792. In 1991 residents of LaSalle opted to define themselves as a Town and in turn, immediately became one of the larger communities of Essex County with a population of almost 30,000.

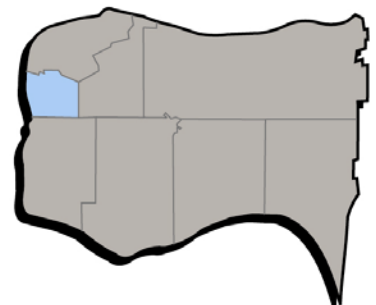
In a region of Ontario with less than 4% tree cover for the entire county, the Town of LaSalle is fortunate to still have a small but significant amount of land area consisting of Carolinian forests, provincially significant wetlands, and tall grass prairie communities. Approximately 7% of all land situated within the corporate limits of the Town of LaSalle (excluding Fighting and Grassy Islands) is wooded and/or contains plant species and wildlife habitat which, from a biological perspective, is considered to be a "natural heritage area". Natural heritage areas are defined as sites that are relatively undisturbed and which retain some ecological function such as providing habitat for wildlife or contributing to the protection and enhancement of water quality.

Considering historical trends, recent development activity in the Town and the surrounding municipalities, remaining sanitary sewage capacity and land supply, and likely future economic prospects, the most probable forecasts indicate that by the year 2016 the Town's overall population will be in the range of 32,400 to 44,500. This represents an expected average annual growth rate varying between 2.5-4.0 %.

The age profile of the Town's population has changed significantly since the early 1970s, with an increase in the number of mature adults and seniors and a corresponding decline in the number of children. The mature adult population increased from 21% in 1971 to 29% in 1991, whereas the school-aged population has decreased from 35 to 24% of the Town's total population. These shifts are not unexpected, as they are primarily a result of the baby boom generation (individuals born between 1947 and 1966) moving through young adulthood to the 35 to 54 age group.

Boundaries

The Town of LaSalle, was originally located on the bank of the Detroit River on what is known as the "Nautical Mile" in Essex County. Today the Town of LaSalle is a rapidly urbanizing municipality situated in the northwest quadrant of Essex County, bordered by the Town of Amherstburg to the south, the Town of Tecumseh to the east, and the City of Windsor to the north. The Detroit River forms the westerly boundary of the town. Approximately 50% of LaSalle's total land area of 6,500 hectares is urban in nature. The remaining lands are rural, comprising cash-crop farming, rural residences and natural heritage features.



Transportation Infrastructure

Convenient and safe access is available to and from major transportation corridors (such as Highway 401, the Ambassador Bridge, the Detroit-Windsor Truck Ferry service, and Highway 3) and major employment centres in south-eastern Michigan and Metropolitan Windsor. County Road 20 forms a vital link along the western edge of the town as a 4-lane road providing efficient connections to Windsor, Amherstburg and the E.C. Row Expressway, while Highway 3 serves as a connector to Highway 401 and a major artery to the southern part of Essex County.

Development

Development in the LaSalle area has continued to boom with almost \$160 million CDN in building permits issued since 2002. The Town's population increased at a very rapid rate during the last 30 years when compared to the growth rate for the economic region as a whole (148% for the Town versus 19.1% for the Windsor CMA). The Town's average household size however, continues to decline. This change in average household size can be attributed to a number of social and economic factors that have contributed to declining fertility and mortality rates province-wide and an increased number of "empty-nester" households and single-parent families. These trends are expected to continue for the foreseeable future as the population continues to age and a greater number of individuals reside in one and two-person households.

