

Perth County
ONTARIO • CANADA

West Perth

COMMUNITY PROFILE





WELCOME TO WEST PERTH

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West Perth is home to one of two craft breweries located in Perth County. Black Donnelly’s Brewing Co. offers an extensive range of beers and has been brewing on site since 2015.



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perthcounty.ca   

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West Perth is centrally located in midwestern Ontario.

Approximately 6.0 million people live within 250 kilometres (150 miles) of Perth County.

Perth County is 30km north of highway 401, which is the main transportation artery in Ontario. Less than an hour drive to Stratford, Ingersoll, London, Woodstock, Kitchener, and Waterloo, West Perth has a trade market area of over 900,000 people.

West Perth is well served by three carriers providing daily passenger and freight rail services and is located within a 1.5 hour drive of five international shipping ports.

There are five international airports that serve the region all located within a 1.5 hour drive equipped to handle corporate, freight and recreational flights.

More than half of the North American industrial market is within one day's trucking distance.

West Perth also offers affordable public transportation. The PC Connect transit service connects the communities of Perth County with Stratford, St. Marys, Kitchener/Waterloo and London.

PC Connect routes and schedules can be found at PerthCounty.ca/pconnect.



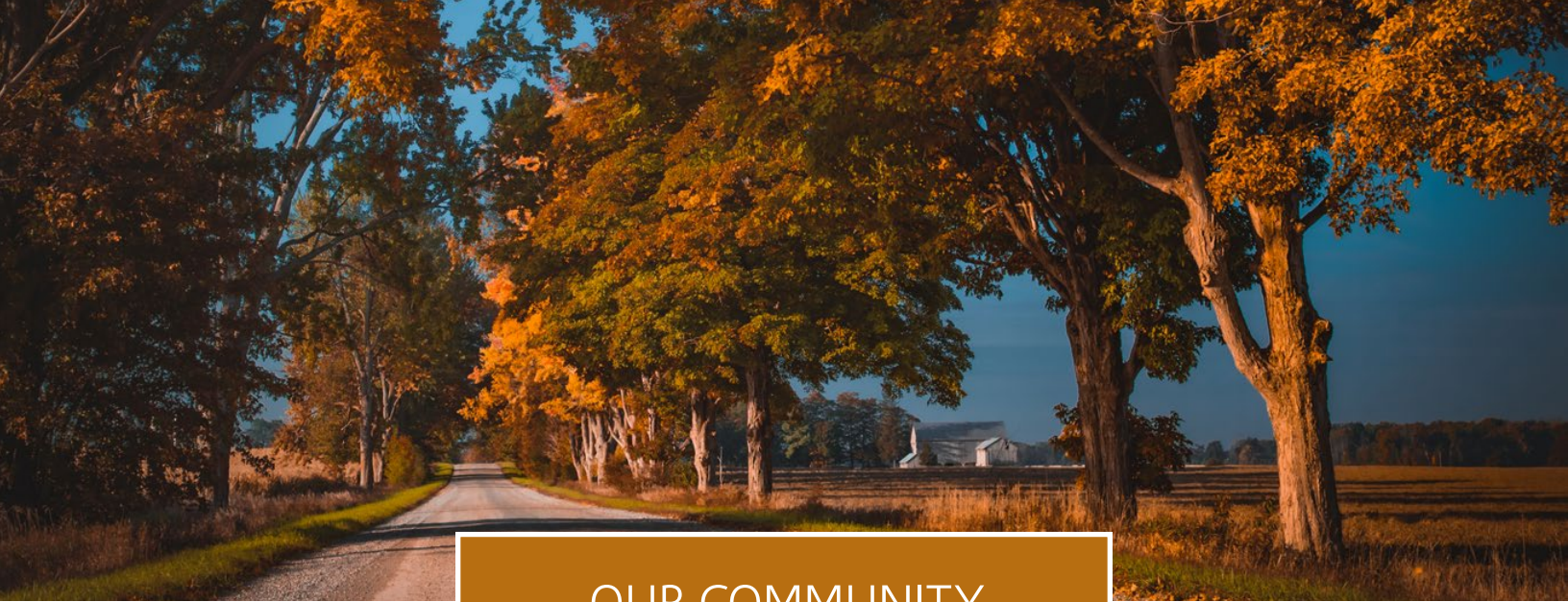
STRATEGIC LOCATION

- 1 Toronto Pearson International Airport
- 2 London International Airport
- 3 Region of Waterloo International Airport
- 4 Hamilton International Airport
- 5 Stratford Municipal Airport
- 6 Wingham Airport

- Rail
- Highways
- International Border Crossing



- 1 University of Waterloo Stratford Campus
- 2 Conestoga College Stratford Campus
- 3 Western University Fanshawe College
- 4 Waterloo University Wilfrid Laurier University Conestoga College
- 5 Guelph University
- 6 McMaster University Mohawk College
- 7 Set 7 Skills and Technology



OUR COMMUNITY



Work-life balance

Residents enjoy active lifestyles, festivals and events and cultural activities year-round.

Finding the perfect location for your business within a close distance to all major markets is an easy task in the Municipality of West Perth.

Comprised of rolling farmland, quaint villages and bustling towns, West Perth is a popular destination to live, work, play, and invest.

West Perth is an easy commute to Stratford and is within 40 minutes of London. The municipality has a population of 9,038, and has a market-trade area of over 40,000 people located within 15 minutes.

Strong business relationships and cooperative partnerships exist within the local and extended business community. Join the business owners who are eager to meet the needs of our growing communities!



Downtown Mitchell

- 90+ businesses in Mitchell's historic downtown
- Full suite of professional services available including accounting, financial services, legal, real estate, insurance and more
- Trade area of nearly 40,000 people
- High traffic counts as Hwy 23 and Hwy 8 pass through downtown
- Connected to trail systems along the North Thames
- Low property tax rates

Education

The Avon Maitland and Huron-Perth Catholic District School Boards are two progressive school boards that are cultivating the potential of our future generation.

Three privately run schools include Sunshine Montessori School, Stratford Middle Years School, and Stratford & District Christian School.

2 elementary schools 1 secondary school

7 post-secondary options within 1 hour drive

Healthcare

West Perth is well equipped with hospitals, clinics, long-term care and retirement facilities nearby. Mitchell Medical Centre provides primary health care services and community support programs.

- Stratford General Hospital
- Listowel Memorial Hospital
- St. Marys Memorial Hospital



Parks & Recreation

West Perth is a paradise for nature lovers and outdoor enthusiasts. Located along the Thames River, Mitchell has restored over 65 acres of wetlands, which are the home of rare bird species' like the Blue Heron.

