

Town of Gananoque

Leeds-Grenville-Thousand Islands and Rideau Lakes

2022 Business Survey: Report



November 30, 2022

Survey Timeframe: October 4 – October 30, 2022

Prepared by:

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

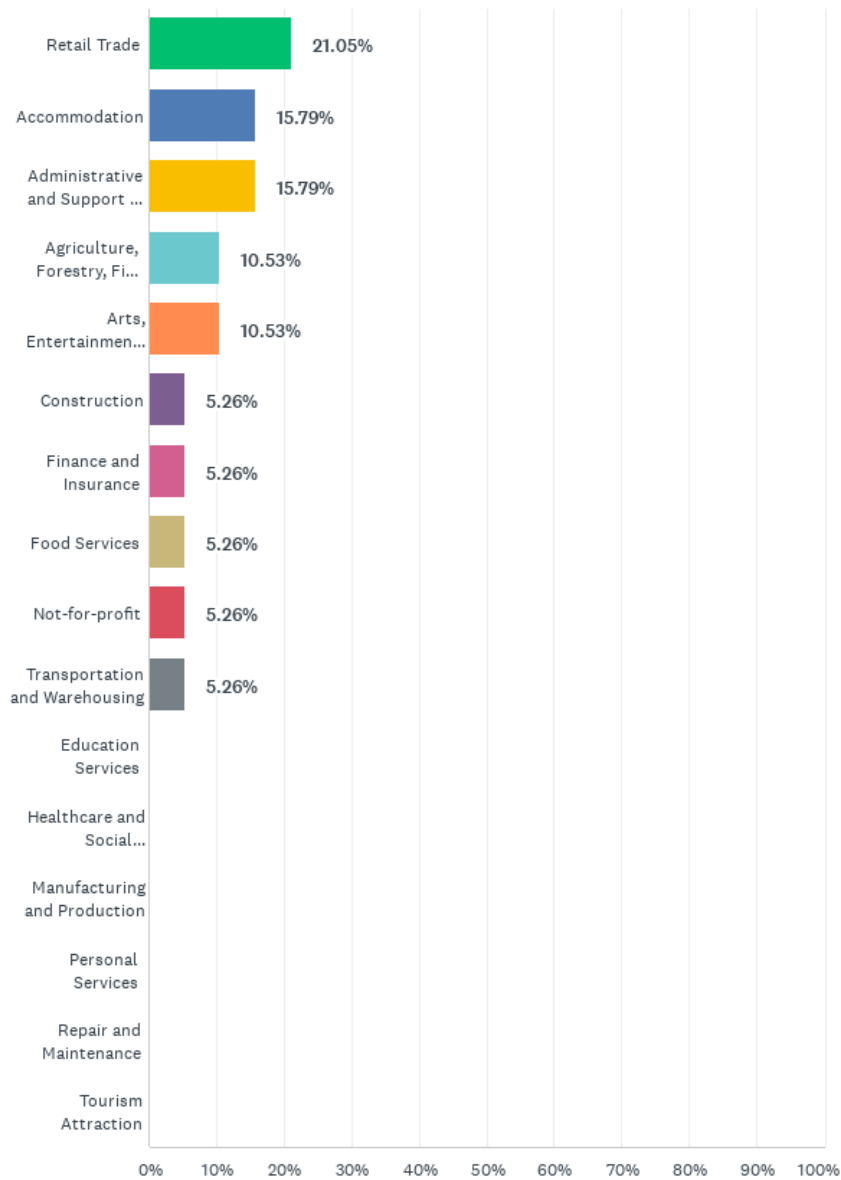


invest.leadsgrenville.com/reportsandplans

#2 What sector is your business primarily operating in?

