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Background & Objectives

- The purpose of this project is to develop a downtown revitalization strategy for Schomberg's Main Street. The study area has been defined as all of the businesses and properties identified as part of Schomberg's core and part of the Community Improvement Plan
- The project has letters of support from 6 community groups (Appendix Exhibit 4), including \$7,000 in funding from two of them

Issue Presented to OMAFRA

Schomberg Main Street is a walkable downtown core with shops, restaurants, a bakery, butcher, post office, bank, other businesses and residential properties. Adjacent to the Agricultural Fairgrounds, and home to the Annual Schomberg Street Gallery and A Main Street Christmas, Main Street is the heart of the Schomberg community.

While businesses are open 52 weeks per year, currently Schomberg Main Street has only 7 days per year of active programming that is communicated to the public, and there is no integrated programming activity across multiple businesses (e.g. celebrate harvest season, festive shopping, Spring). There is a significant opportunity to leverage existing activities to make Main Street a desirable destination throughout the year.

In 2014, Schomberg lost an anchor tenant, Piety Ridge, due to the death of its owner. This tenant attracted a high volume of visitors seeking unique decor, gift and heritage items.

The objective of this strategy is to strengthen and diversify the anchor tenant base to diversify risk in the event of loss of another anchor business, and to increase the annual days of programming to 150 in year 2, and 250 by year 4, with a strong integration between business and community group programming

Four Point Approach in Place Prior to Start of Project



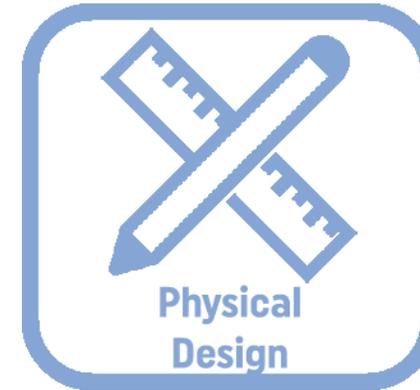
Experienceking.ca
 Tourism Social Media
 2 Schomberg
 Promotional Videos
 CIP Promotional Videos



Economic Development Strategy
 Community Investment Profile
 Schomberg Community Profile
 Three Year Community Tourism Plan
 Community Improvement Plan
 Economicking.ca
 Guide to Starting & Expanding Your Business



6 Letters of Support from Community Groups



Village Design Guidelines
 Core Area Parking Study (underway)
 Streetscaping & Beautification Funding in Place

Study Area

- The study area is the core of Main Street consistent with the properties identified for the Community Improvement Plan
- There are 60 properties in total, although some properties house more than one business

Property Use	Total	%
Commerical	13	21.7%
Mixed Use	16	26.7%
Residential	24	40.0%
Public	5	8.3%
Green Space	2	3.3%
TOTAL	60	

Commercial

Public

Green Space

Mixed Use

Residential

Green P Parking





PHYSICAL SPACE & DESIGN

Physical Space & Design – Natural Assets

Schomberg River

- Crosses Main Street from east to West in business area then creates a natural barrier between Main Street properties and Fairgrounds
- One bridge on Main Street built in 1920
- Temporary bridge over river to Fairgrounds in place
- Only businesses to leverage are Scruffy Duck and Schomberg Pub, both with patios overlooking the river
- While the river abuts the Lion's Park, there has been no effort to beautify
- A rich and storied heritage, with the river overflowing during Hurricane Hazel and causing major destruction

Opportunities

- Enhance the river's role on Main Street – e.g. addition of bird houses, Hurricane Hazel commemorative plaque, beautification, more businesses leveraging river (Sugar & Spice, Scottish Nook)



Natural Assets – Lion’s Park

Lion’s Park

- The fairly narrow entrance to the property gives it minimal curb appeal – street appearance needs to be improved
- Property widens significantly at back, but does not have footage backing onto Fairgrounds
- Is adjacent to the river however fencing/safety measures detract from beautification.
- Amenities are a slide and swings, bike rack, benches and a garbage can
- With the exception of the slide, the amenities are tired and dated
- \$120,000 allocated in 2019 budget for improvements
- Land next to it slated for development

Opportunities

- Ensure improvements scheduled for 2019 take place. Aim to align design standards with Main Street focus.
- Improve curb appeal
- Leverage adjacent river
- Explore negotiating a strip of land immediately behind to provide bridge access to Fairgrounds



Natural Assets - Trees

Pine & Spruce Trees

- Main Street is home to a vast number of mature trees, in particular conifers
- Most are located on private properties
- One tree in particular is used as a ceremonial tree during the festive season

Opportunities

- Make more trees festive – Main Street could be the “Living Christmas tree” destination in December



Natural Assets - Fairgrounds

Schomberg Fairgrounds

- Vast expanse of green space on west side of study area
- Adjacent to river
- Accesses by temporary bridge beside Community Hall and through Old Arena parking lot
- Formal programming approximately 6 days per year:
 - Agricultural Fair (4)
 - MS Car Rally (1)
 - Community Bonfire (1)
- Used by residents for dog walking
- Has suffered vandalism
- Uses limited by Agricultural Society resources and budget

Opportunities

- Secure additional 3rd party programming for Fairgrounds by renting out space for events
- Explore Trillium funding for property enhancements – e.g. walking trail by river



Physical Space & Design – Schomberg Community Hall

- The Community Hall is the former home of the Schomberg Market and is steeped in heritage
- When asked to suggest the top 3 ways they would like to see the Community Hall used, the top 2 answers were more community events and pop up shops
- When asked how likely they would be to attend a Farmer’s Market, 89.5% of residents expressed an interest
- Open ended comments in the resident survey also indicated that there is a need to improve its condition (cleaner, washrooms, accessibility)
- PRC submitting an application for an EAF grant to secure elevator to second floor



There is an opportunity to:

- Enhance the interior and celebrate its Heritage by refacing the walls with floor to ceiling historic photographs of Schomberg
- Utilize the interior of the Community Hall for a Farmer’s Market every Saturday. The Market could spill onto the Fairgrounds entrance
- The Market could include crafts and gifts in addition to produce
- The Market could be combined with an artisan pop up on the second floor
- Weekly programming would not be effected. Agricultural Fair and AMSC accommodation TBD.



Physical Space & Design – Exterior Building Appearance

There is considerable momentum in the improvement of the exterior appearance of properties

- 4 properties have successfully completed improvements through the CIP, with an additional 4 properties expressing interest



208 Main



250 Main



307 Main



314 Main

3 properties have undertaken physical improvements outside of the CIP



185 Main



301 Main



203 Main

Two of the properties that participated in the CIP were able to lease out vacant space

Implication

- Every eligible property needs to be blitzed to ensure awareness of CIP and its benefits

Physical Design – Sidewalks Street Furniture & Pedestrian Comfort

All members of the Committee completed a Walkabout, and assessed Main Street on a variety of features, including pedestrian comfort. The observations were:

- Somewhat friendly - Bench in front of community hall under overhang, benches/tables in front of Grackle, new patio across street from Grackle
- Sidewalks are uneven - could be wider instead of asphalt filler
- Dangerous dip in the sidewalk into the wall in front of buildings
- No safe crossing place between Western Avenue & Church Street
- Due to the relatively narrow street traffic is slowed which makes it safer for pedestrians
- There are a few places where there are blind laneways
- There are 4 public benches on Main Street – 2 at the Community Hall and 2 in Lions Park
- There are additional private benches or picnic tables provided by businesses
- Because Main Street is under municipal jurisdiction, King has more autonomy to impact the street quality

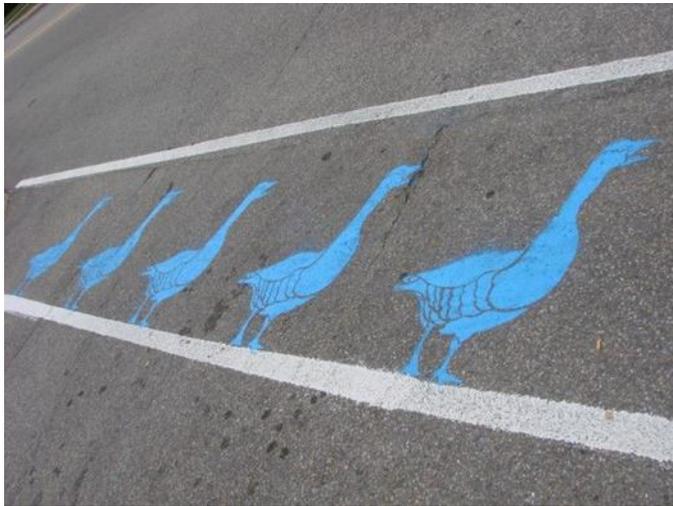


Opportunities

- Add benches and garbage cans throughout Main Street. There is the option of using wrapped garbage cans themed to Main Street’s focus.
- Improve sidewalks
- Add 3 crosswalks – Dr Kay, Community Hall and Church Street. Theme crosswalks to fit with Main Street focus.

Estimated Pricing	Purchase	Install	Total
Bench	2,250	1,000	
Bollard	800		
Bike Rack	600		
Banner Poles	4,500	1,250	
Garbage Cans	1,500		

Examples of Themed Crosswalks, Street Furniture



Physical Design - Parking

Parking was cited as a significant issue by both residents and businesses

- 81.1% of residents reported that parking is a problem
- 77% of businesses cited that parking is an issue, with 65% citing parking as the biggest disadvantage of having a business on Main Street

These opinions were not supported by the Core Area Parking Study, indicating that there is a gap between perception, utilization and parking space availability

