An Economic Development Strategy for Municipality of Temagami

EXPERIENCE TEMAGAMI --- EXPLORE THE OPPORTUNITIES

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Prepared by:

MATTHEW FISCHER
& ASSOCIATES INC.
Economic Development Consulting

Introduction

The Municipality of Temagami initiated a new economic development program in 2010 and retained, under contract, an experienced economic development officer who began to establish the ground work for a long term economic development program.

Funding was applied for and received under the NCIR (Northern Communities Investment Readiness) program of the Ministry of Northern Development, Mines and Forestry to prepare an Economic Development Strategy. The Municipality retained a consulting firm, Matthew Fischer & Associates to assist in the preparation of the strategy. The planning process involved conducting an analysis of statistical information on the community and the local economy, completing a wide ranging set of interviews with key stakeholders and government officials serving the region and staging two community consultations, one held at the Marten River Fire Hall and other at the Temagami Arena.

To use a nautical analogy, a strategic plan provides the compass heading to the desired destination. This points the community in the right direction but the actual course steered must be constantly altered to suit the winds and to avoid shoals and other obstacles that may found along the path. This is determined by the work plan which describes the specific actions to be taken and the tools that will be developed to execute the plan. We have recommended a compass bearing – a focus on increasing tourism expenditures in Temagami and we have made a number of recommendations on how this can be achieved, but fickle winds and unforeseen obstacles will require constant course corrections to keep the boat moving towards its ultimate destination.

We wish you every success.

MATTHEW FISCHER
& ASSOCIATES INC.
Economic Development Consulting

16 / 575 McGarrell Place
London, ON N6G 5L3
Tel: 226-663-6389
Cell: 519-643-6544
matt@matthewfischerassoc.com

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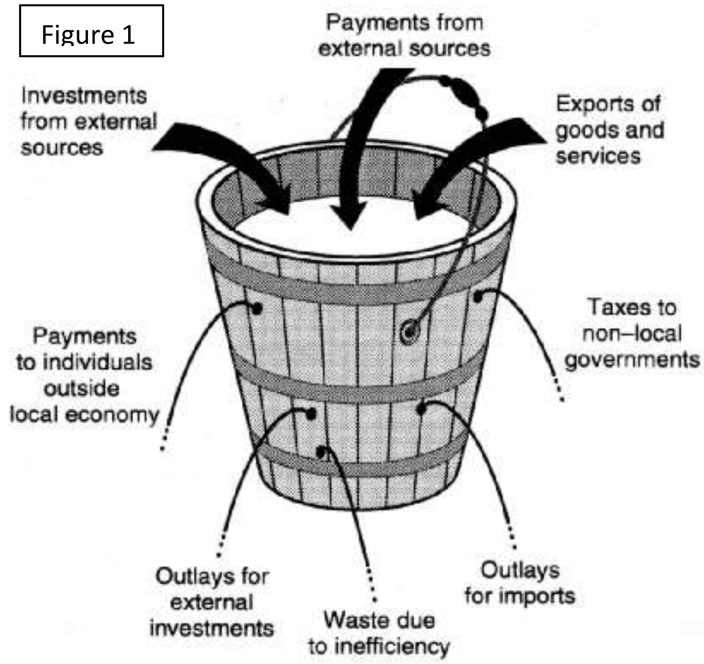
Background - How Local Economies Function

Before launching into a discussion of an economic development strategy for Temagami, it is important that the reader have a basic understanding of the functioning of a local economy.

One of the simplest ways to explain the dynamics of local markets is through Economic Base Theory. It first emerged in the 1920's and has been widely adopted by economists and economic developers as a means of looking at and analyzing local economies.

Imagine that the local economy is a bucket and the water in the bucket is the "wealth" of the community. It swirls around to every part of the bucket just as the wealth in the community is passed from one pocket or purse to another.

Figure 1



Company Alpha, a prominent manufacturer of widgets sold all over the country is the largest employer in Town. Virtually all of their revenue comes from outside the local marketplace. When the company pays its' employees, a portion of that wealth is absorbed into the local economy. This happens surprisingly quickly.

One of the workers gets paid and uses that money to buy groceries. He also takes his family out to dinner on Friday night and gets an oil change for his car, among the many other household expenses a typical family has. Likewise, the grocer uses the week's proceeds to pay his staff and buy school clothes for his son and daughter. The owners of the restaurant and the garage similarly pay their staff and spend money on household essentials. In this way the money is transferred from one person to the next and on and on.

However, much of the community's wealth is lost due to leakage through holes in the bucket. Mortgage payments and taxes leave the community. Most of the items stocking the grocer's shelves are sourced from outside the community; in many cases from outside the country. Even the widget manufacturer must buy steel and most of its machinery and supplies from outside the region. A constant supply of new wealth is required to keep the water level in the bucket at a healthy level.

Basic & Non-Basic Industries

New wealth is generated by those industries that export all or a part of their output, such as farming, manufacturing, mining and forestry industries. Tourism is also included in this category because it accomplishes the same thing by attracting customers to the local economy to spend their money. In Economic Base Theory these industries are called “Basic” industries although “exporting” industries would be a better description.

Businesses which only serve local residents, such as the retailer, gas station, dry cleaner and hair dressers and funeral homes are referred to as “Non-Basic” industries, although a better description would be “local serving” industries.

Economic Developers have traditionally focused their attention on the Basic industries because they build additional wealth for the community. Increasingly though, we have begun to realize the important contribution of the Non-Basic industries. They trap and hold the wealth in circulation before it all leaks out. This is particularly so for small communities, which don’t have the critical mass of services, thus forcing residents to leave the community for some of their needs.

Temagami faces a double challenge in this respect.

With the closure of the Sherman Mine and with the cessation of logging and the closure of the mill, the local economy has lost several Basic industries leaving only Tourism as the primary generator of new wealth.

The second challenge is the increasing leakage from the local economy. Because the local population is not large enough to support a wide range of services, many local residents - both permanent and seasonal - drive to Temiskaming Shores or North Bay for goods and services. This has been exacerbated this past winter by the closure of the town’s only grocery store.

Seasonality has always been a problem for businesses in Temagami and with the declines of recent decades it only gets worse.

Temagami – Community Profile

Figure 2 – Aerial View of Lake Temagami - Photo Courtesy Wikipedia

The year round population of Temagami is under 1,000 (2006 Census = 934 permanent residents), however based on assessment records, there are 1,325 dwellings in the community. 30% are owned by permanent residents and the balance 70% are owned by seasonal residents, who are estimated to number in excess of 2100 persons, more than double the number of full time residents.

Another feature of Temagami is that this very small population is spread over a wide area. The Municipality of Temagami consists of three distinct communities - North Temagami, Lake Temagami and Marten River which were amalgamated in 1998. It takes more than an hour to travel the extent of Temagami's limits on Highway 11.

The Temagami region also has an Aboriginal community, most of whom are Anishnaabe (Ojibway), living on Bear Island. The official name for this group is the Temagami First Nation. The 2006 Census puts the aboriginal population at 90, which is part of the total population figure.

The community is located on Highway 11, approximately 1 hour north of North Bay and approximately 45 minutes south of Temiskaming Shores. It is on one of the arms of Lake Temagami, one of Ontario's most famous lakes for canoeing and wilderness vacations.

Figure 3 – Locator Map from Temagami Website

The area is known throughout Ontario for the old-growth red and white pine which led to a confrontation in recent years between loggers and environmentalists. Many of the old-growth areas are accessed via local hiking trails and canoe routes.

The area was also the home of Grey Owl during the 1930s, and more recently has been the set for a couple of TV shows, most notably Survivor Man.

Temagami is the staging point for cottage vacationing and wilderness canoeing trips on Lake Temagami, in Lady Evelyn-Smoothwater Provincial Park, and vast tracts of wilderness in the area. There are several outfitters here that cater to outdoor activity, including the Temagami Outfitting Company. Three of the five highest points of land in Ontario are on Ishpatina Ridge in Temagami.

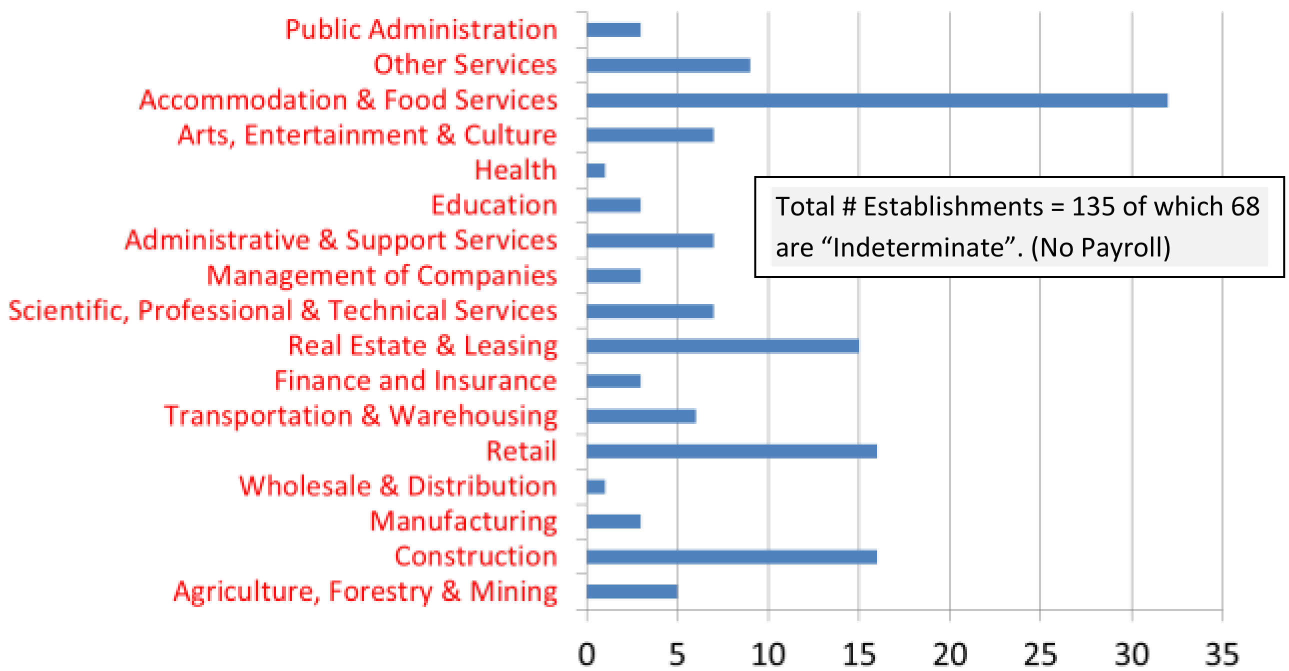
An excellent view of the entire Temagami region is offered by the Temagami Fire Tower on Caribou Mountain, a renovated 100-foot (30 m)-tall fire lookout tower that visitors can climb. The Temagami Fire Tower was last used in the 1970s to spot fires. The original fire tower built here was 45 feet (14 m) high and made of square timber. The Fire Tower is a landmark and is featured on the Municipality's logo.

Temagami's Economy

Throughout this report we will be analyzing Temagami's economy using the North American Industrial Classification or NAICS code which was developed around the time of the Free Trade discussion by Canadian, American and Mexican statistical agencies to provide a common base for the classification of businesses. For readers unfamiliar with NAICS there is a somewhat more expanded version in the appendix. At the two digit level, which is used in this report, there are twenty industry groups. At the 3 digit level there are 101 classifications of business. The full 6 digit level NAICS has nearly 1,000 (927) business classifications.

Caution:
The sample size for Temagami is very small for statistical analysis which presents certain difficulties in interpreting the data. With a small sample size a minor error in sampling becomes magnified and as a result we must use caution and common sense when interpreting the results of the analyses.

Figure 4 - Number of Business Establishments in Temagami



Source: Statistics Canada Canadian Business Patterns Data - 2010

The most recent data available profiling the Temagami economy is the Canadian Business Patterns Data, which is collected biannually based on Corporate Income returns and HST Tax filings. There were a total of 135 business establishments in the community, however 50% of those have not remitted payroll tax or CPP deductions, so it is impossible to estimate their employment levels. They could be using contractors or paying straight cash with no withholdings. Many sole proprietors take income in another form, such as dividends.

This is common across the province. There are 880,842 business establishments in Ontario of which 58%, or 515,193 are “Indeterminate”.

