

# Town of Gananoque

## Leeds-Grenville-Thousand Islands and Rideau Lakes

### 2024 Business Survey: Report



March 25, 2024

Survey Timeframe: February 6 – March 10, 2024

#### Prepared by:

**United Counties of Leeds and Grenville**  
**Economic Development Office**  
**32 Wall Street, Suite 300, Brockville, ON**

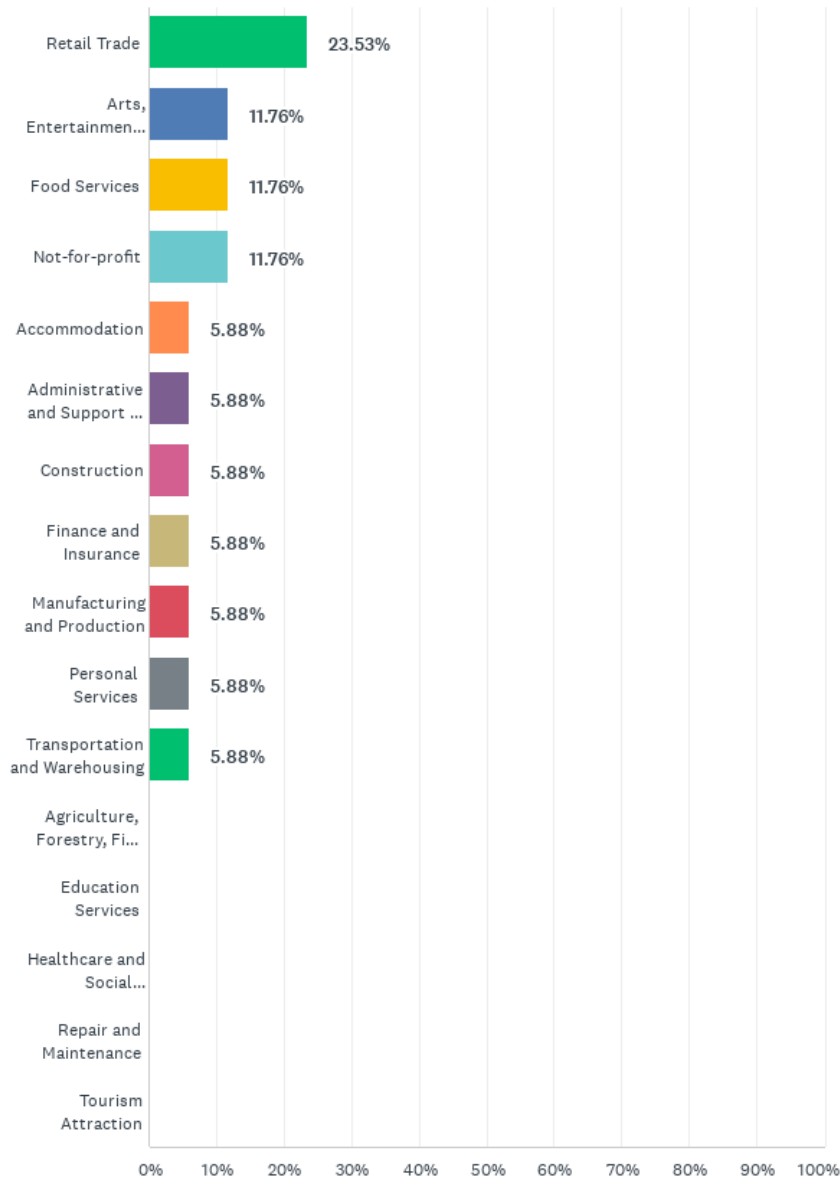


[invest.leadsgrenville.com/reportsandplans](https://invest.leadsgrenville.com/reportsandplans)

## #2 What sector is your business primarily operating in?

Answered: 17

Skipped: 0



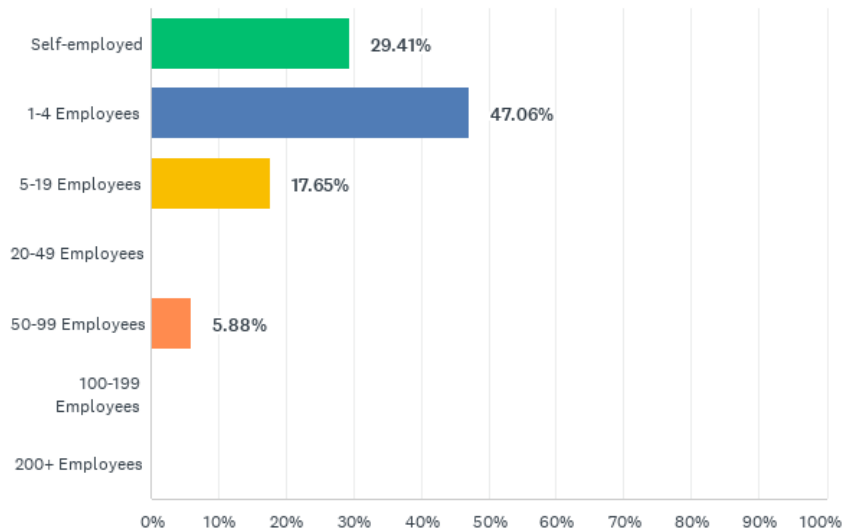
## #2 continued...