6 public parks
12 sports fields
2 campgrounds
1 animal park

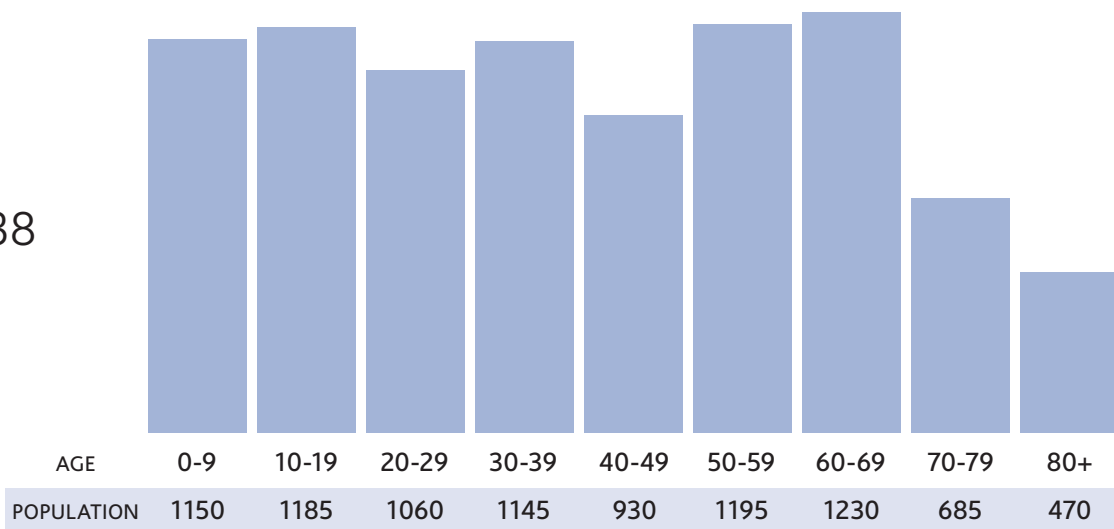




OUR PEOPLE

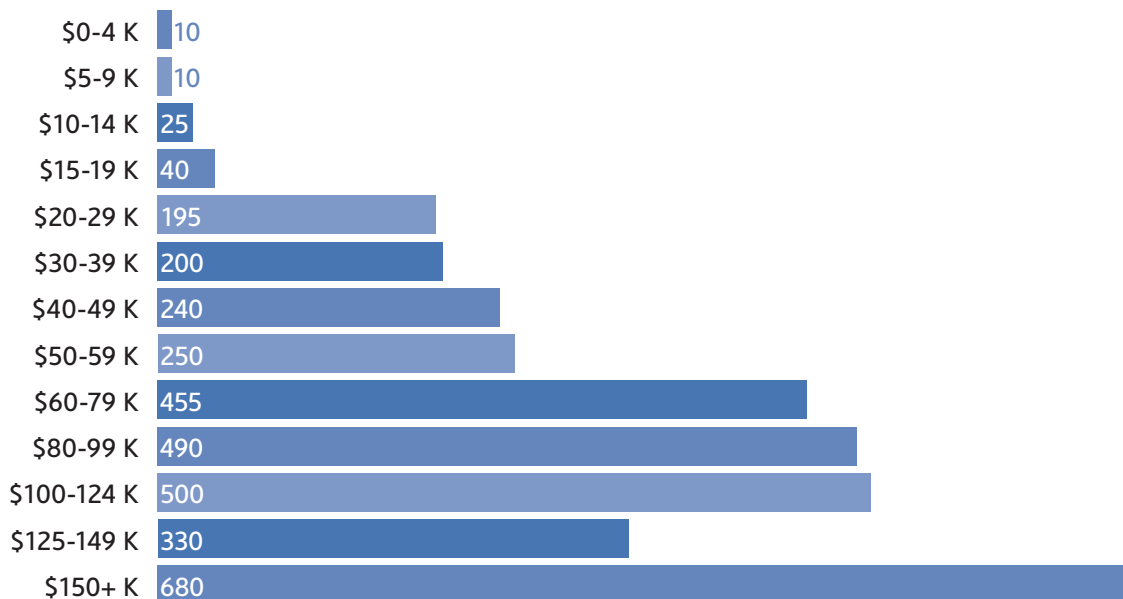
Population 9,038

(Source: Stats Can, 2021)



Household Income

(Source: Stats Can, 2021)





Education Attainment

(Source: Stats Can, 2021)

580+ Skilled Trades

2770+ College & University

2410+ Secondary School

Major Field of Study

(Source: Stats Can, 2021)

Engineering & Related Technology	745
Health & Related Fields	665
Business, Management & Public Administration	500
Agriculture & Natural Resources	395
Social Sciences & Law	265
Protective & Transportation Services	260
Education	225
Humanities	110
Visual & Performing Arts	70
Life Sciences & Technology	55
Mathematics & Information Science	55



Did you know?

