

Township of Elizabethtown-Kitley

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

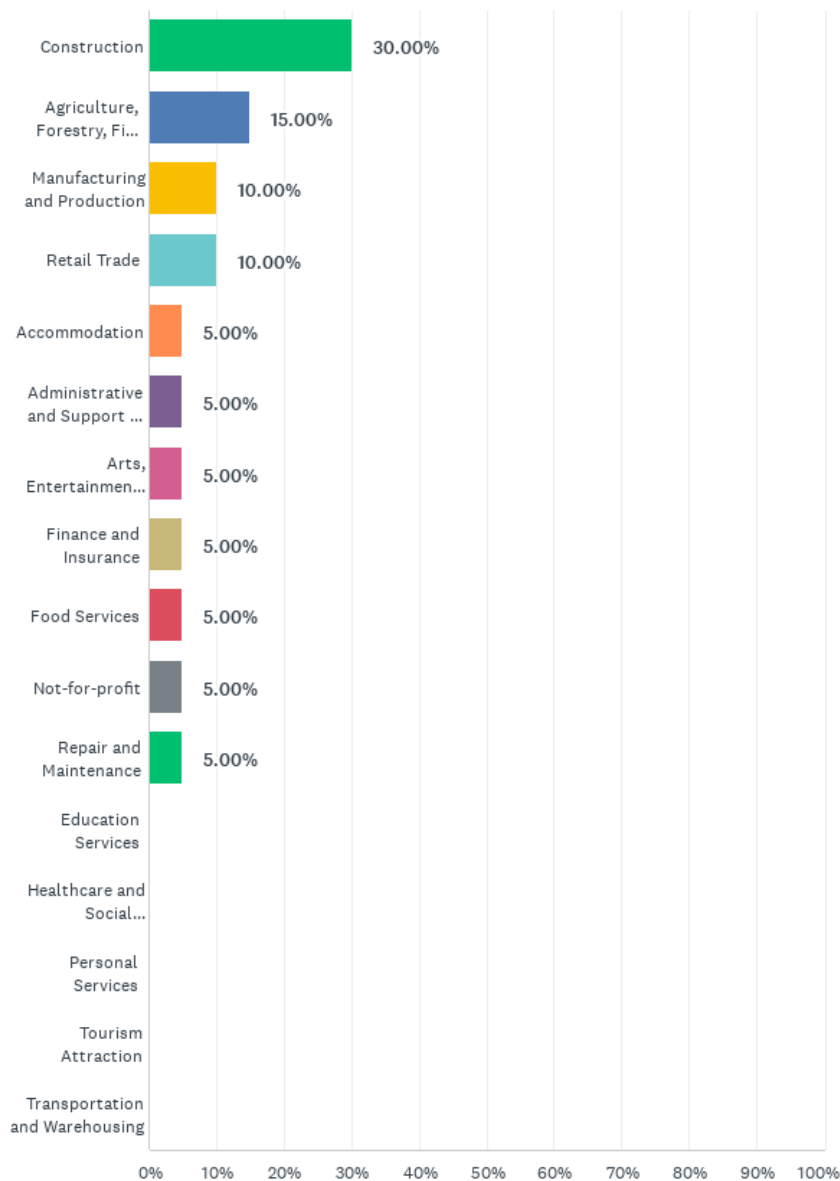


invest.leedsgrenville.com/reportsandplans

#2 What sector is your business primarily operating in?

