

# Business Retention & Expansion Project 2007

*Retail / Service Sector*



GREATER PETERBOROUGH AREA  
ECONOMIC DEVELOPMENT CORPORATION



BUSINESS RETENTION AND EXPANSION

**Asphodel - Norwood**

# ASPHODEL-NORWOOD – Project Analysis

## Risk of Closure, Downsizing, or Relocation (i.e. Red Flags)

**FP1a. Within the next 3 years, which of the following do you plan to undertake at this site?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Remain the Same	3	33%
Downsize	1	11%
Relocate	2	22%
Expand	3	33%
Close	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP2a. Will the downsizing result in a reduced workforce?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	0	0%
No	1	100%
	<b>1</b>	<b>100%</b>

**FP3a. Do you plan to relocate this business within the next 3 years?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	0	0%
No	0	0%
Exploring	2	100%
	<b>2</b>	<b>100%</b>

**FP4. Where do you plan to relocate this business?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Within the Community	1	100%
Outside municipality but within County/District/Regional Municipality	0	0%
Elsewhere in Ontario	0	0%
Another Province	0	0%
Outside Canada	0	0%
	<b>1</b>	<b>100%</b>

**FP5. Why are you planning to relocate the business? Do not read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Head office decision	0	0%
Inadequate facilities in terms of building space	0	0%
Change in markets	0	0%
Distance to markets and suppliers	0	0%
Availability of appropriate labour	0	0%
Expansion limitations	0	0%
Utility infrastructure is inadequate	0	0%
Local regulations too restrictive	0	0%
Business tax incentives in other locations	0	0%
Other (Specify):	2	100%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 2 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP7. What assistance, if any, could help to prevent the relocation of this business? Do not read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Nothing, decision is made	1	100%
Finding an appropriate site location	0	0%
Financing	0	0%
Assistance with the approval process	0	0%
Finding and securing adequate labour	0	0%
Securing training services	0	0%
Accessing appropriate research and development	0	0%
Infrastructure upgrades (roads, telecommunication, fibre optics, energy supply, energy type)	0	0%
Changes to tax structure	0	0%
Assistance in making business case to remain	0	0%
Other (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 1 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP15. Within the next 3 years, do you plan to close this business? That is close the business at this location and not reopen in some other location.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	0	0%
No	0	0%
	<b>0</b>	<b>100%</b>

**FP16a. What are the reasons for closing this business? Do not read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Head office decision	0	0%
Facilities, e.g., buildings too small, too old, etc.	0	0%
Loss or change of customer/clients	0	0%
Distance to markets and inputs	0	0%
Labour supply	0	0%
Management - Labour relations	0	0%
Local infrastructure	0	0%
Expansion limitations	0	0%
Profitability	0	0%
Health/environmental regulations	0	0%
Unable to find purchaser	0	0%
Retirement	0	0%
Loss/or change of export/product mandate	0	0%
Other (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 0 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP17. What assistance, if any, could help to prevent the closure of the business? Do not read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Nothing, decision is made	0	0%
Finding new site	0	0%
Financing	0	0%
Approval process	0	0%
Succession planning	0	0%
Employee purchase	0	0%
Improvement to local infrastructure	0	0%
Identifying prospective purchaser	0	0%
Export assistance	0	0%
Business planning	0	0%
Marketing	0	0%
Other (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 0 companies responded to this question in the Asphodel-Norwood 2007 project.

## Request for Assistance

**C10. Would you like assistance for a succession plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Assistance (Yes)	1	11%
Request Assistance (No)	6	67%

**C11. Would you like assistance for a business plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Assistance (Yes)	2	22%
Request Assistance (No)	5	56%

**C12. Would you like assistance for a marketing plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Assistance (Yes)	1	11%
Request Assistance (No)	6	67%

**BD8a. Do you anticipate any problems in renewing the lease?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Assistance (Yes)	0	0%
Request Assistance (No)	1	11%

## Request for Information

**C10. Would you like information for a succession plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Information (Yes)	4	44%
Request Information (No)	4	44%

**C11. Would you like information for a business plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Information (Yes)	4	44%
Request Information (No)	4	44%

**C12. Would you like information for a marketing plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Request Information (Yes)	3	33%
Request Information (No)	5	56%

## Business Climate and Community Assessment

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

Response	Asphodel-Norwood 2007	
Excellent	2	22%
Good	5	56%
Fair	1	11%
Poor	1	11%
	<b>9</b>	<b>100%</b>

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

Response	Asphodel-Norwood 2007	
Yes	5	56%
No	4	44%
	<b>9</b>	<b>100%</b>

**BC2b. In the past 3 years has your attitude about doing business in this community changed? - *If Yes, is your attitude now more positive?***

Response	Asphodel-Norwood 2007	
Yes	3	60%
No	2	40%
	<b>5</b>	<b>100%</b>

## Level of satisfaction with the following services provided by local government

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Planning, engineering, zoning, and building permits**

Response	Asphodel-Norwood 2007	
Very satisfied	2	22%
Somewhat satisfied	2	22%
Somewhat dis-satisfied	1	11%
Very dis-satisfied	2	22%
No contact	2	22%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Health department/health unit approvals**

Response	Asphodel-Norwood 2007	
Very satisfied	0	0%
Somewhat satisfied	3	33%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	1	11%
No contact	5	56%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Policing**

Response	Asphodel-Norwood 2007	
Very satisfied	0	0%
Somewhat satisfied	3	33%
Somewhat dis-satisfied	5	56%
Very dis-satisfied	1	11%
No contact	0	0%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Fire prevention and services**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Very satisfied	6	67%
Somewhat satisfied	3	33%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	0	0%
No contact	0	0%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Public utilities**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Very satisfied	1	11%
Somewhat satisfied	5	56%
Somewhat dis-satisfied	3	33%
Very dis-satisfied	0	0%
No contact	0	0%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Street repairs**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Very satisfied	0	0%
Somewhat satisfied	4	44%
Somewhat dis-satisfied	1	11%
Very dis-satisfied	4	44%
No contact	0	0%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Snow removal**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Very satisfied	2	22%
Somewhat satisfied	6	67%
Somewhat dis-satisfied	1	11%
Very dis-satisfied	0	0%
No contact	0	0%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Garbage removal**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Very satisfied	1	11%
Somewhat satisfied	6	67%
Somewhat dis-satisfied	1	11%
Very dis-satisfied	1	11%
No contact	0	0%
	<b>9</b>	<b>100%</b>

**BC5a. What is your level of satisfaction with each of the following services provided by local government and community organizations? Read list. Select answer for each. - Public transit**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Very satisfied	0	0%
Somewhat satisfied	0	0%
Somewhat dis-satisfied	0	0%
Very dis-satisfied	8	89%
No contact	1	11%
	<b>9</b>	<b>100%</b>

## Factors in doing business within the community

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of skilled labour

Response	Asphodel-Norwood 2007	
Excellent	2	29%
Good	2	29%
Fair	3	43%
Poor	0	0%
	<b>7</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Labour costs

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	3	75%
Fair	1	25%
Poor	0	0%
	<b>4</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Transportation costs

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	0	0%
Fair	3	43%
Poor	4	57%
	<b>7</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of transportation

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	0	0%
Fair	1	13%
Poor	6	75%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of appropriately zoned land

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	0	0%
Fair	1	17%
Poor	5	83%
	<b>6</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Land costs

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	14%
Fair	4	57%
Poor	2	29%
	<b>7</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Cost of construction

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	20%
Fair	3	60%
Poor	1	20%
	<b>5</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Cost of leasing space

Response	Asphodel-Norwood 2007	
Excellent	1	17%
Good	1	17%
Fair	1	17%
Poor	3	50%
	<b>6</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Local permit process

Response	Asphodel-Norwood 2007	
Excellent	2	33%
Good	1	17%
Fair	3	50%
Poor	0	0%
	<b>6</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Availability of utilities

