

Town of Prescott

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

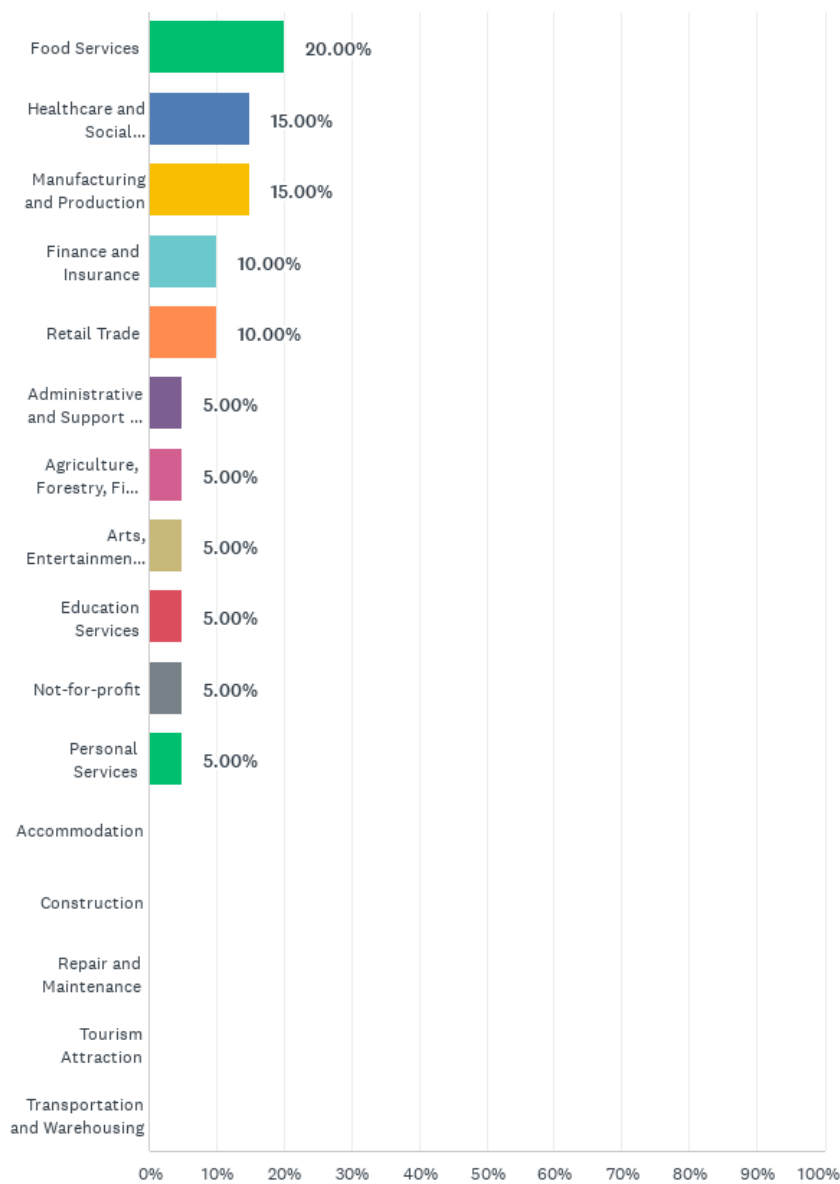


invest.leedsgrenville.com/reportsandplans

#2 What sector is your business primarily operating in?

Answered: 20

Skipped: 0

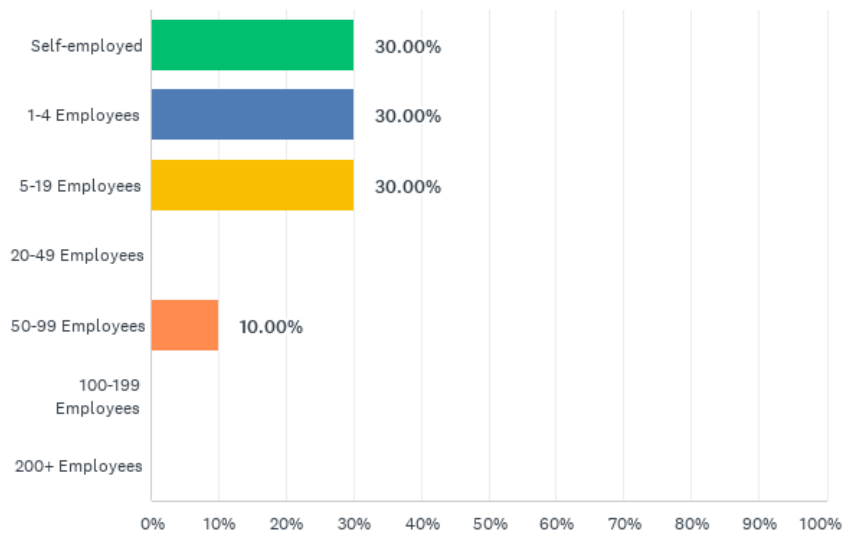


#2 continued...

