

# Business Retention & Expansion Project 2007

*Retail / Service Sector*



GREATER PETERBOROUGH AREA  
ECONOMIC DEVELOPMENT CORPORATION



BUSINESS RETENTION AND EXPANSION

**Smith - Ennismore - Lakefield**

# SMITH-ENNISMORE-LAKEFIELD – Project Analysis

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

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Remain the Same | 5            | 45%            |
| Downsize        | 0            | 0%             |
| Relocate        | 1            | 9%             |
| Expand          | 4            | 36%            |
| Close           | 1            | 9%             |

**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%.
- \* 11 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

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

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

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

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

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

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

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

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

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

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

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

| <b>Response</b>                                      | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Head office decision                                 | 0            | 0%             |
| Facilities, e.g., buildings too small, too old, etc. | 0            | 0%             |
| Loss or change of customer/clients                   | 0            | 0%             |
| Distance to markets and inputs                       | 0            | 0%             |
| Labour supply  | 0            | 0%             |
| Management - Labour relations                        | 0            | 0%             |
| Local infrastructure                                 | 0            | 0%             |
| Expansion limitations                                | 0            | 0%             |
| Profitability  | 0            | 0%             |
| Health/environmental regulations                     | 0            | 0%             |
| Unable to find purchaser                             | 0            | 0%             |
| Retirement   | 1            | 100%           |
| Loss/or change of export/product mandate             | 0            | 0%             |
| Other (Specify):                                     | 0            | 0%             |

**Please Note:**

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

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

| <b>Response</b>                     | <b>Count</b> | <b>Percent</b> |
|-------------------------------------|--------------|----------------|
| Nothing, decision is made           | 0            | 0%             |
| Finding new site                    | 0            | 0%             |
| Financing                           | 0            | 0%             |
| Approval Process                    | 0            | 0%             |
| Succession planning                 | 1            | 100%           |
| Employee purchase                   | 0            | 0%             |
| Improvement to local infrastructure | 0            | 0%             |
| Identifying prospective purchaser   | 1            | 100%           |
| Export assistance                   | 0            | 0%             |
| Business planning                   | 0            | 0%             |
| Marketing                           | 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 Smith-Ennismore-Lakefield 2007 project.

## Request for Assistance

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

| <b>Response</b>          | <b>Count</b> | <b>Percent</b> |
|--------------------------|--------------|----------------|
| Request Assistance (Yes) | 1            | 8%             |
| Request Assistance (No)  | 8            | 67%            |

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

| <b>Response</b>          | <b>Count</b> | <b>Percent</b> |
|--------------------------|--------------|----------------|
| Request Assistance (Yes) | 0            | 0%             |
| Request Assistance (No)  | 9            | 75%            |

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

| <b>Response</b>          | <b>Count</b> | <b>Percent</b> |
|--------------------------|--------------|----------------|
| Request Assistance (Yes) | 2            | 17%            |
| Request Assistance (No)  | 7            | 58%            |

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

| <b>Response</b>          | <b>Count</b> | <b>Percent</b> |
|--------------------------|--------------|----------------|
| Request Assistance (Yes) | 0            | 0%             |
| Request Assistance (No)  | 1            | 8%             |

## Request for Information

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

| <b>Response</b>           | <b>Count</b> | <b>Percent</b> |
|---------------------------|--------------|----------------|
| Request Information (Yes) | 2            | 17%            |
| Request Information (No)  | 7            | 58%            |

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

| <b>Response</b>           | <b>Count</b> | <b>Percent</b> |
|---------------------------|--------------|----------------|
| Request Information (Yes) | 2            | 17%            |
| Request Information (No)  | 7            | 58%            |

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

| <b>Response</b>           | <b>Count</b> | <b>Percent</b> |
|---------------------------|--------------|----------------|
| Request Information (Yes) | 4            | 33%            |
| Request Information (No)  | 5            | 42%            |

# Business Climate and Community Assessment

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Excellent       | 5            | 42%            |
| Good            | 7            | 58%            |
| Fair            | 0            | 0%             |
| Poor            | 0            | 0%             |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 2            | 17%            |
| No              | 10           | 83%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 2            | 100%           |
| No              | 0            | 0%             |
|                 | <b>2</b>     | <b>100%</b>    |

