

Business Retention & Expansion Project 2007

Retail / Service Sector



GREATER PETERBOROUGH AREA
ECONOMIC DEVELOPMENT CORPORATION



BUSINESS RETENTION AND EXPANSION

City of Peterborough

CITY OF PETERBOROUGH – 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?

Response	Count	Percent
Remain the Same	36	55%
Downsize	1	2%
Relocate	7	11%
Expand	19	29%
Close	3	5%

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%.
- * 66 companies responded to this question in the City of Peterborough 2007 project.

FP2a. Will the downsizing result in a reduced workforce?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

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

Response	Count	Percent
Yes	2	67%
No	0	0%
Exploring	1	33%
	3	100%

FP4. Where do you plan to relocate this business?

Response	Count	Percent
Within the Community	4	80%
Outside municipality but within County/District/Regional Municipality	0	0%
Elsewhere in Ontario	0	0%
Another Province	1	20%
Outside Canada	0	0%
	5	100%

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

Response	Count	Percent
Head office decision	0	0%
Inadequate facilities in terms of building space	3	43%
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):	5	71%

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%.
- * 7 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Nothing, decision is made	1	20%
Finding an appropriate site location	3	60%
Financing	1	20%
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):	3	60%

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%.
- * 5 companies responded to this question in the City of Peterborough 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.

Response	Count	Percent
Yes	2	100%
No	0	0%
	2	100%

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

Response	Count	Percent
Head office decision	0	0%
Facilities, e.g., buildings too small, too old, etc.	0	0%
Loss or change of customer/clients	1	50%
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	1	50%
Health/environmental regulations	0	0%
Unable to find purchaser	1	50%
Retirement	1	50%
Loss/or change of export/product mandate	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 City of Peterborough 2007 project.

FP17. What assistance, if any, could help to prevent the closure of the business? Do not read list. - Nothing, decision is made

Response	Count	Percent
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	1	50%
Export assistance	0	0%
Business planning	1	50%
Marketing	1	50%
Other	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 City of Peterborough 2007 project.

Request for Assistance

C10. Would you like assistance for a succession plan?

Response	Count	Percent
Request Assistance (Yes)	9	12%
Request Assistance (No)	25	33%

C11. Would you like assistance for a business plan?

Response	Count	Percent
Request Assistance (Yes)	9	12%
Request Assistance (No)	24	32%

C12. Would you like assistance for a marketing plan?

Response	Count	Percent
Request Assistance (Yes)	8	11%
Request Assistance (No)	23	31%

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

Response	Count	Percent
Request Assistance (Yes)	0	0%
Request Assistance (No)	0	0%

Request for Information

C10. Would you like information for a succession plan?

Response	Count	Percent
Request Information (Yes)	10	13%
Request Information (No)	25	33%

C11. Would you like information for a business plan?

Response	Count	Percent
Request Information (Yes)	11	15%
Request Information (No)	23	31%

C12. Would you like information for a marketing plan?

Response	Count	Percent
Request Information (Yes)	14	19%
Request Information (No)	18	24%

Business Climate and Community Assessment

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

Response	Count	Percent
Excellent	14	21%
Good	37	56%
Fair	14	21%
Poor	1	2%
	66	100%

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

Response	Count	Percent
Yes	18	28%
No	47	72%
	65	100%

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	Count	Percent
Yes	7	41%
No	10	59%
	17	100%

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	Count	Percent
Very satisfied	1	2%
Somewhat satisfied	12	20%
Somewhat dis-satisfied	20	33%
Very dis-satisfied	11	18%
No contact	16	27%
	60	100%

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	Count	Percent
Very satisfied	2	3%
Somewhat satisfied	19	32%
Somewhat dis-satisfied	13	22%
Very dis-satisfied	5	8%
No contact	20	34%
	59	100%

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	Count	Percent
Very satisfied	5	8%
Somewhat satisfied	25	42%
Somewhat dis-satisfied	24	40%
Very dis-satisfied	5	8%
No contact	1	2%
	60	100%

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

Response	Count	Percent
Very satisfied	17	28%
Somewhat satisfied	35	58%
Somewhat dis-satisfied	5	8%
Very dis-satisfied	1	2%
No contact	2	3%
	60	100%

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

Response	Count	Percent
Very satisfied	7	12%
Somewhat satisfied	40	67%
Somewhat dis-satisfied	11	18%
Very dis-satisfied	1	2%
No contact	1	2%
	60	100%

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

Response	Count	Percent
Very satisfied	0	0%
Somewhat satisfied	14	24%
Somewhat dis-satisfied	27	46%
Very dis-satisfied	18	31%
No contact	0	0%
	59	100%

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

Response	Count	Percent
Very satisfied	3	5%
Somewhat satisfied	22	37%
Somewhat dis-satisfied	22	37%
Very dis-satisfied	12	20%
No contact	1	2%
	60	100%

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

Response	Count	Percent
Very satisfied	10	17%
Somewhat satisfied	33	57%
Somewhat dis-satisfied	10	17%
Very dis-satisfied	4	7%
No contact	1	2%
	58	100%

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

Response	Count	Percent
Very satisfied	3	5%
Somewhat satisfied	22	38%
Somewhat dis-satisfied	13	22%
Very dis-satisfied	9	16%
No contact	11	19%
	58	100%

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	Count	Percent
Excellent	3	5%
Good	23	38%
Fair	24	39%
Poor	11	18%
	61	100%

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	Count	Percent
Excellent	0	0%
Good	37	54%
Fair	27	40%
Poor	4	6%
	68	100%

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	Count	Percent
Excellent	0	0%
Good	23	42%
Fair	27	49%
Poor	5	9%
	55	100%

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	Count	Percent
Excellent	1	2%
Good	25	45%
Fair	21	38%
Poor	9	16%
	56	100%

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	Count	Percent
Excellent	1	2%
Good	12	28%
Fair	17	40%
Poor	13	30%
	43	100%

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	Count	Percent
Excellent	1	2%
Good	16	31%
Fair	28	54%
Poor	7	13%
	52	100%

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	Count	Percent
Excellent	1	2%
Good	14	27%
Fair	27	53%
Poor	9	18%
	51	100%

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	Count	Percent
Excellent	1	2%
Good	14	25%
Fair	24	42%
Poor	18	32%
	57	100%

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	Count	Percent
Excellent	0	0%
Good	13	30%
Fair	18	41%
Poor	13	30%
	44	100%

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	Count	Percent
Excellent	8	13%
Good	39	62%
Fair	13	21%
Poor	3	5%
	63	100%

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	Count	Percent
Excellent	9	13%
Good	37	55%
Fair	20	30%
Poor	1	1%
	67	100%

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	Count	Percent
Excellent	6	9%
Good	27	40%
Fair	26	39%
Poor	8	12%
	67	100%

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	Count	Percent
Excellent	0	0%
Good	9	15%
Fair	27	44%
Poor	26	42%
	62	100%

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	Count	Percent
Excellent	28	41%
Good	35	51%
Fair	4	6%
Poor	1	1%
	68	100%

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	Count	Percent
Excellent	9	15%
Good	22	37%
Fair	13	22%
Poor	15	25%
	59	100%

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	Count	Percent
Excellent	0	0%
Good	4	15%
Fair	19	70%
Poor	4	15%
	27	100%

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	Count	Percent
Excellent	1	2%
Good	10	19%
Fair	20	38%
Poor	22	42%
	53	100%

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	Count	Percent
Excellent	6	10%
Good	31	49%
Fair	21	33%
Poor	5	8%
	63	100%

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	Count	Percent
Excellent	9	14%
Good	40	61%
Fair	14	21%
Poor	3	5%
	66	100%

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	Count	Percent
Excellent	0	0%
Good	16	33%
Fair	17	35%
Poor	16	33%
	49	100%

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	Count	Percent
Excellent	8	14%
Good	32	56%
Fair	12	21%
Poor	5	9%
	57	100%

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	Count	Percent
Excellent	2	3%
Good	33	50%
Fair	26	39%
Poor	5	8%
	66	100%

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	Count	Percent
Excellent	1	3%
Good	22	55%
Fair	11	28%
Poor	6	15%
	40	100%

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	Count	Percent
Excellent	3	6%
Good	25	50%
Fair	14	28%
Poor	8	16%
	50	100%

Site Satisfaction

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

Response	Count	Percent
Completely satisfied	34	45%
Somewhat satisfied	37	49%
Somewhat dissatisfied	4	5%
Very dissatisfied	0	0%
	75	100%

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

Response	Count	Percent
Site is too small	15	38%
Site is too large	1	3%
No opportunity for expansion	16	40%
Condition of building	5	13%
General appearance of site	6	15%
Utilities/energy, that is the type, level or quantity available	2	5%
Location is inconvenient for customers	8	20%
Access to research and development in the area	0	0%
Availability of skilled labour	2	5%
Availability of unskilled labour	0	0%
Location is inconvenient for employees	1	3%
Roads & highway system	1	3%
Trucking & distribution	1	3%
Public transit	0	0%
Policing/security/fire protection	2	5%
Business taxes	9	23%
Community business support	3	8%
General appearance of community	1	3%
Other (Specify):	13	33%

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%.
- * 40 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	4	10%
No	37	90%
	41	100%

BD1. Is this business location the only location?

Response	Count	Percent
Yes	68	91%
No	7	9%
	75	100%

BD2. Is this location the headquarters?

Response	Count	Percent
Yes	3	43%
No	4	57%
	7	100%

BD3. Where are the other locations for this business?

Response	Count	Percent
This municipality (Specify):	3	43%
Outside this municipality but in county/district/regional municipality (Specify):	3	43%
Elsewhere in Ontario (Specify):	1	14%
Another Province (Specify):	1	14%
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%.
- * 7 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	8	11%
No	64	89%
	72	100%

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

Response	Count	Percent
Own	25	37%
Lease	42	63%
	67	100%

BD7. When does the lease expire?

Response	Count	Percent
Month to month	10	24%
This calendar year	5	12%
Next year	7	17%
In 2 to 3 years	10	24%
Over 3 years from now	9	22%
	41	100%

Business Expansion and Sales Trends

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

Response	Count	Percent
Remain the Same	36	55%
Downsize	1	2%
Relocate	7	11%
Expand	19	29%
Close	3	5%

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%.
- * 66 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

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

Response	Count	Percent
Yes	2	100%
No	0	0%
	2	100%

FP10. Is your expansion plan based on innovation?

Response	Count	Percent
Yes	0	0%
No	0	0%
	0	100%

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

Response	Count	Percent
An increase in work force	3	18%
An increase in floor space	2	12%
Additional product line(s)	6	35%
Additional services for customers	3	18%
Additional investment in equipment and technology	2	12%
Importing goods or services to Canada	0	0%
An increase in export of goods or services	0	0%
Process improvements	1	6%
An increase in demand for skills training	1	6%
Other (Specify):	7	41%

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%.
- * 17 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	1	100%
No	0	0%
	1	100%

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

Response	Count	Percent
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	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 City of Peterborough 2007 project.

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

Response	Count	Percent
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):	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 City of Peterborough 2007 project.

Barriers / Difficulties to Business Development

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

Response	Count	Percent
Yes	1	100%
No	0	0%
	1	100%

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

Response	Count	Percent
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	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 City of Peterborough 2007 project.

