

Saugeen Region
New Business COVID-19 Survey
July 2021

ABOUT THE NEW BUSINESS COVID-19 SURVEY

The 'New Business COVID-19 Survey' was released on June 22nd and closed on July 6th, 2021. It was distributed through *Survey Monkey* directly to new businesses. A new business was defined as a business that began operations between March 2020 and June 2021. This survey was open to 84 new businesses throughout the Saugeen Region. We received a total of 39 responses indicating a response rate of 46%. We are very pleased with the number of businesses that participated in this survey.

The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the Saugeen Economic Development Corporation's (SEDC) Regional Advisory Committee (RAC), for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

- ▲ Laura Fullerton, Municipality of Arran-Elderslie
- ▲ Paulette Peirol, Municipality of Brockton
- ▲ Patty Sinnamon, Township of Chatsworth
- ▲ Michelle Harris, Municipality of Grey Highlands
- ▲ April Marshall, The Town of Hanover
- ▲ Belinda Wick, The Town of Minto
- ▲ Rhonda Niesen, Municipality of South Bruce
- ▲ Terry Murphy, Township of Southgate
- ▲ Dale Small, Township of Wellington North
- ▲ Laura Johnston, Municipality of West Grey
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

Thank you for your assistance with survey distribution also goes to:

- ▲ Michelle Patey, Grey Highlands Chamber of Commerce

WHO WAS INVOLVED IN THE SURVEY

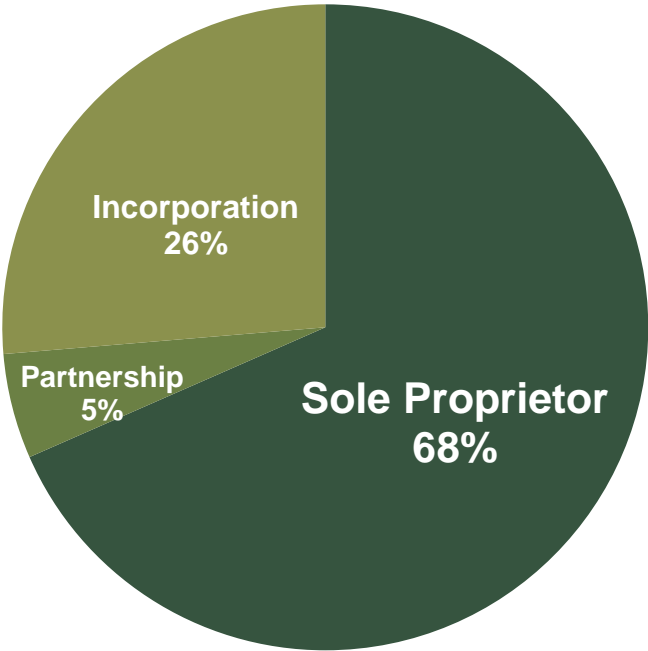
Each of the 10 municipalities involved in the Regional Advisory Committee (RAC) was involved in this survey. Specifically:

- ▲ Municipality of Arran-Elderslie
- ▲ Municipality of Brockton
- ▲ Township of Chatsworth*
- ▲ Municipality of Grey Highlands
- ▲ The Town of Hanover
- ▲ The Town of Minto
- ▲ Municipality of South Bruce
- ▲ Township of Southgate*
- ▲ Township of Wellington North
- ▲ Municipality of West Grey

*No survey responses were received from the Township of Chatsworth or the Township of Southgate.

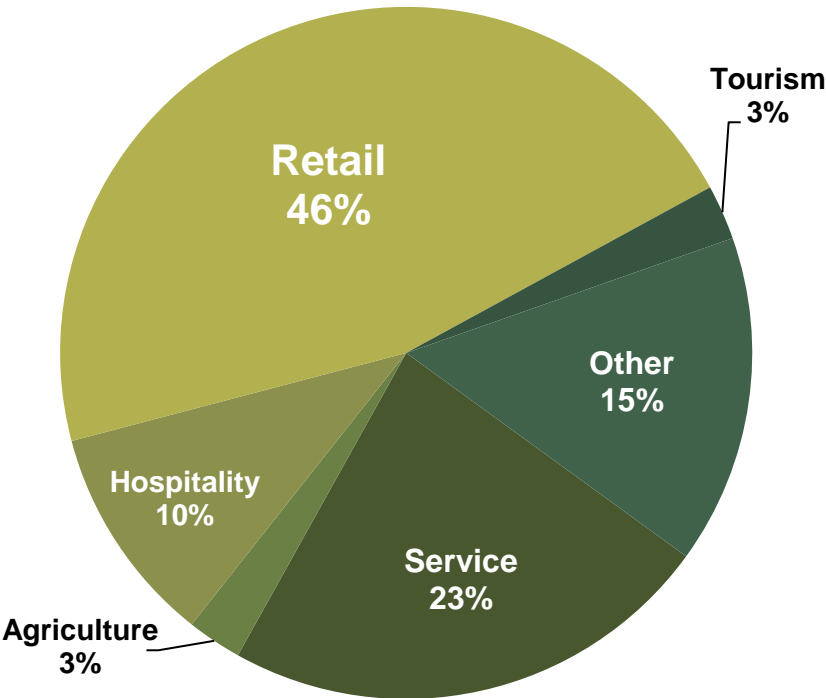
SAUGEEN REGION SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	68%
Incorporation	26%
Partnership	5%
Not-For-Profit	0%

Type of Business

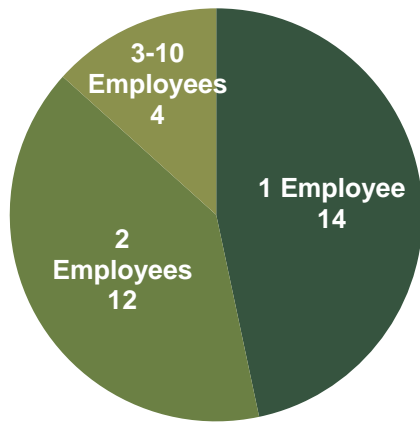


Business Type	Responses (%)
Retail	46%
Service	23%
Hospitality	10%
Agriculture	3%
Tourism	3%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	15%

*Respondents who answered other indicated the following business types:

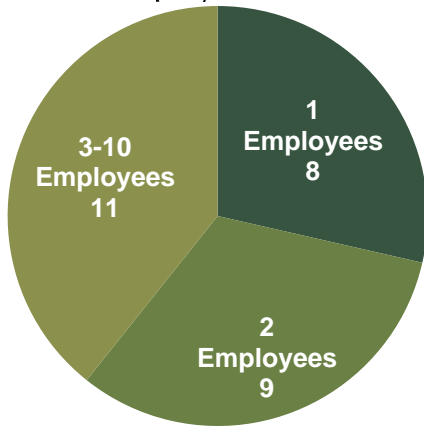
- ▲ Fitness
- ▲ Construction
- ▲ Real Estate
- ▲ Entertainment
- ▲ Health Services

Number of Full-Time Employees



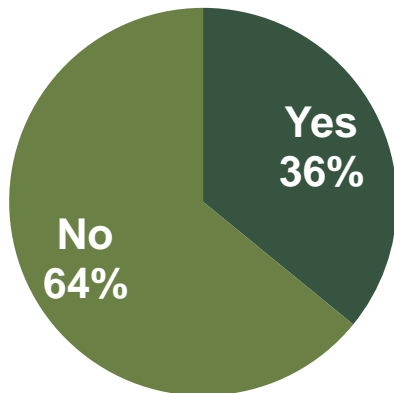
Number of FT	Responses (#)
1 FT Employee	14
2 FT Employees	12
3-10 FT Employees	4
Total New FT	56

Number of Part-Time Employees



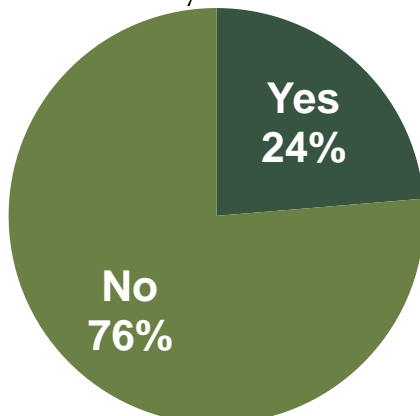
Number of PT	Responses (#)
1 PT Employee	8
2 PT Employees	9
3-10 PT Employees	11
Total New PT	70

Is This Business Your First Business?



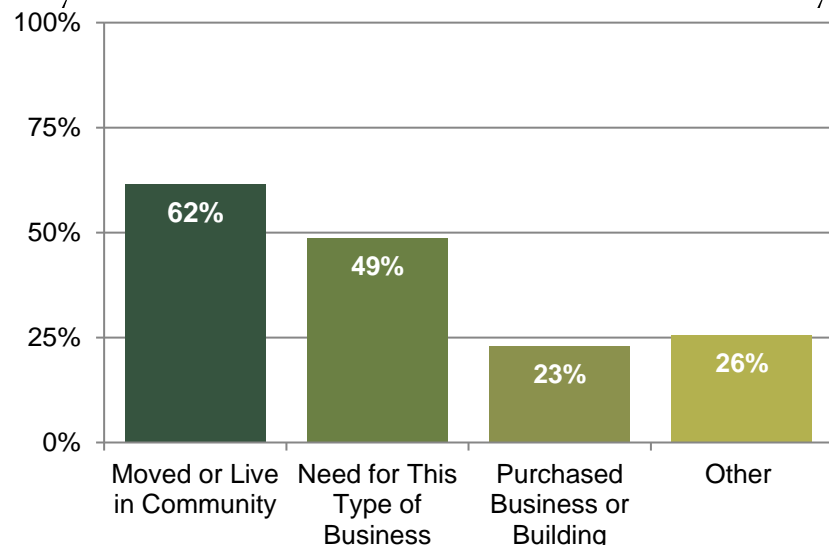
First Business?	Responses (%)
Yes	36%
No	64%

Is This Business a Secondary Location?



Secondary Location?	Responses (%)
Yes	24%
No	76%

Why Did You Choose to Start a Business in this Community?

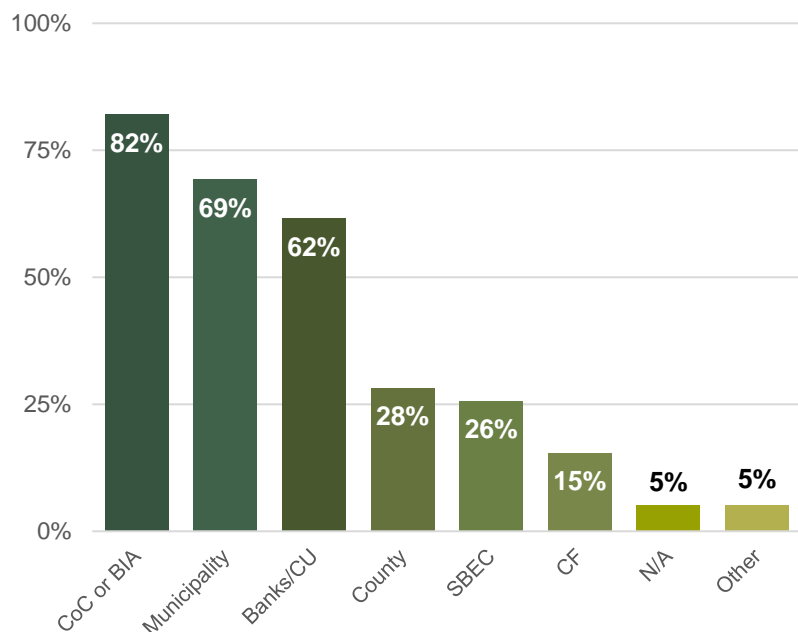


Options	Responses (%)
Moved/Live in Community	62%
Need for this type of Business Here	49%
Purchased Business/Building	23%
Other*	26%

*Respondents who answered other indicated the following:

- ▲ Loved the vibe of the downtown core
- ▲ Feel the community is a better business atmosphere than the previous location
- ▲ Community was one of the first townships in Wellington County to allow retail Cannabis
- ▲ To move closer to family
- ▲ Community was close to my previous address affordable
- ▲ Demand for this product/service
- ▲ Have an existing business in town
- ▲ Lots of people with a similar race/ethnicity to us

Regarding Your Community, What Business Supports are You Currently Aware of?

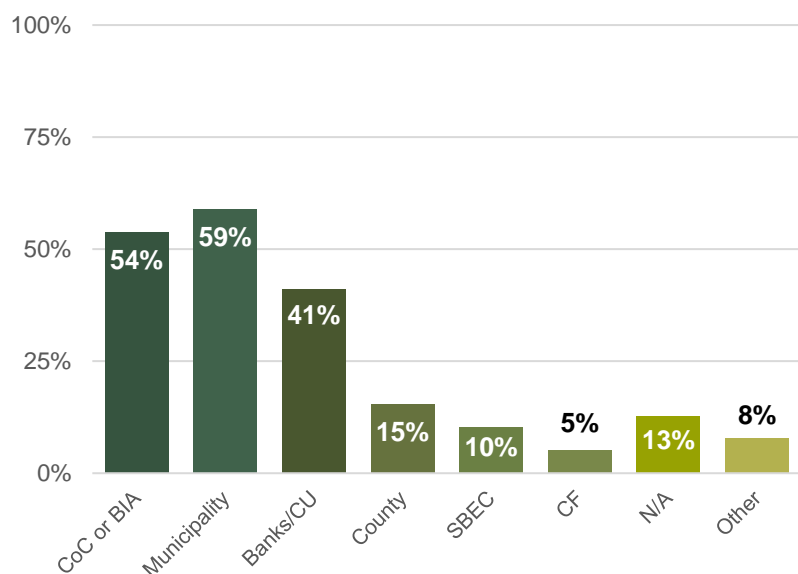


Options	Responses (%)
Chamber of Commerce (CoC) or BIA	82%
Municipality	69%
Banks or Credit Unions (CU)	62%
County	28%
Small Business Enterprise Center (SBEC)	26%
Community Futures (CF)	15%
None of the Above (N/A)	5%
Other*	5%

*Respondents who answered other indicated the following:

- ▲ Catapult Grey Bruce
- ▲ Georgian College
- ▲ Henry Bernick Entrepreneurship Centre (HBEC)
- ▲ Regional Tourism Organization 7 (RTO7)
- ▲ Launch It, Minto
- ▲ Saugeen Economic Development Corporation (SEDC)
- ▲ Economic Development Officer (EDO)

Since You have Started Your Business, What Business Resources Have You Already Accessed?