Forecasted Residential Demand

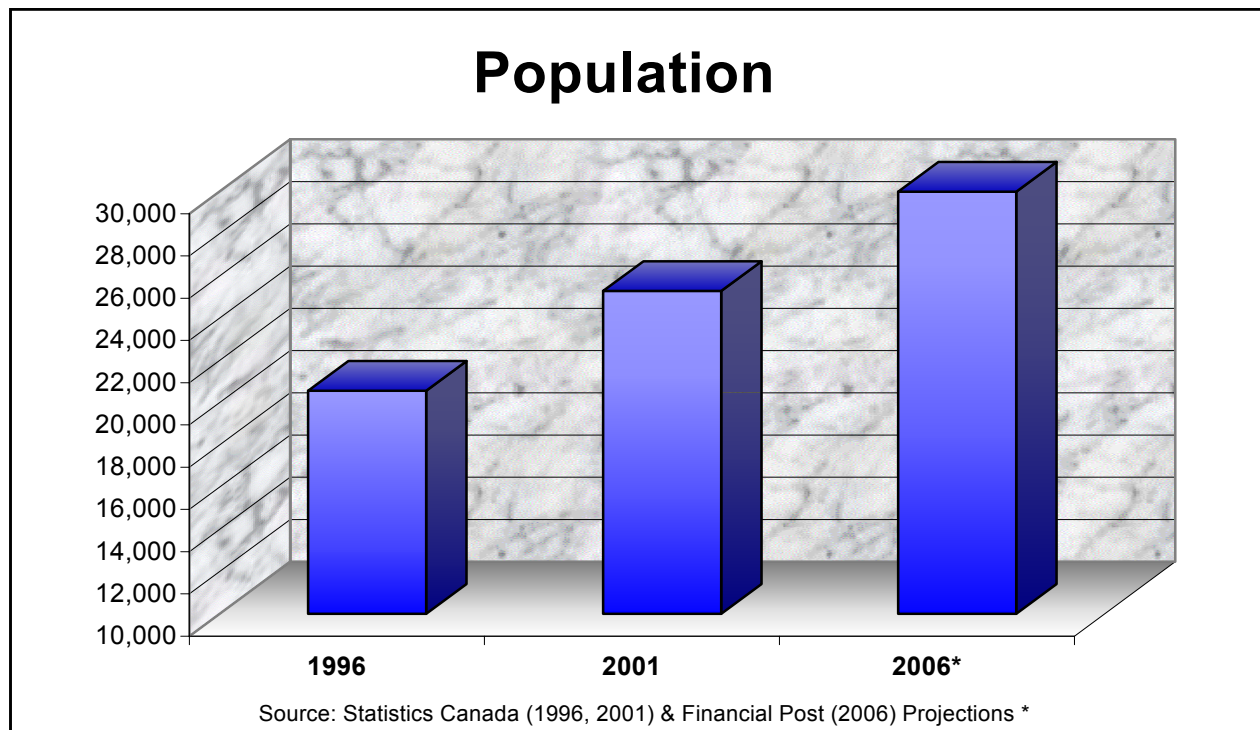
Since 1990, LaSalle's Council has attempted to encourage and facilitate the construction of a broader range of housing types and tenures town-wide to meet the needs of all households. In order to meet the existing and anticipated future needs of a more mature population with smaller household sizes, a more diverse range of housing types, tenures and sizes will be required by the municipality. As of December 1996, a potential supply of approximately 1300 hectares of residentially-designated and vacant land existed within the Town's existing urban area. To meet the anticipated demand for new housing during the next 20-year planning horizon, the Town will need to have available approximately 410 to 780 hectares of residentially designated land.

Forecasted Commercial and Industrial Demand

The presence of a skilled labour force capable of producing a high quality product at competitive prices is an important factor that will attract new investment capable of being competitive in a world economy. The tool, die and mould makers from the Windsor-Essex County Region have been recognized as being world leaders in their industry. With an anticipated absorption rate of approximately five to 10 hectares of light industrial land per year, approximately 200 hectares of vacant, industrially designated and zoned, and fully-serviced land should be made available in appropriate locations to meet the anticipated future demand for such uses to the year 2016.

Population Characteristics

The Town of LaSalle's population has increased rapidly, with a projected average annual growth rate of 4.58% over the past 10 years, *significantly higher than both the national and provincial averages.*



Population	1996	2001	2006*	10 Yr. Change
	20,566	25,285	29,986	45.80%

Source: Statistics Canada (1996, 2001) & Financial Post (2006) *Projections

Table 1: Population by Age	Male 2001	Female 2001	Total 2001	2006*
Total - All Persons	12,555	12,735	25,290	29,986
0-4	945	825	1,770	1,882
5-9	1,045	1,030	2,075	2,120
10-14	1,020	1,000	2,020	2,155
15-19	935	950	1,885	2,083
20-24	745	725	1,470	2,067
25-29	695	730	1,425	2,094
30-34	915	1,045	1,960	2,228
35-39	1,205	1,285	2,490	2,437
40-44	1,170	1,195	2,365	2,754
45-49	950	940	1,890	2,558
50-54	845	910	1,755	2,115
55-59	640	595	1,235	1,817
60-64	495	460	955	1,247
65-69	375	330	705	885
70-74	285	305	590	714
75-79	170	240	410	497
80-85	80	90	170	206
85+	30	75	105	127

Source: Statistics Canada (2001) & Financial Post (2006) * Projections

Table 2: Population Projections	2006	2008	2011	Percent Change
Population	29,986	30,964	32,433	8.16%
Number of households	10,784	11,531	12,652	17.32%