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

Response	Count	Percent
Completely satisfied	34	45%
Somewhat satisfied	37	49%
Somewhat dissatisfied	4	5%
Very dissatisfied	0	0%
	75	100%

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	Count	Percent
Yes	32	49%
No	33	51%
	65	100%

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	Count	Percent
Yes	25	42%
No	34	58%
	59	100%

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	Count	Percent
Yes	26	41%
No	38	59%
	64	100%

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	Count	Percent
Yes	19	31%
No	43	69%
	62	100%

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	Count	Percent
Yes	37	60%
No	25	40%
	62	100%

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	Count	Percent
Yes	39	61%
No	25	39%
	64	100%

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	Count	Percent
Yes	16	94%
No	1	6%
	17	100%

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	3	5%
1 – 5 years	19	30%
6 – 10 years	12	19%
11 -20 years	16	25%
Over 20 years	14	22%
	64	100%

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

Response	Count	Average
Sales Space	192,444	3,318
Office Space	22,342	385

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	8	13%
\$50,000 - \$100,000	14	23%
\$100,000 - \$250,000	13	22%
\$250,000 – 500,000	8	13%
\$500,000- \$1,000,000	5	8%
over \$1,000,000	12	20%
	60	100%

DR4b. Please indicate the percentage of activity that is:

Response	Average Percent
Foot traffic	54%
Telephone based	33%
Internet based	7%
Other	6%

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

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

Response	Count	Percent
Less than 100	40	63%
100 – 500	15	24%
500 – 1000	1	2%
Over 1000	2	3%
None	5	8%
	63	100%

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

Response	Count	Percent
Sunday	0	0%
Monday	8	13%
Tuesday	2	3%
Wednesday	0	0%
Thursday	4	6%
Friday	4	6%
Saturday	12	19%
Varies	34	53%
	64	100%

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	5%
11:00 a.m. - 1:00 p.m.	4	21%
1:00 p.m. - 5:00 p.m.	10	53%
After 5:00 p.m.	0	0%
Varies	3	16%
Closed	5	26%

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%.
- * 19 companies responded to this question in the City of Peterborough 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.	21	40%
11:00 a.m. - 1:00 p.m.	8	15%
1:00 p.m. - 5:00 p.m.	21	40%
After 5:00 p.m.	2	4%
Varies	12	23%
Closed	7	13%

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%.
- * 53 companies responded to this question in the City of Peterborough 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.	19	35%
11:00 a.m. - 1:00 p.m.	13	24%
1:00 p.m. - 5:00 p.m.	22	40%
After 5:00 p.m.	3	5%
Varies	12	22%
Closed	6	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%.
- * 55 companies responded to this question in the City of Peterborough 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.	19	34%
11:00 a.m. - 1:00 p.m.	12	21%
1:00 p.m. - 5:00 p.m.	23	41%
After 5:00 p.m.	4	7%
Varies	12	21%
Closed	7	13%

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%.
- * 56 companies responded to this question in the City of Peterborough 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.	18	32%
11:00 a.m. - 1:00 p.m.	12	21%
1:00 p.m. - 5:00 p.m.	24	43%
After 5:00 p.m.	4	7%
Varies	12	21%
Closed	7	13%

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%.
- * 56 companies responded to this question in the City of Peterborough 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.	19	33%
11:00 a.m. - 1:00 p.m.	11	19%
1:00 p.m. - 5:00 p.m.	26	46%
After 5:00 p.m.	5	9%
Varies	12	21%
Closed	6	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%.
- * 57 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Before 8:00 a.m.	0	0%
8:00 a.m. - 11:00 a.m.	8	19%
11:00 a.m. - 1:00 p.m.	13	31%
1:00 p.m. - 5:00 p.m.	21	50%
After 5:00 p.m.	4	10%
Varies	7	17%
Closed	4	10%

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%.
- * 42 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
January	6	10%
February	5	8%
March	4	7%
April	11	18%
May	18	30%
June	20	33%
July	19	32%
August	15	25%
September	19	32%
October	17	28%
November	19	32%
December	27	45%

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%.
- * 60 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	34	52%
No	32	48%
	66	100%

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

Response	Count	Percent
January	9	26%
February	12	35%
March	6	18%
April	10	29%
May	18	53%
June	9	26%
July	10	29%
August	3	9%
September	17	50%
October	14	41%
November	11	32%
December	13	38%

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%.
- * 34 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	38	62%
No	23	38%
	61	100%

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

Response	Count	Percent
Yes	22	36%
No	39	64%
	61	100%

DR6a. Gender:

Response	Count	Percent
Male	23	35%
Female	36	55%
No distinction	6	9%
	65	100%

DR6b. Do you have specific target markets?

Response	Count	Percent
Yes	32	50%
No	32	50%
	64	100%

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

Response	Count	Percent
1	5	23%
2	4	18%
3	2	9%
4	11	50%
project:	22	100%

* 22 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	5	19%
2	14	52%
3	6	22%
4	2	7%
project:	27	100%

* 27 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	16	62%
2	2	8%
3	7	27%
4	1	4%
project:	26	100%

* 26 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	1	4%
2	5	22%
3	10	43%
4	7	30%
project:	23	100%

* 23 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	6	25%
2	2	8%
3	7	29%
4	9	38%
project:	24	100%

* 24 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	6	21%
2	16	57%
3	5	18%
4	1	4%
project:	28	100%

* 28 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	13	46%
2	8	29%
3	7	25%
4	0	0%
project:	28	100%

* 28 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	2	8%
2	2	8%
3	8	32%
4	13	52%
project:	25	100%

* 25 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	2	9%
2	5	23%
3	9	41%
4	6	27%
project:	22	100%

* 22 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	10	45%
2	7	32%
3	5	23%
4	0	0%
project:	22	100%

* 22 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	10	43%
2	9	39%
3	3	13%
4	1	4%
project:	23	100%

* 23 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	1	5%
2	2	10%
3	4	20%
4	13	65%
project:	20	100%

* 20 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	2	8%
2	17	68%
3	1	4%
4	5	20%
project:	25	100%

* 25 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	23	82%
2	4	14%
3	1	4%
4	0	0%
project:	28	100%

* 28 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	0	0%
2	2	9%
3	9	41%
4	11	50%
project:	22	100%

* 22 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	2	8%
2	4	16%
3	12	48%
4	7	28%
project:	25	100%

* 25 companies responded to this question in the City of Peterborough 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	17	71%
3	1	4%
4	6	25%
project:	24	100%

* 24 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	23	85%
2	2	7%
3	2	7%
4	0	0%
project:	27	100%

* 27 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	2	9%
2	2	9%
3	7	30%
4	12	52%
project:	23	100%

* 23 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	3	12%
2	4	16%
3	12	48%
4	6	24%
project:	25	100%

* 25 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	4	17%
2	9	39%
3	2	9%
4	8	35%
project:	23	100%

* 23 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	16	70%
2	4	17%
3	1	4%
4	2	9%
project:	23	100%

* 23 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	1	5%
2	6	27%
3	10	45%
4	5	23%
project:	22	100%

* 22 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
1	4	17%
2	4	17%
3	10	42%
4	6	25%
project:	24	100%

* 24 companies responded to this question in the City of Peterborough 2007 project.

DR6e. Do you track where your customers are from?

Response	Count	Percent
Yes	39	59%
No	27	41%
	66	100%

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

Response	Count	Percent
Postal Code	10	29%
Telephone Number	5	14%
Other	20	57%
	35	100%

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% +	1	2%
50 - 75%	0	0%
25% - 50%	6	11%
10% - 25%	11	19%
Under 10%	39	68%
	57	100%

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%	4	8%
25% - 50%	7	13%
10% - 25%	26	49%
Under 10%	16	30%
	53	100%

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% +	5	9%
50% - 75%	10	17%
25% - 50%	21	36%
10% - 25%	18	31%
Under 10%	4	7%
	58	100%

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% +	2	4%
50% - 75%	12	21%
25% - 50%	16	28%
10% - 25%	19	33%
Under 10%	8	14%
	57	100%

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% +	6	10%
50% - 75%	6	10%
25% - 50%	6	10%
10% - 25%	22	37%
Under 10%	19	32%
	59	100%

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

Response	Count	Percent
Location	17	27%
Price	12	19%
Selection	11	17%
Service	45	71%
Hours	5	8%
Quality	34	54%
Name Brands	4	6%
Other (Specify):	1	2%

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%.
- * 63 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Low-end	4	6%
Average - Mid-point	25	40%
High-end	11	18%
All price points	22	35%
	62	100%

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

Response	Count	Percent
Yes	15	25%
No	44	75%
	59	100%

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

Response	Count	Percent
Yes	34	55%
No	28	45%
	62	100%

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

Response	Count	Percent
Yes	19	33%
No	39	67%
	58	100%

DR8e. Who are your toughest competitors? - *National Franchises*

Response	Count	Percent
Yes	36	60%
No	24	40%
	60	100%

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

Response	Count	Percent
Yes	32	54%
No	27	46%
	59	100%

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

Response	Count	Percent
Yes	12	21%
No	44	79%
	56	100%

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?

Response	Count	Percent
Yes	17	36%
No	30	64%
	47	100%

DR9a. Where do customers to this business typically park?

Response	Count	Percent
On the street right in closest available spot	21	36%
In a municipal/public parking lot	3	5%
In a customer parking lot you own or rent. How may spaces available?	35	59%
Other (Specify):	0	0%
	59	100%

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

Response	Count	Average
How many spaces available?	675	20

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

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

Response	Count	Percent
On the street in closest available spot	4	7%
In a municipal/public parking lot	4	7%
In a customer parking lot you own or rent. How may spaces available?	47	78%
Other (Specify):	5	8%
	60	100%

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

Response	Count	Average
How many spaces available?	513	12

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?