ANSWER CHOICES	RESPONSES
Retail Trade	23.53% 4
Arts, Entertainment and Recreation	11.76% 2
Food Services	11.76% 2
Not-for-profit	11.76% 2
Accommodation	5.88% 1
Administrative and Support - Business Services	5.88% 1
Construction	5.88% 1
Finance and Insurance	5.88% 1
Manufacturing and Production	5.88% 1
Personal Services	5.88% 1
Transportation and Warehousing	5.88% 1
Agriculture, Forestry, Fish and Hunting	0.00% 0
Education Services	0.00% 0
Healthcare and Social Assistance	0.00% 0
Repair and Maintenance	0.00% 0
Tourism Attraction	0.00% 0
<b>TOTAL</b>	<b>17</b>

## #3 Typically, how many full-time equivalent employees does your company have?

Answered: 17

Skipped: 0



### #3 continued...

ANSWER CHOICES	RESPONSES
Self-employed	29.41% 5
1-4 Employees	47.06% 8
5-19 Employees	17.65% 3
20-49 Employees	0.00% 0
50-99 Employees	5.88% 1
100-199 Employees	0.00% 0
200+ Employees	0.00% 0
<b>TOTAL</b>	<b>17</b>

### #4 For medium / large business (50 and above employees) -

#### Are your employees unionized?

Answered: 0

No response.

### #5 For medium / large business (50 and above employees) -

#### What are your top infrastructure issues, and why? i.e. hydro, natural gas, rail, etc.

Answered: 0

No response.

### #6 For medium / large business (50 and above employees) -

#### Are you interested in participating in an Ottawa job fair in October?

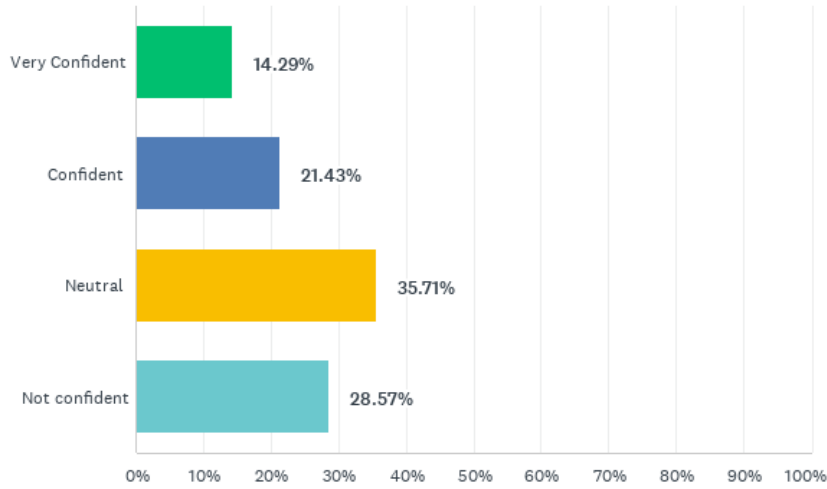
Answered: 0

No response.

## #7 How confident are you in the strength of the economy?

Answered: 14

Skipped: 3

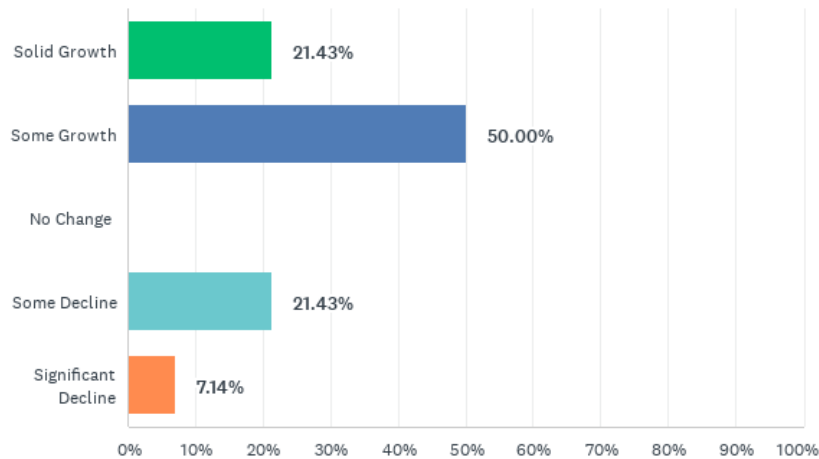


ANSWER CHOICES	RESPONSES
Very Confident	14.29% 2
Confident	21.43% 3
Neutral	35.71% 5
Not confident	28.57% 4
<b>TOTAL</b>	<b>14</b>