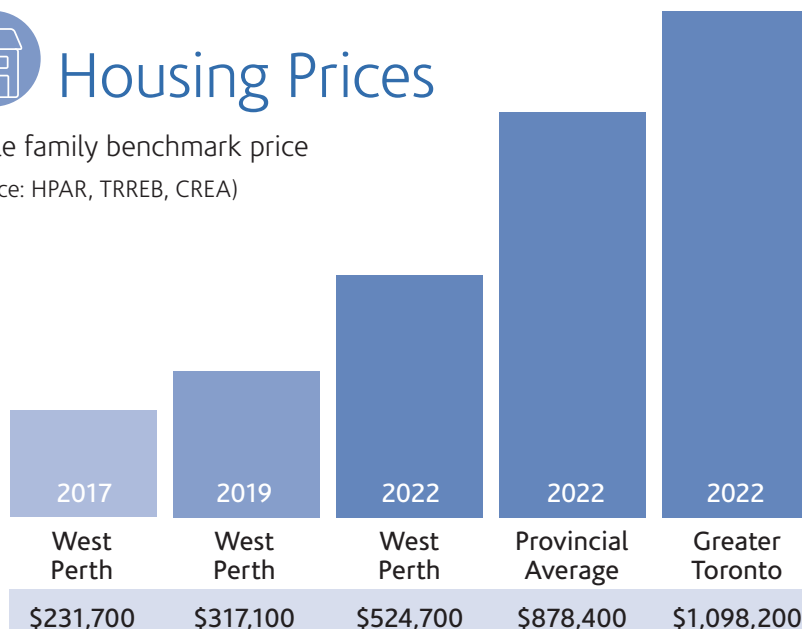
Hockey Hall of Famer Howie Morenz began playing hockey in his hometown of Mitchell. He joined the Montreal Canadiens in 1923 and remained in the NHL for 14 years. Morenz was voted the outstanding hockey player of the half century by the Canadian Press in 1950.



Housing Prices

Single family benchmark price

(Source: HPAR, TRREB, CREA)





WORKFORCE & INDUSTRY

Labour Force Participation

(Source: Stats Can, 2021)

	Participation	Employment	Unemployment
WEST PERTH	71.7%	68.2%	5%
ONTARIO	62.8%	55.1%	12.2%

Labour Force by Occupation

(Source: Stats Can, 2021)

Trades & Transport	1,140
Sales & Service	950
Natural Resources	740
Business & Finance	635
Manufacturing	
Health	420
Education, Law & Government	420
Sciences	160
Art & Sports	80
Management	30

Labour Force by Industry

(Source: Stats Can, 2021)

Manufacturing	780
Agriculture	765
Health Care	640
Construction	620
Retail	370
Education	305
Other	235
Transportation	205
Wholesale	200
Finance	195
Accommodation	170
Professional Services	165
Administration	150
Public Administration	135
Arts & Entertainment	55
Utilities	55
Information	30
Mining	10
Real Estate	10



520 farms in West Perth | Total gross farm receipts \$255 million

Farms by Industry Group

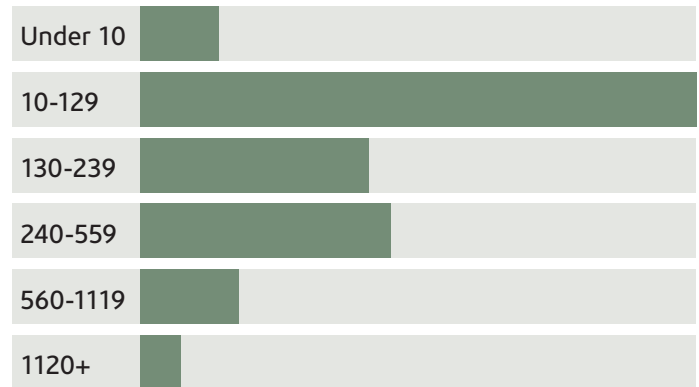
(Source: OMAFRA Census of Agriculture, 2021)