Response	Count	Percent
Yes	10	16%
No	14	23%
Don't know	38	61%
	62	100%

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

Response	Count	Percent
Development Charges Exemptions	3	75%
Development Application Fee Exemptions	3	75%
Sign Permit Exemption	3	75%
Building Permit Fee Exemption	3	75%
Grants and Loans - Design Assistance	3	75%
Grants and Loans - Building facade program	1	25%
Residential conversion	2	50%
Building rehabilitation	2	50%
Brownfield redevelopment assistance	1	25%
Brownfield Tax Increment Financing Program	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 City of Peterborough 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	1	20%
Plan to Apply	0	0%
Won't Apply	3	60%
Don't Know	1	20%
	5	100%

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	1	20%
Plan to Apply	0	0%
Won't Apply	3	60%
Don't Know	1	20%
	5	100%

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	20%
Plan to Apply	0	0%
Won't Apply	2	40%
Don't Know	2	40%
	5	100%

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	2	40%
Plan to Apply	0	0%
Won't Apply	2	40%
Don't Know	1	20%
	5	100%

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	1	25%
Have Not Used	1	25%
Plan to Apply	0	0%
Won't Apply	1	25%
Don't Know	1	25%
	4	100%

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	0	0%
Plan to Apply	0	0%
Won't Apply	2	67%
Don't Know	1	33%
	3	100%

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	0	0%
Have Not Used	1	25%
Plan to Apply	0	0%
Won't Apply	1	25%
Don't Know	2	50%
	4	100%

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	0	0%
Have Not Used	1	25%
Plan to Apply	0	0%
Won't Apply	2	50%
Don't Know	1	25%
	4	100%

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	1	33%
Don't Know	2	67%
	3	100%

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

Response	Count	Percent
Have Used	0	0%
Have Not Used	0	0%
Plan to Apply	0	0%
Won't Apply	1	33%
Don't Know	2	67%
	3	100%

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

Response	Count	Percent
Accessibility	5	8%
Number of parking spaces	7	11%
Location of parking spaces	4	6%
Availability of parking spaces	6	10%
Parking enforcement	10	16%
Storefront appearance / window displays / signage	11	18%
Vagrancy, panhandling	15	24%
Vandalism, graffiti and litter	25	40%
Shop lifting	9	15%
Loitering	10	16%
Public safety services (lighting, security, police presence, etc)	11	18%
No issues	18	29%
Other (Specify):	8	13%

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%.
- * 62 companies responded to this question in the City of Peterborough 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	43	67%
Somewhat Agree	17	27%
Somewhat Disagree	3	5%
Strongly Disagree	1	2%
	64	100%

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	36	56%
Somewhat Agree	22	34%
Somewhat Disagree	3	5%
Strongly Disagree	3	5%
	64	100%

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	7	12%
Somewhat Agree	32	54%
Somewhat Disagree	16	27%
Strongly Disagree	4	7%
	59	100%

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	5	8%
Somewhat Agree	24	38%
Somewhat Disagree	25	39%
Strongly Disagree	10	16%
	64	100%

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	5	8%
Somewhat Agree	34	57%
Somewhat Disagree	17	28%
Strongly Disagree	4	7%
	60	100%

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	11	17%
Somewhat Agree	30	48%
Somewhat Disagree	17	27%
Strongly Disagree	5	8%
	63	100%

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	19	31%
Somewhat Agree	37	60%
Somewhat Disagree	4	6%
Strongly Disagree	2	3%
	62	100%

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	5	9%
Somewhat Agree	20	34%
Somewhat Disagree	22	38%
Strongly Disagree	11	19%
	58	100%

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	10	17%
Somewhat Agree	26	43%
Somewhat Disagree	13	22%
Strongly Disagree	11	18%
	60	100%

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	19	33%
Somewhat Agree	22	38%
Somewhat Disagree	8	14%
Strongly Disagree	9	16%
	58	100%

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	22	35%
Somewhat Agree	33	53%
Somewhat Disagree	7	11%
Strongly Disagree	0	0%
	62	100%

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	46	74%
Somewhat Agree	14	23%
Somewhat Disagree	1	2%
Strongly Disagree	1	2%
	62	100%

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	6	10%
Somewhat Agree	27	44%
Somewhat Disagree	17	28%
Strongly Disagree	11	18%
	61	100%

Retail / Service Business

RB1. Are you located in an identifiable commercial district?

Response	Count	Percent
Yes	55	81%
No	13	19%
	68	100%

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

Response	Count	Percent
Downtown	22	42%
Highway/commercial strip plaza	7	13%
Regional shopping mall	0	0%
Other principle shopping street	9	17%
Power centre/big box new format retail	0	0%
Tourist area/destination	0	0%
Neighbourhood commercial	10	19%
Industrial Park	5	10%

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%.
- * 52 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Yes	13	19%
No	20	29%
Don't know	35	51%
	68	100%

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	Count	Percent
Yes	5	45%
No	4	36%
Don't know	2	18%
	11	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	Count	Percent
Yes	6	55%
No	3	27%
Don't Know	2	18%
	11	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	Count	Percent
Yes	3	27%
No	5	45%
Don't Know	3	27%
	11	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	Count	Percent
Yes	1	10%
No	5	50%
Don't Know	4	40%
	10	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	Count	Percent
Yes	5	45%
No	1	9%
Don't Know	5	45%
	11	100%

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

Response	Count	Percent
Business Improvement Area Association	20	42%
Development Corporation or Board of Management	1	2%
Chamber of Commerce	24	50%
Committee of Council	3	6%
Ratepayers Association	0	0%
Other (Specify):	13	27%

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%.
- * 48 companies responded to this question in the City of Peterborough 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	Count	Percent
Excellent	4	7%
Good	15	26%
Fair	17	30%
Needs Improving	21	37%
	57	100%

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

Response	Count	Percent
Excellent	1	2%
Good	19	34%
Fair	15	27%
Needs Improving	21	38%
	56	100%

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

Response	Count	Percent
Excellent	2	3%
Good	18	31%
Fair	18	31%
Needs Improving	20	34%
	58	100%

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

Response	Count	Percent
Excellent	3	5%
Good	11	19%
Fair	21	36%
Needs Improving	24	41%
	59	100%

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

Response	Count	Percent
Excellent	5	8%
Good	28	44%
Fair	15	23%
Needs Improving	16	25%
	64	100%

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

Response	Count	Percent
Excellent	8	12%
Good	36	53%
Fair	16	24%
Needs Improving	8	12%
	68	100%

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

Response	Count	Percent
Excellent	3	5%
Good	33	52%
Fair	16	25%
Needs Improving	12	19%
	64	100%

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

Response	Count	Percent
Excellent	2	3%
Good	27	44%
Fair	17	28%
Needs Improving	15	25%
	61	100%

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

Response	Count	Percent
Excellent	9	14%
Good	31	49%
Fair	12	19%
Needs Improving	11	17%
	63	100%

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

Response	Count	Percent
Excellent	6	10%
Good	23	39%
Fair	18	31%
Needs Improving	12	20%
	59	100%

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

Response	Count	Percent
Excellent	2	4%
Good	27	49%
Fair	14	25%
Needs Improving	12	22%
	55	100%

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

Response	Count	Percent
Excellent	2	3%
Good	21	36%
Fair	15	26%
Needs Improving	20	34%
	58	100%

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

Response	Count	Percent
Excellent	0	0%
Good	18	32%
Fair	17	30%
Needs Improving	22	39%
	57	100%

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

Response	Count	Percent
Excellent	1	2%
Good	18	33%
Fair	13	24%
Needs Improving	22	41%
	54	100%

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

Response	Count	Percent
Excellent	4	6%
Good	26	42%
Fair	18	29%
Needs Improving	14	23%
	62	100%

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

Response	Count	Percent
Excellent	3	5%
Good	21	36%
Fair	21	36%
Needs Improving	13	22%
	58	100%

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

Response	Count	Percent
Excellent	1	2%
Good	29	48%
Fair	17	28%
Needs Improving	14	23%
	61	100%

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

Response	Count	Percent
Excellent	2	3%
Good	12	21%
Fair	15	26%
Needs Improving	29	50%
	58	100%

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

Response	Count	Percent
Excellent	2	3%
Good	12	20%
Fair	17	29%
Needs Improving	28	47%
	59	100%

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	Count	Percent
Excellent	3	5%
Good	16	26%
Fair	11	18%
Needs Improving	31	51%
	61	100%

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

Response	Count	Percent
Excellent	3	5%
Good	22	39%
Fair	18	32%
Needs Improving	13	23%
	56	100%

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

Response	Count	Percent
Excellent	3	5%
Good	37	60%
Fair	14	23%
Needs Improving	8	13%
	62	100%

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	Count	Percent
Excellent	2	3%
Good	32	55%
Fair	20	34%
Needs Improving	4	7%
	58	100%

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

Response	Count	Percent
Excellent	0	0%
Good	21	38%
Fair	20	36%
Needs Improving	14	25%
	55	100%

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

Response	Count	Percent
Excellent	2	4%
Good	21	38%
Fair	18	32%
Needs Improving	15	27%
	56	100%

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

Response	Count	Percent
Excellent	2	3%
Good	26	43%
Fair	19	32%
Needs Improving	13	22%
	60	100%

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

Response	Count	Percent
Excellent	2	4%
Good	16	31%
Fair	20	39%
Needs Improving	13	25%
	51	100%

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

Response	Count	Percent
Excellent	1	2%
Good	17	32%
Fair	15	28%
Needs Improving	20	38%
	53	100%

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

Response	Count	Percent
Yes	18	29%
No	45	71%
	63	100%

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

Response	Count	Percent
Yes	46	70%
No	20	30%
	66	100%

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

Response	Count	Percent
Yes	44	70%
No	19	30%
	63	100%

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

Response	Count	Percent
Yes	36	55%
No	29	45%
	65	100%

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

Response	Count	Percent
Yes	33	54%
No	28	46%
	61	100%

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

Response	Count	Percent
Yes	34	55%
No	28	45%
	62	100%

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

Response	Count	Percent
Yes	46	70%
No	20	30%
	66	100%

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

Response	Count	Percent
Yes	26	41%
No	38	59%
	64	100%

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

Response	Count	Percent
Yes	29	45%
No	35	55%
	64	100%

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

Response	Count	Percent
Yes	43	67%
No	21	33%
	64	100%

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

Response	Count	Percent
Yes	26	41%
No	37	59%
	63	100%

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

Response	Count	Percent
Yes	39	62%
No	24	38%
	63	100%

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

Response	Count	Percent
Yes	21	33%
No	42	67%
	63	100%

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

Response	Count	Percent
Yes	24	38%
No	40	63%
	64	100%

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

Response	Count	Percent
Yes	26	41%
No	37	59%
	63	100%

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

Response	Count	Percent
Yes	3	100%
No	0	0%
	3	100%

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

Response	Count	Percent
Repair or remove "eyesore" buildings	26	42%
More and better festivals and events	17	27%
More niche market specialty shops	15	24%
More restaurants and entertainment facilities	7	11%
More hotels/accommodations	10	16%
More and better signage	10	16%
Improved streetscape	13	21%
Uniform store hours	5	8%
Extended store hours	5	8%
Improved parking	13	21%
Focused downtown revitalization strategy	19	31%
Financial support to improve store front facades	11	18%
Retail gap analysis and recruitment program	8	13%
Other (Specify):	5	8%

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%.
- * 62 companies responded to this question in the City of Peterborough 2007 project.

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

Response	Count	Percent
Walking & bike trails	30	46%
Public parking	25	38%
Parks and/or green space	23	35%
Public cultural facilities - libraries, museums, entertainment centres	26	40%
Sports or recreation facilities	11	17%
Farmer's market	31	48%
Waterfront access marinas, boat landings	18	28%
Public washrooms conveniently located in the downtown	23	35%
Directional signs	21	32%
Other (Specify):	19	29%

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%.
- * 65 companies responded to this question in the City of Peterborough 2007 project.

Company Information

C1. What is the legal form of this business?

Response	Count	Percent
Corporation	28	37%
Sole Proprietorship	36	48%
Non-Profit Corporation	4	5%
Branch Plant	0	0%
Partnership	7	9%
Cooperative	0	0%
Other (Specify):	0	0%
	75	100%

C2. Is this business a franchise?

Response	Count	Percent
Yes	8	11%
No	67	89%
	75	100%

C3. What primary activity is conducted by your business?