Answered: 20

Skipped: 0

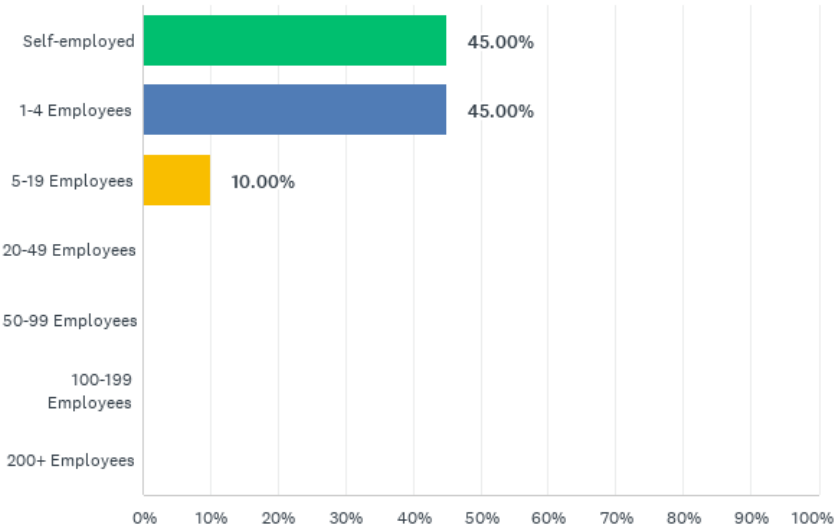


#2 continued...

ANSWER CHOICES	RESPONSES	
Construction	30.00%	6
Agriculture, Forestry, Fish and Hunting	15.00%	3
Manufacturing and Production	10.00%	2
Retail Trade	10.00%	2
Accommodation	5.00%	1
Administrative and Support - Business Services	5.00%	1
Arts, Entertainment and Recreation	5.00%	1
Finance and Insurance	5.00%	1
Food Services	5.00%	1
Not-for-profit	5.00%	1
Repair and Maintenance	5.00%	1
Education Services	0.00%	0
Healthcare and Social Assistance	0.00%	0
Personal Services	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	45.00% 9
1-4 Employees	45.00% 9
5-19 Employees	10.00% 2
20-49 Employees	0.00% 0
50-99 Employees	0.00% 0
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: 0 Skipped: 20

- 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 Skipped: 20

- No response.

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

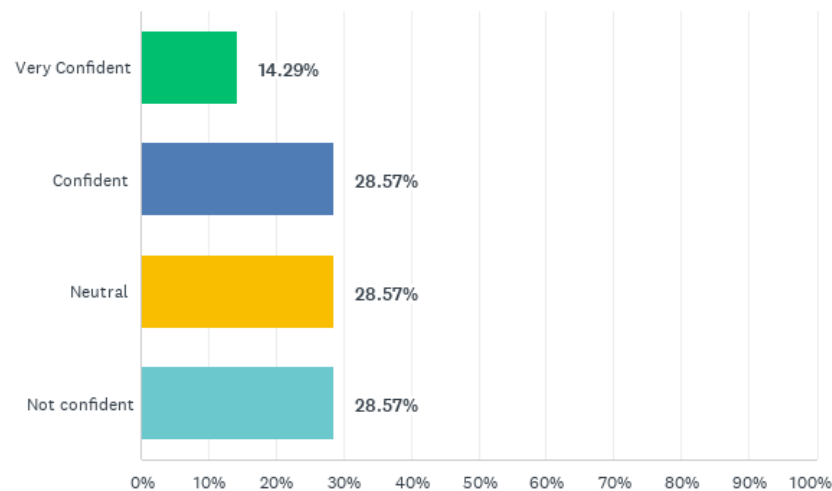
Are you interested in participating in an Ottawa job fair in October?

Answered: 0 Skipped: 20

- No response.