	Number of farms
Oilseed and grain farming	296
Beef cattle ranching and farming	61
Hog and pig farming	52
Dairy cattle and milk production	33
Other animal production	24
Poultry and egg production	20
Other crop farming	19
Sheep and goat farming	8
Vegetable and melon farming	4
Greenhouse, nursery and floriculture	3

Farms by Size

(Source: OMAFRA Census of Agriculture, 2021)

Number of acres

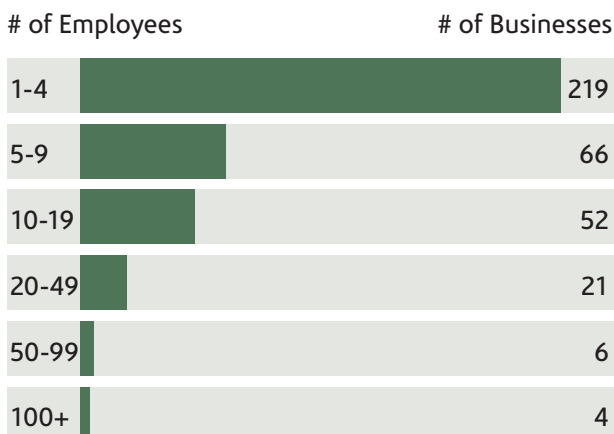


West Perth's 24 hectare (59 acre) Heron Business Park provides lots for varying commercial and industrial clients.



Business Sizes

(Source: Canadian Business Patterns, 2021)