Physical Design - Core Area Parking Study

STUDY FINDINGS

Surveyed parking supply

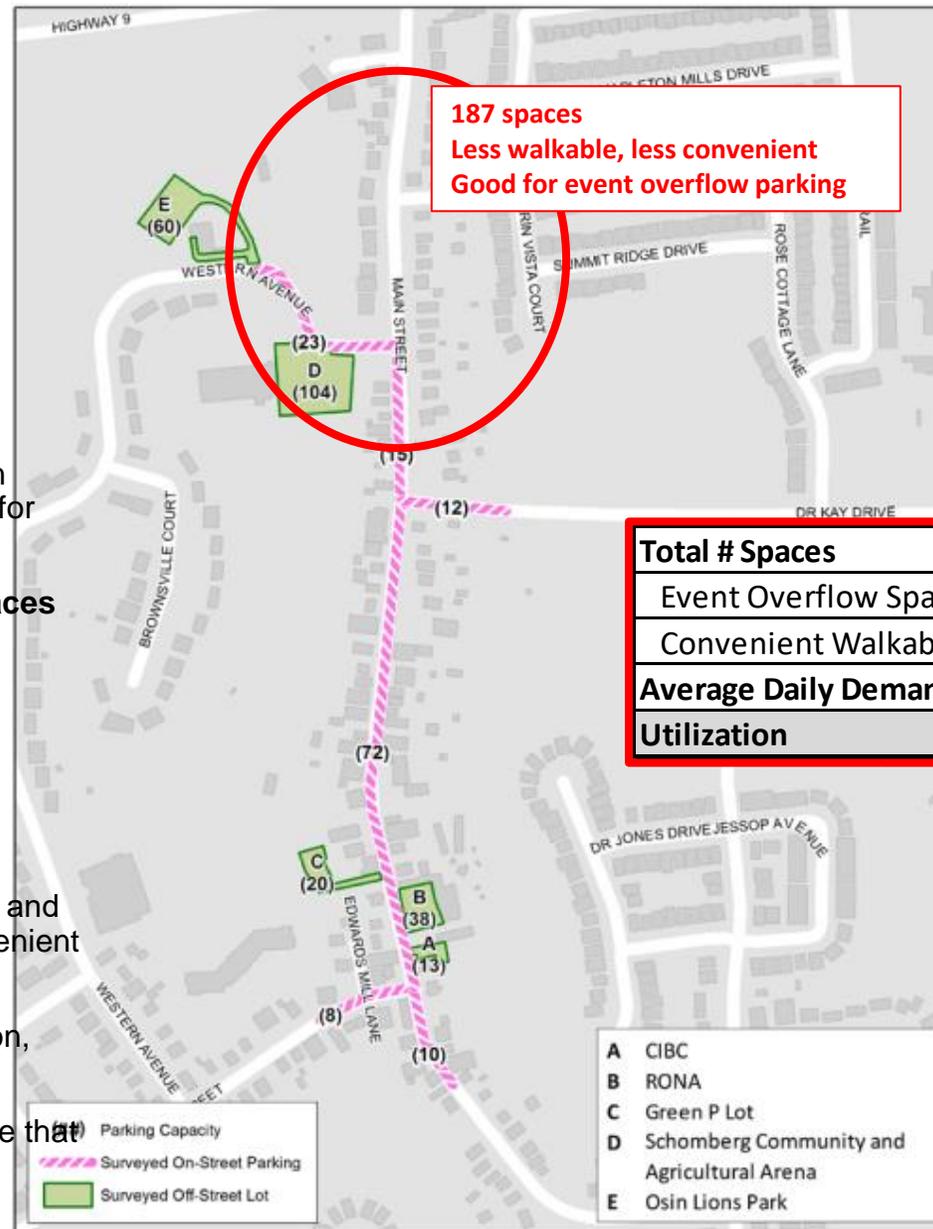
- 140 on-street parking spaces
- 235 off-street parking spaces – 164 of these are on Western Avenue and inconvenient for daily use, but very convenient for event use

Existing System Wide Peak Parking Utilization – Total Spaces

- Weekday - 24%, Friday - 23%, Saturday - 25%
- Average 90 spaces per day

Analysis

- If the parking spaces on Western are designated as “inconvenient” and more for event overflow parking, that leaves a remaining 188 convenient walkable spaces
- With an average daily demand of 90 spaces, this is a 48% utilization, suggesting there is ample parking
- This is inconsistent with reporting by residents and businesses alike that parking is the most significant issue facing Main Street



Physical Design - Parking – Green P Parking

- Located between 203 Main and Post Office
- 20 Parking spaces to rear of property
- Must drive down laneway with No Parking signs to south, and Private Parking spaces to north, which causes confusion
- Accommodates 20 cars
- No line delineations

Opportunities

- Improve signage on Main Street directing cars to lot
- Repave and repaint line delineation
- Add garbage cans



Physical Design - Schomberg Parking Recommendations

Parking Study Recommendations

- Improve Accessible Parking
 - On-street accessible spaces
 - AODA standards
- Improve Parking Management
 - By-law enforcement
 - Maintain cash-in-lieu policy
- Refine Parking Signage and Create Wayfinding Strategies
 - Online parking facilities map
 - Larger Green P signage
 - Add on-street parking signage
- Improve Infrastructure
 - Improve winter maintenance at Green P lot
 - Annual parking maintenance
- Repurpose under-utilized lots to be available for public parking

RED Study Parking Recommendations

- Recognize Western Parking as Overflow Parking
 - Useful for events, inconvenient for daily use
- Improve Green P Parking Lot
 - Improve signage at street
 - Repave and line delineation
 - Mark handicap space
 - Add garbage cans
- Improve Clarity of Street Level Parking Spaces
 - Paint lines for all spaces
 - Handicap space in front of Post office and Community Hall

Physical Design – Pumphouse Property

Pumphouse Property

- Is an empty stretch of pea gravel adjacent to Scottish Nook

Opportunities

- While the Pumphouse requires vehicle access, there is an opportunity to improve space utilization in front of it to enhance quality of place

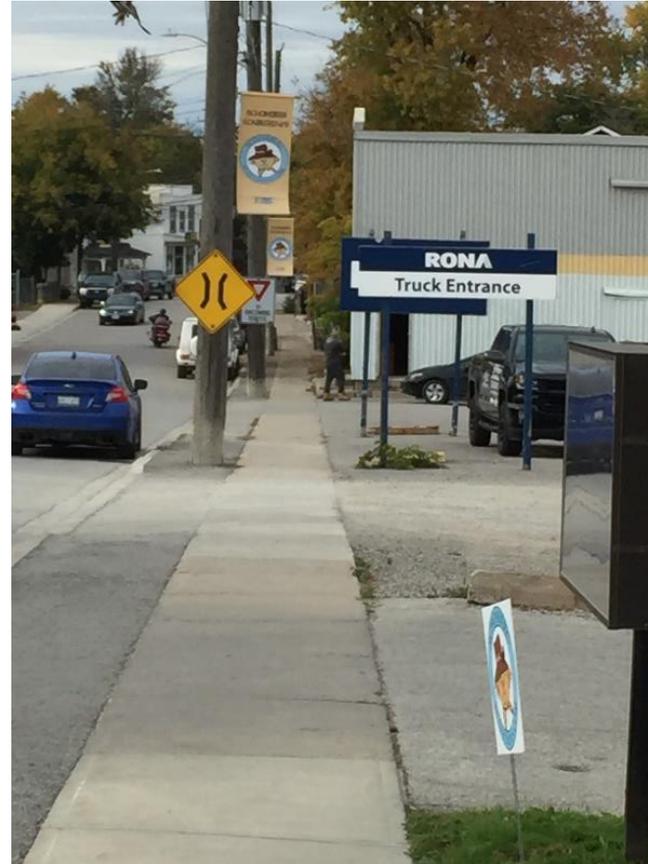


Physical Space & Design – Street Banners

- Banner hardware is currently installed on some hydro poles on Main Street, however there is not a continual flow of banners
- There have been occasions where non Main Street related banners are hung during Main Street events

Opportunities

- More banner hardware is required to allow for a continual flow and sense of place
- Main Street requires its own schedule of themed banners



Physical Space & Design - Converted Commercial Properties



Multiple formerly commercial properties have been converted into street level residential

- The increase in street level residential has impacted parking and has introduced “gaps” between shops and dining
- This also increases demand for parking, detracts from street appearance on garbage day, and may be related to laneway clutter

Implications

- A strategy to convert street level residential back to commercial is required





Physical Space & Design – Summary of Implications

1. Enhance the river's role on Main Street.
2. Lion's Park is an underleveraged asset and improvements should be prioritized in 2019.
3. The mature conifers are an asset that represent a seasonal decorative opportunity.
4. There is an opportunity to increase activations and Agricultural Society revenues by securing additional 3rd party programming for Fairgrounds. It is recommended that the Agricultural Society explore Trillium funding for a walking trail by the river.
5. A logical home for the Farmer's Market is the Community Hall. The Market could include crafts and gifts and an artisan pop up shop.
6. There is considerable momentum in property improvements. Two of the properties participating in the CIP were able to lease out vacant space. Every eligible property needs to be blitzed to ensure awareness of CIP and its benefits.
7. There is an opportunity to improve pedestrian comfort through improving sidewalks and adding street furniture. Three crosswalks should be added.
8. There is a gap between perception, utilization and parking space availability. Steps should be taken to improve the Green P parking lot and to paint parking lines on the street.
9. While the Pumphouse requires vehicle access, there is an opportunity to improve space utilization in front of it to enhance quality of place
10. More banner hardware is required to allow for a continual flow and sense of place. Main Street requires its own schedule of themed banners
11. A strategy to convert street level residential back to commercial is required



RESIDENT ANALYSIS

Resident Survey – Who They Are

Segment	Regulars	Occasionals	Rarelys
How Often They Shop/Dine on Main St	min 1x/wk	once every couple of wks	rarely or never
% Survey Respondents	41.7%	30.8%	27.6%
Where They Live			
On Main St	23.0%	11.6%	11.8%
In Village but not on Main St	56.0%	63.5%	73.1%
Outside Village but Consider it Home	19.0%	24.0%	14.0%
Where They Work			
In Schomberg or within 10 km radius	23.6%	19.6%	14.0%
Outside Schomberg but within York Region, BWG or New Tec	23.6%	27.5%	28.0%
Toronto	22.1%	14.7%	25.8%
Retired	13.6%	16.7%	17.2%
Homemaker	4.3%	6.9%	6.5%
Other	12.1%	13.7%	8.6%
What They Earn			
Under \$100,000/year	33.6%	33.3%	31.7%
\$100,000 - \$149,999	22.7%	24.1%	30.5%
\$150,000 - \$199,999	26.6%	25.3%	23.2%
Over \$200,000	17.2%	21.8%	12.2%

- The resident Survey revealed that Schomberg is not a homogeneous community when it comes to its behaviour around Main Street

Residents can be broken into 3 segments based on the frequency that they shop or dine on Main Street

- Regulars appear to orient their lives around Main Street**
 - 54.6 visit the coffee shop/bakery at least once per week, 27.7% visit 3 times/week or more
 - 39.7% dine or get pizza at least once/week, 10.6% dine 3 times or more
- Occasionals visit Main Street less frequently than Regulars, but share the same opinions**
 - They are less likely to live on Main Street, and most likely to live outside the village proper
 - This is the highest income group with 21.8% of households earning \$200,000+
- Rarelys appear to orient their lives outside of Schomberg**
 - 73.1% live in the Village but not on Main Street
 - They are the lowest income segment
 - They are most likely to work outside of Schomberg, York Region, BWG or New Tec

Resident Survey – How They Think and Behave

Segment	Regulars	Occasionals	Rarelys
How Often They Shop/Dine on Main St	min 1x/wk	once every couple of wks	rarely or never
% Survey Respondents	41.7%	30.8%	27.6%
Top Reason To Shop/Not to Shop on Main St			
To Shop - I like to support local business	89.4%	85.6%	59.1%
Not to Shop - Lack of Product Selection	70.9%	77.9%	82.8%
Which Events They Attend			
A Main Street Christmas	97.2%	96.1%	95.7%
Schomberg Fair	92.2%	91.4%	77.4%
Farmer's Market	80.1%	78.9%	65.4%
Street Gallery	76.6%	77.9%	54.8%
Scarecrows	39.0%	32.7%	19.4%
Dufferin Marsh Winter Skate & Bonfire	27.0%	29.8%	19.4%
Community Fam	26.2%	16.4%	14.0%
Importance of Heritage Buildings to Main St's Character			
A Great Deal	70.2%	60.6%	54.8%
A Lot	15.6%	24.0%	23.7%

	All Segments
Which Aspects of Main St Need Improvement	
Exterior Building Appearance	66.7%
Attention to Space in Front of Business	54.1%
Parking	81.1%
More Picnic Tables & Benches	50.9%

- Regulars and Occasionals share a strongly held belief that they like to support local business
 - This belief is not as strongly held by Rarelys
- The overwhelming reason all 3 segments do not shop on Main St is lack of product selection
- Events are a key way to get residents onto Main Street
 - A Main Street Christmas is attended by almost all residents, and Schomberg Fair and Street Gallery also seeing strong attendance
 - The attendance for Farmer's Market may be overstated for 2018, but reflects the strong appeal of a Farmer's Market and an opportunity
- Heritage Buildings are seen as important to Main Street's character by all 3 segments
 - This opinion is held most strongly by Regulars and Occasionals
- All 3 segments shared the opinion that exterior building appearance needed improving, as does attention to the front of the buildings
- All 3 segments shared the opinion that parking needs improving and that Main Street would benefit from more picnic tables and benches

8 Comments Were Disheartened by the Increase in Apartments and the Decrease in Shops.

“Schomberg village is dying. Time to wake up. Do it right...hire an architect and professional urban planners...”