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

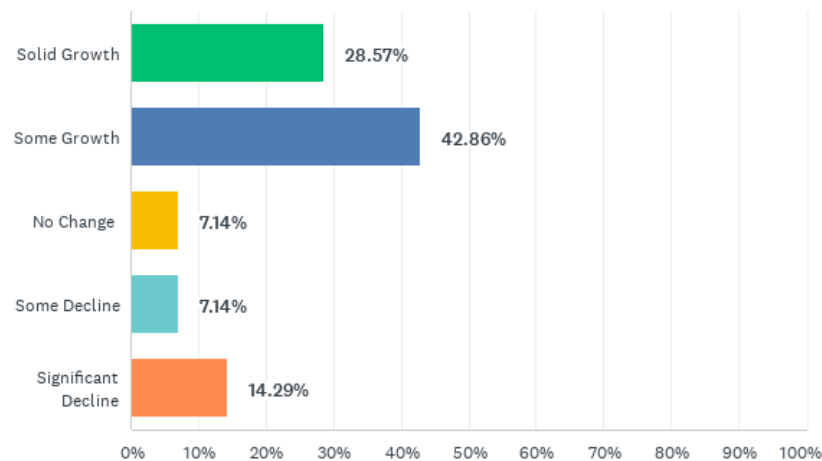
Answered: 14 Skipped: 6



ANSWER CHOICES	RESPONSES	
Very Confident	14.29%	2
Confident	28.57%	4
Neutral	28.57%	4
Not confident	28.57%	4
TOTAL		14

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

Answered: 14 Skipped: 6



#8 continued...

ANSWER CHOICES	RESPONSES
▼ Solid Growth	28.57% 4
▼ Some Growth	42.86% 6
▼ No Change	7.14% 1
▼ Some Decline	7.14% 1
▼ Significant Decline	14.29% 2
TOTAL	14

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

Answered: 14

Skipped: 6

	1-NOT A CHALLENGE	2	3-SOMEWHAT CHALLENGING	4	5-VERY CHALLENGING	TOTAL
▼ Increasing product prices	7.14% 1	0.00% 0	28.57% 4	28.57% 4	35.71% 5	14
▼ Changes in demand for your product / service	50.00% 7	14.29% 2	28.57% 4	7.14% 1	0.00% 0	14
▼ Supply chain instability	35.71% 5	14.29% 2	28.57% 4	0.00% 0	21.43% 3	14
▼ Ability to offer competitive wages and benefits	42.86% 6	7.14% 1	28.57% 4	14.29% 2	7.14% 1	14
▼ Ability to retain employees	50.00% 7	7.14% 1	28.57% 4	7.14% 1	7.14% 1	14
▼ Absenteeism due to reliable child care	78.57% 11	7.14% 1	0.00% 0	7.14% 1	7.14% 1	14
▼ Increasing overhead costs	15.38% 2	7.69% 1	46.15% 6	7.69% 1	23.08% 3	13
▼ Borrowing costs	61.54% 8	7.69% 1	15.38% 2	7.69% 1	7.69% 1	13
▼ Repayment of CEBA loan	84.62% 11	0.00% 0	7.69% 1	0.00% 0	7.69% 1	13
▼ Ability to find skilled employees	38.46% 5	15.38% 2	30.77% 4	7.69% 1	7.69% 1	13

Comments:

- I hire contract people to specialized jobs they are more costly every year and hard to find.

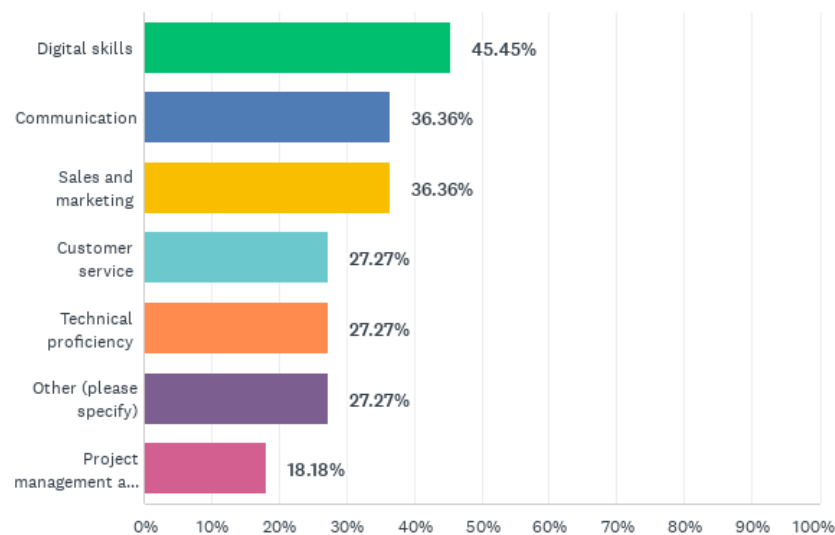
#10 Rate the level of challenge to your employees or as a self employed individual for each item.