Response	Asphodel-Norwood 2007	
Excellent	3	38%
Good	2	25%
Fair	3	38%
Poor	0	0%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to markets/customers/clients

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	4	50%
Poor	2	25%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to suppliers

Response	Asphodel-Norwood 2007	
Excellent	2	25%
Good	3	38%
Fair	1	13%
Poor	2	25%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Municipal taxes

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	13%
Fair	2	25%
Poor	5	63%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Quality of life

Response	Asphodel-Norwood 2007	
Excellent	2	25%
Good	5	63%
Fair	1	13%
Poor	0	0%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Water and sewer capacity

Response	Asphodel-Norwood 2007	
Excellent	3	43%
Good	2	29%
Fair	2	29%
Poor	0	0%
	<b>7</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Development charges

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	50%
Fair	1	50%
Poor	0	0%
	<b>2</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Support from municipality

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	13%
Fair	5	63%
Poor	2	25%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Support from local business

Response	Asphodel-Norwood 2007	
Excellent	2	25%
Good	2	25%
Fair	1	13%
Poor	3	38%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Support from local residents

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	3	38%
Fair	2	25%
Poor	2	25%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Municipal by-laws

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	3	38%
Fair	3	38%
Poor	2	25%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Telecommunication infrastructure capacity, e.g. fibre optics and Internet access

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	2	25%
Fair	0	0%
Poor	5	63%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Size of local market

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	0	0%
Fair	3	38%
Poor	5	63%
	<b>8</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to research and development

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	29%
Fair	1	14%
Poor	4	57%
	<b>7</b>	<b>100%</b>

LC9. Using a scale of excellent, good, fair and poor how would you rate the following factors in doing business in this community? - Access to training facilities

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	29%
Fair	2	29%
Poor	3	43%
	<b>7</b>	<b>100%</b>

## Site Satisfaction

**BD4. How satisfied are you with the current site of this business in this community? Would you say you are...**

Response	Asphodel-Norwood 2007	
Completely satisfied	5	56%
Somewhat satisfied	1	11%
Somewhat dissatisfied	2	22%
Very dissatisfied	1	11%
	<b>9</b>	<b>100%</b>

**BD5. Why are you not completely satisfied with this site?**

Response	Asphodel-Norwood 2007	
Site is too small	3	75%
Site is too large	0	0%
No opportunity for expansion	2	50%
Condition of building	2	50%
General appearance of site	2	50%
Utilities/energy, that is the type, level or quantity available	4	100%
Location is inconvenient for customers	3	75%
Access to research and development in the area	0	0%
Availability of skilled labour	0	0%
Availability of unskilled labour	1	25%
Location is inconvenient for employees	0	0%
Roads & highway system	1	25%
Trucking & distribution	1	25%
Public transit	0	0%
Policing/security/fire protection	0	0%
Business taxes	0	0%
Community business support	0	0%
General appearance of community	1	25%
Other (Specify):	1	25%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 4 companies responded to this question in the Asphodel-Norwood 2007 project.

**BD8a. Do you anticipate any problems in renewing the lease?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	0	0%
No	2	100%
	<b>2</b>	<b>100%</b>

**BD1. Is this business location the only location?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	7	88%
No	1	13%
	<b>8</b>	<b>100%</b>

**BD2. Is this location the headquarters?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	1	100%
No	0	0%
	<b>1</b>	<b>100%</b>

**BD3. Where are the other locations for this business?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
This municipality (Specify):	0	0%
Outside this municipality but in county/district/regional municipality (Specify):	0	0%
Elsewhere in Ontario (Specify):	1	100%
Another Province (Specify):	0	0%
Outside Canada (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 1 companies responded to this question in the Asphodel-Norwood 2007 project.

**BD6a. Is this a home-based business operated from the owner's residence?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	5	56%
No	4	44%
	<b>9</b>	<b>100%</b>

**BD6b. Is this a home-based business operated from the owner's residence? -**  
**Does the owner of this business own or lease the facility?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Own	2	50%
Lease	2	50%
	<b>4</b>	<b>100%</b>

**BD7. When does the lease expire?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Month to month	1	50%
This calendar year	0	0%
Next year	0	0%
In 2 to 3 years	0	0%
Over 3 years from now	1	50%
	<b>2</b>	<b>100%</b>

## Business Expansion and Sales Trends

**FP1a. Within the next 3 years, which of the following do you plan to undertake at this site?**

Response	Asphodel-Norwood 2007	
Remain the Same	3	33%
Downsize	1	11%
Relocate	2	22%
Expand	3	33%
Close	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP8. Within the next 3 years, do you plan to undertake a building expansion at this site?**

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
	<b>1</b>	<b>100%</b>

**FP9. Within the next 3 years, are you planning to invest in new equipment in your operations?**

Response	Asphodel-Norwood 2007	
Yes	0	0%
No	0	0%
	<b>0</b>	<b>100%</b>

**FP10. Is your expansion plan based on innovation?**

Response	Asphodel-Norwood 2007	
Yes	0	0%
No	0	0%
	<b>0</b>	<b>100%</b>

**FP11. Will your expansion lead to...Read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
An increase in work force	0	0%
An increase in floor space	1	33%
Additional product line(s)	1	33%
Additional services for customers	0	0%
Additional investment in equipment and technology	0	0%
Importing goods or services to Canada	0	0%
An increase in export of goods or services	0	0%
Process improvements	0	0%
An increase in demand for skills training	0	0%
Other (Specify):	2	67%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP12. Is your business experiencing difficulties with its expansion plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	1	100%
No	0	0%
	<b>1</b>	<b>100%</b>

**FP13. Please identify difficulties you are experiencing with the expansion plans.  
Do not read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Financing	1	100%
Developing a marketing plan	0	0%
Developing a business plan	0	0%
Labour availability	0	0%
Land availability	0	0%
Labour force training	0	0%
Availability of buildings	0	0%
Importing of goods and services	0	0%
Exporting of goods and services	0	0%
Road & highway system	0	0%
Highway and Roadside signs	0	0%
Trucking & distribution	0	0%
Warehousing	0	0%
Electrical supply	0	0%
Water infrastructure	0	0%
Waste water infrastructure	0	0%
Sewer capacity	0	0%
Finding/developing strategic alliances	0	0%
Local by-laws	0	0%
Other (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 1 companies responded to this question in the Asphodel-Norwood 2007 project.

**FP14. How will this expansion be financed? Will it be...Read list.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Cash	0	0%
Line of credit	0	0%
Credit card	0	0%
New owner equity	0	0%
Venture Capital	0	0%
Private Investment	0	0%
Short Term Bank Loan (<1 yr)	0	0%
Long Term Bank Loan (>1 yr)	0	0%
Other (Specify):	1	100%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 1 companies responded to this question in the Asphodel-Norwood 2007 project.

## Barriers / Difficulties to Business Development

**FP12. Is your business experiencing difficulties with its expansion plan?**

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
	<b>1</b>	<b>100%</b>

**FP13. Please identify difficulties you are experiencing with the expansion plans. Do not read list.**

Response	Asphodel-Norwood 2007	
Financing	1	100%
Developing a marketing plan	0	0%
Developing a business plan	0	0%
Labour availability	0	0%
Land availability	0	0%
Labour force training	0	0%
Availability of buildings	0	0%
Importing of goods and services	0	0%
Exporting of goods and services	0	0%
Road & highway system	0	0%
Highway and Roadside signs	0	0%
Trucking & distribution	0	0%
Warehousing	0	0%
Electrical supply	0	0%
Water infrastructure	0	0%
Waste water infrastructure	0	0%
Sewer capacity	0	0%
Finding/developing strategic alliances	0	0%
Local by-laws	0	0%
Other (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 1 companies responded to this question in the Asphodel-Norwood 2007 project.

BD4. How satisfied are you with the current site of this business in this community? Would you say you are...

