

# Bruce County Economic Development Annual Report 2019





Explore your best life.

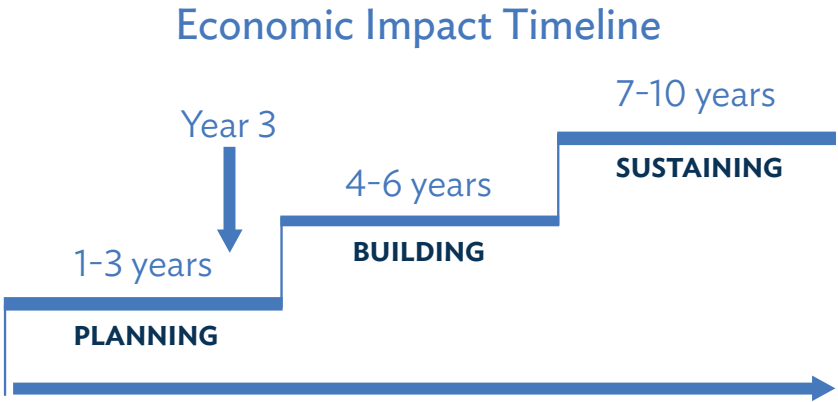
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# How Are We Doing?

It has been three years since Bruce County launched “Find Yourself in Bruce County” Economic Development Strategic Plan, 2017 – 2021. The 2019 Economic Development Annual Report shows the progress towards the goals outlined in the strategic plan.

We have spent the past 3 years in the planning phase of our Economic Impact Timeline:



*That doesn't mean nothing has been accomplished, though – on the contrary!*

Bruce County Economic Development programs inspire, attract, and support innovative entrepreneurs and help build vibrant communities. Nine communities are now part of the Business to Bruce program. Spruce the Bruce community toolkits have been developed for many of our communities, which guide a strong, aligned vision for community development. Explore the Bruce continues to attract visitors seeking authentic experiences and encourages them to consider

living or building a business here, as well. Around energy, Bruce County launched the Nuclear Economic Development and Innovation Initiative in 2016 in partnership with Bruce Power. To date, the project has resulted in 59 energy supplier companies now located in the region. Bruce County is now also home to the Nuclear Innovation Institute (NII), a world-class nuclear research facility and a Centre of Excellence for talent and business development.

Bruce County will soon embark on a Foundational Hydrogen Infrastructure project in partnership with Saugeen First Nation, bringing hydrogen production and storage and further solidifying Bruce County's position as the Clean Energy Capital of Canada.

Agriculture, was and is still the basis of where the economy began and is emerging as the epitome of the industry with innovative techniques, agri-food and related spin off opportunities that a new farm generation is

advancing and will continue to do so in the future.

With tourism numbers increasing, sustainability becomes increasingly important. To foster innovation around tourism, Bruce County has set up a Tourism Innovation Lab on the Bruce Peninsula, in partnership with the Ontario Tourism Innovation Lab, The Municipality of Northern Bruce Peninsula, The Town of South Bruce Peninsula and Regional Tourism Organization 7.

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Now, we're gearing up for 2020, which promises to be the most exciting year for Bruce County economic development yet. We can't wait to see what our future has in store.



# 2019 Highlights



## SPRUCE the BRUCE

SUPPORTED

**35**

DESTINATION & MAIN STREET REVITALIZATION PROJECTS



LEVERAGED  
**\$528k**

IN PRIVATE INVESTMENT IN OUR COMMUNITIES

GRANTED

**\$101k**

FOR COMMUNITY DEVELOPMENT



## BUSINESS to BRUCE



SUPPORTED THE CREATION OF

**71** JOBS

GRANTED

**\$12,000**

FOR YOUTH ENTREPRENEURSHIP



## explore the BRUCE

OVER

**\$10,000**

GRANTED FOR COLLABORATIVE MARKETING



GRANTED

**\$9,000**

TO ADVANCE SUSTAINABLE TOURISM

**CLEAN ENERGY  
CAPITAL OF CANADA**

PARTNERED TO  
LAUNCH THE

**Nuclear  
Innovation  
Institute**



PARTNERED TO  
ADVANCE A

**Hydrogen  
Economy**

ATTRACTED

**12**  
MORE NUCLEAR  
SUPPLIERS



**1 EDAC**  
AWARD



**3 EDCO**  
AWARDS



**BROUGHT  
RYERSON UNIVERSITY'S  
ENTREPRENEUR  
OPPORTUNITY NETWORK  
TO BRUCE COUNTY**



**9**

INCUBATOR PROGRAM  
PARTICIPANTS



**1**

ACCELERATOR PROGRAM  
PARTICIPANT

# Our Approach

Bruce County's Economic Development Strategic Plan acknowledges that Bruce has latent leadership potential and that only by working together could we succeed as a region. The "Macro Approach" was born as a partnership between Bruce County, lower-tier municipalities, and businesses.



Bruce County's role is to cast a wide net, position the region, create awareness at the broader level, facilitate and filter opportunities. This role is evident in our "Be an Explorer" Marketing & Communications Plan - the overarching plan to motivate our audiences to visit, live and start or move a business here. The lower-tier municipalities make sure communities are ready for new business and residents. Local leaders foster a strong, welcoming community for business and newcomers.





156

BUSINESS  
CONSULTATIONS WITH  
ENTREPRENEURS



Be an explorer.

Photo Credit: Gardine News

# Our Audiences

## Visitors

Bruce County inspires curiosity, nurtures exploration, and celebrates discovery. Our visitors have an emotional bond with Bruce County that has the potential to last a lifetime.