## #8 In the last couple of years, what has your business experienced?

Answered: 14

Skipped: 3



## #8 continued...

ANSWER CHOICES	RESPONSES
Solid Growth	21.43% 3
Some Growth	50.00% 7
No Change	0.00% 0
Some Decline	21.43% 3
Significant Decline	7.14% 1
<b>TOTAL</b>	<b>14</b>

## #9 Rate the level of challenge to your business for each item.

Answered: 14 Skipped: 3

	1-NOT A CHALLENGE	2	3-SOMEWHAT CHALLENGING	4	5-VERY CHALLENGING	TOTAL
Increasing overhead costs	0.00% 0	7.14% 1	21.43% 3	14.29% 2	57.14% 8	14
Increasing product prices	7.14% 1	0.00% 0	28.57% 4	7.14% 1	57.14% 8	14
Changes in demand for your product / service	7.14% 1	14.29% 2	50.00% 7	14.29% 2	14.29% 2	14
Borrowing costs	35.71% 5	21.43% 3	14.29% 2	7.14% 1	21.43% 3	14
Supply chain instability	21.43% 3	35.71% 5	28.57% 4	7.14% 1	7.14% 1	14
Ability to find skilled employees	28.57% 4	14.29% 2	28.57% 4	0.00% 0	28.57% 4	14
Ability to offer competitive wages and benefits	7.14% 1	14.29% 2	28.57% 4	28.57% 4	21.43% 3	14
Ability to retain employees	21.43% 3	35.71% 5	28.57% 4	7.14% 1	7.14% 1	14
Absenteeism due to reliable child care	57.14% 8	7.14% 1	21.43% 3	0.00% 0	14.29% 2	14
Repayment of CEBA loan	76.92% 10	7.69% 1	0.00% 0	0.00% 0	15.38% 2	13

- Government is far too excessive in the administration to operate a business.
- No before and after school care available.
- Changing weather patterns & how it affects outdoor events.
- The bigger issue is since the pandemic, a child can't go to school if they have as much as a sniffle or a headache and that makes the mom unable to work or the dad.

## #10 Rate the level of challenge to your employees or as a self employed individual for each item.

Answered: 14

Skipped: 3

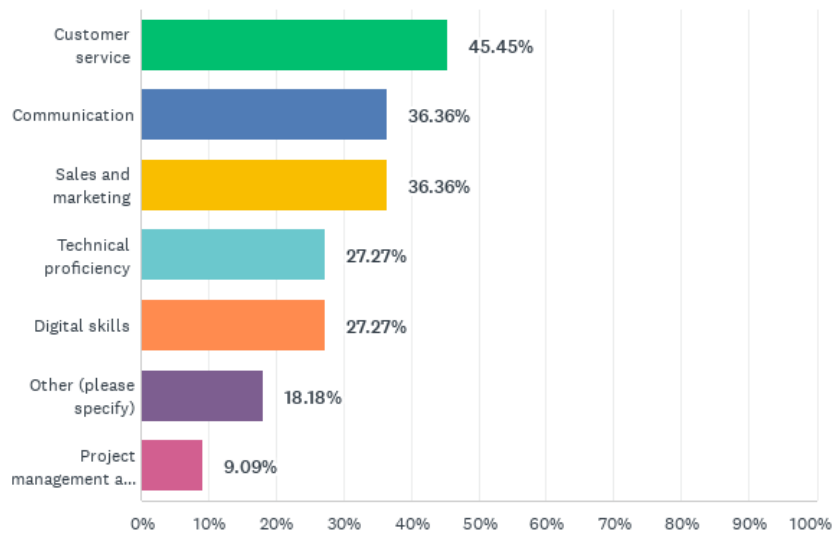
	1-NOT A CHALLENGE	2	3-SOMEWHAT CHALLENGING	4	5- VERY CHALLENGING	TOTAL
Available housing / accommodation	28.57% 4	7.14% 1	28.57% 4	7.14% 1	28.57% 4	14
Available daycare	57.14% 8	0.00% 0	28.57% 4	0.00% 0	14.29% 2	14
Cost of Living ie. inflation	0.00% 0	7.14% 1	28.57% 4	35.71% 5	28.57% 4	14
Public transportation	50.00% 7	0.00% 0	14.29% 2	7.14% 1	28.57% 4	14
Caring for elders	35.71% 5	14.29% 2	14.29% 2	14.29% 2	21.43% 3	14