Response	Count	Percent
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.)	1	1%
32 - Manufacturing, (wood, paper, etc.)	1	1%
33 - Manufacturing, (primary and fabricated metal, etc.)	3	4%
42 - Wholesale Trade	2	3%
44 - Retail Trade, (motor vehicle, furniture, etc.)	32	43%
45 - Retail Trade, (sporting goods, book, music, etc.)	17	23%
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	2	3%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	1	1%
62 - Health Care and Social Assistance	2	3%
71 - Arts, Entertainment, and Recreation	4	5%
72 - Accommodation and Food Services	1	1%
81 - Other Services (except Public Administration)	9	12%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	75	100%

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

Response	Count	Percent
Yes	71	97%
No	2	3%
	73	100%

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

Response	Count	Percent
Yes	60	85%
No	11	15%
	71	100%

C7. Where is the headquarters for the business?

Response	Count	Percent
Municipality	0	0%
Elsewhere in Ontario	0	0%
Outside of Ontario	0	0%
Outside of Canada	0	0%
	0	100%

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

Response	Count	Percent
Less than 1 year	3	4%
1 to 3 years	6	8%
4 to 10 years	17	23%
11 to 25 years	27	36%
26 to 35 years	10	14%
Over 35 years	11	15%
	74	100%

C9. Is this a family-owned business?

Response	Count	Percent
Yes	51	70%
No	22	30%
	73	100%

C10. Does the business have a succession plan?

Response	Count	Percent
Yes	23	33%
No	46	67%
	69	100%

C11. Does your business have a business plan?

Response	Count	Percent
Yes	27	38%
No	44	62%
	71	100%

C12. Does your business have a marketing plan?

Response	Count	Percent
Yes	30	41%
No	43	59%
	73	100%

C13. How many employees work at this location?

Response	Count	Percent
Owner(s)	10	14%
1 - 4	35	48%
5 - 9	10	14%
10 - 14	8	11%
15 - 19	3	4%
20 - 29	3	4%
30 - 49	1	1%
50 - 99	2	3%
100 - 299	1	1%
300 or more	0	0%
	73	100%

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

Response	Count	Percent
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.)	3	< 1%
32 - Manufacturing, (wood, paper, etc.)	10	2%
33 - Manufacturing, (primary and fabricated metal, etc.)	21	5%
42 - Wholesale Trade	2	< 1%
44 - Retail Trade, (motor vehicle, furniture, etc.)	251	60%
45 - Retail Trade, (sporting goods, book, music, etc.)	25	6%
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	2	< 1%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	6	1%
62 - Health Care and Social Assistance	61	15%
71 - Arts, Entertainment, and Recreation	7	2%
72 - Accommodation and Food Services	2	< 1%
81 - Other Services (except Public Administration)	25	6%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	415	100%

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

Response	Count	Percent
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.)	2	1%
42 - Wholesale Trade	4	2%
44 - Retail Trade, (motor vehicle, furniture, etc.)	44	26%
45 - Retail Trade, (sporting goods, book, music, etc.)	8	5%
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	2	1%
62 - Health Care and Social Assistance	70	41%
71 - Arts, Entertainment, and Recreation	7	4%
72 - Accommodation and Food Services	12	7%
81 - Other Services (except Public Administration)	20	12%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	169	100%

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

Response	Count	Percent
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.)	3	17%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	7	39%
45 - Retail Trade, (sporting goods, book, music, etc.)	4	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	0	0%
53 - Real Estate and Rental and Leasing	0	0%
54 - Professional, Scientific, and Technical Services	1	6%
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	3	17%
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%
	18	100%

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

Response	Count	Percent
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.)	7	100%
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%
	7	100%

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

Response	Count	Percent
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.)	11	92%
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	1	8%
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%
	12	100%

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

Response	Count	Percent
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.)	7	88%
45 - Retail Trade, (sporting goods, book, music, etc.)	1	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)	0	0%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	8	100%

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

Response	Count	Percent
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.)	7	50%
45 - Retail Trade, (sporting goods, book, music, etc.)	4	29%
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)	3	21%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	14	100%

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

Response	Count	Percent
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.)	2	6%
32 - Manufacturing, (wood, paper, etc.)	0	0%
33 - Manufacturing, (primary and fabricated metal, etc.)	1	3%
42 - Wholesale Trade	0	0%
44 - Retail Trade, (motor vehicle, furniture, etc.)	22	63%
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	2	6%
55 - Management of Companies and Enterprises	0	0%
56 - Administrative and Support and Waste Management and Remediation Services	0	0%
61 - Educational Services	4	11%
62 - Health Care and Social Assistance	0	0%
71 - Arts, Entertainment, and Recreation	2	6%
72 - Accommodation and Food Services	0	0%
81 - Other Services (except Public Administration)	2	6%
92 - Public Administration	0	0%
No NAICS Code	0	0%
	35	100%

Local Community

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

Response	Count	Percent
Yes	6	8%
No	65	92%
	71	100%

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	Count	Percent
Yes	2	40%
No	3	60%
	5	100%

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	Count	Percent
Yes	2	50%
No	2	50%
	4	100%

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

Response	Count	Percent
Yes	24	36%
No	42	64%
	66	100%

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

Response	Count	Percent
Yes	51	71%
No	3	4%
Don't know	18	25%
	72	100%

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	Count	Percent
Yes	12	24%
No	6	12%
Don't know	32	64%
	50	100%

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

Response	Count	Percent
Yes	16	23%
No	19	28%
Unaware of what is being done	34	49%
	69	100%

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

Response	Count	Percent
Marketing seminars	28	44%
Access to capital seminars	15	24%
Trade shows	23	37%
Business networking sessions	30	48%
Export development programs and services	8	13%
Joint advertising and marketing	35	56%
Attraction of related supply & services businesses	22	35%
Workforce planning, employee training and attraction	19	30%
Identification of opportunities for shared use of buildings, infrastructure etc.	14	22%
Productivity improvement workshops	14	22%
Website development	20	32%
E-marketing	23	37%
Other	7	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%.
- * 63 companies responded to this question in the City of Peterborough 2007 project.

CITY OF PETERBOROUGH – Additional Comments

BUSINESS CLIMATE – City of Peterborough

BC2c. In the past 3 years has your attitude about doing business in this community changed? Explain your positive change in attitude.
More aggressive
Peterborough retail market is growing which means more local sales and not as much time spent in Toronto.
See the potential for growth in the community and tourism.
Amount of business increasing and new area developing - we are more diversified than in years past
With the betterment of stores in our community, it has given a renewed energy amongst retailers.
Younger new business owners who are thinking more progressively, changing of the guard the old stagnant thinkers of the past are retiring, closing or selling their businesses.

BC2d. In the past 3 years has your attitude about doing business in this community changed? Explain your negative change in attitude.
I am more aware now of the vagrancy on the main street and how it keeps many shoppers away from the downtown.
Decline in sales due to Box Stores
Not enough traffic, not enough people coming downtown, nothing really to attract to downtown overall.
The city does not want good paying jobs in this town. Only minimum wage or within 15% of.
Very little assistance provided, especially financial.
Competition from Box stores; Wal Mart, Michaels, Home Sense, Costco.
The city is allowing municipally owned and large big box franchises to open (one within 2 km of my business) when we are struggling to survive! These businesses (Especially Gold's Gym) are putting this family owned and operated business to make a decision to stay open and try to survive or revise our business plan.
Costs too much money, cost of business is too great for the amount of money you can charge.
Making it twice as hard to sell tires and related items as there are too many distributors in one area
City too restrictive to moving the city forward

BC6. What are your specific recommendations to improve to the local business climate?
Foot patrol police, on a regular basis
More police presence
Larger limit on garbage bag collection for businesses. We need traffic lights at George and Romaine.
Improve the bus system
More benches on the street. More bike rings (places to lock). More police officers on foot. Cops on bikes.
Health care benefits for independent business owners, a service to help find funding.
Downtown streetscape cleaning, Foot patrol officers, increased police presence downtown
Less lights, (stop lights), wider roads. Street is too narrow, Brealey needs an advanced green.
Growth incentives and rewards. Rewards for Job creation. (Deductions, tax reductions)
Street cleaning and litter pickup
Better system for recycling
407 extended to Peterborough. Improvements on Public transit. More bike trails. Focus on repairing central/main streets, eg. Parts of Lansdowne. Improving health care awareness.
More police
More policing at intersections, traffic infractions at stop lights. Vagrancy, litter. School and public participation in community cleanliness and beautification is needed.
Better recycling program, more and better public transit.
More police presence (for panhandling, loitering and crime prevention), less parking enforcement deters people from strolling and enjoying themselves
I would like to see people hired to clean the streets

More regular maintenance of street lights, a tow away procedure for vehicles after receiving their 2nd parking ticket in the same spot on the same day (usually these are downtown workers who insist on taking customer parking. A more even handed approach to streets and stores not located on George St.

Advertising

Control street car racing in downtown

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

The 'right to repair' legislation - need information from car manufacturers about repairing their vehicles

Smoking in front and around stores.

Broken Windows 3 times - \$2500Theft

Have had our large outdoor signs vandalized a number of times.

Drug dealer in the building

Panhandlers, as far as downtown goes

Vandalism/graffiti

There is a perception that downtown Peterborough is not clean and unsafe.

Street is too narrow, Brealey needs an advanced green.

Threat of theft in the area.

Littering

Occasional Vandalism

Vandalism, Theft (smash and grab), shoplifting, attempted vehicle theft, break and enter.

Some vandalism, but not bad considering the amount of suffering and aggressive attitude that seems to rise out of poverty

Boards in the community listing local businesses under type of business, Business Directories.

YES (Youth Emergency Shelter) hanging out on the corner

Employees get ticketed for parking all day. Bicycle lane, but no bicycles. Wholesale customers can't stop in front.

Litter education for kids and adults to teach more about the land.

Auto Theft

Shoplifting, panhandling, all the same people everytime

I just recently realized that someone had taken a coin box for charity out of my store, there is some extra cleanup but not as much as on George Street

People parking their cars in our parking lot and not using it for anything other than a hang out. This happens at business hours and after hours. You feel unsafe to return to work after hours. (No police presence!)

Break-ins, New tire distributor located directly behind us, shouldn't be.

Our newspapers are always stolen

FUTURE PLANS – City of Peterborough

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

Comments:

We would like to takeover the front of the building.

As we do most of our manufacturing, as our retail sales grow, so does our manufacturing. We foresee investing in technology and may also need more trained employees. Assistance in sourcing equipment, recruiting trained employees; training, financing.

Contacting more wholesale accounts

Increasing services offered, increase in retail space.

Need more walk-by traffic, it will help out in the winter when the skate park is closed

Larger more efficient facilities needed.

Recording service

Need room

Hiring more people, Relocating

We plan to expand product lines and add refrigerated foods.

It is possible that we will increase our retail line, Possibly add a makeup bar.

Re-modeling

Too small, not enough local traffic. Moving to larger store, North End Brookedale Plaza. Need financial assistance.

Possibly expanding into another adjoining space.

Introducing a new brand and supporting product line. Development of new products. Financial assistance needed.

Moving provinces to finish diploma.

Product lines

Would like to get another business in this location. Markets keep getting smaller and smaller every year.

Looking into buying or leasing extra property

Larger customer base, equipment funding and improvement

would like to get a new cooler and add at least 1 permanent part time employee so that I can go out and generate more business

Lease will expire and rent keeps rising. No green waste pick-up in this area therefore spending a lot of waste pick-ups

Get more clients. Double the office space. Hire one more part-time worker

Business is too slow, not profitable. Property taxes too heavy. Less and less customers come back

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

Don't know

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

Next year, possibly.