ANSWER CHOICES	RESPONSES	
Food Services	20.00%	4
Healthcare and Social Assistance	15.00%	3
Manufacturing and Production	15.00%	3
Finance and Insurance	10.00%	2
Retail Trade	10.00%	2
Administrative and Support - Business Services	5.00%	1
Agriculture, Forestry, Fish and Hunting	5.00%	1
Arts, Entertainment and Recreation	5.00%	1
Education Services	5.00%	1
Not-for-profit	5.00%	1
Personal Services	5.00%	1
Accommodation	0.00%	0
Construction	0.00%	0
Repair and Maintenance	0.00%	0
Tourism Attraction	0.00%	0
Transportation and Warehousing	0.00%	0
TOTAL		20

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

Answered: 20 Skipped: 0

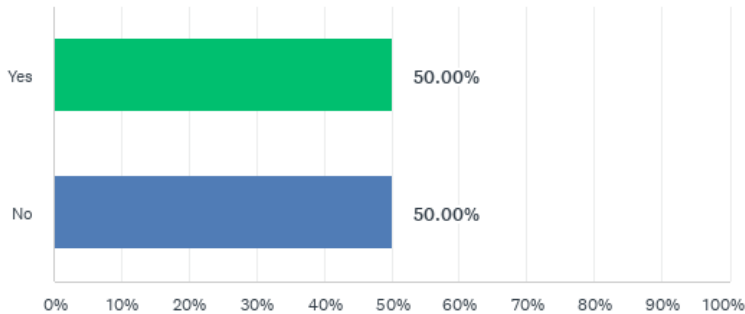


#3 continued...

ANSWER CHOICES	RESPONSES	
Self-employed	30.00%	6
1-4 Employees	30.00%	6
5-19 Employees	30.00%	6
20-49 Employees	0.00%	0
50-99 Employees	10.00%	2
100-199 Employees	0.00%	0
200+ Employees	0.00%	0
TOTAL		20

#4 For medium / large business (50 and above employees) -
Are your employees unionized?

Answered: 2



ANSWER CHOICES	RESPONSES	
Yes	50.00%	1
No	50.00%	1
TOTAL		2

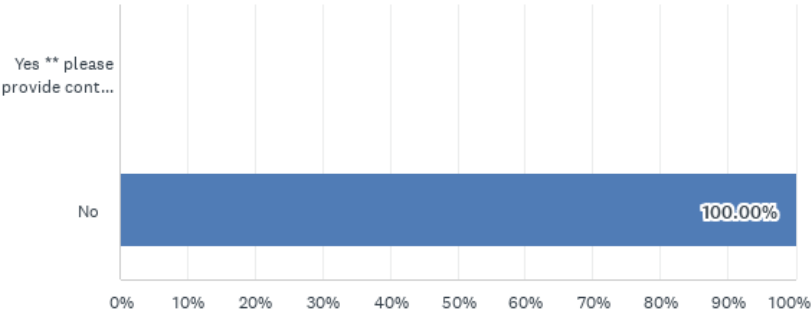
#5 For medium / large business (50 and above employees) -
What are your top infrastructure issues, and why? i.e. hydro, natural gas, rail, etc.

Answered: 2

- Unsure
- Hydro and gas inflation

#6 For medium / large business (50 and above employees) -
Are you interested in participating in an Ottawa job fair in October?

