



MUNICIPALITY OF
South Bruce

Growing with **Purpose** in South Bruce

**Investment Opportunities, Market Insights
and Business Support**

TEESWATER | FORMOSA | MILD MAY



Space to grow. Support to thrive.

With residential growth underway, infrastructure investments in progress and business support available, South Bruce is ready for business and investors who want to grow alongside a community that’s planning ahead.



ABOUT SOUTH BRUCE

Located in southern Bruce County, the Municipality of South Bruce is home to the communities of Teeswater, Formosa, and Mildmay. Each community has its own strengths, business character, and sense of local pride.

Our local economy combines all the best elements of rural Ontario, including a strong

agricultural sector, diverse main streets, skilled trades, and growing communities preparing for the next stage of development.

Whether you’re starting a new business, relocating or expanding, South Bruce offers space and support for businesses to thrive.



AGRICULTURE AT ITS HEART: Major agri-businesses, co-operatives, and industrial millwrights fuel the community’s growth.

A SPIRIT OF CELEBRATION: Extensive recreational facilities including a pool, arena, ball diamonds, parks, churches and hall, keep the community connected at year-round events.

SPACE TO GROW WITH ALL THE AMENITIES: Centrally located on Bruce Road 4, Teeswater offers new residential opportunities with various affordable home and unit styles; two elementary schools; library branch; and a new medical centre with pharmacy and multiple health and wellness practitioners.



HISTORIC HEART: From the steeple of the Immaculate Conception Church to the natural spring, Formosa carries a legacy built by hand, heart, and hometown pride. Volunteers, events, and welcoming neighbours keep Formosa’s strong heritage identity alive.

NATURALLY BEAUTIFUL: Tree-lined streets, parks, and scenic countryside provide a picturesque backdrop for community amenities and facilities.

EVERYTHING A COMMUNITY NEEDS: Community amenities include a French immersion school; community hall; multi-use covered pad; library branch; ball diamond; Lions Park; and camping.



A DOWNTOWN BUILT ON LOCAL PRIDE: Unique generational businesses enliven Mildmay’s vibrant downtown core with high traffic exposure on Highway 9.

FAMILY-FOCUSED LIVING: Two schools, parks, pool, ball diamonds, tennis court, library, medical centre, pharmacy, grocery store, restaurants, churches and new housing developments support existing and new residents.

COMMUNITY TRADITIONS: Annual celebrations like rural fairs, markets and holiday events bring the community together.

KEY STRENGTHS

- Strong agricultural, construction, retail, and manufacturing sectors
- Municipal, county and regional economic development support and business resources and training
- Strategic access to regional markets, major cities, and Lake Huron communities
- High-visibility routes through Mildmay and Teeswater
- Available commercial properties, development land, and housing growth

8,765
EXPECTED
POPULATION,
2046

(Source: Deloitte, 2022)

2,475
Total Private
Households
(2021 Census)

2.4 PERSONS
Average
Household Size
(2021 Census)



Location, Market Access and Transportation

South Bruce offers the space and pace of a rural community, with practical access to reach regional markets, service centres, workforce areas, and Lake Huron’s shoreline communities.

As the gateway to Bruce County, South Bruce connects businesses to nearby communities and the growing nuclear sector, while remaining within a few hours of larger urban centres such as Kitchener-Waterloo, Guelph, London, Hamilton, and the Greater Toronto Area.

For businesses that rely on visibility, movement, and regional connection, South Bruce offers a home base with room to grow.



Scan to explore South Bruce on Google Maps!



HIGHWAY VISIBILITY

South Bruce benefits from high-visibility routes that move residents, visitors, commuters, goods, and services throughout midwestern Ontario.

- **Teeswater** is located on Bruce Road 4 and connects to major Bruce County routes and serves as an important hub for agriculture, industry, services, and surrounding rural communities.
- **Formosa** is centrally located between neighbouring communities, minutes from Highway 9, with strong heritage, tourism, and community assets.
- **Mildmay** sits along Provincial Highway 9 at the southern edge of Bruce County, offering visibility for businesses serving both local and regional traffic.