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

To get more walk-by traffic, it will help out in the winter when the skate park is closed

moving provinces to finish diploma

Building will not be available for my business

Would like to own building

Lease will expire

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

Increase in sales, would rather not move, but big box stores are taking away business

Financial assistance to move downtown

Re-evaluate rent cost

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

growth of manufacturing and more trained employees

Hiring more people, relocating

possibly add a make-up bar

Re-modeling

Buying/leasing extra property

larger customer base

additional workers and clients

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

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:

If somebody buys the business, letting enough people know it's available. Perhaps help someone fina

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

No responses

BUSINESS DEVELOPMENT – City of Peterborough

BD3. Where are the other locations for this business? Select all that apply. This municipality (Specify):

RR#2 Peterborough

City

Hawley Street

BD3. Where are the other locations for this business? Select all that apply. Outside this municipality but in county/district/regional municipality (Specify):

Lindsay, Kent Street

Lindsay and Belleville

Toronto area

BD3. Where are the other locations for this business? Select all that apply. Elsewhere in Ontario (Specify):

Over 250 locations

BD3. Where are the other locations for this business? Select all that apply. Another Province (Specify):

AB, BC, MAN, NFLD, NS, SK, YN, QC,

BD3. Where are the other locations for this business? Select all that apply. Outside Canada (Specify):

No responses

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

No frontage on main road

Would like more space in showroom

Landlord not willing to improve building

Drug trafficking in the building, landlord does not screen tenants

Mall Signage

Parking

Lack of trees

Parking problems (Bicycle Lane - No Bicycles) No Parking signs on both sides of street. Very difficult

Allowance of major corporation, our direct competition moving within 2 km's of our family owned business

No loading dock

Attitude of city hall

There are too many tire companies in a small area

Property taxes are too high

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

Rent increase

Haven't dealt with the new landlord yet.

Moving to another location

The person that owns the property may want to take over the location.

I was only allowed to renew a five-year lease and then I would be asked to move as there was "plans" for my location in the plaza.

Also work as landlords superintendent, "on call" basis

LOCAL COMMUNITY – City of Peterborough

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

Comments:

Don't have it on hand

Tiremaster from Burlington

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

Car Manufacturing

Like to see a burkenstock company

Costco

Industry/Factories

Any employer that can give more than minimum wage jobs

More health care professionals

Downtown department store

Steel suppliers

Cosco

Audio parts and supplies

More Hotels

More manufacturing

Lacquer supply company

Jack Astor's Restaurant

Big Box Retailers

More industry/manufacturing

Bigger box stores (Costco, etc.)

East City (Pet food store)

A hands-on Community Arts (and studio) facility

Cafe's - upscale and more of them (Internet cafe)

Manufacturing base (Increase)

New individuals

Hudson Bay department store

More specialty shops that are not competitive with Box stores

Green energy distributors (solar, wind, etc)

Outback restaurant

The Keg

Gap

old navy - clothes for everyone

Men's Clothing

24 hour restaurant

Tourism

Any manufacturing company

Car manufacturing plant

Warehouses for related supplies

Go-train service

More police

Convention Centre

Trade supply company (sandpaper and sandries)

Costco

Mall Expansion

Horseback riding facility

Modern Art Gallery – trendier
Develop waterfront
Sustainable building contractors (straw bale/cob homes)
The Keg restaurant
Indigo books
The Bay - nice department store
Beer Store (East City)
Small repair shop
Community programs/recreational centres
Milestone's Restaurant
Organic Market, juice bar
Consultative politicians
Maternity Apparel, Nursery Store
Ikea
We need a great avenue for events like weddings
Indoor Park PLAY area
Rental equipment

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

Unless you search, they won't help you. I don't have time to get help and search.
I think they're trying to. More is being done to attract businesses to the area than to build what is here.
Don't think that they have done a good job in attracting new business, persuaded too much by businesses that are here.
City hall/councilors need to be more pro-active, forward moving
Really don't know what role they are taking
The sprawl and malls that the city goes out of their way to help is not helping the overall community, downtown, nor the city as a whole
They're a hindrance, when I wanted to go into business, zoning is limited, because of other convenience store, limited what we could sell, too limited of what I can do, they didn't come to my aid, Peterborough County.
They have DBIA and Economic Development office, so they have a plan.
GPA EDC is a good thing to have set up, I know that they are active.
City hall has a very small mentality of what needs to be done. Too much red tape and bureaucracy for development.
They do a fairly good job. Downtown complains about Box stores.
It seems that the local municipality and private corporations only try to put up road blocks to business. Any large corporations (employers of 50 or more) have to fight to get into this town.
The main problem with the municipality versus businesses is that it's a money grab downtown, there is bad parking downtown and it's inaccessible. The big stores are killing everybody else.
I know they have a plan, but I haven't looked into the details of the plan.
Chamber of commerce is a very active and progressive group. GPA EDC is willing and ready to help the small guys.
We would like to see increased business development in the community and less opposition from local municipal representatives and business organizations. Increasing the number of businesses in the area creates jobs, tax revenue, and provides community residents with needed services.
They are trying to bring in the right ones. Developing faster, would be nice. Ease down on the red tape.
I suspect that they are involved, but it's hard to tell.
Not well advertised to the community
My focal point would be the downtown core, I would get businesses to fill in that area. Promote events more. Councilors should attend events, focus on core, close off street.
Sometimes the city is unaware that the news paints a bad picture of the city.
Don't see them doing anything that strikes me. They seem to support the big businesses, but not small.

Don't inform self
City planning and engineering departments are not in tune with small business needs. There is no simple way to deal with the various staff and approvals, they also give conflicting information.
I know that the downtown BIA works to bring people downtown, but I am not sure about the municipality
Downtown core - George Street is not clean enough, secure enough or active enough to attract more people to it.

LC6. List 3 of the community advantages as a place to do business.
Good strong community
Good accessibility for parts for automobiles
Proximity to other centers
Very nice area to live
Location to major market
Size, small enough to know people (word of mouth)
People are loyal to the community
Residential Support
Great town
Central to many other cities
Different financial range, high to low
Local people are very supportive
A lot of history
Good schooling
Proximity to Peterborough
Familiarity
Proximity to Peterborough
Location
Wide selection of services
Lower taxes
Location is great
Local (hub for the northern area)
It's a beautiful area
The retirement (the elderly like to get furniture)
Family friendly community
Small town atmosphere
Close to larger markets
Smaller community
Small community (Easy referral)
Central location
Village atmosphere
Smaller community
Small town atmosphere
Small town features
Proximity to the Lake District
Not a metropolitan - smaller population
Close to Highway 115
Nice place to live – Kawartha's
Aging population is beneficial
Community supports locally run businesses
Beautiful/natural
Growing community
Tourism
Location

Quality of environment
One of the strongest downtown cores in Ontario, next to Kingston, maybe London
Loyal customers
You can work and live in the same community
Clean
Lifestyle
Easy flow of traffic into, around, and out of the area
Feeling welcome
Small enough you can do anything
Natural Resources as Lakes and rivers - Little Lake
Natural Resources
Location
Loyal customer base
Lifestyle
Nice setting
Banking facilities within walking distance
Nice community to live in
Nice place to work in
Infrastructure
Size, deliveries - easy to handle
People like Peterborough, it's popular
Reasonable leasing rates
Located in Kawartha Lakes
Nice scenic area, history, parks.
Local community is friendly
Location, Otonabee River
Natural surroundings
Presence of Sir Sandford and Trent
Quality of life
Strong horse industry
Healthy workforce
Informed city
Close to major towns or cities
Cost is reasonable for renting
Great layout downtown
It's close to home
New cabinet makers
Loyal customer base
Life style
Kawarthas - beautiful areas
Size (self-advertising)
A lot of foot traffic
Repeat customers
Striving arts community
Friendly
Quality of life - small city
Life style
Community is very supportive
Population base is big enough to support
Community seems connected
Varied Demographics
Size

Stable employment
Proximity to major market in Toronto
pride in home ownership
It is a safe community
Friendly
University and college
Friendly, safe atmosphere on the whole
Population growth
Cheaper for wages, rents, etc.
Location near to Toronto
University and college
transportation services
public transport is good
Size
Good labour base to expand
We have accessibility to coffee shops, restaurants, etc. for waiting customers.
Lower overhead costs than Toronto
Main artery to Toronto
Low Cost
Good source of potential employees
Heritage
Good support within own surrounding merchants
Proximity to Lakes and recreational
Economics of horse owners is good
Reasonably priced housing
Growth potential of city
Quiet area
The work seems to be here
Tightly knit community
Size of the communities
Growing population
Services
People, great people
No bars in East City
More personal
Accessibility
Inexpensive cost of living comparable to other cities
Airport
Word of mouth is best advertising, people do pass on information
Have everything I need
Large City & Surrounding areas
Age of population
It's not Toronto
Lower cost of living
Good trade
It is a loyal community
Free parking
Proximity to GTA
Close to waterways, country and not too far from Toronto, Montreal
Room fro expansion
Good access to rural areas
Trent University and Flemming College

Distance to Toronto
Lower taxes than larger cities
Appearance

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

Distance to the big city
Taxes are high, we need a lot of profit to even out
Lack of transportation, train would provide better access
The city does not have long term vision
Low paying jobs
Need to put in the parkway
Kids hanging out in downtown, asking for money
Parking (in this locality)
Development is too fast, not enough focus on downtown
Main street is not kept clean
Business taxes
Not enough promotion of downtown
Accessibility to the downtown core
Transportation, we need a rail line
High taxation
Aging workforce
Extensive competition downtown
Lack of support of business
Bad infrastructure (bad streets)
City hall
Roads
It is off the main thoroughfare (401)
Rental
High property taxes
Small town atmosphere
Lack of choice
Distance from main market
Size - some people go out of the city to shop
Age of the community
Downtown core
The city council meddles in places it shouldn't be
Tax rate (too high)
Too many franchises
High taxes (commercial real estate taxes)
Over supply of this type of business - market flooded with Massage Therapists
Too much red tape to do things
Allowing American and Big Box not good for small business owner
Uncontrolled/unregulated development
Lack of support for family owned businesses
A lot of bureaucracy ie. zoning, impact studies, etc.
Not enough industry
City staff
No city support to promote downtown
Cheap
No one shopping area is living up to its potential
No major airport
Little being done or poorly done about getting the message out that Peterborough downtown is worthy

Too many tire distributors
So small you can't do anything
Too small population of residence
Too small of a population
Racism
Small labour force
Value village impact on N/P businesses
Higher proportion of retired persons
Former politicians
Roadways, a lot of accidents
Shortfall of local promotion - in past overlooked
Work pool inadequate
City hall causes stumbling blocks (permits)
Residential over-reporting parking violations
Fairly isolated (not a big population to draw from)
Better communication from DBIA
Lack of an overall theme for downtown
Small market in Peterborough, - we need a broader base
City is slow to approve some developments - waffles, Old boys club for development
Local large land owners
Municipality charges small business too much
Property taxes
Gas is high
Municipal approval barriers
Rezoning of property labour intensive
Not forward thinking in development
Red tape, municipal/provincial
Growth of the community
Focusing on sports too much
Sometimes too political
Off of the 401 Corridor
Too many big box stores
Red tape
The city or council are a little too involved, maybe they are too strict.
Political representatives
Too much competition too close to each other
Forcing businesses off the main corridor.
Not enough working class people
City government
Close minded old boys club in decision making procedure for new ideas
Take time to shop around
The downtown is filthy
Need at least one large primary factory or business with large local work force earning above minim
Must start from scratch - not enough old businesses around to build from
Hard for partners of good employees to find a good job
Backward downtown management approach
Too heavy property tax
Old Boy's Network
Lack of manufacturing
Public desire to shop GTA rather than local
High taxes
Business property taxes

Admission of box stores to local areas, metered parking is brutal, need to extend 2-3 hours
Non progressive municipal government
Large senior population who don't have money
Seasonal
Lack of marketing the downtown area to other communities
Lawyers
Too many stop lights and stop signs
Hydro is high
Poor worker access to healthcare
Transportation
Lack of larger industry to compensate
Creating a community market, we don't have any unique attributes.
Lack of opportunities for spouses of workers recruited to work here, it's a big problem
Not very diverse (white washed)
Business taxes (municipal, provincial, federal)
Traffic
Poor quality for advertising opportunities
Outside businesses cutting prices
The rent can be quite high
People are sometimes reluctant to make changes, people are loyal.
A bit dull sometimes
Weak promotion measures to attract people to Peterborough
No promotion and Ads about the community
There are a lot of businesses that are fighting each other, the stronger the name, the stronger the business is heard. If you're not downtown, then you will not survive.
We've had manufacturing, helped Peterborough grow, we've lost them, lost a tax base, we as a business have to pay an exorbitant amount to replace that. Draw more manufacturing, good for Peterborough and Canada. Property tax is a huge issue. I would move to another community to get away from taxes. Here we are a small community paying an exorbitant amount of tax.

