

The following presents a list of the most viable business opportunities identified for Deseronto. These businesses represent opportunities for new businesses operations in Deseronto as well as opportunities for existing Deseronto businesses to expand and grow by offering new products and services. Deseronto offers a variety of business advantages including location, zero development fees, affordability of property, modern infrastructure, business amenities and services, a business mix that attracts a wide market of consumers, and a high quality of life.

The Town of Deseronto welcomes all inquiries on the community and its amenities. Deseronto is ideally located in the heart of South Eastern Ontario, between Toronto (200km) and Ottawa (250km) and a short drive from Kingston (50km) and Belleville (30km). The Town is within close proximity to all major markets and transportation routes. Deseronto is situated on the shores of the beautiful Bay of Quinte in the County of Hastings, with the Counties of Prince Edward and Lennox & Addington located just minutes away. Deseronto's location, development opportunities and many other attractive features make it an ideal setting for a mix of retail, service and tourism businesses.

The downtown offers unique business opportunities, new and heritage buildings that are remarkably affordable to purchase and lease, and is home to a business mix that attracts a wide market of consumers such as restaurants, specialty stores for example antique stores and flea markets, gifts, home décor, pet food & supplies, convenience, as well as personal and business services. Please visit our web site at www.deseronto.ca for community profile and site selection information, commercial / development property listings, business opportunities, businesses directories, resources, events.

Waterfront areas of the community present countless business development opportunities such as marine equipment and services, waterfront based food/beverage establishments, tourism products, services and amenities, specialty and essential retail products and services, with potential for residential developments as well. This prime development area features waterfront access to attract both water and land based consumers, and offers the ability to develop docking, waterfront patios, and many other waterfront facilities and services.

Advantages such as these present great opportunities for success and growth in today's increasingly competitive market.

The Town of Deseronto Economic Development Department has conducted a variety of market research to identify community business opportunities. Market research conducted has included: analysis of economic development data and intelligence provided by organizations including Statistics Canada and the Ontario Ministry of Agriculture, Food & Rural Affairs - OMAFRA; trade area, business owner, and resident surveys; community exchanges; and focus groups. The identified business mix gaps resulting from this research offer feasible opportunities for new and expanded business operations in Deseronto.

We encourage you to explore and consider the following business opportunities whether you are evaluating Deseronto as a business / development destination or considering expanding your current product / service offering in Deseronto.

Industry (Retail, Service, Industrial / Manufacturing)	Priority Level (High, Medium, Low)	Business Type	Description
Retail	High	Hardware	<ul style="list-style-type: none"> • Hardware store specializing in hardware, cleaning / maintenance supplies, small appliances, kitchen supplies & appliances, possibly automotive parts & accessories, home décor, and lawn & garden
Retail / Service	High	Marina Operations	<ul style="list-style-type: none"> • Marina operations including transient and seasonal docking accommodations, fuel and other watercraft services such as repair and storage (Possibly incorporate with waterfront restaurant / bar with patio facilities)
Retail / Service	High	Waterfront Business Operations	<ul style="list-style-type: none"> • Waterfront based operations such as watercraft manufacturing/sales, marine equipment manufacturing/sales, watercraft service/repair, marine activity operations e.g. scuba diving, watercraft rentals/tours
Retail	Medium-High	Recreation, Amusement & Tourism	<ul style="list-style-type: none"> • Waterfront areas represent great opportunities for the development of tourism based products and services e.g. recreation facilities and services such as water sightseeing / fishing operations and activities, splash pad, beach area, walkways / trails, accommodations, restaurants / eateries, specialty stores, and more. • Motion Picture, Theatrical and other Staged Entertainment Services - The Deseronto Arts & Culture Society (DACS) is working towards the Naylor's Theatre Restoration Project which is in the process of sourcing funding partners to renovate the historic Naylor's Theatre into a performing arts & possibly motion picture centre. This represents a lucrative investment prospect given the fast paced growth and success of this industry. It also amplifies the current opportunities for businesses offering tourism related products and services such as food & beverage services as well as specialty retail operations.
Retail / Services	Medium - High	Specialty Food & Beverage	<ul style="list-style-type: none"> • Deli • Café/Tea Room • Restaurant franchise opportunities e.g. quick service & casual dining franchises • Restaurants &/or combination restaurant/bar specializing in various cuisines & trends • Specialty hot & cold beverages e.g. teas / coffees, smoothies (potential for Country Style, Tim Horton's, or an independent operation) • Confectionary • Butcher • Bakery