Together, these communities create a business environment that combines access to customers, suppliers, workforce, with regional growth.

4,200

Average Annual Daily Traffic on Highway 9, Mildmay to Bruce Road 4 (2021 Ministry of Transportation)

A STRATEGIC LOCATION IN BRUCE COUNTY

Regional Destinations

- Walkerton (County Headquarters): 21 minutes (27 km)
- Bruce Power: 35 minutes (48 km)
- Goderich: 42 minutes (55 km)
- Port Elgin: 42 minutes (59 km)
- Owen Sound: 1 hour 13 minutes (98 km)

Urban Areas

- Kitchener-Waterloo: 1 hour 23 minutes (104 km)
- Guelph: 1 hour 30 minutes (107 km)
- London: 1 hour 47 minutes (137 km)
- Hamilton: 2 hours 3 minutes (167 km)
- Greater Toronto Area: 2 hours 42 minutes (192 km)

Airports

- Waterloo International (YKF): 1 hour 29 minutes (108 km)
- Toronto Pearson (YYZ): 2 hours 10 minutes (169 km)

Border Crossings

- Sarnia: 2 hours 12 minutes (174 km)
- Windsor: 3 hours 37 minutes (319 km)

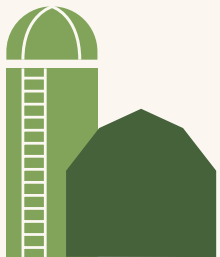
LOCATION ADVANTAGES



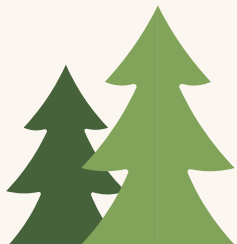
Major regional employment areas and service centres



Affordable housing and commercial properties



Connection to agricultural producers, processors and suppliers

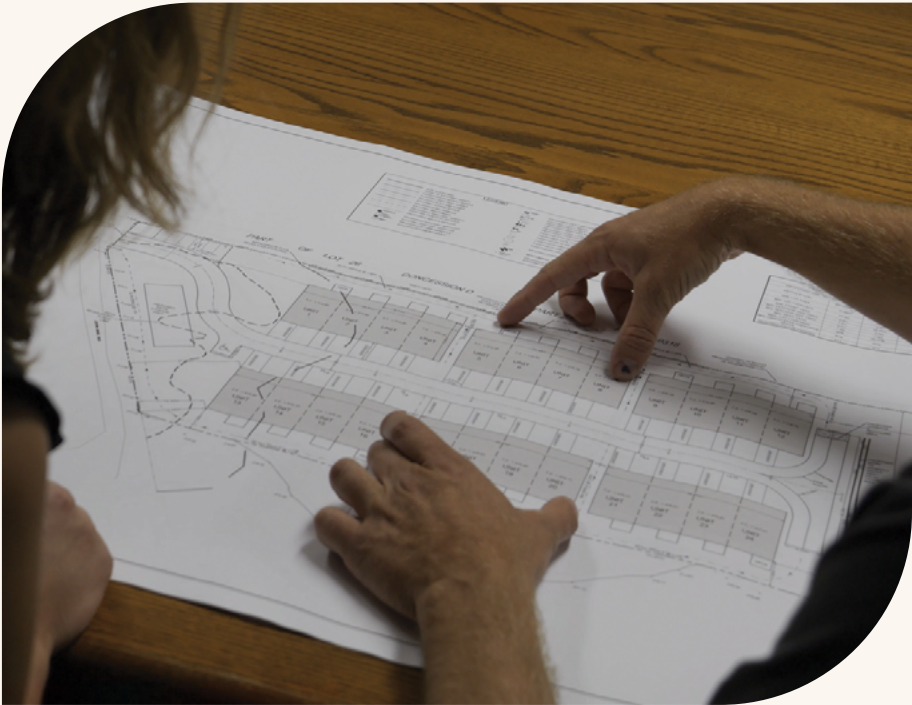


A growing population with more homes, families, and workforce potential on the horizon

Development and Investment Opportunities

South Bruce is preparing for growth with a clear understanding of what businesses and investors need: available opportunities, supportive municipal connections, infrastructure planning, and a growing residential base that can help strengthen the local economy.