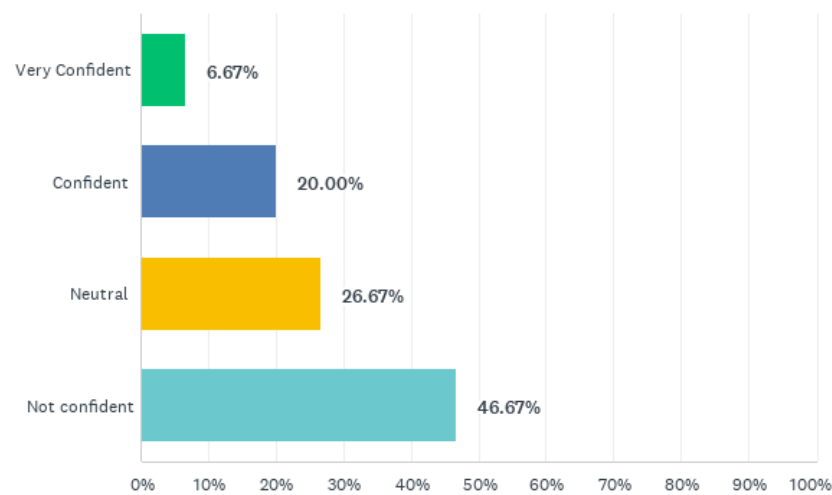
Answered: 2



ANSWER CHOICES	RESPONSES	
Yes ** please provide contact info at end of survey	0.00%	0
No	100.00%	2
TOTAL		2

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

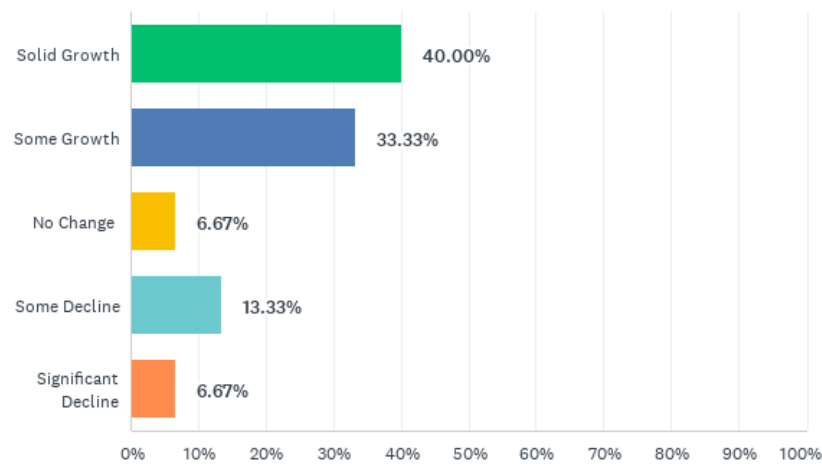
Answered: 15 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very Confident	6.67%	1
Confident	20.00%	3
Neutral	26.67%	4
Not confident	46.67%	7
TOTAL		15

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

Answered: 15 Skipped: 5



#8 continued...

ANSWER CHOICES	RESPONSES
▼ Solid Growth	40.00% 6
▼ Some Growth	33.33% 5
▼ No Change	6.67% 1
▼ Some Decline	13.33% 2
▼ Significant Decline	6.67% 1
TOTAL	15

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

Answered: 15

Skipped: 5

	1-NOT A CHALLENGE	2	3-SOMEWHAT CHALLENGING	4	5-VERY CHALLENGING	TOTAL
▼ Changes in demand for your product / service	13.33% 2	20.00% 3	33.33% 5	6.67% 1	26.67% 4	15
▼ Increasing overhead costs	21.43% 3	0.00% 0	21.43% 3	35.71% 5	21.43% 3	14
▼ Increasing product prices	28.57% 4	0.00% 0	28.57% 4	21.43% 3	21.43% 3	14
▼ Supply chain instability	42.86% 6	7.14% 1	28.57% 4	14.29% 2	7.14% 1	14
▼ Borrowing costs	61.54% 8	7.69% 1	15.38% 2	0.00% 0	15.38% 2	13
▼ Repayment of CEBA loan	69.23% 9	0.00% 0	0.00% 0	0.00% 0	30.77% 4	13
▼ Ability to find skilled employees	15.38% 2	23.08% 3	23.08% 3	0.00% 0	38.46% 5	13
▼ Ability to offer competitive wages and benefits	46.15% 6	0.00% 0	15.38% 2	7.69% 1	30.77% 4	13
▼ Ability to retain employees	30.77% 4	15.38% 2	15.38% 2	7.69% 1	30.77% 4	13
▼ Absenteeism due to reliable child care	53.85% 7	30.77% 4	7.69% 1	0.00% 0	7.69% 1	13

- Getting people to understand the links of mass timber, housing and mental health in the bio economy
- Aging population