Source: Financial Post

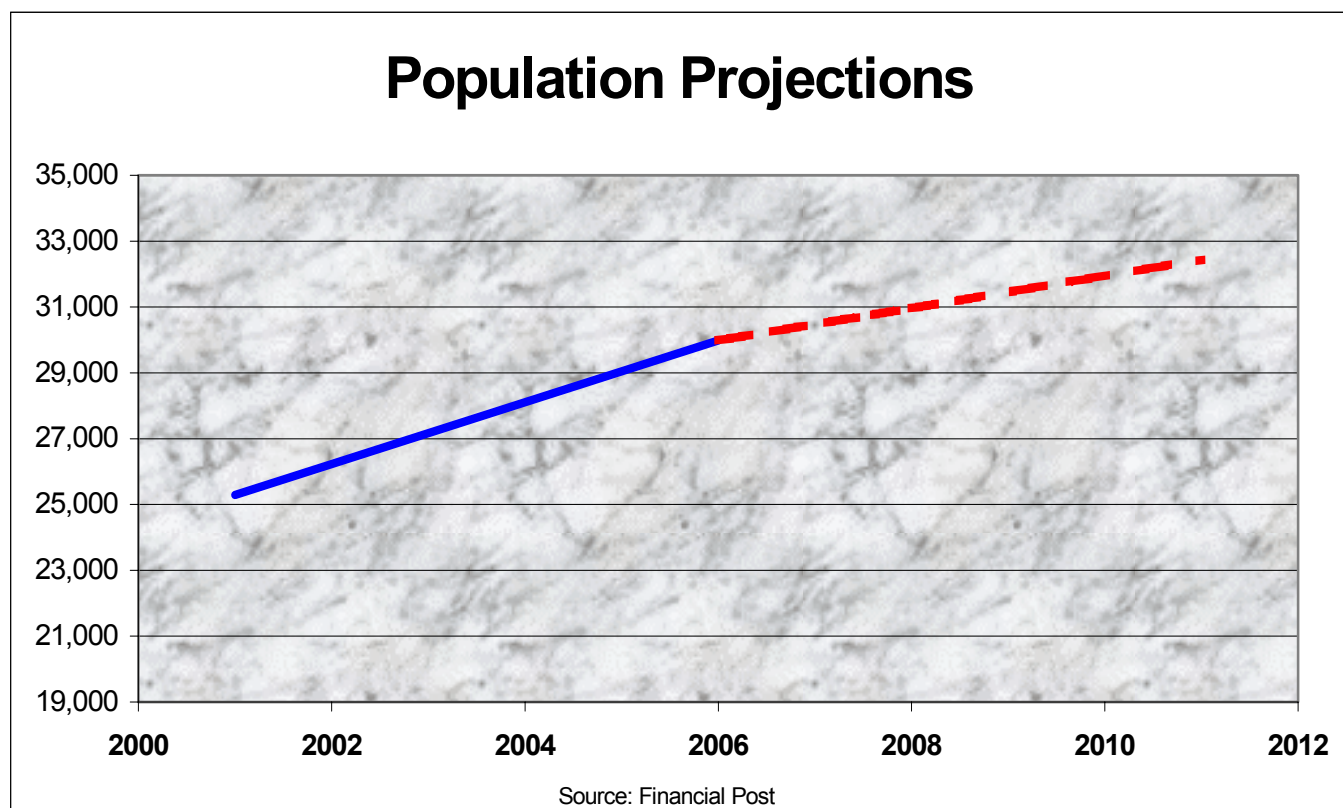


Table 3: Population Density	1996	2001	2006*	10 Yr. Change
Population	20,566	25,285	29,986	45.80%
Land area (sq. km)		65.25		
Number of households	6,570	8,375	10,784	64.14%
Population density per sq. km	315	388	460	45.89%

Source: Statistics Canada (1996, 2001) & Financial Post (2006) * Projections

Ethnic Origin and Language Capabilities

While the largest group of LaSalle residents, when asked, report their ethnic origin as simply Canadian, there is a large population of Italian origin in the community, larger even than the French and English populations, which follow Italian in that order.

According to the latest Census figures, 12.6% of LaSalle residents are able to conduct a conversation in both English and French, a figure higher than the Ontario average and second highest in the Windsor-Essex County Region after the Town of Lakeshore. The Italian-speaking population is also significant, with over 6% of the population able to converse in that language, making Italian the most commonly understood language after English and French.

Table 4: Ethnic Origin	2001	Percentage of Total 2006	2006*
Single responses	13,580		16,105
Canadian	3,735	27.50%	4,429
Italian	2,190	16.13%	2,597
French	1,475	10.86%	1,749
English	1,170	8.62%	1,388
German	515	3.79%	611
Irish	405	2.98%	480
Scottish	370	2.73%	439
Polish	295	2.17%	350
Lebanese	290	2.14%	344
Chinese	250	1.84%	296
Other	2,885	21.24%	3,421
Multiple responses	11,700		13,875

