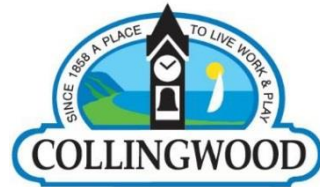


Creating Attainable Housing for the Tourism Workforce in South Georgian Bay



Funding provided by the Government of
Ontario



South Georgian Bay

Tourism sector in Region = 1,400 businesses, 14,000 jobs (14% of total)

* Bruce/Grey/Owen Sound & Simcoe/Grey



The Challenge & Risks

- Tourism labour shortage = 800+ growing each season
- Lack of ***attainable housing*** is key contributor to the labour shortage
- **Left to market, issue will worsen**
 - Economic Impacts
 - Social / Community Impacts



Plan of Action

- Team & Priorities:
 - Regional task force
 - Attainable housing
 - Transit
 - Local tourism post-secondary
 - Childcare
 - Data & industry best practices
- Starting Point: **attainable housing**
 - RFP: attainable housing experts
 - Survey/Interview employees, employers, developers, locals
 - Assess real estate market
 - Create business case



Key Findings

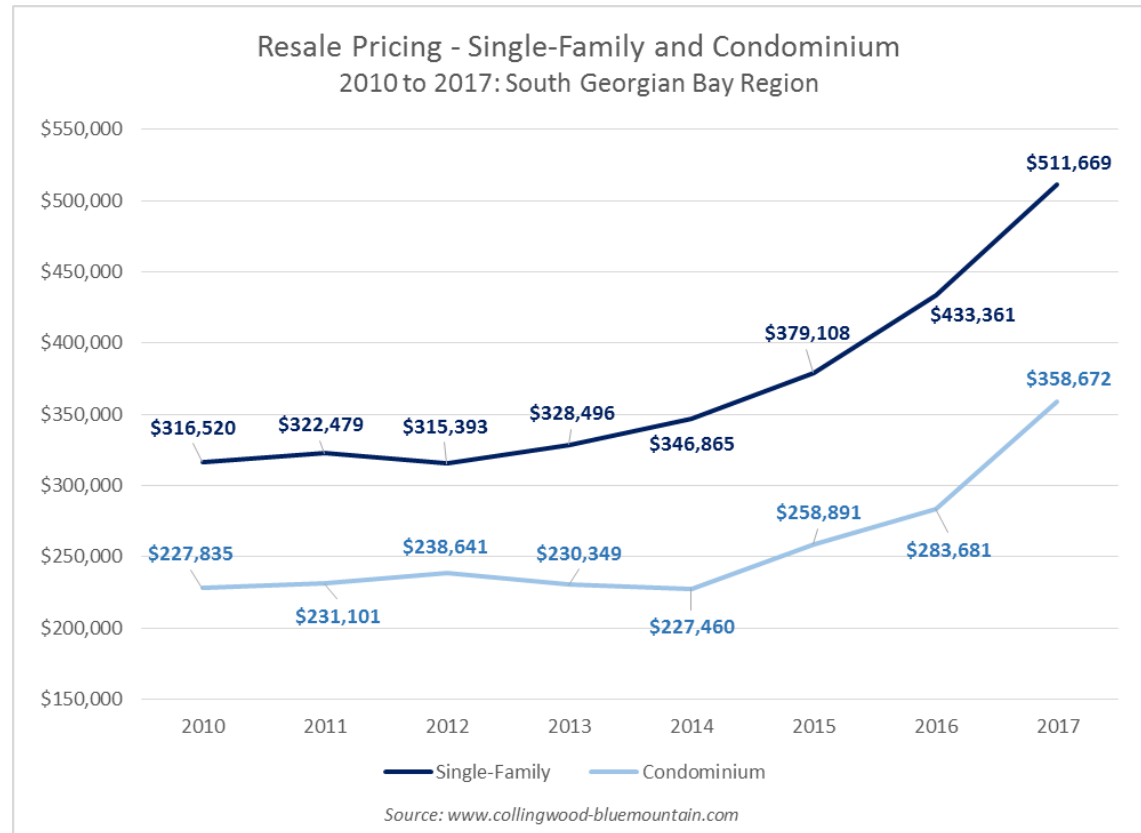


Employee Survey Insights

- 91% - finding appropriate housing was a challenge
- 60% - affordability is a significant barrier to living in the area permanently
- 50% - paying more than \$1,500 per month in housing costs
- 71% indicated improved transit would improve choices

What's Holding Back Attainability?