Answered: 19

Skipped: 0



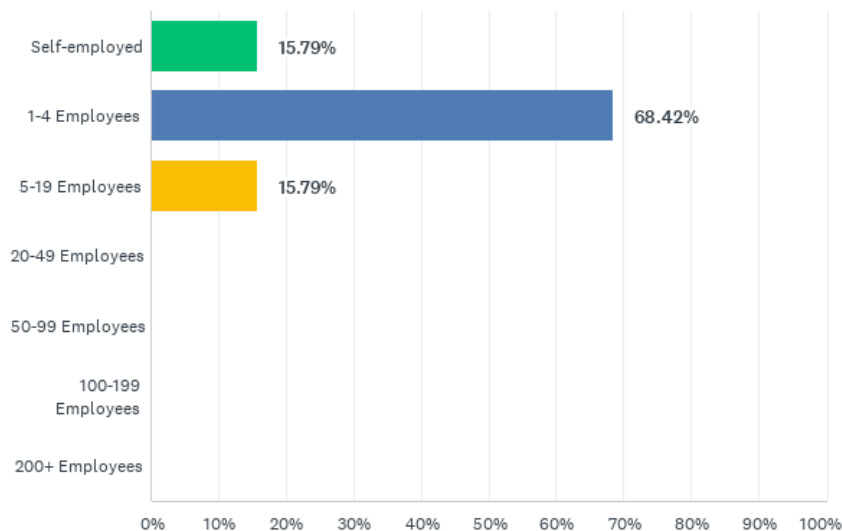
#2 continued...

ANSWER CHOICES	RESPONSES
▼ Retail Trade	21.05% 4
▼ Accommodation	15.79% 3
▼ Administrative and Support - Business Services	15.79% 3
▼ Agriculture, Forestry, Fish and Hunting	10.53% 2
▼ Arts, Entertainment and Recreation	10.53% 2
▼ Construction	5.26% 1
▼ Finance and Insurance	5.26% 1
▼ Food Services	5.26% 1
▼ Not-for-profit	5.26% 1
▼ Transportation and Warehousing	5.26% 1
▼ Education Services	0.00% 0
▼ Healthcare and Social Assistance	0.00% 0
▼ Manufacturing and Production	0.00% 0
▼ Personal Services	0.00% 0
▼ Repair and Maintenance	0.00% 0
▼ Tourism Attraction	0.00% 0
TOTAL	19

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

Answered: 19

Skipped: 0



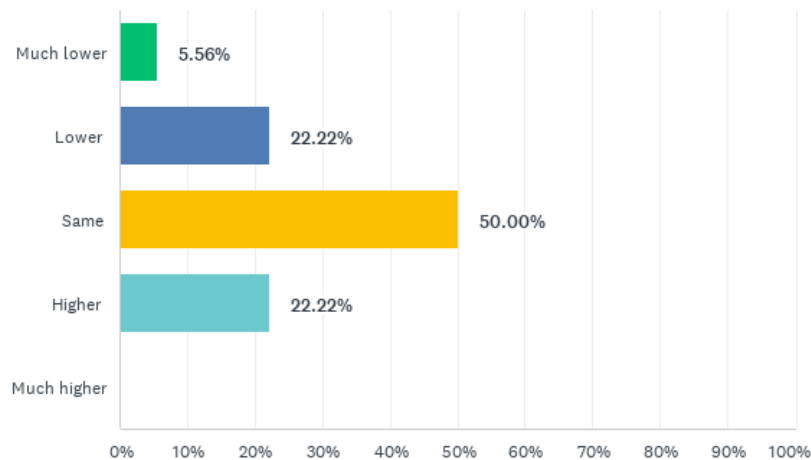
#3 continued...

ANSWER CHOICES	RESPONSES	
Self-employed	15.79%	3
1-4 Employees	68.42%	13
5-19 Employees	15.79%	3
20-49 Employees	0.00%	0
50-99 Employees	0.00%	0
100-199 Employees	0.00%	0
200+ Employees	0.00%	0
TOTAL		19

#4 Where is your business activity level today, compared with pre-COVID levels?

Answered: 18

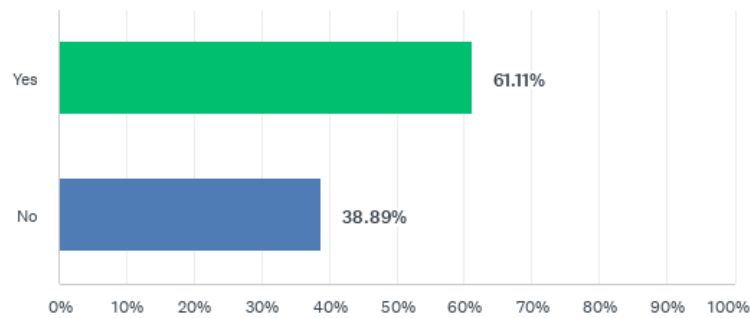
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ANSWER CHOICES	RESPONSES	
Much lower	5.56%	1
Lower	22.22%	4
Same	50.00%	9
Higher	22.22%	4
Much higher	0.00%	0
TOTAL		18

#5 If your business is growing, are you confident your demand levels will continue?