Answered: 14 Skipped: 6

	1-NOT A CHALLENGE	2	3-SOMEWHAT CHALLENGING	4	5- VERY CHALLENGING	TOTAL
Available housing / accommodation	76.92% 10	7.69% 1	15.38% 2	0.00% 0	0.00% 0	13
Available daycare	76.92% 10	0.00% 0	7.69% 1	7.69% 1	7.69% 1	13
Cost of Living ie. inflation	7.14% 1	21.43% 3	35.71% 5	28.57% 4	7.14% 1	14
Public transportation	84.62% 11	7.69% 1	0.00% 0	0.00% 0	7.69% 1	13
Caring for elders	69.23% 9	15.38% 2	15.38% 2	0.00% 0	0.00% 0	13

#11 What skill gaps do you believe exist within your employees?
(Choose all that apply)

Answered: 11 Skipped: 9



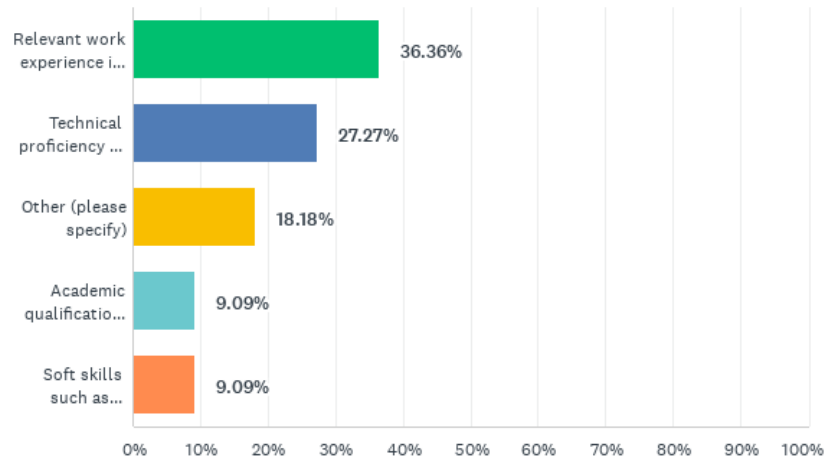
#11 continued...

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

- My skill set is lacking in the marketing of my goods.

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

Answered: 11 Skipped: 9



ANSWER CHOICES	RESPONSES	
Relevant work experience in a similar role	36.36%	4
Technical proficiency and specific job-related skills	27.27%	3
Other (please specify)	18.18%	2

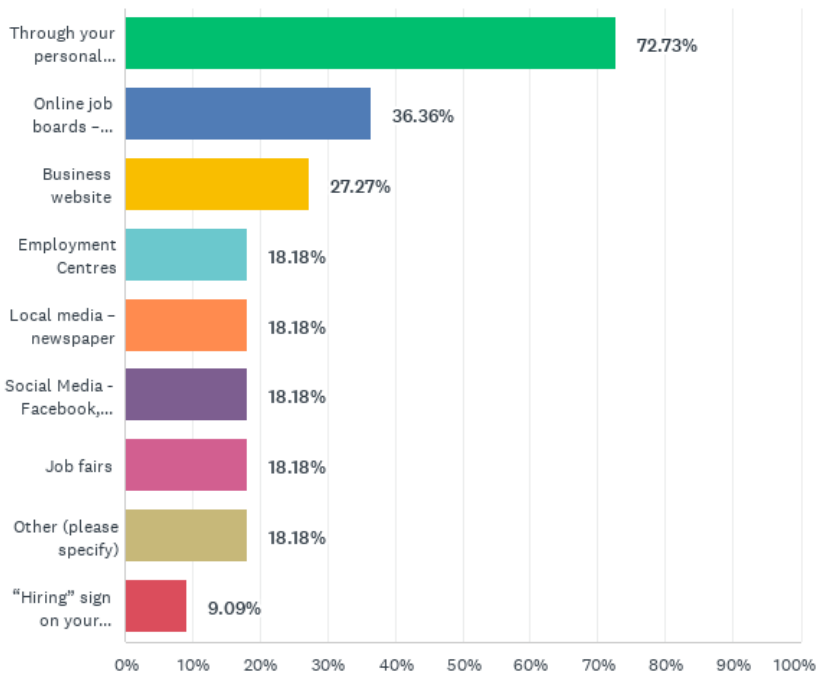
- That the custom operator has all the right equipment and skills and training needed for the job.

