

NOTES:

Bruce Wine Bar has been operating in The Blue Mountains since Feb 2011. We invested a great deal of money to build our restaurant. Our annual sales depend on local as well as visits from tourists. Our demographic is primarily women 65% with the remainder being male. The age demographic is widespread from early 30s to 75.

Winter has a major impact on our sales with weekend warriors coming to the week end homes every single weekend, Christmas and March break. This then reverts to Summer when we see a huge influx of tourism with people who may not own vacation homes but certainly come to the area in hopes of being near the water and experiencing the area. The seasonality peaks and valleys are not nearly what they were, therefore making for a more level revenue stream vs when we first opened.

We are an active member of the Apple Pie Trail, a local initiative spearheaded by Blue Mountain Village Association to promote local restaurants. Through this program, we are promoted to visiting tourists, international media, and we forge local partnerships. A number of Apple Pie Trail stops are located in the Villages of Thornbury & Clarksburg – we depend on visitors to Thornbury & Clarksburg and we fully support the sustainable growth of our important tourism industry.

Today we employ approximately 15 full-time and 10 part-time employees and we offer a variety of job opportunities including part-time, full-time, and very specialized roles that are required within true culinary experiences. Further, Bruce wine bar is a supporter of local musicians and artists, and we are proud to introduce our local artists to our customers and visitors from around the world.

Our employees stay with us because we offer very fair compensation for the industry, we are respectful above all in that we manage people and their lives with balance. Bonus structures and continuing education with respect to wine, service and food. Overall events in hospitality. We also host staff appreciation parties with entertainment, outings, snowshoe parties followed by fondue-food and wine with staff and their partners to be certain there is a support system appreciation and again respect for how they help us build our business. We try to build a team with a sense of family so that everyone cares to help each other out.

In response to growing labour shortages, we have started to make more investments for our employees including (partnerships, bonus structures profit sharing) However, these measures will not be sustainable in the long-term on their own without local and regional infrastructure development to support economic growth. In our business alone, we face growing shortages particularly in busy seasons such as winter and summer. Our affiliate restaurant also faces these challenges

I encourage the Committee of the Whole & Council to follow recommendations provided by its Economic Development Committee and the South Georgian Bay Regional Tourism Labour Supply Task Force to develop proactive solutions to support our vibrant business community, including exploring attainable housing solutions, transit expansion, increased childcare capacity, and support for regional tourism post-secondary programming. Local industry does not expect the Municipality to lead on its own – what we are asking for is improved collaboration. What we expect going forward is respect for the tourism sector that drives our local economy, provides a significant number of local jobs, actively supports our Thornbury Village and provides lifestyle benefits for all local residents.