

New Report Quantifies over \$11 Billion Economic Impact of Waterfront Property Households across Ontario

Tuesday, October 18, 2022 [Ontario] – For the first time, the Federation of Ontario Cottagers' Associations (FOCA) has released a report that articulates the important economic impacts on the Ontario economy of expenditures by waterfront property owners (WPO). The report concludes that an estimated **\$11.44 billion** was spent in 2021 by a **quarter of a million** waterfront property households across Ontario.

“As the province-wide organization representing 525 member associations, and on behalf of the entire waterfront community in this province, we commissioned this report to substantiate the significant contribution made by WPO to Ontario’s economy,” says FOCA President Ian Crawford. “This is important context for decision makers at all levels, particularly our municipal partners.”

The report was authored by Avaanz Ltd (<https://www.avaanz.ca/>) using Statistics Canada’s Interprovincial Input-Output Model, 2022 property data from the Municipal Property Assessment Corporation, and 2021 Statistics Canada annual average household spending data. See *key data, below*. You can [request a digital copy of the 27-page report](#) from FOCA, which includes a breakdown by upper tier municipality.

The information in this report underscores the breadth of spending and investment in our sometimes fragile rural economies, and identifies WPO as an important constituency in local communities across Ontario. “With the municipal election around the corner, we hope waterfront property owners will participate in the democratic process by voting on October 24th in each municipality where they own property,” says FOCA’s Executive Director, Terry Rees. “We should all vote like our lakes and our lake communities depend on it.” For more information about voting, consult FOCA’s webpage: <https://foca.on.ca/vote-for-your-future-municipal-elections/>.

Key data from the new Economic Impact report:

- **248,763** waterfront properties across the province
- **\$11.44 billion** spent by all waterfront property households in 2021
- Over 150,000 jobs are generated annually in Ontario by the contributions of waterfront property household spending. **For every 10 waterfront properties** located in a community, on average **6.3 jobs are created in the Province of Ontario**, of which **5.4 jobs are in the waterfront property community itself**.
- \$45,994 average waterfront property household spending (*as a % of Statistics Canada’s 2021 annual household spending; see Appendix C of the report for details*)
- \$6.91 million in labour income, \$11.66 million in GDP generated by these dollars spent.

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