## #11 What skill gaps do you believe exist within your employees?

(Choose all that apply)

Answered: 11

Skipped: 6



## #11 continued...

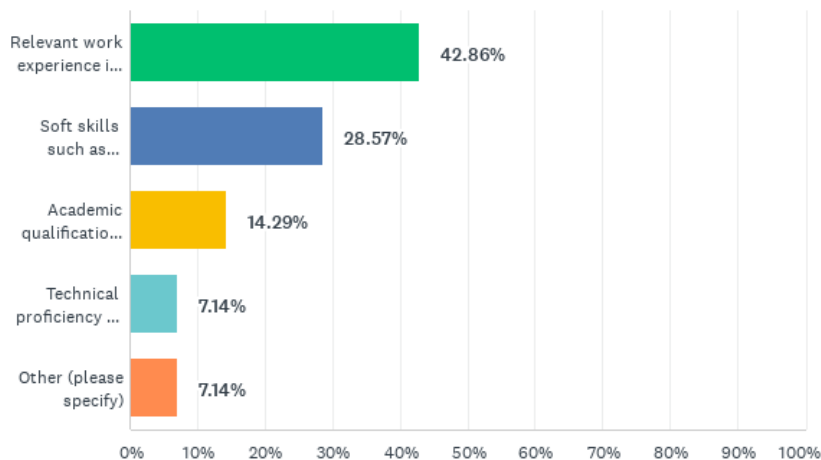
ANSWER CHOICES	RESPONSES	
Customer service	45.45%	5
Communication	36.36%	4
Sales and marketing	36.36%	4
Technical proficiency	27.27%	3
Digital skills	27.27%	3
Other (please specify)	Responses 18.18%	2
Project management and organization	9.09%	1
<b>Total Respondents: 11</b>		

- Trade knowledge, work ethics.
- Many people in the service industry left during the pandemic, and have not returned so skilled hairstylist and aestheticians are at a shortage.

## #12 When hiring new employees, which is the most significant? (Choose 1)

Answered: 14

Skipped: 3



ANSWER CHOICES	RESPONSES	
Relevant work experience in a similar role	42.86%	6
Soft skills such as teamwork and communication	28.57%	4
Academic qualifications and certifications	14.29%	2
Technical proficiency and specific job-related skills	7.14%	1
Other (please specify)	Responses 7.14%	1
<b>TOTAL</b>		<b>14</b>

- Physical ability to lift, work on uneven ground, endure a longer day.

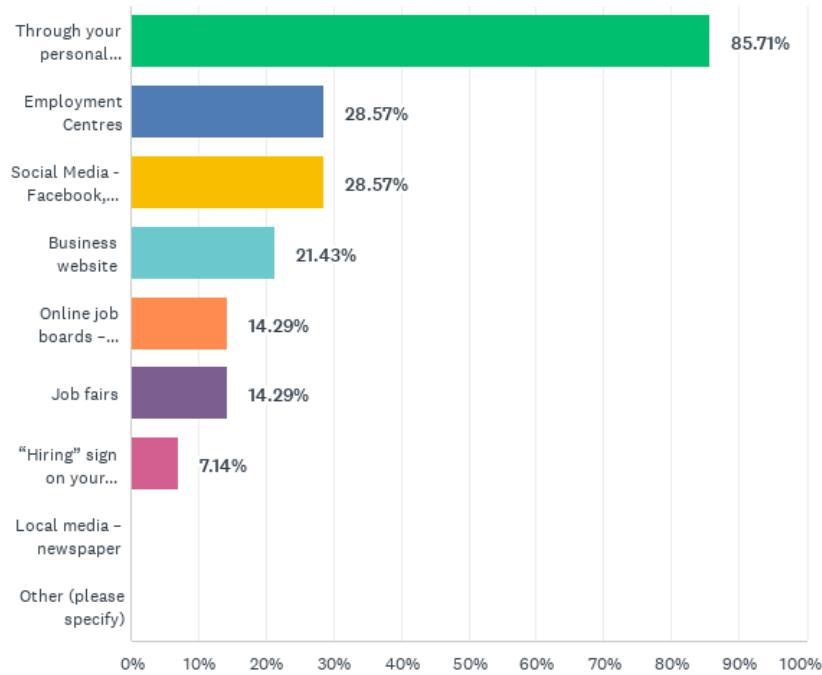


# #13 What methods do you utilize for employee recruitment?

(Choose all that apply)