Answered: 18 Skipped: 1

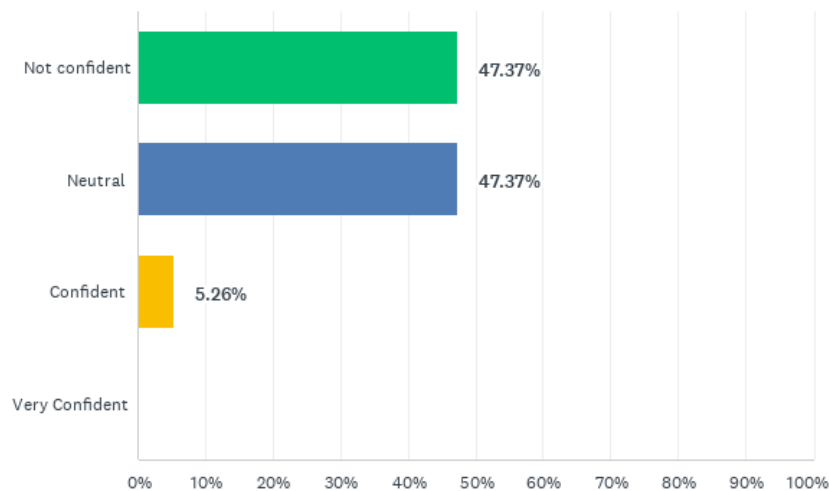


ANSWER CHOICES	RESPONSES
Yes	61.11% 11
No	38.89% 7
Total Respondents: 18	

- The pending recession is a source of concern for sure. My product is more of a luxury.
- Never sure what the future will bring.
- So hard to say, I think so but slowing down recently.
- We need funds and manpower. (shortage of staff in all departments)

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

Answered: 19 Skipped: 0



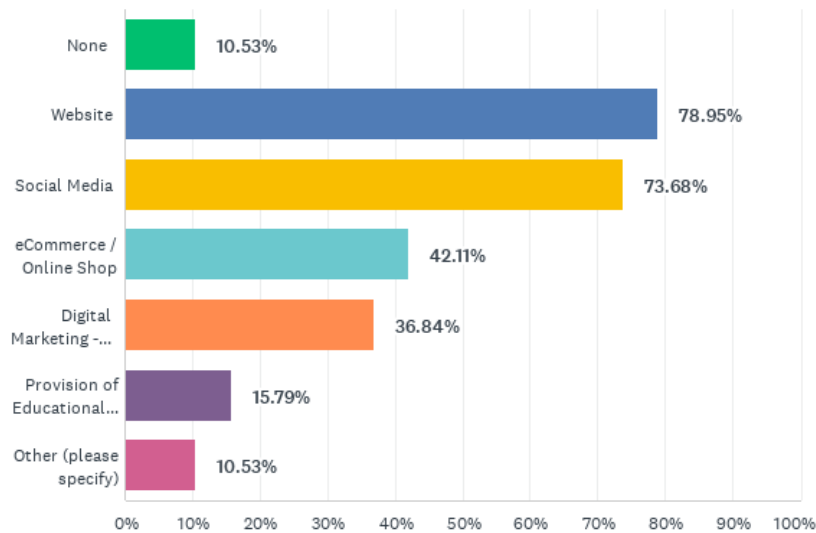
#6 continued...

