

Town of Prescott
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

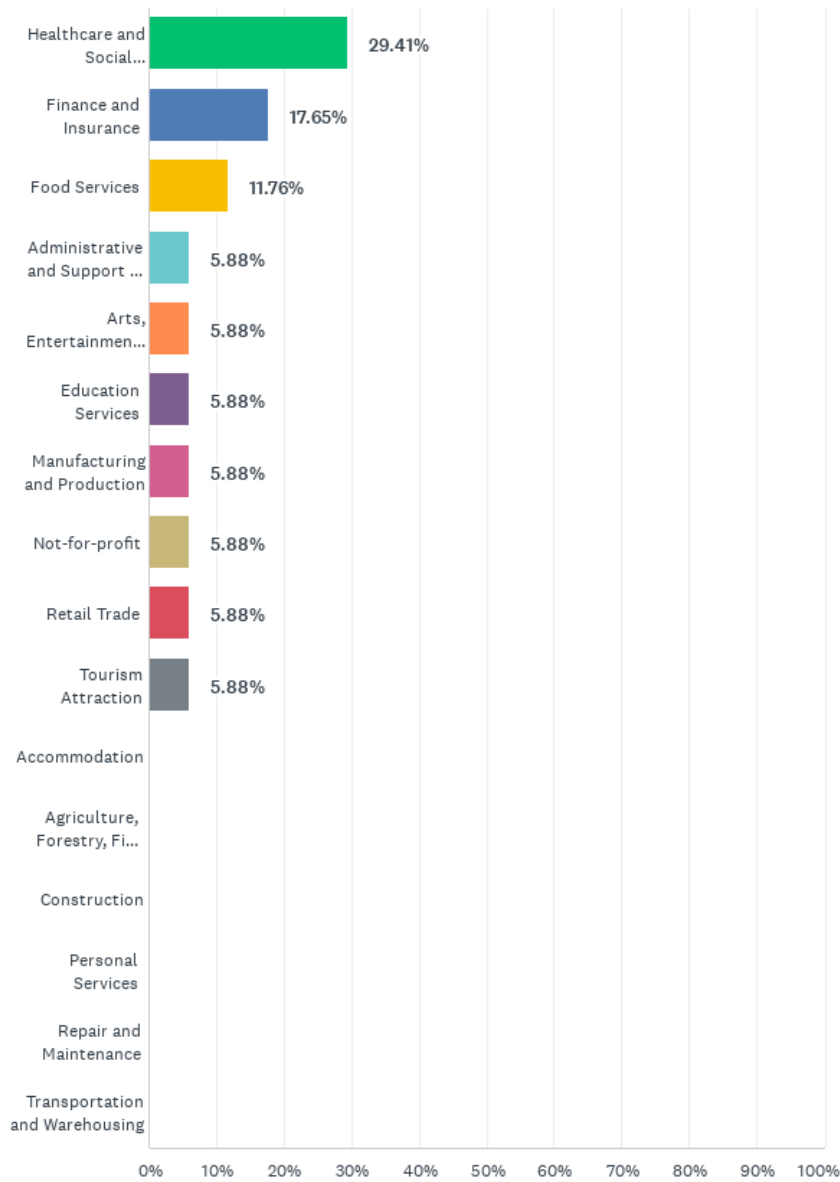


invest.leadsgrenville.com/reportsandplans

#2 What sector is your business primarily operating in?