Response	Asphodel-Norwood 2007	
Completely satisfied	5	56%
Somewhat satisfied	1	11%
Somewhat dissatisfied	2	22%
Very dissatisfied	1	11%
	<b>9</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - *Business & property tax structure*

Response	Asphodel-Norwood 2007	
Yes	6	75%
No	2	25%
	<b>8</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - *Rents and lease costs of buildings*

Response	Asphodel-Norwood 2007	
Yes	0	0%
No	8	100%
	<b>8</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - *Cost and availability of full-time employees*

Response	Asphodel-Norwood 2007	
Yes	3	43%
No	4	57%
	<b>7</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Cost and availability of part-time employees

Response	Asphodel-Norwood 2007	
Yes	2	29%
No	5	71%
	<b>7</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Insurance

Response	Asphodel-Norwood 2007	
Yes	4	50%
No	4	50%
	<b>8</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Cost of utilities

Response	Asphodel-Norwood 2007	
Yes	8	100%
No	0	0%
	<b>8</b>	<b>100%</b>

RB9. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each - Other (Specify)

Response	Asphodel-Norwood 2007	
Yes	1	33%
No	2	67%
	<b>3</b>	<b>100%</b>

## Downtown Revitalization

Retail Profile (RP) represented the following questions in the completed survey and as a result of ongoing changes and updates to the Provincial BR+E database, RP was later identified as Downtown Revitalization (DR).

### DR1. How long have you been the owner of this business?

Response	Count	Percent
Under 1 year	0	0%
1 – 5 years	4	44%
6 – 10 years	0	0%
11 -20 years	1	11%
Over 20 years	4	44%
	<b>9</b>	<b>100%</b>

### DR2. For this business, how many square feet are devoted to the following?

Response	Count	Average
Sales Space	2,774	308
Office Space	1,598	178

Please Note: This report is not totaled because it depicts average values.

### DR3. What are the annual total sales at this location? (Mark appropriate range)

Response	Count	Percent
\$0 - \$50,000	6	67%
\$50,000 - \$100,000	1	11%
\$100,000 - \$250,000	0	0%
\$250,000 – 500,000	1	11%
\$500,000- \$1,000,000	0	0%
over \$1,000,000	1	11%
	<b>9</b>	<b>100%</b>

**DR4b. Please indicate the percentage of activity that is:**

<b>Response</b>	<b>Average Percent</b>
Foot traffic	37%
Telephone based	45%
Internet based	5%
Other	13%

Please Note: This report is not totaled because it depicts average values.

**DR4c. What is your average weekly foot traffic (# of customers)?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Less than 100	7	88%
100 – 500	0	0%
500 – 1000	0	0%
Over 1000	0	0%
None	1	13%
	<b>8</b>	<b>100%</b>

**DR4d. What is the busiest day of the week for this business?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Sunday	1	11%
Monday	0	0%
Tuesday	1	11%
Wednesday	0	0%
Thursday	0	0%
Friday	0	0%
Saturday	1	11%
Varies	6	67%
	<b>9</b>	<b>100%</b>

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - **Sunday**

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	1	17%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	1	17%
After 5:00 p.m.	0	0%
Varies	1	17%
Closed	3	50%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 6 companies responded to this question in the Asphodel-Norwood 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - **Monday**

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	3	38%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	1	13%
After 5:00 p.m.	1	13%
Varies	0	0%
Closed	4	50%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 8 companies responded to this question in the Asphodel-Norwood 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Tuesday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	22%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	2	22%
After 5:00 p.m.	1	11%
Varies	0	0%
Closed	5	56%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Wednesday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	22%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	2	22%
After 5:00 p.m.	1	11%
Varies	0	0%
Closed	5	56%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Thursday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	22%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	2	22%
After 5:00 p.m.	1	11%
Varies	0	0%
Closed	5	56%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Friday

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	25%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	2	25%
After 5:00 p.m.	0	0%
Varies	0	0%
Closed	5	63%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 8 companies responded to this question in the Asphodel-Norwood 2007 project.

**DR4e. What are the two busiest times of day for this business? Select up to TWO times for each day. - Saturday**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	2	25%
11:00 a.m. - 1:00 p.m.	0	0%
1:00 p.m. - 5:00 p.m.	0	0%
After 5:00 p.m.	1	13%
Varies	1	13%
Closed	4	50%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 8 companies responded to this question in the Asphodel-Norwood 2007 project.

**DR4f. What are the three busiest months of the year for this business? Select up to THREE months.**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
January	0	0%
February	1	11%
March	3	33%
April	2	22%
May	2	22%
June	5	56%
July	5	56%
August	2	22%
September	3	33%
October	2	22%
November	2	22%
December	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

**DR5a. Do you typically plan major sales/specials for this business?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	2	22%
No	7	78%
	<b>9</b>	<b>100%</b>

**DR5b. If Yes, for what month(s)?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
January	0	0%
February	0	0%
March	0	0%
April	0	0%
May	1	50%
June	1	50%
July	1	50%
August	0	0%
September	1	50%
October	1	50%
November	1	50%
December	1	50%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 2 companies responded to this question in the Asphodel-Norwood 2007 project.

**DR5c. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	6	67%
No	3	33%
	<b>9</b>	<b>100%</b>

**DR5e. Do community events/festivals increase sales in your business?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	4	44%
No	5	56%
	<b>9</b>	<b>100%</b>

**DR6a. Gender:**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Male	4	44%
Female	4	44%
No distinction	1	11%
	<b>9</b>	<b>100%</b>

**DR6b. Do you have specific target markets?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	3	33%
No	6	67%
	<b>9</b>	<b>100%</b>

**DR6c. Market share by age group: - *Market share for business – Youth***

<b>Response</b>	<b>Count</b>	<b>Percent</b>
1	0	0%
2	0	0%
3	0	0%
4	2	100%
<b>project:</b>	<b>2</b>	<b>100%</b>

\* 2 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Market share for business – Young Families

Response	Count	Percent
1	0	0%
2	0	0%
3	2	100%
4	0	0%
<b>project:</b>	<b>2</b>	<b>100%</b>

\* 2 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Market share for business – Baby Boomers

Response	Count	Percent
1	2	100%
2	0	0%
3	0	0%
4	0	0%
<b>project:</b>	<b>2</b>	<b>100%</b>

\* 2 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Market share for business – Retirees and Seniors

Response	Count	Percent
1	1	33%
2	2	67%
3	0	0%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Potential for sales growth – Youth

Response	Count	Percent
1	0	0%
2	1	33%
3	1	33%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Potential for sales growth – Young Families

Response	Count	Percent
1	1	33%
2	0	0%
3	1	33%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Potential for sales growth – Baby Boomers

Response	Count	Percent
1	2	67%
2	0	0%
3	1	33%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Potential for sales growth – Retirees and Seniors

Response	Count	Percent
1	0	0%
2	2	67%
3	0	0%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Youth

Response	Count	Percent
1	1	33%
2	0	0%
3	0	0%
4	2	67%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Young Families

Response	Count	Percent
1	0	0%
2	2	67%
3	1	33%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Baby Boomers

Response	Count	Percent
1	2	67%
2	0	0%
3	0	0%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6c. Market share by age group: - Most opportunity for growth – Retirees and Seniors

Response	Count	Percent
1	0	0%
2	1	33%
3	2	67%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Market share for business – People who work in the downtown

Response	Count	Percent
1	0	0%
2	0	0%
3	0	0%
4	3	100%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Market share for business – Local Residents

Response	Count	Percent
1	1	33%
2	1	33%
3	1	33%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Market share for business – Visitors/Tourists

Response	Count	Percent
1	0	0%
2	1	33%
3	2	67%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Market share for business – Seasonal Residents/Cottagers

Response	Count	Percent
1	2	67%
2	1	33%
3	0	0%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – People who work in the downtown

Response	Count	Percent
1	0	0%
2	1	33%
3	0	0%
4	2	67%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – Local Residents

Response	Count	Percent
1	2	67%
2	0	0%
3	1	33%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – Visitors/Tourists

Response	Count	Percent
1	0	0%
2	1	33%
3	1	33%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Potential for sales growth – Seasonal Residents/Cottagers

Response	Count	Percent
1	1	33%
2	1	33%
3	1	33%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – People who work in the downtown

Response	Count	Percent
1	1	33%
2	1	33%
3	0	0%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – Local Residents

Response	Count	Percent
1	1	33%
2	1	33%
3	1	33%
4	0	0%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – Visitors/Tourists

Response	Count	Percent
1	0	0%
2	1	33%
3	1	33%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6d. Market share by type of customer: - Most opportunity for growth – Seasonal Residents/Cottagers

Response	Count	Percent
1	1	33%
2	0	0%
3	1	33%
4	1	33%
<b>project:</b>	<b>3</b>	<b>100%</b>

\* 3 companies responded to this question in the Asphodel-Norwood 2007 project.