“Get control of the slumlords and rift raft that are taking over Main St.. The Landlords are putting in too many small apartments and there seems to be no control or plan.”

“There are too many renters that live above the buildings. I realize this is required by the owners of the buildings, but way the town is set up, many of the buildings don't have private parking, and the renters take up much of the parking, on Main St.

“This town could be a great place again!! and hope that happens. It is disheartening to see the disrepair this town is in. Building owners don't seem to care about the look of the exterior of their buildings which is a shame. The town needs help and fast!!”





Resident Survey – Summary of Implications

1. **The most attractive segments are the Regulars and the Occasionals. These 2 segments will respond to additional shopping.**
2. **The Rarelys will be reachable during events. If they can be exposed to shopping during the events, they may return to Main Street occasionally.**
 - They also would come to Main Street for a Farmer's Market
3. **There is an opportunity to increase selection within existing shops.**
 - This selection would be supported by the Regulars and some Occasionals.
 - Example – test fresh baked bread at Sugar & Spice, add cheeses or deli meat to Schomberg Quality Meats
 - Example – encourage seasonal or event themed specials at coffee shop and dining
4. **There is an opportunity to increase the frequency amongst Occasionals to try to get them to shop or dine every week**
 - Events are successful at attracting people – there may be an opportunity to extend event activities outside of the event period
3. **A top priority action item must be institutionalizing a Farmer's Market at the Schomberg Community Hall.**
 - The market could be enhanced with an artisan pop up market with specialty cheeses, organics, eclectic foods and gifts
 - The Community Hall was the location of the original Farmer's Market – this would extend shopping periods, as well as allowing the market to spill onto the Fairgrounds' entrance
 - The Farmer's Market would attract all 3 segments.



BUSINESS ANALYSIS

Main Street Business Mix Analysis

Business Category	Total	%	Comments
Service	16	44.4%	
Retail	8	22.2%	
Food & Entertainment	8	22.2%	
Other	4	11.1%	Head Offices + Gotham Glassworks
Total	36		

Other Non Business Amenities	Total	Comments
Public	5	Canada Post, Church, Community Hall, Pumphouse, Old Arena
Green Space	2	Lion's Parkette, Fairgrounds
Vacant Space	3	203 Main, 250 Main, 357 Main

- There are a total of 36 businesses currently located on Main Street
- The businesses are dominated by the service sector, and underdeveloped in retail
- In addition to the 36 operating businesses, there are 3 vacant spaces in commercial or mixed use properties – 250 Main recently has been leased to a massage therapist
- A number of formerly mixed use properties have been converted to purely residential with the addition of street level apartments
- In addition to commercial uses, Main Street has 5 properties for public use and 2 green spaces



Main Street Shops & Services Sorted by Sector

FOOD & ENTERTAINMENT - 8

Food & Entertainment - 8

- Port Soiree
- Main Street Pizza
- Grackle
- Lot 15 Wine Bar & Eatery
- The Schomberg Pub
- Sugar & Spice
- The Scruffy Duck
- Leonardo's

OTHER - 4

Corporate Head Office - 3

- Raycor (2)
- Ontario Cooling Tower

Artisan - 1

- Gotham Glassworks (by appointment only)

RETAIL - 8

Destination Shopping - 8

- Rona
- Hunters Woodworking
- The Scottish Nook
- The Purple Door
- Antares
- Schomberg Quality Meats

Convenience Shopping - 2

- Schomberg Variety
- M&C Convenience

SERVICES - 16

Financial/Legal/Business/Real Estate Services - 9

- CIBC
- Miles Santos & Associates
- Ai Securities
- Olivio Fatigati Law
- Schomberg Technologies
- HR Realty
- Cake Realty
- Law Office of Michelle Hubert
- Speers Creative

Automotive Services - 1

- All Service Auto Centre

Health & Wellness, Personal or Pet Care Services - 6

- Solutions
- Schomberg Dental
- Matthews Dentistry
- Eddies on Main
- Cynthia's Dog Grooming
- Deluxe Wash n GO Laundromat



Business Survey

- 21 businesses completed an on-line questionnaire, and 7 businesses agreed to an in depth interview

Key Learnings

- Businesses had a mostly positive attitude towards Main Street, with 5 strongly agreeing and 11 mostly agreeing that Main Street is a good place to have a business
- 13 of the 21 businesses rent their property, indicating a low barrier to exit
- 11 of the 21 businesses were unsure of their plans over the next 3 years, with 2 planning to close or relocate
- 6 businesses struggled with being able to envision Main Street as a distinct shopping destination
- 16 of the businesses cited parking availability as an issue, with 14 citing parking as the biggest disadvantage of having a business on Main Street
- 16 businesses felt their exterior building appearance needed improvement, with 11 feeling they could pay more attention to the space in front of their business

Implications

- A business retention strategy is urgently needed. Immediate action items in the strategy should include:
 - Addressing the parking issue
 - Increasing awareness of CIP grant program
 - Streetscaping should plan to optimize beautification located in front of businesses



Business Survey – Respondent Profile

Based on the responses of the 21 businesses surveyed, a fairly accurate profile can be made of the type of business owner that would fit well on Main Street

- Small, owner-run business
- Less than 4 employees
- Lives within 15 minute drive of Schomberg
- Is the type of business that would benefit from the increased traffic from events
- Primary clientele would be adults
- Values heritage feel, small town, walkability

Implications

- This profile should be used as the target for business attraction
- Quality of life is likely a significant selling feature

Roles Played by Various Businesses

Major Traffic Drivers

- Rona has over 1,000 customers/week and CIBC has 500 – 1,000. Based on observation, the Post Office is also a major traffic driver (survey not completed)

Servicing the Community

- Both convenience stores and the laundromat service local residents, as do both dentists.
- Other businesses self identifying as primarily serving residents were Sugar & Spice, The Scruffy Duck, CIBC, All Service Auto Centre, and Cynthia's Dog Grooming and Leonardo's Pizza
- Main Street Pizza is also projected to have a primarily local clientele

Services

- Many of the professional services operate without physical meetings, and do not bring a significant number of people to Main Street

Destination Within and Outside of Community

- Businesses that self identified as bringing people from outside of Schomberg to Main Street were Grackle, Port Soiree, Gotham Glassworks, The Scottish Nook, Antares, Schomberg Quality Meats and Eddies on Main

Implications

- As anchor tenants are identified for Main Street, the focus should be on those which bring the most traffic to Main Street, drawing from both residents and visitors



Anchor Tenants

Rona, CIBC and the Post Office

- Play an important role in bringing people onto Main Street. However, in all cases, these people tend to be running errands and do not stay to shop.

Schomberg Quality Meats

- Has a loyal shopper base. Is steady through the week and busy Friday/Saturdays.

Grackle Coffee Company

- Has established itself as a local hangout and popular cyclist destination. Attracts visitors from Toronto.

The Scruffy Duck & The Schomberg Pub

- Popular dining destinations for both lunch and evenings. Both offer weekend entertainment

Port Soiree

- Unique to all of Schomberg area as the only fine dining establishment.

Lot 15 and Sugar & Spice

- Upcoming anchor tenants – Lot 15 about to open and Sugar & Spice becoming well established particularly with residents – almost an alternate Sheena's Kitchen.

Main Street Shops & Services Sorted by Relevance for Destination Development

Factor into Destination Assessment Business Mix

Dining

- Port Soiree
- Main Street Pizza
- Grackle
- Lot 15 Wine Bar & Eatery
- The Schomberg Pub
- Sugar & Spice
- The Scruffy Duck
- Leonardo's

Shopping

- Hunters Woodworking
- The Scottish Nook
- The Purple Door
- Antares
- Schomberg Quality Meats
- Gotham Glassworks (by appointment only)

Not a Factor

Financial/Legal/Business/Real Estate Services

- CIBC
- Miles Santos & Associates
- Ai Securities
- Olivio Fatigati Law
- Schomberg Technologies
- HR Realty
- Cake Realty
- Law Office of Michelle Hubert
- Speers Creative

Corporate Head Office

Raycor
Ontario Cooling Tower

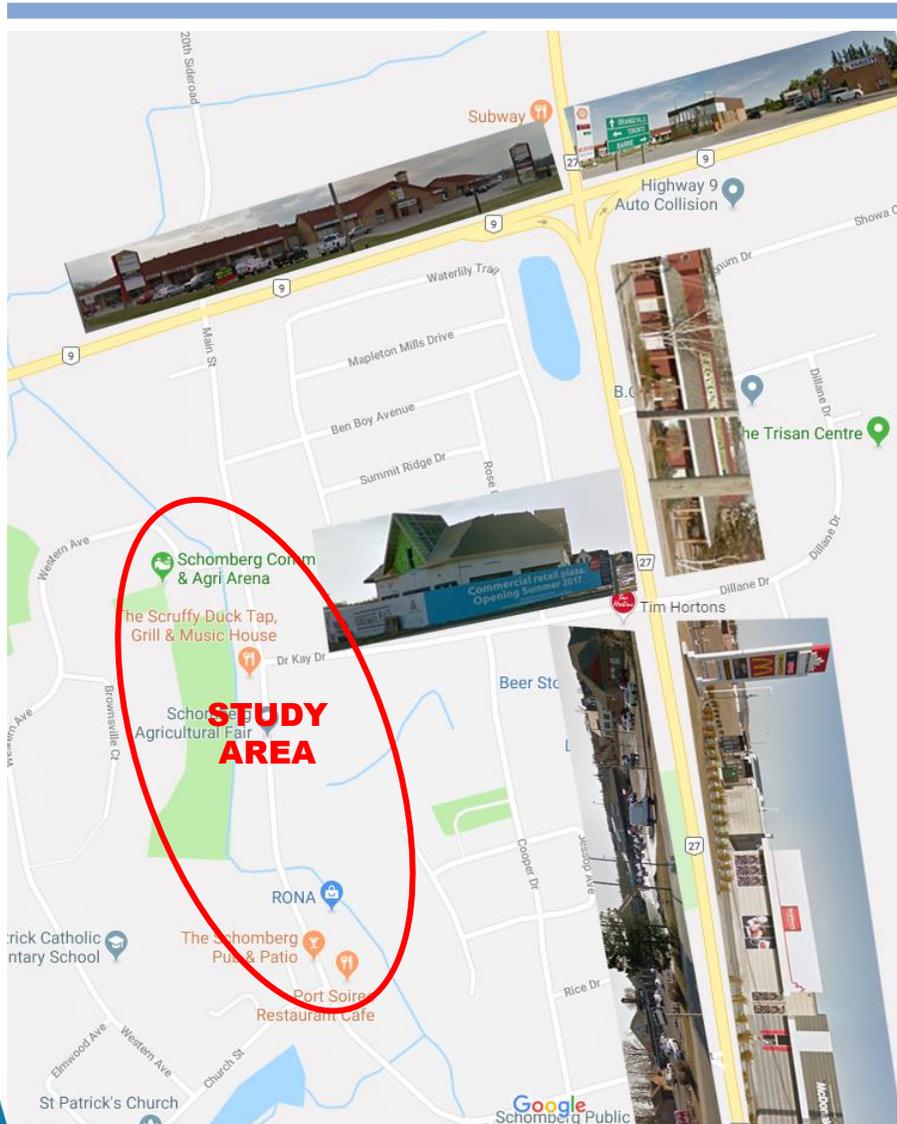
Health & Wellness, Personal or Pet Care Services