Answered: 17

Skipped: 0



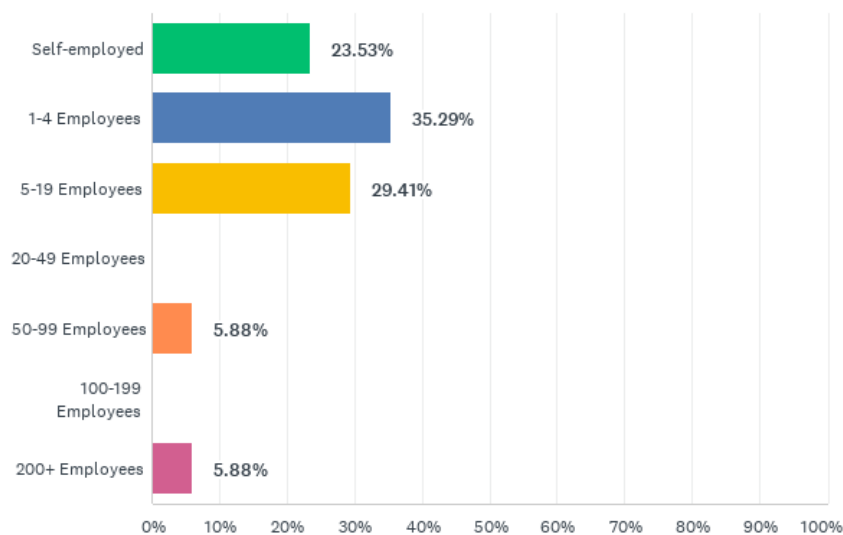
#2 continued...

ANSWER CHOICES	RESPONSES
Healthcare and Social Assistance	29.41% 5
Finance and Insurance	17.65% 3
Food Services	11.76% 2
Administrative and Support - Business Services	5.88% 1
Arts, Entertainment and Recreation	5.88% 1
Education Services	5.88% 1
Manufacturing and Production	5.88% 1
Not-for-profit	5.88% 1
Retail Trade	5.88% 1
Tourism Attraction	5.88% 1
Accommodation	0.00% 0
Agriculture, Forestry, Fish and Hunting	0.00% 0
Construction	0.00% 0
Personal Services	0.00% 0
Repair and Maintenance	0.00% 0
Transportation and Warehousing	0.00% 0
TOTAL	17

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

Answered: 17

Skipped: 0



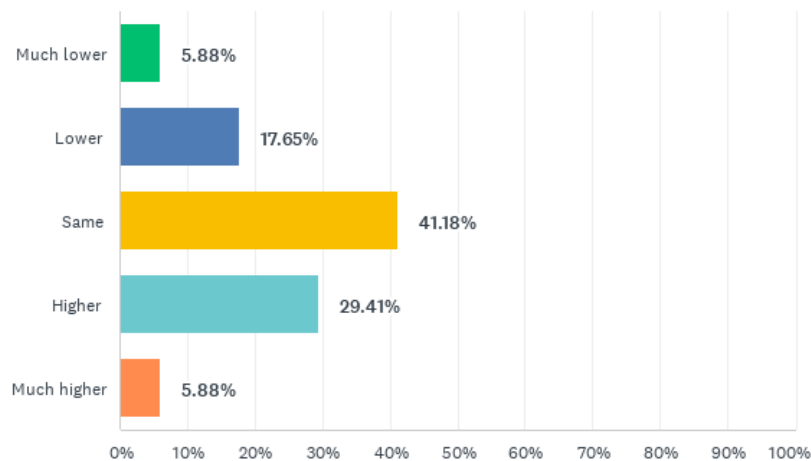
#3 continued...

ANSWER CHOICES	RESPONSES	
Self-employed	23.53%	4
1-4 Employees	35.29%	6
5-19 Employees	29.41%	5
20-49 Employees	0.00%	0
50-99 Employees	5.88%	1
100-199 Employees	0.00%	0
200+ Employees	5.88%	1
TOTAL		17

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

Answered: 17

Skipped: 0

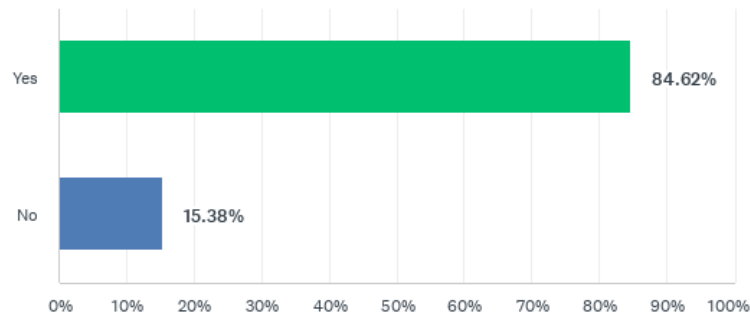


ANSWER CHOICES	RESPONSES	
Much lower	5.88%	1
Lower	17.65%	3
Same	41.18%	7
Higher	29.41%	5
Much higher	5.88%	1
TOTAL		17