- Market demand pushing pricing upwards
 - Increasing faster than incomes
- Seasonal tenants/jobs
- Limited entry-level housing
- Transportation issues
- Lack of incentives for development



What is Attainable?

Housing Attainability Levels by Income					
FT/PT*	Hourly Wage	Annual Household Income	Monthly Household Income	Maximum Ownership Price^	Maximum Monthly Rental Price
PT	\$14	\$14,560	\$1,213	\$29,000	\$364
PT	\$20	\$20,800	\$1,733	\$58,000	\$520
FT	\$14	\$29,120	\$2,427	\$96,000	\$728
FT	\$20	\$41,600	\$3,467	\$152,000	\$1,040
FT	-	\$50,000	\$4,167	\$191,000	\$1,250
FT	-	\$60,000	\$5,000	\$236,000	\$1,500
FT	-	\$75,000	\$6,250	\$304,000	\$1,875
FT	-	\$100,000	\$8,333	\$417,000	\$2,500
<p><i>*Full-Time (40 hours per week) / Part-Time (20 hours per week)</i></p> <p><i>^Assumes 20% down payment, 5% fixed interest rate, 25-year mortgage, \$200 monthly utility costs, 1% annual property tax rate.</i></p>					

Based on 30% of gross income used for housing costs

Need to Define Attainable Housing

- Affordable for the household
 - 30% > gross household income for housing
- A diverse mix of housing choices
 - Pricing, sizing, built form, tenure, etc.
 - Allows for household movement as needs change



Focus & Action



Targets and Priorities

- **Entry-level, dorm-style housing**
 - Minimum wage, seasonal, part-time
 - Young, single, without children
- **Purpose-built rental housing**
 - Household incomes: \$40,000 to \$75,000
 - Elevated from entry-level
 - Renters on arrival to community
- **Affordable Home Ownership**
 - Households under \$100,000
 - Could include a mix of housing types



Recommendations

- **Public Private Partnerships** - target entry level workforce
 - Student housing model
- Build on **County and Town** land use policies (CIP, surplus land, incentives, inclusionary zoning, etc.)
- **Employers**
 - Underwrite % of rental guarantee
- **Public Sector**
 - Offer incentives, if needed
- **Developer**
 - Build and operate to public sector / employers specs (affordability, design, public realm, etc)



Principles

- Communicate “Return of Investment / Cost of Action”
- Cater strategies to each community
- Create a “Menu” of incentive programs
 - Performance-based
 - Incentivize workforce instead of developers, where possible
- Predictability
- Budget Certainty
- Market Outreach

Status

- Municipal planners updating official plans / community improvement plans, etc. to facilitate
- Residents are supportive, aligned & want to participate (e.g., research relevant to seniors who want to age in place in more attainable housing)
- Industry will support via guarantees or other investments
- Developers are bringing innovative concepts forward

Lessons Learned

- Low understanding of difference between attainable & affordable
- Multi-stakeholder / multi-disciplinary collaboration was accelerator
- Business community, economic development leaders & DMOs had to come forward to drive initiative & back up business case with research
- Talking about challenges publically added to credibility & trust
- Including local residents helped to identify points of alignment & local champions
- Marketing efforts must be accompanied by infrastructure planning
- ***Related Activities: Transit & Post Secondary Programming***

Questions?

- [Download Study](#)