- Solutions
- Schomberg Dental
- Matthews Dentistry
- Eddies on Main
- Cynthia's Dog Grooming

Other

- Wash n GO Laundromat
- Schomberg Variety
- M&C Convenience
- All Service Auto Centre
- Rona

Immediate Competition - Highway Corridor Retail, Services and Dining



- **Unlike many small towns, Schomberg Main Street is surrounded by intense retail and dining outside of the core of the village**
 - The intensification of retail along the highway corridors has resulted in businesses moving off of Main Street (Brownsville Junction)
 - The new Kingsgate Plaza has the potential to pull more businesses off of Main Street

The daily traffic of 15,000 vehicles through Hwy 9 and 27 help sustain these businesses

- This will allow Schomberg to sustain more businesses than its resident population would suggest

The village core is insulated from the volume of traffic

- This can be seen as both a strength and a weakness – the core does not tend to benefit from the 15,000 vehicles, however, as it is quiet, the core has a calmness about it that is unique to the area

Implications

- Because the core is insulated, it lends itself to being able to build a distinct sense of place
- As all roads in the core are under municipal jurisdiction, King has more autonomy on Main Street
- Main Street shops and dining will need to be highly differentiated versus the options on the highway corridor to give it a distinct identity and reason for being so that businesses are not pulled off of it.

Highway Corridor Shops & Services Sorted by Relevance for Destination Development

Brownsville Junction



Factors into Ideal Business Mix

Foodland
Brownsville Guardian Drugs
Artista
Big Smoke Cigar Company
In This Corner

Not a Factor

Woof n Cuts
Beer Store & LCBO
Home Hardware
Royal Lepage
Orr & Associates
Jo-Ann's Hair
Schomberg Medical Centre
Schomberg Chiropractic
Green Cleaning & Stitching
Sunroom Tanning & Massage
Foley Restoration

Kingsgate Plaza



Factors into Ideal Business Mix

Sushi
Men's Clothing Retail
Pharmacy
Gym
Pizza Place

Not a Factor

Daycare
Dog Groomer
Doctor
Convenience
Hair Salon
Physio/Massage
Nail Salon
Dental
Investor/medical x 2
Real Estate
Nik Nak Nook -Dollar
Store & Party Supplies

Hwy 27 – East Side South of Hwy 9



Factors into Ideal Business Mix

McDonalds
Lloyds Furniture
La Maison Intemporelle

Not a Factor

Petro Canada
Schomberg
Veterinary Services
Mr. Lube



Hwy 27 – West Side South of Hwy 9



Factors into Ideal Business Mix

Country Zen Hot Yoga

Not a Factor

Epic Dance
Japanese Used Auto Parts
Base Natural Stone
Tru Country & Garden

North Corners at Hwy 9 & 27



Factors into Ideal Business Mix

Spicy Kitchen
Subway
Thai Delight Plus
DOT Patio Experts
Crossroads Fish & Chips
Mr. Sub

Not a Factor

The Breakfast Club
Core Solutions Physio
Shell The Fireplace Stop
Variety
Le Vidal Nails & Spa



Main Street & Highway Corridor Dining Based on DDA's Idea Business Mix - Dining

Types of Businesses	Ideal Mix for a Population of 2500-3500	Ideal Mix for a Visitor Destination 1500	Businesses on Main Street	Businesses on Highway Corridor	Total Number of Businesses	Business Names (Main Street in Blue)
Coffee Shop/Breakfast House/Combo Bakery & Bookshop	3	3	2	2	4	Grackle Sugar & Spice Tim Horton's The Breakfast Club
Casual Sit Down Restaurant	3	4	2	4	6	The Scruffy Duck The Schomberg Pub In this Corner Thai Delight Plus Dine In/Take Out New Mall Sushi Crossroads Fish n Chips & Souvlaki
Deli/bakery+deli/lunch spot	2	3			0	COMBINE WITH CASUAL SIT DOWN
Fine Dining Restaurant	2	2	1	0	1	Port Soiree
Burgers & Shakes/Take Out	2	2	2	4	6	Leonardo's Main Street Pizza McDonalds Subway Spicy Kitchen Mr. Sub
Microbrewery/Sports Bar	1	2	1	0	1	Lot 15

- While the scope of this analysis is Main Street, the Business Mix needs to be analyzed in the context of total Schomberg
- Because Schomberg sees 15,000 vehicles per day through the highway corridor, the ideal business mix should be assessed for a Business on a Highway Corridor - beyond just the population

This analysis shows Schomberg is saturated for casual sit down restaurants, coffee shops and fast food

- The only food and entertainment areas of opportunity are a microbrewery or a second fine dining establishment

Main Street & Highway Corridor Dining Based on DDA's Idea Business Mix - Shopping

Types of Businesses	Ideal Mix for a Population of 2500-3500	Ideal Mix for a Visitor Destination 1500	Businesses on Main Street	Businesses on Highway Corridor	Total Number of Businesses	Business Names (Main Street in Blue)
Ice Cream/Confectionery/Party Goods	1	1	0	1	1	Dollar Store in New Mall sells party goods
Home Accents & Gifts	2	3	1	3	4	Hunter's Woodworking La Maison Intemporelle DOT Patio Artista
Casual Clothing	2	2	1	1	2	The Purple Door New mall men's clothing
Specialty Shop that Fits Your Brand	4	6	2	1	3	The Scottish Nook Antares Antares
Antique Store (not 2 nd hand)	1	1	0	0	0	
Gift shop/florist	1	1	0	0	0	
Outfitter/casual shoes/sports gear/bikes	1	1	0	0	0	
Pharmacy/gifts/cards	1	1	0	2	2	New mall drugstore Brownsville Guardian Drugs
Gym/Fitness/Yoga	1		0	3		Country Zen Hot Yoga New mall gym Trisan Centre
Shoe Store	1	1	0	0	0	
Groceries/Specialty Food		1	1	1	2	Schomberg Quality Meats Foodland
Market Fresh Shop/Health & Organic		1	0	0	0	Famer's Market?
Bookstore/café/gifts		1	0	0	0	
Kids shop – clothing, gifts, décor, furniture		1	0	0	0	
Jewelry/local crafts		1	0	0	0	Gotham Glassworks
Coop gallery		1	0	0	0	

- Shopping is the largest areas of opportunity for Main Street, with opportunity areas shaded
- The largest area of opportunity is **Specialty Shops that Fit Your Brand** – Schomberg could sustain 4 – 6.
- While there currently are 2 specialty shops on Main, “fit with brand” is unclear.
- Schomberg could also sustain jewellery/local crafts, a coop gallery, a gift shop and a specialty shop for children



Digital Main Street

- Launched October 15, 2018, this is a joint initiative between OBIAA Ontario Business Improvement Area Association and OMAFRA
- There are 2000 grants up to \$2500 available
- Exists to assist main street businesses across Ontario modernize the way they do business, attract new customers through adopting new digital technologies and build online presence.
- Speer's Creative has secured approved vendor status and will be approaching Main Street businesses

Digital Main Street – Ontario Grant Programs

Through partnership with the Ontario Business Improvement Association (OBIAA) and the Province of Ontario, we are pleased to offer two different streams of grant funding for businesses and municipalities across Ontario.

HOW DO I APPLY FOR A GRANT?

Digital Transformation Grant Program

will provide Digital Transformation training and guidance and provide the opportunity for main street businesses to apply for a grant of up to \$2,500. To apply for a Digital Transformation Grant as a main street business [visit here](#).

Digital Service Squad Grant Program

is focused on creating a Service Squad program that provides one-on-one assistance to small businesses in any region of Ontario. The Digital Service Squad Grant Program will provide training, advisory support and a grant to support the Digital Service Squads across Ontario.

To apply for a grant for your community to hire and deploy a Digital Service Squad, [visit here](#)



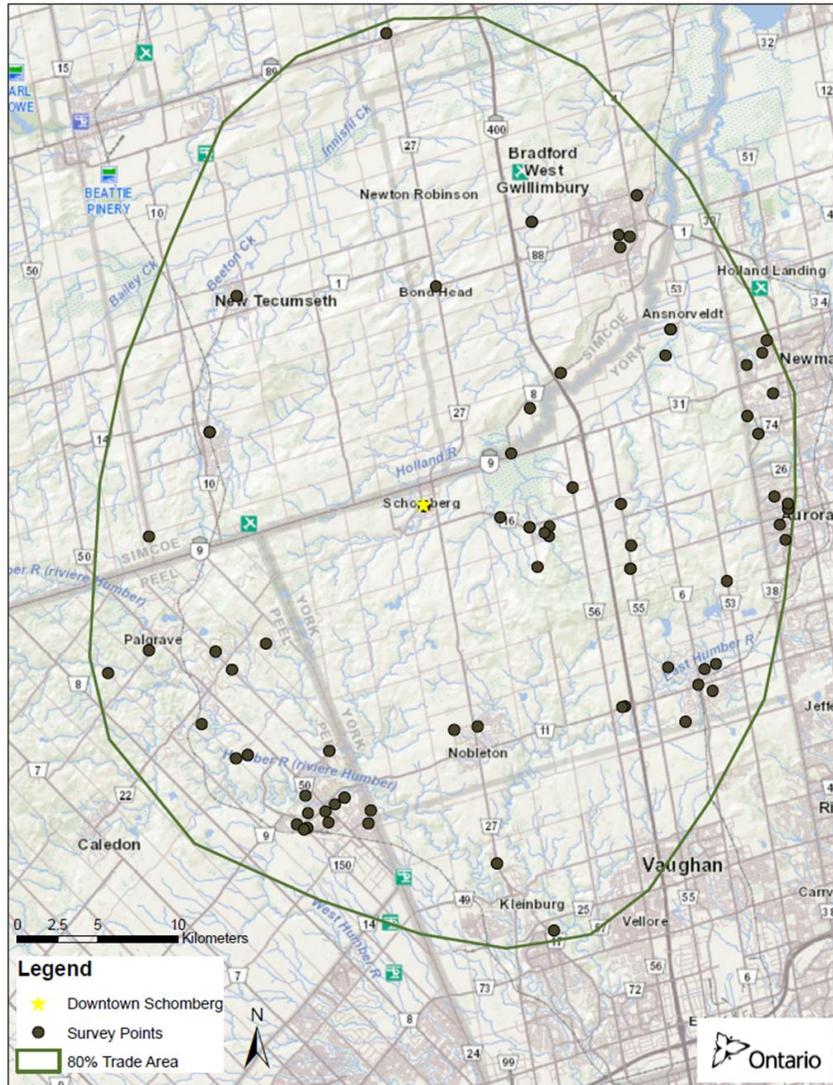
Business Analysis – Summary of Implications