Answered: 14

Skipped: 3

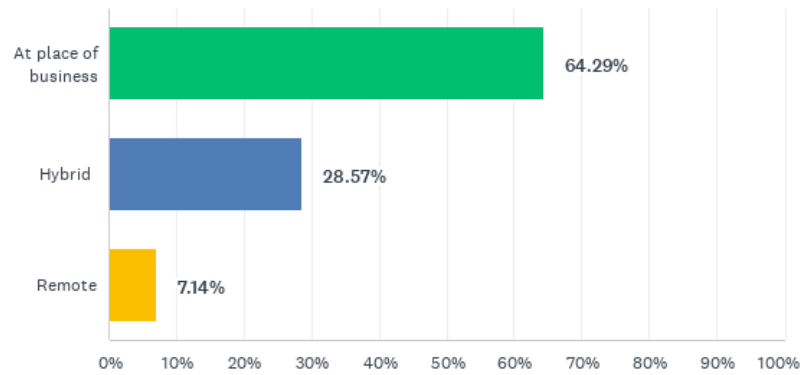


ANSWER CHOICES	RESPONSES
Through your personal network	85.71% 12
Employment Centres	28.57% 4
Social Media - Facebook, Instagram	28.57% 4
Business website	21.43% 3
Online job boards - Indeed, LinkedIn	14.29% 2
Job fairs	14.29% 2
'Hiring' sign on your premises	7.14% 1
Local media - newspaper	0.00% 0
Other (please specify)	Responses 0.00% 0
<b>Total Respondents: 14</b>	

## #14 What type of work environment do you offer?

Answered: 14

Skipped: 3

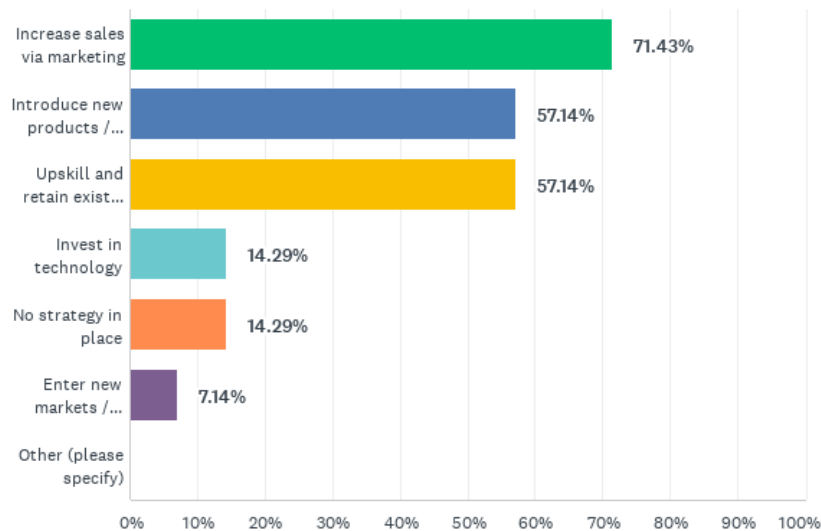


ANSWER CHOICES	RESPONSES
At place of business	64.29% 9
Hybrid	28.57% 4
Remote	7.14% 1
TOTAL	14

## #15 What are your top 3 strategies for growing your business. (Choose 3)

Answered: 14

Skipped: 3



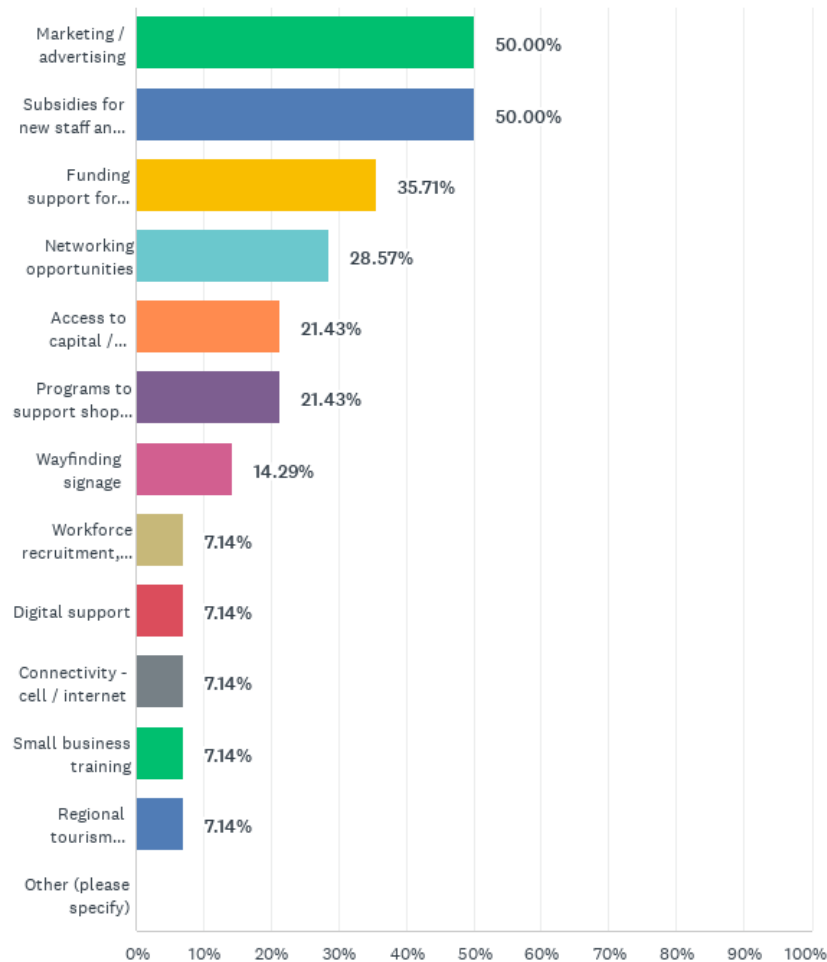
## #15 continued...