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

Answered: 14 Skipped: 6

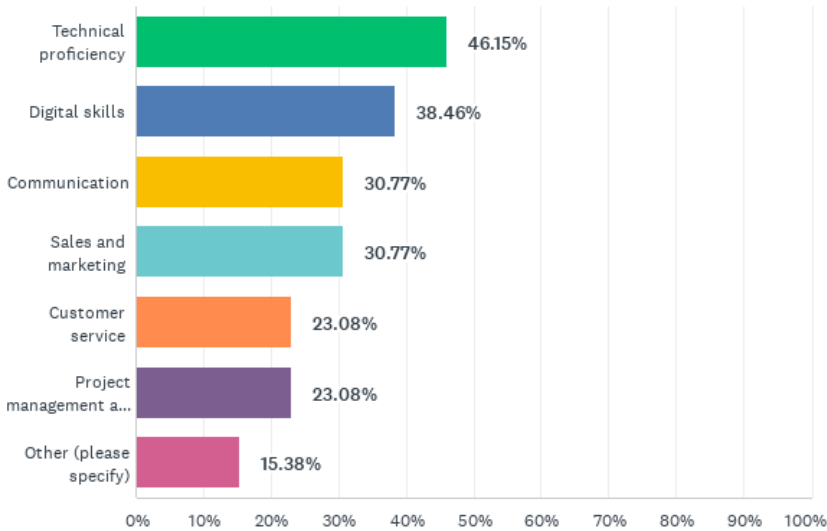
	1-NOT A CHALLENGE	2	3-SOMEWHAT CHALLENGING	4	5- VERY CHALLENGING	TOTAL
Available housing / accommodation	35.71% 5	14.29% 2	14.29% 2	28.57% 4	7.14% 1	14
Available daycare	42.86% 6	21.43% 3	14.29% 2	21.43% 3	0.00% 0	14
Cost of Living ie. inflation	0.00% 0	7.14% 1	21.43% 3	21.43% 3	50.00% 7	14
Public transportation	57.14% 8	21.43% 3	7.14% 1	0.00% 0	14.29% 2	14
Caring for elders	35.71% 5	35.71% 5	14.29% 2	0.00% 0	14.29% 2	14

- Lack of local knowledge and collaboration from local authorities
- Cost of food, working multiple positions, even as full-time employees

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

(Choose all that apply)

Answered: 13 Skipped: 7



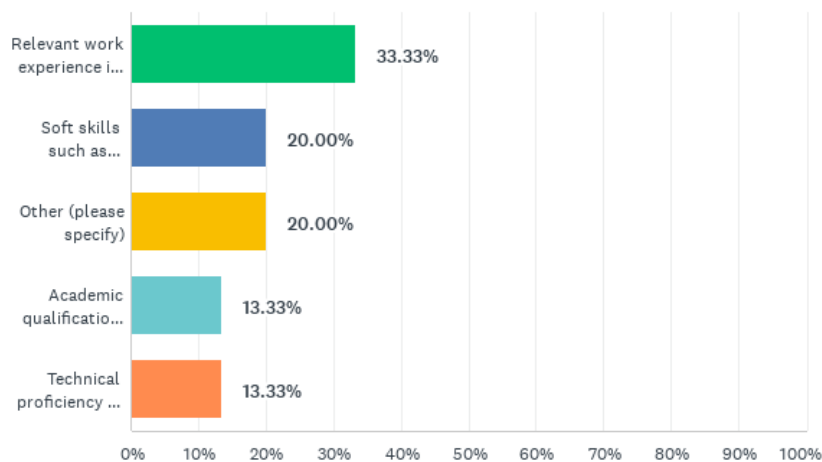
#11 continued...

ANSWER CHOICES	RESPONSES	
Technical proficiency	46.15%	6
Digital skills	38.46%	5
Communication	30.77%	4
Sales and marketing	30.77%	4
Customer service	23.08%	3
Project management and organization	23.08%	3
Other (please specify)	Responses 15.38%	2
Total Respondents: 13		