Note the high number of businesses in the **Accommodation and Food Service** category. This underscores the importance of the Tourism industry to Temagami. The Canadian Business Patterns Database shows 32 business establishments in this category. Another source, the Town’s own web-site, lists 56 businesses offering accommodations. The difference can be explained by noting that the threshold for business registration with the CRA (Canada’s Revenue Agency) is $30,000 in business income per year. A number of small housekeeping cottages could be operating below that level.

The Business Pattern Data provides quite current information on the number of businesses operating in Temagami, but does not account for size.

Employment Data is available from the Labour Force Survey however it is older information, collected in 2006. The Labour Force Survey, like the Census, is only updated every five years. Unfortunately, it takes several years after the data is collected before it is released at the Census Subdivision (municipal) level. So the 2011 data, which will be collected this year, will not be available until the spring of 2013.

Short of physically conducting a count in the municipality, which would be prohibitively expensive and not be comparable to anything, the 2006 data is the most current available.

Economic Base Analysis

Total employment in Temagami was 370 in 2006. This was down nearly 11% from 2001.

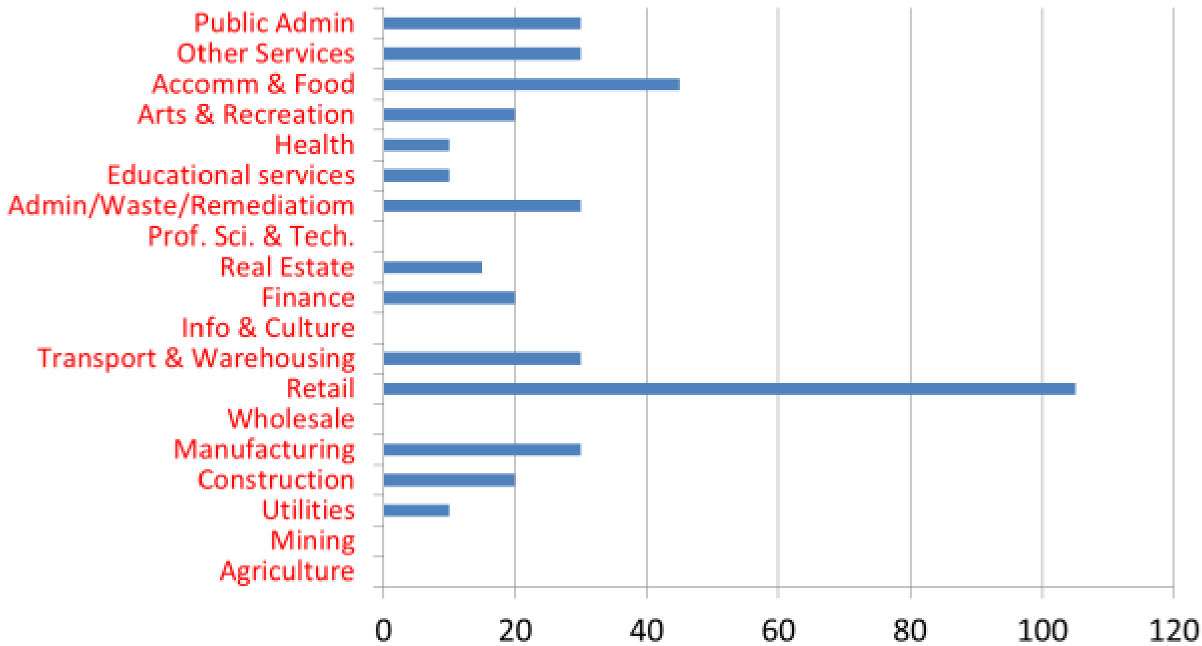
Table 1 - Employment by Industry	# Jobs '06	% Change	Net # Jobs
All industries	370	-10.84%	-45
11 Agriculture, forestry, fishing and hunting	0	na	0
21 Mining and oil & gas extraction	0	na	0
22 Utilities	10	na	10
23 Construction	20	-55.56%	-25
31-33 Manufacturing	30	200.00%	20
41 Wholesale trade	0	na	0
44-45 Retail trade	105	10.53%	10
48-49 Transportation and warehousing	30	na	30
51 Information and cultural industries	0	-100.00%	-10
52 Finance and insurance	20	-100.00%	-20
53 Real estate and rental and leasing	15	50.00%	5
54 Professional, scientific & technical services	0	-100.00%	-10
55 Management of companies and enterprises	0	na	0
56 Administrative/Waste Mgmt/Remediation	30	100.00%	15
61 Educational services	0	-100.00%	-20
62 Health care and social assistance	10	na	10
71 Arts, entertainment and recreation	20	-20.00%	-5
72 Accommodation and food services	45	-57.14%	-60
81 Other services (except public admin.)	30	100.00%	15
91 Public administration	30	-33.33%	-15

Source: Statistics Canada – Labour Force Survey 2006

Note the prominence of **"Retail"** as an employer in Temagami. It should be noted that retailers also serve the seasonal residents and visitors to Temagami, in addition to local residents.

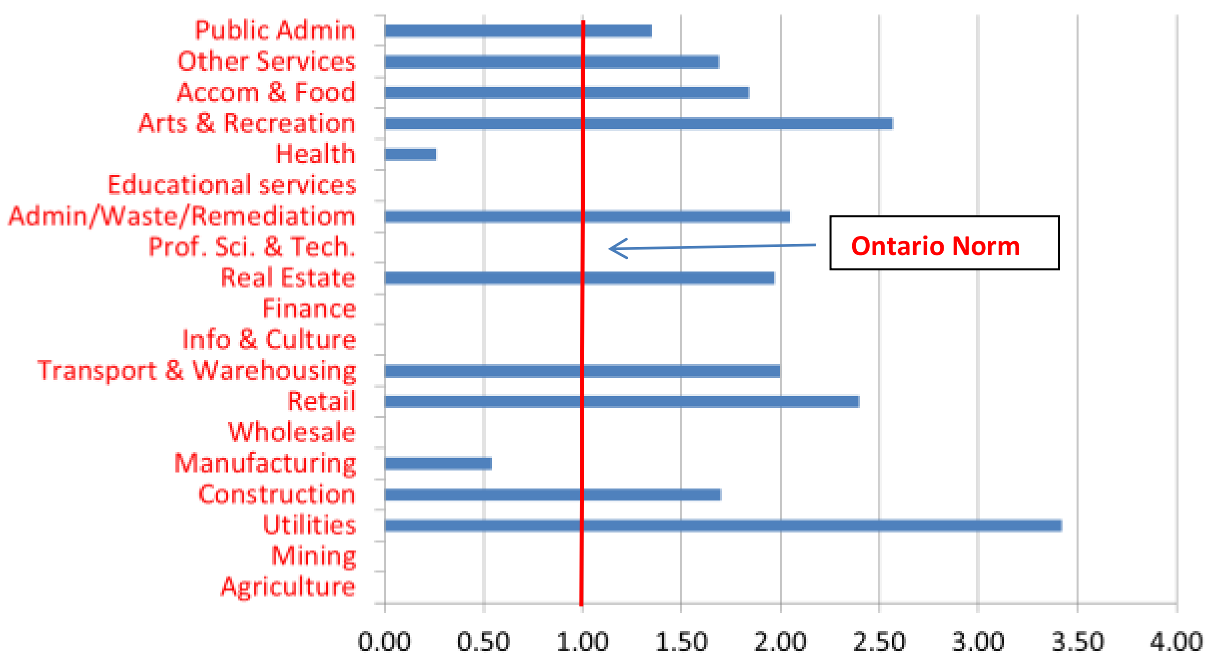
The **"Accommodation and Food Services"** category (Tourism) is the second largest employer in the community, employing approximately 45, although there was a massive loss of jobs (60) over the preceding 5 years. This is cause for great concern because Tourism is the last remaining "Basic" industry bringing new wealth to the community.

Figure 5 - Employment by Industry



Source: Statistics Canada Labour Force Survey 2006

Figure 6 - Location Quotients for Employment by Industry



Source: Statistics Canada Labour Force Survey 2006

To provide some context for Temagami's employment profile, a ratio of "employment by industry" to "total employment in the community" is compared to the same ratio for Ontario. This is called a **Location Quotient Analysis** and the results are depicted in Figure 6 above. A Location Quotient (or LQ) of 1.00 shows that local economy has the same proportion of people employed in that industry as does the province. LQ's greater or less than 1.00 show relatively higher or lower concentrations of employment in that sector compared to the provincial norm.

The LQ for the **"Utilities"** sector is very high despite the fact that the sector only employs 10 people and didn't appear to have any employees in 2001. This is an example of where one must use common sense when interpreting the results of the analysis. This number can be disregarded because it doesn't contribute to our understanding of the local economy.

"Arts and Recreation" is the second most concentrated sector. At first this appears to be an anomaly however marinas are part of this category which makes a seemingly unlikely sector one of significance for Temagami.

The **"Retail"** sector benefits from visitor expenditures, so it has proportionately more employees and a higher LQ than it would if it served only local residents.

The "**Real Estate and Leasing**" sector with its 15 employees also has a high LQ. This is difficult to explain.

"**Accommodation and Food Services**" has a high LQ as expected. Other sectors with above normal LQ's also benefit from the seasonal residents, notably **"Construction"** and **"Other Services",** which includes automotive service and repair and a wide range of other personal services.

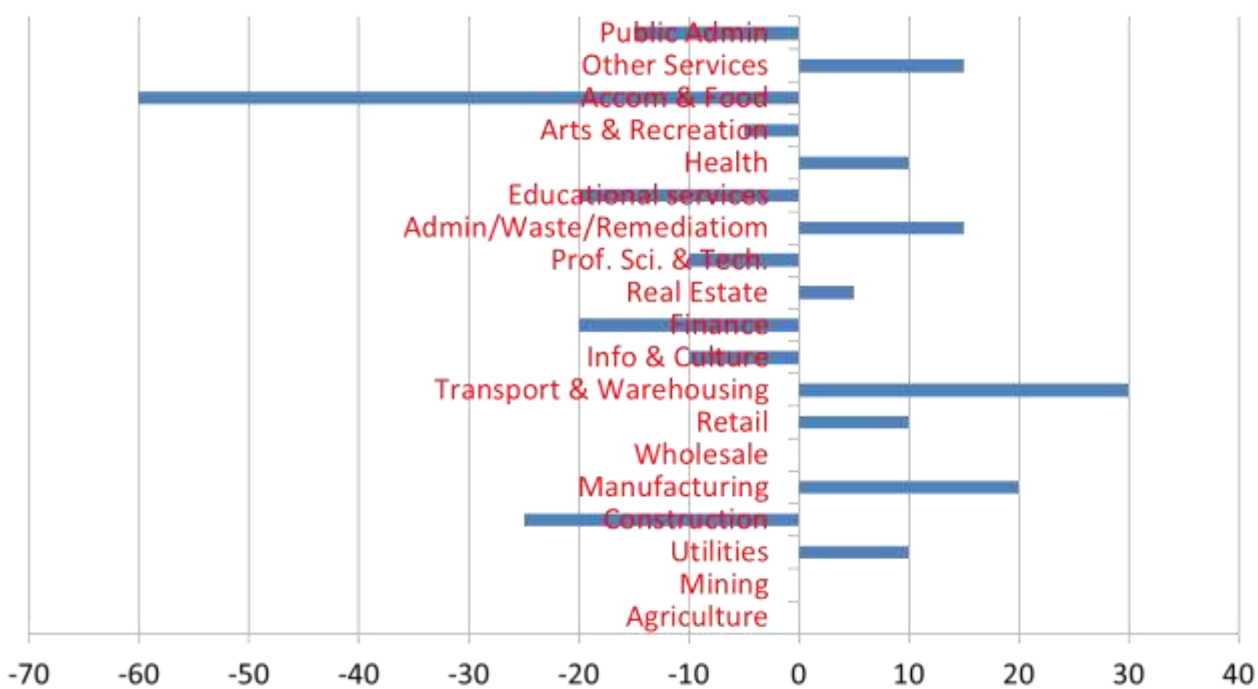
Shift/Share Analysis

Completing the analysis of Temagami's local economy is an examination of what is growing and what is not. This shouldn't be done in isolation – it must take into account what is happening in the larger economy. A Shift/Share Analysis is the tool to do this.

"Table 1 – Employment by Industry" on page 10 shows the "Net Change in Employment" for Temagami from 2001 to 2006. It is graphed below.