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

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 1            | 8%             |
| Somewhat satisfied     | 4            | 33%            |
| Somewhat dis-satisfied | 5            | 42%            |
| Very dis-satisfied     | 1            | 8%             |
| No contact             | 1            | 8%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 2            | 17%            |
| Somewhat satisfied     | 7            | 58%            |
| Somewhat dis-satisfied | 1            | 8%             |
| Very dis-satisfied     | 1            | 8%             |
| No contact             | 1            | 8%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 4            | 33%            |
| Somewhat satisfied     | 4            | 33%            |
| Somewhat dis-satisfied | 2            | 17%            |
| Very dis-satisfied     | 1            | 8%             |
| No contact             | 1            | 8%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 6            | 50%            |
| Somewhat satisfied     | 5            | 42%            |
| Somewhat dis-satisfied | 1            | 8%             |
| Very dis-satisfied     | 0            | 0%             |
| No contact             | 0            | 0%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 2            | 18%            |
| Somewhat satisfied     | 4            | 36%            |
| Somewhat dis-satisfied | 2            | 18%            |
| Very dis-satisfied     | 3            | 27%            |
| No contact             | 0            | 0%             |
|                        | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 1            | 8%             |
| Somewhat satisfied     | 3            | 25%            |
| Somewhat dis-satisfied | 7            | 58%            |
| Very dis-satisfied     | 1            | 8%             |
| No contact             | 0            | 0%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 3            | 25%            |
| Somewhat satisfied     | 4            | 33%            |
| Somewhat dis-satisfied | 4            | 33%            |
| Very dis-satisfied     | 1            | 8%             |
| No contact             | 0            | 0%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 3            | 25%            |
| Somewhat satisfied     | 7            | 58%            |
| Somewhat dis-satisfied | 1            | 8%             |
| Very dis-satisfied     | 1            | 8%             |
| No contact             | 0            | 0%             |
|                        | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Very satisfied         | 0            | 0%             |
| Somewhat satisfied     | 3            | 27%            |
| Somewhat dis-satisfied | 0            | 0%             |
| Very dis-satisfied     | 6            | 55%            |
| No contact             | 2            | 18%            |
|                        | <b>11</b>    | <b>100%</b>    |

## Factors in doing business within the community

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 2         | 17%         |
| Good      | 8         | 67%         |
| Fair      | 2         | 17%         |
| Poor      | 0         | 0%          |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 7         | 64%         |
| Fair      | 4         | 36%         |
| Poor      | 0         | 0%          |
|           | <b>11</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 4         | 33%         |
| Fair      | 4         | 33%         |
| Poor      | 4         | 33%         |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 3         | 25%         |
| Fair      | 5         | 42%         |
| Poor      | 4         | 33%         |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| Excellent | 0        | 0%          |
| Good      | 2        | 25%         |
| Fair      | 4        | 50%         |
| Poor      | 2        | 25%         |
|           | <b>8</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| Excellent | 0        | 0%          |
| Good      | 3        | 33%         |
| Fair      | 3        | 33%         |
| Poor      | 3        | 33%         |
|           | <b>9</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| Excellent | 0        | 0%          |
| Good      | 3        | 33%         |
| Fair      | 5        | 56%         |
| Poor      | 1        | 11%         |
|           | <b>9</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| Excellent | 0        | 0%          |
| Good      | 2        | 25%         |
| Fair      | 4        | 50%         |
| Poor      | 2        | 25%         |
|           | <b>8</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 1         | 9%          |
| Good      | 4         | 36%         |
| Fair      | 2         | 18%         |
| Poor      | 4         | 36%         |
|           | <b>11</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 1         | 8%          |
| Good      | 8         | 67%         |
| Fair      | 2         | 17%         |
| Poor      | 1         | 8%          |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 10        | 83%         |
| Fair      | 2         | 17%         |
| Poor      | 0         | 0%          |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 8         | 67%         |
| Fair      | 1         | 8%          |
| Poor      | 3         | 25%         |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count | Percent |
|-----------|-------|---------|
| Excellent | 1     | 9%      |
| Good      | 4     | 36%     |
| Fair      | 4     | 36%     |
| Poor      | 2     | 18%     |
|           | 11    | 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 | 7     | 58%     |
| Good      | 5     | 42%     |
| Fair      | 0     | 0%      |
| Poor      | 0     | 0%      |
|           | 12    | 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 | 1     | 8%      |
| Good      | 5     | 42%     |
| Fair      | 1     | 8%      |
| Poor      | 5     | 42%     |
|           | 12    | 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 | 1        | 13%         |
| Good      | 1        | 13%         |
| Fair      | 3        | 38%         |
| Poor      | 3        | 38%         |
|           | <b>8</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 4         | 36%         |
| Fair      | 5         | 45%         |
| Poor      | 2         | 18%         |
|           | <b>11</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 2         | 17%         |
| Good      | 8         | 67%         |
| Fair      | 1         | 8%          |
| Poor      | 1         | 8%          |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 3         | 25%         |
| Good      | 9         | 75%         |
| Fair      | 0         | 0%          |
| Poor      | 0         | 0%          |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 4         | 36%         |
| Fair      | 7         | 64%         |
| Poor      | 0         | 0%          |
|           | <b>11</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 2         | 17%         |
| Good      | 3         | 25%         |
| Fair      | 2         | 17%         |
| Poor      | 5         | 42%         |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 7         | 58%         |
| Fair      | 5         | 42%         |
| Poor      | 0         | 0%          |
|           | <b>12</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 3         | 30%         |
| Fair      | 4         | 40%         |
| Poor      | 3         | 30%         |
|           | <b>10</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| Excellent | 0         | 0%          |
| Good      | 5         | 42%         |
| Fair      | 4         | 33%         |
| Poor      | 3         | 25%         |
|           | <b>12</b> | <b>100%</b> |