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

Answered: 13

Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	84.62% 11
No	15.38% 2

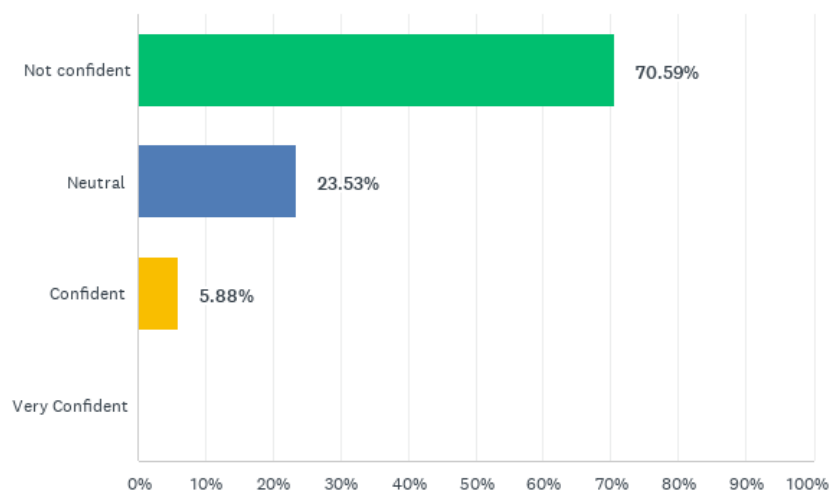
Total Respondents: 13

- Side note we are a food bank and our non-profit business is seeing a 40% increase.
- COVID brought an influx of students as parents were unhappy with what they saw was occurring within the Board during online learning. Parents became much more aware and involved in their child's education.
- As people resume normal activities, we expect our business to slow slightly.

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

Answered: 17

Skipped: 0



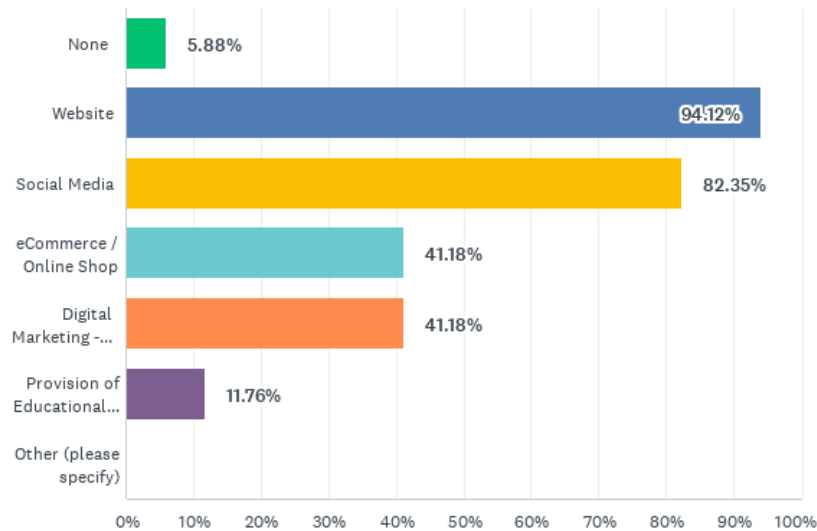
#6 continued...

ANSWER CHOICES	RESPONSES	
Not confident	70.59%	12
Neutral	23.53%	4
Confident	5.88%	1
Very Confident	0.00%	0
TOTAL		17