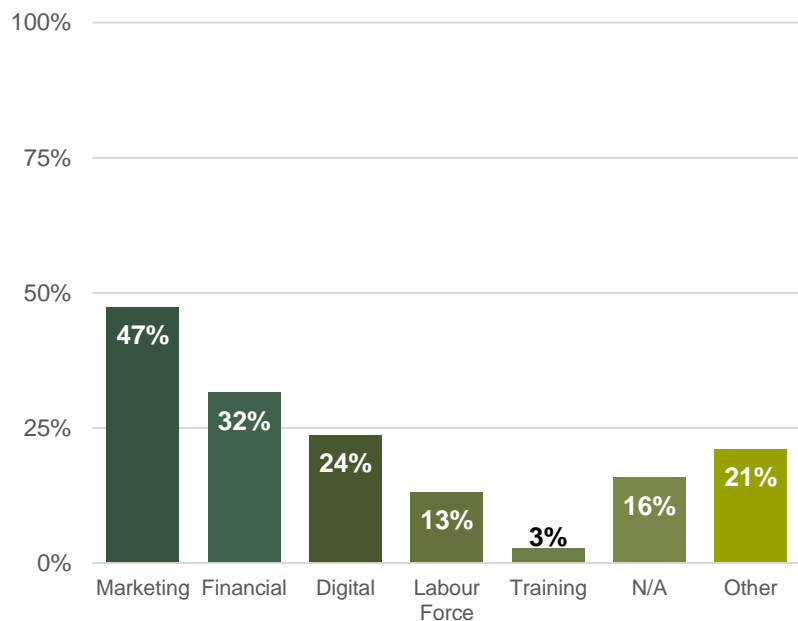


Options	Responses (%)
Chamber of Commerce (CoC) or BIA	54%
Municipality	59%
Banks or Credit Unions (CU)	41%
County	15%
Small Business Enterprise Center (SBEC)	10%
Community Futures (CF)	5%
None of the Above (N/A)	13%
Other*	8%

*Respondents who answered other indicated the following:

- ▲ Provincial Grants & Loans
- ▲ Regional Tourism Organization 7 (RTO7)
- ▲ Culinary Tourism Association
- ▲ Saugeen Economic Development Corporation (SEDC)'s Regional Relief and Recovery Fund (RRRF)
- ▲ Canadian Small Business Grant

What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	47%
Financial	32%
Digital	24%
Labour Force	13%
Training for Self or Employees	3%
None of the Above	16%
Other	21%

*Respondents who answered other indicated the following:

- ▲ Support for zoning related issues to support development and business that meet the Municipal plan and vision
- ▲ Increased community events, community businesses joint ventures
- ▲ Increased parking enforcement and additional parking
- ▲ Nighttime events in the community
- ▲ Sharing of our online/print marketing for local brand recognition
- ▲ Would like to see other businesses in our community thrive so we can collectively benefit
- ▲ Signs for the store

Of the new businesses that responded, 73% of business owners identify as women, 9% as youth, and 4% as Francophone.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ COVID-19 provided time to work on business planning, training and building renovations
- ▲ Business was identified as essential enabling us to open and stay open
- ▲ Business plan was developed before COVID-19, the pandemic delayed original opening date
- ▲ COVID-19 led to a demand for our product/service
- ▲ Business/building was for sale
- ▲ Started this new business during COVID-19 to help make ends meet
- ▲ COVID-19 offered the opportunity to move personal residence and open a business rather than returning to corporate jobs
- ▲ Foresight for the need of this product/service post-COVID-19
- ▲ Previous business was sold
- ▲ The switch to working remotely with a previous job was not a good fit
- ▲ This business was underway part-time prior to COVID-19. The pandemic provided time to leave a corporate job and pursue starting up this business as a full-time affair
- ▲ Allowed for childcare and home school while bringing in income
- ▲ Landlord provided discount during COVID-19 and was willing to work with us during lockdowns
- ▲ Demand for this product/service

What can We do for You?

- ▲ Promotion, marketing, and social media support
- ▲ Expanding the CIP beyond main street businesses
- ▲ Facade, sidewalk, signage, streetscape and patio improvement support
- ▲ More events and street sales, promoting of downtown business
- ▲ Keep checking in with local businesses
- ▲ Add public transport between small towns to allow a fluid workforce
- ▲ Continue to provide and advocate for programs accessible to small businesses
- ▲ Providing networking opportunities for new and local businesses
- ▲ Support partnerships with social enterprises that are contributing to public goods including helping with covering costs of taxes, insurance
- ▲ Creative support and solutions to the unique challenges of not having sewers
- ▲ Lobby for better cell phone service in areas of the municipality
- ▲ Lobby for natural gas
- ▲ Consider property tax credit for social enterprises (businesses whose primary activity is social value creation) that are contributing public goods such as public tourism infrastructure (museums, trails, visitor center, etc.)
- ▲ Enforcing all bylaws including building, fire and health code requirements equally to ensure public safety and create a level playing field for businesses that are making the investments to follow rules and codes

Arran-Elderslie
New Business COVID-19 Survey
July 2021

THE MUNICIPALITY OF ARRAN-ELDERSLIE

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The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

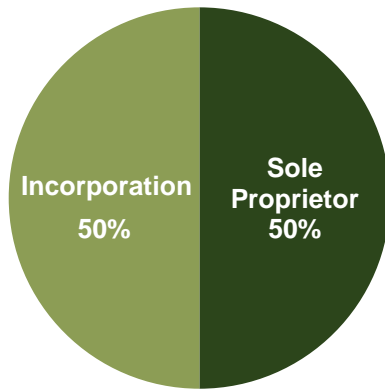
- ▲ Laura Fullerton, Municipality of Arran-Elderslie
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ Municipality of Arran-Elderslie

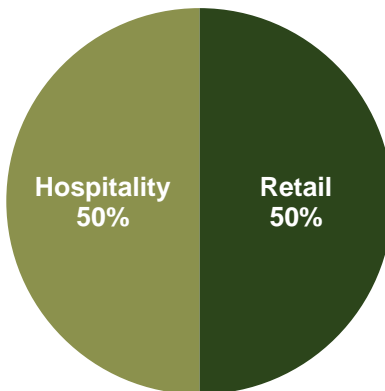
ARRAN-ELDERSLIE SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	50%
Incorporation	50%
Partnership	0%
Not-For-Profit	0%

Type of Business



Business Type	Responses (%)
Retail	50%
Service	0%
Hospitality	50%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	0%

*Respondents who answered other indicated the following business types:

- ▲ Fitness
- ▲ Construction
- ▲ Real Estate
- ▲ Entertainment
- ▲ Health Services

Number of Full-Time Employees



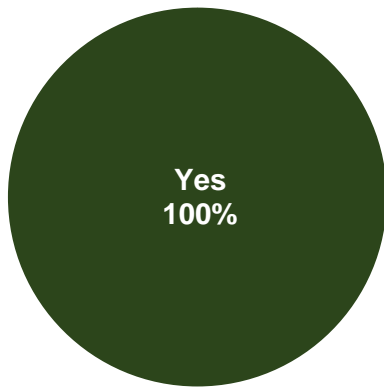
Number of FT	Responses (#)
1 FT Employee	1
2 FT Employees	0
3-10 FT Employees	0
Total New FT	1

Number of Part-Time Employees



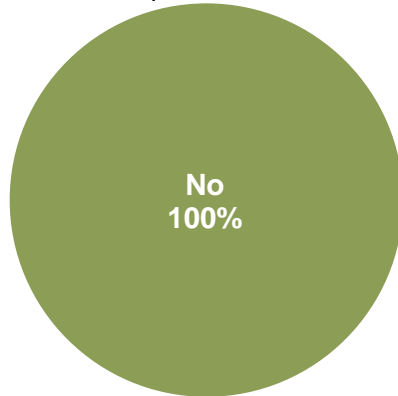
Number of PT	Responses (#)
1 PT Employee	0
2 PT Employees	0
3-10 PT Employees	1
Total New FT	3

Is This Business Your First Business?



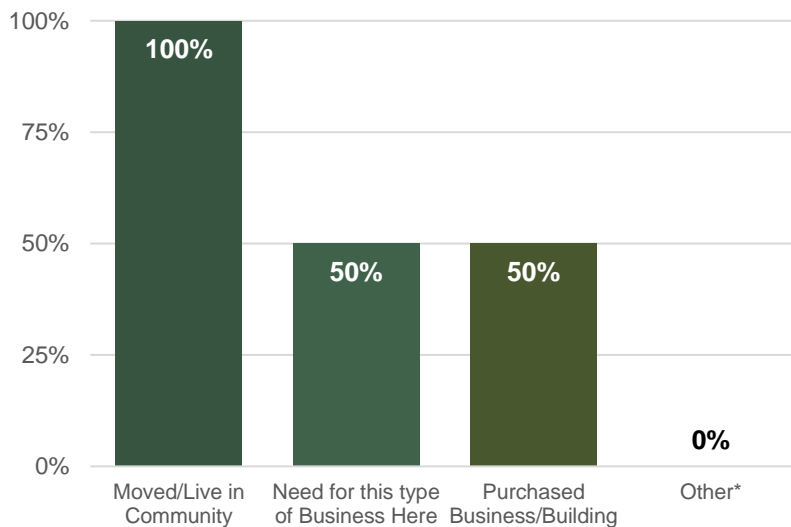
Response	Responses (%)
Yes	100%
No	0%

Is This Business a Secondary Location?



Response	Responses (%)
Yes	0%
No	100%

Why Did You Choose to Start a Business in this Community?

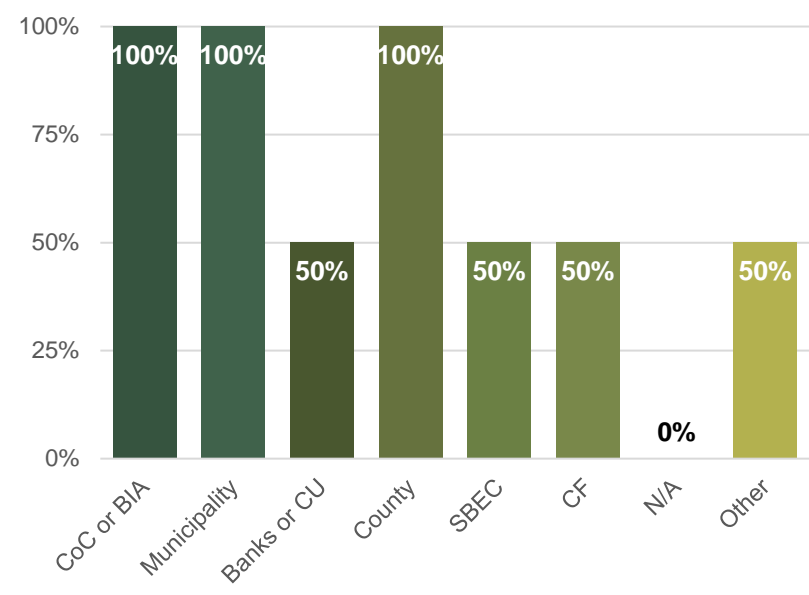


Options	Responses (%)
Moved/Live in Community	100%
Need for this type of Business Here	50%
Purchased Business/Building	50%
Other*	0%

*Respondents who answered other indicated the following:

- ▲ Demand for this product/service
- ▲ COVID-19 allowed time for business planning

Regarding Your Community, What Business Supports are You Currently Aware of?

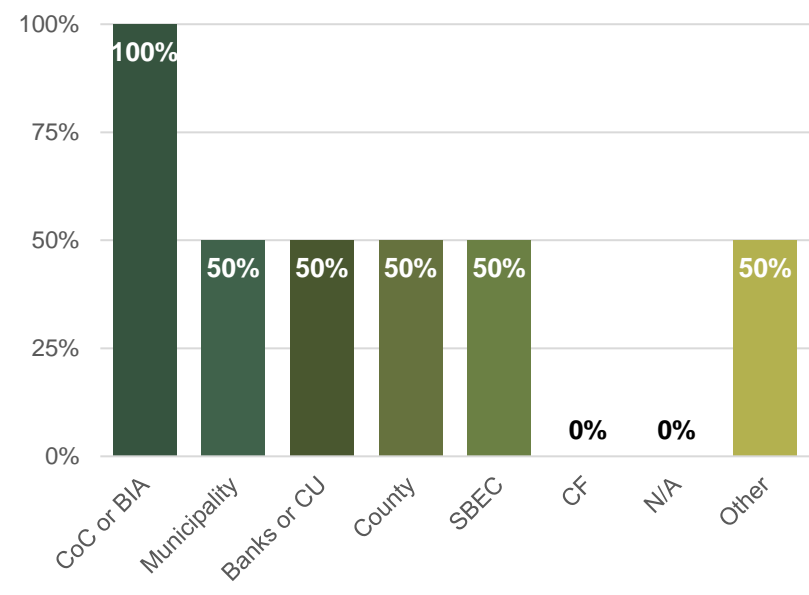


Options	Responses (%)
Chamber of Commerce (CoC) or BIA	100%
Municipality	100%
Banks or Credit Unions	50%
County	100%
Small Business Enterprise Center (SBEC)	50%
Community Futures	50%
None of the Above	0%
Other*	50%

*Respondents who answered other indicated the following:

- ▲ Catapult Grey Bruce
- ▲ Georgian College
- ▲ Henry Bernick Entrepreneurship Centre (HBEC)
- ▲ Regional Tourism Organization 7 (RTO7)

Since You have Started Your Business, What Business Resources Have You Already Accessed?

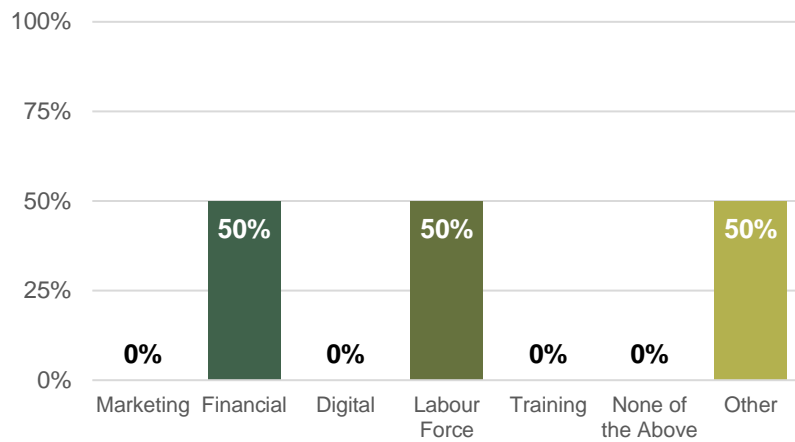


Options	Responses (%)
Chamber of Commerce (CoC) or BIA	100%
Municipality	50%
Banks or Credit Unions	50%
County	50%
Small Business Enterprise Center	50%
Community Futures	0%
None of the Above	0%
Other*	50%

*Respondents who answered other indicated the following:

- ▲ Regional Tourism Organization 7 (RTO7)
- ▲ Culinary Tourism Association

What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	0%
Financial	50%
Digital	0%
Labour Force	50%
Training for Self or Employees	0%
None of the Above	0%
Other*	50%

*Respondents who answered other indicated the following:

- ▲ Would like to see other businesses in our community thrive so we can collectively benefit

Of the new businesses that responded, 100% of business owners identify as women.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ COVID-19 provided time to work on business planning, training and building renovations
- ▲ Demand for this product/service

What can We do for You?

No available data.