Source: Statistics Canada (2001), WECDC & Financial Post (2006) *Projections

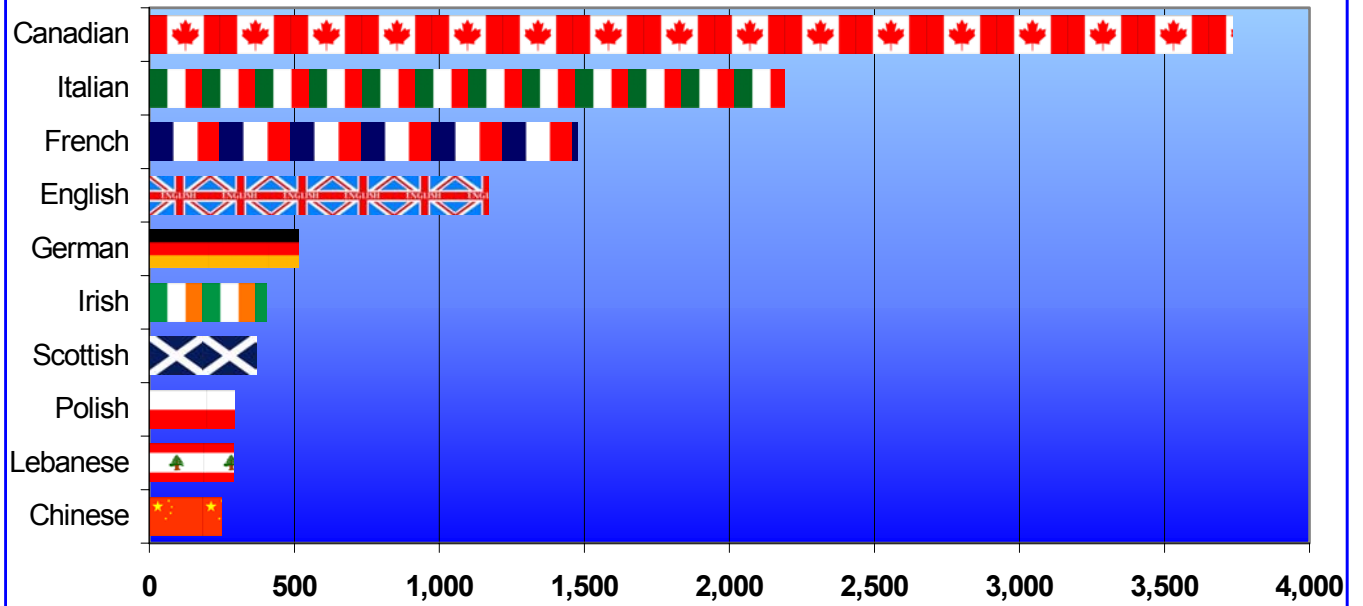
Table 5: Knowledge of Official Languages	2001	2006*
Total population	25,280	29,980
English only	21,905	25,978
English and French	3,180	3,771
French only	25	30
Non-English/French	170	202

Source: Statistics Canada (2001), WECDC & Financial Post (2006) *Projections

Table 6: Knowledge of Non-Official Languages	2001	2006*	Percentage of Total 2001
Italian	1,605	1,903	6.35%
Arabic	415	492	1.64%
German	375	445	1.48%
Polish	235	279	0.93%
Hungarian	230	273	0.91%
Greek	200	237	0.79%
Romanian	180	213	0.71%
Spanish	160	190	0.63%
Chinese	160	190	0.63%
Serbian	150	178	0.59%
Croatian	130	160	0.51%

Source: Statistics Canada (2001), WECDC & Financial Post (2006) *Projections

Ethnic Origin



Source: Statistics Canada (2001)



Photo courtesy of the Town of LaSalle

Education

Almost 2/3 of the population of LaSalle, aged 20 years and over, have at least some post-secondary education and almost 20% have a university degree. *LaSalle's population is somewhat better-educated than the population of Ontario as a whole, where only 55% have any post-secondary education.*

Not surprisingly, given the region's reputation as a center for high-tech manufacturing, the most common field of study for LaSalle residents was Applied Science Technologies and Trades, followed by Commerce, Management and Business Administration.

Table 7: Highest Level of Schooling	2001	Percentage of Total 2001	2006*	Percentage of Total 2006
Total population 20 yrs & over	17,535		21,720	
Less than grade 9	890	5.08%	1,095	5.04%
Grades 9 to 13				
Without high school grad. cert.	2,470	14.09%	3,074	14.15%
With high school grad. cert.	2,885	16.45%	3,574	16.45%
Trades certificate or diploma	2,115	12.06%	2,622	12.07%
Other non-university education				
Without certificate or diploma	1,495	8.53%	1,846	8.50%
With certificate or diploma	3,125	17.82%	3,891	17.91%
University				
W/ degree, cert. or diploma	785	4.48%	1,397	6.43%
With certificate or diploma	370	2.11%	442	2.03%
W/ bachelor's degree or higher	3,395	19.36%	4,221	19.43%

Source: Statistics Canada (2001) & Financial Post (2006) *Projections

Table 8: Major Field of Study	2001	Percentage of Total 2006	2006*
Total population	9,030		10,709
Educational, recreational & counseling services	865	9.58%	1,026
Fine and applied arts	385	4.26%	457
Humanities and related fields	510	5.65%	605
Social sciences and related fields	1,000	11.07%	1,186
Commerce, mgt and business administration	1,750	19.38%	2,075
Agricultural, biological, nutritional, food sciences	240	2.66%	285
Engineering and applied sciences	500	5.54%	593
Applied science technologies and trades	2,295	25.42%	2,722
Health professions and related technologies	1,170	12.96%	1,388
Mathematics, computer and physical sciences	310	3.43%	368
No specialization	10	0.11%	12

Source: Statistics Canada (2001), WECD & Financial Post (2006) *Projections

Employment

LaSalle residents have generally experienced a lower level of unemployment than elsewhere in the Province with an estimated 2006 unemployment rate of less than 5%. The largest percentage of the population are employed in Sales & Service Occupations, followed by Business, Finance and Administration.