## Residents

Bruce County residents are the dreamers who take the roads less travelled and encourage their children to look under rocks. We welcome new residents who want to explore farm life in the morning, beach life in the afternoon, and bright, starry skies all night long; who want to turn alternatives into sustainable choices; and who collaborate with their neighbours to create welcoming, thriving communities.

## Entrepreneurs

Bruce County entrepreneurs see tried and true as an invitation to try something new. Their tinkering leads to invention, their art becomes industry, and their sweat becomes equity. Here, energy, nature, and innovation all combine to create fertile ground to build what is dreamed possible.

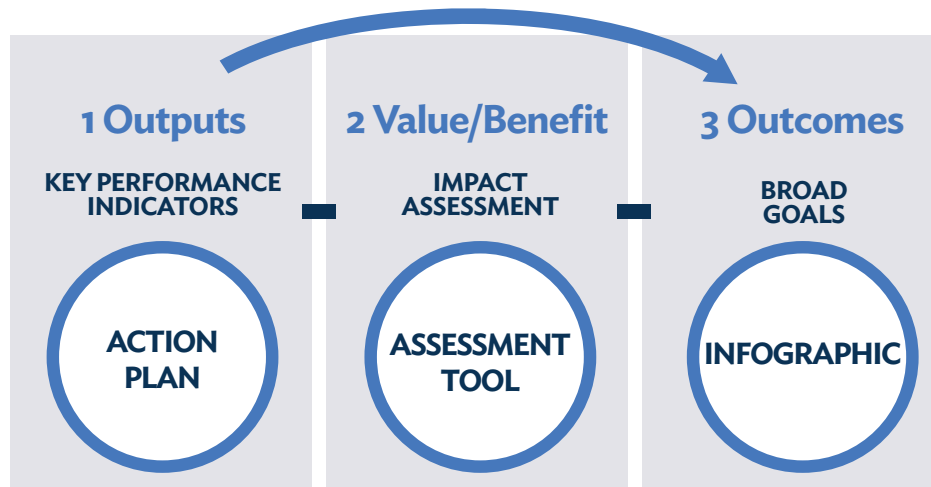




# How we Measure Success

To understand the success of our economic development programs and activities, we measure the impact they are having on our communities and the broader Bruce County.

This is done through the analysis of our “Outputs” (activities); an Impact Assessment with each community that indicates the “Value/Benefit” we are providing; and the “Outcomes” – the impact we are having on broader goals.



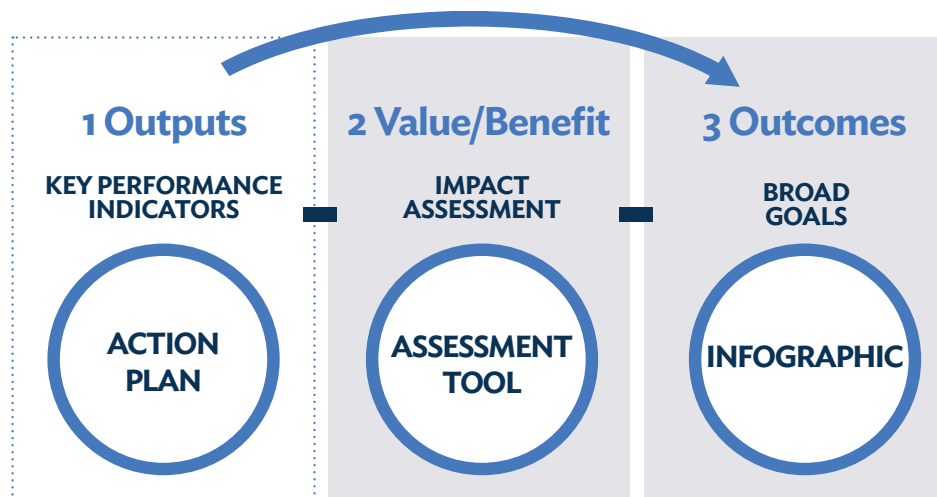


71  
JOBS CREATED  
THROUGH OUR SUPPORT

Photo Credit: Kincardine News

# Outputs

Outputs measure “what business we are in”. They are the activities and programs we deliver to our clients, short-term, and measurable. Our outputs are what we do and how we achieve Bruce County’s long-term goals for economic development.



We outline the outputs we plan to deliver in the Action Plans found in Bruce County’s Economic Development Strategic Plan.



# Key Performance Indicators

PROGRAM	KPI	RESULT
Business to Bruce	Number of business consultations	156
	Number of social media engagements	7763
	Number of entrepreneurs trained	554
	Number of events and seminars	31
	Number of start-up businesses assisted	25
	Number of jobs created	71
	Number of outreach activities	85
	Number of outreach connections made	852
	Spruce the Bruce	Grants/leverage
Website engagement		953
Explore the Bruce	Adventure Passport participation	2,797
	Website engagement	819,501

# Economic Development Action Plan

PROGRAM	OBJECTIVE	ACTION ITEMS	RESULT	
<b>Business to Bruce</b>	<b>Business Foundations</b>	Work with Bruce communities as capacity is developed locally for participation in Business to Bruce.	Completed	
		Development of targeted strategy for each Bruce Community demonstrating capacity through the identification of opportunity gaps and further developing strategies to overcome those gaps at the local level.	Completed	
		Promote local career opportunities to young people in high school.	Completed	
		In partnership with Four County Labour Market Planning Board and local business groups, understand the gaps and identify the type of skills needed to overcome those gaps.	Completed	
	<b>Business Marketing and Promotion</b>	Bring online the Business to Bruce web portal which targets the specific entrepreneurs needed in Bruce County.	Completed	
		Work with Wiarton and Kincardine to bring online their target marketing plans and tools for local entrepreneurial attraction.	Completed	
		Building community profiles for municipalities and communities in Bruce County. (Townfolio)	Completed	
		Creation of databases, and collection of information to be readily available for potential investors.	Completed	
		Compile and coordinate content for the economic development section on the corporate website.	Completed	
		Create and implement Marketing and Communications Plan.	Completed	
		Work with additional Bruce communities under Business to Bruce program as capacity is developed locally.	Completed	
		<b>Support/ Outreach/ Education</b>	Create a supportive culture for entrepreneurs to explore business ideas and opportunities.	Completed
			Develop a mentorship network that supports entrepreneurs.	Completed
			Expose youth to entrepreneurship.	Completed
	Administration of the Business Development Programs offered through the Province.		Completed	
	Ongoing business skills education and training opportunities.		Completed	
		Host events that support an entrepreneurial culture and networking and also address specific business needs.	Completed	