Brockton
New Business COVID-19 Survey
July 2021

THE MUNICIPALITY OF BROCKTON

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The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

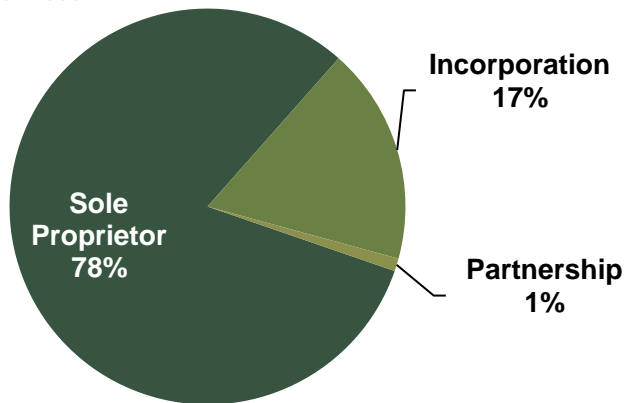
- ▲ Paulette Peirol, Municipality of Brockton
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ Municipality of Brockton

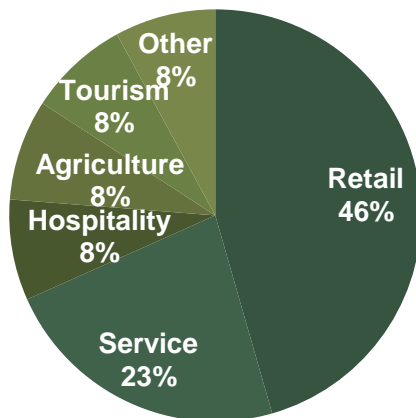
BROCKTON SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	78%
Incorporation	17%
Partnership	1%
Not-For-Profit	0%

Type of Business

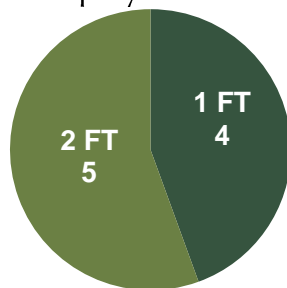


Business Type	Responses (%)
Retail	46%
Service	23%
Hospitality	8%
Agriculture	8%
Tourism	8%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	8%

*Respondents who answered other indicated the following business types:

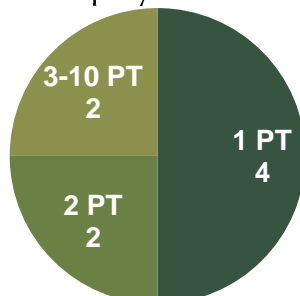
- ▲ Fitness

Number of Full-Time Employees



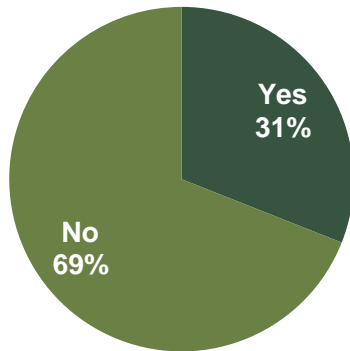
Number of FT	Responses (#)
1 FT Employee	4
2 FT Employees	5
3-10 FT Employees	0
Total New FT	14

Number of Part-Time Employees



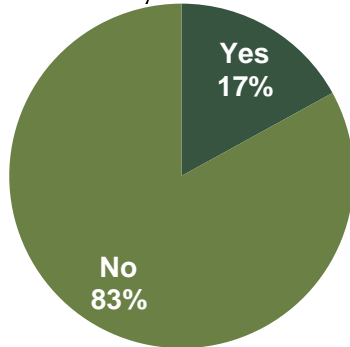
Number of PT	Responses (#)
1 PT Employee	4
2 PT Employees	2
3-10 PT Employees	2
Total New PT	14

Is This Business Your First Business?



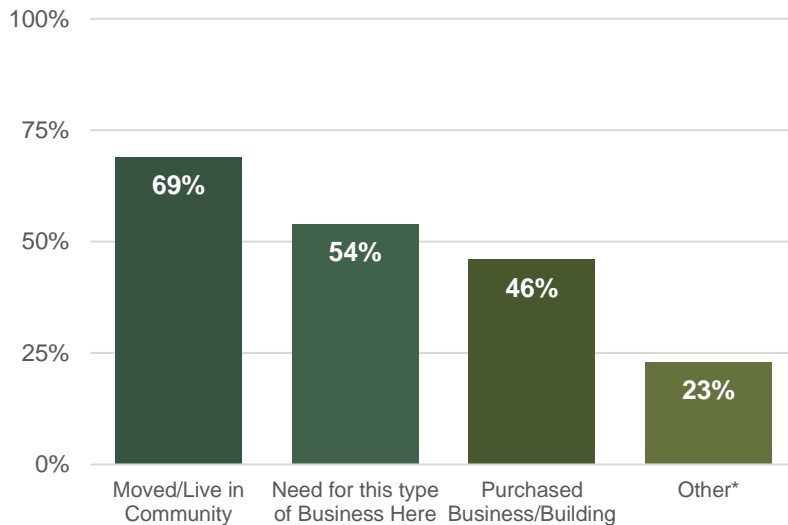
Response	Responses (%)
Yes	31%
No	69%

Is This Business a Secondary Location?



Response	Responses (%)
Yes	17%
No	83%

Why Did You Choose to Start a Business in this Community?

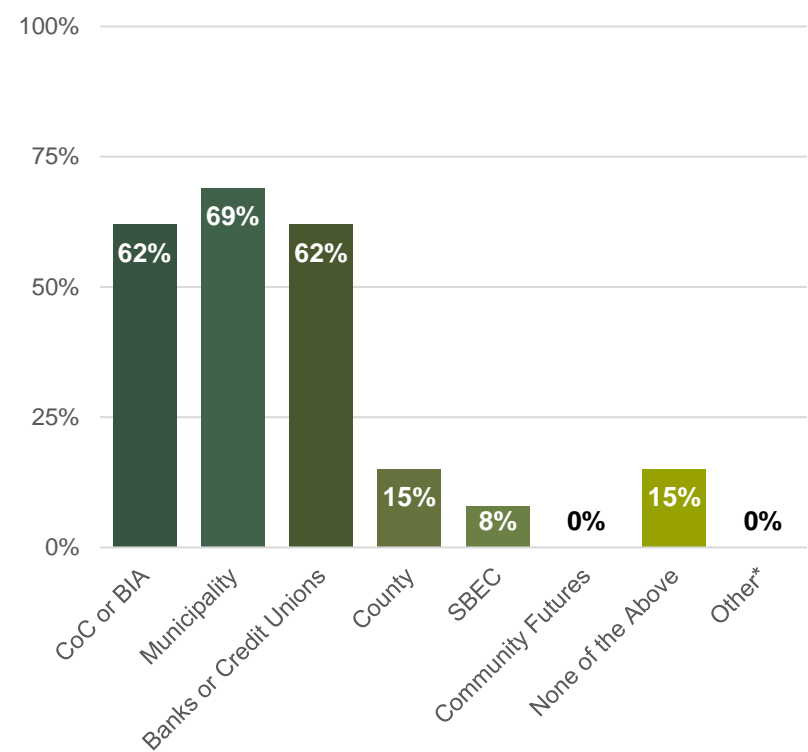


Options	Responses (%)
Moved/Live in Community	69%
Need for this type of Business Here	54%
Purchased Business/Building	46%
Other*	23%

*Respondents who answered other indicated the following:

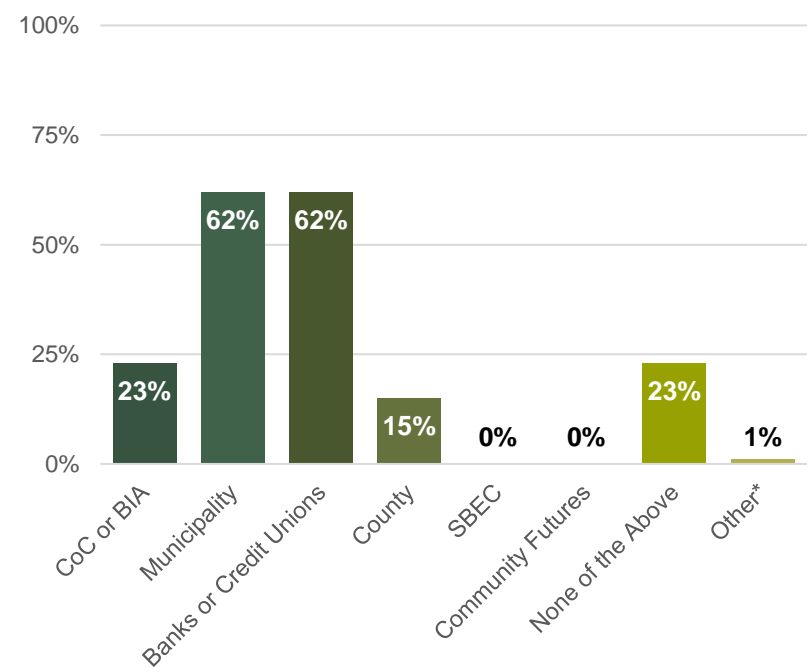
- ▲ Loved the vibe of the downtown core
- ▲ Have an existing business in town

Regarding Your Community, What Business Supports are You Currently Aware of?



Options	Responses (%)
Chamber of Commerce (CoC) or BIA	62%
Municipality	69%
Banks or Credit Unions	62%
County	15%
Small Business Enterprise Center (SBEC)	8%
Community Futures	0%
None of the Above	15%
Other	0%

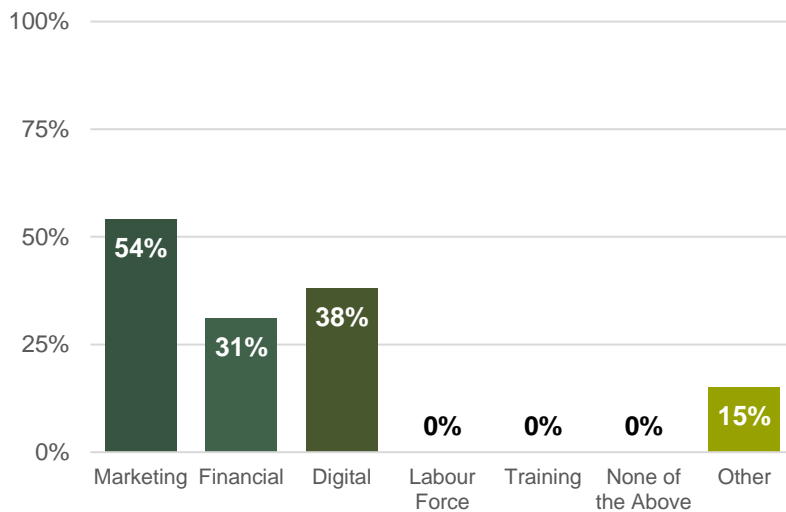
Since You have Started Your Business, What Business Resources Have You Already Accessed?



Options	Responses (%)
Chamber of Commerce or BIA	23%
Municipality	62%
Banks or Credit Unions	62%
County	15%
Small Business Enterprise Center	0%
Community Futures	0%
None of the Above	23%
Other*	1%

*Respondents who answered other indicated the following:
▲ Provincial grants or loans

What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	54%
Financial	31%
Digital	38%
Labour Force	0%
Training for Self or Employees	0%
None of the Above	0%
Other*	15%

*Respondents who answered other indicated the following:

- ▲ Support for zoning related issues to support development and business that meet the Municipal plan and vision
- ▲ Increased community events, community businesses joint ventures
- ▲ Increased parking enforcement and additional parking
- ▲ Nighttime events in the community

Of the new businesses that responded, 31% of business owners identify as women and 8% as youth.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ COVID-19 provided time to work on business planning and renovation
- ▲ The fact that our business is essential. Wouldn't have done it if we weren't allowed to stay open.
- ▲ Health products needed in this area
- ▲ Pet Industry is one that is booming at the moment and somewhat recession-proof
- ▲ Business was for sale
- ▲ To make ends meet and keep my travel agency going until we can safely travel again.

What can We do for You?

- ▲ Promotion, marketing, and social media support
- ▲ Expanding the CIP beyond main street businesses
- ▲ Facade, sidewalk, signage, streetscape and patio improvement support
- ▲ More events and street sales, promoting of downtown business
- ▲ Keep checking in with local businesses
- ▲ Add public transport between small towns to allow a fluid workforce
- ▲ Continue to provide and advocate for programs accessible to small businesses
- ▲ Providing networking opportunities for new and local businesses
- ▲ Support partnerships with social enterprises that are contributing to public goods including helping with covering costs of taxes, insurance
- ▲ Creative support and solutions to the unique challenges of not having sewers
- ▲ Lobby for better cell phone service in areas of the municipality
- ▲ Lobby for natural gas
- ▲ Consider property tax credit for social enterprises (businesses whose primary activity is social value creation) that are contributing public goods such as public tourism infrastructure (museums, trails, visitor center, etc.)
- ▲ Enforcing all bylaws including building, fire and health code requirements equally to ensure public safety and create a level playing field for businesses that are making the investments to follow rules and codes

**Grey Highlands
New Business COVID-19 Survey
July 2021**

THE MUNICIPALITY OF GREY HIGHLANDS

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- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

Thank you for your assistance with survey distribution also goes to:

- ▲ Michelle Patey, Grey Highlands Chamber of Commerce

WHO WAS INVOLVED IN THE SURVEY

- ▲ Municipality of Grey Highlands

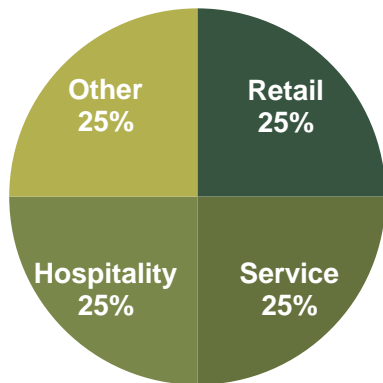
GREY HIGHLANDS SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	100%
Incorporation	0%
Partnership	0%
Not-For-Profit	0%

Type of Business



Business Type	Responses (%)
Retail	25%
Service	25%
Hospitality	25%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	25%

*Respondents who answered other indicated the following business types:

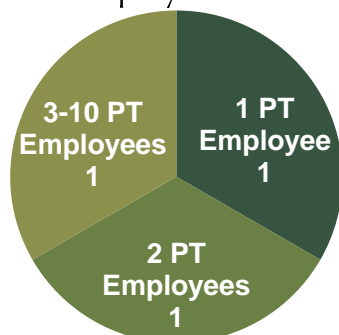
- ▲ Real Estate

Number of Full-Time Employees



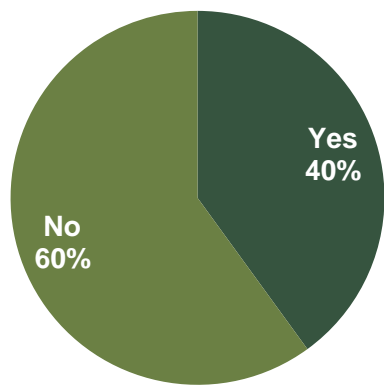
Number of FT	Responses (#)
1 FT Employee	1
2 FT Employees	2
3-10 FT Employees	1
Total New FT	9

Number of Part-Time Employees



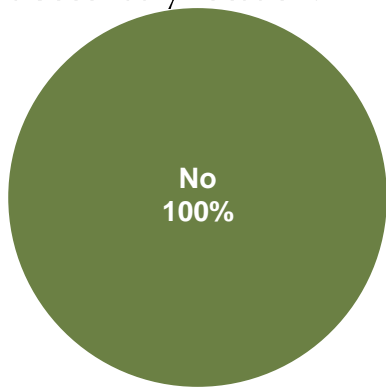
Number of PT	Responses (#)
1 PT Employee	1
2 PT Employees	1
3-10 PT Employees	1
Total New FT	6

Is This Business Your First Business?



