

**BUSINESS INFORMATION**

BI1. Is the company profile information on the cover sheet correct?

- Yes  No

(If no, highlight required changes)

BI2. Which of the following best describes your business?

- Locally owned and operated, with one location  
 Locally owned and operated, with more than one location (Specify number)  
 Franchise, please indicate where headquarters is located (City)  
 Branch location of a regional, national or international company, please indicate where the corporate headquarters is located (City + Country)

Number

\_\_\_\_\_

City

\_\_\_\_\_

City and Country

\_\_\_\_\_

(If yes, go to question BI6)

BI3. Is at least one of the owners involved in the day-to-day operation of the business?

- Yes  No

BI4. Is at least one of the owners a resident of the community?

- Yes  No

BI5. Does your business have a business plan?

- Yes  No

BI6. How many years has your business been in operation in this community?

- Less than 1 year  
 1 to 3 years  
 4 to 10 years  
 11 to 25 years  
 26 to 35 years  
 Over 35 years

BI7. How many years have the current owner/owners been operating this business?

- Less than 1 year  
 1 to 3 years  
 4 to 10 years  
 11 to 25 years  
 26 to 35 years  
 Over 35 years

BI8. Including owner/owners, how many employees work at this location?

- 1 - 4  5 - 9  10 - 19  20 - 29  30 - 49  50 - 99  100 - 299  300 or more

BI9. What percentage of these employees are **(Should total 100%)**

Permanent Full-time

\_\_\_\_\_

Permanent Part-time

\_\_\_\_\_

Temporary/Seasonal

\_\_\_\_\_

BI10. The **primary** market of your business is

Local  Regional  National  International

## BUSINESS CLIMATE

BC1. What is your general impression of this community as a place to do business?

No response  Poor  Fair  Good  Excellent

BC2a. In the past 3 years has your attitude about doing business in this community changed?

- Yes, more positive (Go to question BC2b.)  
 Yes, more negative (Go to question BC2c.)  
 No change (Go to question BC3)

b. Please explain your positive change in attitude

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Go to question BC3.)

c. Please explain your negative change in attitude

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

BC3. How would you rate the following factors of doing business in this community? **(Read list. Select one answer for each)**

Workforce

No response  Not Applicable  Poor  Fair  Good  Excellent

Availability of serviced land

No response  Not Applicable  Poor  Fair  Good  Excellent

Land costs

No response  Not Applicable  Poor  Fair  Good  Excellent

Availability of space for rent or lease

No response  Not Applicable  Poor  Fair  Good  Excellent

Development/building permit process

No response  Not Applicable  Poor  Fair  Good  Excellent

Development charges

No response  Not Applicable  Poor  Fair  Good  Excellent

Municipal property taxes

No response  Not Applicable  Poor  Fair  Good  Excellent

Local roads and streets

No response  Not Applicable  Poor  Fair  Good  Excellent

Regional/Provincial roads and highways

No response  Not Applicable  Poor  Fair  Good  Excellent

Proximity to rail and airports

No response  Not Applicable  Poor  Fair  Good  Excellent

Health and medical services

No response  Not Applicable  Poor  Fair  Good  Excellent

Quality of life

No response  Not Applicable  Poor  Fair  Good  Excellent

Housing

No response  Not Applicable  Poor  Fair  Good  Excellent

Support from municipality

No response  Not Applicable  Poor  Fair  Good  Excellent

Support from other businesses

No response  Not Applicable  Poor  Fair  Good  Excellent

Support from local residents

No response  Not Applicable  Poor  Fair  Good  Excellent

Cellular phone service

No response  Not Applicable  Poor  Fair  Good  Excellent

Internet service

No response  Not Applicable  Poor  Fair  Good  Excellent

Water/wastewater capacity

No response  Not Applicable  Poor  Fair  Good  Excellent

Water/wastewater fees

No response  Not Applicable  Poor  Fair  Good  Excellent

Availability of adequate electricity

- No response  Not Applicable  Poor  Fair  Good  Excellent

Availability of natural gas

- No response  Not Applicable  Poor  Fair  Good  Excellent

Other \_\_\_\_\_

- No response  Not Applicable  Poor  Fair  Good  Excellent

Notes

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BC4. From the perspective of your business, rate your level of satisfaction with each of the following community services ( **Read list. Select one answer for each**)