# Economic Development Action Plan

PROGRAM	OBJECTIVE	ACTION ITEMS	RESULT
<b>Explore the Bruce</b>	<b>Tourism Attraction and Product Development</b>	Website Development – to showcase the ‘Best Of’s’ Experiences in Bruce County.	Completed
		Finalize the Explore the Bruce Adventure Passport.	Completed
		Style Guide Development – develop an Explore the Bruce style guide to ensure consistency amongst all collateral pieces.	Completed
		Best of Bruce Guide – to develop a Visitors Guide to highlight the ‘Best of’ activities and attractions in Bruce County.	Completed
		Collateral Development – continue to develop online content, maps and brochures that highlight specific activities in Bruce County. This includes: Paddling, Cycling, Hiking (Trails) and Winter Activities Brochures.	Completed
		Tradeshow – attend the Outdoor Adventure Show and Sportsmenshow.	Completed
		Position the Peninsula as a place to visit the Lakeshore and Interiors Hub year round.	Completed
		Assessing the Economic Impact of Tourism in Bruce County using a Data Aggregation Strategy.	Completed
		Attract visitors to visit the Lakeshore and Interior Hubs year round.	Completed
<b>Spruce the Bruce</b>	<b>Community Development</b>	Develop Community Toolkits for additional communities that are organized.	Completed
<b>Nuclear and Energy Support</b>	<b>Nuclear/ Energy Cluster Development</b>	Research and Analysis: identify any opportunity gap to see where Bruce County can support this unique cluster of educated and skilled workforce.	Completed
		Develop a plan to engage and mobilize this group in business development.	Completed
<b>Agriculture Enhancements</b>	<b>Support Agriculture Opportunities</b>	Research and assessing the Agriculture economy and identify any opportunity gaps.	Completed
		Continue to support Grey Bruce Agriculture and Culinary Association.	Completed

# Marketing & Communications

Successful economic development needs strong marketing strategies to promote our communities and grow our local economies. The way we deliver our message, and the supports we put in place to groundtruth that message, is in everything we do. Our overarching Marketing and Communications Plan invites our audiences to “Be An Explorer” through strong delivery of the Bruce County brand and visitor, resident, and business attraction messaging.



In 2019, we spread this message across Southwestern Ontario. On billboards, on radio, on TV. We became more discoverable on Google searches and placed visual ads on different websites. We also continued to use social media as a strong platform to target and reach our identified audiences.

The “Be An Explorer” video series launched in 2019. This series tells the story of people who have chosen to call Bruce County home and built the life they wanted here – because they want to live here.



# Spruce the Bruce

Spruce the Bruce is our community development program, helping to build the kind of vibrant communities people want to call home.

## \$101k in grants to support community development:

- Mensch, Port Elgin
- Amicis Coffee Bar, Sauble Beach
- Brannan Wealth Management Inc., Southampton
- Klassy Lady, Mildmay
- Tomboi Ice Cream, Paisley
- Nathan Vance, Walkerton
- K Interiors, Port Elgin
- Queen St. Eats, Ripley
- The Queen's Bar and Grill, Port Elgin
- Brockton Community Improvement Committee, Walkerton
- Eco-Adventures, Lion's Head
- The Fish & Chip Place, Tobermory
- Legion Branch 208, Wiarton
- Luscious Bakery Deli Café Inc., Sauble Beach
- The Bridge, Kincardine
- The Dragonfly Spa, Paisley
- Ottewell Lynn Frook Mullin P.C., Kincardine
- Rory Chappelle, Walkerton
- Bottled Up Craft Winemaking Inc., Port Elgin
- Lion's Head Promotions Group, Lion's Head
- Mildmay Chamber of Commerce, Mildmay
- Twochicks Café, Sauble Beach
- Danceology, Lucknow
- Municipality of Brockton
- Municipality of Kincardine
- Municipality of South Bruce
- Municipality of Arran-Elderslie
- Township of Huron-Kinloss





BEFORE  
←.....

# Business to Bruce

Business to Bruce is our business support program, helping new and existing entrepreneurs build the life and business they want.

**\$12,000 in grants for students through Summer Company initiative in partnership with the Province of Ontario:**

- Bruce County Barn Board Signs, Tara
- DroneFX, Lion's Head
- Black Wolf Poutine, Neyaashiinigiing
- GardenzUp, Paisley



HELD **31**  
BUSINESS SEMINARS  
AND EVENTS



PROVIDED TRAINING  
FOR  
**554**  
ENTREPRENEURS

**200**  
ATTENDEES  
INTERNATIONAL  
WOMEN'S DAY EVENT



**80**  
ATTENDEES  
INSPIRING INNOVATION  
EVENT







25

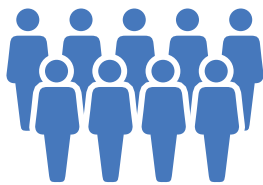
BUSINESS STARTUPS  
SUPPORTED





# Ryerson University EON Partnership

Bruce County partnered with Ryerson University to bring expert resources, support, and advisors to young, local entrepreneurs as part of the Entrepreneur Opportunity Network (EON).