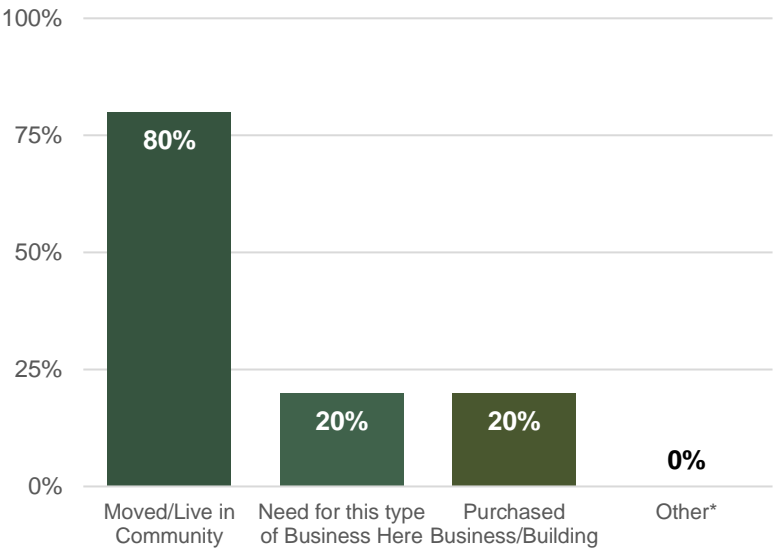
Response	Responses (%)
Yes	40%
No	60%

Is This Business a Secondary Location?



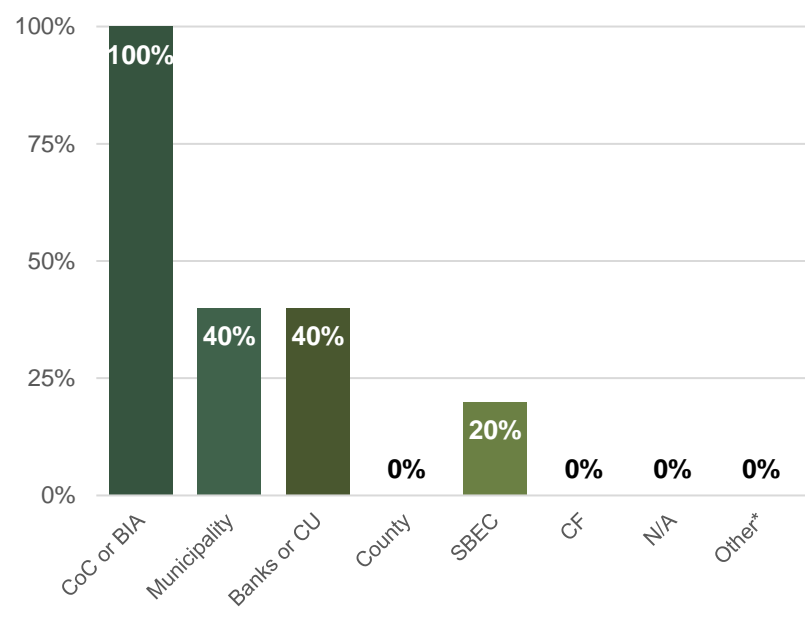
Response	Responses (%)
Yes	0%
No	100%

Why Did You Choose to Start a Business in this Community?



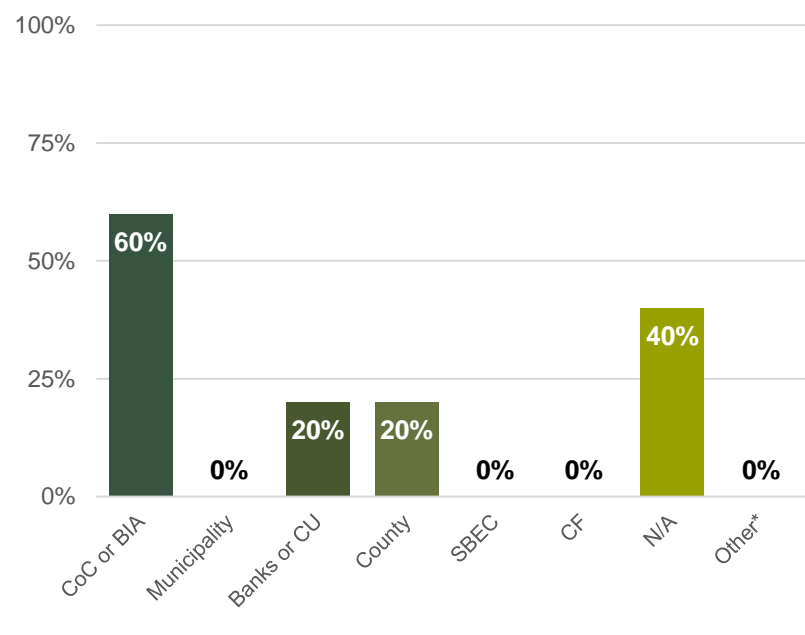
Options	Responses (%)
Moved/Live in Community	80%
Need for this type of Business Here	20%
Purchased Business/Building	20%
Other	0%

Regarding Your Community, What Business Supports are You Currently Aware of?



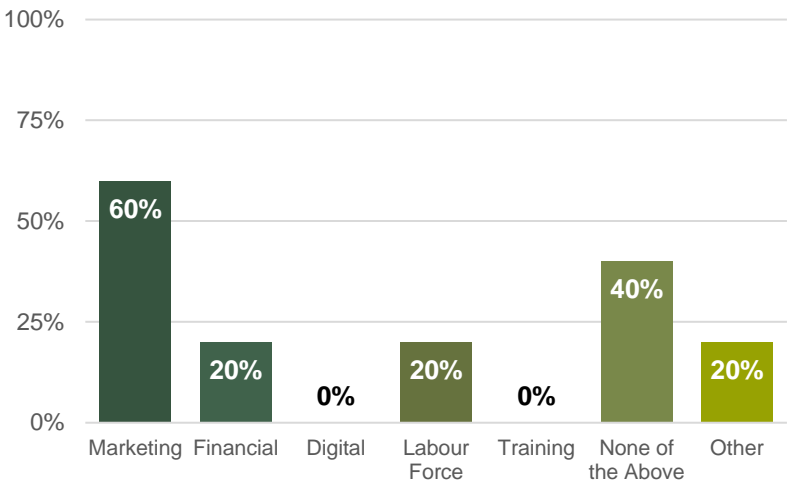
Options	Responses (%)
Chamber of Commerce (CoC) or BIA	100%
Municipality	40%
Banks or Credit Unions (CU)	40%
County	0%
Small Business Enterprise Center (SBEC)	20%
Community Futures (CF)	0%
None of the Above (N/A)	0%
Other	0%

Since You have Started Your Business, What Business Resources Have You Already Accessed?



Options	Responses (%)
Chamber of Commerce (CoC) or BIA	60%
Municipality	0%
Banks or Credit Unions (CU)	20%
County	20%
Small Business Enterprise Center (SBEC)	0%
Community Futures (CF)	0%
None of the Above (N/A)	40%
Other	0%

What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	60%
Financial	20%
Digital	0%
Labour Force	20%
Training for Self or Employees	0%
None of the Above	40%
Other*	20%

*Respondents who answered other indicated the following:
▲ Local business promotion/marketing

Of the new businesses that responded, 40% of business owners identify as women.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ COVID-19 provided time to work on business planning, training and building renovations
- ▲ Demand for this product/service
- ▲ COVID-19 offered the opportunity to move personal residence and open a business rather than returning to corporate jobs
- ▲ Allowed for childcare and home school while bringing in income

What can We do for You?

- ▲ Marketing opportunities
- ▲ Local networking opportunities

Hanover
New Business COVID-19 Survey
July 2021

THE TOWN OF HANOVER

The 'New Business COVID-19 Survey' was released on June 22nd and closed on July 6th, 2021. It was distributed through *Survey Monkey* directly to new businesses. A new business was defined as a business that began operations between March 2020 and June 2021. This survey was open to **9** new businesses throughout **Hanover**. We received a total of **3** responses indicating a response rate of **33.3%**. We are very pleased with the number of businesses that participated in this survey.

The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

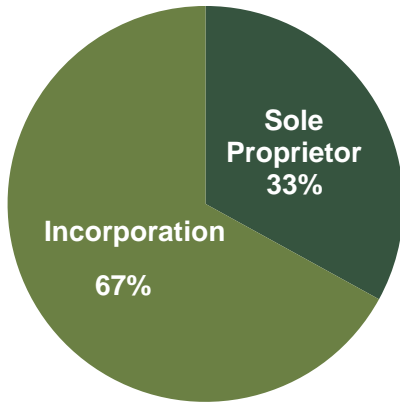
- ▲ April Marshall, The Town of Hanover
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ Town of Hanover

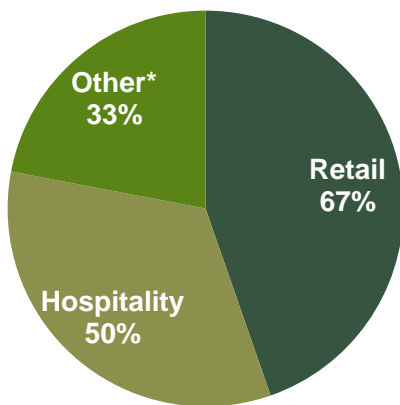
HANOVER SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	33%
Incorporation	67%
Partnership	0%
Not-For-Profit	0%

Type of Business

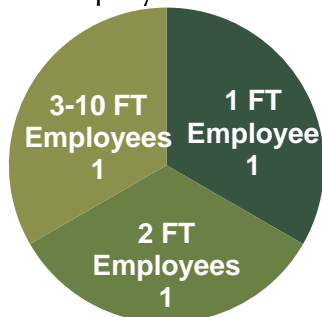


Business Type	Responses (%)
Retail	67%
Service	0%
Hospitality	50%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	33%

*Respondents who answered other indicated the following business types:

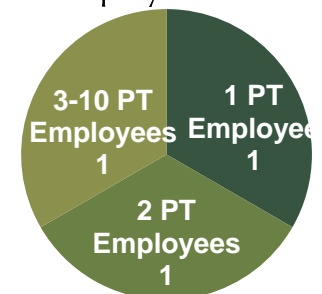
- ▲ Construction

Number of Full-Time Employees



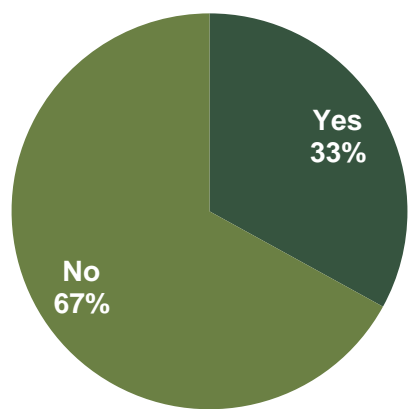
Number of FT	Responses (#)
1 FT Employee	1
2 FT Employees	1
3-10 FT Employees	1
Total New FT	6

Number of Part-Time Employees



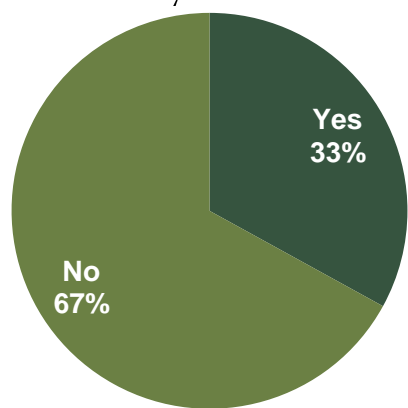
Number of PT	Responses (#)
1 PT Employee	1
2 PT Employees	1
3-10 PT Employees	1
Total New PT	6

Is This Business Your First Business?



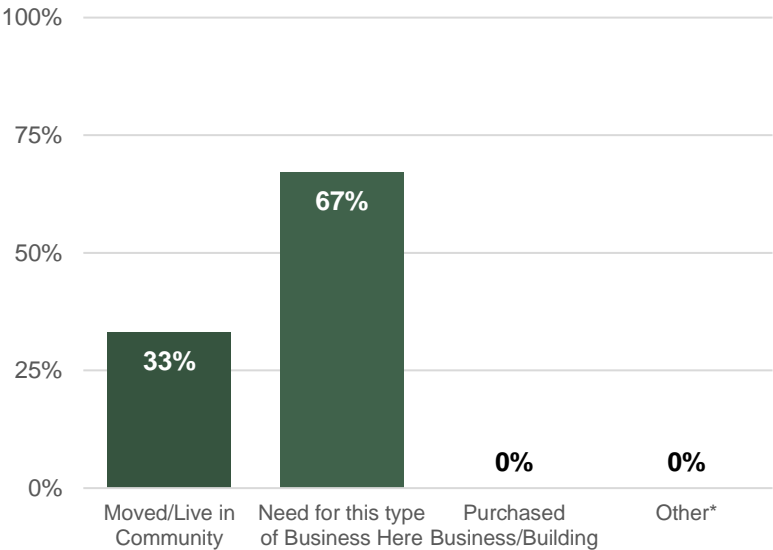
Response	Responses (%)
Yes	33%
No	67%

Is This Business a Secondary Location?



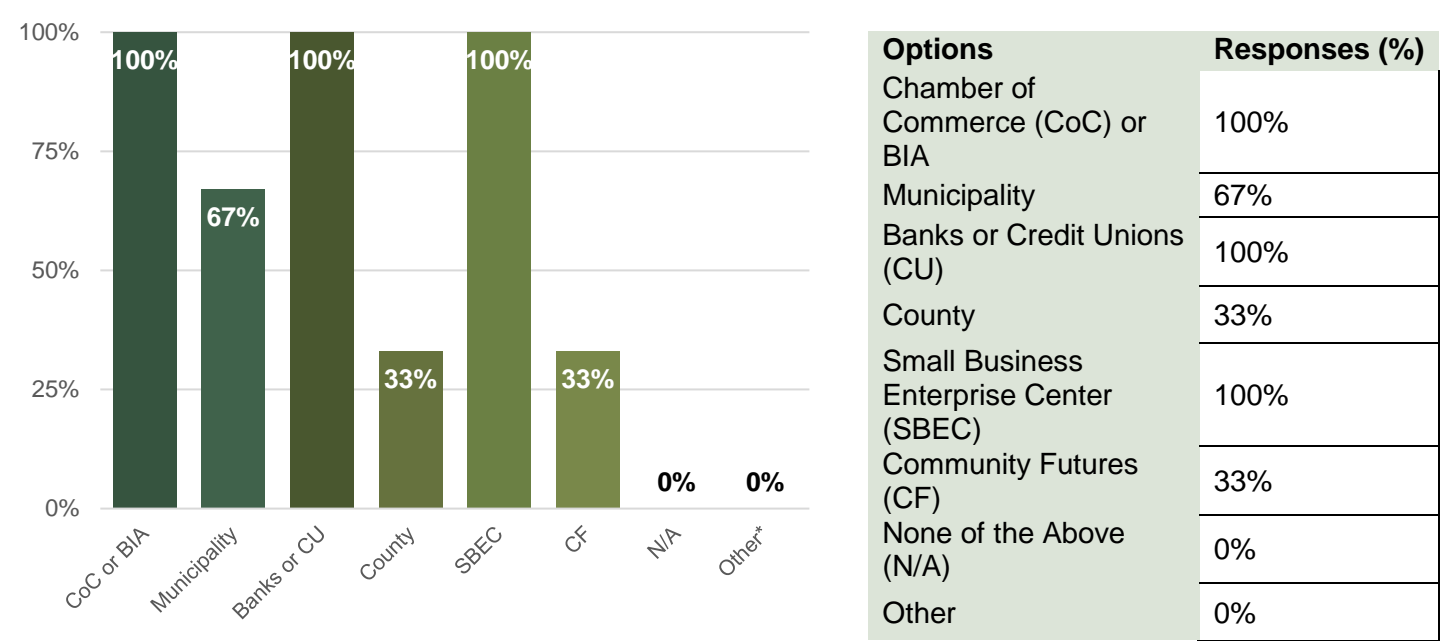
Response	Responses (%)
Yes	33%
No	67%

Why Did You Choose to Start a Business in this Community?