DR6e. Do you track where your customers are from?

Response	Count	Percent
Yes	7	78%
No	2	22%
	<b>9</b>	<b>100%</b>

DR6f. Do you track where your customers are from? - *If Yes, how do you track them? Select one.*

Response	Count	Percent
Postal Code	1	14%
Telephone Number	2	29%
Other	4	57%
	<b>7</b>	<b>100%</b>

DR7 Estimate the percentage of your customers that live within the following different radius's of your business: - *Within walking distance (400 metres)*

Response	Count	Percent
75% +	0	0%
50 - 75%	1	13%
25% - 50%	0	0%
10% - 25%	1	13%
Under 10%	6	75%
	<b>8</b>	<b>100%</b>

DR7 Estimate the percentage of your customers that live within the following different radius's of your business: - *Within a 5 minute drive*

Response	Count	Percent
75% +	0	0%
50% - 75%	0	0%
25% - 50%	1	14%
10% - 25%	2	29%
Under 10%	4	57%
	<b>7</b>	<b>100%</b>

DR7 Estimate the percentage of your customers that live within the following different radius's of your business: - Within a 15 minute drive

Response	Count	Percent
75% +	0	0%
50% - 75%	0	0%
25% - 50%	3	38%
10% - 25%	4	50%
Under 10%	1	13%
	<b>8</b>	<b>100%</b>

DR7 Estimate the percentage of your customers that live within the following different radius's of your business: - Within a 15 - 30 minute drive

Response	Count	Percent
75% +	0	0%
50% - 75%	0	0%
25% - 50%	3	38%
10% - 25%	3	38%
Under 10%	2	25%
	<b>8</b>	<b>100%</b>

DR7 Estimate the percentage of your customers that live within the following different radius's of your business: - More than 30 minutes

Response	Count	Percent
75% +	1	14%
50% - 75%	2	29%
25% - 50%	1	14%
10% - 25%	1	14%
Under 10%	2	29%
	<b>7</b>	<b>100%</b>

**DR8b. What is the main competitive edge of this business versus the competitors listed above? Select top two.**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Location	0	0%
Price	4	44%
Selection	1	11%
Service	5	56%
Hours	1	11%
Quality	3	33%
Name Brands	0	0%
Other (Specify):	2	22%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

**DR8c. Relative to other businesses in your trade, what price point do you target?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Low-end	1	11%
Average - Mid-point	2	22%
High-end	1	11%
All price points	5	56%
	<b>9</b>	<b>100%</b>

**DR8d. Where is the toughest competition for this business? - *In the downtown***

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	1	13%
No	7	88%
	<b>8</b>	<b>100%</b>

DR8d. Where is the toughest competition for this business? - *In the community*

Response	Count	Percent
Yes	2	25%
No	6	75%
	<b>8</b>	<b>100%</b>

DR8d. Where is the toughest competition for this business? - *In another community*

Response	Count	Percent
Yes	8	100%
No	0	0%
	<b>8</b>	<b>100%</b>

DR8d. Who are your toughest competitors? - *National Franchises*

Response	Count	Percent
Yes	2	25%
No	6	75%
	<b>8</b>	<b>100%</b>

DR8e. Who are your toughest competitors? - *Local Independents*

Response	Count	Percent
Yes	2	25%
No	6	75%
	<b>8</b>	<b>100%</b>

DR8e. Who are your toughest competitors? - *Other (Specify)*

Response	Count	Percent
Yes	2	25%
No	6	75%
	<b>8</b>	<b>100%</b>

**DR8h. Do you think the downtown can or should build on the current business mix and develop a cluster of stores/services offering related products to a similar market segment?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	5	63%
No	3	38%
	<b>8</b>	<b>100%</b>

**DR9a. Where do customers to this business typically park?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
On the street right in closest available spot	4	44%
In a municipal/public parking lot	0	0%
In a customer parking lot you own or rent. How many spaces available?	4	44%
Other (Specify):	1	11%
	<b>9</b>	<b>100%</b>

**DR9a. Where do customers to this business typically park? - How many spaces available?**

<b>Response</b>	<b>Count</b>	<b>Average</b>
How many spaces available?	12	3

Please Note: This report is not totaled because it depicts average values.

**DR9b. Where do you and employees of this business typically park?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
On the street in closest available spot	0	0%
In a municipal/public parking lot	0	0%
In a customer parking lot you own or rent. How many spaces available?	6	67%
Other (Specify):	3	33%
	<b>9</b>	<b>100%</b>

**DR9b. Where do you and employees of this business typically park? - How many spaces available?**

<b>Response</b>	<b>Count</b>	<b>Average</b>
How many spaces available?	20	3

Please Note: This report is not totaled because it depicts average values.

**DR10. Do you know if your community offers any financial assistance programs to its businesses?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Yes	1	11%
No	4	44%
Don't know	4	44%
	<b>9</b>	<b>100%</b>

**DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business.**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Development Charges Exemptions	0	0%
Development Application Fee Exemptions	0	0%
Sign Permit Exemption	0	0%
Building Permit Fee Exemption	0	0%
Grants and Loans - Design Assistance	0	0%
Grants and Loans - Building facade program	0	0%
Residential conversion	0	0%
Building rehabilitation	0	0%
Brownfield redevelopment assistance	0	0%
Brownfield Tax Increment Financing Program	0	0%

Please Note:

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 0 companies responded to this question in the Asphodel-Norwood 2007 project.

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Development Charges Exemptions

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>0</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Development Application Fee Exemptions

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>0</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Sign Permit Exemption

Response	Count	Percent
Have Used	0	0%
Have Not Used	1	100%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>1</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - **Building Permit Fee Exemption**

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	1	100%
Don't Know	0	0%
	<b>1</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - **Grants and Loans - Design Assistance**

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>0</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - **Grants and Loans - Building Facade Program**

Response	Count	Percent
Have Used	0	0%
Have Not Used	1	100%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>1</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - *Residential conversion*

Response	Count	Percent
Have Used	1	100%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>1</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - *Building rehabilitation*

Response	Count	Percent
Have Used	1	100%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>1</b>	<b>100%</b>

DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - *Brownfield redevelopment assistance*

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>0</b>	<b>100%</b>

**DR10. If Yes, indicate which of the following types of incentives are available and their potential applicability to your business. - Brownfield Tax Increment Financing Program**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	0	0%
Don't Know	0	0%
	<b>0</b>	<b>100%</b>

**DR11. Is your establishment experiencing any of these particular issues?**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
Accessibility	2	22%
Number of parking spaces	1	11%
Location of parking spaces	0	0%
Availability of parking spaces	2	22%
Parking enforcement	0	0%
Storefront appearance / window displays / signage	3	33%
Vagrancy, panhandling	0	0%
Vandalism, graffiti and litter	1	11%
Shop lifting	0	0%
Loitering	0	0%
Public safety services (lighting, security, police presence, etc)	0	0%
No issues	5	56%
Other (Specify):	1	11%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *I always try to buy products and services locally.*

Response	Count	Percent
Strongly Agree	7	78%
Somewhat Agree	2	22%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *I always direct customers to other downtown businesses.*