**9** EON  
INCUBATOR  
PARTICIPANTS



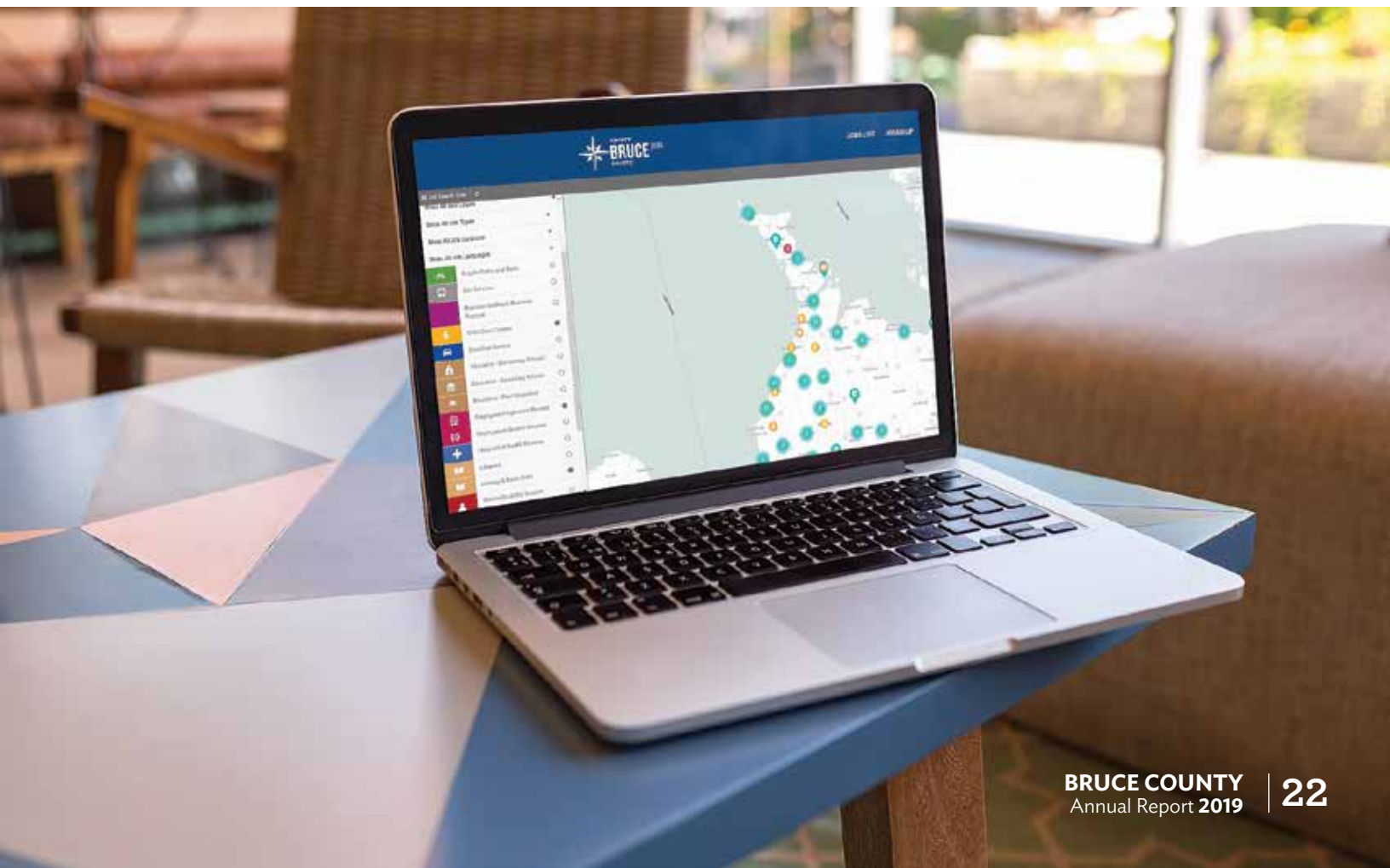
**1** EON  
ACCELERATOR  
PARTICIPANT



# Jobs in Bruce

Jobs in Bruce is an interactive database of local employment opportunities and employment-related community services. It will inform Bruce County's efforts to address workforce challenges, quantify labour shortages, and attract post-secondary, schools and skilled trade training opportunities. It will provide information on the number of vacant jobs available at a given time, types of jobs available, which employers need support finding employees by a geographic map and job seekers demographics. All this data is live and updated daily through an automated approach.

[www.jobsinbruce.ca](http://www.jobsinbruce.ca)



# Explore the Bruce

Explore the Bruce is our invitation to visit, live, and open a business in Bruce County through the subtle messaging shifts of the “Be An Explorer” campaign.

## Over \$10k in Collaborative Marketing grants:

- **Community-branded signage for the Brockton’s** vacant, downtown storefront windows, making it easier for potential entrepreneurs to picture themselves in these spaces
- **Kincardine After Dark Campaign** – a partnership between the Municipality of Kincardine, Kincardine BIA, Kincardine Chamber, and Tourism Kincardine - to promote Kincardine as a great place to live, even in the evening
- **Eco-Adventures tour program and map**, promoting year-round, ecologically sustainable, small group educational eco-tours between the Hope Bay and Dyer’s Bay area
- **Paisley Business Brochure to provide** visitors an opportunity to “stay” and see the Village through the filter of arts, artisan, accommodation, and adventure
- **Lion’s Head Community Videos** to highlight local business and community offerings

ENGAGED WITH  
**55,000**  
FOLLOWERS ON  
SOCIAL MEDIA



**60,000**  
BROCHURES  
DISTRIBUTED





# Bruce County Tourism Innovation Lab

Tourism continues to grow in Bruce County. To encourage the development of tourism initiatives that also consider sustainability, Bruce County partnered with the Ontario Tourism Innovation Lab, The Municipality of Northern Bruce Peninsula, The Town of South Bruce Peninsula, and Regional Tourism Organization 7 to create the Bruce County Tourism Innovation Lab.