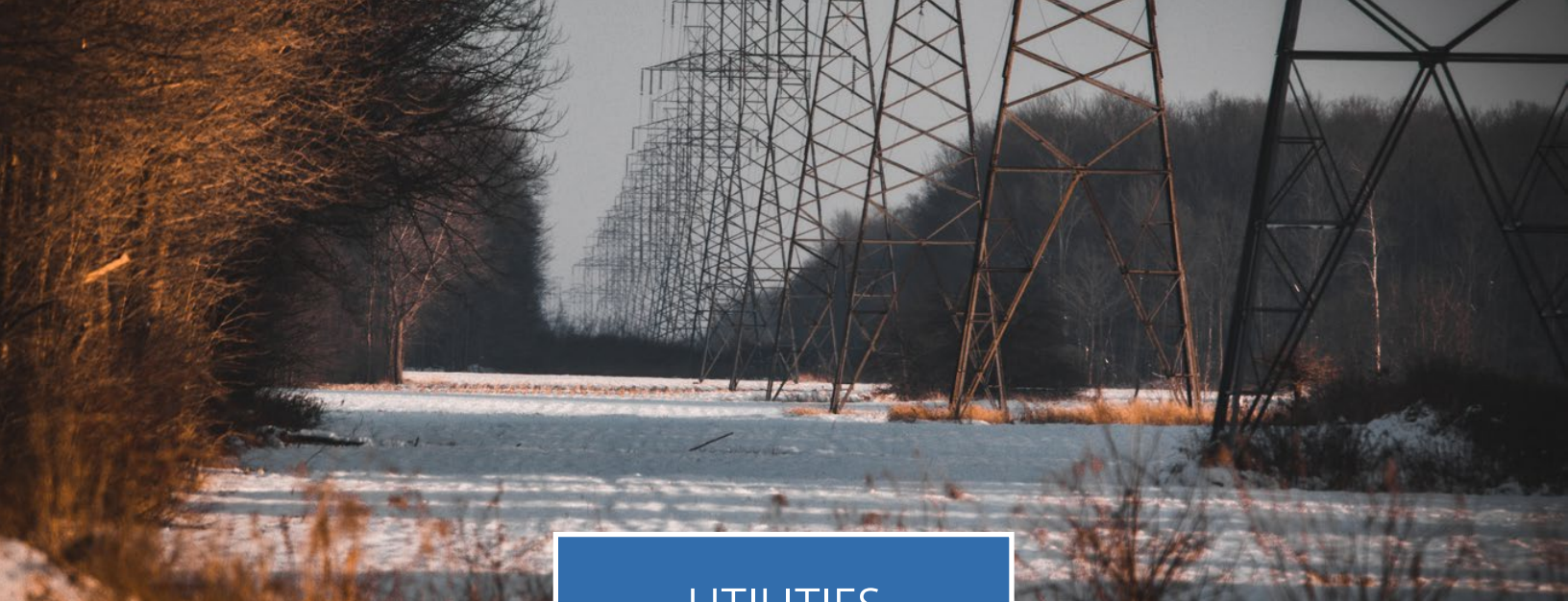


Industry

(Source: Canadian Business Patterns, 2021)

Number of Businesses

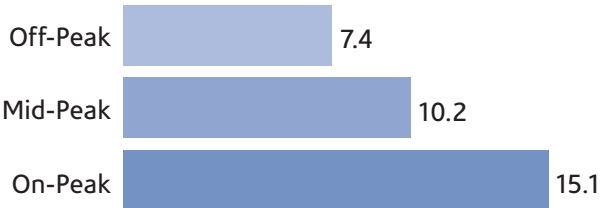
Agriculture	611	Health Care	33
Construction	162	Administrative	20
Real Estate	140	Accommodation	17
Retail	65	Arts & Entertainment	8
Other Services	62	Management	5
Professional Services	47	Utilities	5
Finance	45	Educational	3
Transportation	45	Information	3