Whether you're looking for a storefront, a site for expansion, a larger development parcel, or a community where future residential growth can support business demand, South Bruce offers opportunities worth exploring.



HOUSING GROWTH SUPPORTS BUSINESS GROWTH

With more than 800 new homes in development across South Bruce, our communities are attracting future residents of all ages and life stages, and creating ideal conditions for future business growth.

Residential growth creates new opportunities for businesses and investors. More homes mean more residents, more customers, more workforce potential and greater demand for services, amenities, trades, retail, food, health care, recreation, and community infrastructure.

43% Projected Population Growth Increase in South Bruce by 2046

According to metroeconomics, South Bruce's expected population growth means more young families, more talent, and more energy shaping the future of our communities.



INFRASTRUCTURE AND INVESTMENT-READINESS

South Bruce is making strategic infrastructure investments to support current needs and future growth.

Recent improvements include:

- Increased wastewater capacity and sanitary sewer upgrades
- A new water tower in Teeswater
- High-speed fibre internet
- Recreational facility investments
- Development planning connected to new housing growth
- Expanding employment lands within the Bruce County Official Plan

AVAILABLE & EMERGING BUSINESS INVESTMENT OPPORTUNITIES

- Commercial storefronts, main street spaces and downtown revitalization opportunities for signage and façade improvements
- Development land and larger parcels
- Industrial land opportunities
- Adaptive reuse of existing buildings



Business Climate and Local Success Stories

The foundation of South Bruce’s business community is solid because local businesses have chosen to invest here, expand here, hire here, and stay here.

Across Teeswater, Formosa, Mildmay, and the surrounding rural area, we’re making space and providing support for new ideas, new owners, and new opportunities.

From agriculture and agri-business to manufacturing, trades, retail, hospitality, construction, and professional services, there’s room for every business sector in our community.



WHY BUSINESS OWNERS CHOOSE SOUTH BRUCE

Business owners choose South Bruce for:

- The ability to operate, expand, and adapt over time
- A supportive local customer base
- Practical access to regional markets
- Strong agricultural and industrial roots
- A welcoming business community backed by municipal and regional business support
- Lower financial barriers to entry compared to larger centres
- A entrepreneurial lifestyle that helps owners, employees, and families feel connected

Scan to read South Bruce business testimonials, learn more through our videos, and access resources.



78%

of businesses surveyed rate South Bruce as an ‘excellent or good’ place to do business.

Source: Municipality of South Bruce Business Retention and Expansion Survey, 2025

PROOF FROM THE PEOPLE INVESTING IN SOUTH BRUCE

Home to a diverse local economy, South Bruce is a community where businesses – and their owners – are known by name, where local investment benefits the community for decades, and where growth is supported by people who understand that strong businesses build strong communities. Many local businesses are family-run, community-minded, and deeply connected to the place they serve.



ESSENTIALLY LAVENDER

Location: Formosa
Sector: Agritourism
Owner: Cathy Kirk

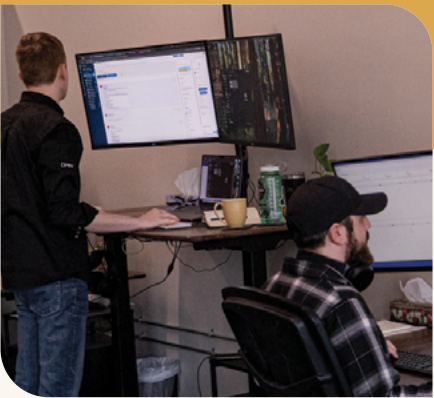
“We established our agritourism farm within the Municipality of South Bruce in 2018. Having moved here from a larger centre to the south, it has been refreshing to meet friendly, welcoming people who are not afraid to get involved within the community and support each other.”



HARLEY’S PUB & PERK

Location: Mildmay
Sector: Food
Owner: Nicole Wise

“My family has proudly owned a business in Mildmay since 1919. Owing Harley’s has been a blessing to be able to provide employment, see people come together, give donations and sponsorships, and to meet so many kind people and be proud of where you live.”