Not unexpectedly, considering the region's concentration of manufacturing companies, over 28% of the Town's workforce are employed in the Manufacturing sector, almost the same proportion as in the region as a whole. One out of 10 people are employed in the Retail sector.

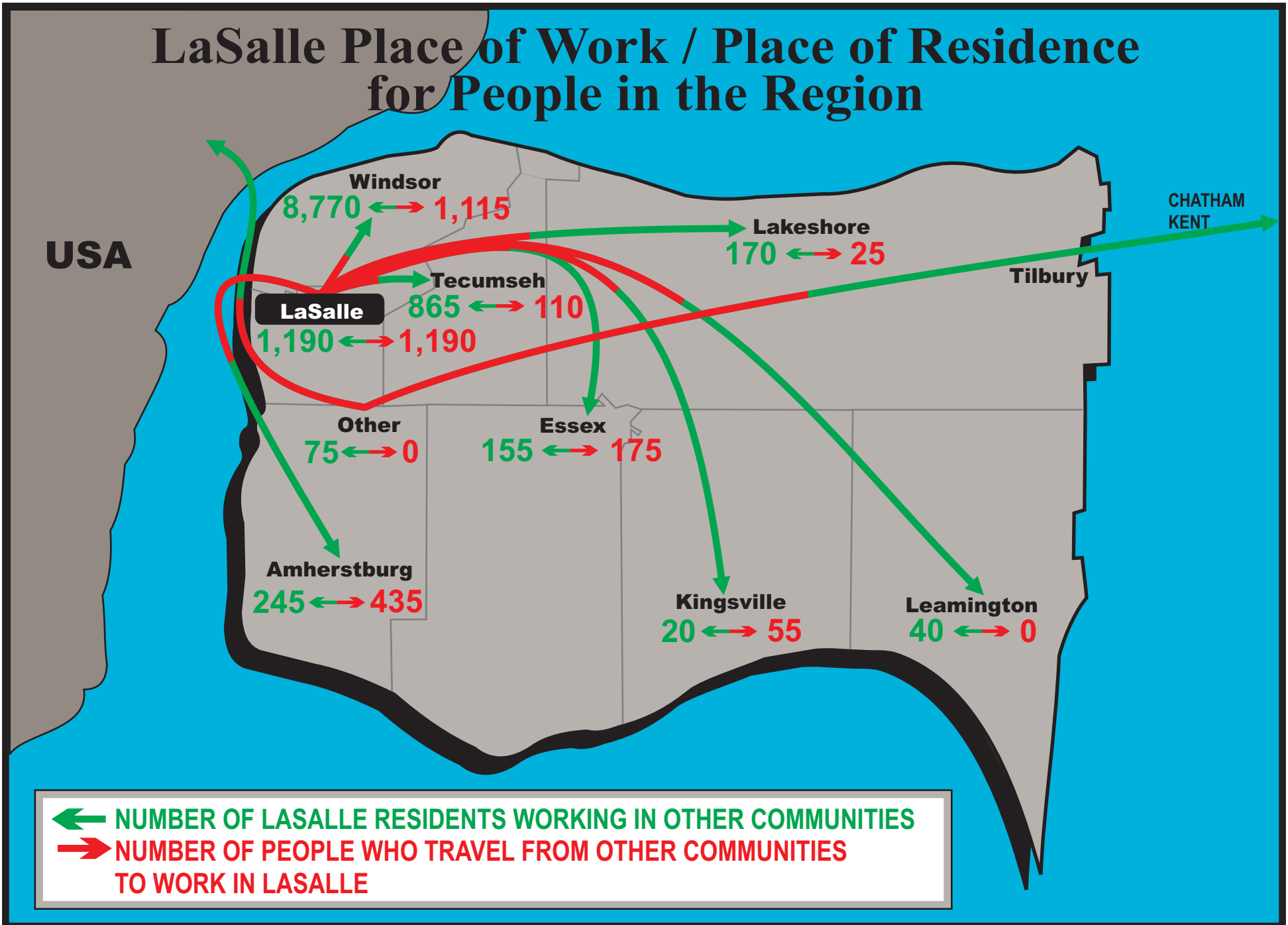
Table 9: Employment by Industry Division	2001	Percentage of Total 2006	2006*
All industries	13,905		16,490
11 Agriculture, forestry, fishing and hunting	70	0.50%	83
21 Mining and oil and gas extraction	75	0.54%	89
22 Utilities	105	0.76%	125
23 Construction	645	4.64%	765
31-33 Manufacturing	3,935	28.30%	4,667
41 Wholesale trade	390	2.80%	463
44-45 Retail trade	1,465	10.54%	1,737
48-49 Transportation and warehousing	620	4.46%	735
51 Information and cultural industries	135	0.97%	160
52 Finance and insurance	425	3.06%	504
53 Real estate and rental and leasing	175	1.26%	208
54 Professional, scientific and tech. services	635	4.57%	753
55 Management of companies and enterprises	0	0.00%	0
56 Administrative and support, waste mgt.	340	2.45%	403
61 Educational services	1,055	7.59%	1,251
62 Health care and social assistance	1,345	9.67%	1,595
71 Arts, entertainment and recreation	655	4.71%	777
72 Accommodation and food services	800	5.75%	949
81 Other services (except public admin.)	520	3.74%	617
91 Public administration	510	3.67%	605