With sponsorship from Bruce Power, the Spark Mentorship & Grants program inspires tourism entrepreneurs and their creative ideas to address the sustainable tourism opportunities on the Peninsula.

## \$9,000 in grants through Bruce County Tourism Innovation Lab:

- Barbara Canning - Wild By Nature (Forest Therapy)
- Graham Thomas - Eco Adventures (Water-based Ecotourism Experience)
- Kat McNichol - Dreamers Writing Farm (Winter Glamping)



# Clean Energy Capital of Canada

## Nuclear Investment Strategy

In 2016, Bruce Power and Bruce County launched the Nuclear Economic Development and Innovation Initiative to facilitate the expansion of Bruce Power's Nuclear supply chain into the region. This partnership grows out of Bruce Power's multi-billion dollar, multi-year Life Extension Program. There are now 59 nuclear suppliers in Bruce, Grey, and Huron Counties.

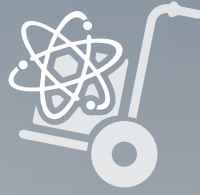
## Nuclear Innovation Institute

The NII launched in June 2019 as a partnership between Bruce County, Bruce Power, Kinectrics, BWXT, and ES Fox Constructors Ltd. The Nuclear Innovation Institute (NII) is an independent, not-for-profit, membership-based organization created as a platform for innovation in the industry, based in a region that is home to the world's largest operating nuclear facility.

## Foundational Hydrogen Infrastructure Project

In 2019, Bruce County partnered with Saugeen First Nation to embark on a Foundational Hydrogen Infrastructure project. Fuels of the future – low cost, sustainable alternatives to traditional fossil fuels, like hydrogen – play a key role as climate change solutions.

Bruce County is uniquely positioned to lead the clean energy transformation for Canada. The area has the underground geological formations needed for storage as well as direct access to large amounts of surplus clean energy. The project will bring hydrogen production and storage to Bruce County, further solidifying the area's position as the Clean Energy Capital of Canada.



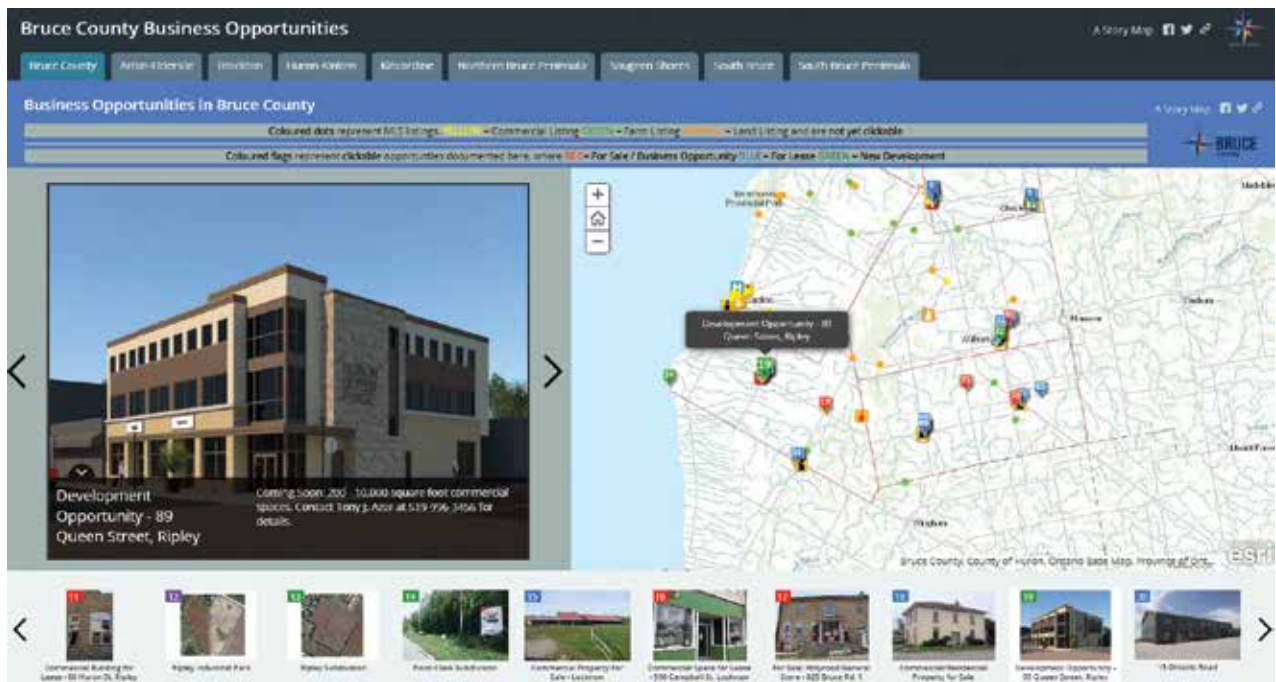
# 59

## NUCLEAR SUPPLIERS NOW IN THE REGION



# Business Opportunities Map

The Bruce County Business Opportunities Map is a new tool for potential investors. Using ESRI software, the map automatically connects business listings to display on a map with relevant assessment information, photos, location – all in one spot. Bruce County heard from many of our communities that there was a need for a way to showcase vacant commercial properties and opportunities - this platform provides a solution for all of Bruce County.





