

YOUR ADVENTURE STARTS HERE

Explore, Dream, Thrive: Live in Bruce County

See why it's the perfect place to call home.



BRUCE
county

Be an explorer.



Welcome To Bruce County

Bruce County is a remarkable part of Southwestern Ontario where you can explore to no end. With many unique towns and dozens of communities in between, a huge diversity of natural landscapes and a very long list of ways to have fun outdoors, come this way and be an explorer.



TOTAL POPULATION*

72,017

NORTHERN BRUCE PENINSULA
POPULATION: 4,404

Lion's Head & Tobermory

LAKE
HURON

GEORGIAN
BAY

SAUGEEN SHORES
POPULATION: 15,908

Port Elgin & Southampton

SOUTH BRUCE PENINSULA
POPULATION: 9,137

Sauble Beach, Hepworth & Wiarton

KINCARDINE
POPULATION: 12,268

Kincardine & Tiverton

ARRAN-ELDERSLIE
POPULATION: 6,913

Tara, Chesley & Paisley

HURON-KINLOSS
POPULATION: 7,723

Lucknow, Ripley & Point Clark

BROCKTON
POPULATION: 9,784

Walkerton, Glammis & Cargill

SOUTH BRUCE
POPULATION: 5,880

Mildmay, Formosa & Teeswater



*Census Data 2021



Why Make The Move?

Experiencing a warm welcome from a new community after relocating from the city...

When Neha Bhatia began to pack her bags in her Toronto apartment during the onset of the pandemic to move to a small town in Bruce County, she was hesitant and nervous. Those fears were soon overcome with excitement that drove her forward.

“When I came here it was the generosity of my neighbours that made me feel so welcome,” says Neha. “I’ve made so many friends, both in person and through online groups, which isn’t so common in the city.”

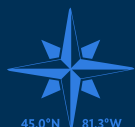
No longer faced with trying to catch her breath on the weekends, Neha is embracing a more evenly paced lifestyle, appreciating the beauty of the routine experiences in life.

“Relocating to a small town was not something I was ever ready to do. But after I did it, and got adjusted, I would never go back,” says Neha.



Get More Bang For Your Buck In Bruce County

With tons of green space and lower cost of living compared to the city, Bruce County provides the perfect place to live a well-balanced life.



Living in Bruce County



83%

Of Dwellings In Bruce
County Are Single-
Detached Houses



Living in Ontario



53.6%

Of Dwellings In Ontario
Are Single-Detached
Houses



Living in Toronto



39%

Of Dwellings In Toronto
Are Single-Detached
Houses



Join a Strong Local Economy in Bruce County

Bruce County is home to a strong job market and plenty of opportunities to carve your own path. It has three key sectors including agriculture, tourism, and energy, as well as a thriving creative and entrepreneurial community.

From Degree to Career: Discovering Career Paths in Bruce County

After finishing his Master's degree at the University of Guelph, Naveen Joshey stumbled upon a nuclear job fair in Owen Sound in 2019. Surprising to him, Naveen found out that Bruce County is home to a large nuclear industry, one that generates 30 percent of Ontario's power.

Through the job fair, Naveen was able to get a job in Engineering Services at Nuclear Promise X, a company that aims at making nuclear energy more sustainable by making it cheaper, faster, and safer. Naveen moved to Kincardine where he "immediately felt right at home". With a welcoming community and colleagues, Naveen quickly learned that "you don't have to love the outdoors to appreciate the lakes, trails, and everything Bruce County has to offer."



2.5M

VISITORS A YEAR
WITH AN ANNUAL
ECONOMIC
IMPACT OF OVER
\$300M



30%

ONTARIO'S
ELECTRICITY
PRODUCED



1,946

FARMS GENERATE
MORE THAN
\$255 MILLION
ANNUALLY IN
GROS SALES (2021)



5,797

REGISTERED
BUSINESSES IN
BRUCE COUNTY







Connect With Nature

Jumping at the chance for a life living by the lake...

Dreading being stuck living in the city for the long haul, Chantelle Riberdy moved her family of four with their puppy in tow from Kitchener to Sauble Beach on a whim in 2020.

“We haven’t looked back once. It’s been the best decision of our lives,” says Chantelle.

Like it did for Chantelle and her family, your life can change in the blink of an eye. The culture of being overwhelmingly busy is being flipped upside down. Is life really about constantly waiting for the weekend? What about a new perspective — one where we choose to slow down to enjoy what matters most to us.

Take Chantelle’s advice, “When you’re manifesting big dreams, whether they happen today or two years from now, you have to jump at the opportunity when it presents itself. I tell myself all the time, ‘I can’t believe we live here’.”

Are you Ready for a Change of Scenery?

In Bruce County, de-stressing and connecting with nature is as simple as opening your front door.



Connect With Nature



2

NATIONAL PARKS
CALL BRUCE
COUNTY HOME

Bruce Peninsula
National Park

Fathom Five
National Marine
Park



5

PROVINCIAL
PARKS IN BRUCE
COUNTY

Inverhuron
Provincial Park

MacGregor Point
Provincial Park

Lion's Head
Provincial Park
Nature Reserve

Sauble Falls
Provincial Park

Black Creek
Provincial Park



80 km

OF MOUNTAIN
BIKE TRAILS



854 km

OF COASTLINE
ALONG THE
NIAGARA
ESCARPMENT



264 km

OF HIKING TRAILS





Enjoy Less Stress And More Support

Live like you are on vacation every day in Bruce County

After being a nanny for ten years in Port Elgin, Lin knew this is where she wanted to stay! Right before the pandemic, she connected with her long-time friend Oli, and persuaded her to move to Paisley, from Ottawa, where they would open a Thai restaurant together.

Before Oli made the move to Bruce County, she moved to Toronto to gain a certificate in Medical Studies and experience big city living for the first time. Originating from a small town in Thailand, Oli wanted to take the opportunity to live in the city and soon realized she preferred small-town living. Oli says she “100 percent likes living in a small town compared to the city.” The slower-paced lifestyle, closeness to the beach and welcoming community have touched her heart.

“If you want to feel like you are on vacation every day, move to Bruce County,” Rak Thai Kitchen co-owner, Lin says.



16 Minutes

AVERAGE COMMUTE
TIME IN BRUCE COUNTY



0 Minutes

SPENT IN GRIDLOCK



14

BUSINESS DEVELOPMENT
GRANTS AWARDED EVERY YEAR



Be an explorer.

Thinking About Making Bruce County Home?

Explore opportunities in our
communities by visiting
BRUCECOUNTY.ON.CA