1. Because Main Street is surrounded by intense highway retail competitive space, Main Street shops and dining will need to be highly differentiated versus the options on the highway corridor to give it a distinct identity and reason for being so that businesses are not pulled off of it.
2. A business retention strategy is urgently needed. Immediate action items in the strategy should include addressing the parking issue, increasing awareness of CIP grant program and streetscaping.
3. A business attraction strategy is needed. A fairly accurate profile can be made of the type of business owner that would fit well on Main Street.
4. The only food and entertainment areas of opportunity are a microbrewery or a second fine dining establishment
5. There are lots of shopping opportunities primarily focused around **Specialty Shops that Fit Your Brand** – Schomberg could sustain 4 – 6. Shopping fits well with one of Main Street’s greatest assets - “walkability”.
6. The Digital Main Street initiative will assist businesses to improve their competitiveness, either through adding or improving a website or through enhancing other technologies



TRADE AREA ANALYSIS

Schomberg Trade Area Geographic Location



The Schomberg Trade Area is defined as where 80% of people come from to visit Main Street

- Data was analyzed from 929 postal codes collected over 8 days in June 2018
- Based on the postal codes, Schomberg's Trade Area includes all of King Township, and extends north to Highway 89, west past Bolton and Palgrave, south to Vaughan and east into Aurora and Newmarket
- The area encompasses several more urbanized centres, such as Bradford West Gwillimbury, Vaughan, Bolton, Aurora and Newmarket. These centres are well served with big box stores, and smart centres
- It also encompasses more rural towns, such as New Tecumseth, Bond Head, Beeton, and the villages in King
- The area is well served by 3 large malls, Upper Canada Mall in Newmarket, Vaughan Mills in Vaughan and Cookstown Outlet Mall at Highway 89 and 400. These malls all offer main stream fashion and accessories. Upper Canada Mall recently opened a 40,000 square foot food market, featuring 18 premium artisans, merchants and restaurants

Implications

- Because the geographic area is well served by mainstream shopping options, any shopping on Main Street should differentiate itself versus other shopping options through offering unique, hard to find elsewhere products
- This leads to the direction that Schomberg Main Street should focus on specialty shopping, including high end boutique clothing and specialty home accessories (indoor and outdoor)

Schomberg Trade Area Population Characteristics

	2018	2028	Avg Annual Growth Rate
Total Population			
Schomberg Trade Area Population	204,774	256,864	2.5%
Daytime Population	156,644		

Population Characteristics	Total	%	Index vs ON
Adults 40 - 54	49,066	24.0%	116
Children 0 - 19	54,831	26.8%	122
Total # Households	65,390		
Own Their Home	57,738	88.3%	127
Single Home	49,905	76.3%	141
Semi Detached Home	4,796	7.3%	132

Family Characteristics	Total	%	Index vs ON
Families in Private Households	59,206		
Families with Children at Home	35,270	60%	128
Average # Children/Family	1.3		121

2018 Household Income	Avg Hhld Income (\$K)	\$100 - \$124.9 K	\$125 - \$149.9 (K)	\$150 - \$199.9 (K)	\$200+ (K)
Schomberg Trade Area	\$154,582.00	12.6%	12.3%	15.8%	13.4%
ON	\$109,610.00	10.2%	8.3%	9.6%	6.8%
Index vs ON	141	123	148	165	196
York Region	\$137,676.00	11.2%	10.5%	14.3%	11.3%
Index vs York Region	112	113	117	110	119

Spending Characteristics	Spending After Income Tax
Total Schomberg Trade Area	\$6,735,000
Schomberg Trade Area per Hhld	\$103,001
Ontario per household	\$79,946
Index vs ON	129

- **The population of 204,774 of Schomberg's Trade Area is extremely attractive**
 - The population is dominated by traditional family structure
 - It is overdeveloped for families with children at home, with an average of 1.3 children per family
 - The largest group of adults are 40-54, with a lower number of seniors versus the Ontario average
 - 88% own their own homes, and 83% live in detached or semi detached homes

The population of Schomberg's Trade Area has immense spending power

- With average annual incomes of \$154K, they earn 41% more than the average Ontario household and 12% more than the average York Region household
- 54.1% of households earn over \$100,000 per year
- The total annual spending of the population exceeds \$6.7 million annually
- On a per household basis, spending of \$103,001 is \$23,055 higher than the Ontario average

Implications

- The geographic size and the large and affluent population of the Trade Area suggest Main Street is able to support a range of shopping, and that its consumers have strong disposable incomes
- This will be important in business attraction.

Schomberg Economic Growth Opportunities

- The data from the 929 postal codes was put into a market threshold analysis, which looked at opportunities by NAICS code
- Every NAICS code was assessed as **not an opportunity**, **a possible opportunity**, and an **attractive opportunity**, and was colour coded as such. The full set of NAICS data is in Appendix 1.
- The NAICS codes deemed **a possible opportunity**, and an **attractive opportunity** were separated out and grouped into 4 buckets with similarities
- In all cases, because the Schomberg area is well serviced by major retailers, shopping would lean towards unique, specialty and boutique shopping

Home Furnishings /Decor

- Good fit with high prevalence of home ownership
- Could extend into outdoor living space

Children's Clothing, Decor & Pet Shopping

- Kid specialty store
- High end pet accessories, café, horse & dog coordinated items
- On-line + bricks & mortar

Specialty Shopping

- Women's clothing & accessories
- Gift, novelty. Souvenir
- Wellness, personal care, mindfulness

Dining, Culture & Destinations

- Museum, art dealer
- B&B combined with spa services
- Microbrewery
- Fine dining restaurant

- There are strong synergies between the 4 major buckets, as they could all appeal to a similar demographic.
- All four buckets also have a good fit with the Destination Development Association's ideal business mix.



Trade Area – Summary of Implications

1. The geographic size and the large and affluent population of the Trade Area suggest Main Street is able to support a range of shopping, and that its consumers have strong disposable incomes. This will be important in the business attraction strategy.
2. The market threshold analysis identified 4 overarching areas of opportunity for businesses which the trade area would have strong demand and could sustain businesses. These are home furnishings/décor, children's clothing, décor and pet shopping, specialty shopping such as women's clothing and gifts, and dining, culture and destinations, including galleries and a B&B.
3. Because the geographic area is well served by mainstream shopping options, Main Street should differentiate itself versus other shopping options through offering unique, hard to find elsewhere products.
4. This leads to the direction that Schomberg Main Street should focus on specialty shopping, including high end boutique clothing and specialty home accessories (indoor and outdoor).



VISIONING WORKSHOP

Visioning Workshop – November 14 2018

- All business and property owners in study area, community groups and council invited
- 40 attendees
- Reviewed research results, vision statement

4 conversation cafes centred around the 4 pillars



Community Improvement Plan
Removing Barriers
Weekly Farmer’s Market



Community Partners
Business Attraction Team
Business Management Team



Core Area Parking Study
Community Hall
Streetscaping & beautification



Annual calendar/theming & activities
Digital Main Street
Leveraging cyclists





MARKET POSITION



Schomberg Vision Statement

Vision Statement

Schomberg Main Street is the heart of a vibrant village that takes pride in its agricultural heritage.

A walkable, picturesque destination for residents and tourists alike, Main Street has maintained its historic quality, while offering a mix of local services, unique shops, restaurants and beautifully preserved homes.



SWOT Analysis – Strengths & Weaknesses

STRENGTHS

- Main St is a defined enclosed area
- Easily walkable
- Road is under municipal control
- Narrow streets give some traffic calming
- Historic feel with unique architecture
- Strong heritage
- Some exceptional natural features
- Very engaged community
- The people
- Excellent events
- Good dining
- Large prosperous trade area
- 15,000 vehicles/day pass by the gates to Main St

WEAKNESSES

- Parking perceived as limited and blocking businesses, Green P parking lot confusing
- Some properties have poor building condition & appearance, including cluttered laneways
- High number of residential rental units leading to street level residential in commercial properties impacting street character
- High number of businesses rent their property – low barrier to exit
- Overdeveloped in services
- Inadequate shopping
- Sidewalks perceived as poorly maintained
- Lack of crosswalks, safe places to cross the street
- Absence of integrated sitting areas, street furniture
- No clear system for municipality to support events
- No single municipal function dedicated to supporting Main Street

SWOT Analysis – Opportunities & Threats

OPPORTUNITIES

- Increase participation in CIP
- Create more of a sense of place- wrapped garbage cans, murals on walls, integrated banners
- Improve celebration of heritage (On this Spot, buskers, events)
- Expand calendar of events to lengthen activities
- Improve wayfinding at Hwy 27 & Hwy 9 to encourage passers by to explore
- Improve walkability – sidewalks, crosswalks, parking, street furniture
- Improve utilization of public space – Community Hall & Fairgrounds
- Support tactical urbanism – e.g. Cyclists welcome patio, pop up ice cream shop
- Leverage Digital Main Street to improve all Main Street businesses' competitiveness
- Business attraction strategy
- Business retention strategy

THREATS

- Risk that increased use of street level properties for residential rentals will evolve Main Street into affordable residential and eliminate commercial core
- Kingsgate mall decreasing traffic onto Main St
- Volunteer burnout – events rely heavily on volunteers

Main Street Differentiating Features

IN PLACE

- A village on one main street
- Heritage buildings
- Rich in storytelling & tradition
- Easy to walk around
- Beautiful natural features
- Signature Community Events
- Agricultural Grounds

NEED PROGRESS

- Weekly Farmer's Market all year long
- Good specialty shopping
- Convenient parking
- Themed periods
- Interesting activities and photo ops



Main Street Target

Target Market

- Adults, 40-54, with children. They own their own homes and have high disposable incomes. They lead active lives, enjoying dining out and attending events. They have an appreciation for heritage and believe in supporting local businesses.
 - a) Primary Target – Schomberg Residents
 - b) Secondary Target – Residents of Schomberg’s Trade Area
 - c) Tertiary Target - tourists and cyclists

Main Street Point of Difference

There aren't a lot of places like Main Street still around. Places like these are classics – historic gems tucked away from the rest of the busi-ness of today. Main Street is a mix of residential and commercial, and prides itself on its friendly, personal service.