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

Answered: 17

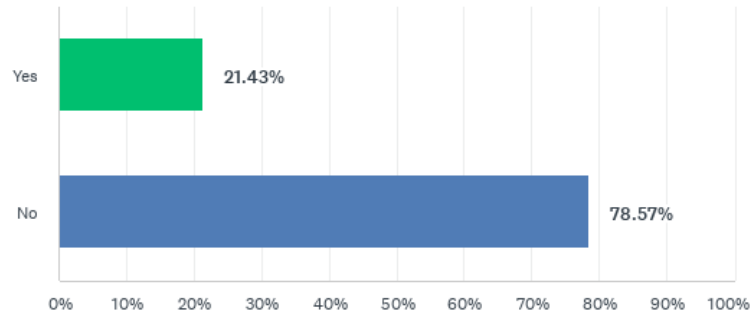
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ANSWER CHOICES	RESPONSES	
None	5.88%	1
Website	94.12%	16
Social Media	82.35%	14
eCommerce / Online Shop	41.18%	7
Digital Marketing - Advertising / Email	41.18%	7
Provision of Educational Webinars	11.76%	2
Other (please specify)	Responses 0.00%	0
Total Respondents: 17		

#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: 14 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	21.43%	3
No	78.57%	11
TOTAL		14

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

Answered: 17 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	TOTAL
Increasing product prices	12.50% 2	12.50% 2	0.00% 0	6.25% 1	0.00% 0	0.00% 0	0.00% 0	31.25% 5	6.25% 1	31.25% 5	16
Supply chain	25.00% 4	12.50% 2	12.50% 2	6.25% 1	12.50% 2	0.00% 0	12.50% 2	6.25% 1	0.00% 0	12.50% 2	16
Labour force	11.76% 2	11.76% 2	5.88% 1	0.00% 0	0.00% 0	17.65% 3	5.88% 1	17.65% 3	5.88% 1	23.53% 4	17
Changes in your product demand	6.25% 1	12.50% 2	6.25% 1	6.25% 1	31.25% 5	12.50% 2	12.50% 2	6.25% 1	0.00% 0	6.25% 1	16
Increased overhead costs	6.25% 1	0.00% 0	6.25% 1	0.00% 0	6.25% 1	25.00% 4	12.50% 2	12.50% 2	6.25% 1	25.00% 4	16
Debt servicing capacity	23.53% 4	11.76% 2	11.76% 2	0.00% 0	17.65% 3	11.76% 2	11.76% 2	0.00% 0	5.88% 1	5.88% 1	17

- Consulting - doing too much pro bono work.

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

Answered: 16

Skipped: 1

	1	2	3	4	5	6	7	8	9	10	TOTAL
Employees returning to the workplace	37.50% 6	6.25% 1	0.00% 0	18.75% 3	18.75% 3	12.50% 2	0.00% 0	0.00% 0	0.00% 0	6.25% 1	16
Ability to offer competitive wages and benefits	18.75% 3	18.75% 3	6.25% 1	6.25% 1	6.25% 1	12.50% 2	12.50% 2	6.25% 1	0.00% 0	12.50% 2	16
Desire for hybrid workplace models	37.50% 6	12.50% 2	0.00% 0	6.25% 1	0.00% 0	18.75% 3	6.25% 1	6.25% 1	0.00% 0	12.50% 2	16
Attraction of new employees	18.75% 3	0.00% 0	0.00% 0	12.50% 2	6.25% 1	12.50% 2	6.25% 1	18.75% 3	6.25% 1	18.75% 3	16

- Side note we are not in the market of hiring new employees (can't afford it).
- Have a PT assistant who I pay minimum wage - she is more like a friend.
- Today I need 2 fulltime staff to do the work that used to be done and done better by one person working 24-30 hours a week. We typically employ summer students I hate to lump them all together but after 2 years of the same problems we are really starting to wonder what the future holds for getting good employees. We have closed portions of our business with no intent of reopening as staffing is such a problem.

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

Answered: 9

Skipped: 8

Housing

- Providing affordable housing.
- Building homes/ affordable housing.

Employee Motivation

- Trying to attract people to the area who actually want to work!
- I don't believe our region can do anything to bring people to work - it is entirely reliant on motivation and mental health... the lack of work ethic and commitment to full time positions is deeply rooted in mental health issues... Perhaps is the government refused to provide aid UNLESS a person was working i.e. topping up pay instead of promising it for nothing.
- Good wellness packages for employees.

#11 continued...