LC8. What other comments about this community as a place in which to do business would you like to raise?
We have broken windows/vandalism, kids throwing stones, they get bored and . . . We've had vehicles stolen.
Artists successful, Peterborough has a lot to offer, a positive structure which would draw people here. Local boutiques struggling, inconsistent promotion from BIA's Beautification of city lacking, Waterfront, we need boardwalks on water, cleaner swimming spots, not that flavorful.
Need industry in order to get jobs, need to retain citizens we have here.
Downtown defines a city better than box stores. People come to Peterborough to see the downtown, not box stores.
More support is needed for downtown merchants before that all have to close since shoppers will go to the new big box stores i.e. taking a hard line on vagrants and cleaning up the downtown core. Lindsay and Cobourg do not seem to experience these problems.
Other areas eg. Cobourg, Port Hope have a good master plan for the downtown, no master plan for the downtown in Peterborough. They could improve the cleanliness, beggars, etc. Not encouraging people to take advantage. Need more daily events.
Rents/leases are too high for the amount of traffic we get.
Peterborough is about to explode in terms of work and business people - need to attract more retirees
The use of outside consultants insults the intelligence and abilities of our local people. Poor government support for apprenticeship training!
Pretty satisfied with Peterborough. Finding employees to this business is tough.
High property taxes are reflected in commercial lease rates and very negatively impact the success of every business in the community, large and small. The Peterborough area is an excellent community for families which helps to attract skilled workers, however, the lack of accessible healthcare is a tremendous let down for

those who relocate here, jeopardizing their retention.
It has a great growth potential in the future, population growth.
Lease rates as expensive as Toronto and surrounding areas if not more expensive in some areas.
I would hope that more businesses would work together. Chamber is a social group rather than a community group. Boosting morale for all businesses is necessary.
None, I'm not downtown, so my issues are different.
Generally closed to outsiders
Lack of cohesive approach to recruiting business by the city and Cavan - North Monaghan.
Other communities business taxes are nowhere near ours. Our taxes are in the top ten. Too high. Attracting businesses is difficult with taxes.
Lack of communication is detrimental to new businesses coming, slow process for someone to get going, then they lose interest - red tape
Good business climate
Political representatives need to have a better consultative strategy, similar to this very project.
We need an anchor downtown for other major businesses to feel confident in, we need to draw down an indigo books, gap, or Starbucks, Roots, Bodyshop, Rexall drugstore etc. to attract new customers and businesses to the downtown core. When one comes, the rest will follow and provide stability for an independently run downtown. Higher tax charges on empty spaces to landlords who are content using and empty space as a tax write off, should be penalized for not investing in the downtown with capital improvements or building upgrades. Finally, tax benefits should be offered to landlords that actually want to turn there upper levels above the retail spaces into affordable housing, the more populated the downtown is the more businesses can thrive on there consumerism and needs for new products and services. If we show landlords the cash flow and tax benefits of renters and show them the penalty for empty spots, we could potentially sustain a low vacancy rate for commercial and residential spaces in the downtown.
I really would like to see Peterborough be the community it deserves to be. We need to clean it up, especially the downtown, to make shopping a pleasant experience.
Peterborough has excellent Park and Recreation facilities developed. Housing is not overly expensive and Hydro rates are acceptable. Many of our smaller business communicate with one another and help one another. When Canadian Tire pulled out of the downtown I lost 1/3 of my Thursday, Friday, Saturday business. We seem to have fewer "cut throat businesses" in our community then in larger ones.
Would like to take part in a Peterborough small business celebration day, where only businesses that have been in business fro 10 years or more. Should have a magazine or flyer with profiles of what is keeping Peterborough profitable and employed.
Reduce property tax in downtown core. More advertisement about Peterborough. Improve parking in downtown. Make downtown cleaner, safer, more attractive.
We are better known and appreciated across Canada than in our own community. We train people to facilitate our programs from coast to coast.
There is a much lower police presence in the downtown core than before. Panhandlers and loiterers discourage people from coming to shop and I find it intimidating to make bank deposits using the deposit boxes because of people just hanging around.

RETAIL / SERVICE BUSINESS – City of Peterborough

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.

Sheila Woods, used to do a newsletter, now just seen in the newspaper, newsletter better.

Safe, quiet, lots of recreation areas

Peterborough is very pretty because of the lake downtown, and good eating establishments.

Safety, beauty and size of community.

There is currently a low level of involvement in our commercial district business association. Some businesses that fall just outside of the business association's perimeter have expressed interest in becoming involved.

Change of members on VBIA, time delay in completing tasks

Unsubstantial funding

The plan is flawed. Its focus has been more on George St., putting on cultural events that don't necessarily help most downtown businesses except bars and restaurants.

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

[5] Don't know

[4] Peterborough DBIA

East City BIA

Wouldn't know

Landlord represents our building and communicates with us frequently

as far as I'm concerned they are focused inward rather than outward

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

Grant programs

Export ready (making my business)

Cleaning up the downtown

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

Larger street signs

Homeless people, panhandling etc.

a better handle on downtown

Remove bicycle parking prohibitions

Fair minded approach to all areas of the downtown core (not just George Street)

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:

[9] Parking

Cost of utilities, business insurance

Advertising

Revitalization of downtown

Gas Prices

Skilled people with a commitment to work

Availability of volunteer help

RB9. What four community assets would you most like to see developed in your community? 'Other' Name:
[14] Heritage District
Access for walking and bike trails on waterfront
Traffic flow
transportation - the Parkway or alternative
The downtown should be cleaned up of panhandlers/vagrancy
Parkway completed
Block designation signs (changing as business grouping change) ie. restaurant are

DOWNTOWN REVITALIZATION – City of Peterborough

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).

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:
July 1st, Festival of Lights
Festival of lights, Dragon Boat Parade, Festival of Trees
Brain injury class
Goddess Event (fundraiser)
DBIA events, arts week, sidewalk sale, studio tour
Horse shows/clinics
Festival of lights
Depends what the Chamber puts on.
Festival of Trees
Potters Guild
Peterborough Folk Festival, Buckhorn Wine Weekend, Farmers Market, Art Shows, Trade Shows (Bridal Shows)
Sidewalk sale, Winter Blues Fest
Anything in showplace
Festival of trees, PRHC, Rotary (All Events), Country 105 Toy Drive.
Volunteer: Festival of Lights, Red Cross, MS Society, Lioness, Blood Donor, take part in the Mall displays in health related stuff
Jazz Festival, Rib Fest, Festival of Lights, Buckhorn Wildlife Arts Festival
DBIA Events
February beat the blues Fest
Festival of trees
Blues festival

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:
Sponsor of Festival of Lights.
Blues Festival, Donated Baskets
Donation to certain events
Local music theatre, charity fundraisers
Donations for a number of things
Breast cancer events, Arts Space, AIDS, Lewis Foundation.
DBIA events, Bluesfest
Parkinson Walks, Relay for Life, Salvation Army Food Bank, Co-op programs, Hospice and other city fundraising
Horse shows/clinics
The Petes, Charity Golf Tournament
Skating, gymnastics, swimming
Easter Seals, Salvation army toy drive
Festival of Lights, Heart and Stroke, Salvation Army Toy Drive, Alzheimer's, Easter Telethon, Five Counties Children's Association, Curling, Wellness Centre, Leukemia, Lang Pioneer Village, Camp Kawartha, Golf Tournaments, Otonabee Conservation, Hospice Peterborough, 4 H Club: Ontario Child Safety Network, Sir Optimist Club,

Festival of Trees
Dragon boat races
Potters Guild
Festival of Lights
Liftlock Atom Tournament, Ontario Speed Skating Oval, YMCA, United Way
Circuses, rodeo
Festival of Lights
DBIA events
Relay for life, festival of trees
Festival of Lights
All that bring business onto George Street
Jazz and Blues Festival; 1st Night while it existed. Festival of trees; Festival of lights.
Festival of lights, Festival of Trees

DR5e. Do community events/festivals increase sales in your business? Please specify which events.
Havelock Jamboree, PEterborough Exhibition
Festival of lights, Farmers market, Dragon Boat races
Festival of lights
Any skate contest, demo or anything that happens in the park
Farmers Market
July sidewalk sale, Dance competitions (Showplace)
Horse Shows, Royal winter Fair
Dragon Boat races, Festival of Lights, Jazz Festival, Peterborough Exhibition, Norwood Fair, Performing Arts Lakefield, Preston Springs, Jamboree Hastings
Havelock Jamboree
Dance competitions, skate competitions
Home shows @ Evinrude Centre
Proms/Formals, Weddings
Peterborough Folk Festival, Buckhorn Wine Weekend, Farmers Market, Art Shows, Trade Shows (Bridal Shows)
Sidewalk sale
Leon's does look for a return on any support that we extend to the community.
Peterborough Exhibition, Havelock Jamboree, MS Society involved
Buckhorn Wildlife Arts Festival
Spring or fall specials
Festival of Lights, Rb Fest - millenium park events
The arts festival held along the walkway downtown, the Folk Festival in Nichols Park and to some degree the festival of lights (depending on who is performing)
Havelock Jamboree, Farm Show, Peterborough Speedway
Festival of Lights Peterborough exhibition

DR6g. Outside this community, name the top five communities where your customers come from:

[10] Lakefield
[9] Bridgenorth
[9] Toronto
[8] Cobourg
[8] Oshawa
[8] Norwood
[7] Lindsay
[6] Omeemee
[5] Port Hope
[4] Ennismore
[4] Cavan
[3] Belleville
[3] Bancroft
[3] Buckhorn
[3] London
[3] Keene
[3] Ottawa
[2] Havelock
[2] Bobcaygeon
[2] U.S.A.
Peterborough
Northumberland
Kawartha Lakes
Hastings
Baillieborough
Kingston
Vancouver
Barrie
Kawartha
Millbrook
Mississauga
Cavan-Millbrook
Montreal
Dallas, Texas
Windsor
Quinte
Haliburton
613 Area Code
Curve Lake
Durham Region
Port Perry
Edmonton
Northern Ontario
Hastings
Hiawatha
Out of town, Florida

DR8a. Please list six products and/or services that separate your business from your competition.