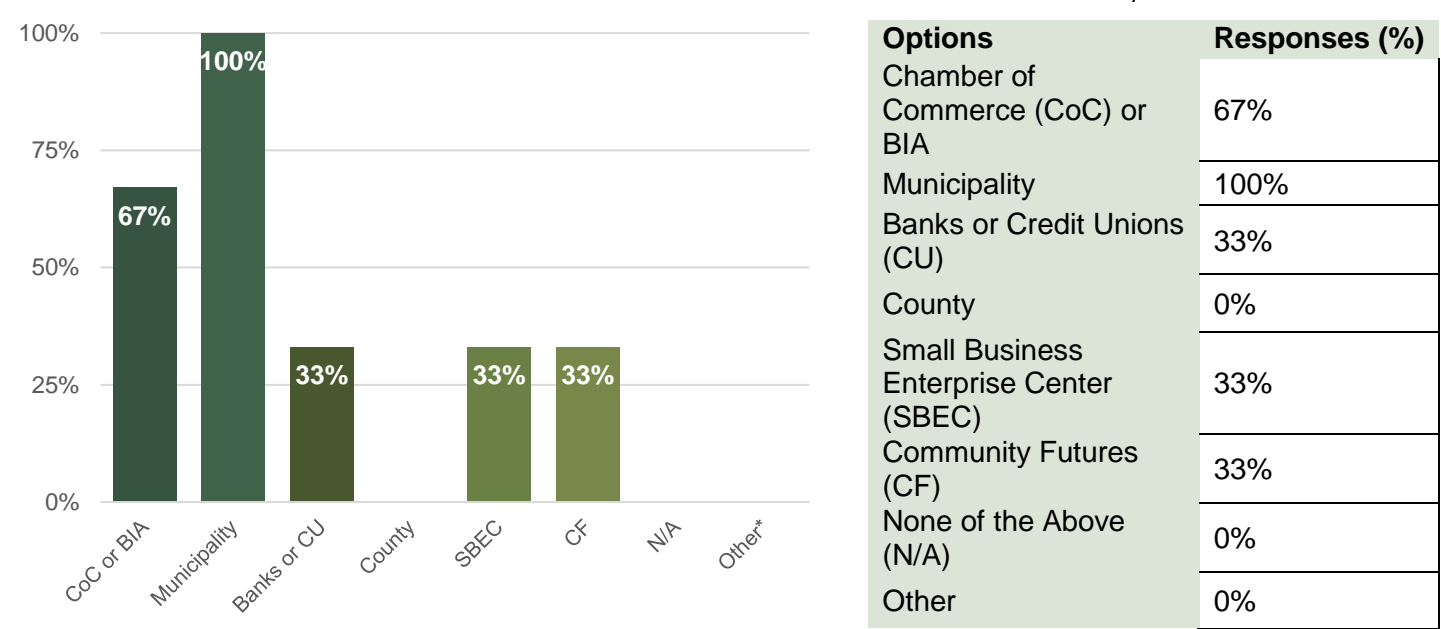


Options	Responses (%)
Moved/Live in Community	33%
Need for this type of Business Here	67%
Purchased Business/Building	0%
Other	0%

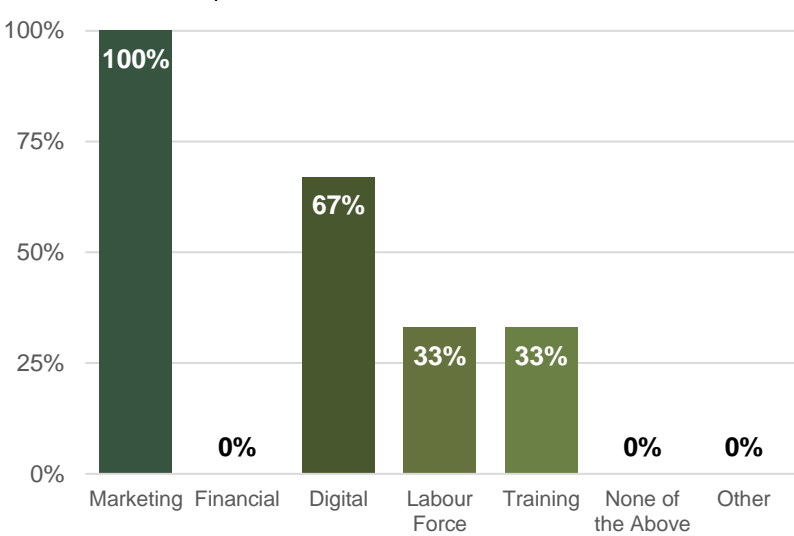
Regarding Your Community, What Business Supports are You Currently Aware of?



Since You have Started Your Business, What Business Resources Have You Already Accessed?



What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	100%
Financial	0%
Digital	67%
Labour Force	33%
Training for Self or Employees	33%
None of the Above	0%
Other	0%

Of the new businesses that responded, 100% of business owners identify as women, 30% as youth, and 30% as Francophone.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ Demand for this product/service
- ▲ COVID-19 shut down my previous business
- ▲ The shift to remote working at a previous job was not a good fit
- ▲ Landlord was willing to work with us during the lockdown

What can We do for You?

- ▲ Keep up the support for new businesses

Minto
New Business COVID-19 Survey
July 2021

THE TOWN OF MINTO

The 'New Business COVID-19 Survey' was released on June 22nd and closed on July 6th, 2021. It was distributed through *Survey Monkey* directly to new businesses. A new business was defined as a business that began operations between March 2020 and June 2021. This survey was open to **11** new businesses throughout **Minto**. We received a total of **6** responses indicating a response rate of **54.5%**. We are very pleased with the number of businesses that participated in this survey.

The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

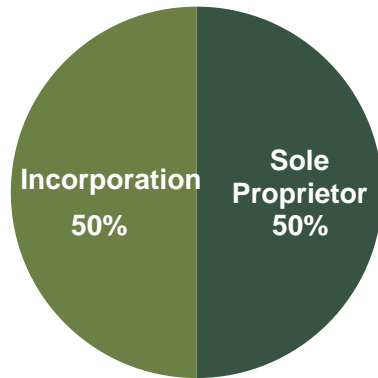
- ▲ Belinda Wick, The Town of Minto
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ The Town of Minto

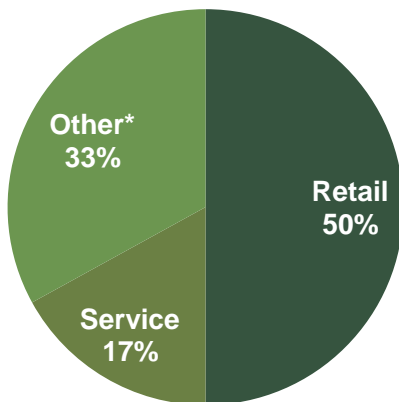
MINTO SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	50%
Incorporation	50%
Partnership	0%
Not-For-Profit	0%

Type of Business

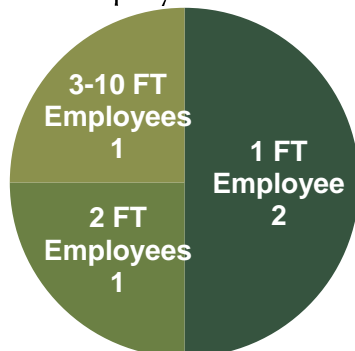


Business Type	Responses (%)
Retail	50%
Service	17%
Hospitality	0%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	33%

*Respondents who answered other indicated the following business types:

- ▲ Entertainment
- ▲ Health Services

Number of Full-Time Employees



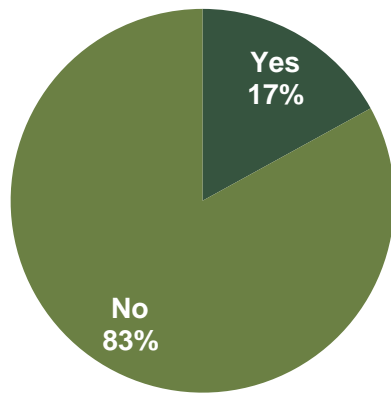
Number of FT	Responses (#)
1 FT Employee	2
2 FT Employees	1
3-10 FT Employees	1
Total New FT	9

Number of Part-Time Employees



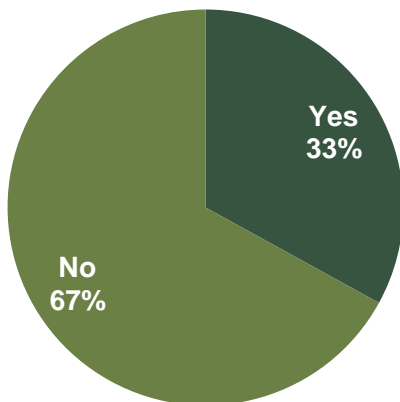
Number of PT	Responses (#)
1 PT Employee	0
2 PT Employees	1
3-10 PT Employees	3
Total New FT	19

Is This Business Your First Business?



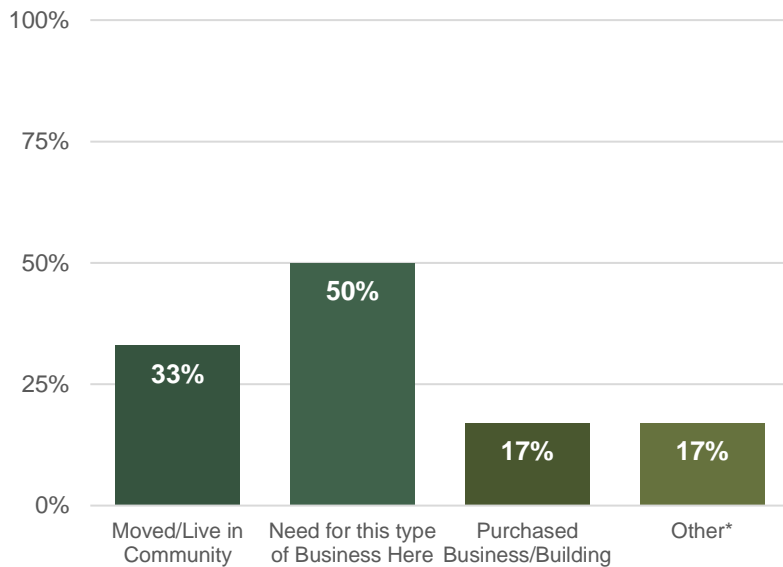
Response	Responses (%)
Yes	17%
No	83%

Is This Business a Secondary Location?



Response	Responses (%)
Yes	33%
No	67%

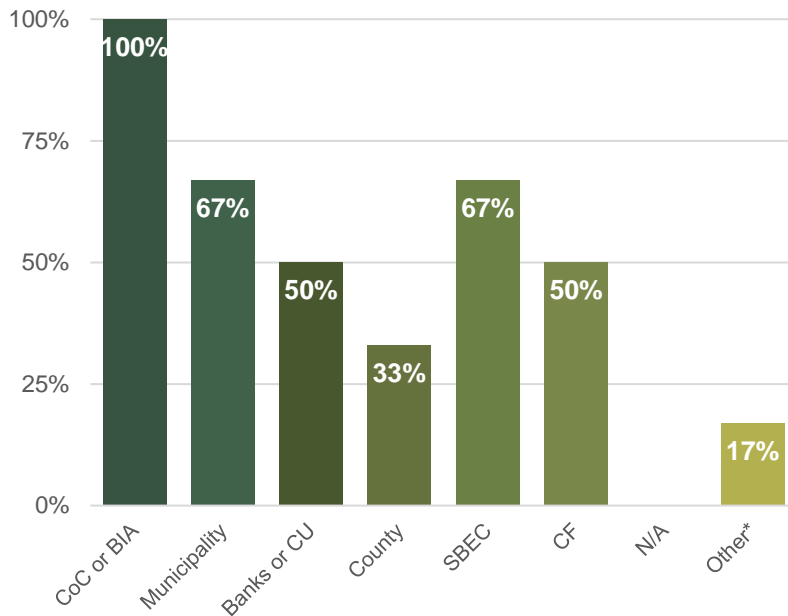
Why Did You Choose to Start a Business in this Community?



Options	Responses (%)
Moved/Live in Community	33%
Need for this type of Business Here	50%
Purchased Business/Building	17%
Other*	17%

*Respondents who answered other indicated the following:
 ▲ Community of people with similar ethnicity

Regarding Your Community, What Business Supports are You Currently Aware of?

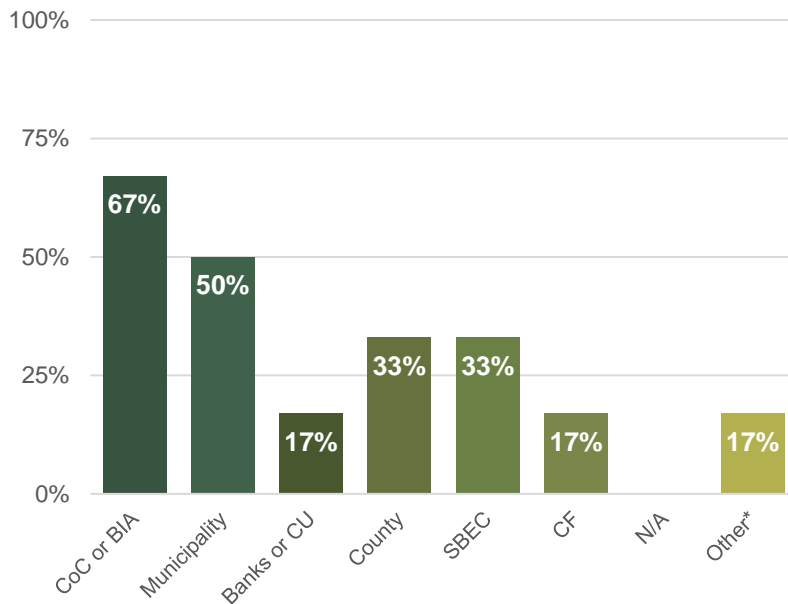


Options	Responses (%)
Chamber of Commerce (CoC) or BIA	100%
Municipality	67%
Banks or Credit Unions (CU)	50%
County	33%
Small Business Enterprise Center (SBEC)	67%
Community Futures (CF)	50%
None of the Above (N/A)	0%
Other*	17%

*Respondents who answered other indicated the following:

- ▲ Launch It Minto
- ▲ Saugeen Economic Development Corporation (SEDC)
- ▲ Economic Development Officer (EDO)

Since You have Started Your Business, What Business Resources Have You Already Accessed?