#13 What methods do you utilize for employee recruitment?

(Choose all that apply)

Answered: 11

Skipped: 9

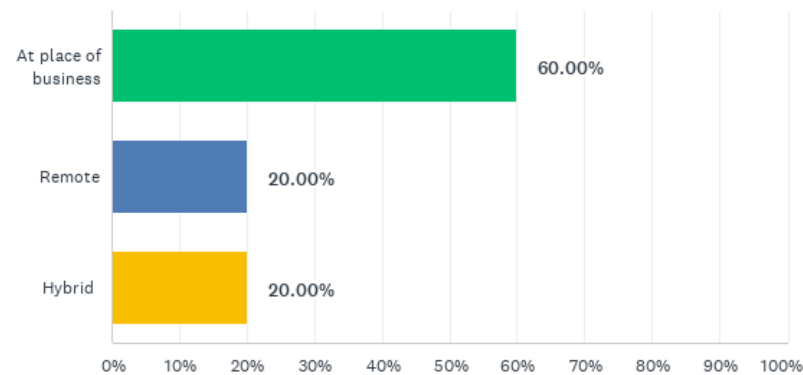


ANSWER CHOICES	RESPONSES	
Through your personal network	72.73%	8
Online job boards - Indeed, LinkedIn	36.36%	4
Business website	27.27%	3
Employment Centres	18.18%	2
Local media - newspaper	18.18%	2
Social Media - Facebook, Instagram	18.18%	2
Job fairs	18.18%	2
Other (please specify)	18.18%	2

- Word of mouth, other farmers.

#14 What type of work environment do you offer?

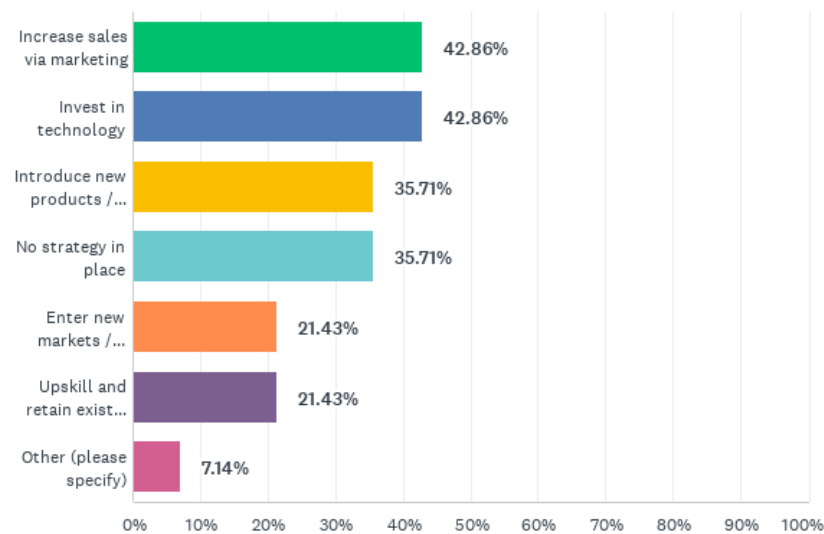
Answered: 10 Skipped: 10



ANSWER CHOICES	RESPONSES
At place of business	60.00% 6
Remote	20.00% 2
Hybrid	20.00% 2
TOTAL	10