ANSWER CHOICES	RESPONSES	
▼ Increase sales via marketing	71.43%	10
▼ Introduce new products / services	57.14%	8
▼ Upskill and retain existing talent	57.14%	8
▼ Invest in technology	14.29%	2
▼ No strategy in place	14.29%	2
▼ Enter new markets / export	7.14%	1
▼ Other (please specify)	Responses 0.00%	0
Total Respondents: 14		

## #16 What are the 3 top areas of support that would be most helpful to your business right now? (Choose 3)

Answered: 14

Skipped: 3



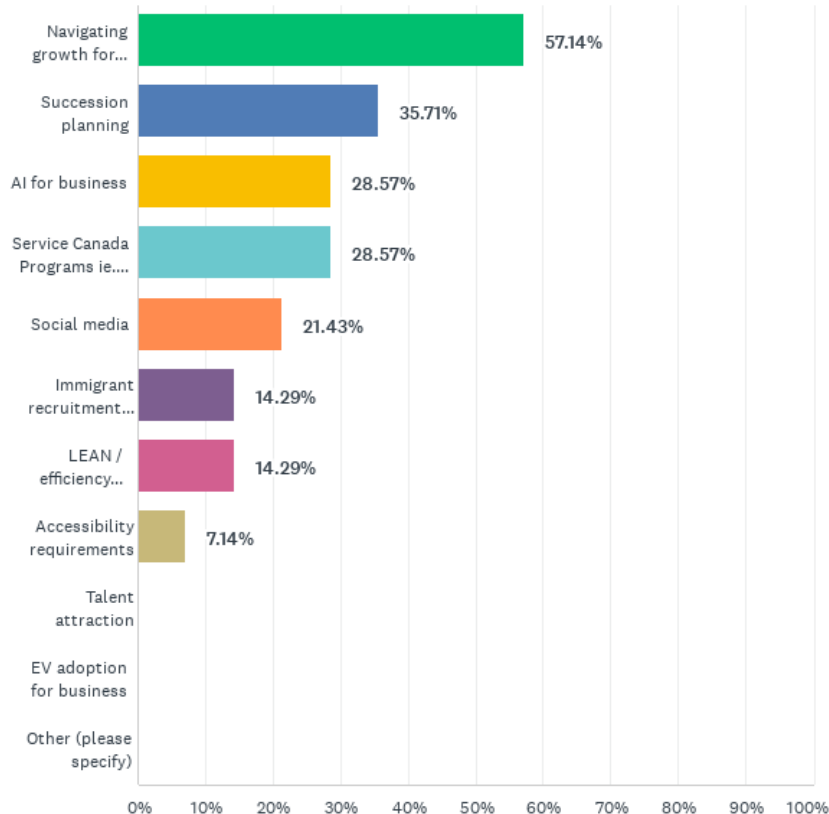
## #16 continued...

ANSWER CHOICES	RESPONSES	
Marketing / advertising	50.00%	7
Subsidies for new staff and training	50.00%	7
Funding support for business expansion	35.71%	5
Networking opportunities	28.57%	4
Access to capital / business loans	21.43%	3
Programs to support shop local	21.43%	3
Wayfinding signage	14.29%	2
Workforce recruitment, hiring and resourcing staff	7.14%	1
Digital support	7.14%	1
Connectivity - cell / internet	7.14%	1
Small business training	7.14%	1
Regional tourism destination development - products, marketing	7.14%	1
Other (please specify)	Responses 0.00%	0
Total Respondents: 14		