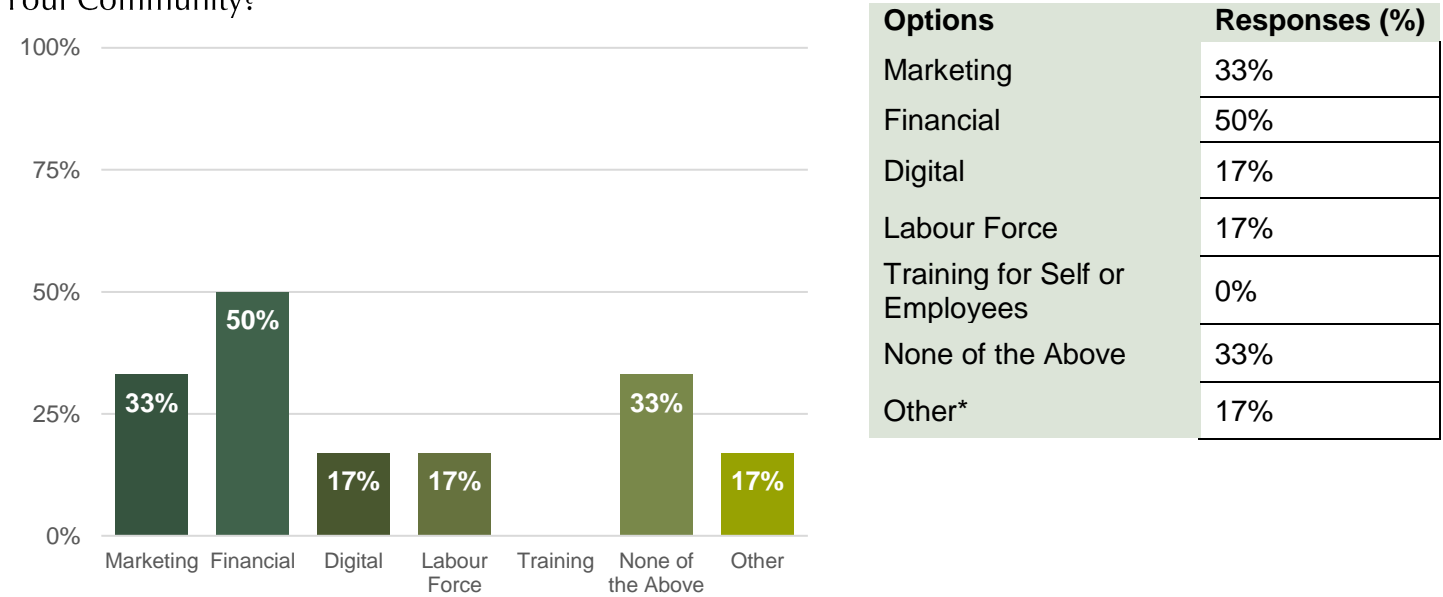


Options	Responses (%)
Chamber of Commerce (CoC) or BIA	67%
Municipality	50%
Banks or Credit Unions (CU)	17%
County	33%
Small Business Enterprise Center (SBEC)	33%
Community Futures (CF)	17%
None of the Above (N/A)	0%
Other*	17%

*Respondents who answered other indicated the following:

- ▲ Saugeen Economic Development Corporation (SEDC) Regional Relief and Recovery Fund (RRRF)
- ▲ RT4 Tourism Funding
- ▲ Canadian Small Business Grant

What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



*Respondents who answered other indicated the following:

- ▲ Signs for store

Of the new businesses that responded, 30% of business owners identify as women.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ Product/service was identified as essential
- ▲ Business relocation

What can We do for You?

- ▲ Let us know of opportunities to get involved with
- ▲ Continue to provide and advocate for programs accessible to small business

**South Bruce
New Business COVID-19 Survey
July 2021**

THE MUNICIPALITY OF SOUTH BRUCE

The 'New Business COVID-19 Survey' was released on June 22nd and closed on July 6th, 2021. It was distributed through *Survey Monkey* directly to new businesses. A new business was defined as a business that began operations between March 2020 and June 2021. This survey was open to **5** new businesses throughout **South Bruce**. We received a total of **1** response indicating a response rate of **20%**. We are very pleased with the number of businesses that participated in this survey.

The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

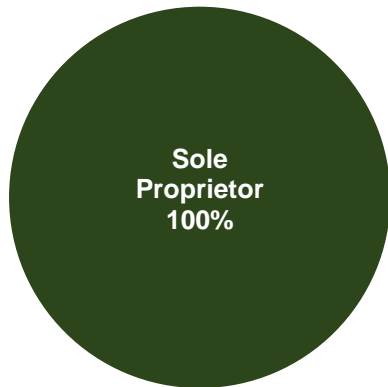
- ▲ Rhonda Niesen, Municipality of South Bruce
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ Municipality of South Bruce

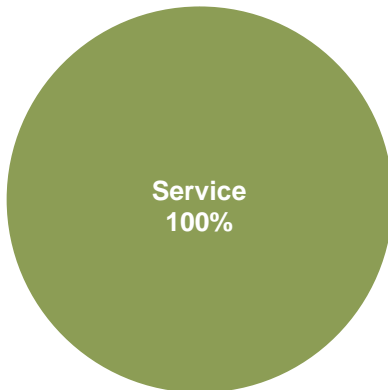
SOUTH BRUCE SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	100%
Incorporation	0%
Partnership	0%
Not-For-Profit	0%

Type of Business



Business Type	Responses (%)
Retail	0%
Service	100%
Hospitality	0%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	0%

*Respondents who answered other indicated the following business types:

- ▲ Fitness
- ▲ Construction
- ▲ Real Estate
- ▲ Entertainment
- ▲ Health Services

Number of Full-Time Employees

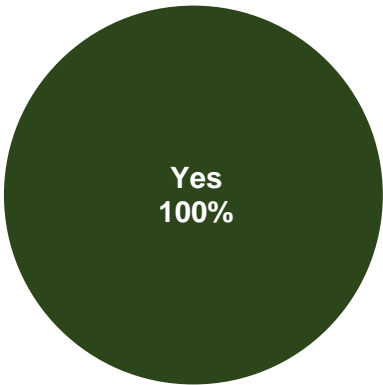
Number of FT	Responses (#)
1 FT Employee	0
2 FT Employees	0
3-10 FT Employees	0
Total New FT	0

Number of Part-Time Employees



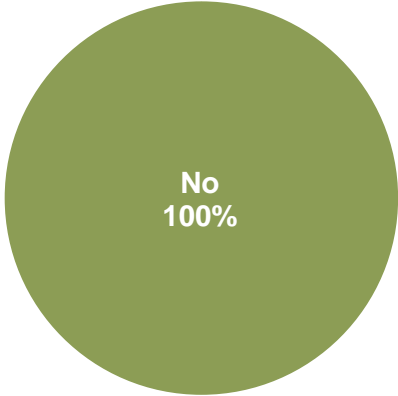
Number of PT	Responses (#)
1 PT Employee	0
2 PT Employees	1
3-10 PT Employees	0
Total New FT	2

Is This Business Your First Business?



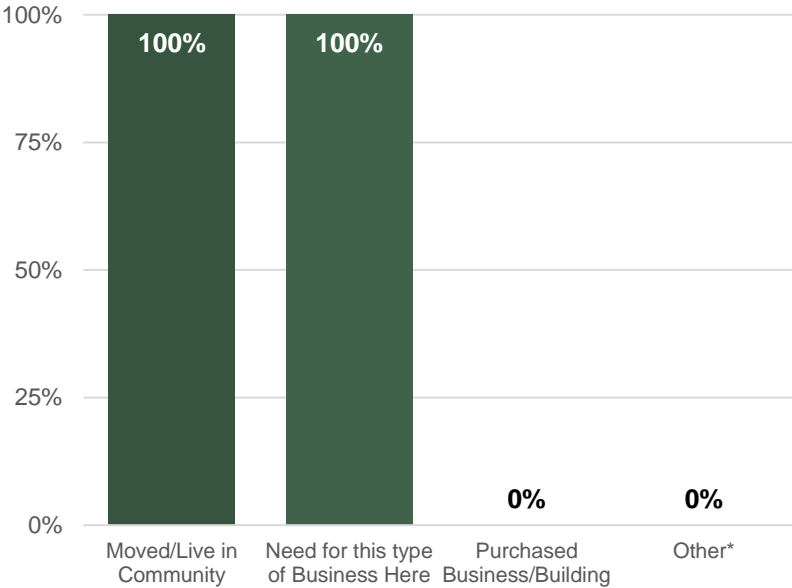
Response	Responses (%)
Yes	100%
No	0%

Is This Business a Secondary Location?



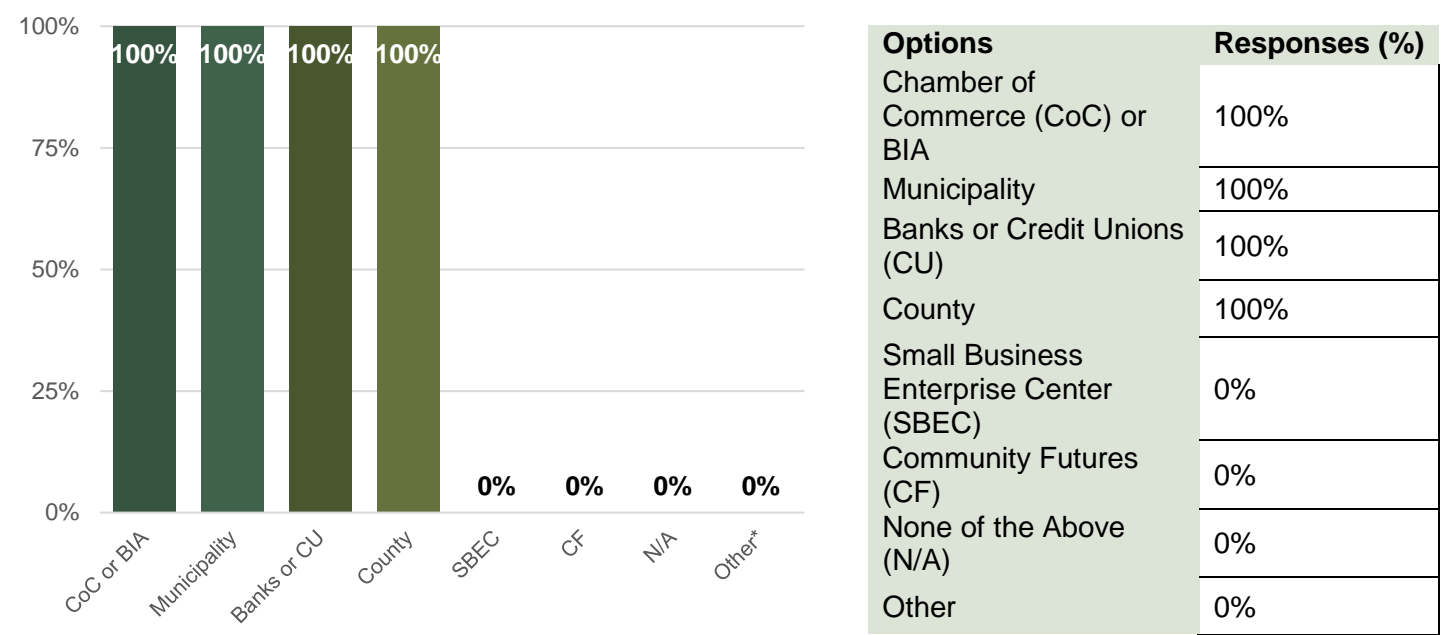
Response	Responses (%)
Yes	0%
No	100%

Why Did You Choose to Start a Business in this Community?

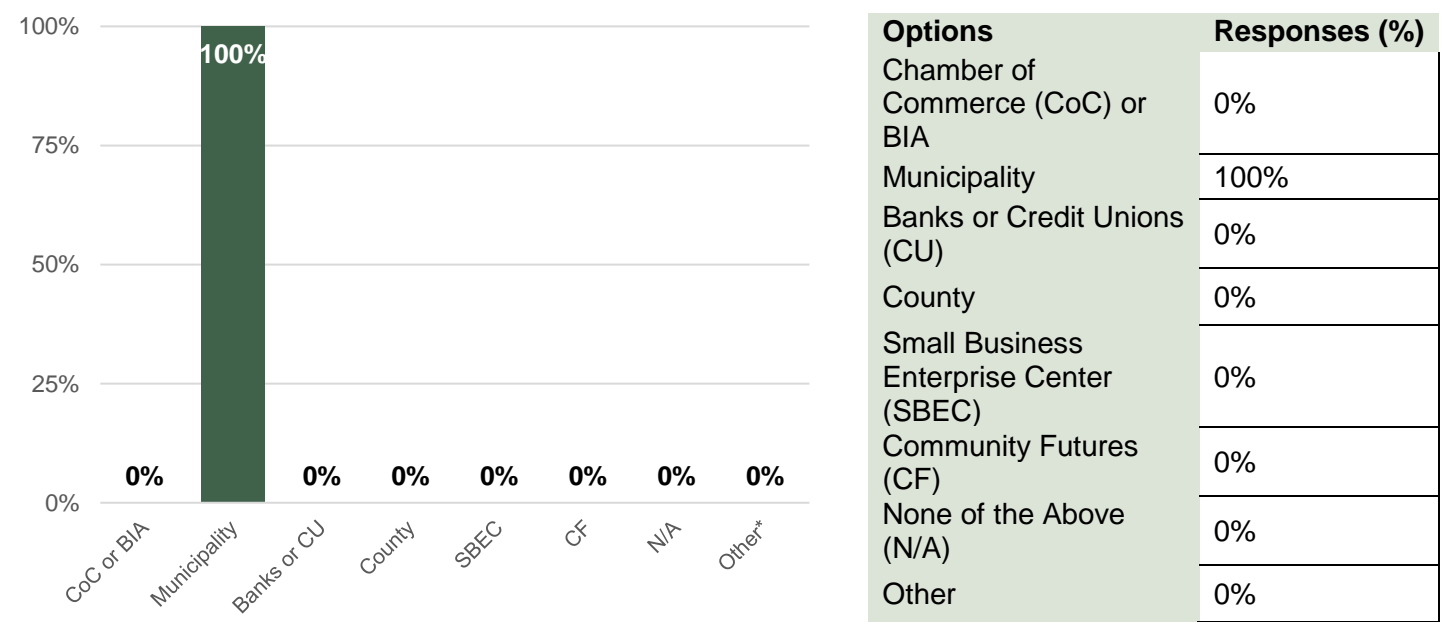


Options	Responses (%)
Moved/Live in Community	100%
Need for this type of Business Here	100%
Purchased Business/Building	0%
Other*	0%

