



DILL STREET

Storm claims to top \$10M

By Geoff Lee

According to the Insurance Bureau of Canada, insurance adjusters have pegged the total claims damage from the Aug. 2 windstorm between \$10M and \$15M for all of Ontario.

"That figure could rise as many people in affected areas were unable to get to their cottages last weekend as the power was out or roads were blocked," says Eve Patterson, regional manager for the Insurance

Bureau of Canada.

Environment Canada has confirmed at least eight tornadoes touched down over a 90-minute in period in cottage country.

"We've done a preliminary check with insurance companies and the total claims estimate ranges from \$10M to \$15M," says Patterson.

Patterson says every time there is a major storm in Ontario she e-mails
See LANDOWNERS - p. 3

Second Tim's for Bracebridge

Post and beam look to distinguish new store at Taylor Road

By Don McCormick

Tim Hortons' coffee customers in Bracebridge have perked up with the news Larry Greenwood will be building a second Tim Hortons store in Bracebridge. The outlet will be located on a

1.4-acre site at the corner of Taylor Road and Home Depot Drive beside the Community Living building.

Construction will start in early September with a projected opening in December or early January 2007.

Greenwood also owns the coffee and donut franchise at the Tim Hortons' plaza at Hwy. 118 and four locations in Huntsville. He
See NEW TIM - p. 5

Benjamin Moore
The Colour Experts

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"Across from Wal-Mart"



River Street Gallery exhibits local works

See p. 12

Bracebridge BIA launches new logo and slogan

see p. 13

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NORTH COUNTRY BUSINESS

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ATTRACTION: Cruises on the *Segwun* continue to ride the wave of tourism popularity but last-minute travel bookings are creating uncertainty elsewhere in Muskoka.

Tourism mixed in '06

By Dale Peacock

On a recent CBC Radio interview, Minister of Tourism Jim Bradley called the tourism business across Ontario "very good" for the first half of the 2006 summer season. Not everyone is as optimistic as Bradley, however.

Muskoka Tourism's marketing manager Allan Cook reports that one of the biggest trends affecting the industry is people booking at the last minute.

"The weather and the Internet are closely tied to vacationer booking patterns," he says which facili-

tates a "wait and see" attitude.

GM Robyn Scott recently sent this good news, bad news e-mail excerpt to mailing list members: "Following our participation in the Go Media event in Huntsville in May, we've seen an increase in media inquiries, especially from European and Asian writers.

"On the other hand, conversations we have had with some members and the strong response we are receiving to our weekly vacancy reports, are concerning to me."
Cottage-resort.com owner Gord

Bell whose company offers a user-friendly on-line directory for cottages, inns, lodges, and resorts in Ontario that is growing at a rate of 30 per cent a year says: "There is so much more competition in Muskoka right now.

"Properties with a decades-old product are struggling since there is a lot to offer at about the same price in the brand-new category.

"Collingwood and the Niagara region are brimming with new product and it's drawing families away from Muskoka.
See DESTINATION - p. 6

Developer acquires retail land

\$4M development for Gravenhurst

By Nancy Beal

Otis Group of Companies, a Toronto-based developer has pieced together a parcel of land in Gravenhurst for a \$4 million project that Brian Otis, vice-president of special projects says will be driven by the needs of his tenants.

The planned retail development will take take on a parcel of land across from Oliver's coffee shop on Muskoka Road South at James Street in Gravenhurst.

"Now it's just one single retailer," says Otis, "but we're trying to expand to multi-use."

The retailer is not quite yet ready to announce their identity, says Otis but he estimates they will require approximately 30 full-time employees.

Additional tenants could mean expanding to a second storey and more units. The Town of Gravenhurst council met July 25 to approve a 17,000 square foot retail structure with the building flush to the intersection and parking located behind the structure along the west side.

The project involves six different landowners selling separate parcels that run south to the railway tracks and west to the townhouse development.

Five of the sellers are residential landowners while the sixth property comprises mixed residential and commercial units.

"It's a very unique deal - assembling enough properties in the
See DEVELOPER - p. 2

Marinas a Muskoka tradition - see pgs. 7 - 9

Darryl McCullough CCIM, BROKER

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