Response	Count	Percent
Strongly Agree	5	56%
Somewhat Agree	4	44%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *The existing downtown business mix helps this business.*

Response	Count	Percent
Strongly Agree	3	33%
Somewhat Agree	3	33%
Somewhat Disagree	2	22%
Strongly Disagree	1	11%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *There is plenty of convenient parking downtown.*

Response	Count	Percent
Strongly Agree	1	11%
Somewhat Agree	2	22%
Somewhat Disagree	3	33%
Strongly Disagree	3	33%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *Downtown is an excellent place to have a business.*

Response	Count	Percent
Strongly Agree	1	11%
Somewhat Agree	5	56%
Somewhat Disagree	3	33%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *There are plenty of good workers available here.*

Response	Count	Percent
Strongly Agree	4	44%
Somewhat Agree	4	44%
Somewhat Disagree	1	11%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *I would support a new retail promotions event.*

Response	Count	Percent
Strongly Agree	4	44%
Somewhat Agree	4	44%
Somewhat Disagree	1	11%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *The look and feel of downtown helps this business.*

Response	Count	Percent
Strongly Agree	0	0%
Somewhat Agree	1	11%
Somewhat Disagree	6	67%
Strongly Disagree	2	22%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *My building facade draws customers into this business.*

Response	Count	Percent
Strongly Agree	2	22%
Somewhat Agree	2	22%
Somewhat Disagree	5	56%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *My window and store displays help this business.*

Response	Count	Percent
Strongly Agree	2	22%
Somewhat Agree	2	22%
Somewhat Disagree	1	11%
Strongly Disagree	4	44%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *This business is open when customers want to shop.*

Response	Count	Percent
Strongly Agree	4	44%
Somewhat Agree	2	22%
Somewhat Disagree	3	33%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
 Select one answer for each. - *Employees of this business show great customer service.*

Response	Count	Percent
Strongly Agree	4	57%
Somewhat Agree	3	43%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	<b>7</b>	<b>100%</b>

DR12. How strongly do you agree or disagree with the following statements?  
Select one answer for each. - *I feel safe downtown, even at night.*

Response	Count	Percent
Strongly Agree	4	44%
Somewhat Agree	5	56%
Somewhat Disagree	0	0%
Strongly Disagree	0	0%
	<b>9</b>	<b>100%</b>

## Retail / Service Business

**RB1. Are you located in an identifiable commercial district?**

Response	Asphodel-Norwood 2007	
Yes	2	29%
No	5	71%
	<b>7</b>	<b>100%</b>

**RB2. If Yes, are you located in...**

Response	Asphodel-Norwood 2007	
Downtown	1	50%
Highway/commercial strip plaza	0	0%
Regional shopping mall	0	0%
Other principle shopping street	0	0%
Power centre/big box new format retail	0	0%
Tourist area/destination	0	0%
Neighbourhood commercial	1	50%
Industrial Park	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 2 companies responded to this question in the Asphodel-Norwood 2007 project.

**RB3a. Is there a strategy or plan in place for promoting and managing your commercial district?**

Response	Asphodel-Norwood 2007	
Yes	1	14%
No	5	71%
Don't know	1	14%
	<b>7</b>	<b>100%</b>

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It identifies the issues important to the future of my business*

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
Don't know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It proposes actions to address those issues*

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It is being effectively implemented*

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - *It is a comprehensive and integrated plan i.e., addressing heritage, cultural aspects, social and economic etc.*

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
Don't Know	0	0%
	1	100%

RB3b. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: - The plan is primarily focused on retail marketing and promotion

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
Don't Know	0	0%
	<b>1</b>	<b>100%</b>

RB4. Is there an organization or group that represents the interests of your commercial district?

Response	Asphodel-Norwood 2007	
Business Improvement Area Association	3	38%
Development Corporation or Board of Management	0	0%
Chamber of Commerce	2	25%
Committee of Council	0	0%
Ratepayers Association	0	0%
Other (Specify):	5	63%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 8 companies responded to this question in the Asphodel-Norwood 2007 project.

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Street furniture (lights, benches, waste containers)

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Public amenities (parks, fountains, washrooms)

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	13%
Fair	1	13%
Needs Improving	6	75%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Plantings, trees, flower boxes

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	3	38%
Fair	1	13%
Needs Improving	4	50%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Graffiti and litter

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	1	13%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Sidewalks, pedestrian environment

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	4	50%
Fair	2	25%
Needs Improving	2	25%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Traffic flow on streets in the area

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	4	50%
Fair	1	13%
Needs Improving	2	25%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Adequacy of public transit

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	0	0%
Fair	0	0%
Needs Improving	8	100%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Accessibility for people with disabilities

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - # of parking spots/facilities

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	2	25%
Needs Improving	4	50%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Parking signage

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	0	0%
Fair	1	14%
Needs Improving	6	86%
	<b>7</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Fees, enforcement*

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	3	60%
Fair	0	0%
Needs Improving	2	40%
	<b>5</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Highway signage/tourism directional signs*

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - *Roadside advertising*

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Visual identity of the area - unifying banners

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	13%
Fair	1	13%
Needs Improving	6	75%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Exterior appearance of facades

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	2	25%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Window displays

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	4	57%
Fair	2	29%
Needs Improving	1	14%
	<b>7</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Signage

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	5	63%
Fair	1	13%
Needs Improving	2	25%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Vagrancy/homelessness/panhandling

Response	Asphodel-Norwood 2007	
Excellent	5	63%
Good	2	25%
Fair	0	0%
Needs Improving	1	13%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Vandalism

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	4	50%
Fair	2	25%
Needs Improving	1	13%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Public safety services - e.g. lighting, security, police presence, etc.

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	6	75%
Fair	0	0%
Needs Improving	2	25%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Conditions of the housing stock

Response	Asphodel-Norwood 2007	
Excellent	2	25%
Good	4	50%
Fair	1	13%
Needs Improving	1	13%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Appropriate mix of businesses

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	1	13%
Fair	4	50%
Needs Improving	3	38%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Appropriate range of quality/price for target markets

Response	Asphodel-Norwood 2007	
Excellent	0	0%
Good	4	50%
Fair	1	13%
Needs Improving	3	38%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Number of vacancies/turnover

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	0	0%
Fair	2	25%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Organization of special events

Response	Asphodel-Norwood 2007	
Excellent	2	25%
Good	1	13%
Fair	3	38%
Needs Improving	2	25%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Uniform hours of operation

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	3	38%
Fair	1	13%
Needs Improving	3	38%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Customer service programs

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	2	25%
Fair	2	25%
Needs Improving	3	38%
	<b>8</b>	<b>100%</b>

RB5. Using the scale provided, please rate the condition of your commercial district for each factor. - Advertising campaigns

Response	Asphodel-Norwood 2007	
Excellent	1	13%
Good	1	13%
Fair	1	13%
Needs Improving	5	63%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Store design and layout assistance*

Response	Asphodel-Norwood 2007	
Yes	4	50%
No	4	50%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Networking events*

Response	Asphodel-Norwood 2007	
Yes	6	75%
No	2	25%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Cooperative advertising/joint marketing*

Response	Asphodel-Norwood 2007	
Yes	6	75%
No	2	25%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Building improvement loan/grant programs*

Response	Asphodel-Norwood 2007	
Yes	7	88%
No	1	13%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Sign improvement loan/grant programs*

Response	Asphodel-Norwood 2007	
Yes	8	100%
No	0	0%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Physical improvements in public areas (benches, lighting, etc.)*

Response	Asphodel-Norwood 2007	
Yes	6	75%
No	2	25%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Business directories, brochures, maps*

Response	Asphodel-Norwood 2007	
Yes	7	88%
No	1	13%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Mentorship programs - business to business counseling*

Response	Asphodel-Norwood 2007	
Yes	6	75%
No	2	25%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Analysis and reporting on the downtown market/economy*

Response	Asphodel-Norwood 2007	
Yes	5	63%
No	3	38%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Retail and special event coordination*

Response	Asphodel-Norwood 2007	
Yes	6	75%
No	2	25%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Customer service training*

Response	Asphodel-Norwood 2007	
Yes	5	63%
No	3	38%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - *Marketing on the web*

Response	Asphodel-Norwood 2007	
Yes	7	88%
No	1	13%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - Training in financial management & product pricing

Response	Asphodel-Norwood 2007	
Yes	7	88%
No	1	13%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - Succession planning

Response	Asphodel-Norwood 2007	
Yes	5	63%
No	3	38%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - Improved telecommunications infrastructure (internet access, debit machines, etc.)