The local economy lost 45 jobs during the period 2001 to 2006. This predates the closure of the local grocery store.

Figure 7 - Net Change in Employment 2001 to 2006



Source: Statistics Canada Labour Force Survey 2006

In a Shift/Share Analysis, a portion of the net change in employment for each industry is attributed to three different factors:

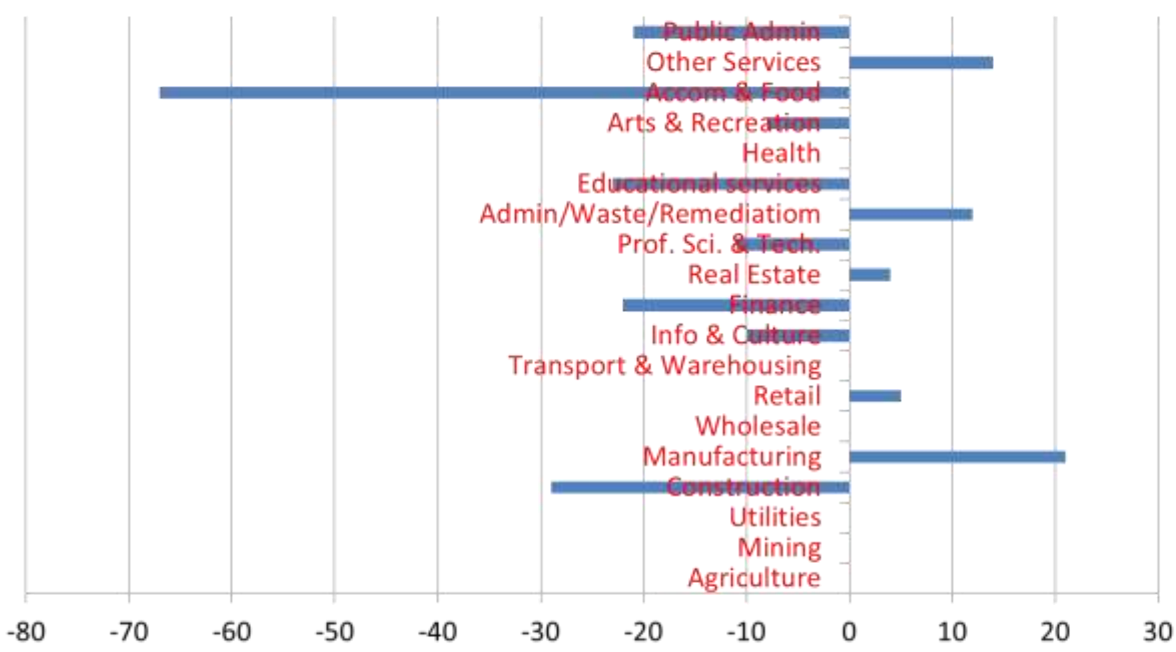
1. A portion is attributed to the influence of the provincial economy (Provincial Effect).
2. Another portion is attributed to whether the industry is in a growth mode or is in decline (Industry Effect).

3. Lastly the differential is attributed to regional factors (Regional Effect or Differential Shift Effect).

Table 2 – Shift/Share Analysis

	Employed Net Change	Provincial Effect	Industrial Effect	Regional Effect
11 Agriculture, forestry, fishing and hunting	0	0	0	0
21 Mining and oil and gas extraction	0	0	0	0
22 Utilities	0	0	0	0
23 Construction	-25	3	1	-29
31-33 Manufacturing	20	1	-2	21
41 Wholesale trade	0	0	0	0
44-45 Retail trade	10	6	-1	5
48-49 Transportation and warehousing	30	0	0	0
51 Information and cultural industries	-10	1	-1	-10
52 Finance and insurance	-20	2	0	-22
53 Real estate and rental and leasing	5	0	1	4
54 Professional, scientific and technical services	-10	1	0	-11
55 Management of companies and enterprises	0	0	0	0
56 Administrative/Waste Mgmt/Remediation Services	15	1	2	12
61 Educational services	-20	1	2	-23
62 Health care and social assistance	10	0	0	0
71 Arts, entertainment and recreation	-5	2	1	-8
72 Accommodation and food services	-60	6	1	-67
81 Other services (except public administration)	15	1	0	14
91 Public administration	-15	3	3	-21
Total	-45	25	0	-70

Figure 8 - Shift/Share Analysis - Regional Effect



Source: Statistics Canada Labour Force Survey 2006

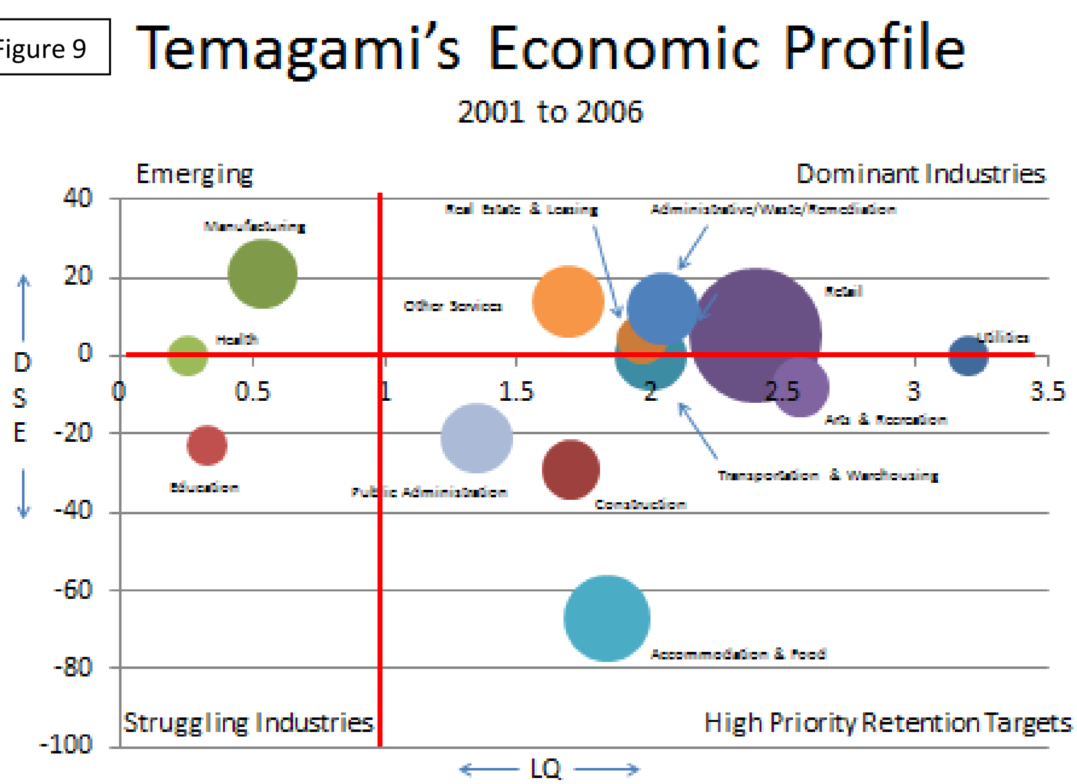
The **Accommodation and Food Services** sector had the greatest decline (Regional Effect -67), which was exacerbated by the fact that the industry elsewhere in the province enjoyed a measure of growth during this study period.

The **“Retail”** sector posted a modest increase (Regional Effect +5), much of it attributable to a healthy provincial economy.

The **“Manufacturing”** sector, despite its small size (there are four companies listed in the Temagami Business Directory) posted an increase. The four companies operating in Temagami have been able to overcome the obstacle of “distance to market” because they produce small runs of high value-added and high quality products such as the Temagami Canoe Company’s handcrafted canoes and Peacock Woodcraft’s outdoor furniture or Northern Marble and Granite’s custom counter tops. Canoe Cart Manufacturing produces aluminum carts for moving canoes where there is a ready local market.

The following bubble graph helps visualize the results of the analysis. The horizontal axis is the Location Quotient and the vertical axis is the Regional Effect or Differential Shift Effect. The size of each bubble reflects the number of employees in that sector.

Figure 9



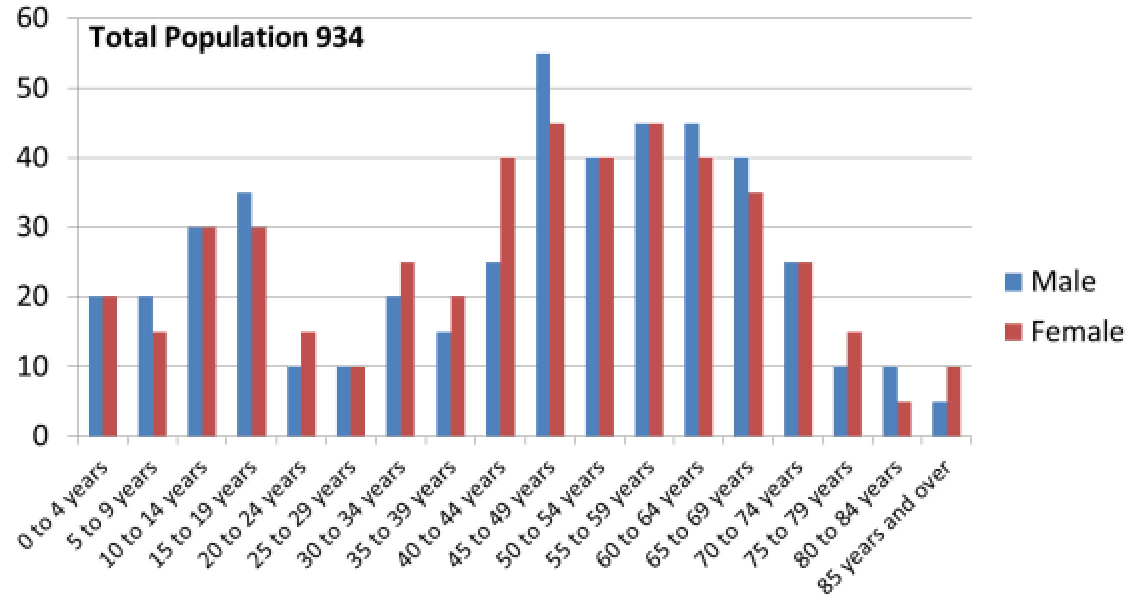
The most notable point highlighted by this chart is the decline of the **"Accommodation and Food Services"** sector which, without doubt, is Temagami's most important sector. The **"Retail"** sector is the largest employer and during the study period it was stable, however the recent closure of the Coop Grocery Store is a cause for concern. These two sectors should be high priority retention targets in the strategic plan.

Going back to the Leaky Bucket Model for the local economy, it is important for the community to:

1. increase tourism expenditures to add new wealth to the local economy
2. and, at the same time, seek an investor/entrepreneur to replace the grocery store and stop the leak created by its closure.

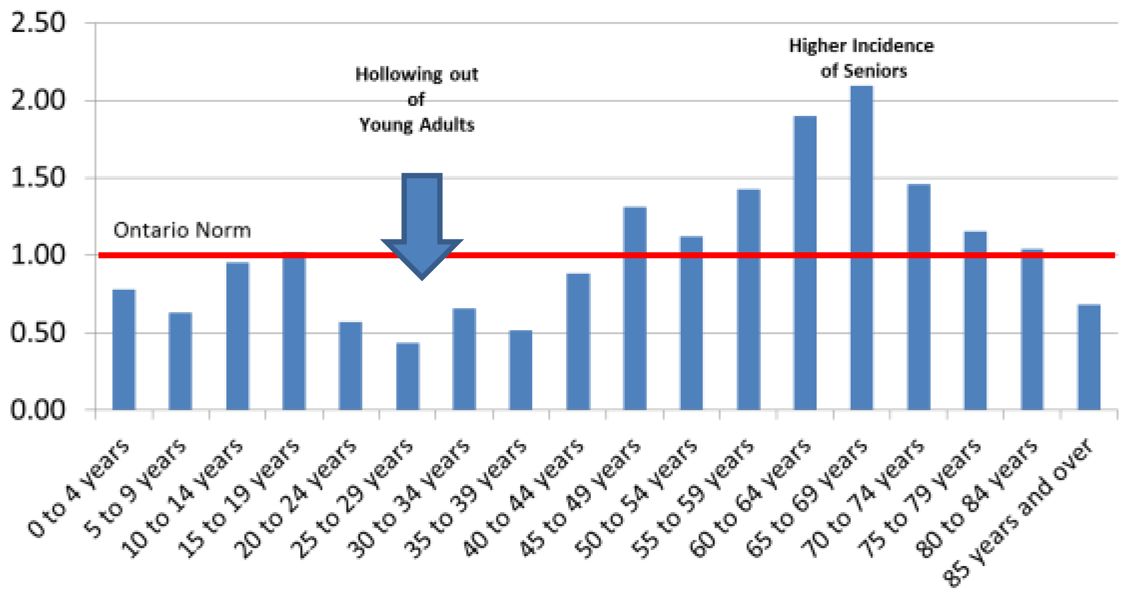
Temagami's Labour Force

Figure 10 – Temagami's Demographic Profile



The total population of Temagami is 934. The graph in Figure 10 shows the distribution of each age group for both males and females and clearly illustrates the "Baby Boom, Bust and Echo" described by demographer David Foot.