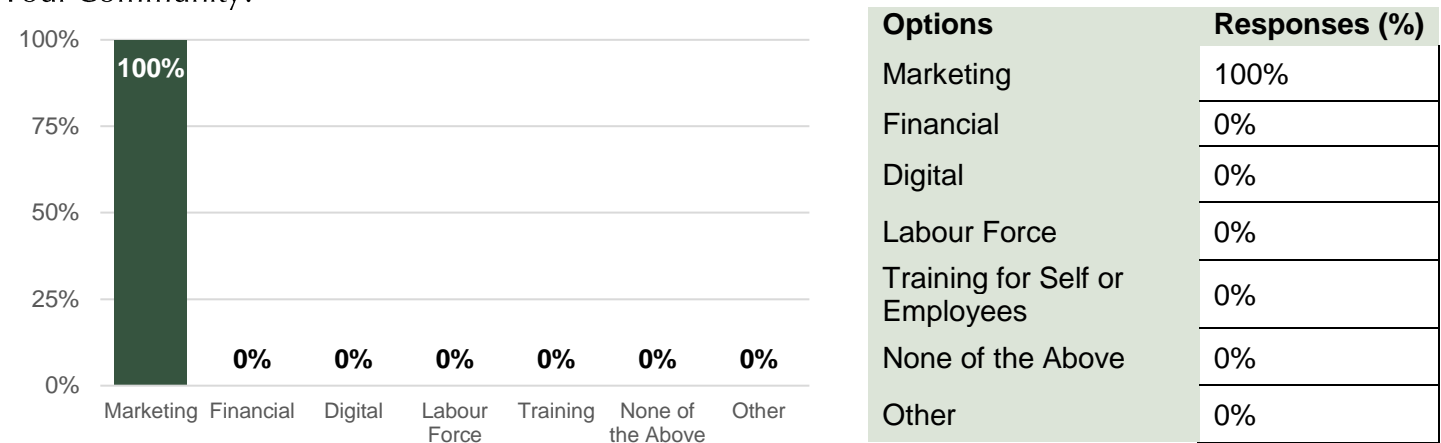
Regarding Your Community, What Business Supports are You Currently Aware of?



Since You have Started Your Business, What Business Resources Have You Already Accessed?



What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Of the new businesses that responded, 100% of business owners identify as women.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ Foresight for the need of this service/product post-COVID-19
- ▲ COVID-19 allowed for time to dedicate to renovations, purchasing, and training

What can We do for You?
No available data.

Wellington North
New Business COVID-19 Survey
July 2021

THE TOWNSHIP OF WELLINGTON NORTH

The 'New Business COVID-19 Survey' was released on June 22nd and closed on July 6th, 2021. It was distributed through *Survey Monkey* directly to new businesses. A new business was defined as a business that began operations between March 2020 and June 2021. This survey was open to **12** new businesses throughout **Wellington North**. We received a total of **8** responses indicating a response rate of **67%**. We are very pleased with the number of businesses that participated in this survey.

The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

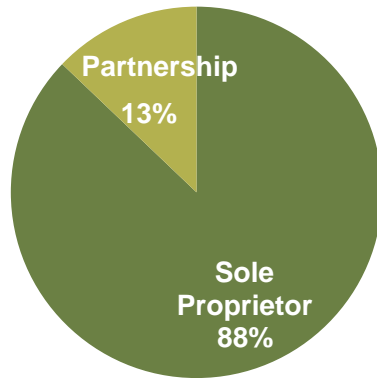
- ▲ Dale Small, Township of Wellington North
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ Township of Wellington North

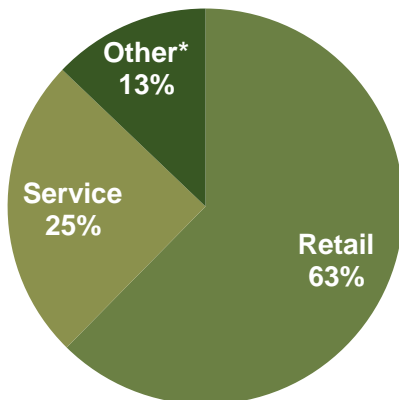
WELLINGTON NORTH SURVEY RESULTS

Structure of Business



Business Structure	Responses (%)
Sole Proprietor	88%
Incorporation	0%
Partnership	13%
Not-For-Profit	0%

Type of Business

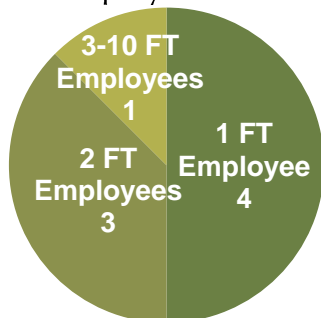


Business Type	Responses (%)
Retail	63%
Service	25%
Hospitality	0%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other*	13%

*Respondents who answered other indicated the following business types:

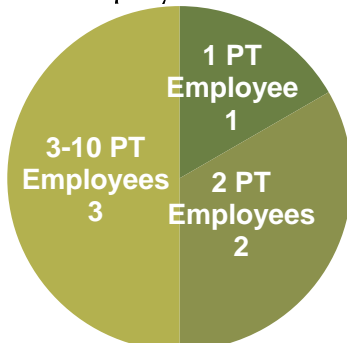
- ▲ Fitness

Number of Full-Time Employees



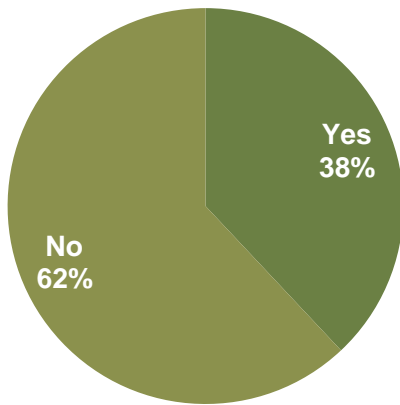
Number of FT	Responses (#)
1 FT Employee	4
2 FT Employees	3
3-10 FT Employees	1
Total New FT	16

Number of Part-Time Employees



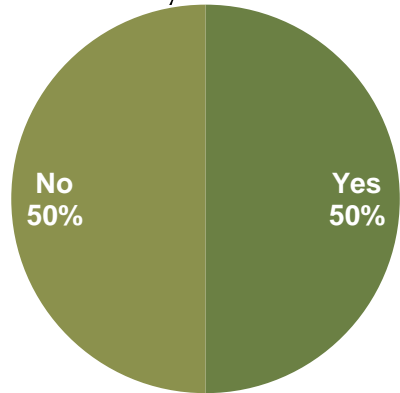
Number of PT	Responses (#)
1 PT Employee	1
2 PT Employees	2
3-10 PT Employees	3
Total New PT	14

Is This Business Your First Business?



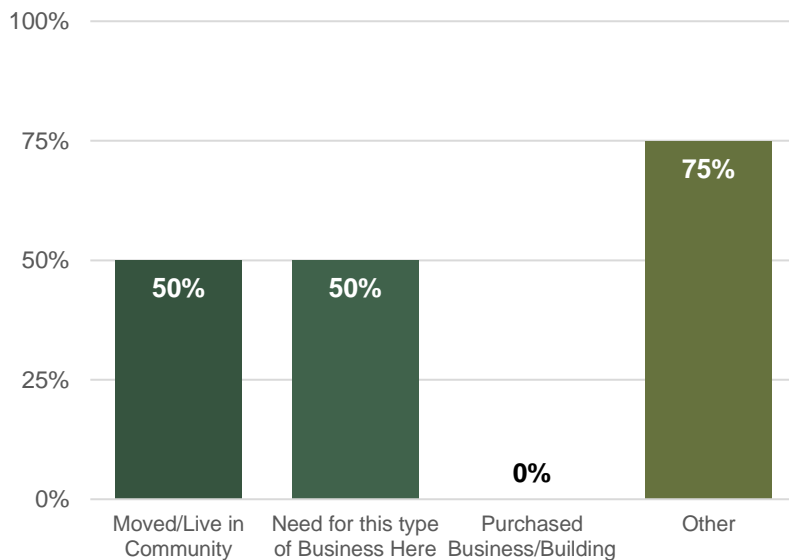
Response	Responses (%)
Yes	38%
No	62%

Is This Business a Secondary Location?



Response	Responses (%)
Yes	50%
No	50%

Why Did You Choose to Start a Business in this Community?

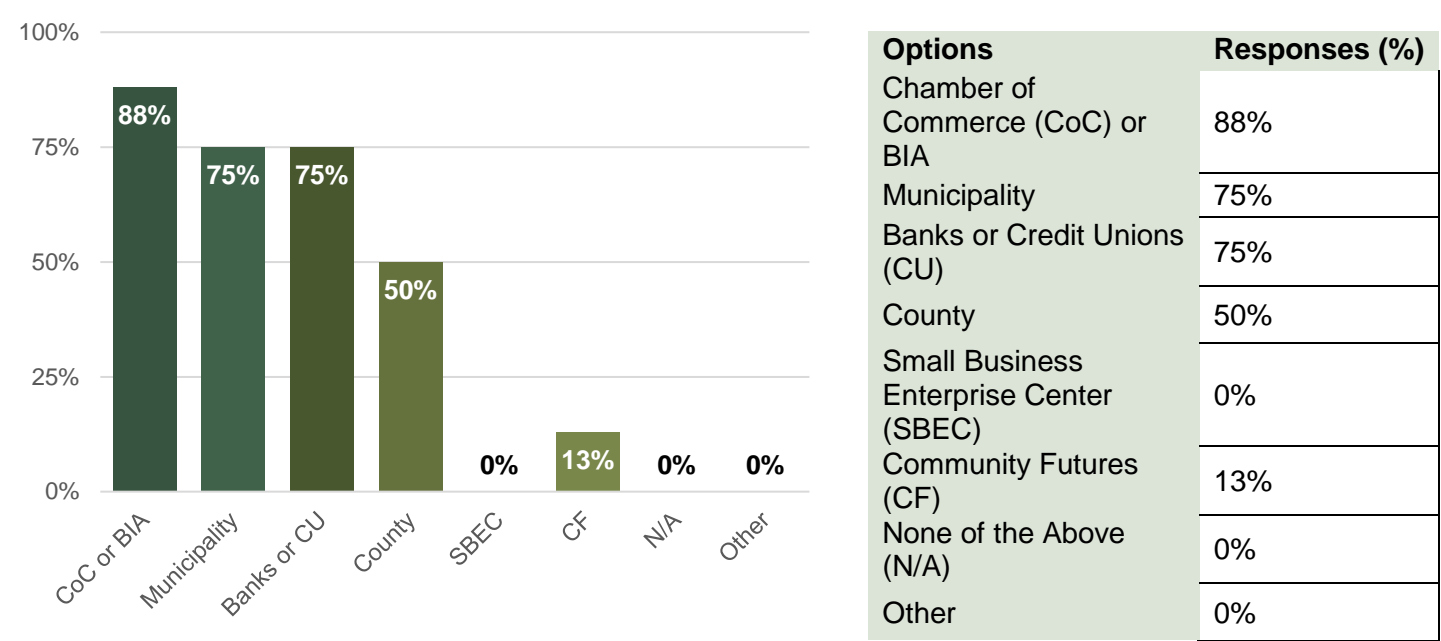


Options	Responses (%)
Moved/Live in Community	50%
Need for this type of Business Here	50%
Purchased Business/Building	0%
Other*	75%

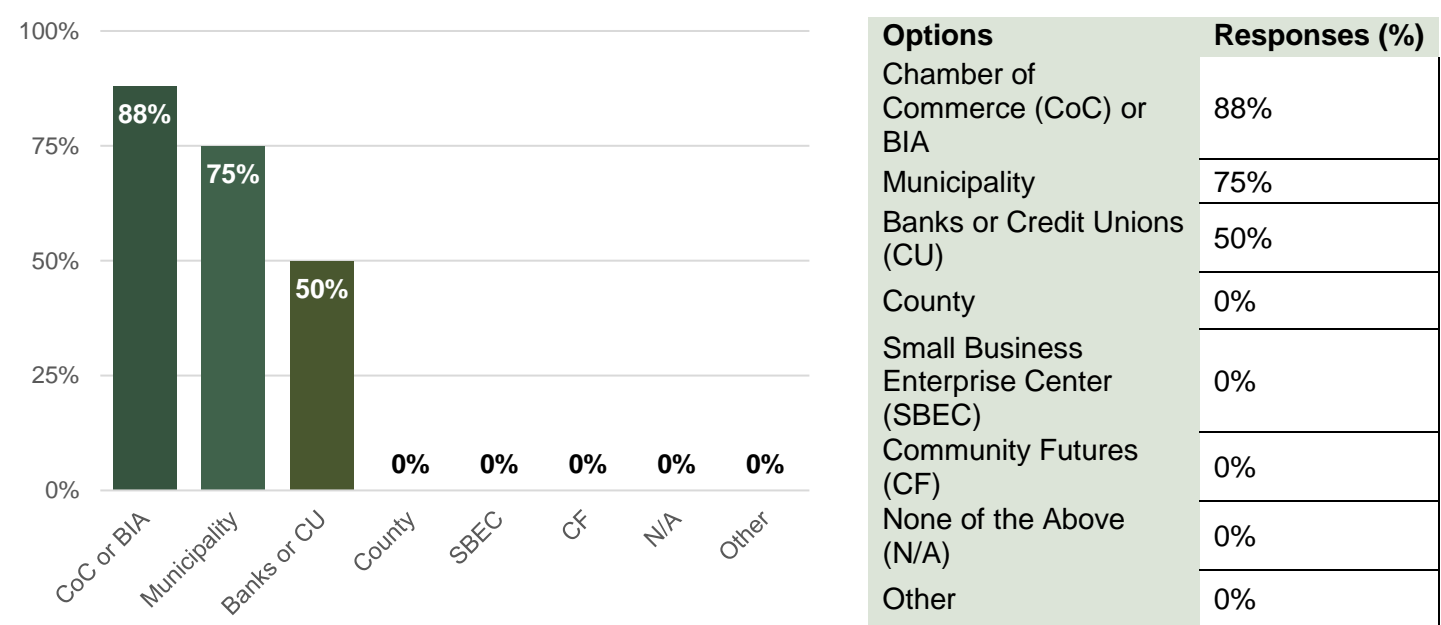
*Respondents who answered other indicated the following:

- ▲ One of the first townships to allow retail Cannabis
- ▲ Decided to move closer to family
- ▲ Location was close and affordable
- ▲ Demand in the community for a fitness center
- ▲ To open our third location

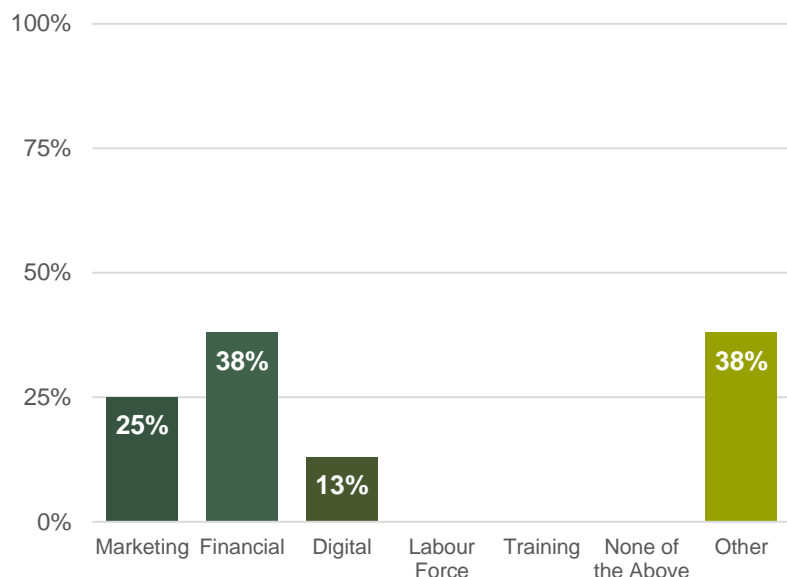
Regarding Your Community, What Business Supports are You Currently Aware of?