## #17 What type of workshops / training would you like to see offered? (Choose 3)

Answered: 14

Skipped: 3



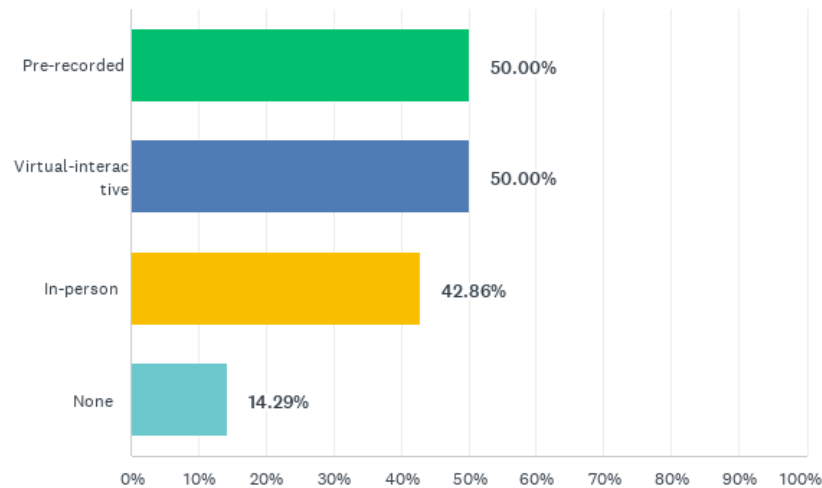
## #17 continued...

ANSWER CHOICES	RESPONSES
▼ Navigating growth for small business	57.14% 8
▼ Succession planning	35.71% 5
▼ AI for business	28.57% 4
▼ Service Canada Programs ie. work sharing, record of employment	28.57% 4
▼ Social media	21.43% 3
▼ Immigrant recruitment programs	14.29% 2
▼ LEAN / efficiency training	14.29% 2
▼ Accessibility requirements	7.14% 1
▼ Talent attraction	0.00% 0
▼ EV adoption for business	0.00% 0
▼ Other (please specify)	Responses 0.00% 0
<b>Total Respondents: 14</b>	

## #18 How do you prefer the delivery of workshops / training? (Choose all that apply)

Answered: 14

Skipped: 3

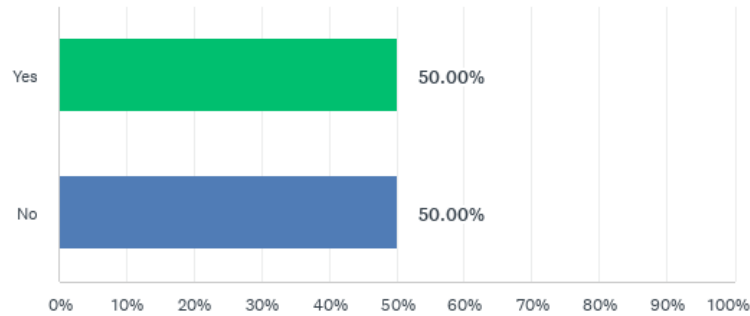


ANSWER CHOICES	RESPONSES
▼ Pre-recorded	50.00% 7
▼ Virtual-interactive	50.00% 7
▼ In-person	42.86% 6
▼ None	14.29% 2
<b>Total Respondents: 14</b>	

## #19 Do you have plans to close your business or transfer ownership in the next 3-5 years?

Answered: 14

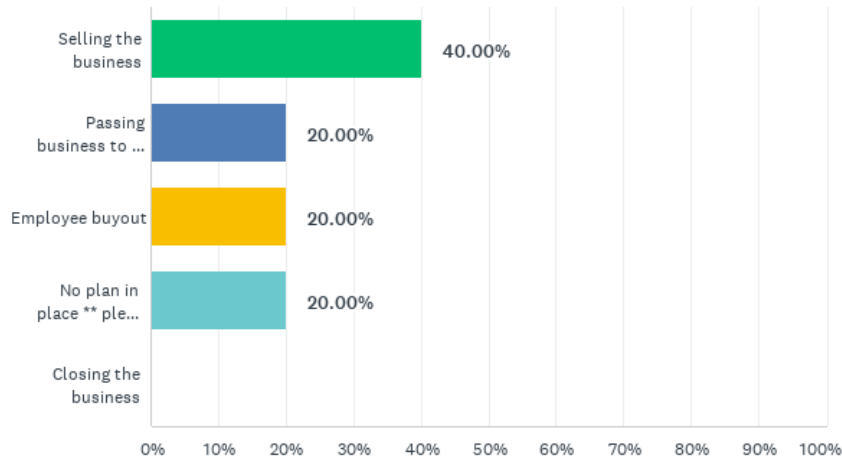
Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	50.00% 7
No	50.00% 7
<b>TOTAL</b>	<b>14</b>