Work Environment

- Offer businesses training on things like improving the morale in the workplace, creating a work environment that is attractive to employees or teaching the business owner ways in which they can make their employees feel appreciated (it's not just about increasing wages).
- Work life balance; employee appreciation, training/development for time management and stress. Daycares that took children when not feeling well.

Other

- Bio-economy and tourism.
- More funding for seasonal employers. Wages keep going up, productivity of today's youth keeps going down. Requires more man hours to accomplish same work then it did pre COVID.

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

Answered: 11

Skipped: 6

Funding

- Funding for startup business.
- Funding streams to assist with our organization.
- Funding support (government or otherwise).
- More funding for small business. CSJ Funding running for the entire summer not just 1/3rd as it takes at least that long just to get them trained. More CSJ Funding for small business.

Promotion/Marketing

- Gaining new clients.
- More information about online advertising (being able to decipher which online platform would be best to invest in for advertising).
- Getting the public to know my service exists.

Other

- Government Advocacy.
- Increased digital presence.
- New home construction/New subdivisions.
- OHIP support for out-patient Lactation support.
- Better internet/better technology.
- Training/development for time management and stress.
- Community Improvement Plan leniency i.e. instead of 3 quotes, maybe just 2?
- Retaining the work force in our area.
- Going together to build stronger relationships.
- Progressive and collaborative economic development that includes tourism and progressive scientifically based bio-economy.
- A change in the perception that our school is for the elite - we have very affordable tuition and offer subsidies etc.

#12 continued...

- Continued awakening within the parent community that raising expectations in academics can only create more successful adults who strive to do their best and work hard to reach goals...

#13 What are your expectations for 2023?

Answered: 12

Skipped: 5

Positive

- Good.
- An increase in business.
- Growth.
- That our business will continue growing.
- I think it will be tough for customers to pay their insurance premiums.
- Getting back on track.
- Hoping for things to return to pre-COVID. Back to buses rolling in daily.
- Continued presence in the market place and growth.
- I am hopeful that we can see continued growth in our student body now that COVID restrictions are more lenient and we can raise classroom caps.

Negative

- Not sure I will survive that long.

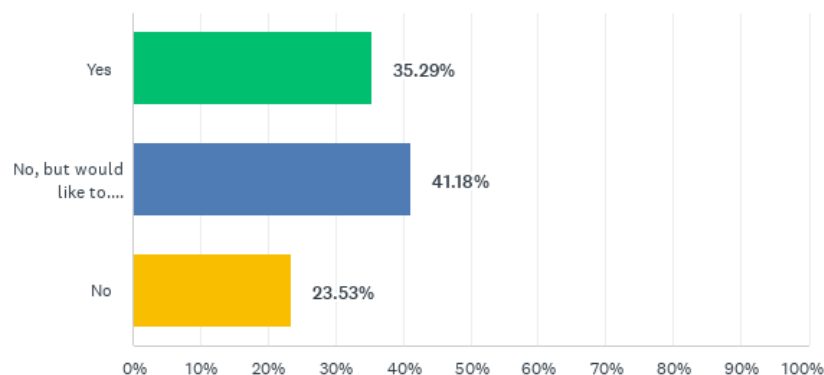
Other

- Some new stronger local governments will get their act together.

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

Answered: 17

Skipped: 0



#14 continued...

ANSWER CHOICES	RESPONSES
Yes	35.29% 6
No, but would like to. (please provide your contact information in #16)	41.18% 7
No	23.53% 4
TOTAL	17

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

Answered: 5 Skipped: 12

- Challenges with the cost for renovation. Challenges to hire entry level staff and the new expectations. Challenges that the staff are in the driver seat when it comes to employment demands and due to shortage, we have no choice but to accept the demands.
- You are doing a wonderful job keeping us connected.
- With heritage property in the downtown discouraged with state of downtown and antagonism at the Town Hall (hopefully will improve); amateur approach to tourism, economic development and brownfields.

#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: 11 Skipped: 6

ANSWER CHOICES	RESPONSES
Contact Name	Responses 90.91% 10
Business Name	Responses 90.91% 10
Contact Number	Responses 81.82% 9
Email	Responses 100.00% 11

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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