Figure 11 – Demographic LQ's



In Figure 11 Location Quotient Analysis has been used to compare Temagami's demographic profile to Ontario's. It highlights the point that there has been a hollowing out of young adults aged 20 to 40 years who have left the community looking for work. There is a higher incidence of seniors particularly in the 55 to 75 age groups. This is a familiar scene for many small and rural communities across the province as they lose their younger generation to the larger cities.

This has serious implications for the Temagami labour force because, without replacements moving into the community, within 15 years an estimated 63% of Temagami's existing workers will have reached normal retirement age. That could reduce the total labour force (persons aged 20 to 65) from approximately 550 to 405 - a drop of 25%.

Total number of persons in prime working years in 2006 = 550

Persons entering working age / Persons reaching retirement age in:

	Turning 20	Turning 65
• 2011 (now)	40	85
• 2016	35	85
• 2021	60	75
• 2026	65	100
• Total	200	345

Total number of persons in prime working years in 2026 = 405

Key Industry Analysis

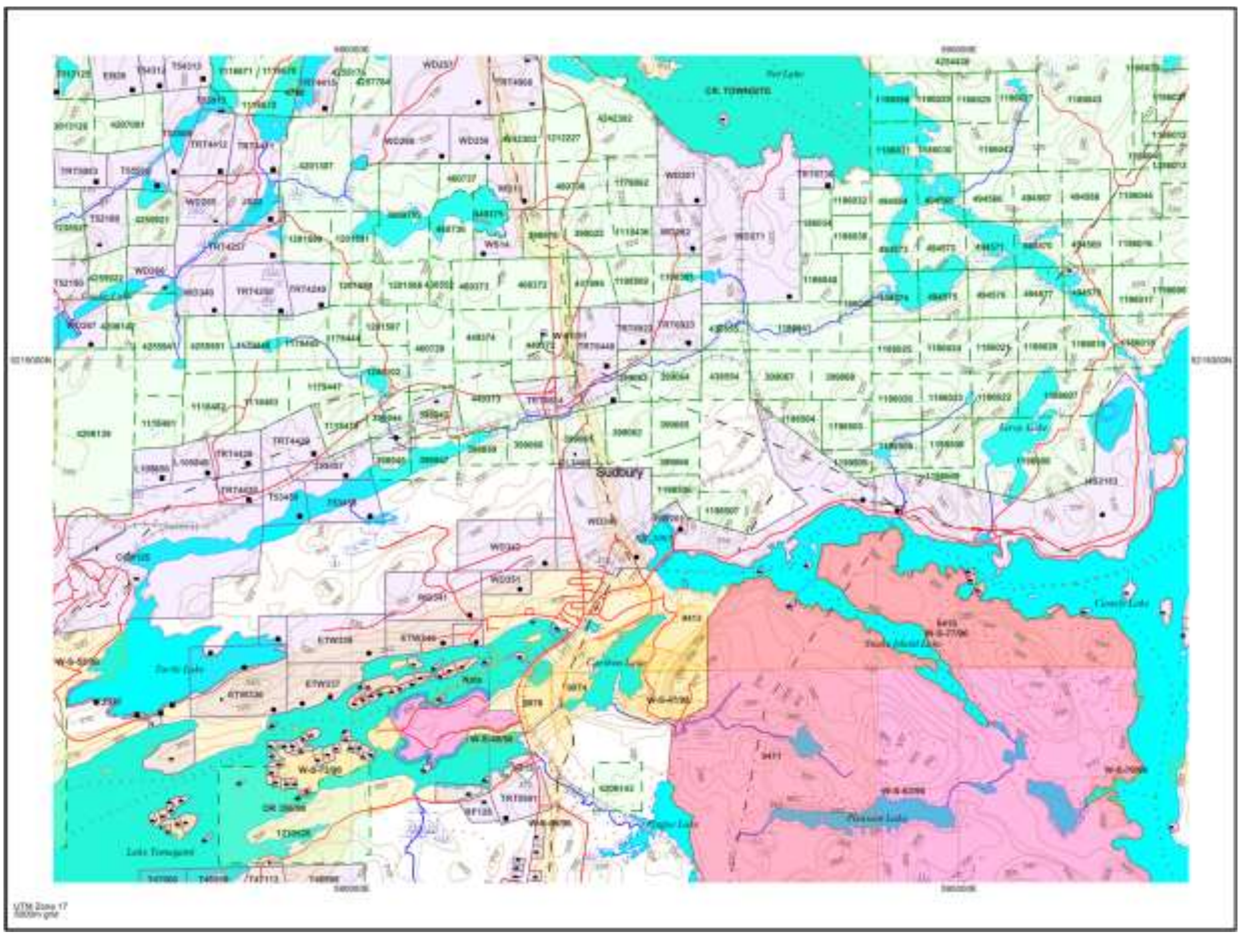
Resource Industry

An MNDMF Geologist writing to Mayor Hodgson said "the Town of Temagami sits in a unique geological environment that has demonstrated significant mineral potential." He went on to cite a wide range of mineral occurrences in the area including copper, gold, copper-zinc, nickel-copper-platinum, silver-cobalt and copper-gold.

There was also considerable diamond exploration in the '90's.

Virtually the entire Temagami area has already been staked and claimed by prospectors as shown in the claims map available from MNDMF. However, there is very little exploration work being conducted by the claim holders.

Figure 12 – Mining Claims Map – Temagami Region

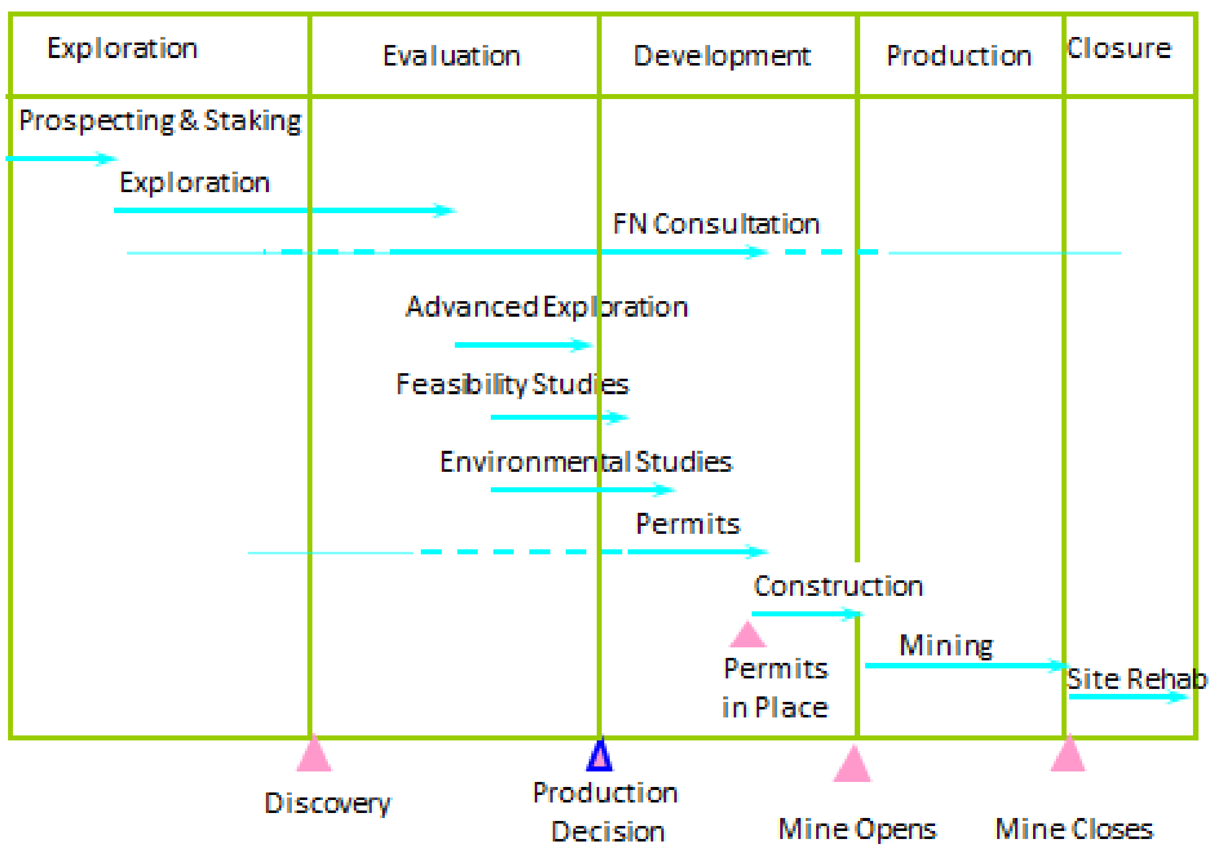


Temex Resources is the only exploration company which appears to be active in the region with their Latchford Gold Project. Statements on their web-site suggest the project is only at the "early exploration stage" as they attempt to quantify the extent of the gold occurrence.

The 2009 recession had a severe dampening effect on mineral exploration across Canada because "juniors" rely on stock offerings to finance exploration. Most of the exploration activity now is focused on the "low hanging fruit" in Timmins, Red Lake, Greenstone and the giant "Ring of Fire" in the James Bay Region.

MNDMF has a presentation entitled "The Business of Mining" which provides a very clear description of the mining industry. The presentation talks about the steps involved in the development of a mine from a first claim by a prospector to the operation and subsequent decommissioning of a mine.

Figure 13 – The Sequence of Developing a Mine



Source: MNDMF – "The Business of a Mine"

The Temex Latchford Gold Project is in the early stages of exploration and is a long way from actually becoming a mine, if indeed it ever will. MNDN reports that only 1 prospect in 10,000 will ever become a mine and each mine in operation today represents about $200 million in exploration.

Figure 14 – Diamond Drilling on a Prospective Mine Site

A clear indication of the seriousness of a prospect is the number of metres of diamond drilling the exploration company is conducting. Core samples are used to profile the extent of the ore deposit in three dimensions. As a result, diamond drilling represents approximately 80% of exploration costs. It costs between $100 to $150 per metre to drill, depending on the terrain and the type of material being drilled, and a rig costs about $40,000 per month to be on site.

There have been no reports of extensive diamond drilling anywhere in the Temagami region so despite the fact the minerals are in the ground, it appears there is very little exploration activity.

There is a diamond drill contractor located in Temagami, **Longshot Diamond Drilling**, which should be consulted. A strategic objective of the Town could be two fold, to raise the profile of the Temagami region among prospectors and exploration companies, and to better understand trends in the industry and when and what role the Town could play.

Tourism Industry

Photo Courtesy Temagami Outfitters

As noted earlier, Tourism is a vital industry for Temagami. It is a wealth creating “Basic” industry. The Economic Base Analysis revealed that there has been an overall decline in the numbers of people employed in this sector, which is a source of concern.

Tourism is big business in Ontario. It is valued at approximately $22 billion and employs more than 200,000 people directly with another 100,000 employed indirectly. The Ontario Ministry of Tourism and Recreation reports that for every $1 million in tourism revenues there are 14 jobs created, generating wages and salaries of $553,000.