## #20 If yes, what is your succession plan?

Answered: 5

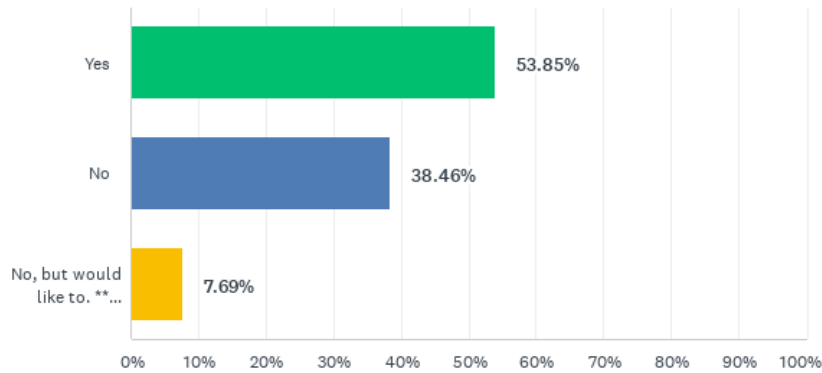


ANSWER CHOICES	RESPONSES
Selling the business	40.00% 2
Passing business to a family member	20.00% 1
Employee buyout	20.00% 1
No plan in place ** please provide contact info at end of survey for support	20.00% 1
Closing the business	0.00% 0
<b>TOTAL</b>	<b>5</b>

## #21 Do you currently receive the Leeds Grenville business eNewsletter?

Answered: 13

Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	53.85% 7
No	38.46% 5
No, but would like to. ** Please provide contact info at end of survey	7.69% 1
<b>TOTAL</b>	<b>13</b>

## #22 Please provide any additional comments related to your business viability and your challenges as a business owner.

Answered: 4

Skipped: 13

- We have proven we can overcome obstacles (e.g. Covid), and have a loyal customer base. Ongoing challenges would include the seasonality of our business (dries up in the winter), lack of corporate and week-day clients
- It seems that the town is finding more and more ways to charge businesses for new things, such as backflow water devices and charging for additional delivery fees for water to a property with more than one use. Our water is going up by 14%. I believe in taxes by 7% considering small business is a backbone of our nation. It's becoming harder and harder to keep that backbone supported.
- Culture and Heritage should be a sector option in this survey

## #23 If you would like to speak to someone regarding support available to business

Answered: 7

Skipped: 10

ANSWER CHOICES	RESPONSES
Contact Name	Responses 100.00% 7
Business Name	Responses 85.71% 6
Contact Number	Responses 100.00% 7
Email	Responses 85.71% 6

## Additional Notes:

- Survey Timeframe: February 6, 2024 to March 10, 2024
- Survey Distribution: Businesses that were part the Counties Economic Development business directory, with active email addresses, received the survey directly. In addition, some members of Business Support Working Group distributed the survey through their membership lists and social media channels.

## Business Support Working Group:

### Municipalities

Athens | Augusta | Brockville | Edwardsburgh Cardinal | Elizabethtown-Kitley | Front of Yonge | Gananoque | Leeds and the Thousand Islands | Merrickville-Wolford | North Grenville | Prescott | Rideau Lakes | Westport

### MP / MPP

MP Office of Leeds-Grenville-Thousand Islands and Rideau Lakes

MPP Office of Leeds-Grenville-Thousand Islands and Rideau Lakes

### Community Futures Development Corporations

1000 Islands CDC | Community Futures Grenville | Valley Heartland CFDC

### Small Business Centres

Leeds Grenville Small Business

Small Business Advisory Centre – Smiths Falls | Lanark

### Chambers of Commerce

1000 Islands Gananoque | Brockville and District | Lyndhurst, Seeley's Bay & District | Merrickville and District | North Grenville | South Grenville | Smiths Falls

### BIAs

Downtown Brockville | Downtown Gananoque | Downtown Prescott | Old Town Kemptville

### Employment Services

CSE Consulting | Employment and Education Centre | KEYS Job Centre

### Other Business & Education Agencies

Regional Tourism Organization 9 | St. Lawrence Corridor Economic Development Commission | Eastern Ontario Workforce Innovation Board | St. Lawrence College | Kemptville Campus Education and Community Hub | Ontario Tourism Education Corporation | St. Lawrence-Rideau Immigration Partnership | Ministry of Economic Development Job Creation and Trade – East Region

## THANK-YOU!

On behalf of the Business Support Working Group, I would like to thank each business who took the time to complete the survey. Members of the Working Group will be reaching out to assist businesses who indicated they would like assistance. The Working Group contact list is available on the webpage, along with any new programs and resources as they become available.

Ann Weir, Economic Development Manager

United Counties of Leeds and Grenville

W: [invest.leedsgrenville.com/reportsandplans](https://invest.leedsgrenville.com/reportsandplans) | E: [ann.weir@uclg.on.ca](mailto:ann.weir@uclg.on.ca)