- None – we work hard to train and support our staff

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

Answered: 15 Skipped: 5



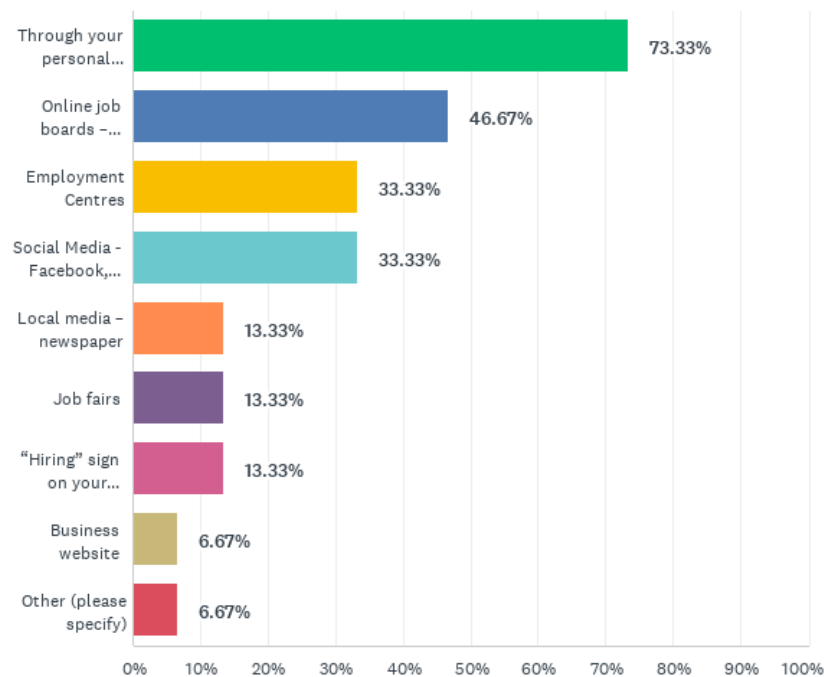
ANSWER CHOICES	RESPONSES	
Relevant work experience in a similar role	33.33%	5
Soft skills such as teamwork and communication	20.00%	3
Other (please specify)	Responses 20.00%	3
Academic qualifications and certifications	13.33%	2
Technical proficiency and specific job-related skills	13.33%	2
TOTAL		15

- Because we ask for OCT certification but can only pay 1/2 to 1/3 of what is offered in the public boards, we struggle
- As with most small businesses, a long-term hire would require a broad skill set to be able to wear multiple hats. I can train people but they have to be a rare person.
- Customer service

#13 What methods do you utilize for employee recruitment?

(Choose all that apply)

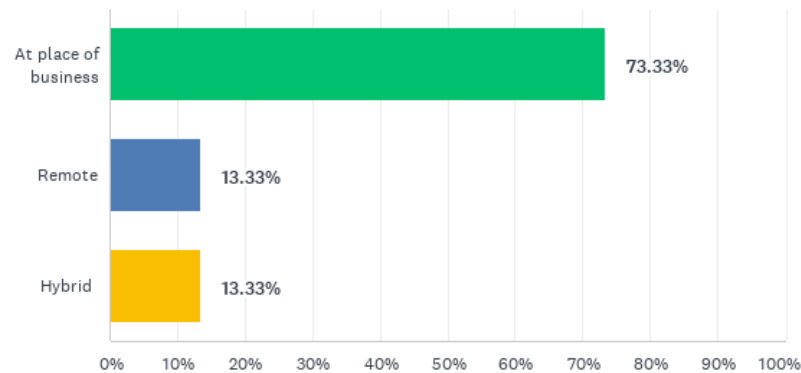
Answered: 15 Skipped: 5



ANSWER CHOICES	RESPONSES	
Through your personal network	73.33%	11
Online job boards - Indeed, LinkedIn	46.67%	7
Employment Centres	33.33%	5
Social Media - Facebook, Instagram	33.33%	5
Local media - newspaper	13.33%	2
Job fairs	13.33%	2
"Hiring" sign on your premises	13.33%	2
Business website	6.67%	1
Other (please specify)	Responses 6.67%	1
Total Respondents: 15		

#14 What type of work environment do you offer?

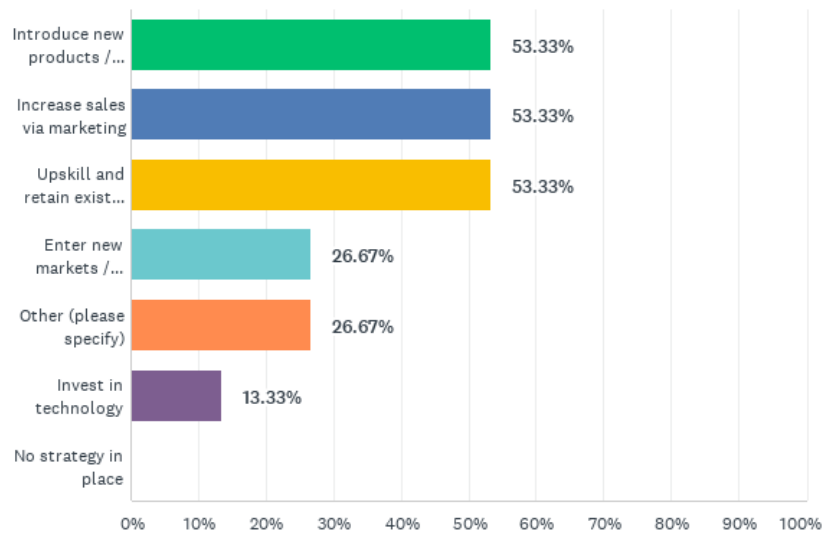
Answered: 15 Skipped: 5



ANSWER CHOICES	RESPONSES	
At place of business	73.33%	11
Remote	13.33%	2
Hybrid	13.33%	2
TOTAL		15