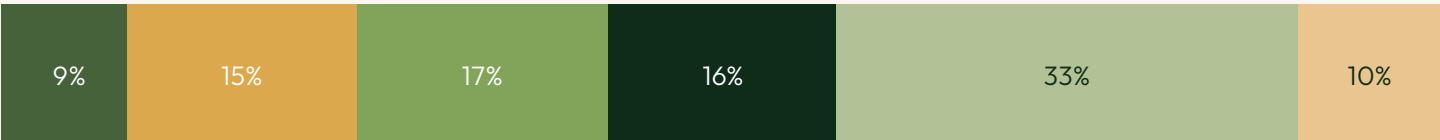
FORT 44 INC.

Location: Teeswater
Sector: Tech/Service
Manager: Brenda Galbraith

“What started as a two-person operation has grown to a team of over ten – a true reflection of the potential that exists in South Bruce. We believe in local talent, employing people who understand the daily highs and lows our customers face, and we remain committed to supporting growth and innovation across South Bruce.”

LENGTH OF TIME BUSINESSES HAVE OPERATED IN SOUTH BRUCE

● 0-2 Years ● 3-5 Years ● 6-10 Years ● 11-20 Years ● 21-50 Years ● 50+ Years



Workforce, Business Support and Investment Resources

Whether you’re exploring a site, opening a storefront, or hiring employees, South Bruce can help connect you with the people and resources you need.

As a business owner or investor, you can access municipal economic development support, regional business resources, workforce programs, grants, training opportunities, and partner organizations that help to make your next step clearer.



LOCAL BUSINESS AND WORKFORCE INSIGHTS

South Bruce’s workforce is shaped by the strengths of the local economy: agriculture, construction, manufacturing, trades, retail, services, and entrepreneurship.

As of 2022, South Bruce has a **labour force of 3,494 people** with 1,732 jobs (Deloitte, 2022).

However, as the municipality grows, South Bruce is also preparing for increased workforce potential through new residential development and population growth.

A recent study by metroeconomix, projected an **82% increase in residents aged 25-54 (from 1,360 to 2,475) by 2046.**

Additionally, **54% of South Bruce businesses report they will expand** their current operations.

For businesses, this creates an opportunity to grow in a community where workforce, housing, and quality of life are part of the same conversation.



75%

of businesses surveyed rate South Bruce as an ‘excellent or good’ place for relationship and networking opportunities with other South Bruce businesses.

Source: Municipality of South Bruce Business Retention and Expansion Survey, 2025

Business Support and Resources

The Municipality of South Bruce Economic Development team can help businesses and investors navigate local opportunities, make introductions, understand available supports, and connect with the right partner organizations.

South Bruce businesses are supported by a network of municipal, county, and regional economic development partners.

Whether your business is new, relocating, or expanding, support can include:

- Site and property navigation;
- Local business and community introductions;
- Business planning and advisory referrals;
- Workforce and training resources;
- Funding and incentive program referrals;
- Downtown revitalization grant program; and
- Connections to regional economic development partners.



SOUTH BRUCE DOWNTOWN REVITALIZATION PROGRAM

This matching grant program supports improvements that help local businesses invest in their spaces, strengthen their storefronts, and contribute to vibrant downtown areas.

Eligible improvements may include interior upgrades, façade improvements, and business signage.



Scan to learn more about available grants and resources!

Schuett’s Furniture & Appliances in Mildmay, before and after accessing downtown revitalization grant programs



Grow your business in a community planning for the future.

South Bruce offers investment opportunities, expanding infrastructure, and personalized support to help your business succeed.

Whether you're starting, relocating, or expanding your business, we're here to help every step of the way. Grow with purpose in South Bruce.

southbruce.ca/invest

YOUR NEXT OPPORTUNITY STARTS HERE.

Visit Us

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SCAN TO EXPLORE BUSINESS AND
INVESTMENT OPPORTUNITIES
IN SOUTH BRUCE