**Community Services/Organizations**

Child care services

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Schools (elementary and secondary)

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Post-secondary education (college, university, and private college)

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Workforce planning/development board

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Health and medical services

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Chamber of Commerce/Board of Trade

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Business Improvement Area (BIA)

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Community Futures Development Corporation (CFDC)

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Small Business Enterprise Centre

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Other \_\_\_\_\_

- No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Other \_\_\_\_\_

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

**Local Government Services**

Planning, engineering, zoning and building permits

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Health department/health unit approvals

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Police services

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Fire services

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Library services

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Recreation/cultural facilities

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Parks and open spaces

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Street/road repair

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Snow removal

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Garbage/recycling

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Municipal economic development services

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Public transit

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

Water/wastewater services

No response  Not Applicable/Don't know  Poor  Fair  Good  Excellent

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## FUTURE PLANS

FP1. Within the next 18 months, which of the following do you plan to undertake at this location?

- Remain the same (Go to Business Development Section)
- Downsizing (Go to question FP2)
- Relocating (Go to question FP5)
- Selling (Go to question FP8)
- Expanding (Go to question FP11)
- Closing (Go to question FP17)

Downsizing

FP2. What are the main reasons for the potential downsizing of your business?

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FP3. Will your downsizing lead to a decrease in? **(Read list. Select all that apply)**

- Workforce (How many?)
- Floor space
- Product lines(s)
- Services for customers
- Other (Specify)

If *Workforce*, how many?

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If *Other*, please specify

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FP4. Is there any assistance that could be provided to prevent/limit the downsizing of your business?

- Yes  No

If *Yes*, please specify

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(Go to Business Development Section)

### Relocating

FP5. Where do you plan to relocate this business?

- Within the community  Outside the community (Specify location)  Exploring options

If *Outside the community*, please specify location

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FP6. Why are you planning to relocate the business?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

FP7. Is there any assistance that could be provided to prevent or assist with the relocation of your business within the community?

Yes  No

If *Yes*, please specify

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Go to Business Development Section)

### **Selling**

FP8. Why are you selling your business? (**Read list. Select all that apply.**)

- Retirement
- Lack of profit
- Workload
- Competition
- Personal
- Pursue other opportunities
- Other

If *Other*, please specify

\_\_\_\_\_

FP9a. Do you have a succession plan for your business?

Yes  No

b. Would you like assistance/information with developing a succession plan?

Yes  No

If *Yes*, please specify

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\_\_\_\_\_  
\_\_\_\_\_

FP10. Would you like assistance/information on selling your business?

Yes  No

If Yes, please specify

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(Go to Business Development Section)

**Expanding**

FP11. What are the main reasons for the potential expansion of your business?

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FP12. Will your expansion require or lead to... **(Read list. Select all that apply)**

- An increase in workforce (If yes, how many?)
- An increase need for employee training
- An increase in floor space (If yes, how much?)
- A decrease in workforce (If yes, how many?)
- Additional product line(s)
- Additional services for customers
- Process improvements
- Other (Specify)

If *an increase in workforce*, how many?

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If *an increase in floor space*, how much? (sq. ft.)

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If *a decrease in workforce*, how many?

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If *Other*, please specify

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FP13. Are you planning on accessing any Federal or Provincial programs/services to assist with the expansion?

Yes  No

If Yes, please specify

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FP14. Would you like to receive information on potential Federal or Provincial programs/services that might assist with your expansion?

Yes  No

FP15. Is your business currently experiencing difficulties with your expansion plans?

Yes  No

If Yes, please specify

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FP16. Could the community potentially provide some assistance to support your expansion plans?

Yes  No

If Yes, please specify

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**Closing**

FP17. Do you plan to close this business at this location without re-opening in another location?

Yes  No

If Yes, please specify

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FP18. Could the community potentially provide any assistance to prevent the closure of your business?

Yes  No

If Yes, please specify

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Future plans notes

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## BUSINESS DEVELOPMENT

BD1a. What is the outlook for your industry?

- Growing  Declining  Stable (Go to question BD2)  Not sure (Go to question BD2)

b. What do you feel are the main reasons for this?