Temagami’s tourist industry comes in several different parts:

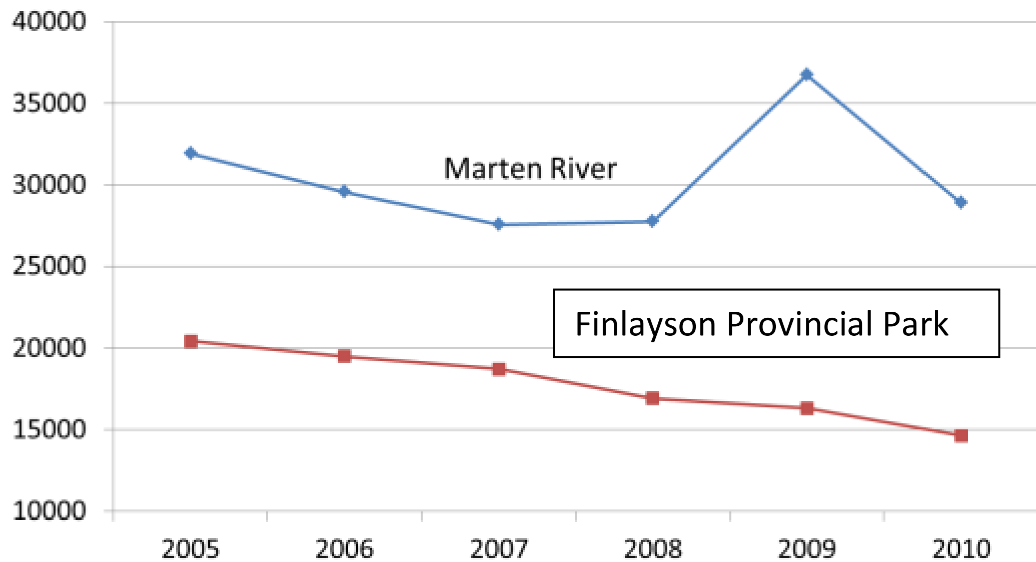
- Seasonal Residents – there are approximately 908 summer cottages on Lake Temagami according to MPAC, with an estimated population of approximately 2100.
- Visitors to the Provincial Parks – Marten River and Finlayson Park receive approximately 45,000 each year.
- Visitors to the Lodges/Housekeeping Cottages – we have no information suggesting how big this market is.
- Houseboating/Wilderness Camping/Fishing and Hunting parties – we have insufficient information to estimate the size of this popular activity.

The loss of jobs in the Accommodation and Food Services sector is reflected in the visitor statistics from the Marten River and Finlayson Provincial Parks which are also showing a gradual decline.

The Provincial Parks together received more than 52,000 visitors in 2005. Last year total visitations were down to 44,000. It should be noted that figures for the tourist industry across the province have shown a similar pattern. Increased security at the borders, a rising $Canadian, rising fuel costs and the recession have all contributed to a softening of the visitor market for Ontario.

(Marten River celebrated an anniversary in 2009 which accounted for the spike in visitations.)

Figure 15 – Visitors to Temagami's Provincial Parks



Source: MNR – Provincial Parks

The strategic objective should be to increase tourism expenditures overall in the region. Three sub objectives could include:

1. Encouraging seasonal residents to spend more time at the cottage by providing cellular telephone service and broadcasting wireless broadband over the lake so they can "work from the dock".
2. Attracting more visitors to the provincial parks, lodges and housekeeping cottages through cooperative marketing programs.
3. Providing support to existing businesses and entrepreneurs to develop new attractions and businesses that provide service to visitors, to increase the amount of money spent by each visitor in the community.

Issues Identified through the Public Consultations

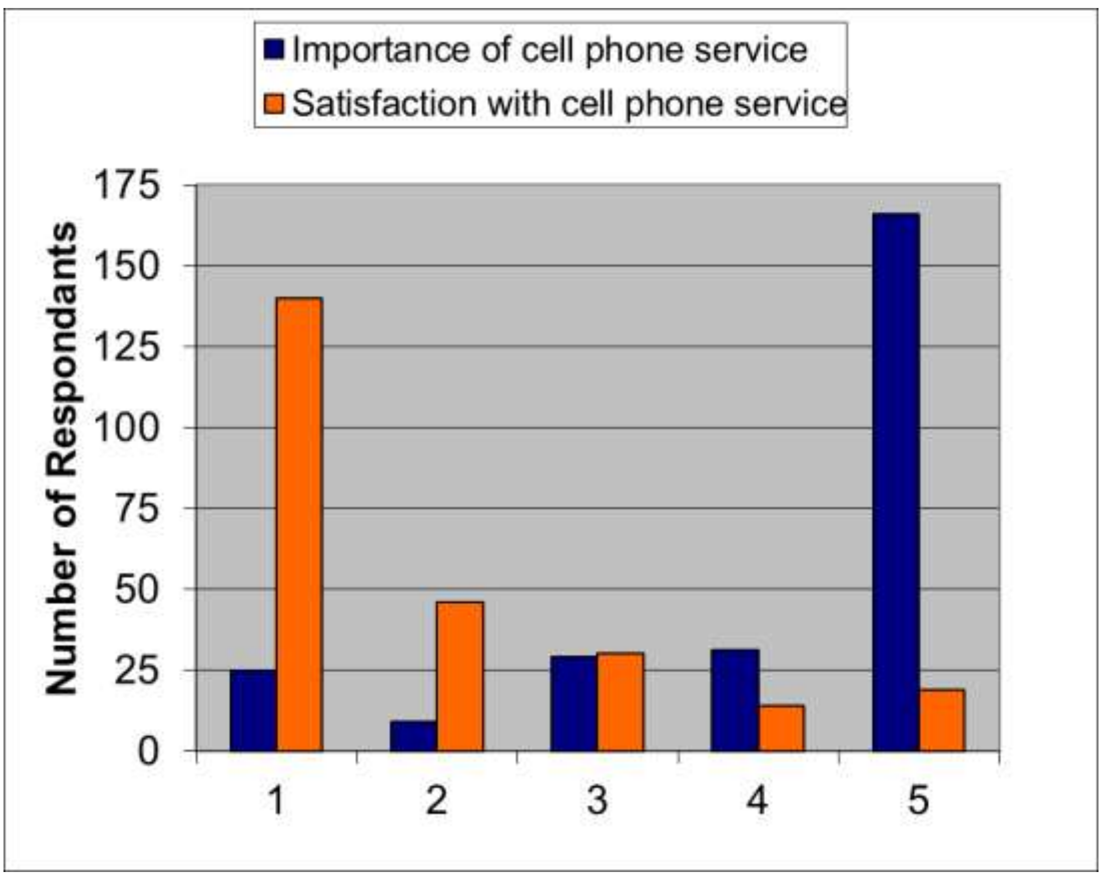
In the preparation of this report approximately a dozen people were interviewed by the consultant, plus two public meetings were held, one at the Temagami Arena and the other at the Marten River Fire Hall which each attracted approximately 15 to 16 people.

In addition to the face to face contact, a survey was sent to all property owners along with the property tax bills and a surprising number of people (more than 265) responded.

Cellular and Broadband Services

The single most identified issue was cell service. While service is generally available in the Hwy 11 corridor, Temagami itself is located in a hollow where cell phones don't work. Also, there is no service to Bear Island and much of the Lake. Many island cottages do not have access to land lines. (One of the services offered by the Temagami Lakes Association over the years has been a VHF Radio Net for cottages to report emergencies.)

Figure 16 – The Importance of Cell Service



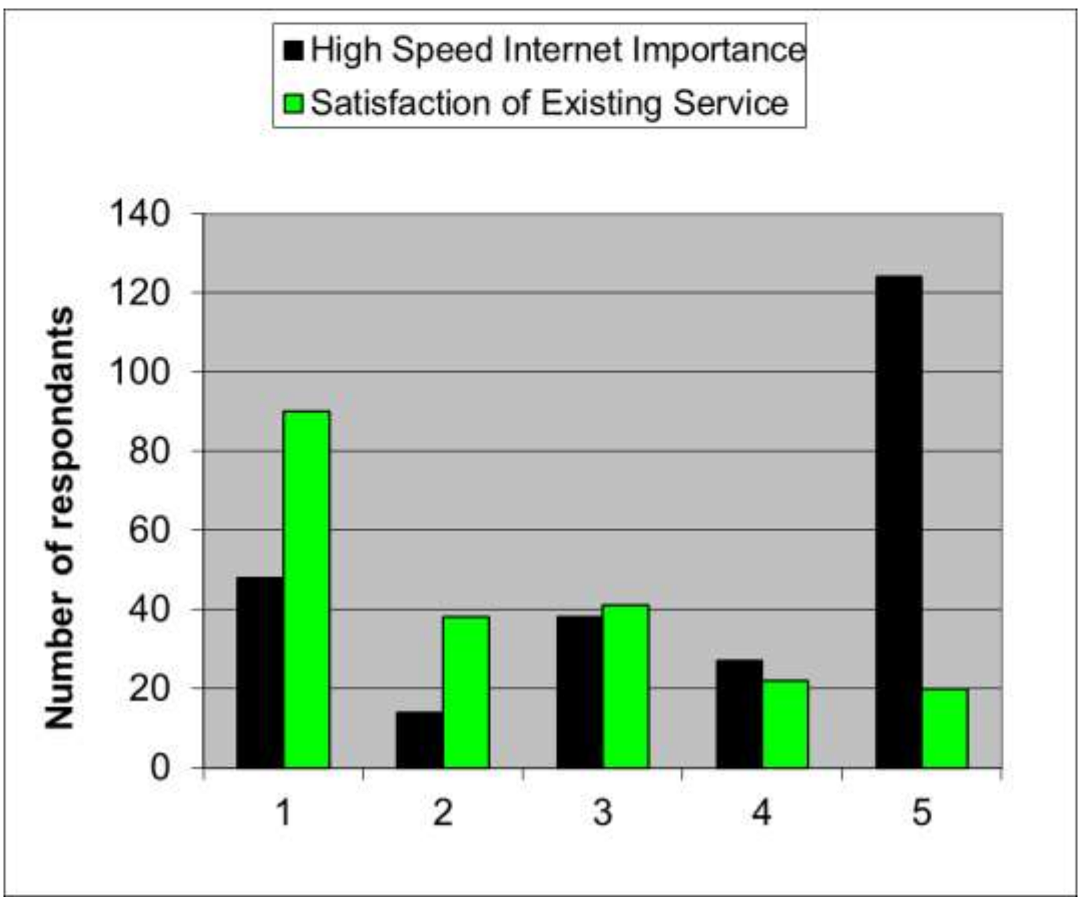
The resident survey included a question probing perceptions about the importance of cell service to the local economy and asked respondents to rate their level of satisfaction with the current service. The results are very compelling and can be used to strengthen the case for improved service.

Temagami Council has already expressed its concerns about this and passed a motion supporting the development of Cell Service. Mayor Hodgson has been putting pressure on the authorities to move more quickly. The community has offered the Fire Tower on Caribou Mountain as a location for a cell tower to save the service provider both time and expense.

It would also be an excellent location for broadcasting wireless internet.

The resident survey also covered the importance and level of satisfaction with access to high speed internet service with similar results.

Figure 17 – The Importance of High Speed Internet



In today's economy, cellular services and internet access are considered fundamental pieces of infrastructure in much the same way as roads, water and electricity were years ago. Without these services Temagami will be at a competitive disadvantage with other areas.

With so many cottages located on islands it becomes doubly imperative that a robust wireless system be developed because it is difficult and expensive to service many of these properties with conventional land lines.

The technical solution to this issue is a "WISP - Wireless Internet Service Provider". Some background information on WISPs is found on Wikipedia:

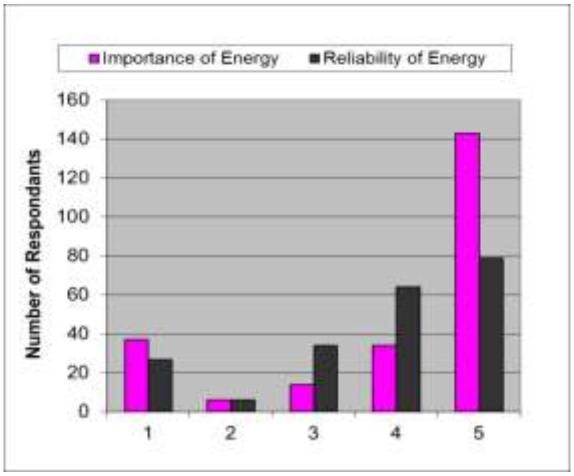
"Wireless Internet Service Providers (WISPs) are predominantly in rural environments where cable and digital subscriber lines (DSL) are not available. Typically, the way that a WISP operates is to pull a large and usually expensive point to point connection to the center of the area they wish to service. From here, they will need to find some sort of elevated point in the region, such as a radio or water tower, on which to mount their equipment. The WISP may also connect to a PoP (Point of Presence) and then backhaul to their towers, reducing the need to pull a point to point connection to the tower. On the consumer's side, they will mount a small dish or antenna to the roof of their home and point it back to the WISP's nearest antenna site. When operating over the tightly limited range of the heavily populated 2.4 GHz band, as nearly all 802.11-based WiFi providers do, it is not uncommon to also see access points mounted on light posts and customer buildings. Most broadband wireless access services are estimated to have a range of 50 km (30 miles) from a tower. To receive this type of Internet connection, consumers mount a small dish to the roof of their home or office and point it to the transmitter. Line of sight is usually necessary for WISPs operating in the 2.4 and 5 GHz bands with 900 MHz offering better NLOS (non-line-of-sight) performance."