Response	Asphodel-Norwood 2007	
Yes	7	88%
No	1	13%
	<b>8</b>	<b>100%</b>

RB6. Would your business benefit from any of the following programs or services? - Other (Specify)

Response	Asphodel-Norwood 2007	
Yes	1	20%
No	4	80%
	<b>5</b>	<b>100%</b>

**RB7. What are your top 3 suggestions for improving the retail business environment?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Repair or remove "eyesore" buildings	5	56%
More and better festivals and events	1	11%
More niche market specialty shops	1	11%
More restaurants and entertainment facilities	0	0%
More hotels/accommodations	4	44%
More and better signage	2	22%
Improved streetscape	6	67%
Uniform store hours	0	0%
Extended store hours	1	11%
Improved parking	1	11%
Focused downtown revitalization strategy	3	33%
Financial support to improve store front facades	2	22%
Retail gap analysis and recruitment program	1	11%
Other (Specify):	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

**RB10. What four community assets would you most like to see developed in your community?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Walking & bike trails	4	44%
Public parking	1	11%
Parks and/or green space	2	22%
Public cultural facilities - libraries, museums, entertainment centres	7	78%
Sports or recreation facilities	3	33%
Farmer's market	4	44%
Waterfront access marinas, boat landings	4	44%
Public washrooms conveniently located in the downtown	4	44%
Directional signs	5	56%
Other (Specify):	1	11%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

## Company Information

### C1. What is the legal form of this business?

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Corporation	2	22%
Sole Proprietorship	7	78%
Non-Profit Corporation	0	0%
Branch Plant	0	0%
Partnership	0	0%
Cooperative	0	0%
Other (Specify):	0	0%
	<b>9</b>	<b>100%</b>

### C2. Is this business a franchise?

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	1	11%
No	8	89%
	<b>9</b>	<b>100%</b>

**C3. What primary activity is conducted by your business?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
11 - Agriculture, Forestry, Fishing and Hunting	1	11%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	2	22%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	2	22%
45 - Retail Trade, (sporting goods, book, music, etc.)	2	22%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	1	11%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	1	11%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>9</b>	<b>100%</b>

**C5. Is the owner (or at least one of the owners) involved in the day-to-day operation of the business?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	9	100%
No	0	0%
	<b>9</b>	<b>100%</b>

**C6. Is the owner (or at least one of the owners) of the business a resident of the community?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	9	100%
No	0	0%
	<b>9</b>	<b>100%</b>

**C7. Where is the headquarters for the business?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Municipality	0	0%
Elsewhere in Ontario	0	0%
Outside of Ontario	0	0%
Outside of Canada	0	0%
	<b>0</b>	<b>100%</b>

**C8. How many years has this business been in operation in this community?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Less than 1 year	0	0%
1 to 3 years	3	33%
4 to 10 years	2	22%
11 to 25 years	2	22%
26 to 35 years	0	0%
Over 35 years	2	22%
	<b>9</b>	<b>100%</b>

**C9. Is this a family-owned business?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	7	78%
No	2	22%
	<b>9</b>	<b>100%</b>

**C10. Does the business have a succession plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	4	44%
No	5	56%
	<b>9</b>	<b>100%</b>

**C11. Does your business have a business plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	4	44%
No	5	56%
	<b>9</b>	<b>100%</b>

**C12. Does your business have a marketing plan?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	2	22%
No	7	78%
	<b>9</b>	<b>100%</b>

**C13. How many employees work at this location?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Owner(s)	5	63%
1 - 4	2	25%
5 - 9	0	0%
10 - 14	1	13%
15 - 19	0	0%
20 - 29	0	0%
30 - 49	0	0%
50 - 99	0	0%
100 - 299	0	0%
300 or more	0	0%
	<b>8</b>	<b>100%</b>

**C14. How many of these employees are... - Permanent Full Time**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	9	60%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	1	7%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	2	13%
45 - Retail Trade, (sporting goods, book, music, etc.)	2	13%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	1	7%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>15</b>	<b>100%</b>

**C14. How many of these employees are... - Permanent Part Time**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	1	100%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>1</b>	<b>100%</b>

**C14. How many of these employees are... - Seasonal/temporary**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	2	67%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	1	33%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>3</b>	<b>100%</b>

**C14. How many of these employees are... - *Spring***

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>0</b>	<b>100%</b>

**C14. How many of these employees are... - Summer**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>0</b>	<b>100%</b>

**C14. How many of these employees are... - *Fall***

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>0</b>	<b>100%</b>

**C14. How many of these employees are... - Winter**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	0	0%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>0</b>	<b>100%</b>

**C14. How many of these employees are... - Contract employees**

<b>Response</b>	<b>Count</b>	<b>Percent</b>
11 - Agriculture, Forestry, Fishing and Hunting	3	60%
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0%
22 - Utilities	0	0%
23 - Construction	0	0%
31 - Manufacturing, (food, beverage, etc.)	0	0%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	0	0%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	0	0%
45 - Retail Trade, (sporting goods, book, music, etc.)	0	0%
48 - Transportation and Warehousing, (air, rail, truck, etc.)	0	0%
49 - Transportation and Warehousing, (postal service, couriers, etc.)	0	0%
51 - Information	0	0%
52 - Finance and Insurance	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	0	0%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	0	0%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	0	0%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	2	40%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	<b>5</b>	<b>100%</b>

## Local Community

LC1a. Do you know of a business that would have an interest in locating in this community?

Response	Asphodel-Norwood 2007	
Yes	2	25%
No	6	75%
	<b>8</b>	<b>100%</b>

LC1b. Do you know of a business that would have an interest in locating in this community? - Would you be willing to provide the contact information for the business?

Response	Asphodel-Norwood 2007	
Yes	1	50%
No	1	50%
	<b>2</b>	<b>100%</b>

LC1d. Do you know of a business that would have an interest in locating in this community? - Would you be willing to contact this company on behalf of our community?

Response	Asphodel-Norwood 2007	
Yes	1	100%
No	0	0%
	<b>1</b>	<b>100%</b>

LC2. Would you be interested in participating in a Business Ambassador program for this community?

Response	Asphodel-Norwood 2007	
Yes	5	63%
No	3	38%
	<b>8</b>	<b>100%</b>

LC4a. As far as you know, does the local community have an economic development plan?

Response	Asphodel-Norwood 2007	
Yes	7	88%
No	1	13%
Don't know	0	0%
	<b>8</b>	<b>100%</b>

LC4b. As far as you know, does the local community have an economic development plan? - As far as you are concerned, is this plan being effectively implemented?

Response	Asphodel-Norwood 2007	
Yes	1	14%
No	3	43%
Don't know	3	43%
	<b>7</b>	<b>100%</b>

LC5a. In your opinion, does the local municipality take an adequate role in business and economic development in this community?

Response	Asphodel-Norwood 2007	
Yes	2	25%
No	5	63%
Unaware of what is being done	1	13%
	<b>8</b>	<b>100%</b>

**LC10. Please describe how local business associations and/or economic development offices could assist your business sector.**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Marketing seminars	6	67%
Access to capital seminars	6	67%
Trade shows	7	78%
Business networking sessions	6	67%
Export development programs and services	4	44%
Joint advertising and marketing	7	78%
Attraction of related supply & services businesses	3	33%
Workforce planning, employee training and attraction	3	33%
Identification of opportunities for shared use of buildings, infrastructure etc.	4	44%
Productivity improvement workshops	4	44%
Website development	6	67%
E-marketing	6	67%
Other (Specify):	2	22%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 9 companies responded to this question in the Asphodel-Norwood 2007 project.