Main Street Positioning Model & Positioning Statement

Target Market

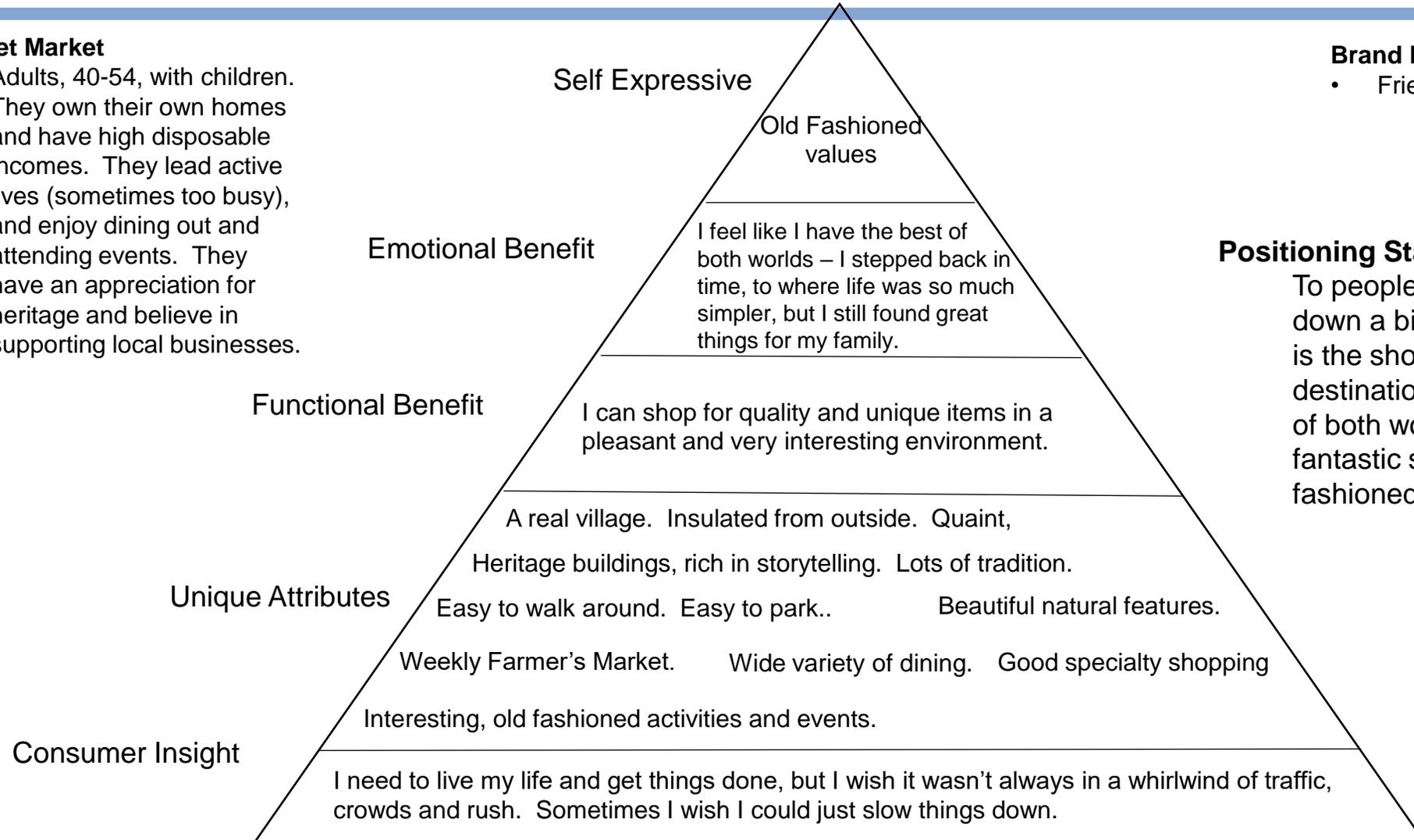
- Adults, 40-54, with children. They own their own homes and have high disposable incomes. They lead active lives (sometimes too busy), and enjoy dining out and attending events. They have an appreciation for heritage and believe in supporting local businesses.

Brand Personality

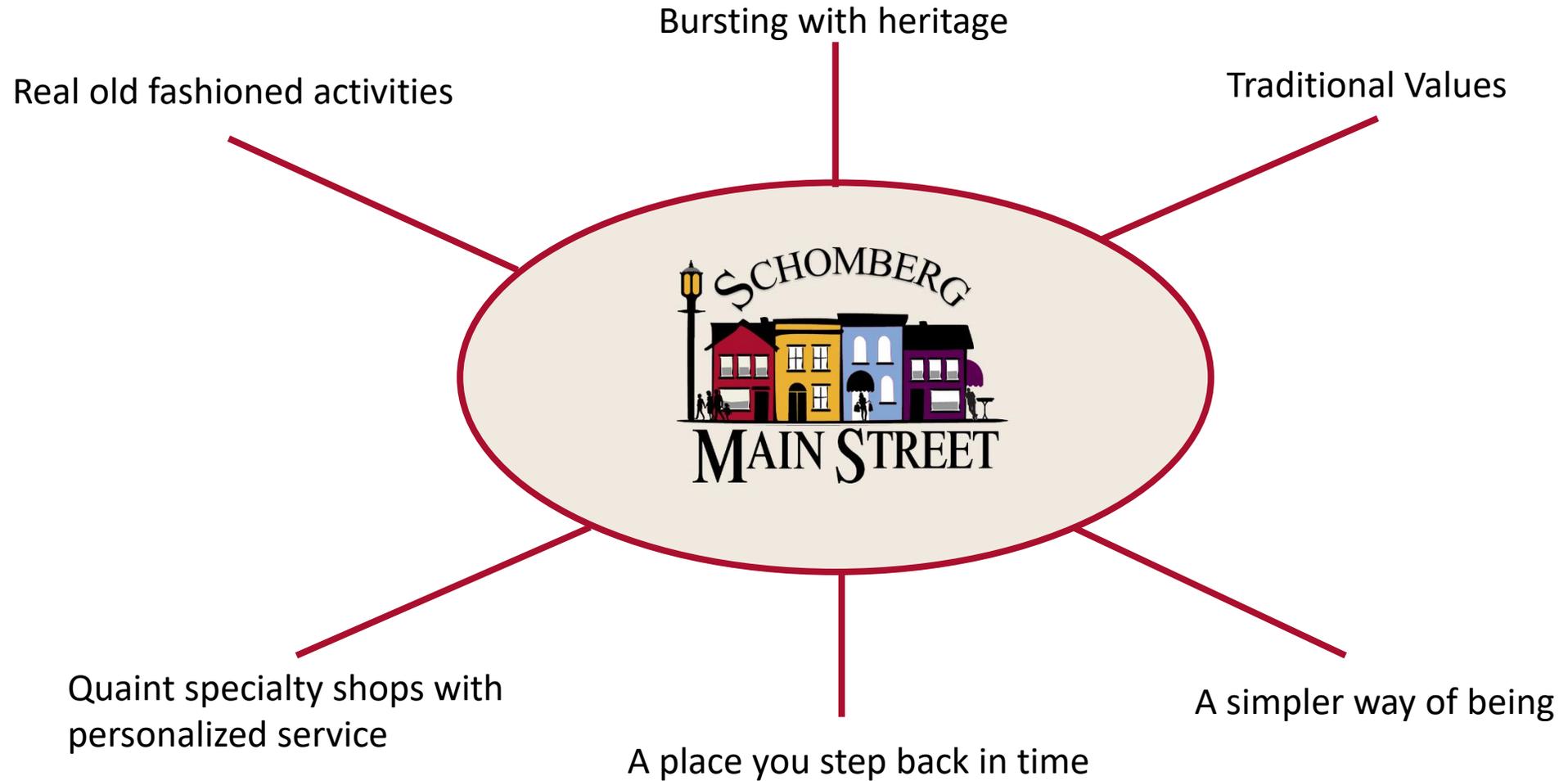
- Friendly, honest, open

Positioning Statement

To people who want to slow things down a bit, Schomberg Main Street is the shopping and dining destination that gives you the best of both worlds because it offers fantastic shopping in a quaint, old-fashioned environment.



Main Street Focus - An old fashioned village that's full of heart





STRATEGY, GOALS & ACTION ITEMS



Key Success Factors

- Main Street must have a FOCUS – a distinct positioning and identity that anchors all initiatives and differentiates Schomberg from other villages
- Physical enhancement – make Main Street welcoming & inviting
- Give residents and tourists alike compelling reasons to come to Main Street by activating Main Street a minimum of 250 days per year
- Identify the champions for Main Street – public, private and volunteer sectors
- Collaboration with property owners to nurture investment and to shift street level residential back to the desired type of commercial
- Retain existing businesses and attract new businesses

Schomberg Main Street Revitalization Strategy

Vision Statement

Schomberg Main Street is the heart of a vibrant village that takes pride in its agricultural heritage.

A walkable, picturesque destination for residents and tourists alike, Main Street has maintained its historic quality, while offering a mix of local services, unique shops, restaurants and beautifully preserved homes.

Strategic Themes

Attract People through increasing the annual days of activation (2019 – 100 to 2022 – 250) and driving awareness of Main Street as an excellent place to shop, dine or visit.

Enhance Quality of Place through enhancing physical design & appearance, and through strengthening the existing business base.

Attract More Business that fit with Main Street’s focus.





APPENDIX 1

Market Threshold Data by NAICS Code

Opportunity Area #1 - Home Furnishings & Decor

BUCKET	NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
HOME	442110	Furniture Stores	1,769	8,044	25.5	3	-22	Could combine with Home décor, decorating services
	442210	Floor Covering Stores	834	17,062	12	1	-11	Could combine with Home décor, decorating services
	442291	Window Treatment Stores	482	29,523	6.9	0	-7	Could combine with Home décor, decorating services
	442299	All Other Home Furnishings Stores	899	15,829	12.9	0	-13	Good fit with specialty shopping, Piety Ridge
	541410	Interior Design Services	1,219	11,673	17.5	0	-18	combine with décor shopping, fit with home ownership

- With the prevalence of single family homes, and the high income levels, there are opportunities for home décor, finishes and furnishing
- With 83% of the population living in single or semi-detached homes, this opportunity could also extend into the back yard
- There is an opportunity to combine all of these into a single retail outlet, or alternatively, a coop of multiple pop up outlets meeting this need

Opportunity Area # 3 – Specialty Shopping

BUCKET	NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
SPECIALTY SHOPPING	445299	All Other Specialty Food Stores	903	15,759	13	0	-13	Residents interested in gourmet choices
	448120	Women's Clothing Stores	2,412	5,900	34.7	1	-34	Well serviced by UCM, could have specialty (Bilyana's)
	453110	Florists	1,239	11,485	17.8	2	-16	None in village, past one failed, combine with gifts
	446199	All Other Health & Personal Care Stores	1,086	13,103	15.6	0	-16	Wellness, mindfulness is on trend
	453220	Gift, Novelty & Souvenir Stores	1,774	8,021	25.5	0	-26	Could fit with specialty shopping
	453998	All Other Misc Store Retailers (Except Tobacco Stores)	2,286	6,225	32.9	2	-31	Option for high end specialty store