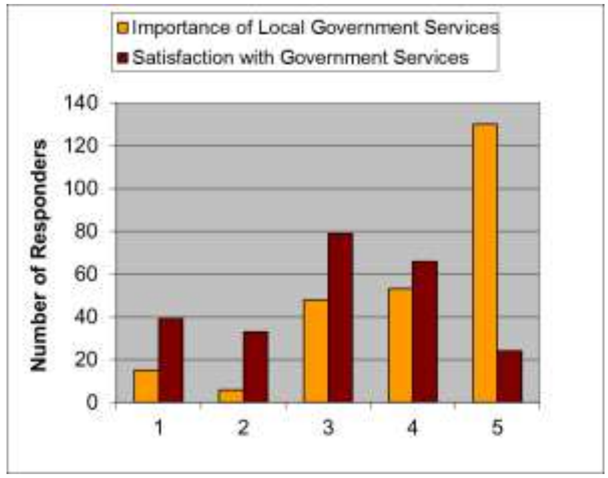
Source Wikipedia

Other Infrastructure

Fortunately most residents appear to be satisfied with the reliability of the electricity which is often a problem in smaller centres, and with the level of municipal services (roads maintenance, snow removal, etc.) as evidenced by the last two graphs from the survey.

Figures 18 & 19 – Energy and Government Services





Source: Resident Survey

Loss of the Town's Grocery Store

As mentioned several times in this report, the Town's only grocery store closed in November. This is a severe loss to the local economy because, not only are those retail jobs gone, there is now increased leakage of the Town's wealth to Temiskaming Shores and North Bay.

It is very important that a new investor be found to fill this gap. The business model may need to change to incorporate other more varied services or to make the business scalable and better able to deal with the high degree of seasonality that the community experiences.

MNR Building in Temagami

The abandoned MNR building on the waterfront is a thorn in the side of many community residents and members of Council. The Ontario Realty Corporation has not been forthcoming in its dealings with Council and the Administration.

The new Council is now being more forceful with ORC.

The building occupies a very valuable piece of shoreline adjacent to the municipal building which has many potential uses. The property needs to be redeveloped to a higher and better use.

Underutilization of Train Station

The restored Train Station in Temagami's core is an attractive building which enjoys a high degree of exposure to passing motorists. The station is owned by the municipality and leased to the Temagami Station Restoration Trust. The lease reportedly expires in 2040.

The building is currently underutilized and remains closed most days. Because of its attractiveness and high profile location, it could house a wide variety of businesses, such as a restaurant or a retail outlet for Grey Owl paraphernalia or authentic Indian arts and crafts.

Figure 20 - Temagami Train Station

Source: Photo from Wikipedia

The Town of Temagami should review the lease with the Restoration Trust and enter into negotiations to either pay out the lease or push for a higher and better use of the building.

Recommendations

Recommendation 1 – Long Term Commitment to Economic Development
Time Frame – Immediate

Municipal spending on Economic Development is not an expense. It is an investment made by the community that, over time, pays back dividends in the form of additional taxes and jobs for its citizens. Like any investment however, it does not immediately begin to pay dividends. It takes time for projects to mature to the point where they begin to make a difference in the community.

Experience has shown that it takes at least three years for an economic development program to begin delivering tangible results. Up to that point there may be projects in the pipeline, but the economic developer is usually not free to talk about them for reasons of client confidentiality or because it is simply premature to be making announcements.

This can be as frustrating for Council as it is for the EDO, because it is council's job to make sure the public funds spent on economic development are being put to good use, especially when there is so much competition for increasingly scarce tax dollars.

The current Economic Development Officer has been hired on a short term contract which does not even provide enough time for the recommendations contained in this report to be implemented.

Therefore, it is recommended that the Council of the Municipality of Temagami make a long term commitment (three to five years) to fund an economic development program, at an appropriate level, which may be adjusted from time to time depending on program needs.

Recommendation 2 – Cell Service for Temagami
Time Frame – Immediate

Cellular telephone service is now an essential piece of infrastructure.

It is recommended that the Municipality continue to push service providers to fill this void, offering the municipally-owned Fire Tower as a potential platform.

Recommendation 3 – Wireless Internet Service
Time Frame - Immediate

It is recommended that the Municipality issue a "Request for Expressions of Interest" for private operators to bid on providing wireless internet service to be broadcast from the Fire Tower on Caribou Mountain.

The objective is to improve access to high speed internet service for both permanent residents and seasonal cottages and enable cottage owners to stay in touch with their businesses and families and spend more time in the area. This would stimulate additional purchases of groceries and supplies, as well as fuel for their boats, etc.

Recommendation 4 – Secure an Investor for a Grocery Store
Time Frame - Immediate

The lack of a grocery store is a serious issue for the Municipality of Temagami and it must be treated as a high priority by the Economic Development Officer.

It is recommended the EDO prepare background materials describing the business opportunity and the market area in Temagami and begin promoting the business opportunity through the Small Business Enterprise Centre in North Bay, as well as any and all possible networks, including those Immigrant Investor Program Facilitators officially recognized by Citizenship and Immigration Canada, and the Business Immigration Program of the Ontario Ministry of Economic Development and Trade.

More information is available at this web-site
http://www.cic.gc.ca/english/immigrate/business/investors/facilitators.asp

Recommendation 5 – Review the Lease on the Train Station
Time Frame – Near Term

As previously mentioned the Train Station is leased to the Temagami Station Restoration Trust for an additional 5 years. The building is one of the most attractive structures in Temagami, but it is underutilized.

It is recommended the Municipality of Temagami meet with the representatives of the Trust to explore what more could be done with this incredibly significant asset.

Prospective uses for the station building could be included in the list of Tourism Investment Projects to be studied under Recommendation 7.

Recommendation 6 – Introduce "Yurts" to Temagami.
Time Frame – Long Term

A yurt is an eight sided, semi-permanent canvas-covered structure, mounted on a wooden deck about two feet off the ground. Yurts can accommodate up to six people. They have two sets of bunk beds, a table and chairs, plywood floors, electric heat and lighting. They can also be insulated for winter use.

Nine of Ontario's Provincial Parks now offer Yurts, including Killarney and Algonquin Parks. They command a premium price ($91.50 per night) and offer superior comfort and a fair degree of luxury (some people refer to this as "Glamping" – glamorous camping).

Yurts are surprisingly affordable. There are several Canadian companies selling them in kit form ranging from $5,500 for a 12 foot yurt to $17,750 for a 32 foot model.

The Pinery Provincial Park on Lake Huron in Southern Ontario has had the most success with them. The Pinery currently has 14 yurts including two in the handicapped accessible area and they are fully booked six months in advance for a minimum 3 nights each stay.

It is recommended that Temagami's Provincial Parks, Marten River and Finlayson Provincial Parks, introduce Yurts in their parks and that the Economic Development Officer encourage other private campground operators to consider investing in these structures. They will not only increase the nightly revenues, they can expand camping into a year-round activity.

Recommendation 7 – Study the Viability of Tourism Investment Projects
Time Frame – Near Term

During the consultations a number of ideas for new tourist attractions and services were suggested including:

- Zip-line eco-adventure activities related to Old Growth Forest
- Native Craft and Art outlet (for Dream Catcher)
- Grey Owl Themed Attractions
- Survivor-man Training Programs
- Eco Resorts – off the grid in the wilderness
- "Lodge to Lodge" Ski Holidays
- X Trail Runs (100 mile run)
- Lumberjack Festival
- Houseboat Parks (overnight docks with campfire areas for house-boaters)
- Enhanced Dream Catcher packaged experiences – extended weekends

It is recommended the Economic Development Officer for the Municipality of Temagami seek funding from senior levels of government to cover the cost of "Tourism Product Development Study" to examine the investment requirements and financial viability of select projects from the foregoing list, plus others that may be recommended.

The results of this study could be used as examples of tourism investment opportunities in Temagami to attract investors. It will be important to stress the requirement for all prospective investors to do their own due diligence when considering these or other projects.

Recommendation 8 – First Impressions Community Exchange Program
Time Frame – Near Term

Temagami's Economic Development Officer has already begun exploring the possibility of a "First Impressions Community Exchange" program for Temagami. The program was originally developed in Wisconsin and brought to Ontario by the Ontario Ministry of Agriculture Food and Rural Affairs. It is delivered by MNDMF in the north.

Volunteer “visiting teams” from two exchange communities do unannounced, incognito visits, record their observations, and give constructive feedback to their exchange community. The knowledge gained through a First Impressions Community Exchange can be the basis for positive community action focused on downtown revitalization, tourism development, investment attraction, quality service improvement, or broader community strategic planning efforts. The Ministry plays match-maker and provides a resource kit to the volunteers.

It is recommended that Council and the Business Community in Temagami lend their support to the EDO to continue pursuing this very worthwhile program.

Recommendation 9 – Networking with Prospectors and Exploration Companies Time Frame – Long Term

It has been shown that there are mineral occurrences throughout Temagami however there is currently very little exploration activity. It would be wise to develop a better understanding of this complex and unique industry.

There is a diamond drilling contractor located in Temagami who could be extremely helpful in developing a better understanding of the dynamics of this industry. Longshot Diamond Drilling should be contacted and asked if they would help.

The entire Temagami area is thoroughly staked and the ore bearing deposits reasonably well mapped, but there does not appear to be much exploration activity taking place. Local leaders need to find out why and to determine what could be done at the local level to trigger more interest on the part of the claim holders.

It is recommended the Municipality of Temagami begin to develop networks within the mineral resources sector to develop a better understanding of the key drivers in this industry and to develop relationships with the stakeholder in the region.

Recommendation 10 – Business Incubator in Medical Building Time Frame – Long Term

The Municipality of Temagami owns the former medical building on the east side of Hwy 11 across the railroad tracks. The building is currently vacant but appears to be in good condition.

It has been suggested that this building could be put to good use as a location for the "Contact North" program, which is currently shoehorned into the library, as well as providing space for the recently launched Virtual Small Business Advisor (an online connection to the Small Business Enterprise Centre in North Bay). It could also provide small business rental space with common services, such as reception and photocopying etc. This would address the shortage of commercial space available for many small businesses like web designers, computer systems developers or simply as temporary offices for short term requirement.

It is recommended the Municipality consider the establishment of temporary office facilities in the former medical building to be used as an incubator providing shared office space for local entrepreneurs.

Conclusion

In terms of “economic geography” Temagami has a number of obstacles in its path, not the least of which is a small population located far away from major urban markets.

However it is also blessed with a stunning physical beauty – even in the winter – and a local population made up of concerned and committed individuals.

The recommendations included in this report are intended to provide guidance for Municipal Council, the administration and the public, on ways in which Temagami can pull up its collective boot straps and begin to move forward once again. Our objective was to build on the strengths of the community without changing the overall character of the community; something that is fragile and elusive.

We trust they will be well received.

Matthew Fischer, Ec.D.