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BD2. Please give an approximate annual sales range for your business

- Prefer not to answer  
 \$0 - \$49,999  
 \$50,000 - \$99,999  
 \$100,000 - \$249,999  
 \$250,000 - \$499,999  
 \$500,000 - \$999,999  
 \$1,000,000 - \$4,999,999  
 +5,000,000

BD3a. Are your projected sales in the next year expected to

- Increase  
 Decrease  
 Remain the same (Go to question BD4)  
 Not sure (Go to question BD4)

b. What do you feel is the main reason for this?

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BD4. Please provide us with some insight into the use and importance of the internet in your business (**Select one for each**)

Production/service promotion

- No response  Not applicable  Not at all important  Somewhat important  Very important

Social media (e.g. Facebook, Twitter)

- No response  Not applicable  Not at all important  Somewhat important  Very important

Selling products/services

- No response  Not applicable  Not at all important  Somewhat important  Very important

Buying products/services

- No response  Not applicable  Not at all important  Somewhat important  Very important

Research (e.g. new products, competition)

- No response  Not applicable  Not at all important  Somewhat important  Very important

Administration (e.g. banking)

- No response  Not applicable  Not at all important  Somewhat important  Very important

Videoconferencing/Internet Phone (e.g. VOIP)

- No response  Not applicable  Not at all important  Somewhat important  Very important

Cloud computing (e.g. online file storage)

- No response  Not applicable  Not at all important  Somewhat important  Very important

Other \_\_\_\_\_

- No response  Not applicable  Not at all important  Somewhat important  Very important

BD5. Are any of the following factors, barriers to your businesses information technology/internet requirements? **(Read list. Select all that apply and explain)**

- No barriers currently being experienced
- Speed
- Access
- Cost
- Hardware/software support
- Knowledge and training
- Other (Specify)

If *Other*, please specify

\_\_\_\_\_

Explain

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

BD6. What products or services would you like to purchase locally that are now being purchased outside of the area?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

BD7. Are you interested in working co-operatively with other businesses in the community to pursue any of the following? (**Read list. Select all that apply**)

- Joint product purchasing
- Joint marketing
- Joint training
- Networking/information sharing
- None
- Other (Specify)

If *Other*, please specify

\_\_\_\_\_

BD8a. Does your business own or lease its facility/facilities?

Own (Go to Workforce Development Section)  Lease

b. When does the lease expire?

This calendar year  Next year  In 2 to 3 years  Over 3 years from now

c. Do you anticipate any problems in renewing the lease?

Yes  No

If *Yes*, please specify

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business development notes

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## WORKFORCE DEVELOPMENT

WF1. During the past 3 years, has the number of people you employ in this business increased, decreased or stayed the same?

- Increased (by how many?)
- Decreased (by how many?)
- Remain the same (Go to question WF2)
- Don't know (Go to question WF2)

If *Increased*, by how many?

\_\_\_\_\_

If *Decreased*, by how many?

\_\_\_\_\_

What factors are responsible for this change?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WF2. How would you rate the following factors in this community for your business needs?

Availability of qualified workers

No response  Not applicable/Don't know  Poor  Fair  Good  Excellent

Stability of the workforce

No response  Not applicable/Don't know  Poor  Fair  Good  Excellent

Ability to attract and retain new employees

No response  Not applicable/Don't know  Poor  Fair  Good  Excellent

WF3. Does your business currently have difficulty hiring?

Yes  No (Go to question WF4)

How would you describe your company's hiring challenges?

- Too few applicants
- Lack of appropriate skills or training
- Lack of relevant experience
- Other

If *Other*, please specify

\_\_\_\_\_

Are the hiring challenges specifically related to the community or industry?

Community  Industry

What occupations do you have difficulty in recruiting for your business?

Occupation 1

\_\_\_\_\_

Occupation 2

\_\_\_\_\_

Occupation 3

\_\_\_\_\_

WF4. How do you currently recruit new employees? **(Read list. Select all that apply)**

- Through your personal network
- Employment centres and websites (job boards)
- "Hiring" sign on your premises
- Local media advertising
- Your own website
- Professional recruitment firm
- Referrals from friends or current employees
- Social Media applications such as LinkedIn or Facebook
- Unsolicited resumes
- Other (Specify)

If *Other*, please specify

\_\_\_\_\_

WF5a. Does your business have difficulty retaining employees?