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

Answered: 14 Skipped: 6



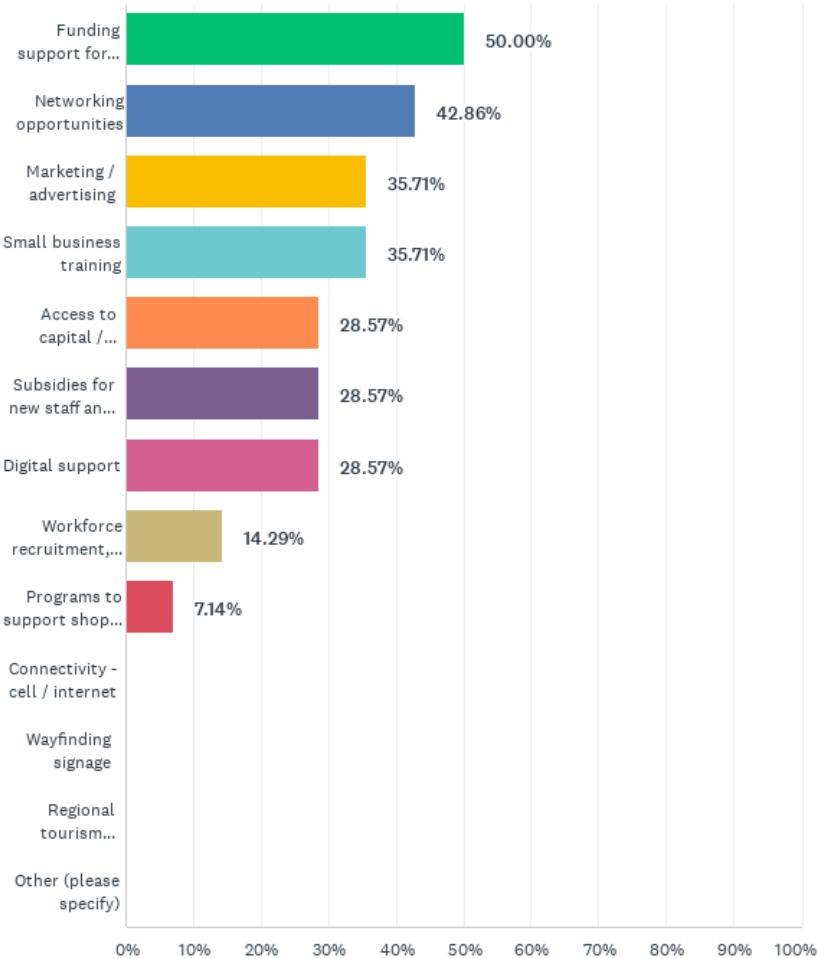
#15 continued...

ANSWER CHOICES	RESPONSES	
▼ Increase sales via marketing	42.86%	6
▼ Invest in technology	42.86%	6
▼ Introduce new products / services	35.71%	5
▼ No strategy in place	35.71%	5
▼ Enter new markets / export	21.43%	3
▼ Upskill and retain existing talent	21.43%	3
▼ Other (please specify)	Responses 7.14%	1
Total Respondents: 14		

- Have been steady through word of mouth alone, however, challenges in not being able to afford a qualified employee are preventing me from trying to grow.