ANSWER CHOICES	RESPONSES
Not confident	47.37% 9
Neutral	47.37% 9
Confident	5.26% 1
Very Confident	0.00% 0
TOTAL	19

#7 What type of online presence does your company have? (choose all that apply)

Answered: 19

Skipped: 0

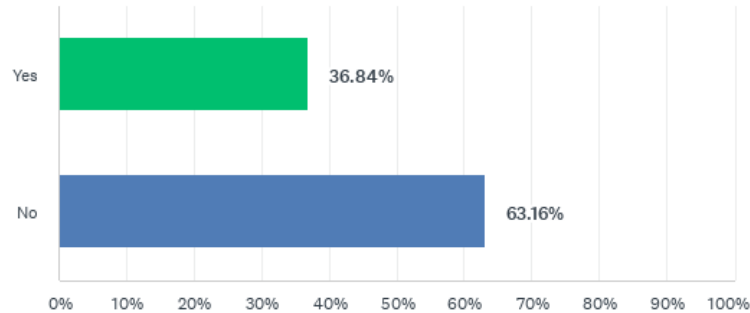


ANSWER CHOICES	RESPONSES
None	10.53% 2
Website	78.95% 15
Social Media	73.68% 14
eCommerce / Online Shop	42.11% 8
Digital Marketing - Advertising / Email	36.84% 7
Provision of Educational Webinars	15.79% 3
Other (please specify)	Responses 10.53% 2
Total Respondents: 19	

- Learning Management System – TalentLMS.
- Basic information on service manager website (United Counties of Leeds & Grenville).

#8 Would you like to receive assistance with your online presence (website, social media, e-Commerce / online shop, digital marketing)? Please provide your contact information in #16.

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	36.84%	7
No	63.16%	12
TOTAL		19

#9 Identify your biggest challenges using the rating scale for each item, with 1 being smallest and 10 being your biggest challenge.

Answered: 19 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	TOTAL
Increasing product prices	15.79% 3	5.26% 1	10.53% 2	0.00% 0	10.53% 2	5.26% 1	5.26% 1	21.05% 4	10.53% 2	15.79% 3	19
Supply chain	26.32% 5	5.26% 1	10.53% 2	0.00% 0	5.26% 1	0.00% 0	5.26% 1	15.79% 3	10.53% 2	21.05% 4	19
Labour force	16.67% 3	5.56% 1	5.56% 1	5.56% 1	22.22% 4	11.11% 2	16.67% 3	5.56% 1	5.56% 1	5.56% 1	18
Changes in your product demand	10.53% 2	5.26% 1	10.53% 2	5.26% 1	31.58% 6	15.79% 3	5.26% 1	15.79% 3	0.00% 0	0.00% 0	19
Increased overhead costs	10.53% 2	5.26% 1	5.26% 1	5.26% 1	5.26% 1	5.26% 1	10.53% 2	10.53% 2	15.79% 3	26.32% 5	19
Debt servicing capacity	52.63% 10	10.53% 2	5.26% 1	5.26% 1	10.53% 2	5.26% 1	0.00% 0	0.00% 0	0.00% 0	10.53% 2	19

- As a registered charity, we are unable to carry debt, and as the gift shop is a small portion of the guest services we offer, the challenges listed don't really apply to us.

#10 Identify your biggest workforce challenges using the rating scale for each item, with 1 being smallest and 10 being your biggest challenge.

Answered: 19

Skipped: 0

	1	2	3	4	5	6	7	8	9	10	TOTAL
Employees returning to the workplace	73.68% 14	0.00% 0	10.53% 2	5.26% 1	10.53% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	19
Ability to offer competitive wages and benefits	31.58% 6	0.00% 0	10.53% 2	0.00% 0	15.79% 3	5.26% 1	5.26% 1	5.26% 1	10.53% 2	15.79% 3	19
Desire for hybrid workplace models	68.42% 13	5.26% 1	0.00% 0	5.26% 1	15.79% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.26% 1	19
Attraction of new employees	42.11% 8	0.00% 0	0.00% 0	0.00% 0	15.79% 3	5.26% 1	10.53% 2	5.26% 1	5.26% 1	15.79% 3	19

- Without adequate funding and support for the heritage/culture sector from all levels of government, we are unable to offer competitive wages and benefits, and retain quality, educated, skilled emerging professionals.

#11 What should the region's focus be to address workforce shortages?

Answered: 11

Skipped: 8

- Hiring supports. x2
- Provide support for wages.
- Supports for small business.
- Affordable housing.
- More skilled trades.
- Provide incentives to work in the region.
- Train new Tradespeople for construction, Electricians, Carpenters, Plumbers, Equipment Operators...
- I'm not sure what the answer is but I know restaurants are suffering immensely. They are having a hard time finding anyone willing to work in that scene and quality employees are slim.
- Since the main industry in this region is seasonal, ensuring that there are jobs in the 'offseason' or that EI is available to the employees would be helpful in obtaining/retaining trained/skilled staff.