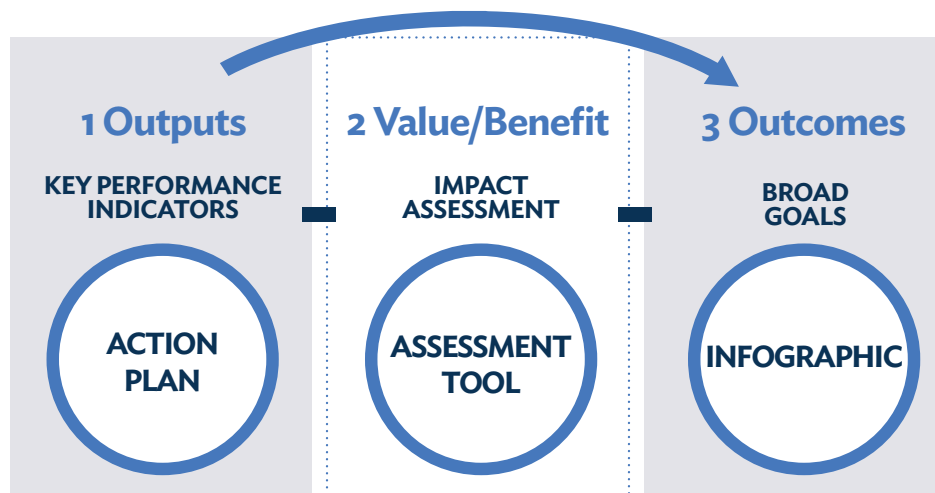


*Walkerton welcomes first nuclear supplier: Applus+*

# Value / Benefit

The value or benefit Bruce County is providing to our communities is measured through a confidential “Assessment Tool”. This tool measure how well each community is doing in terms of organization, business development, community development, and marketing, and how this is changing over time.

Organization means that there are people in place who are motivated to advance economic development initiatives. Business development means that the community is supporting entrepreneur and ready for investment. Community Development is a measure of the vibrancy of the community – is it somewhere people want to be? Marketing and promotions is how well the community to doing at showcasing themselves. Communities self-assess their performance in each of these areas to help determine areas of focus for the following year and where the county can provide further support.





# Assessment Tool

COMMUNITY	ORGANIZATION	BUSINESS DEVELOPMENT	COMMUNITY DEVELOPMENT	MARKETING AND PROMOTIONS
Chesley				
Kincardine				
Lion's Head				
Lucknow				
Mildmay				
Paisley				
Port Elgin				
Ripley				
Sauble Beach				
Southampton				
Teeswater				
Tobermory				
Walkerton				
Warton				

 Areas of focus for 2020

In order for economic development to be successful, communities need to work on each of the four pillars. Based on conversations with each community, the navy areas highlight the areas of focus for 2020.

# Outcomes

Outcomes reflect the advancement of Bruce County's long-term goals, as set out in Bruce County's Economic Development Strategic Plan, through the Outputs and Values delivered.

## Long Term Goals

### 1. Growth of Tax Base/ Tax Assessment

To increase the tax base by promoting Bruce County as a place to live and attracting entrepreneurs to the area.

### 2. Growth of Population Base

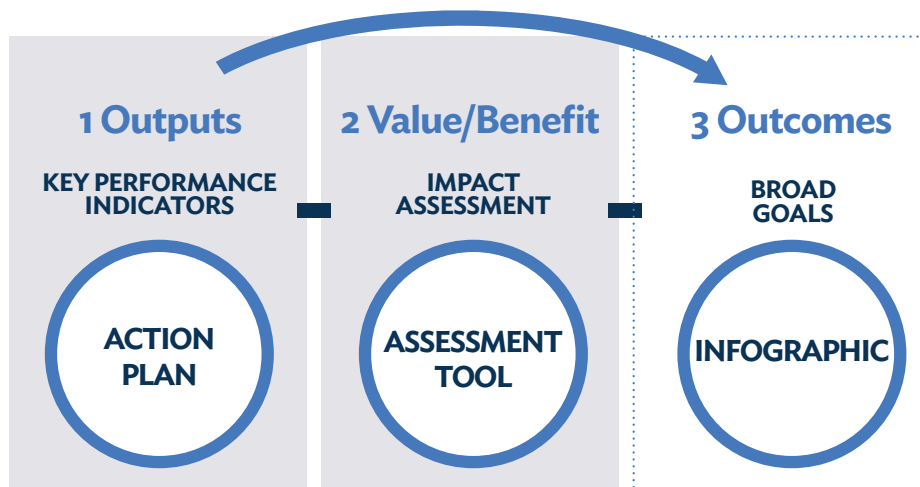
To increase the population base by attracting visitors and entrepreneurs to the area and providing business opportunities.

### 3. Diversify the Economic Base

To foster, position and promote entrepreneurial opportunities in Bruce County through cluster development around Bruce County's key sectors; tourism, nuclear and agriculture.

### 4. Business Retention and Expansion

To support and foster local opportunities, efforts and advancement by attracting new entrepreneurs and supporting business expansions.