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

Answered: 14 Skipped: 6

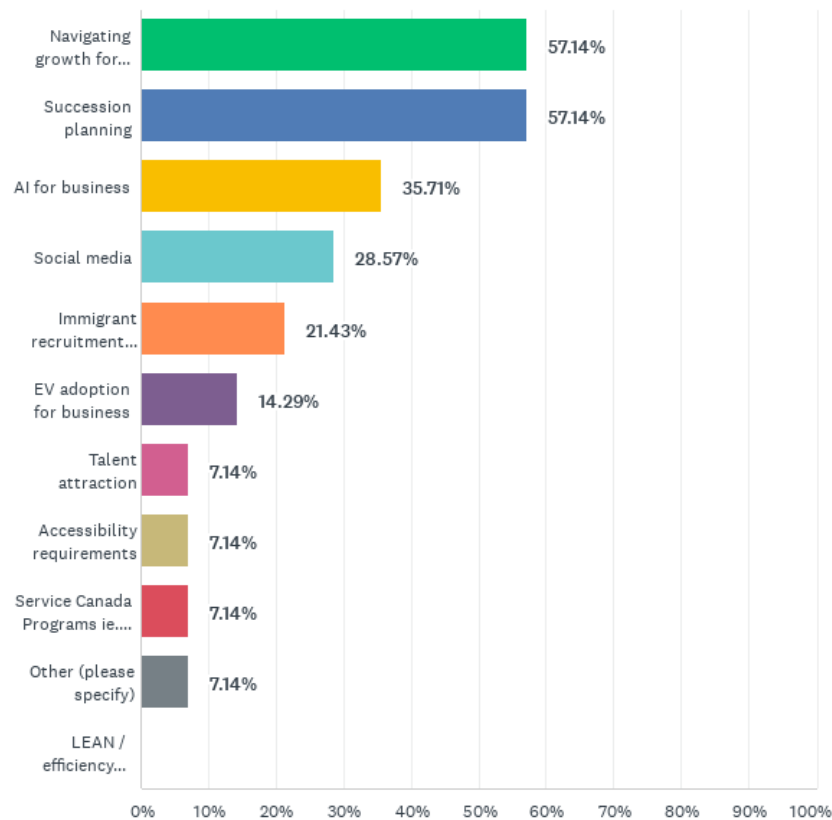


#16 continued...

ANSWER CHOICES	RESPONSES	
Funding support for business expansion	50.00%	7
Networking opportunities	42.86%	6
Marketing / advertising	35.71%	5
Small business training	35.71%	5
Access to capital / business loans	28.57%	4
Subsidies for new staff and training	28.57%	4
Digital support	28.57%	4
Workforce recruitment, hiring and resourcing staff	14.29%	2
Programs to support shop local	7.14%	1
Connectivity - cell / internet	0.00%	0
Wayfinding signage	0.00%	0
Regional tourism destination development - products, marketing	0.00%	0
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: 6

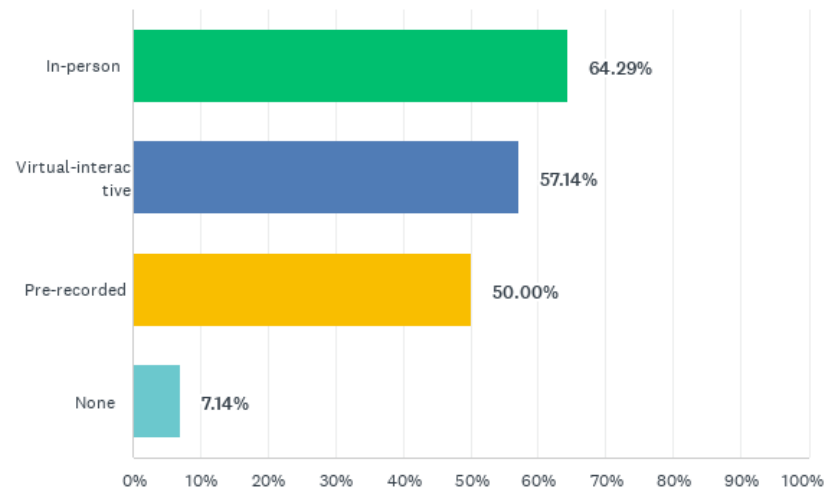


ANSWER CHOICES	RESPONSES	
▼ Navigating growth for small business	57.14%	8
▼ Succession planning	57.14%	8
▼ AI for business	35.71%	5
▼ Social media	28.57%	4
▼ Immigrant recruitment programs	21.43%	3
▼ EV adoption for business	14.29%	2
▼ Talent attraction	7.14%	1
▼ Accessibility requirements	7.14%	1
▼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