Auto Sales
Build-ups
Skilled Licenced Mechanic
Design Consultation
Quality
Store front
Freshly baked products
Records
Breez Skateshirts
Home Baking
Bath and body products manufactured on site
Art restoration
Custom products to specific customers
Second hand products
Mobile Recording Truck
Price
Training
Personal Service/Fitting
Locally manufactured
Quality Workmanship
Imported gourmet foods
Exclusively Esthetics
Transmission mechanics on duty
Brand names
Technical representatives on site
Chills brand premium waterpipes
One of a kind products
One of a kind designs (exclusivity)
Truly custom jewellery
Unique Selection
Customer service
Locally Owned
Infrared saunas
Brand of Mufflers (Sweet talker mufflers)
Natural/local goods
Hours of operation
Performance transmissions
Honesty
Exclusive dealer of all our products
Multiple software
Customer service
Unique gifts
Birding supplies
delivery service - no set times
Service
Agri-Lim
H & R Block

Ginseng products
Leasing
offer excellent prices
Diamond Gloss Paint protection
Air Conditioning service
Leather Soles (Work boots, cowboy boots, dress sho
Made to measure service
Customer Service
Customization
Baked on premises
Turntables
Long boards
Flowers
Organic baby wear
Fine Art Gallery
Certification
Offer more personal service
Specialized products
One person to deal with, one-on-one
Knowledge
Accessibility
Tilt turn window system
Accessible Location
Spicy gourmet foods
One-Level - No stairs
Diesel Mechanics
Passier
Well trained staff
Chilltronic led waterpipe
Teaching - Pottery Instruction
High Quality
one on one with knowledgeable staff
Extensive Selection
Variety of Product
Rent and Service what we sell
Bionic Footbath
Sustainable business
Quality of service
Industrial radiator
Honesty
Aggressive research to follow trends and new products
Patience with small orders
Product knowledge
Personal service
Unique, Canadian-made items
Affordable roses/flowers
Teaching
Nitrogen
Liberty Tax
Chinese medicines

Rental
consignment allows people to make some money as items are sold
Penetr-oil Dripless Oil Rust Protection
Alignments service
Basic skate repair
Exclusive ready to wear collection
Flexibility (try to meet any customers needs)
Customer service skills
Sell types of music that other stores don't sell
Customer service
Deal with farmers (farmers market type product)
Feature local designers
Over 20 years experience
Pre-approval to customer
HAVE a website
tape to CD duplication
Personable
Experience
Recognizable
Installers employed hourly (instead of contract)
Not a lot of finishing
Product recommendations
Owners on Frontline
Only FORD store
Buccas
Multiple product mix
Acrylic zongs
Studio Rental
Competitive Price
Very fair pricing
Offer Designer Service
Format of Products
Hot Stone Therapy
Vegetable delivery
Extensive Equipment line
Pick-up and delivery
Word of mouth
Customer service based shopping
Right products @ right price
Quality of design
personal service
same day delivery
Hours of Service
After hours availability
Accounting Firms
Chinese gifts
All makes repair service
Detailing
The way we do business
Prices

Personal service
Curtosy cars and pick-ups
Satisfaction guaranteed
Buy CD's and records
Knowledge, more knowledgeable
Fresh Produce
Custom gift baskets
Fully equipped workshop
Quality of service
Take in liquidation sales
Personalized music recordings
Use the best products available
Equipment
We can get the stock
Number of owners directly involved
Free samples
Exclusively for women
ISO 9001 (no other dealership)
Ariat
Flooring blinds, in home consultations and paint
Custom made pipes
Attention to detail
Flexibility
Service 613 Area code
We stock what people request
Thermal Palms
Price
Staff trained and knowledgable of products and their duty as customer service reps
Good inventory
Quality of freshness
Used Printed Music
History/Stability
50 years of service
Premium Window Tint
Business Environment
Provide information sessions
Large selection
Sell turntable parts
Newer products
Local products
Wholesale business
Artist owned and operated
Personal service to above products
Flexible
Service
Custom make specialized crafts
Consistent availability
We do what we say we do
Anky
installation of tiling anf floors

locally blown glass pipes
one-on-one service
Wide product knowledge
Inexpensive compared to other communities
Parafin Was Bath
Individual showers & washrooms
Interesting and fun prmotions for our customers to participate in
in home consultations
Home consultations
Book in non English languages
TPMS
Knowledge of industry
Customer Shuttle Service
Electronics Diagnosis
Canadian made
Nationwide shipping
Skate park
Friendly service
Selection of merchandise
Quality sound systems for general public events
Call all customers back within 1 business day
Locally made gourmet foods
Treat people the way they want to be treated
B.R.
Large contractor base
Quality Canadian products (no imports from India)
Owner has experience
High Quality
Hours of Operation
Friendly staff
We're nice, good people
great staff
Flexible delivery
Service directly to youth under 16 years
ISO, WSIB Regulated
People
Rhino Liners

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

Unique programs

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

Chamber of Commerce
Pensieres
Benson Auto Parts Extra
Shoe stores

New and used car sales
Florists -Pammets
Hazeltons
Planet bakery
Unique Expressions
Pregnancy Health Fair
Plush
Knock on wood
Riding stables
Staples
Peterborough Automotive
Lock Smith
Dance studios
Cabinet makers
The Pasta Shop
Zeibart
Fabricland
#1 Sewing Centre
Real estate market
The pasta Shop
Phase bridal
Charlotte Jewellers
Range of good quality Restaurants
Bob's Watch repair
Knock on Wood
Darling Insurance
Oil and Lube Shops
Art Gallery
Jacksons Creek Clay
Bell Canada
Peterborough Automotive Sales and Parts
Auto Parts Extra
Hi ho silver
Avant Garden
Knock on wood
All Gother Book Stores
Financial Institution
none
TD Bank
Grady's Feed Essential
Jack McGees
Restaurants
Body shops
Craft Works
Black Honey
Music world
Coffee Time
Farmers Market
Hi Ho Silver
St. Veronas

Leather repair places
Sound Pro
Refinishing system
Gymnastics/swim clubs
Upholstery businesses
The Olde Stone Brewery
TD Bank
Craftworks
Avant Garden shop
Hannemars
Other Niche retailers, clothing
Classic Rattan
Other local business clients referred
Museum
Home Hardware
VanRylen alignment
Lakefield Automitve Parts
Nargangs Collision
Wildrock
Blushing brides
Joie de Vie
3 music stores
Retail business
McGillen Ayotte
Burgundys
KAwartha Chrysler
Asthetics
Knock on Wood
East City Fish and Chips
Panzieries
Bank
Tobram Electric
Chrysler and GM dealerships
Skating arenas
Paint shops (retail)
Knock on Wood
Van and Truck World
Canning Galleries
Brides by Tara
Evinrude Garden Show
Fisher tire
UAP Automotive Parts
Speedy Muffler
Bed Bath and beyond
Charlotte Paint
Hockshop (Hockley's Super Store)
Students - Education
Bernard Sliwinski

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)

High end restaurant
More wholesalers
Independent New Bookstore, not used
Chapters
Pro-audio wholesale - Yorkville Sound
Additional Suppliers
More dance schools
Manufacturing
Lacquer supplier
Women's boutique
Additional Fabric Stores
Pet food store (East City)
Classy Spa
Another Jeweller, similar to Charlotte Jewellers
Drug store
Event planning
Gas Station
Specialty shops of some sort
Organic Grocery Stores
Drug store
Interior design
A large retailer like Zellers or Canadian Tire
Club
Vintages Liquor Store
Rapco pro-audio wholesale
More ball room
More hardware availability
Large national retailer
Sports store (East City)
Contemporary Hall
Another hotel
More restaurants
Major clothing chain ie. gap
Trent student housing return to Parkhill Road area
Hotel
Department store (Zellers, The Bay)
Would like community to support kids who can't dance because of affordability
Sand paper, paperies
LCBO Vintages outlet
Professional Salon
Supply of upscale apartments/condos

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:

One area with wine shop, butcher shop, deli, coffee shop. Other area, clothing, shows, accessories, alterations, dry cleaning.

Fashion district

Markets downtown

Having a strategy on what stores complement each other. We need to keep people supporting our community.

Related, but not similar, a mix is good. Hunter Street is nice.

All of them, variety and option is the key to bringing down new customers

Working together and giving people a choice makes things better

Unique gift stores catering to an upscale market

We are already moving in that way. 5 of the 7 used bookstores and 3 of the 5 music related stores are within 1 1/2 blocks of one another - we have a

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

No responses

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

driveway

none of us drive

Mall Parking

Driveway

Price chopper, or at Hunter and Alymer free lot

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

Smoking in front of businesses

Drug trafficking

Theft/Break-in

After hours, youth throwing things

Need parking permits for employees

Auto Theft

Newspapers always get stolen

No sidewalks along the Parkway

CITY OF PETERBOROUGH – 2007 Community Questions

QUALITATIVE ANSWERS

CQ1a. What is the most common, positive comment you receive from your clients regarding the community?
[3] People are friendly
[2] Nice slower paced community.
Don't get any
Quiet place to live
Accessibility to doctors
People like the small town/personal feel
How it has seemed to improve good restaurants, nice downtown, record stores.
Most people comment on this end of George Street and the Millenium Park. Many people love our window displays.
Happy there is a skate park there
Very friendly, exhibit a lot of patience
It's beautiful and a great place to live.
Nice size, has greenspace
Strong downtown
Parking in downtown is horrible
The need to travel to do things that need to be done
Looks nice
The roads, you can't get in and out, too much traffic, roads are too narrow.
Development charges
Feel that it is a friendly place, Peterborough has a small town feel
The community is improving in appearance and variety of business.
"Wow, is East city ever waking up "It looks so great over here!"
Lots of things going on, hockey, ball tournaments, fireworks
Excellent place to live
East City, everybody likes it, has village atmosphere.
It is a nice place to be. It is exciting in the Summer with festival
nice cluster of shops in my area.
Diversity
Clients are happy here, people are pretty happy.
Waterway, restaurants
Low crime, great place to raise kids.
Peterborough offers a good variety of retail stores, nice place to live (affordable housing), good schools, excellent social services, good hospital (lacking family physicians)
Many places to eat, good variety of shops/stores
The people are friendly, the lake and liftlock are pretty good looking, sports teams
Friendly and supportive, provide a service to them.
Natural setting
Festival of lights
Easy Accessibility
The fashion district block of George between Simcoe and Hunter has great little boutiques that are all focused on the same clientele, it lets people enjoy an afternoon shopping amongst us all. As well the selection and quality of locally owned restaurants are appreciated often.
like living here and the people
Clean unique setting

Feeling welcome, and knowing that we care
Close to Toronto Two education institutes - Trent and Flemming
Convenient to Toronto. Safe for kids. Beautiful Little Lake - boating show
Beautiful area

