



WE'RE HERE TO HELP

Properties in the Main Street commercial core qualify for the Village Vibrancy Community Improvement plan, which offers up to 7 combinable matching grants per property, up to \$47,500 per property.

The King Township Economic Development Concierge Program will work with you to facilitate your property search, explain zoning, and assist you with all processes and applications.

Once your business has opened, it will be featured on schombergmainstreet.ca and regularly promoted through social media to the community.

HISTORIC MAIN STREET, SCHOMBERG

The future for your business is here.



HISTORIC MAIN STREET SCHOMBERG



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THE CUSTOMERS WHO FREQUENT MAIN STREET

Schombergians: A Community Like No Other

Population: 3,000
 Average Household Income: \$141,047¹
 Average Detached Home Price: \$1,151,666

Schombergians Love Main Street!

- **72.5%** of Schomberg residents visit Main Street on a regular basis²
- **35%** of residents incorporate Main Street into their lifestyle, visiting it three or more times per week²



Schombergians are Affluent

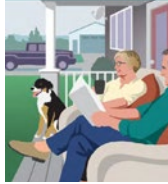
- **67.8%** report an annual household income over \$100K²
- **42.5%** report an annual household income over \$150K²
- **17.2%** of report an annual household income over \$200K²

Schombergians are Engaged

- Almost every resident in Schomberg attends special events like A Main Street Christmas.²
- Schomberg has the highest number of community groups of all of the villages in King.
- The Schomberg Community Facebook page has over 4,700 followers and is used by residents and those in the surrounding area to share news, look for businesses and engage with each other.
 - Average 800 posts per month³
 - Over 3,602 comments per month³
 - Over 12,000 reactions per month³

These 5 segments represent 59% of customers on Main Street that come from within 40km⁴

KICK-BACK COUNTRY 24.13%



This is the wealthiest rural lifestyle with an average household net worth of \$964,293. It is comprised of middle aged families and older couples 45-64 with children 10-24. They have traditional values and prefer patronizing small businesses, which they believe are more fair and ethical than large corporations. They take an energetic lively approach to life and enjoy being close to the natural world.

TURBO BURBS 12.01%



This is the wealthiest suburban segment, with an average net worth of \$1,673,252. It is comprised of families with children 10-25. They spend freely on home technology, beautification and dining and entertainment. They think of themselves as influencers, preferring products by companies that are good corporate citizens. They support small business because they believe they operate more ethically.

SUBURBAN SPORTS 9.37%



These households are nearly evenly divided between couples and families, with adults 35-64 and children of all ages. With an average household net worth of \$551,442 and a strong work ethic, they enjoy family friendly activities, watching sports, dining in casual restaurants and regular exercise. They are proud of their homes and tend to make purchase decisions based on the ethics of a company.

FAMILY MODE 7.87%



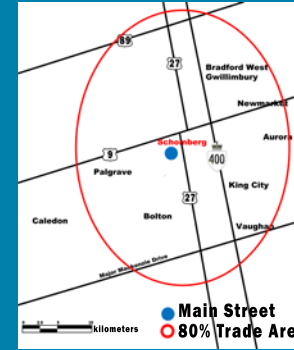
This segment is comprised of adults 35-54 with children over the age of 10, and an average household net worth of \$627,552. Sports are central to their lifestyle, and they enjoy gardening, camping and power boating. Many have a strong sense of national pride, believing it is important that Canada hold a strong position in the world, and put their obligations to their country ahead of their personal interests.

MULTICULTURE-ISH 5.70%



One of the wealthier suburban lifestyles, this ethnically diverse segment has an average household net worth of \$908,079 and is comprised of middle aged Asian and South Asian households. Households tend to be large and they tend to put family first. They are status conscious, and make efforts to dress and decorate their homes to impress others.

MAIN STREET'S TRADE AREA⁵



This large trade area accounts for 80% of the foot traffic on Main Street.

- Population 204,774 (2018) expected to grow to 256,864 by 2028
- 65,390 households
- \$6.73 billion in after tax spending per year (\$103,001 per household)

Families with Affluent Incomes

71% are married couples or singles with children living at home

54% earn over \$100k

88% own their own dwelling

29% earn over \$150k

83% live in single or semi-detached homes

13% earn over \$200k

Most Attractive Areas of Opportunities for New Businesses Based on Market Threshold Analysis



HOME
 Furniture, Floor, Window Treatment, All Other Home



FAMILY
 Children & Infant Clothing, Pet & Pet Supplies



SPECIALTY SHOPPING
 Specialty Food, Women's Clothing, Personal Care



LUXURY PERSONAL SERVICES
 Photography Studios, Spas and Salons



DINING & CULTURE
 Bed & Breakfasts, Art

¹ GeoWarehouse Client Report, December 2021

² 2018 resident survey n=337

³ Schomberg Community Group Facebook Insights 30 days to Nov. 22 2021

⁴ Central Counties Schomberg GeoFencing Fairgrounds & Main Street Sidewalks 2020, n = 15,256

⁵ Trade Area Analysis, June 2018, n=929