Manufacturing	37	Public Administration	1
Wholesale	36		



UTILITIES

Electricity Base Charges

¢/kWh (Source: Hydro One, 2022)



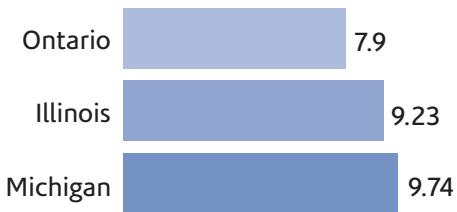
Natural Gas Base Rate

(Source: Statista 2021)

27.9027 cents/m³

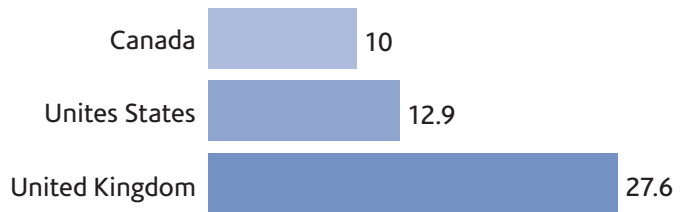
Comparative Electricity Rates

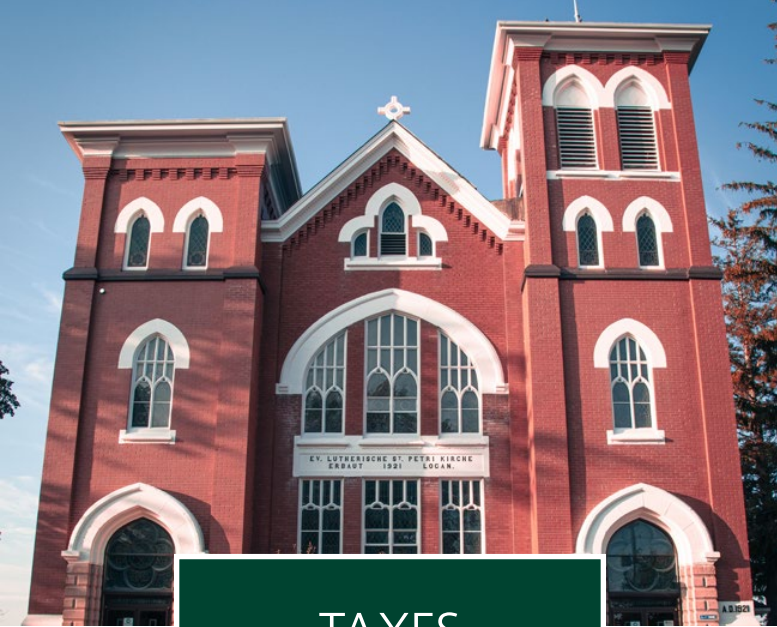
Canadian ¢/kWh (Source: Invest Ontario)