- Yes  No (Go to question WF6)

b. What are the reasons for these difficulties in retaining employees? **(Read list. Select all that apply)**

- Wages
- Competition
- Seasonal
- Work environment (Specify)
- Other (Specify)

If *Work environment*, please specify

\_\_\_\_\_

If *Other*, please specify

\_\_\_\_\_

WF6. Does your business participate in any of the following educational initiatives? **(Select all that apply)**

Co-op student (Unpaid)

- Currently participates  Interested in information

Co-op student (Paid)

- Currently participates  Interested in information

Internship programs

- Currently participates  Interested in information

Apprenticeship programs

- Currently participates  Interested in information

WF7. Does your business currently use any external training?

- Yes  No

If *Yes*, please specify

\_\_\_\_\_

WF8. Are there currently any barriers for you and/or your employees receiving the necessary training? **(Do not read list. Select all that apply)**

- Cost
- Awareness of existing training programs
- Awareness of training support programs
- Relevant training is not offered at local institutions
- Availability of training locally
- Unable to release employees
- Other

If *Other*, please specify

\_\_\_\_\_

WF9. Are there any training programs/topics that would be beneficial to you and your employees?

Yes  No

If *Yes*, please specify

\_\_\_\_\_

Workforce development notes

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## COMMUNITY DEVELOPMENT

CD1. Do you know of a business that may have an interest in locating in this community?

Yes  No (Go to question CD2)

Would you be willing to provide the contact information for the business in support of a community business attraction strategy?

Contact business directly

Yes  No

Provide the contact information for this business

Yes  No

If *Yes*, please specify

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CD2. What are the community's top three advantages as a place to do business?

Advantage 1

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Advantage 2

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Advantage 3

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CD3. What are the community's top three disadvantages as a place to do business?

Disadvantage 1

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Disadvantage 2

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Disadvantage 3

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CD4. What assistance or opportunities would be beneficial to support your business? **(Read list. Select all that apply)**

- Updating business plan
- Marketing seminars
- Access to capital seminars
- Trade shows
- Business networking sessions
- Export development programs and services
- Joint advertising and marketing
- Attraction of related supply & services businesses
- Workforce planning, employee training and attraction
- Productivity improvement workshops
- E-marketing, social media and online content workshops
- Other (Specify)

If *Other*, please specify

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CD5. Do you have any other comments?

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## CLOSING STATEMENTS

CS1. Would you like to be kept informed of the Business Retention and Expansion project as it moves forward?

Yes  No

CS2. If we find an opportunity or issue in your responses and someone from our Business Retention and Expansion taskforce may be able to respond to your concerns in a beneficial way

- Can we share your contact information with the resources person to aid them in understanding your business?
- Can The Business Retention and Expansion project taskforce provide you with information about the resources available and you can contact those resources directly?

Thank You, we greatly appreciate the time you have taken to participate in this business survey, and the comments you have provided.

## SURVEY INFORMATION

SI1. Interview date\*

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SI2. Interview number\*

1  2  3  4  5  6  7  8  9  10

SI3. Interviewer 1\*

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SI4. Interviewer 2

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SI5. Company contact\*

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SI6. Do you give permission for the above information to be used in the creation of a community business directory?\*

Yes  No

SI7. Survey information notes

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## DRYDEN2014 SURVEY

CQ1a. Have you or your employees been impacted negatively by the current housing market?

Yes  No

b. If *Yes*, was this a result of:

- Available single homes for sale
- Available homes or apartments for rent
- Other

c. If *Other*, please specify

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CQ2a. Would your business be interesting in being involved in a 'shop local' campaign?

Yes  No

b. If *Yes*, what types of programs would you choose to participate in?

- Coupon books
- Rewards program(accumulating points for credit)
- B2B discounts
- Special promotional events
- Other

c. If *Other*, please specify

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CQ3a. Does your business currently implement cultural sensitivity training for employees?

- Yes  No

CQ4a. Would your business benefit from customer service training focused on cultural diversity?

- Yes  No

CQ5a. In terms of overall impact on this region as a place to do business what is the most significant change you would like to see in the next five years?

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