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

Answered: 14

Skipped: 5

Financial Support

- Grants.
- Financial support or property tax and or utility rebates.
- Support for wages.
- Grants to train staff/ new employees.
- Regular operational government funding: Provincial, Municipal, Federal.
- Tax reduction so additional dollars can be invested in business.

Marketing/Advertising

- Digital marketing.
- Marketing.
- Promotion.

Other

- Collaboration.
- Networking.
- Digital support.
- Debt relief, (interest rate), tax, utility bills.
- More reliable supply chain/price stability.
- No more restrictions and lockdowns that have crippled small business and have done nothing to improve the community's health or safety.
- Capping fees (credit cards, shipping, utilities) and interest rates.
- Education on the importance of shopping local and sustainability of your community.
- Guidance for managing/operating a growing enterprise. Grants/loans to purchase equipment/technology to grow business. Workforce incentives.
- Expanding year-round and modern attractions, businesses opportunities.
- Shared office space. Greater access to 25-35 year olds with business or finance degrees. Affordable housing.
- Labor workforce is the main issue. Need Temporary foreign worker work permit and visa expediate. Freeze minimum wage.

#13 What are your expectations for 2023?

Answered: 12

Skipped: 7

Positive

- Growth.
- Increased visitation (including in the shoulder seasons) which contributes to multi-day stays for accommodations.
- Feeling quite optimistic.
- Growing, cautiously.
- Good expectations overall.

#13 continued...

Neutral

- Don't expect growth, but just hope it would be stable.
- Continue services.
- International tourism and travel influx to maintain business operation levels; maintenance is expected as opposed to growth.

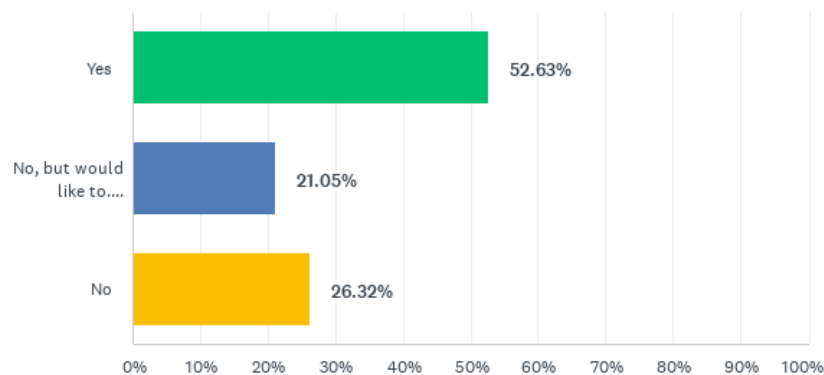
Negative

- Unless Government stops overreaching its powers, not good.
- I foresee a slow down in purchasing for non-essential - will have to really work on inventory management and crafty ways to move product to ensure I can continue to employ my staff at full capacity.
- Another year of market and labor uncertainty.
- Business down yet again, we are headed back down to 2020 sales levels this year already.

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

Answered: 19

Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	52.63% 10
No, but would like to. (please provide your contact information in #16)	21.05% 4
No	26.32% 5
TOTAL	19

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

Answered: 4

Skipped: 15

- New business that started in June 2022, so I don't have much comparison.
- The Heritage Sector is often not included in surveys, and often overlooked as a high contributor to regional economic development.
- We have Hotel and restaurant - Major challenges are the workforce is hard to find to continue the business.
- Also, the minimum wage increase is having a big impact on revenue.
- Getting people back to shopping on main street and buying online from us vs Amazon, Walmart and Costco!

#16 If you would like to speak to someone regarding support available to business, or if you answered yes to question #8 or #14, please provide your contact information.

Answered: 6

Skipped: 13

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

Additional Notes:

- Survey Timeframe: October 4, 2022 to October 30, 2022
- 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 | Grenville CFDC | Valley Heartland CFDC

Small Business Enterprise Centres

Leeds Grenville Small Business Centre
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

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

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

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