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

Answered: 15 Skipped: 5



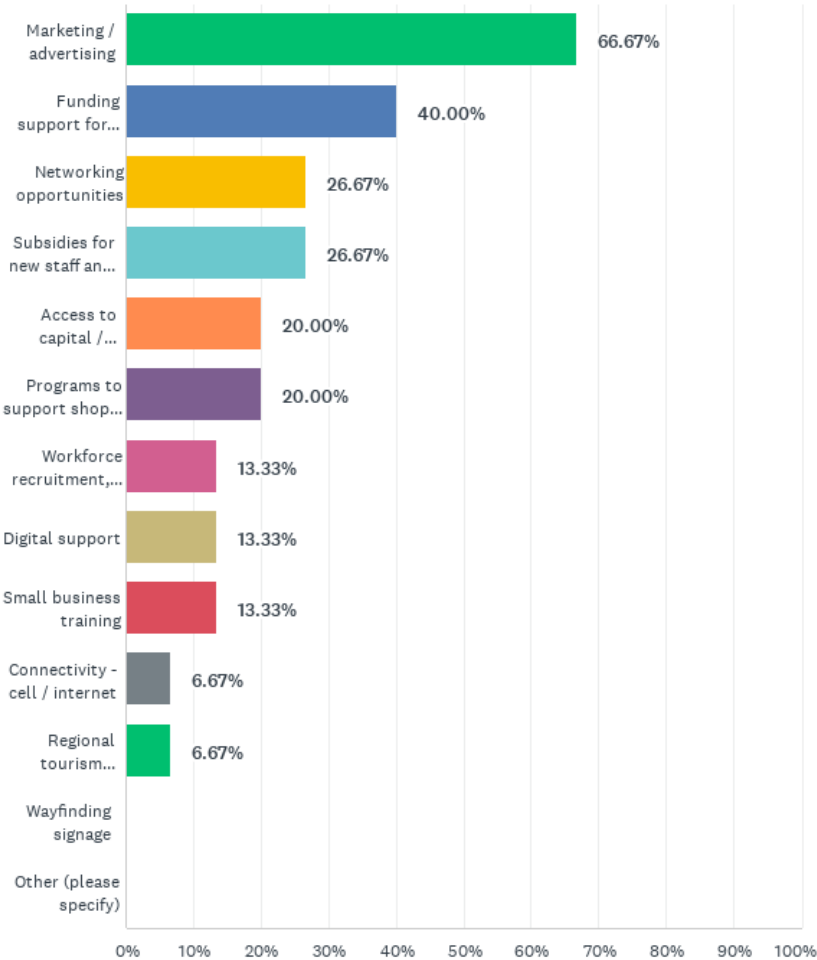
#15 continued...

ANSWER CHOICES	RESPONSES	
Introduce new products / services	53.33%	8
Increase sales via marketing	53.33%	8
Upskill and retain existing talent	53.33%	8
Enter new markets / export	26.67%	4
Other (please specify)	Responses 26.67%	4
Invest in technology	13.33%	2
No strategy in place	0.00%	0
Total Respondents: 15		

- Skilled carpentry and other trades
- Quality, customer focused service
- Word of mouth and referrals
- Currently preparing to publish a book, marketing it through established networks to build reputation. Public speaking has also been a huge asset for building a client base that meets my target market.

