

ORILLIA'S WATERFRONT

Orillia's waterfront is on the shores of two connecting lakes, Lake Simcoe and Lake Couchiching. It is also part of the Trent-Severn Waterway, which attracted more than 123,000 boaters in 2016.

The waterfront consists of approximately 9.5 hectares of public parks and waterfront trails along a 2.5 km length of shoreline. This wealth of parkland demonstrates follow through on a public desire to create public access to the water's edge.

Orillia's vibrant and evolving waterfront is the result of coordinated efforts to ensure economic sustainability. The City of Orillia and its partners have committed to supporting the growth of tourism opportunities along the waterfront as an economic driver. Through this commitment, the City has prepared a Downtown Tomorrow Community Improvement Plan that aims to capitalize on the opportunities facing the waterfront. The Plan encourages waterfront activities that are compelling for visitors and citizens alike and supporting investors with façade improvements, design studies, building improvements, and differed fees.

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ORILLIA
WATERFRONT



Orillia & Area's Four Season Playground!

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INVESTMENT OPPORTUNITIES



MARKET APPETITE

- A retail mix study determined that the City of Orillia is primed for investments in restaurants, accommodations and conference facilities, culture, entertainment and recreation establishments, clothing stores, personal care services and general merchandise stores.
- A tourism strategic plan determined that Orillia's waterfront also needs to include recreational opportunities such as cycling, food and beverage, paddling and boating.

INVEST IN ORILLIA'S WATERFRONT

Orillia's Lake Couchiching waterfront is the envy of many communities because of its rich green space and range of amenities. Just steps away from Downtown Orillia and six blocks of shopping and dining, the waterfront features a well-used boardwalk and waterfront trail which stretches along the lakefront. Some of the best features are Couchiching Beach Park, a marina, play facilities, skateboard park, trails, cruise ship dock, interpretive signs, service facilities, and is, as such, the envy of many communities in Ontario.

RECENT INVESTMENTS

- \$2.3 million investment made by the City to build and operate a new Waterfront Centre at the Port of Orillia, with services for both boaters and visitors.
- \$17 million invested by the City to enhance infrastructure to accommodate growth, such as new residential/retail space at Matchedash Lofts.
- The City supports investment through its Downtown Tomorrow Community Improvement Plan with grants to offset development costs in the Downtown core.