CQ1b. What is the most common, negative comment you receive from your clients regarding the community?
[2] Traffic
Lack of parking
Streets are so rough
Limited retail shopping. Poor customer service.
The government and the streets; the way we are developing and maintenance
The perception of Peterborough is they don't have a vision, not progressive.
No industry, the downtown
Concerns of vacant store fronts. Litter.
Vagrants asking for money and blocking their way as they try to walk into stores.
Clients get upset when they aren't allowed to skate downtown.
Lack of consistent operational hours
It's not very clean people loitering on the streets, intimidated
Dirty and panhandling in downtown core.
Panhandling, garbage downtown
High tax costs
Winter months are slow because of the lack of entertainment facilities
Difficulty trying to find certain areas, signage, street signs
Why does the city not want new business?
Employee, for 2-3 months of the year there is a lull, keeping all of the employees full time is a challenge.
Poor street signage
There needs to be a greater variety of businesses
"Too bad there aren't any more place to shop"
Never had one
Retail selection
Not enough parking
Parking downtown
Bad parking
Not enough choices - retail, health care, not enough to do - small town
Street people downtown
Downtown: difficulty parking, uncontrolled youth in the downtown
Size of population
Finding their way around, streets are confusing
Too many seniors
Difficulty finding their way around Peterborough, rough streets
Our roads, condition of the road.
Peterborough people are cheap
Political inaction on supporting farmers
Vandalism and crime downtown
Slow paced
Panhandlers and general filth of the streets and empty spaces downtown
people don't like change
The downtown is dirty and inaccessible ie. parking
Panhandling/vagrancy
Too many panhandlers and people begging for things
Hard to find regular employment above minimum wage. Need more emphasis on Secondary Industries and

factories.
Prices are too high
No new idea to attract people No promotion for downtown business
Too slow, no new ideas. City doesn't do enough to promote downtown
Hard to get around the city
Too many traffic lights and lights are not synchronized

CQ2. If your operation is not currently <i>four-season</i>, what is the biggest challenges or obstacles that prevent you from expanding your business to operate all year long?
Street fests (block off streets, vendors, things for kids, new cars
Using the waterfront for a boat festival.
Sometimes to draw more manufacturing businesses to the community.
Winter, not having land for a greenhouse.
Not enough customers

CQ3a. What type of business or event do you feel would benefit the existing businesses in your community?
Kawartha Downs should put in a drag strip.
More sporting events
More industry, more jobs.
The events the city puts on.
Skate contest, skate demo
Strong marketing business that is marketing downtown (not planning events) to bring more shopping to downtown.
Conventions, not sports related
Horse Shows
Most outdoor events and festivals because that is where we get most of our business
Festival of Lights
A good Law Firm dedicated to the free enterprize of private owners and not the Dictatorship from municipalities of who, what, when, and where.
Dance and skate competitions.
Festival of lights draws people to retire here.
Business fairs
More outdoor festivals and food centered events
A ladies clothing. An ice cream/candy parlour
Factory
Some kind of business awareness fairs or events to know what's going on.
Community based marketing strategy, big sidewalk sale.
Anything that encourages/supports the arts and the areas potential for environmental stewardship.
Summer street festival with all the businesses supporting it.
Some kind of group to represent this area. George and Edinburgh street.
Manufacturing
More outside Festivals
Manufacturing, larger base
Conference Centre
Kids hockey, Atom Tournament, Festival of Lights
Collective effort to a weekend of helping people to be aware of litter, community event of cleaning garbage.
Campaign about litter. The community should not take garbage cans away in the fall.
Summer/winter solstice event
Health and wellness programming without being hosted by a charity
Any event that brings people into Peterborough. Retired people run this town.
Sunday shopping push for downtown, like Bobcaygeon, Port Hope Port Perry, standardized hours and events,

with reduced auto traffic
A hall or building that rents spaces for parties and weddings etc. A convention centre of sorts that has a large capacity than 200 people and is clean and bright
A major, national retailer to anchor the downtown
More large box stores. People tend to shop outside the city when shopping for special events or occasions. Keep the business inside our community.
More permanent full time positions with an employee in the area rather than in the Oshawa area.
Tourism Recreation/Entertainments
Tourism development Special events like summer Little Lake gatherings
Low cost trade show between businesses

CQ3b. Is there an event or festival that has a positive effect on your business? Please explain:
[2] Festival of Lights
Havelock Jamboree, Peterborough Exhibition
farmers market
They all are.
Skate contests
When they close the street down
July sidewalk sale
The home show
Fiesta Buckhorn brings awareness of the variety of food and wine available and it is heavily patronized.
not aware of any
Bridal shows
Sidewalk Sale
We plan our own
No, when they happen we are usually not open, good for community.
Buckhorn Wildlife Arts Festival
Sometimes the garden shows get people in looking as well as the festival of trees, bridal shows also help.
Festival of lights brings people in this area.
Peterborough Folk festival and Douro doings - brings many outside musicians and such to my store.
Breast Cancer is one week day yearly, have a BBQ and invite customers in, sell a few small times and ask for donation
Walking week brought more people/more business to downtown. Car show!

CQ3c. Is there an event or festival that has a negative effect on your business? Please explain:
Home shows, craft shows, etc. on Saturdays. Business very slow
No
Havelock Jamboree, takes everybody out of town.
Only when they close down Hunter Street
Santa Clause parade, Examiner, did bad story on my business.
Plowing match, it pulled business out of Peterborough, it seemed like there was nobody around.
nothing
I wasn't benefiting when I was a member.
Not clear how we benefit from Chamber. Home Builders Association fights government, lobbies.
not that I am aware of
Festival of Lights with Parking issues only.
Rib fest
the plowing match
Yes, Parades are crap, we lose our parking in the middle of the day, everyone leaves garbage all over and no one goes into any of the shops
Any parades or events which block the flow of traffic on George or Water Streets and any major construction projects with block traffic flow (including Movie sets)

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

Allows me a good price of employee benefits, advertise website.

I'm not

Networking opportunities. Apparel Federation gives industry knowledge; I use Toronto Board of Trade office space to meet clients in Toronto.

If I'm not a member I'm not benefiting

Gives you more business

Support, networking, learning

BIA works hard at keeping downtown going.

I'm not benefiting because I'm not a member

I'm not

Not really benefiting

Some information regarding garbage, recycling, events.

DBIA: having a voice in the direction of the downtown Chamber: networking

More aware of construction and development in area.

Not that I can physically see

yes

Good networking, good way to keep a handle of what is going on in the city.

We connect with our business neighbors and share concerns.

Street Beautification

having your in the public

Don't

Education seminars

I'm not, but it's because of my lack of time and energy.

Seen as a community supporter

Support and information

Amazing/great networking Strengthening knowledge on resources Motivating Connecting me to resources in the community

Networking, Rotary provides a service, it all comes down to increasing bottom line.

BIA - marketing and events. Chamber - not sure. CFIB - take advantage

Just that you're in the know

They offer seminars that we sometimes attend, keep us up to date, advertising.

I don't know that I am

I don't see any direct benefit, but the health insurance, they keep us advised on what's happening.

Keep me informed of happenings.

Attending workshops

Nothing

Don't think that I do.

Great place to do business

Getting more people and business aware of myself and my name

New streetscape

Marketing and networking

Very little benefit. BIA - poorly focused and mainly of George Street and on events which do not help most businesses. Chamber of Commerce - very expensive for me to join and their main focus (as it should be) is on the community at George not one street or the needs of one business

Up to date information about things happening in the community

I need to become more involved before I can benefit.

CQ6. If yes, which ones?

Community Futures Program for training money. Wage subsidy for intern from Apparel Human Resource Council.

Job connect through Sir Sandford College
Flood assistance program
Start-up venture loan.
Jobs connect, skills training apprenticeship program.
Just never felt there was one appropriate for me.
I don't have time to search out and fill out the forms for the programs that would help this business.
Won't get into the government any more than my taxes.
Haven't found one that we need, lack of knowledge.
None
Flood relief for businesses without insurance.
(SEA) Self-employment assistance, 15 years ago, 22 started and 2 are still in business
18 years ago - initial start-up was assisted by Futures Canada loan
Some sort of government thing that helped me start my business and business plan.
GPA EDC had a loan program for property.
Wage subsidy program.
Government funded student training - don't remember what it was called, but the students sent to us were challenged and found them to be aggravating clients rather than helping us.
Submit bids for upgrading equipment
Futures Employment Program

CQ6. If no, why not?
Because too much red tape and paperwork.
Didn't know they were there to help
I applied for grants that would help with wage pay, by the time we got it, the worker went to another job, it took too long. Youth program (training) wasn't successful.
just such a small business
Don't believe in government money for my business
Never really looked into it.
None
I don't know what's available. There was a time when I could have, but . . .
There is no real benefit for me to use them.
I don't know about them, don't have time to research them
Whenever we needed money we always went to the bank
I don't know if there are any available.
Haven't had the need to
Don't believe there is one. If you have a business, shouldn't need government money.
Never needed to.
Haven't needed them
has not needed the assistance
none have been made available to us. We have looked and been disappointed every time.
Because I use the bank for loans. Government process is too lengthy, daunting.
I don't think I qualify
Have not found one that we can use.
We are not aware of any assistance programs
Don't know that there are any available.
So much red tape involved, it just wasn't worth the money and effort that we would have to put into it.
There are none available to me. Years ago the government would give interest free loans and grants to agricultural businesses. What happened?
It is quite difficult to get the whole thing going. Huge bureaucratic mess.
Don't know of any
Never had a need to use government services
I tried when I was buying the store, but everything seemed to be so difficult and expensive to buy the

information so I gave up.

Not aware of what is available for small retailers.

I am a one person operation with a few volunteers. There are no programs I feel would help me substantially and it would be a waste of my tax dollars.

I do not know any program that can help my business to grow.

We would like to have.

QUANTITATIVE ANSWERS

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

Response	City of Peterborough 2007	
Yes	21	38%
No	34	62%
	55	100%

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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	20%
11:00 am to 1:00 pm	1	10%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	3	30%
Varies	4	40%
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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	20%
11:00 am to 1:00 pm	1	10%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	3	30%
Varies	4	40%
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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	20%
11:00 am to 1:00 pm	1	10%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	3	30%
Varies	4	40%
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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	18%
11:00 am to 1:00 pm	1	9%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	4	36%
Varies	4	36%
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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	18%
11:00 am to 1:00 pm	1	9%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	4	36%
Varies	4	36%
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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	2	22%
11:00 am to 1:00 pm	1	11%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	2	22%
Varies	4	44%
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

Response	City of Peterborough 2007	
Before 8:00 am	0	0%
8:00 am to 11:00 am	1	8%
11:00 am to 1:00 pm	1	8%
1:00 pm to 5:00 pm	0	0%
After 5:00 pm	1	8%
Varies	4	31%
Closed	6	46%

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?

Response	City of Peterborough 2007	
Yes	37	59%
No	26	41%
	63	100%

CQ5a. If yes, which one(s)?

Response	City of Peterborough 2007	
BIA	3	8%
Chamber of Commerce	25	68%
Business Association	0	0%
Other	9	24%

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?

Response	City of Peterborough 2007	
Yes	14	26%
No	40	74%
	54	100%