Source: Statistics Canada (2001), WECD & Financial Post (2006) *Projections

Table 10: Occupation	2001	Percentage of Total 2006	2006*
Labour force 15 years and over	14,005		17,334
All occupations	13,910	99.15%	17,187
Management occupations	1,450	10.56%	1,830
Business, finance and administration	2,315	16.75%	2,903
Natural & applied sciences, related occupations	875	6.21%	1,076
Health occupations	905	6.51%	1,129
Social science, education, gov't service religion	1,040	7.37%	1,277
Occupations in art, culture, recreation and sport	185	1.22%	211
Sales and service occupations	3,180	22.35%	3,874
Trades, transp., equip. operators and related	2,020	14.46%	2,507
Occupations unique to primary industry	185	1.38%	240
Occupations unique to processing, mfg. & utilities	1,250	12.35%	2,140

Source: Statistics Canada (2001) & Financial Post (2006) *Projections

LaSalle Place of Work / Place of Residence for People in the Region



← NUMBER OF LASALLE RESIDENTS WORKING IN OTHER COMMUNITIES
→ NUMBER OF PEOPLE WHO TRAVEL FROM OTHER COMMUNITIES TO WORK IN LASALLE

Travel to Work

The primary mode of transportation to and from work is in a car, truck or van as a driver with only 6% of the employed workforce choosing to carpool.

Most residents work outside of LaSalle, but still within Essex County. *In fact, more people work outside Canada (ie. in the United States) than work in another county.* The connections between LaSalle and the region's other communities can be seen in the Place of Work vs. Place of Residence table on the following page. This table shows the location of employment for people living in LaSalle as well as the place of residence for people who work in LaSalle.

Table 11: Mode of Transportation	2001	Percentage of Total 2006	2006*
Total Employed	12,135		17,693
Car, truck, van, as driver	11,185	92.17%	16,308
Car, truck, van, as passenger	690	5.69%	1,006
Public transit	20	0.16%	29
Walked	130	1.07%	190
Bicycle	45	0.37%	66
Motorcycle	20	0.16%	29
Taxicab	0	0.00%	0
Other method	15	0.12%	22

Source: Statistics Canada (2001), WECD & Financial Post (2006) *Projections

Table 12: Commuting	Total 2001	Percentage of Total 2006	2006*
Total Employed	13,515	100.00%	16,028
With usual place of work	11,585	85.72%	13,739
In LaSalle	1,190	8.81%	1,411
In different community	10,400	76.95%	12,334
In Essex County	10,265	75.95%	12,173
At home	480	3.55%	569
Outside Canada	900	6.66%	1,067
No fixed workplace address	545	4.03%	646

Source: Statistics Canada (2001), WECD & Financial Post (2006) *Projections

Table 13: Place of Work & Place of Residence	Place of Work for LaSalle Residents		Place of Residence for LaSalle Workers	
	Number	% of Total	Number	% of Total
Municipality				
Windsor	8,770	76.06%	1,115	35.91%
Tecumseh	865	7.50%	110	3.54%
Leamington	40	0.35%	0	0.00%
LaSalle	1,190	10.32%	1,190	38.33%
Lakeshore	170	1.47%	25	0.81%
Kingsville	20	0.17%	55	1.77%
Essex	155	1.34%	175	5.64%
Amherstburg	245	2.12%	435	14.01%
Other	75	0.65%	0	0.00%
Total	11,530	100.00%	3,105	100.00%

Source: Statistics Canada, 2001

Economic Indicators

The following tables include various economic indicators that can be used to gauge trends in the community. The estimated average household income and per capita income are substantially above both the national and the provincial average, with almost half of all households having an income of over \$100,000. Per capita retail sales by businesses in the Town of LaSalle, however, are well below the national and provincial averages.