Since You have Started Your Business, What Business Resources Have You Already Accessed?



What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	25%
Financial	38%
Digital	13%
Labour Force	0%
Training for Self or Employees	0%
None of the Above	0%
Other*	38%

*Respondents who answered other indicated the following:

- ▲ Visit my business
- ▲ Help me be able to get open again

Of the new businesses that responded, 38% of business owners identify as women.

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ COVID-19 delayed original opening
- ▲ Plan was already in place
- ▲ Just got licensed
- ▲ Had pursued this part time out of my house, COVID-19 allowed me to leave my corporate job and start this business full-time

What can We do for You?

- ▲ Help with marketing

West Grey
New Business COVID-19 Survey
July 2021

THE MUNICIPALITY OF WEST GREY

The 'New Business COVID-19 Survey' was released on June 22nd and closed on July 6th, 2021. It was distributed through *Survey Monkey* directly to new businesses. A new business was defined as a business that began operations between March 2020 and June 2021. This survey was open to **6** new businesses throughout **West Grey**. We received a total of **1** response indicating a response rate of **16.7%**. We are very pleased with the number of businesses that participated in this survey.

The 'New Business COVID-19 Survey' consisted of 12 questions. The survey aimed to collaborate and positively impact area economic growth, retention of businesses, and labour force diversification. Results from this survey enable us to provide new businesses with more targeted resources and support.

ACKNOWLEDGEMENTS

We would like to thank the following for their vision and leadership in this project. Their diligence and their professionalism were key in getting survey responses. They are:

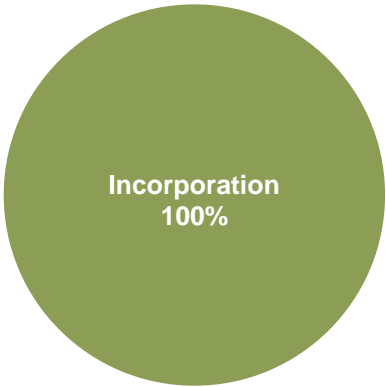
- ▲ Laura Johnston, Municipality of West Grey
- ▲ Natasha Wepler, Saugeen Economic Development Corporation
- ▲ Jamie Doherty, Saugeen Economic Development Corporation
- ▲ Rose Austin, Saugeen Economic Development Corporation

WHO WAS INVOLVED IN THE SURVEY

- ▲ Municipality of West Grey

WEST GREY SURVEY RESULTS

Structure of Business



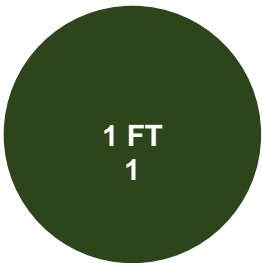
Business Structure	Responses (%)
Sole Proprietor	0%
Incorporation	100%
Partnership	0%
Not-For-Profit	0%

Type of Business



Business Type	Responses (%)
Retail	0%
Service	0%
Hospitality	100%
Agriculture	0%
Tourism	0%
Manufacturing	0%
Wholesale	0%
Social Enterprise	0%
Other	0%

Number of Full-Time Employees



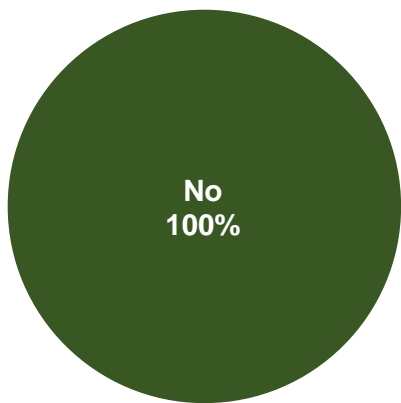
Number of FT	Responses (#)
1 FT Employee	1
2 FT Employees	0
3-10 FT Employees	0
Total New FT	1

Number of Part-Time Employees



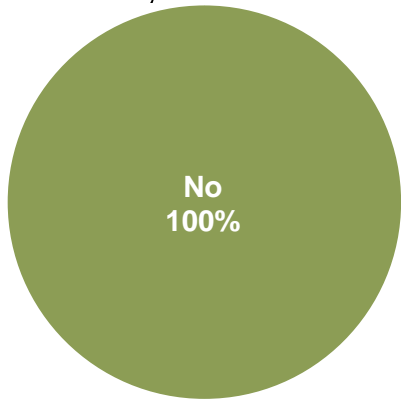
Number of PT	Responses (#)
1 PT Employee	0
2 PT Employees	1
3-10 PT Employees	1
Total New FT	2

Is This Business Your First Business?



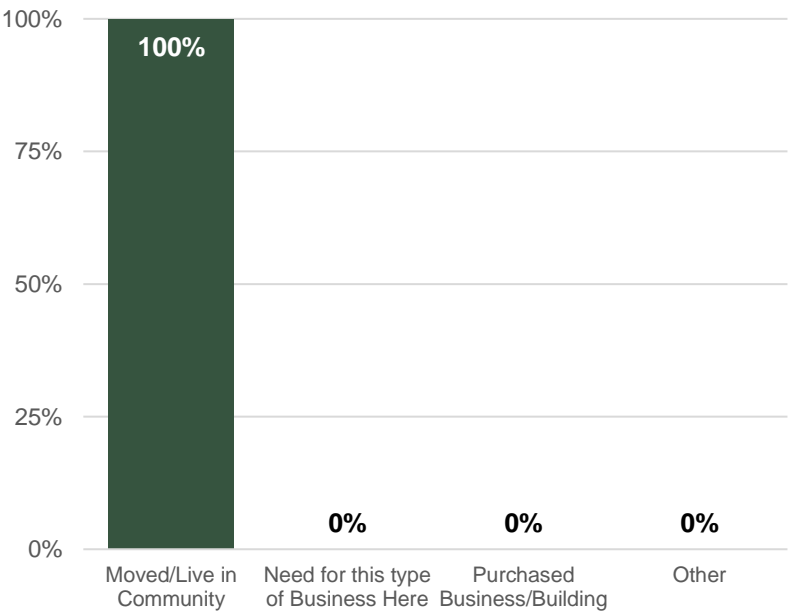
Response	Responses (%)
Yes	0%
No	100%

Is This Business a Secondary Location?



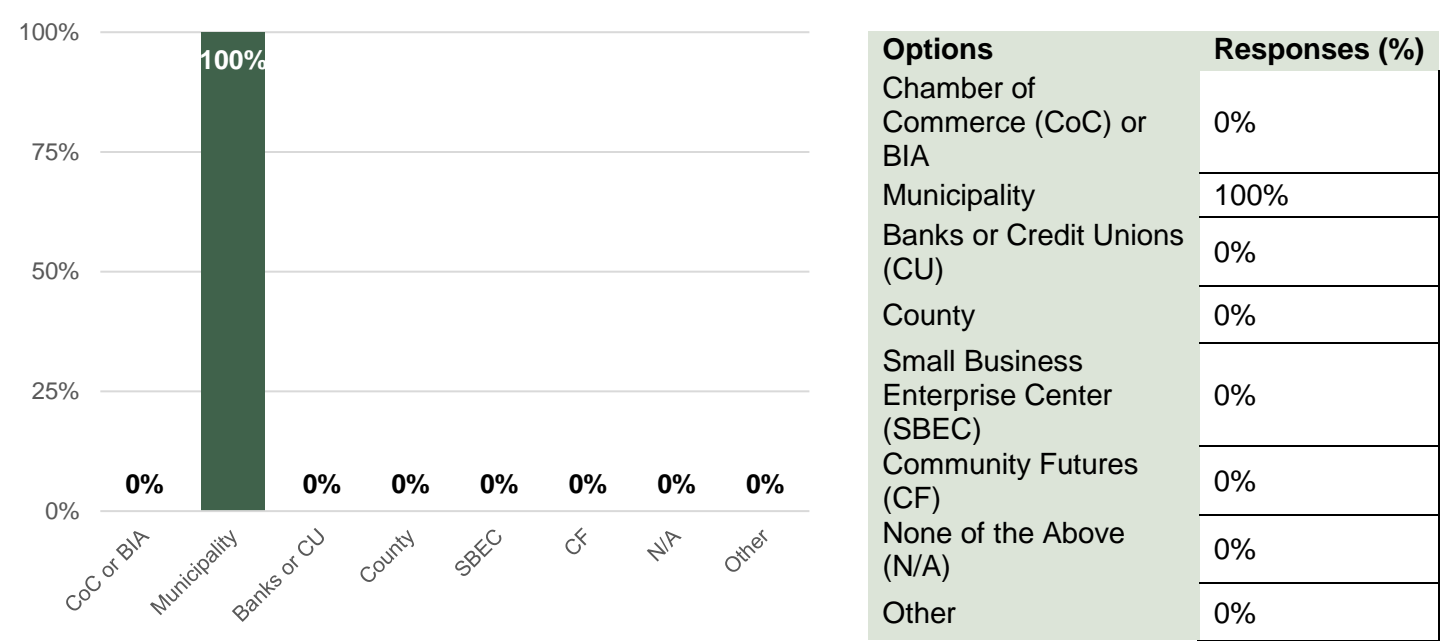
Response	Responses (%)
Yes	0%
No	100%

Why Did You Choose to Start a Business in this Community?

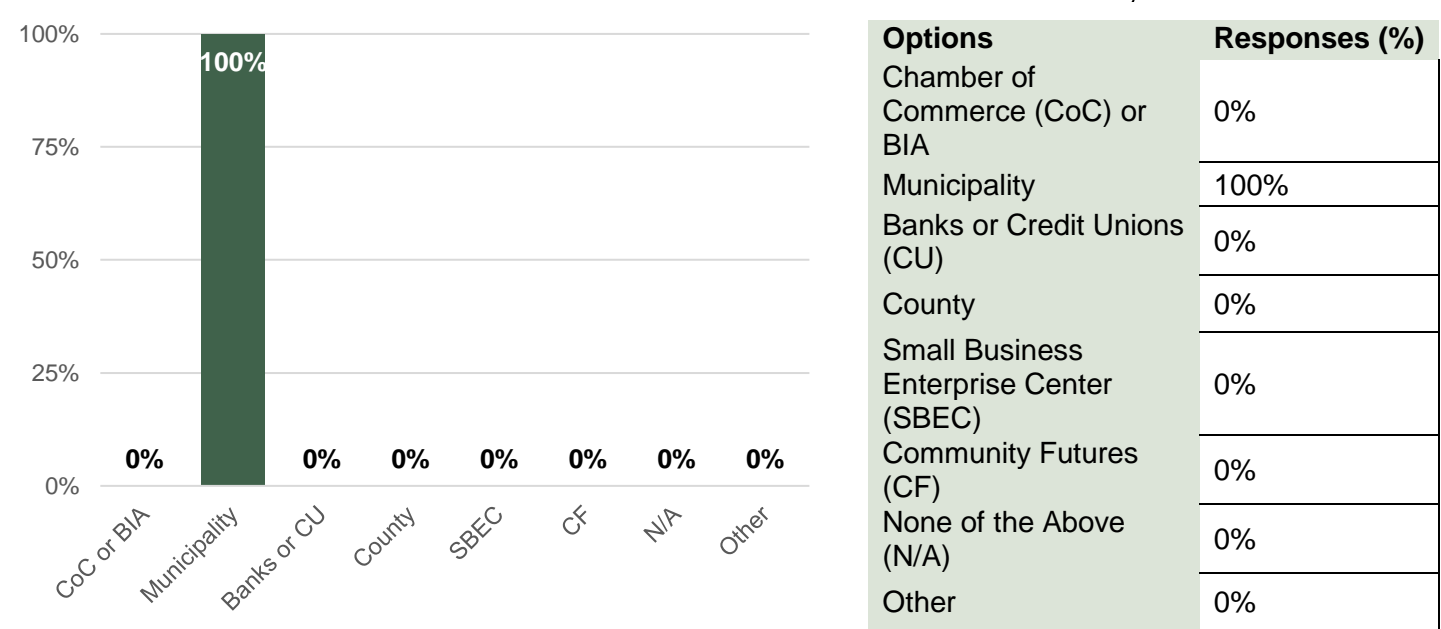


Options	Responses (%)
Moved/Live in Community	100%
Need for this type of Business Here	0%
Purchased Business/Building	0%
Other	0%

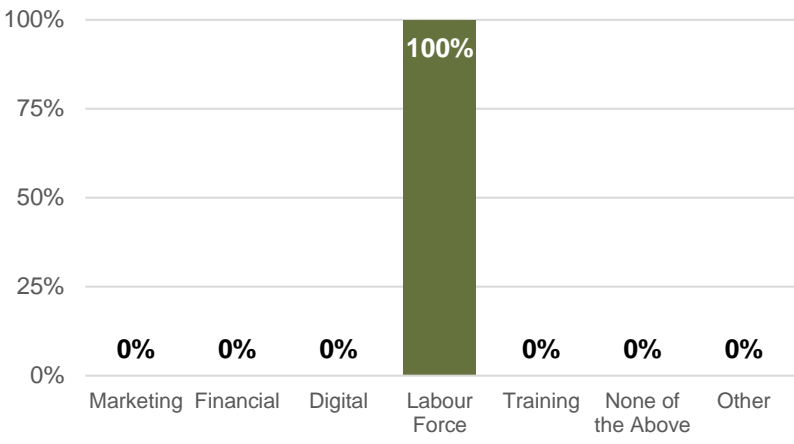
Regarding Your Community, What Business Supports are You Currently Aware of?



Since You have Started Your Business, What Business Resources Have You Already Accessed?



What Kind of Support is Your Business in Need of and/or What Kind of Support do You Hope to See in Your Community?



Options	Responses (%)
Marketing	0%
Financial	0%
Digital	0%
Labour Force	100%
Training for Self or Employees	0%
None of the Above	0%
Other	0%

What Factors Contributed to Your Decision to Open Your Business During the COVID-19 Pandemic?

- ▲ Sold previous business

What can We do for You?

- ▲ Add public transport between small towns to allow fluid workforce