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

Answered: 15 Skipped: 5

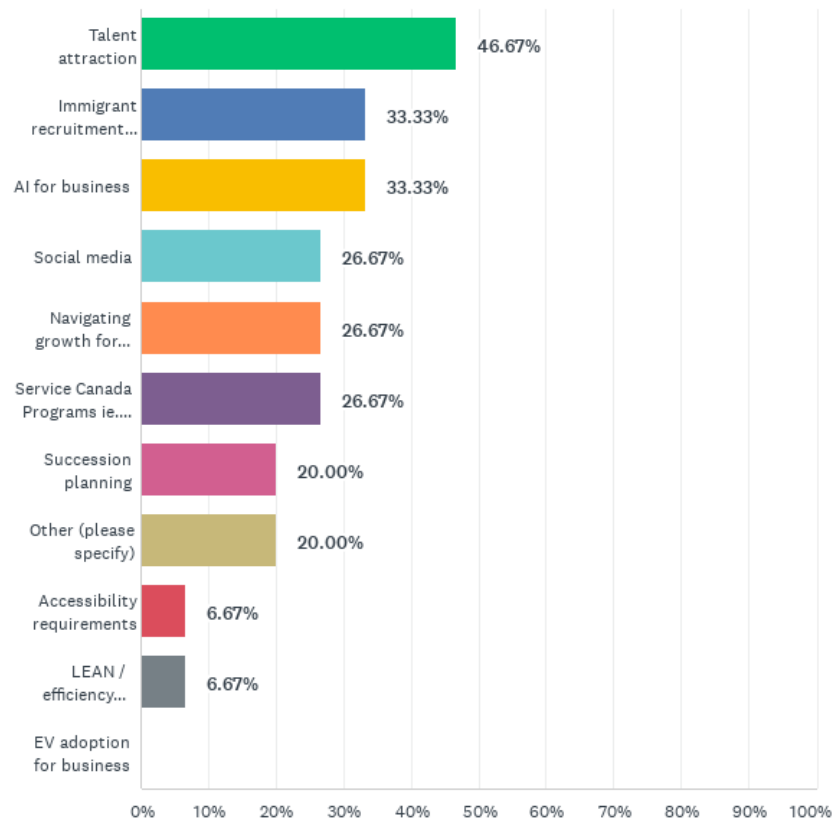


#16 continued...

ANSWER CHOICES	RESPONSES	
Marketing / advertising	66.67%	10
Funding support for business expansion	40.00%	6
Networking opportunities	26.67%	4
Subsidies for new staff and training	26.67%	4
Access to capital / business loans	20.00%	3
Programs to support shop local	20.00%	3
Workforce recruitment, hiring and resourcing staff	13.33%	2
Digital support	13.33%	2
Small business training	13.33%	2
Connectivity - cell / internet	6.67%	1
Regional tourism destination development – products, marketing	6.67%	1
Wayfinding signage	0.00%	0
Other (please specify)	Responses 0.00%	0
Total Respondents: 15		

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

Answered: 15 Skipped: 5



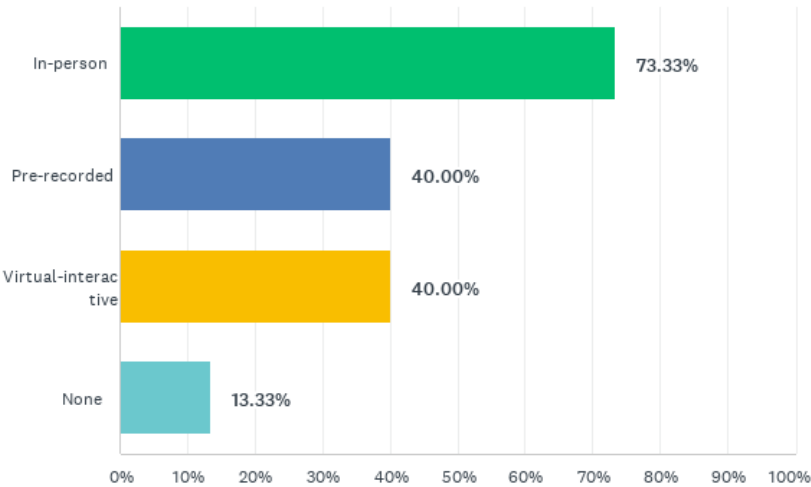
#17 continued...

ANSWER CHOICES	RESPONSES	
Talent attraction	46.67%	7
Immigrant recruitment programs	33.33%	5
AI for business	33.33%	5
Social media	26.67%	4
Navigating growth for small business	26.67%	4
Service Canada Programs ie. work sharing, record of employment	26.67%	4
Succession planning	20.00%	3
Other (please specify)	20.00%	3
Accessibility requirements	6.67%	1
LEAN / efficiency training	6.67%	1
EV adoption for business	0.00%	0
Total Respondents: 15		

- Accessibility requirements
- LEAN / efficiency training
- EV adoption for business

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

Answered: 15 Skipped: 5



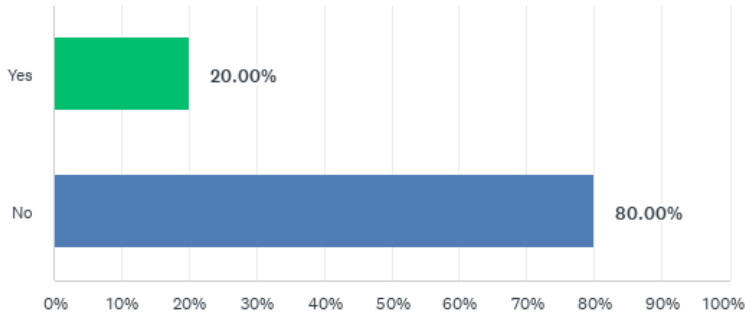
#18 continued...