The price for an existing home has averaged approximately \$207,000 CDN during the first quarter of 2006. Housing starts declined somewhat from 2004 to 2005, although to a lesser extent than in other Essex County municipalities. Similarly, the value of residential building permits has decreased from almost \$33 million CDN in 2004 to \$25.5 million in 2005. Commercial construction declined in 2005 as several retail projects were completed. Industrial construction, although generally not as significant to LaSalle's economy, was at a four year high in 2005.

Table 14: Income and Wealth Characteristics	2006*
Average household income	\$108,200
% above or below national average	48.00%
Average family income	\$113,988
Per capita income	\$38,908
% of households with income \$100,000 or more.	48.28%
Disposable income / household	\$77,890
Total assets per household (2004 est.)	\$278,189
Total liabilities per household (2004)	\$117,722
Average expenditures (2004 est.)	\$98,482

Source: Financial Post *Projections

Table 15: Retail Sales	2006*	2008*	2011*
Total retail sales (\$CDN)	\$158,330,000	\$189,940,000	\$244,680,000
Per capita retail sales (\$CDN)	\$5,280	\$6,134	\$7,544
% above/below national average	-56%	-53%	-49%

Source: Financial Post *Projections

Table 16: Housing Starts	2004	2005	% change
Singles	128	114	-10.94%
Multiples	42	41	-2.38%
Total	170	155	-8.82%

Source: Canada Mortgage and Housing Corporation

Table 17: Value of Building Permits (\$CDN)	2002	2003	2004	2005
Residential	\$35,661,000	\$32,623,000	\$31,998,000	\$25,503,000
Institutional	\$3,016,000	\$564,000	\$506,000	\$48,000
Industrial	\$1,189,000	\$216,000	\$290,000	\$3,261,000
Commercial	\$4,764,000	\$3,016,000	\$14,380,000	\$1,907,000
Total	\$44,630,000	\$36,419,000	\$47,174,000	\$30,719,000

Source: LaSalle Building Department

Business Costs

The following tables show the municipal property tax rates for select land uses and the development charges applicable to new development in the Town of LaSalle. The tax rates are multiplied by the assessed value of the property (determined by the Municipal Property Assessment Corporation) in order to determine the amount of property tax payable by the property owner. The development charge for a residential building is a fixed amount but the charges for industrial and commercial buildings depend on the size of the building.

Table 18: Tax Rate 2006	Tax Rate*
Commercial	0.02773720
Shopping Centre	0.03021842
Industrial	0.04609715
Large Industrial	0.06374384

Source: Town of LaSalle, 2005 *including school rates

Table 19: Development Charges	Amount (\$CDN)	
Single Family Detached	\$11,689	as of Sept. 1, 2004
Industrial	\$2.15/SF	as of Jan. 1, 2006
Commercial	\$2.15/SF	as of Sept. 1, 2004

Source: Town of LaSalle

Employers

Table 22 shows the relative insignificance of the Manufacturing sector in the Town of LaSalle as compared to the rest of the region. With 56 companies in that sector, it ranks as tied for sixth place in terms of number of businesses. The large number of small and medium-sized businesses is significant in the Town's economy. Please note when referring to Tables 21 and 22, Statistics Canada determines the location of companies by their mailing addresses, which results in some companies being classified as located in a community other than the one in which they are actually located.

Table 20: Major Employers	Employees*
Centerline (Windsor) Ltd.	355
Zehrs	200
Town of LaSalle	112
R & R Tool And Mold Inc.	55
Price Choppers	50
Hazura Manufacturing Limited	10
LaSalle Press	10
LaSalle Montessori	10

Source: Service Canada & WECD 2005 Major Employer List

* Data obtained from multiple sources and may be rounded.

Table 21: Number of Businesses By Employee Range	Number of Businesses	Percentage of Total
Indeterminate	629	57.03%
1-4	263	23.84%
5-9	90	8.16%
10-19	58	5.26%
20-49	42	3.81%
50-99	9	0.82%
100-199	9	0.82%
200-499	3	0.27%
500+	0	0.00%
Total	1,103	100.00%