# ASPHODEL-NORWOOD – Additional Comments

## BUSINESS CLIMATE – Asphodel-Norwood

**BC2c. In the past 3 years has your attitude about doing business in this community changed?**

**Explain your positive change in attitude.**

The formation of the Norwood-Asphodel Business Association and the Associations agenda.

DBIA is going to help me

Business owners formation of the business association.

**BC2d. In the past 3 years has your attitude about doing business in this community changed?**

**Explain your negative change in attitude.**

The nature of my business has changed, it's due to a change in the social climate.

Need more local community support for the business. It's more expensive to live here than we thought it to be.

**BC3b. What is your general impression of the Province of Ontario as a place in which to do business? Please Explain:**

No responses

**BC6. What are your specific recommendations to improve the local business climate?**

**[3]** Better public transit service, greyhound, taxi's.

Ministry of Transport should give more leeway to businesses regarding awnings and signs. Government websites should be accurate and up-to-date. Government should follow their own rules, Government website creating inconvenience with website because not updated and it's causing expenses to the business

Public transit financial support, no support from the local bank.

High Speed Internet

**BC8. What issue, if resolved, would have the greatest impact on the growth of your business?**

Banking, no competition and no support in this area.

A little vandalism, light fixtures broken at the end of the walk

## FUTURE PLANS – Asphodel-Norwood

**FP1b. Within the next 3 years, which of the following do you plan to undertake at this site?**

**Comments:**

In product line and location.

Relocating in order to expand and to have better access for clients.

Getting rid of non-paying clients. I need a holiday.

When the retail business environment improves in the downtown, we would like to move into a retail space. We would like financial assistance from the Municipal government.

**FP2b. Will the downsizing result in a reduced workforce? What assistance could be provided to prevent the downsizing of your business?**

Unpaid help

**FP3b. Do you plan to relocate this business within the next 3 years? If yes, when?**

No responses

**FP5. Why are you planning to relocate the business? Do not read list. Select all that apply. 'Other' Name:**

So I can expand and provide better access for clients.

To find a better customer base, a year round customer base, to move out of the rural setting

**FP7. What assistance, if any, could help to prevent the relocation of this business? Do not read list. Select all that apply. 'Other' Name:**

No responses

**FP11. Will your expansion lead to...Read list. Select all that apply. 'Other' Name:**

Expansion in product line and location

When retail environment improves in downtown, would like to move into retail space.

**FP14. How will this expansion be financed? Will it be...Read list. Select all that apply. 'Other' Name:**

Hopefully through the government

**FP16b. What are the reasons for closing this business? Do not read list. Select all that apply. Explain any of the above:**

No responses

**FP17. What assistance, if any, could help to prevent the closure of the business? Do not read list. Select all that apply. 'Other' Name:**

No responses

**BUSINESS DEVELOPMENT – Asphodel-Norwood**

**BD3. Where are the other locations for this business?**

Peterborough

**BD5. Why are you not completely satisfied with this site? Select all that apply. 'Other' Name:**

Lack of retail space downtown, deteriorated buildings.

**BD8b. Do you anticipate any problems in renewing the lease? Explain:**

No responses

**BD17. What products or services would you like to purchase locally that are now being purchased outside of the area?**

No responses

## LOCAL COMMUNITY – Asphodel-Norwood

### LC1c. Do you know of a business that would have an interest in locating in this community?

#### Comments:

Not until I ask her.

### LC3. Which new suppliers of products or services would you like to see added to this community?

(Local) home improvement lumber yard

Dry goods, shoes, clothing

High Speed Internet

Giant Tiger, place to purchase miscellaneous, clothes

Youth based Service, volunteer opportunity, eg. boys and girls club, Wellness Centre,

Small Department

More retail

Another Bank

Fast food for Youth equals employment or something like that

Recreational, eg. bowling alley

Home improvement centres

Bed and Breakfast

Arcade, small movie theatre

Closer lumber yard

### LC5b. In your opinion, does the local municipality take an adequate role in business and economic development in this community? Elaborate:

As a business association, we had to approach the township, they did not contact us. We pay taxes and there was nothing done to beautify the town, we have to pay to have signs.

We are always have Peterborough County rules pushed on Norwood, the local municipality should have control over zoning, etc.

Been contacted and invited, but seems to be centered around retail and Norwood.

There's something, but don't know what it is yet. (Economic Development)

That is why they had to form a business association.

We're working on it very hard.

That's why we formed the Asphodel-Norwood Business Association. Leaving slummy business building up is bad for business.

### LC6. List 3 of the community advantages as a place to do business.

Good location (cottagers, etc.)

Small town atmosphere

Intersection Highway #7 and #45

On the Highway

Taxes aren't extraordinary

Conservative community

We have nearly all we need

Business Association

Nice town (minimal crime, good standard of living)

Good flow of traffic on Highway #7

Friendly

Labour pool is reasonably cheap

Municipality is helpful

We help each other

Location in the cottage country

Good place to do business if you can market well.
Advantageous location for cottage country
I know everybody (small community)
Fairly good road access

**LC7. List 3 of the community disadvantages as a place to do business.**

Poor state of retail business buildings
Because of government rulings, being on the highway is a disadvantage
Participation by the people
Small
Limited skilled labour
Proximity to large community is a disadvantage to smaller ones.
Community businesses wait for cottagers (for business)
We have nothing to attract summer business
Lack of road signs
Lack of government involvement
Not enough money from Government to beautify town
People do not support the community
Taxes are high
Trucking distances to major centres.
Community is not buying local, going to Peterborough
We need something for kids, eg. skate park, downtown.
MTO removing signs, won't give permission and rips signs down
Lack of advertising of the community.
Government Red Tape: eg. zoning, etc.
Old buildings
No wellness factor, a place to park and adventure, not well self promoted, people don't stop
No rest area downtown.
Town looks slummy, warzone, along Highway #7

**LC8. What other comments about this community as a place in which to do business would you like to raise?**

I would like to see the government step forward to help municipality to beautify town, need federal government rules regarding messy properties in town entrances.
Good friendly town
We need something for kids, eg. skate park, downtown. No wellness factor, a place to park and adventure, not well self promoted, people don't stop
I would like to see wheelchair accessibility at every store.
Community has potential. I don't know where the tax money is being spent. Only thing that's good is the Norwood fair.

## RETAIL / SERVICE BUSINESS – Asphodel-Norwood

**RB3c. If Yes, please respond yes or no to the following statements about the Retail strategy or Plan: Elaborate upon any barriers you see to the successful implementation of the plan.**

Government involvement and assistance.

**RB4. Is there an organization or group that represents the interests of your commercial district? 'Other' Name:**

[3] Asphodel-Norwood Business Association

Cooperation of the council is not implemented

Trying to develop something

**RB6. Would your business benefit from any of the following programs or services? 'Other' Name:**

More grants for expansion

High speed instead of cable

**RB7. What are your top 3 suggestions for improving the retail business environment? 'Other' Name:**

No responses

**RB8. Are any of the following costs of operation a serious concern to the success of your business? Select one answer for each 'Other' Name:**

Coming up with money for marketing

Parking

**RB9. What four community assets would you most like to see developed in your community? 'Other' Name:**

Heritage District

## DOWNTOWN REVITALIZATION – Asphodel-Norwood

Retail Profile (RP) represented the following questions in the completed survey and as a result of ongoing changes and updates to the Provincial BR+E database, RP was later identified as Downtown Revitalization (DR).