*Ascent Aerial Park expands to include ziplining in Sauble Beach*

# EDAC Award

FOR DIGITAL MARKETING

## 3 EDCO AWARDS

- PAISLEY COMMUNITY TOOLKIT
- PROJECT INNOVATE
- NUCLEAR ECONOMIC DEVELOPMENT AND INNOVATION INITIATIVE

PROVINCIAL TOURISM  
RECOGNITION AS A FINALIST  
FOR TOURISM

## Innovator of the Year Award







# Upcoming in 2020

2020 promises to be the most exciting year for Bruce County Economic Development yet! Bruce County has many opportunities and challenges ahead and we look forward to implementing innovative solutions, including:

- Showcasing Bruce County as a place not just to visit, but also a place to live and build a business
- Addressing critical labour shortages with a Workforce Strategy
- Enhancing Bruce County's position as the Clean Energy Capital of Canada through a Foundational Hydrogen Infrastructure Project
- Strengthening our agriculture sector by addressing issues identified in the Bruce, Grey, Simcoe Agri-food BR&E Study
- Exploring regional options for community development
- Continuing to support innovative entrepreneurs and new opportunities for our business community
- Fostering sustainable tourism advancement through Bruce County's Tourism Innovation Lab





# Economic Development Action Plan 2020

PROGRAM	OBJECTIVES	ACTION ITEMS
Business to Bruce	Business Foundations	Understand the gaps and identify the type of skills needed to overcome these gaps.
		Understand the immigration rules around attracting a skilled workforce.
		Work with recruitment companies and local businesses
		Supporting the communities in the development and implementation of tools to implement the Business to Bruce program.
	Business Marketing and Promotion	Continuing with creating databases, collection of information and revision of documents to be readily available for potential investors.
		Marketing BtoB communities as capacity is developed locally.
		Implement Marketing and Communications Plan.
		Continue to work with Bruce communities under Business to Bruce program or capacity is developed locally
	Support/ Outreach/ Education	Create a supportive culture for entrepreneurs to explore business ideas and opportunities.
		Develop a mentorship network that supports entrepreneurs.
		Expose youth to entrepreneurship.
		Administration of the Business Development Programs offered through the Province.
		Ongoing business skills education and training opportunities.
		Host events that support an entrepreneurial culture and networking and also address specific business needs.



# Economic Development Action Plan 2020

PROGRAM	OBJECTIVES	ACTION ITEMS
<b>Explore the Bruce</b>	<b>Tourism Attraction and Product Development</b>	Support and collaborate with lower-tier municipalities to implement their marketing plan.
		Position the Peninsula as a place to visit in the shoulder seasons.
		Marketing Plan and Campaign Development – develop and implement seasonal marketing campaigns to highlight key activities and to increase visitation.
		Media tours/outreach - to continue to host Media Tours and to target Bruce County’s Target Audience to highlight Bruce County as a place to visit and a place to stay.
<b>Spruce the Bruce</b>	<b>Community Development</b>	Organize / Build Community Capacity – continue to engage and work with each community to ensure commitment and their engagement.
		Energize - continue to energize and empower local community partners to embrace their community brand.
		Strategize - continue to review and update each Community’s Action Plan with each of the local partners to ensure that they can continue to complete items on their action plans.
		Visualize - continue to work with lower tiered municipalities to align their product development efforts align with their community brands.
		Capitalize – make revisions to the Spruce the Bruce Grants to better align with Explore the Bruce and Business to Bruce initiatives.
		Support physical design projects such as Wayfinding and Directional Signage.
		Support downtown streetscape improvements.
<b>Nuclear and Energy Support</b>	<b>Nuclear/ Energy Cluster Development</b>	Collaborate with local partners to identify products and activities that need to be further developed.
		Research and Analysis: identify any opportunity to see where Bruce County can support this unique cluster of educated and skilled workforce.
<b>Agriculture Enhancements</b>	<b>Support Agriculture Opportunities</b>	Develop a plan to engage and mobilize this group in business development.
		Continue to support Agriculture through the creation of an action plan based on the results of the BR&E Study. Continue to support the Culinary Association.
		Collaboration with OMAFRA and University of Guelph Food Policy and Farming.

# Conclusion

All would agree that economic success does not happen overnight. It needs continuous planning, effort, dedication, and a coordinated approach from a number of partners. The “Find Yourself in Bruce County” Strategic Plan embraces the entire Bruce community. It acknowledges the “Macro Approach” that supports working together in order to succeed as a region. Building capacity with partners and in our communities are the most valuable components to our Plan. The purpose of this Annual Report is to measure the performance of our programs and the impact and value it has on our communities and businesses on an annual basis.