ANSWER CHOICES	RESPONSES	
In-person	73.33%	11
Pre-recorded	40.00%	6
Virtual-interactive	40.00%	6
None	13.33%	2
Total Respondents: 15		

- If pre-recorded, please have it in a format where it can be played back at a higher speed. I retain information better at 2-4x speed if I am unable to do hands on work.
- I like in-person workshops most - especially post COVID, but sometimes they are hard to attend due to timing. Evening or even lunch time is a good time to offer workshops. Even a Friday afternoon.

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

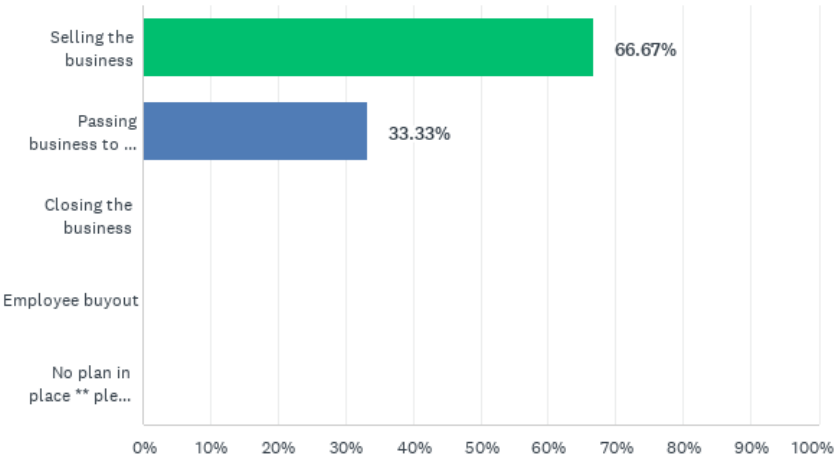
Answered: 15 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	20.00%	3
No	80.00%	12
TOTAL		15

#20 If yes, what is your succession plan?

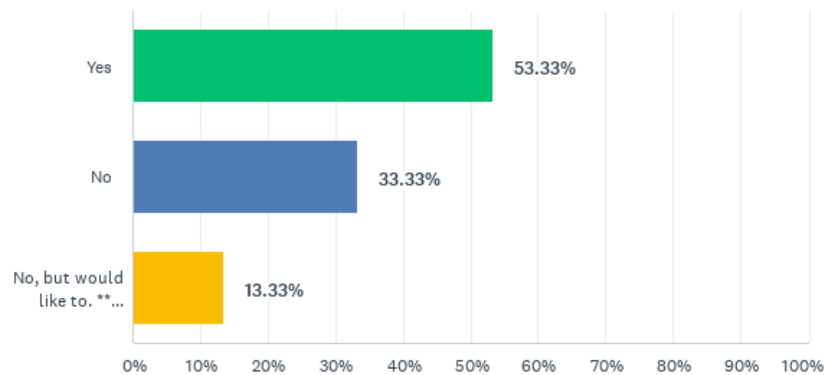
Answered: 3 Skipped: 17



ANSWER CHOICES	RESPONSES	
Selling the business	66.67%	2
Passing business to a family member	33.33%	1
Closing the business	0.00%	0
Employee buyout	0.00%	0
No plan in place ** please provide contact info at end of survey for support	0.00%	0
TOTAL		3

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

Answered: 15 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	53.33%	8
No	33.33%	5
No, but would like to. ** Please provide contact info at end of survey	13.33%	2
TOTAL		15

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

Answered: 3 Skipped: 17

- Need for collaboration in-person!!
- Biggest challenge right now is needing space for expansion. To build my demonstration site, nursery, and to host workshops and classes I would benefit from 10-50 acres of land (ideally a minimum of 15 acres).
- My biggest challenge is growth but I am having more success with it through strategic social media marketing.

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

Answered: 2 Skipped: 18

ANSWER CHOICES	RESPONSES	
Contact Name	Responses	100.00% 2
Business Name	Responses	50.00% 1
Contact Number	Responses	50.00% 1
Email	Responses	100.00% 2

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 | E: ann.weir@uclg.on.ca