- The resident survey indicated interest in gourmet food options such as specialty cheese and deli. However, with the recent addition of the Market to Upper Canada Mall, this may be a difficult area in which to be successful. There could be the possibility of encouraging Schomberg Meats to carry specialty cheeses.
- In all cases for the retail stores above, it is essential that their products be unique and differentiated from what is sold in Upper Canada Mall, which would trend towards boutique & specialty shopping
- The exclusive women's wear shop, Bilyana Boutique, is located immediately north of Schomberg, indicating that clientele will travel for the selection and service offered by a high end clothing retailer

Opportunity Area # 4 – Dining, Culture & Destinations

BUCKET	NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
DINING/ CULTURE/ DESTINATION	712110	Museums	575	24,748	8.3	0	-8	Possibility for Community Centre
	453920	Art Dealers	621	22,915	8.9	0	-9	Possibility for high end specialty
	721191	Bed-&-Breakfast Inns	437	32,563	6.3	1	-5	Good fit with small town charm
	722410	Drinking Places Alcoholic Beverages	835	17,042	12	1	-11	Lot 15 opening, could have a microbrewery
	722511	Full-Service Restaurants	21,318	668	306.8	12	-295	3 on Main Street

- Although Main Street already has 3 restaurants, with a Wine Bar about to open, the population to sustain a full service restaurant is relatively small, at 668
- There is a good fit between museums, a B&B, good dining and specialty shopping & spa services would be a logical enhancement to a B&B
- Main Street Schomberg has the capacity, in and of itself, to be a historic cultural destination, as its heritage can be woven through the buildings on the street.
- Cultural Assets are a good fit with the overarching vision for Main Street

Opportunity Area #2 – Children’s Clothing, Décor and Pet Accessories

BUCKET	NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
FAMILY	448130	Children's & Infants' Clothing Stores	464	30,668	6.7	0	-7	Well serviced by UCM, could have specialty
	453910	Pet & Pet Supplies Stores	916	15,535	13.2	0	-13	Possibility for high end specialty
	611610	Fine Art Schools	1,351	10,533	19.4	1	-18	Good fit with high income & household composition
	611620	Sports & Recreation Instruction	1,226	11,607	17.6	2	-16	Good fit with high income & household composition
	611691	Exam Preparation & Tutoring	538	26,450	7.7	0	-8	Good fit with high income & household composition
	611692	Automobile Driving Schools	706	20,156	10.2	0	-10	Good fit with high income & household composition
	611699	All Other Miscellaneous Schools & Instruction	337	42,225	4.8	1	-4	Good fit with high income & household composition
	621340	Offices of Physical, Occupational/Speech Therapists/Audiologists	488	29,160	7	0	-7	Good fit with high income & household composition
624410	Child Day Care Services	3,247	4,383	46.7	0	-47	Good fit with high income & household composition	

- The majority of business types meeting family needs are services, however there are also retail opportunities
- The 2 retail opportunities are children’s and Infant’s clothing & specialty decor, and pet supplies
- In both clothing cases there are multiple franchise stores that meet those needs. For kid’s clothing there are few high end or custom specialty stores (e.g. Kid’s Country, King City), which would be the area of opportunity
- Similarly for pet care there are few high end custom dog collars and leashes, doggie clothing, doggy café, horse and dog co-ordinated items, organic dog food shops
- In both cases the ideal business model would be a combination of on-line selling as well as bricks and mortar

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
441110	New Car Dealers	1,301	10,938	19	2	-17	No space, not in keeping with feel
441120	Used Car Dealers	1,679	8,475	24.2	0	-24	No space, not in keeping with feel
441210	Recreational Vehicle Dealers	289	49,239	4.2	0	-4	No space, not in keeping with feel
441222	Boat Dealers	391	36,394	5.6	1	-5	No space, not in keeping with feel
441228	Motorcycle, ATV & All Other Motor Vehicle Dealers	619	22,989	8.9	2	-7	Can not be accommodated in space, not in keeping with feel, however overdeveloped for spending
441310	Automotive Parts & Accessories Stores	1,455	9,780	20.9	0	-21	Not in keeping with feel
441320	Tire Dealers	818	17,396	11.8	1	-11	Not in keeping with feel
442110	Furniture Stores	1,769	8,044	25.5	3	-22	Could combine with Home décor, decorating services
442210	Floor Covering Stores	834	17,062	12	1	-11	Could combine with Home décor, decorating services
442291	Window Treatment Stores	482	29,523	6.9	0	-7	Could combine with Home décor, decorating services
442299	All Other Home Furnishings Stores	899	15,829	12.9	0	-13	Good fit with specialty shopping, Piety Ridge
443141	Household Appliance Stores	940	15,138	13.5	0	-14	Not in keeping with feel
443142	Electronic Stores	3,246	4,384	46.7	0	-47	Not in keeping with feel
444110	Home Centers	729	19,520	10.5	1	-9	Have Rona
444120	Paint & Wallpaper Stores	448	31,763	6.4	1	-5	Rona
444130	Hardware Stores	642	22,165	9.2	0	-9	Rona
444190	Other Building Material Dealers	2,900	4,907	41.7	1	-41	Rona
444210	Outdoor Power Equipment Stores	347	41,009	5	1	-4	Rona & Hwy 27
444220	Nursery, Garden Center & Farm Supply Stores	863	16,489	12.4	4	-8	Belongs on Hwy 27
445110	Supermarkets/Other Grocery (Except Convenience) Stores	3,570	3,986	51.4	3	-48	Foodland
445120	Convenience Stores	1,721	8,268	24.8	0	-25	Have 2 Convenience
445210	Meat Markets	453	31,413	6.5	1	-6	Have 1 butcher
445220	Fish & Seafood Markets	88	161,704	1.3	0	-1	Low capacity
445230	Fruit & Vegetable Markets	313	45,463	4.5	0	-5	Foodland & Farmer's Market
445292	Confectionery & Nut Stores	293	48,566	4.2	0	-4	Foodland & Farmer's Market
445299	All Other Specialty Food Stores	903	15,759	13	0	-13	Residents interested in gourmet choices
445310	Beer, Wine & Liquor Stores	1,467	9,700	21.1	2	-19	On hwy 27
446110	Pharmacies & Drug Stores	3,650	3,899	52.5	1	-52	On hwy 27
446120	Cosmetics, Beauty Supplies & Perfume Stores	1,301	10,938	18.7	0	-19	Well serviced by Upper Canada Mall

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
446130	Optical Goods Stores	1,218	11,683	17.5	0	-18	Well serviced in area
446191	Food (Health) Supplement Stores	864	16,470	12.4	1	-11	Well serviced by GNC Newmarket
446199	All Other Health & Personal Care Stores	1,086	13,103	15.6	0	-16	Wellness, mindfulness is on trend
447190	Other Gasoline Stations	2,665	5,340	38.4	3	-35	No space & on hwy 27
448110	Men's Clothing Stores	587	24,242	8.4	0	-8	Well serviced by Upper Canada Mall
448120	Women's Clothing Stores	2,412	5,900	34.7	1	-34	Well serviced by UCM, could have specialty (Bilyana's)
448130	Children's & Infants' Clothing Stores	464	30,668	6.7	0	-7	Well serviced by UCM, could have specialty
448140	Family Clothing Stores	1,140	12,482	16.4	0	-16	Well serviced by Upper Canada Mall
448150	Clothing Accessories Stores	702	20,271	10.1	0	-10	Well serviced by Upper Canada Mall
448190	Other Clothing Stores	1,302	10,929	18.7	2	-17	Well serviced by Upper Canada Mall
448210	Shoe Stores	1,131	12,582	16.3	0	-16	Well serviced by Upper Canada Mall
448310	Jewelry Stores	1,451	9,807	20.9	0	-21	Well serviced by Upper Canada Mall
448320	Luggage & Leather Goods Stores	181	78,619	2.6	0	-3	Well serviced by Upper Canada Mall
451110	Sporting Goods Stores	1,782	7,985	25.6	1	-25	Well serviced by Upper Canada Mall
451120	Hobby, Toy & Game Stores	770	18,480	11.1	0	-11	Well serviced by Upper Canada Mall
451130	Sewing, Needlework & Piece Goods Stores	415	34,289	6	0	-6	Well serviced by Michaels, Newmarket
451140	Musical Instrument & Supplies Stores	251	56,693	3.6	0	-4	Small opportunity
451211	Book Stores	522	27,260	7.5	0	-8	Well serviced by Chapters/Indigo, trend on line
451212	News Dealers & Newsstands	135	105,407	1.9	0	-2	Well serviced by Upper Canada Mall
452210	Department Stores	1,186	11,998	17.1	1	-16	Well serviced by Upper Canada Mall
452311	Warehouse Clubs & Supercenters	41	347,073	0.6	0	-1	No space, Costco in Newmarket
452319	All Other General Merchandise Stores	1,911	7,446	27.5	0	-27	Well serviced in Newmarket
453110	Florists	1,239	11,485	17.8	2	-16	None in village, past one failed, combine with gifts
453210	Office Supplies & Stationery Stores	459	31,002	6.6	0	-7	Over 3 Staples in Trade Area
453220	Gift, Novelty & Souvenir Stores	1,774	8,021	25.5	0	-26	Could fit with specialty shopping
453310	Used Merchandise Stores	1,373	10,364	19.8	0	-20	Poor fit with income demographics
453910	Pet & Pet Supplies Stores	916	15,535	13.2	0	-13	Possibility for high end specialty
453920	Art Dealers	621	22,915	8.9	0	-9	Possibility for high end specialty
453991	Tobacco Stores	338	42,101	4.9	0	-5	Cigar store Brownsville Junction