<b>DR5d. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district? Please specify which events you participate in:</b>
Mill Pond Revitalization, Norwood Fair, Norwood Sidewalk Sale, Fishing Derby
Santa Clause Parade, Sidewalk Sale
All of them, Lions Club
Wacky Water Raft Races, Lions Club clean-up

<b>DR5d. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district? Please specify which events you support:</b>
Mill Pond Revitalization, Norwood Fair, Norwood Sidewalk Sale, Fishing Derby
Lions Club Events, Legion, Curling Club
Wacky Water Raft Races, Lions Club clean-up
Legion, Lioness Club
Lions Club

<b>DR5e. Do community events/festivals increase sales in your business? Please specify which events.</b>
Havelock Jamboree, Peterborough Exhibition, Buckhorn Wildlife Arts Festival.
Government regulations
Havelock Jamboree
Havelock Jamboree, Norwood Fair, Sidewalk Sale

<b>DR6g. Outside this community, name the top five communities where your customers come from:</b>
Southern Ontario
Hastings
Toronto
Norwood
Ottawa
Havelock
Peterborough
Central Ontario
Havelock
North Bay
Westwood
Toronto
Hastings
Hastings
North-Eastern Ontario
Peterborough

Tweed
Havelock
Durham Region
Campbellford
Havelock
U.S.A.
Campbellford
Campbellford
Warsaw
Outer Towns
Peterborough
Greater Toronto Area
Other provinces
Keene
Peterborough
Hastings
Peterborough
Westwood
U.S.A.

<b>DR8a. Please list six products and/or services that separate your business from your competition.</b>
Completely Unique Design
No competition
Lockout service
Service
Job Shop (cut by the hour)
I have no competition - I'm the only store
Restoration work
Hand carved
Keys by code
Pricing
Norwood Chair
Variety of Product Line
Hand crafted
Automotive Service
Quality
Norwood Swing
Pricing
Hand Painted
Residential Service
Location
Custom Arbours
Variety
Safes
Wishing wells
Availability
Keys
Norwood Benches

**DR8f. What is the main competitive edge of this business versus the competitors listed above?  
Select top two. 'Other' Name:**

Availability

no competition

**DR8f. What three existing downtown businesses/services complement this business the most?  
(Specify up to THREE businesses by name)**

Period Pieces

Liquor store prices push people to my business

Meljesnik

Home Hardware

Larry Electric

Parker Florist

Hardware Store

Period Pieces

Norwood Floral Design and Gifts

Antique stores

Peterborough Bearings

Norwood Flowers and Gifts

Parker Florist

Norwood Floral Design and Gifts

Grocery store

M&C Hydrolics

Harvest Cupboard

Simple Elegance

**DR8g. With this business in mind, what three additional businesses/services would you most like  
to see available downtown? (Specify up to THREE by name)**

Anything to do with Sport Fishing Industry.

Tim Hortons (to stop traffic)

Garden Centre

Financial Institutions

Lumber yard

More boutiques

Landscaping Services

Fabric Shop

Packaging company

Hotel (Accomodations)

Grocery Stores

**DR8h. Do you think the downtown can or should build on the current business mix and develop a cluster of stores/services offering related products to a similar market segment? If Yes, please specify:**

Anything to do with the cottage industry, fishing

Try to get the businesses together

As long as they enhance current busines

We could use a Tim Hortons

Only if government would work more with the businesses

**DR9. Where do customers to this business typically park? Select one. 'Other' Name:**

Mostly on the street, sharing with Church, back property

**DR9. Where do you and employees of this business typically park? Select one. 'Other' Name:**

Driveway

Garage, back property

**DR11. Is your establishment experiencing any of these particular issues? Select all that apply. 'Other' Name:**

Lack of customers

# ASPHODEL NORWOOD – 2007 Community Questions

## QUALITATIVE ANSWERS

### Q1a. What is the most common, positive comment you receive from your clients regarding the community?

They find it a lovely place to live, beautiful views, great landscape.

Nice quiet town, friendly

Slow pace

It's a nice area

People in business are very helpful. People really like the Norwood fair.

There aren't any

It's a nice place to live

Cozy little quaint town when we get rid of the eyesores.

### Q1b. What is the most common, negative comment you receive from your clients regarding the community?

Lack of government involvement. Lack of involvement and concern of building owners. Lack of civic pride, on behalf of building owners.

Storefront appearances aren't as nice as they could be, due to rules and regulations.

Nothing here, lack of support, no local support. Transporting customers outside of community. Government intervention.

Slow pace

Signage (poor or lack of)

Lack of parking

Lack of Sunday shopping and extended business hours needed.

Slummy buildings in the downtown core.

### Q2. If your operation is not currently *four-season*, what is the biggest challenges or obstacles that prevent you from expanding your business to operate all year long?

To have a heated shop, snowball effect is insurance - also aligns with hiring extra people

### Q3a. What type of business or event do you feel would benefit the existing businesses in your community?

Organization of the fishing derby, it would promote shopping in downtown.

Accommodation businesses, sport events

Fishing Derby

A general upturn in the economy. Trade Show

Some kind of a community event, social event, that would bring people to the community, an industry to hire lots of people

Major franchise, something like Tim Horton's in Havelock, or Dairy Queen, something with corporate backing: permanence, even some kind of manufacturing.

Sidewalk sale, farmers market

Midnight madness sale, fifty's festival, Government facility.

**CQ3b. Is there an event or festival that has a positive effect on your business? Please explain:**

Norwood Fair, it draws in people to provide a wider base of customers, provides free advertising and marketing. Havelock Jamboree, Preston Springs Bluegrass festival.

No, everything has failed.

Norwood fair, Havelock Jamboree, It draws more people into the area so that people know what businesses are available.

**CQ3c. Is there an event or festival that has a negative effect on your business? Please explain:**

No

Norwood fair, people park all over and take up my parking spaces

Havelock Jamboree, highway is plugged up and affects traffic

**CQ5b. How do you feel you are benefiting from these organizations?**

Collective responsibility and sense of pride with other business owners.

Don't think I am, ours just started.

Business contacts

I'm not

Networking

Norwood doesn't have a Chamber of Commerce, the Business Association is fledging, in it's new stages.

It is getting more people to know about me.

Businesses are getting together and promoting businesses and the town.

**CQ6. If yes, which ones?**

In the process.

Used a renovation grant because it's an old building. No, the programs actually cost money than saved money, so they aren't really an assistance.

Self-employment business program. They teach you marketing and accounting.

**CQ6. If no, why not?**

Don't know which one's are available

Because never qualified for them

Haven't found any that are applicable to our business.

didn't or don't know of any

No don't know of any that would.

Didn't classify as a business - Didn't get a loan/grant because I didn't have enough employees. Too tough regulations. eg. Labelling, permits, etc. PST- non-registered businesses are allowed to sell without tax and I am forced to.

**QUANTITATIVE ANSWERS**

**CQ4. Would you like to see consistency of store hours in your community?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	6	67%
No	3	33%
	<b>9</b>	<b>100%</b>

**CQ4. If yes, which days and/or times of day? - Monday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ4. If yes, which days and/or times of day? - Tuesday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ4. If yes, which days and/or times of day? - Wednesday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ4. If yes, which days and/or times of day? - Thursday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ4. If yes, which days and/or times of day? - Friday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ4. If yes, which days and/or times of day? - Saturday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ4. If yes, which days and/or times of day? - Sunday**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	50%
11:00 am to 1:00 pm	0	0%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	50%
Varies	0	0%
Closed	0	0%

**Please Note:**

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.

**CQ5a. Are you a member of a BIA, Chamber of Commerce and/or Business Association?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	5	56%
No	4	44%
	<b>9</b>	<b>100%</b>

**CQ5a. If yes, which one(s)?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
BIA	1	20%
Chamber of Commerce	1	20%
Business Association	2	40%
Other	1	20%

**Please Note:**

\* More than one response can be selected for this question.

\* Percentages are based on the number of companies and may not total 100%.

**CQ6. Has your business ever used government programs to assist its operations?**

<b>Response</b>	<b>Asphodel-Norwood 2007</b>	
Yes	3	33%
No	6	67%
	<b>9</b>	<b>100%</b>