



# INVEST IN HEALTH, WELLNESS & COMMUNITY

## SECTOR PROFILE

### TOWN OF MORRIS



## REASONS TO INVEST

From keeping active to medical support, Morris offers everything you need to maintain a health. Families and newcomers can take advantage of the same high-class facilities and services offered in urban areas without having to stray far from home.

Morris' health needs are provided for by private businesses, the Municipality and Southern Health-Santé Sud which has a hub for the surrounding area. With urban migration from the Winnipeg region continuing strong, Morris is in a great position to develop opportunities for its well-established health and wellness sector.

### QUALITY HEALTH SERVICES & AMENITIES

Young or old, there are services available for all demographics' needs. Morris has a solid foundation of top tier facilities that provide not only for the community, but the surrounding area as well. These include:

- the General Hospital and Medical Clinic which offers 24/7 emergency services
- Mental Health Services
- Minor Surgical Facilities
- Physiotherapy



## SKILLED WORKFORCE

Morris prioritizes health and education. The Town sees 1 in 4 of its workforce currently employed in either of the two sectors, and has several high-quality healthcare services and a full K-12 school. This access to a dedicated and trained cohort helps to support opportunities for developing further private health services, amenities and the expansion of educational facilities and training campuses.

## DIVERSE WELLNESS OPTIONS

For many millennials and older demographics considering a move from an urban area to a rural one, access to wellness amenities can be a major factor in their final decision. Such migration is on a trend and sets Morris apart from other communities, a prime position to capitalize on the opportunities that this creates.

The Town currently has a state-of-the-art, fully equipped fitness Centre inside the Morris Multiplex that is accessible 24/7 and draws people from the surrounding region. There are great opportunities with this established user base and increasing demand for further expansion of wellness services, amenities and specialized health retail / businesses that can support a growing and aging population.

## TRANSITIONAL AGING SERVICES

An uptick in older demographics from cities looking to retire in cozy quiet towns and the slightly higher proportion of mid-to-old age adults to youth in Morris has created certainty for all types of development and businesses relating to easing transitional aging. These can include, but are not limited to:

- long-term assisted living centres
- mobility and transportation services and businesses
- age-friendly wellness services and amenities
- mental health services
- assisted-living equipment businesses





# INVESTMENT OPPORTUNITIES

The Town of Morris' economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the Health, Wellness and Community Sector:



## DAYCARE AND EARLY CHILDHOOD EDUCATION

- Child transportation services
- Nanny services
- Childcare centres and home daycare
- After-school program business
- Home & facility cleaning services



## ACTIVE LIVING DEVELOPMENT

- 55+ independent & assisted living community centre
- Age-friendly wellness programs & sports
- On-call and in-house care services



## RECREATIONAL SUPPORT SERVICES

- Sport specific gear rentals / selling
- Sport tutoring / lessons / classes
- Activity & recreation guides
- Minor sport/activity certification (i.e. lifeguard certification)



## MULTI-USE HALL RENTALS

- Fitness & wellness retreat events
- Socials, weddings and banquets
- Sports and sport event hosting
- Community events
- Vocational training

# FAST FACTS

- According to a report by Statistics Canada, the health and wellness industry in Canada generated over \$31 billion in revenue in 2017, and has been growing at a rate of 6.4% per year since 2015.
- A survey by the Canadian Health Food Association found that 77% of Canadians purchase natural health products, and that the industry is worth over \$4 billion annually.
- The fitness industry in Canada has grown significantly in recent years, with over 6 million Canadians belonging to a gym or fitness club, according to a report by the International Health, Racquet & Sportsclub Association.
- In 2018, the spa industry in Canada generated \$2.2 billion in revenue, according to a report by the International Spa Association.



# RESOURCES AND SUPPORTS

---

## PROGRAMS & SUPPORTS

The Town of Morris offers several programs, dedicated personnel, grants and incentives to support economic development in the town. The town is open for business and welcomes investment. Please visit the following websites to learn more about the available programs, supports and opportunities within Morris:

- [Invest Morris](#)
- [Sector Profiles](#)
- [Site Selector](#)

## AVAILABLE MUNICIPAL INCENTIVES

Several incentives and supports are available and open to discussion with our Staff and Council to assist you in achieving your business objectives.

- **Opportunity Zone** - Redirecting a grant of up to 100% of accruing municipal tax to targeted development projects like multi-family housing.
- **Shared Building Ownership** - The Town and investor would create a joint venture to make more equity capital available.

## OPEN DATA

Explore our [Data Library](#) to access a wide-range of reports, mapping data, publications and relevant municipal by-laws.

## CONTACT US

Ready to start your next business investment or expansion? We are available and ready to assist investors and business.

Our experts are here to help. If you would like more information, please contact:

### Town of Morris | Economic Development

1-380 Stampede Grounds  
Morris, MB R0G1K0  
p: 204-746-2531  
[info@townofmorris.ca](mailto:info@townofmorris.ca)



Town of Morris  
1-380 Stampede Grounds, Morris, MB R0G1K0  
Tel: 204.746.2531 | E: [info@townofmorris.ca](mailto:info@townofmorris.ca)  
[investmorris.ca](http://investmorris.ca)