



Economic Development Strategy Town Hall



Agenda

- Introduction
- Project Objectives & Overview
- Initial Findings
 - Demographic, Economic Analysis
 - Planning Review
- Your Insights
- Next Steps



Project Objectives



Attracting new business and industry



Supporting and retaining existing businesses



Encouraging investment and job growth



Short, medium and long-term strategic actions

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 to 5,000 from 2016

LaSalle projected to have fastest growth rate in Essex County



Demographic highlights People moving to LaSalle



LaSalle population not as mobile as rest of country



Most coming from other parts of Ontario



Only 0.8% came from other provinces
(2.5% across Canada)



1.5% from immigration
(4.2% across Canada)

(population age 5+, moving in previous 5 years, 2016)



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

(those that live in LaSalle)



6,165 people in the labour market



Unemployment rate much lower (5.1%)

Canada 7.7%



Self-employment rate lower than average (8.2%)

Canada 12%.



Aging: over 20% of workforce aged 55-74



Commuting: 86% commute for work highest in Ontario



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.



LaSalle Firm Profile (2017)



604 firms*



7 firms with 100+ employees (well below average).

Lower concentration in all main industry groups

Largest employment sectors (working in LaSalle)



Manufacturing



Retail trade



Construction










Health care.

*Business locations with at least some employment including both the private and public sectors.



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



Planning highlights: Employment land



- Over supply of employment lands
- LaSalle 1.5% of industrial/employment floor space in Essex County
- LaSalle converting 280 acres from industrial/employment land to residential/mixed use
- 8 year supply of industrial land Morton Business Park*

* Based on historical annual uptake



Planning highlights: Policy Considerations



- Official Plan positions LaSalle for wide-range of population and employment growth
- Most future employment growth: population related retail and services
- Clear urban structure
- Emphasis on Town Centre, Waterfront District and Mixed Use Corridor
- Community Improvement policies - potential for financial incentives



Today's Objectives



To obtain public input, identify and evaluate options for business attraction and retention and job growth in LaSalle.

Group Work

Q1: What does economic growth mean to you ?

Q2: What makes LaSalle a great place to work?

Q3: What makes LaSalle a great place to start/ operate a business?

Q5: What businesses or services would you like to see provided in LaSalle that you have to go out-of-town for now?

Wrap up & concluding thoughts



Public Engagement



- Group work
 - Staff Workshop
 - Council Workshop
 - Town Hall June 20
 - Stakeholder Breakfast June Interviews
- Survey (online and hard copy)

Strategic Planning Process



Thank you

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