APPENDICES

Statistics Canada Census Community Profile 2006

Characteristics	LQ Index	Total	Male	Female	Total	Male	Female
Population and dwelling counts							
Population in 2006		934			12160282		
Population in 2001		893			11410046		
2001 to 2006 population change (%)		4.6			6.6		
Total private dwellings		1325			4972869		
Private dwellings occupied by usual residents		405			4554251		
Population density per square kilometre		0.5			13.4		
Land area (square km)		1906.416			907573.8		
Age characteristics							
Total population		935	475	460	12160285	5930700	6229580
0 to 4 years	0.78	40	20	20	670770	343475	327290
5 to 9 years	0.63	35	20	15	721590	369670	351920
10 to 14 years	0.95	60	30	30	818445	420705	397740
15 to 19 years	1.01	65	35	30	833115	427185	405925
20 to 24 years	0.57	35	10	15	797255	400445	396815
25 to 29 years	0.44	25	10	10	743695	360525	383170
30 to 34 years	0.66	40	20	25	791955	382030	409925
35 to 39 years	0.51	35	15	20	883990	430220	453770
40 to 44 years	0.88	70	25	40	1032415	507130	525280
45 to 49 years	1.31	100	55	45	991970	486390	505585
50 to 54 years	1.12	75	40	40	869400	423345	446060
55 to 59 years	1.43	85	45	45	774530	378530	395995
60 to 64 years	1.90	85	45	40	581985	283545	298440
65 to 69 years	2.09	75	40	35	466240	222640	243600
70 to 74 years	1.46	45	25	25	401950	187510	214445
75 to 79 years	1.15	30	10	15	338910	149585	189325
80 to 84 years	1.04	20	10	5	250270	97240	153035
85 years and over	0.68	10	5	10	191810	60555	131260
Median age of the population		48	48.1	47.9	39	38.1	39.9
% of the population aged 15 and over		85	85.3	85.7	81.8	80.9	82.7
Common-law status characteristics							
Total population 15 years and over		800	400	390	9949485	4796850	5152630
Not in a common-law relationship	0.98	730	370	355	9257730	4448935	4808790
In a common-law relationship	1.26	70	35	35	691755	347915	343840
Legal marital status characteristics							
Total population 15 years and over		800	405	390	9949480	4796850	5152635
Never legally married (single)	0.65	165	100	65	3143960	1662930	1481025

Legally married (and not separated)	1.14	475	240	230	5168660	2585115	2583545
Separated; but still legally married	0.54	15	5	10	345075	150090	194980
Divorced	1.19	65	40	30	679990	283150	396840
Widowed	1.52	75	20	60	611805	115565	496235
Occupied private dwelling characteristics							
Total private dwellings occupied by usual residents		405			4555025		
Single-detached houses - as a % of total occupied private dwellings		86.4			56.1		
Semi-detached houses - as a % of total occupied private dwellings		3.7			5.7		
Row houses - as a % of total occupied private dwellings		0			7.9		
Apartments; duplex - as a % of total occupied private dwellings		0			3.4		
Apartments in buildings with fewer than five storeys - as a % of total occupied private dwellings		7.4			10.8		
Apartments in buildings with five or more storeys - as a % of total occupied private dwellings		0			15.6		
Other dwellings - as a % of total occupied private dwellings		2.5			0.5		
Number of owned dwellings		335			3235495		
Number of rented dwellings		70			1312290		
Number of dwellings constructed before 1986		350			3124010		
Number of dwellings constructed between 1986 and 2006		60			1431020		
Dwellings requiring major repair - as a % of total occupied private dwellings		12.3			6.6		
Average number of rooms per dwelling		6.4			6.6		
Dwellings with more than one person per room - as a % of total occupied private dwellings		0			1.9		
Average value of owned dwelling ($)		119621			297479		
Selected family characteristics							
Total number of census families		280			3422315		
Number of married-couple families	1.06	220			2530560		
Number of common-law-couple families	0.87	25			351045		
Number of lone-parent families	0.79	35			540715		
Number of female lone-parent families	0.28	10			441105		
Number of male lone-parent families	3.07	25			99605		
Average number of persons in all census families		2.6			3		
Average number of persons in married-couple families		2.7			3.1		
Average number of persons in common-law-couple families		3.6			2.7		
Average number of persons in lone-parent families		2.5			2.5		
Average number of persons in female lone-parent families		0			2.6		
Average number of persons in male lone-parent families		0			2.4		

Median income in 2005 - All census families ($)		44486	69156
Median income in 2005 - Married-couple families ($)		44367	77243
Median income in 2005 - Common-law-couple families ($)		50053	66525
Median income in 2005 - Lone-parent families ($)		35709	38448
Median income in 2005 - Female lone-parent families ($)		0	36496
Median income in 2005 - Male lone-parent families ($)		0	50339
Median after-tax income in 2005 - All census families ($)		40833	59377
Median after-tax income in 2005 - Married-couple families ($)		40826	65534
Median after-tax income in 2005 - Common-law-couple families ($)		43141	57013
Median after-tax income in 2005 - Lone-parent families ($)		32575	35677
Median after-tax income in 2005 - Female lone-parent families ($)		0	34206
Median after-tax income in 2005 - Male lone-parent families ($)		0	43972
Selected household characteristics			
Total private households		405	4555025
Households containing a couple (married or common-law) with children	0.79	100	1420515
Households containing a couple (married or common-law) without children	1.27	145	1288140
One-person households	1.12	110	1104865
Other household types	0.76	50	741505
Average household size		2.3	2.6
Median income in 2005 - All private households ($)		39251	60455
Median income in 2005 - Couple households with children ($)		61874	87960
Median income in 2005 - Couple households without children ($)		36264	68764
Median income in 2005 - One-person households ($)		24395	30025
Median income in 2005 - Other household types ($)		40989	51560
Median after-tax income in 2005 - All private households ($)		35588	52117
Median after-tax income in 2005 - Couple households with children ($)		53455	74095
Median after-tax income in 2005 - Couple households without children ($)		32936	58755
Median after-tax income in 2005 - One-person households ($)		20696	26473
Median after-tax income in 2005 - Other household types ($)		36637	46194
Median monthly payments for rented dwellings ($)		522	801
Median monthly payments for owner-		583	1046

occupied dwellings ($)							
Mother tongue							
Total population		935	480	455	12028900	5877875	6151020
English only	1.25	800	410	390	8230705	4044755	4185945
French only	1.71	65	35	35	488815	230700	258115
English and French	9.84	25	15	0	32685	14820	17870
Other language(s)	0.16	40	15	25	3276685	1587595	1689090
Knowledge of official languages							
Total population		935	480	455	12028895	5877875	6151020
English only	1.01	810	415	395	10335700	5130945	5204755
French only	0.00	0	0	0	49210	21460	27750
English and French	1.17	125	65	60	1377330	621285	756045
Neither English nor French	0.00	0	0	0	266655	104185	162470
Language spoken most often at home							
Total population		935	480	450	12028895	5877875	6151020
English	1.21	905	465	440	9655830	4733165	4922665
French	0.00	0	0	0	289035	136125	152910
Non-official language	0.18	25	10	10	1811620	874575	937050
English and French	4.94	10	0	0	26045	11875	14175
English and non-official language	0.00	0	0	0	239890	119205	120685
French and non-official language	0.00	0	0	0	3065	1455	1605
English; French and non-official language	0.00	0	0	0	3405	1480	1925
Immigrant status and period of immigration							
Total population		935	480	455	12028895	5877875	6151020
Non-immigrants		880	460	420	8512020	4197560	4314460
Immigrants		50	15	35	3398725	1620320	1778400
Before 1991		50	15	30	1884440	901375	983065
1991 to 2000		10	0	10	933545	443665	489880
2001 to 2006		0	0	0	580740	275280	305460
Non-permanent residents		0	0	0	118150	59995	58155
Citizenship							
Total population		935	480	455	12028900	5877875	6151020
Canadian citizens		915	475	440	11131465	5455880	5675585
Canadian citizens under age 18		155	80	75	2572660	1320670	1251990
Canadian citizens age 18 and over		760	395	365	8558810	4135210	4423595
Not Canadian citizens		20	10	15	897430	421990	475435
Generation status							
Total population 15 years and over		825	420	400	9819420	4744710	5074710
1st generation		50	20	35	3340210	1590525	1749680
2nd generation		140	70	70	1912460	933690	978765
3rd generation or more		635	335	300	4566750	2220495	2346260

Mobility status - Place of residence 1 year ago							
Total population 1 year and over		915	480	435	11893180	5808065	6085115
Lived at the same address 1 year ago		800	410	400	10299250	5027935	5271320
Lived within the same province or territory 1 year ago; but changed addresses within the same census subdivision (municipality)		35	30	0	951995	466425	485570
Lived within the same province or territory 1 year ago; but changed addresses from another census subdivision (municipality) within the same province or territory		70	45	25	453460	222520	230945
Lived in a different province or territory 1 year ago		10	0	10	56835	27630	29205
Lived in a different country 1 year ago		0	0	0	131630	63550	68075
Total population 5 years and over		905	470	435	11354360	5532565	5821800
Lived at the same address 5 years ago		600	290	310	6660310	3245120	3415185
Lived within the same province or territory 5 years ago; but changed addresses within the same census subdivision (municipality)		60	40	25	2542885	1241165	1301720
Lived within the same province or territory 5 years ago; but changed addresses from another census subdivision (municipality) within the same province or territory		235	145	90	1398660	682595	716070
Lived in a different province or territory 5 years ago		10	0	10	185785	89885	95900
Lived in a different country 5 years ago		0	0	0	566710	273790	292920
Aboriginal population							
Total Aboriginal and non-Aboriginal identity population		935	480	450	12028900	5877875	6151020
Aboriginal identity population		90	40	50	242490	117585	124900
Non-Aboriginal identity population		845	440	405	11786405	5760285	6026115
Educational attainment							
Total population 15 years and over		820	420	405	9819420	4744710	5074710
No certificate; diploma or degree	1.51	275	90	185	2183625	1059015	1124615
High school certificate or equivalent	0.84	185	105	75	2628575	1220380	1408190
Apprenticeship or trades certificate or diploma	2.44	160	120	40	785115	514820	270295
College; CEGEP or other non-university certificate or diploma	0.93	140	75	60	1804775	782360	1022420
University certificate or diploma below the bachelor level	0.74	25	10	20	405270	181355	223915
University certificate; diploma or degree	0.24	40	20	20	2012060	986780	1025280
Total population aged 15 to 24		110	70	40	1624835	826425	798410
No certificate; diploma or degree	1.37	60	25	35	648300	348960	299345
High school certificate or equivalent	0.71	30	25	0	627010	321420	305590
Apprenticeship or trades certificate or diploma	0.00	0	0	0	37475	22735	14740
College; CEGEP or other non-university certificate or diploma	1.38	15	15	0	160140	72655	87480
University certificate or diploma below the bachelor level	0.00	0	0	0	33875	15860	18020

University certificate; diploma or degree	0.00	0	0	0	118030	44790	73240
Total population aged 25 to 34		85	50	30	1529590	737610	791980
No certificate; diploma or degree	1.36	10	0	10	132715	73165	59550
High school certificate or equivalent	1.48	30	20	0	364260	200340	163920
Apprenticeship or trades certificate or diploma	3.93	20	15	0	91525	56430	35095
College; CEGEP or other non-university certificate or diploma	0.72	15	0	10	372355	165310	207050
University certificate or diploma below the bachelor level	0.00	0	0	0	68800	31275	37525
University certificate; diploma or degree	0.54	15	10	0	499935	211090	288845
Total population aged 35 to 64		410	205	210	5108740	2488355	2620380
No certificate; diploma or degree	1.22	75	25	55	766810	383295	383520
High school certificate or equivalent	1.01	105	55	50	1296405	580705	715710
Apprenticeship or trades certificate or diploma	2.54	100	60	40	489605	320260	169345
College; CEGEP or other non-university certificate or diploma	1.09	95	50	45	1089270	470180	619090
University certificate or diploma below the bachelor level	1.03	20	10	15	241150	108080	133065
University certificate; diploma or degree	0.10	10	0	10	1225490	625845	599650
Major field of study							
Total population 15 years and over		825	420	405	9819420	4744710	5074710
No postsecondary certificate; diploma or degree	1.14	460	200	260	4812200	2279390	2532810
Education	0.89	25	0	20	335715	81810	253900
Visual and performing arts; and communications technologies	0.92	15	10	0	193790	90735	103060
Humanities	0.00	0	0	0	292845	110970	181875
Social and behavioural sciences and law	0.41	20	10	10	576100	202080	374020
Business; management and public administration	0.79	70	25	45	1061210	417010	644200
Physical and life sciences and technologies	0.00	0	0	0	181250	94220	87030
Mathematics; computer and information sciences	0.00	0	0	0	254440	151930	102505
Architecture; engineering; and related technologies	1.20	110	110	0	1089310	995690	93620
Agriculture; natural resources and conservation	4.53	35	30	10	91965	62180	29780
Health; parks; recreation and fitness	0.63	35	0	30	665490	124885	540605
Personal; protective and transportation services	2.02	45	25	20	264620	133610	131015
Other	0.00	0	0	0	480	190	285
Location of study							
Total population 15 years and over		825	420	405	9819420	4744710	5074710
No postsecondary certificate; diploma or degree		460	200	260	4812200	2279390	2532805
Postsecondary certificate; diploma or degree		365	225	140	5007220	2465315	2541905
Inside Canada		355	220	135	3928555	1906245	2022310