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
485310	Taxi Service	590	24,119	8.5	0	-8	No Street presence
485320	Limousine Service	495	28,747	7.1	0	-7	No space
491110	Postal Service	127	112,047	1.8	0	-2	Post Office on Main Street
492110	Couriers & Express Delivery Services	976	14,580	14	0	-14	Post office can handle
512131	Motion Picture Theaters (Except Drive-Ins)	138	103,116	2	0	-2	No space
512132	Drive-In Motion Picture Theatres	11	1,293,635	0.2	0	0	No space
515112	Radio Stations	343	41,487	4.9	0	-5	No Street presence
515120	Television Broadcasting	112	127,053	1.6	0	-2	No Street presence
519120	Libraries & Archives	951	14,963	13.7	1	-13	On Main outside of study area
522110	Commercial Banking	7,457	1,908	107.3	5	-102	CIBC present, could have 2nd branch
522130	Credit Unions	554	25,686	8	0	-8	CIBC present, could have 2nd branch
523930	Investment Advice	3,484	4,084	50.1	1	-49	Have 2 in study area
523991	Trust, Fiduciary & Custody Activities	272	52,316	3.9	0	-4	2 lawyers in study area
524210	Insurance Agencies & Brokerages	4,182	3,403	60.2	1	-59	Orr's Insurance in Brownsville Junction
531210	Offices of Real Estate Agents & Brokers	5,902	2,411	84.9	3	-82	Have 2 in study area
532111	Passenger Car Rental	872	16,319	12.5	0	-13	Poor fit, no access to area without vehicle
532120	Truck, Utility Trailer & RV Rental & Leasing	1,069	13,311	15.4	0	-15	Poor fit, no space
532210	Consumer Electronics & Appliances Rental	157	90,637	2.3	0	-2	Poor fit
532281	Formal Wear & Costume Rental	67	212,388	1	0	-1	Well serviced by Upper Canada Mall
532310	General Rental Centers	403	35,310	5.8	1	-5	Poor fit
541110	Offices of Lawyers	4,977	2,859	71.6	0	-72	2 lawyers in study area
541120	Offices of Notaries	45	316,222	0.6	0	-1	2 lawyers in study area
541199	All Other Legal Services	847	16,800	12.2	0	-12	2 lawyers in study area
541211	Offices of Certified Public Accountants	1,777	8,008	25.6	0	-26	None in area, Would not drive retail, ambiance
541213	Tax Preparation Services	1,370	10,387	19.7	0	-20	Would not drive retail, ambiance
541219	Other Accounting Services	1,051	13,539	15.1	0	-15	Would not drive retail, ambiance
541310	Architectural Services	923	15,417	13.3	1	-12	Would not drive retail, ambiance
541320	Landscape Architectural Services	324	43,920	4.7	0	-5	On Highway 27
541330	Engineering Services	1,896	7,505	27.3	0	-27	Would not drive retail, ambiance

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541340	Drafting Services	161	88,385	2.3	0	-2	Would not drive retail, ambiance
541410	Interior Design Services	1,219	11,673	17.5	0	-18	combine with décor shopping, fit with home ownership
541430	Graphic Design Services	1,069	13,311	15.4	0	-15	Speers Creative on Main
541612	Human Resources Consulting Services	551	25,826	7.9	0	-8	Small opportunity
541613	Marketing Consulting Services	835	17,042	12	1	-11	Speers Creative on Main
541921	Photography Studios, Portrait	1,037	13,722	14.9	0	-15	Good fit with Households with kids, pets
541922	Commercial Photography	287	49,582	4.1	0	-4	Speers Creative on Main
541940	Veterinary Services	1,291	11,022	18.6	1	-18	On Hwy 27
541990	All Other Professional, Scientific/Technical Services	806	17,655	11.6	0	-12	Poor fit
561311	Employment Placement Agencies	1,508	9,436	21.7	0	-22	Poor fit
561439	Other Business Service Centers (Including Copy Shops)	187	76,096	2.7	0	-3	Poor fit
561510	Travel Agencies	2,137	6,659	30.8	0	-31	Good fit with high income
561520	Tour Operators	74	192,297	1.1	0	-1	small opportunity
561599	All Other Travel Arrangement/Reservation Services	109	130,550	1.6	0	-2	small opportunity
561622	Locksmiths	474	30,021	6.8	0	-7	Poor fit
561710	Exterminating & Pest Control Services	532	26,748	7.7	0	-8	Poor fit
561720	Janitorial Services	1,126	12,638	16.2	0	-16	Poor fit
561730	Landscaping Services	4,183	3,402	60.2	13	-47	Poor fit
561740	Carpet & Upholstery Cleaning Services	704	20,213	10.1	0	-10	Poor fit
611610	Fine Art Schools	1,351	10,533	19.4	1	-18	Good fit with high income & household composition
611620	Sports & Recreation Instruction	1,226	11,607	17.6	2	-16	Good fit with high income & household composition
611691	Exam Preparation & Tutoring	538	26,450	7.7	0	-8	Good fit with high income & household composition
611692	Automobile Driving Schools	706	20,156	10.2	0	-10	Good fit with high income & household composition
611699	All Other Miscellaneous Schools & Instruction	337	42,225	4.8	1	-4	Good fit with high income & household composition
621111	Offices of Physicians (Except Mental Health Specialists)	1,965	7,242	28.3	0	-28	fit with household composition, walk in clinic hwy 27
621210	Offices of Dentists	3,633	3,917	52.3	0	-52	Have 2 on Main Street
621310	Offices of Chiropractors	1,847	7,704	26.6	1	-26	Well serviced in general area
621320	Offices of Optometrists	762	18,675	11	0	-11	Well serviced in general area
621340	Offices of Physical, Occupational/Speech Therapists/Au	488	29,160	7	0	-7	Good fit with high income & household composition

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
621391	Offices of Podiatrists	426	33,404	6.1	0	-6	small opportunity
621399	Offices of All Other Misc Health Practitioners	2,708	5,255	39	3	-36	fit with household composition, walk in clinic hwy 27
621511	Medical Laboratories	361	39,418	5.2	0	-5	Well serviced in area
621512	Diagnostic Imaging Centers	282	50,461	4.1	0	-4	Well serviced in area
621610	Home Health Care Services	626	22,732	9	0	-9	Poor fit with younger family demographic
623110	Nursing Care Facilities (Skilled Nursing Facilities)	585	24,325	8.4	1	-7	Poor fit with younger family demographic
623311	Continuing Care Retirement Communities	1,069	13,311	15.4	0	-15	Have senior's building
624410	Child Day Care Services	3,247	4,383	46.7	0	-47	Good fit with high income & household composition
711110	Theater Companies & Dinner Theaters	259	54,942	3.7	0	-4	Small opportunity
711190	Other Performing Arts Companies	252	56,468	3.6	0	-4	Small opportunity
711310	Promoters With Facilities	807	17,633	11.6	2	-10	Well serviced by existing special events facilities
711510	Independent Artists, Writers & Performers	1,049	13,565	15.1	0	-15	Few work commercially, 1 artist, 1 photographer
712110	Museums	575	24,748	8.3	0	-8	Possibiity for Community Centre
713940	Fitness & Recreational Sports Centers	2,491	5,713	35.8	1	-35	Trisan centre
713950	Bowling Centers	167	85,209	2.4	0	-2	Small opportunity
713990	All Other Amusement & Recreation Industries	822	17,311	11.8	1	-11	Well serviced in Vaughan
721110	Hotels (Except Casino Hotels) & Motels	1,863	7,638	26.8	0	-27	Well serviced in Vaughan
721191	Bed-&-Breakfast Inns	437	32,563	6.3	1	-5	Good fit with small town charm
721199	All Other Traveler Accommodation	1,135	12,537	16.3	0	-16	No space on Main St
721211	RV (Recreational Vehicle) Parks & Campgrounds	617	23,063	8.9	0	-9	No space on Main St
721214	Recreational & Vacation Camps (Except Campgrounds)	403	35,310	5.8	0	-6	No space on Main St
722310	Food Service Contractors	508	28,012	7.3	2	-5	Will not drive traffic to Main
722320	Caterers	866	16,432	12.5	0	-12	Exisiting businesses could expand catering offerings
722410	Drinking Places Alcoholic Beverages	835	17,042	12	1	-11	Lot 15 opening, could have a microbrewery
722511	Full-Service Restaurants	21,318	668	306.8	12	-295	3 on Main Street
722513	Limited-Service Restaurants	391	36,394	5.6	0	-6	Small opportunity, have 2 coffee shops + 2 pizzerias
722514	Cafeterias, Grill Buffets & Buffets	300	47,433	4.3	0	-4	Small opportunity, poor fit
722515	Snack & Non-alcoholic Beverage Bars	4,035	3,527	58.1	4	-54	Have 2 coffee shops
811111	General Automotive Repair	6,746	2,109	97.1	6	-91	have 1 repair shop

NAICS Code	NAICS Description	Businesses in Ontario	Population Required to Sustain Business	Theoretical Capacity for Trade Area	Businesses in Schomberg	Potential Businesses	Comments
811112	Automotive Exhaust System Repair	82	173,536	1.2	0	-1	Poor fit
811113	Automotive Transmission Repair	195	72,974	2.8	0	-3	Poor fit
811118	Other Automotive Mechanical/Electrical Repair/Maintenance	275	51,745	4	0	-4	Poor fit
81121	Automotive Body, Paint & Interior Repair/Maintenance	1,869	7,614	26.9	0	-27	Poor fit
81122	Automotive Glass Replacement Shops	467	30,471	6.7	0	-7	Poor fit
81191	Automotive Oil Change & Lubrication Shops	287	49,582	4.1	0	-4	Poor fit
81192	Car Washes	766	18,577	11	0	-11	Poor fit
81198	All Other Automotive Repair & Maintenance	394	36,117	5.7	1	-5	Poor fit
81211	Consumer Electronics Repair & Maintenance	90	158,111	1.3	0	-1	Have 1 repair shop
81212	Computer & Office Machine Repair & Maintenance	798	17,832	11.5	0	-11	Have 1 repair shop
81412	Appliance Repair & Maintenance	412	34,539	5.9	0	-6	Poor fit
81420	Reupholstery & Furniture Repair	680	20,926	9.8	0	-10	Poor fit
81430	Footwear & Leather Goods Repair	243	58,560	3.5	0	-3	Poor fit
81490	Other Personal & Household Goods Repair & Maintenance	1,105	12,878	15.9	0	-16	Poor fit
81211	Barber Shops	674	21,113	9.7	0	-10	Poor fit
81212	Beauty Salons	9,563	1,488	137.6	1	-137	Have Eddies on Main, maybe Japanese place
81213	Nail Salons	1,172	12,142	16.9	1	-16	Good fit with income, could combine with Hair salon
81291	Diet & Weight Reducing Centers	971	14,655	14	0	-14	Well serviced, Trend to go on line
81299	Other Personal Care Services	2,298	6,192	33.1	0	-33	Good fit with income, could combine with Hair salon
81220	Funeral Homes & Funeral Services	724	19,655	10.4	0	-10	Poor fit
81230	Coin-Operated Laundries & Drycleaners	228	62,412	3.3	0	-3	Have laundromat, poor fit with household ownership
81232	Dry-cleaning & Laundry Services (Except Coin-Operated)	1,619	8,789	23.3	1	-22	Opportunity, poor fit with Main Street
81290	Pet Care (Except Veterinary) Services	1,651	8,619	23.8	4	-20	Have 1 groomer on Main, 1 groomer at Brownsville
81291	Photofinishing Laboratories (Except One-Hour)	44	323,409	0.6	0	-1	Small opportunity, well services
81299	All Other Personal Services	717	19,847	10.3	0	-10	Small opportunity

APPENDIX 2 - Integrating Roger Brooks 7 Best Practices

- Find your champions.
- Find your focus.
- Be creative – let the imagination fly.
- Start with property owners on 1 lineal block.
- Organize the business mix. Find and promote anchor tenants.
- Work on activating downtown 250+ days per year.
- Make it Inviting & Welcoming

APPENDIX 3 - 3D Network

If we dream where we want to be and design how to get there, we then need to do it.

- *Dreaming:* Together, providing input guiding the strategic direction of the project and the impact we can have on our economic future.
- *Designing:* Helping identify business stakeholders and designing a framework for engaging the community.
- *Doing:* Facilitating consultations, reviewing *Plan* milestones, championing the project locally, encouraging participation and support of the project.

- The work of the 3D Network is reflected in the structure, design and stakeholder engagement.