# Demographics

## Population

2016	<b>68,147</b>
2011	<b>66,102</b>
2006	<b>65,349</b>

## Population Change (%)

2011 to 2016



**3.1%**

## Median Age

2011



**47**

Bruce County

**40.6**

Ontario

## Average Dwelling Value

2016

Bruce County **\$263,380**

Ontario **\$518,586**

Canada **\$456,722**

## Total Private Dwellings

2016

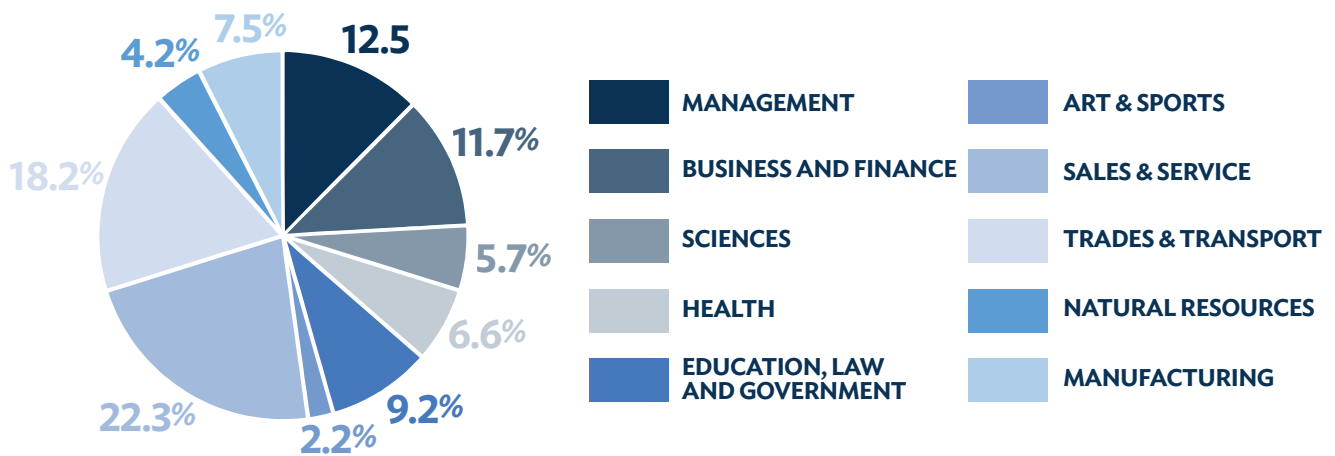


**40,033**

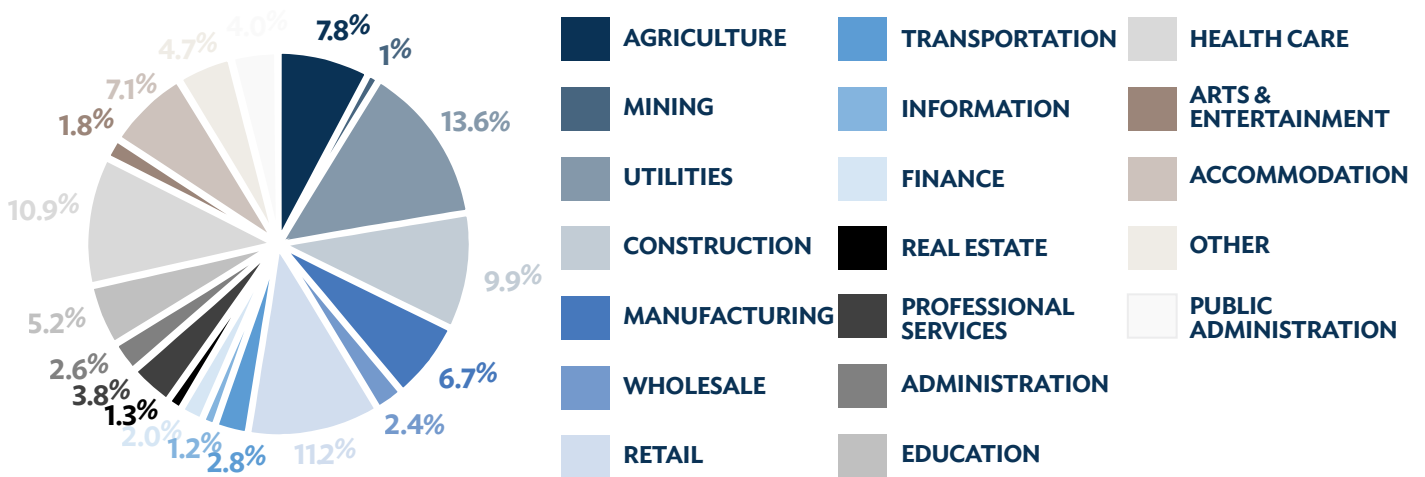
Source: PCensus, MapInfo, Pitney Bowes

# Labour Force

## Labour Force by Occupation (%) 2016



## Labour Force by Industry (%) 2016



Source: PCensus, MapInfo, Pitney Bowes



# Labour Force



## Participation Rate

2011 **62%**  
2016 **63.1%**  
↑ **1.1%**

## Household Income

**\$94,317**  
Average Income  
**\$76,383**  
Median Income

## Unemployment Rate

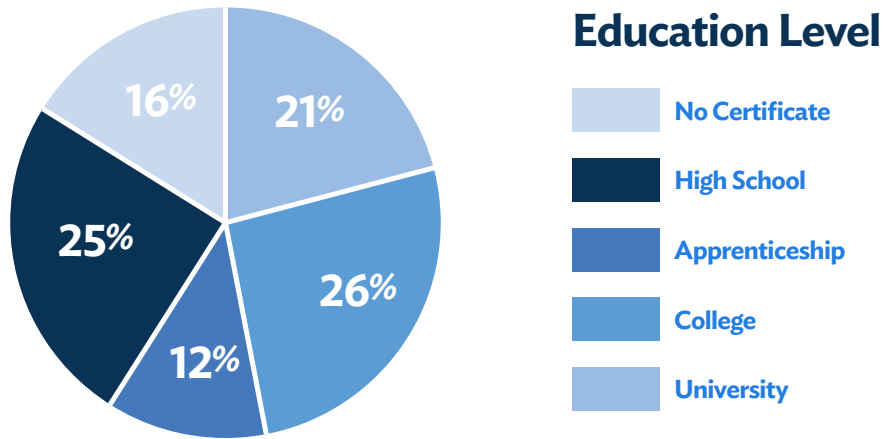
2011 **6.5%**  
2016 **5.5%**  
↓ **1.0%**

## Employment Rate

2011 **57.9%**  
2016 **58.35%**  
↑ **0.45%**

# Education

2016



# Key Economic Sectors

2016



1. Utilities

**16%**

of the total jobs,  
total of 5664 jobs



2. Retail

**11%**

of the total jobs,  
total of 4082 jobs



3. Tourism

**11%**

of the total jobs,  
total of 4042 jobs



4. Construction

**9%**

of the total jobs,  
total of 3101 jobs



5. Agriculture

**8%**

of the total jobs,  
total of 2858 jobs









**BRUCE**  
county