Comparative Natural Gas Rates

US dollars per megawatt hour (Source: Statista 2021)





TAXES

Tax Rates (Source: Municipality of West Perth, 2022)

Assessment Class	Code	Total Rate
Residential/Farm	RT	0.01012511
Commercial Occupied	CT	0.01951724
Commercial New Construction	XT	0.01951724
Commercial Excess Land	CU	0.01951724
Commercial Vacant Land	CX	0.01951724
Industrial Occupied	IT	0.02572549
Industrial New Construction	JT	0.02572549
Industrial Excess Land	IU	0.02572549
Industrial Vacant Land	IX	0.02572549
Pipelines	PT	0.02288825
Farmlands	FT	0.00253128
Managed Forests	TT	0.00253128

Tax Rate Comparison Data

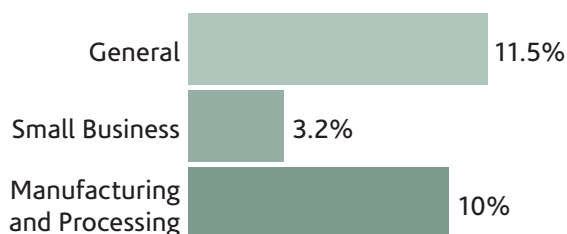
(Source: Municipality, 2022)

Region	Industrial	New Construction (Industrial)	Commercial	Residential
Perth County: West Perth	2.6%	2.6%	1.9%	1.0%
Perth County: Perth South	2.3	2.3	1.8	0.9
Perth County: North Perth	3.0	3.0	2.2	1.2
Perth County: Perth East	2.4	2.4	1.8	0.9
Waterloo	2.8	2.8	2.8	1.1
Kitchener	2.8	2.8	2.8	1.1
London	3.3	3.3	3.3	1.1
Woodstock	4.5	4.5	3.5	1.5
Stratford	4.1	4.1	3.8	1.4
St. Marys	4.0	4.0	2.8	1.4



Provincial Corporate Income Tax

(Source: Government of Ontario)



Federal Corporate Income Tax

(Sources: Canada Revenue Agency, Government of Canada)





Business Resources

We invite you to contact Perth County's economic development and tourism office. We can provide you with the guidance you need to locate and grow in Perth County. We're here to support you with:

- Site selection
- Grant and loan programs
- Statistics, maps, demographics, and community information
- Connections to local landowners, developers, municipal offices, and real estate
- Business start-up and expansion resources
- Labour strategies
- Training providers

Reach out to us today.
Your business is our pleasure!

Perth County
Cultivating Opportunity

The Stratford-Perth Centre for Business

offers advisory services and training for new and existing small business in all sectors.
stratfordperthbusiness.ca

Perth Community Futures

provides business support through customized loan programs.
perthcfdc.ca

Partners in Employment

works with job seekers and employers to match talents and skills to employer's recruitment needs.
partnersinemployment.on.ca

Conestoga Career Centre

provides job search assistance, career advice, job postings and education and training information to the public.
conestogac.on.ca/caa/careercentre

Stratford Accelerator Centre

is focused on accelerating the growth and maturation of early-stage technology and digital media companies.
acceleratorcentre.com

Technical Training Group

provides skills training programs necessary for professional trades, including welding apprenticeship training.
technicaltraininggroup.org

Set7 Skills and Technology

provides residents of North Perth and Region access to world class training in their own community, offering online and in-person instruction via SET7 at local campuses. set7.ca

Mitchell Business Improvement Area

is a not-for-profit organization established for the main purpose of revitalizing the central district of the Mitchell.
mitchellbia.ca

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