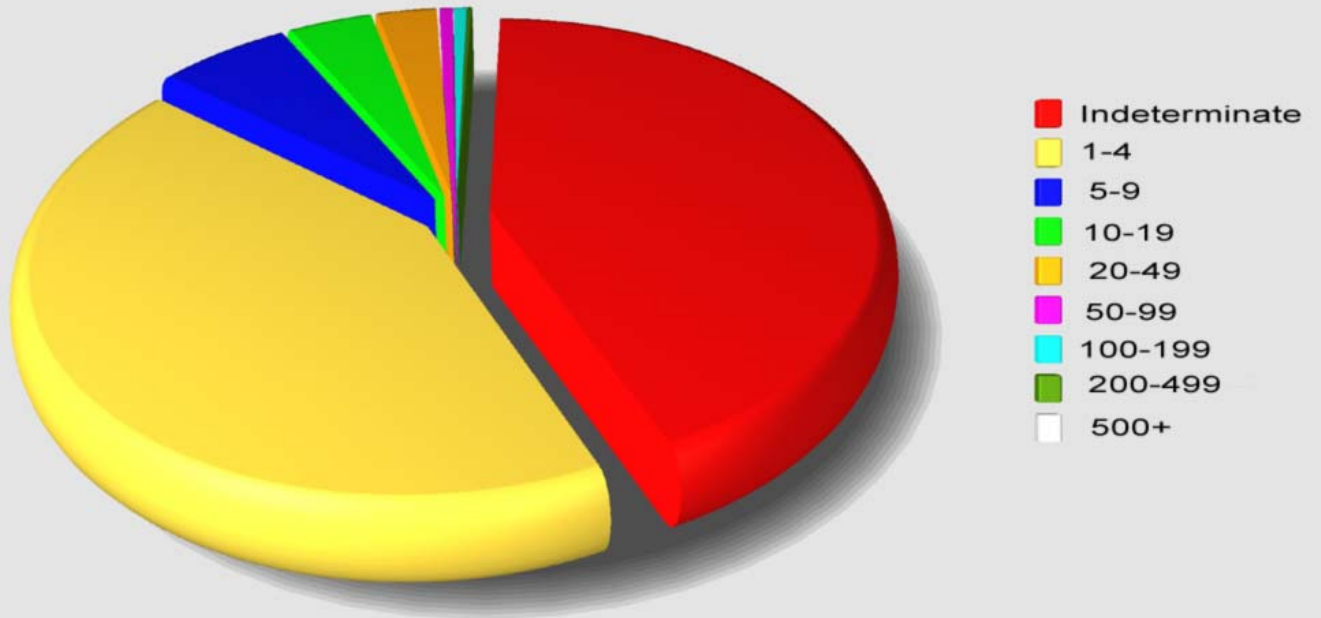
Source: Statistics Canada - Canadian Business Patterns Product June 2005

* Establishments in the "Indeterminate" category do not maintain an employee payroll but may have a workforce, which consists of contracted workers, family members or business owners.

Table 22: Number of Businesses by Sector	Number of Businesses	Percentage of Total
11 - Agriculture, forestry, fishing and hunting	19	1.72%
21 - Mining and oil and gas extraction	1	0.09%
22 - Utilities	0	0.00%
23 - Construction	221	20.04%
31-33 - Manufacturing	56	5.08%
41 - Wholesale trade	27	2.45%
44-45 - Retail trade	136	12.33%
48-49 - Transportation and warehousing	42	3.81%
51 - Information and cultural industries	6	0.54%
52 - Finance and insurance	47	4.26%
53 - Real estate and rental and leasing	112	10.15%
54 - Professional, scientific and technical services	122	11.06%
55 - Management of companies and enterprises	51	4.62%
56 - Admin. and support, waste mgt. and remediation services	56	5.08%
61 - Educational services	14	1.27%
62 - Health care and social assistance	33	2.99%
71 - Arts, entertainment and recreation	35	3.17%
72 - Accommodation and food services	48	4.35%
81 - Other services (except public administration)	76	6.89%
91 - Public administration	1	0.09%
Total	1,103	100.00%

Source: Statistics Canada - Canadian Business Patterns Product June 2005

Number of Businesses By Employee Range



Source: Statistics Canada - Canadian Business Patterns Product June 2005



Quality of Life

LaSalle continues to grow rapidly and over the past three to four years, a number of restaurants, and shopping establishments including an outlet centre have taken root in the community. With its close proximity to private and public schools as well as St. Clair College and the University of Windsor, it is no surprise that LaSalle is one of the top choice locations for young families. Given the amount of natural greenery the area has retained, it is clearly a preferred area in which to live.

The LaSalle Strawberry Festival is a growing family event, which takes place the first weekend in June and represents the first of this summer crop available anywhere in Canada.

Water sports and marinas dominate the Detroit River area of LaSalle. LaSalle boasts over 870 public marina berths, virtually tying it with the number of marina berths in Lakeshore.

The region's premier golf venue, Essex Golf and Country Club, where PGA tournaments have been held, is located squarely within LaSalle boundaries. Although Essex Golf and Country club is a private members-only course, there are a number of other courses open to the public in the County, including the Seven Lakes Golf Course and the Dominion Golf Course.

Table 23: Quality of Life-2006	Total	Population Served
Number of doctors	11	2,299
Number of public pools	1	25,290
Number of golf courses	3	8,430
Number of public elementary schools	3	8,430
Number of Catholic elementary schools	2	16,645
Number of French schools	1	25,290
Number of public secondary schools	1	25,290
Number of Catholic secondary schools	1	25,290
Total number of schools (not include private)	8	3,161

Sources: Essex County Medical Society, phone book, 411.ca and school board web sites