Outside Canada		15	0	10	1078670	559075	519590
Labour force activity							
Total population 15 years and over		825	420	400	9819420	4744710	5074710
In the labour force		460	260	195	6587580	3437670	3149905
Employed		415	235	170	6164245	3230050	2934195
Unemployed		45	20	20	423335	207620	215710
Not in the labour force		365	160	205	3231840	1307035	1924805
Participation rate		55.8	61.9	48.8	67.1	72.5	62.1
Employment rate		50.3	56	42.5	62.8	68.1	57.8
Unemployment rate		9.8	7.7	10.3	6.4	6	6.8
Occupation							
Total experienced labour force 15 years and over		455	260	195	6473735	3385885	3087850
A Management occupations	0.85	40	35	10	666485	418355	248125
B Business; finance and administration occupations	0.59	50	0	50	1204490	360225	844260
C Natural and applied sciences and related occupations	0.47	15	15	0	451930	349305	102630
D Health occupations	0.42	10	0	10	340690	66950	273740
E Occupations in social science; education; government service and religion	0.26	10	0	10	546385	174765	371620
F Occupations in art; culture; recreation and sport	0.00	0	0	0	200980	90590	110390
G Sales and service occupations	1.45	155	75	80	1522820	657605	865215
H Trades; transport and equipment operators and related occupations	2.03	130	110	20	911250	845595	65655
I Occupations unique to primary industry	2.15	25	10	10	165085	125660	39430
J Occupations unique to processing; manufacturing and utilities	0.46	15	10	0	463610	296825	166785
Industry							
Total experienced labour force 15 years and over		450	260	190	6473730	3385885	3087850
Agriculture and other resource-based industries	0.76	10	10	0	190000	137345	52660
Construction	2.62	70	70	0	384775	338850	45930
Manufacturing	0.40	25	20	10	899670	628460	271210
Wholesale trade	0.00	0	0	0	307465	199755	107710
Retail trade	1.70	85	35	50	720235	322715	397515
Finance and real estate	0.65	20	10	10	442610	193375	249230
Health care and social services	0.47	20	0	15	611740	104935	506805
Educational services	0.33	10	0	10	433485	141630	291855
Business services	0.85	75	40	35	1274345	755215	519130
Other services	1.55	130	65	60	1209390	563600	645790
Unpaid work							
Population 15 years and over reporting hours of unpaid work		765	375	385	8991010	4259925	4731085
Population 15 years and over reporting	0.99	750	370	380	8869060	4186725	4682335

hours of unpaid housework							
Population 15 years and over reporting hours looking after children without pay	0.74	235	115	120	3736900	1649835	2087065
Population 15 years and over reporting hours of unpaid care or assistance to seniors	1.09	170	70	105	1838830	773420	1065410
Language used most often at work							
Total population 15 years and over who worked since 2005		520	295	220	7054270	3652835	3401430
English		515	295	220	6754045	3511580	3242460
French		0	0	0	97965	40635	57330
Non-official language		0	0	0	112125	57295	54830
English and French		0	0	0	42945	19035	23910
English and non-official language		0	0	0	45400	23405	22000
French and non-official language		0	0	0	230	100	130
English; French and non-official language		0	0	0	1560	780	775
Place of work status							
Total employed labour force 15 years and over		410	240	170	6164245	3230055	2934195
Worked at home	1.03	30	20	10	436380	220340	216040
Worked outside Canada	0.00	0	0	0	36905	24210	12695
No fixed workplace address	2.14	85	55	25	596305	445625	150680
Worked at usual place	0.89	300	160	140	5094650	2539870	2554780
Worked in census subdivision (municipality) of residence	1.18	240	120	115	3056365	1421005	1635365
Worked in a different census subdivision (municipality) within the census division (county) of residence	0.19	10	0	0	795195	404425	390765
Worked in a different census division (county)	0.62	50	30	20	1211410	696880	514525
Worked in a different province	0.00	0	0	0	31680	17555	14120
Mode of transportation to work							
Total employed labour force 15 years and over with a usual place of work or no fixed workplace address		385	220	165	5690960	2985495	2705465
Car; truck; van; as driver	0.79	215	130	85	4038035	2274810	1763230
Car; truck; van; as passenger	1.41	45	25	20	470410	191695	278715
Public transit	0.00	0	0	0	736060	299920	436140
Walked or bicycled	2.85	75	35	40	389105	190340	198765
All other modes	12.89	50	25	15	57350	28740	28610
Visible minority population characteristics							
Total population		935	480	455	12028895	5877875	6151020
Total visible minority population		0	0	0	2745200	1332995	1412205
Chinese		0	0	0	576975	277500	299475
South Asian		0	0	0	794170	401900	392270
Black		0	0	0	473765	223220	250540
Filipino		0	0	0	203215	87025	116190

Latin American	0	0	0	147140	71370	75765
Southeast Asian	0	0	0	110045	53135	56910
Arab	0	0	0	111405	58625	52785
West Asian	0	0	0	96620	49275	47340
Korean	0	0	0	69540	33720	35820
Japanese	0	0	0	28080	12775	15300
Visible minority; n.i.e.	0	0	0	56845	26680	30160
Multiple visible minority	0	0	0	77400	37755	39645
Not a visible minority	935	480	455	9283695	4544875	4738815
Earnings in 2005						
Persons 15 years and over with earnings (counts)	485	295	195	6991670	3621760	3369910
Median earnings - Persons 15 years and over ($)	14263	20769	13081	29335	35702	23755
Persons 15 years and over with earnings who worked full year; full time (counts)	165	110	55	3690665	2116730	1573940
Median earnings - Persons 15 years and over who worked full year; full time ($)	29402	39645	24960	44748	50057	38914
Income in 2005						
Persons 15 years and over with income (counts)	780	395	380	9340020	4540895	4799125
Median income - Persons 15 years and over ($)	20302	21991	14574	27258	34454	21669
Median income after tax - Persons 15 years and over ($)	19172	20459	14446	24604	30182	20201
Composition of total income (100%)	100	100	100	100	100	100
Earnings - As a % of total income	58	66.6	44.6	77.4	80.7	72.4
Government transfers - As a % of total income	25.1	19.8	32.3	9.8	6.9	14
Other money - As a % of total income	17.2	13.4	22.5	12.9	12.4	13.5
Income status of all persons in private households (counts)	920	470	450	11926140	5825145	6100995
% in low income before tax - All persons	13.6	13.8	12.2	14.7	13.7	15.6
% in low income after tax - All persons	10.9	10.6	11.1	11.1	10.5	11.6
% in low income before tax - Persons less than 18 years of age	18.8	25	18.8	18	17.9	18.1
% in low income after tax - Persons less than 18 years of age	16.1	0	18.8	13.7	13.7	13.8
Source: Statistics Canada; 2006 Census of Population.						

North American Industrial Classification

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. Created against the background of the North American Free Trade Agreement, it is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies. NAICS is based on supply-side or production-oriented principles, to ensure that industrial data, classified to NAICS, are suitable for the analysis of production-related issues such as industrial performance.

At its most basic level (2 digit codes) there are twenty classifications. At its finest level (s digits codes) the NAICS system classifies industries into approximately 1000 classifications.

Reproduced here are the two and three digit NAICS codes.

11 - Agriculture, Forestry, Fishing and Hunting
111 - Crop Production
112 - Animal Production
113 - Forestry and Logging
114 - Fishing, Hunting and Trapping
115 - Support Activities for Agriculture and Forestry

21 - Mining and Oil and Gas Extraction
211 - Oil and Gas Extraction
212 - Mining and Quarrying (except Oil and Gas)
213 - Support Activities for Mining and Oil and Gas Extraction

22 - Utilities
221 - Utilities

23 - Construction
236 - Construction of Buildings
237 - Heavy and Civil Engineering Construction
238 - Specialty Trade Contractors

31-33 -Manufacturing
311 - Food Manufacturing
312 - Beverage and Tobacco Product Manufacturing

313 - Textile Mills
314 - Textile Product Mills
315 - Clothing Manufacturing
316 - Leather and Allied Product Manufacturing
321 - Wood Product Manufacturing
322 - Paper Manufacturing
323 - Printing and Related Support Activities
324 - Petroleum and Coal Product Manufacturing
325 - Chemical Manufacturing
326 - Plastics and Rubber Products Manufacturing
327 - Non-Metallic Mineral Product Manufacturing
331 - Primary Metal Manufacturing
332 - Fabricated Metal Product Manufacturing
333 - Machinery Manufacturing
334 - Computer and Electronic Product Manufacturing
335 - Electrical Equipment, Appliance and Component Manufacturing
336 - Transportation Equipment Manufacturing
337 - Furniture and Related Product Manufacturing
339 - Miscellaneous Manufacturing

41 - Wholesale Trade
411 - Farm Product Wholesaler-Distributors
412 - Petroleum Product Wholesaler-Distributors
413 - Food, Beverage and Tobacco Wholesaler-Distributors
414 - Personal and Household Goods Wholesaler-Distributors
415 - Motor Vehicle and Parts Wholesaler-Distributors
416 - Building Material and Supplies Wholesaler-Distributors
417 - Machinery, Equipment and Supplies Wholesaler-Distributors
418 - Miscellaneous Wholesaler-Distributors
419 - Wholesale Electronic Markets and Agents and Brokers

44-45 - Retail Trade
441 - Motor Vehicle and Parts Dealers
442 - Furniture and Home Furnishings Stores
443 - Electronics and Appliance Stores
444 - Building Material and Garden Equipment and Supplies Dealers
445 - Food and Beverage Stores
446 - Health and Personal Care Stores

447 - Gasoline Stations
448 - Clothing and Clothing Accessories Stores
451 - Sporting Goods, Hobby, Book and Music Stores
452 - General Merchandise Stores
453 - Miscellaneous Store Retailers
454 - Non-Store Retailers

48-49 - Transportation and Warehousing
481 - Air Transportation
482 - Rail Transportation
483 - Water Transportation
484 - Truck Transportation
485 - Transit and Ground Passenger Transportation
486 - Pipeline Transportation
487 - Scenic and Sightseeing Transportation
488 - Support Activities for Transportation
491 - Postal Service
492 - Couriers and Messengers
493 - Warehousing and Storage

51 - Information and Cultural Industries
511 - Publishing Industries (except Internet)
512 - Motion Picture and Sound Recording Industries
515 - Broadcasting (except Internet)
516 - Internet Publishing and Broadcasting
517 - Telecommunications
518 - Data Processing, Hosting, and Related Services
519 - Other Information Services

52 - Finance and Insurance
521 - Monetary Authorities - Central Bank
522 - Credit Intermediation and Related Activities
523 - Securities, Commodity Contracts, and Other Financial Investment and Related Activities
524 - Insurance Carriers and Related Activities
526 - Funds and Other Financial Vehicles

53 - Real Estate and Rental and Leasing
531 - Real Estate

532 - Rental and Leasing Services
533 - Lessors of Non-Financial Intangible Assets (Except Copyrighted Works)

54 - Professional, Scientific and Technical Services
541 - Professional, Scientific and Technical Services

55 - Management of Companies and Enterprises
551 - Management of Companies and Enterprises

56 - Administrative and Support, Waste Management and Remediation Services
561 - Administrative and Support Services
562 - Waste Management and Remediation Services

61 - Education Services
611 - Educational Services

62 - Health Care and Social Assistance
621 - Ambulatory Health Care Services
622 - Hospitals
623 - Nursing and Residential Care Facilities
624 - Social Assistance

71 - Arts, Entertainment and Recreation
711 - Performing Arts, Spectator Sports and Related Industries
712 - Heritage Institutions
713 - Amusement, Gambling and Recreation Industries

72 - Accommodation and Food Services
721 - Accommodation Services
722 - Food Services and Drinking Places

81 - Other Services (except Public Administration)
811 - Repair and Maintenance
812 - Personal and Laundry Services
813 - Religious, Grant-Making, Civic, and Professional and Similar Organizations
814 - Private Households

91 - Public Administration

911 - Federal Government Public Administration

912 - Provincial and Territorial Public Administration

913 - Local, Municipal and Regional Public Administration

914 - Aboriginal Public Administration

919 - International and Other Extra-Territorial Public Administration