- N/A

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

Answered: 14 Skipped: 6

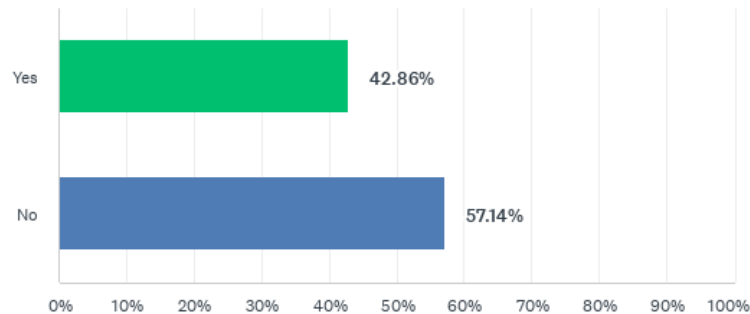


ANSWER CHOICES	RESPONSES	
In-person	64.29%	9
Virtual-interactive	57.14%	8
Pre-recorded	50.00%	7
None	7.14%	1
Total Respondents: 14		

Comments (0)

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

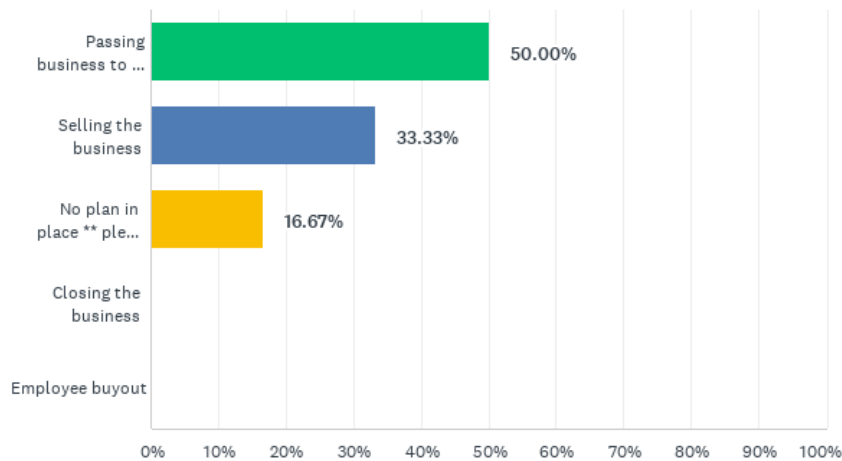
Answered: 14 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	42.86%	6
No	57.14%	8
TOTAL		14

#20 If yes, what is your succession plan?

Answered: 6

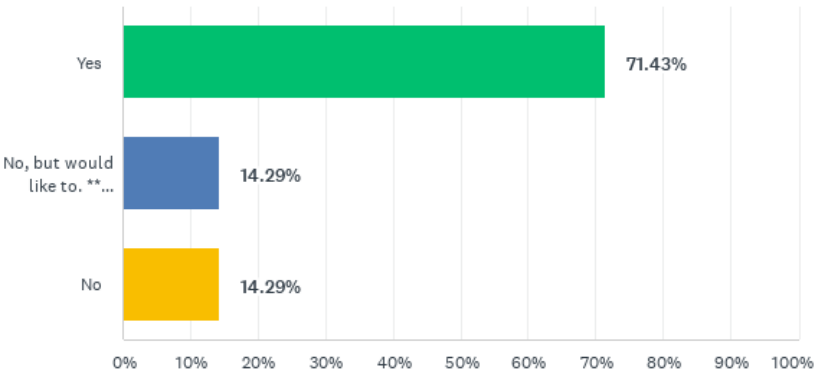


#20 continued...

ANSWER CHOICES	RESPONSES	
Passing business to a family member	50.00%	3
Selling the business	33.33%	2
No plan in place ** please provide contact info at end of survey for support	16.67%	1
Closing the business	0.00%	0
Employee buyout	0.00%	0
TOTAL		6

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

Answered: 14 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	71.43%	10
No, but would like to. ** Please provide contact info at end of survey	14.29%	2
No	14.29%	2
TOTAL		14

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

Answered: 4 Skipped: 16

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

- The biggest challenge is government regulation. The cost of doing business, no control over input costs or what the market will pay for the product we produce.
- Currently still in the "Stage" of paying off business debt so that I can start paying myself. This is another factor that's deterring me from hiring help and growing the business.
- Would like to wind business down gradually but cost of insurance and software seems to be forcing an abrupt sale or closure of the business.

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

Answered: 1 Skipped: 19

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

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

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