

ONTARIO'S LAKE COUNTRY MAIN STREETS

The quaint communities of Coldwater, Washago, Brechin and Craighurst, along with Downtown Orillia, are the heartbeat of the region. Their main streets draw on heritage and cultural assets to create vibrant settings with historic buildings, natural scenery, restaurants, shops, local food and art, and a year-round calendar of festivals and events.

INDUSTRY TRENDS IN HISTORIC MAIN STREETS

Industry trends indicate that visitors increasingly travel to seek out authentic and locally-specific experiences. Travellers are becoming more sophisticated and lack interest in 'cookie cutter' restaurants, lodgings and attractions. Ontario's Lake Country communities boast authentic small town arts and culture districts that provide visitors with well-rounded experiences including shopping, culinary, festivals and events, and parks and trails.

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MAIN STREETS



INVEST WITH US

Ontario's
Lake Country
ORILLIA • ORO-MEDONTE • RAMA • RAMARA • SEVERN

Orillia & Area's Four Season Playground!





CONSUMER PROFILE

- Travellers are looking to appreciate and understand the places they visit. Their trips are typically about expanding their knowledge and stimulating their minds rather than resting and relaxing. They are driven by a desire to explore culture, history, architecture and natural landmarks and are often focus on sight-seeing, museums, galleries and historical sites.
- These visitors have above average travel budgets.

INVEST IN ONTARIO'S LAKE COUNTRY

Main streets in Ontario's Lake Country are a popular year-round destination offering a variety of recreation-based, cultural, and event-based activities that draw on the region's historical landscape. Proximity to the Toronto Area market makes the area particularly attractive for day-trippers and weekend visitors.

Innovative festivals and art projects, such as Coldwater's Steampunk Festival and Orillia's 'Streets Alive!', attract a growing number of tourists from throughout the province, and beyond, each year.

INVESTMENT TRENDS

- A variety of investment opportunities from new build to renovation and restoration are available. Properties generally range between \$250,000 to \$800,000.
- The Downtown Tomorrow Community Improvement Plan offers grants for development in Downtown Orillia
- The Province and City of Orillia are hosting the 2018 Ontario Winter Games, which will bring over 3,200 participants and thousands more spectators to the area.