			<ul style="list-style-type: none"> ● Produce ● Dairy products e.g. cheese, yogurt / ice cream, specialty dairy products ● Other locally produced food items given the abundance of food and agricultural operations in the surrounding region (outdoor patio opportunities exist for food establishments during spring, summer and early fall months)
Retail	Medium	Grocery	<ul style="list-style-type: none"> ● Full service grocery store operation offering produce, dairy, meat counter, breads / baked goods, canned, dry and frozen goods
Retail	Medium - High	Restaurants / Bars	<ul style="list-style-type: none"> ● Restaurant/Bar establishment (Waterfront & downtown location opportunities; outdoor patio opportunities exist for food establishments during spring, summer and early fall months)
Retail	Medium - High	Automotive	<ul style="list-style-type: none"> ● Gas / diesel service station
Retail	Medium - High	Clothing / Shoe	<ul style="list-style-type: none"> ● Women's clothing & accessories ● Men's clothing & accessories ● Children's clothing & accessories ● Shoe store (women's, men's, & children)
Retail	Medium - High	Florist	<ul style="list-style-type: none"> ● Flower, ornamental plants & arrangements retailer (Opportunity exists for florist/lawn & garden centre)
Retail	Medium – High	Specialty Gifts	<ul style="list-style-type: none"> ● Specialty gift, personal, novelty and décor items (Opportunity exists for combination Art Gallery, Book and/or gift store)
Retail	Medium	Specialty Outdoor & Sporting Goods	<ul style="list-style-type: none"> ● Marine equipment, supplies and services ● Other water recreational equipment & supplies e.g. specialty equipment such as snorkeling / scuba, bathing & wet suits, water toys and accessories ● Fishing / hunting equipment & supplies ● Walking / hiking / cycling equipment & supplies
Retail	Medium	Home Furnishings & Décor	<ul style="list-style-type: none"> ● Home furnishings & décor, and Kitchen/Bed & Bath items
Retail	Medium	Jewellery & Accessories	<ul style="list-style-type: none"> ● Jewellery – fine and costume jewellery ● Accessories e.g. handbags, head and air accessories, hosiery, perfume/cologne
Retail	Medium	Books & Stationary	<ul style="list-style-type: none"> ● Book store, possibly in conjunction with a café selling specialty foods and hot / cold beverages Deseronto and the surrounding region is home to many published authors and artists that could be featured (Opportunity exists for combination Art Gallery, Book and/or gift store)
Retail	Medium	Audio /	<ul style="list-style-type: none"> ● Music / movie store

		Electronics	<ul style="list-style-type: none"> • Audio equipment e.g. stereos, mp3's, phones, T.V., cameras, audio accessories
Retail	Medium	Health / Personal Care	<ul style="list-style-type: none"> • Health, beauty and personal care products and services • Natural / homeopathic products
Retail	Low	Lawn & Garden Supplies & Equipment	<ul style="list-style-type: none"> • Lawn & garden centre (Opportunity exists for hardware store/lawn & garden centre)
Retail	Low	Toy, Hobbies & Special Interest	<ul style="list-style-type: none"> • Store specializing in toys, hobbies and special interests
Retail	Low	Liquor, Wine & Beer	<ul style="list-style-type: none"> • Wine/beer making establishment
Retail	Low	Art Gallery	<ul style="list-style-type: none"> • Deseronto and the surrounding region is home to a variety of gallery quality artists specializing in paintings, sculptures and other art forms (Possibly in conjunction with bookstore/café - see above)
Services	High	Physician	<ul style="list-style-type: none"> • Family Physician – general practitioner
Services	Medium	Laundries & Cleaners	<ul style="list-style-type: none"> • Dry cleaning services
Services	Medium	Accounting & Bookkeeping Services	<ul style="list-style-type: none"> • Personal and commercial accounting & bookkeeping services
Services	Low - Medium	Financial & Insurance Services	<ul style="list-style-type: none"> • Financial & Insurance services provider
Services	Low - Medium	Real Estate Services	<ul style="list-style-type: none"> • Real Estate Firm
Services	Low – Medium	Legal Services	<ul style="list-style-type: none"> • Law firm offering a range of legal services
Services	Low	Various Health Practitioners	<ul style="list-style-type: none"> • Optometrist, Chiropractic services
Services	Low	Computer & Related Services	<ul style="list-style-type: none"> • Professional and personal computer services
Manufacturing / Industrial	Medium	Mixture of Manufacturing / Industrial	<ul style="list-style-type: none"> • Opportunities exist for small – medium business type operations that specialize in a range of manufacturing / industrial services. At this time, Deseronto can not accommodate large business type manufacturing / industrial operations.

For further information regarding business opportunities and all other business and economic development related inquiries, please contact:

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