## Site Satisfaction

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

| <b>Response</b>       | <b>Count</b> | <b>Percent</b> |
|-----------------------|--------------|----------------|
| Completely satisfied  | 10           | 83%            |
| Somewhat satisfied    | 2            | 17%            |
| Somewhat dissatisfied | 0            | 0%             |
| Very dissatisfied     | 0            | 0%             |
|                       | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| Site is too small   | 1            | 50%            |
| Site is too large   | 0            | 0%             |
| No opportunity for expansion                                    | 0            | 0%             |
| Condition of building   | 0            | 0%             |
| General appearance of site                                      | 0            | 0%             |
| Utilities/energy, that is the type, level or quantity available | 0            | 0%             |
| Location is inconvenient for customers                          | 0            | 0%             |
| Access to research and development in the area                  | 0            | 0%             |
| Availability of skilled labour                                  | 0            | 0%             |
| Availability of unskilled labour                                | 0            | 0%             |
| Location is inconvenient for employees                          | 1            | 50%            |
| Roads & highway system  | 0            | 0%             |
| Trucking & distribution   | 0            | 0%             |
| Public transit  | 0            | 0%             |
| Policing/security/fire protection                               | 0            | 0%             |
| Business taxes  | 1            | 50%            |
| Community business support                                      | 0            | 0%             |
| General appearance of community                                 | 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%.
- \* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 0            | 0%             |
| No              | 2            | 100%           |
|                 | <b>2</b>     | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 11           | 92%            |
| No              | 1            | 8%             |
|                 | <b>12</b>    | <b>100%</b>    |

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

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

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

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

**Please Note:**

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

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 6            | 50%            |
| No              | 6            | 50%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Own             | 5            | 71%            |
| Lease           | 2            | 29%            |
|                 | <b>7</b>     | <b>100%</b>    |

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

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

## Business Expansion and Sales Trends

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Remain the Same | 5            | 45%            |
| Downsize        | 0            | 0%             |
| Relocate        | 1            | 9%             |
| Expand          | 4            | 36%            |
| Close           | 1            | 9%             |

**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%.
- \* 11 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

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

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

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

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

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

| <b>Response</b>                                   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| An increase in work force                         | 0            | 0%             |
| An increase in floor space                        | 2            | 67%            |
| Additional product line(s)                        | 2            | 67%            |
| Additional services for customers                 | 1            | 33%            |
| Additional investment in equipment and technology | 0            | 0%             |
| Importing goods or services to Canada             | 0            | 0%             |
| An increase in export of goods or services        | 0            | 0%             |
| Process improvements                              | 0            | 0%             |
| An increase in demand for skills training         | 0            | 0%             |
| Other (Specify):                                  | 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%.
- \* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

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

| <b>Response</b>                        | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Financing                              | 0            | 0%             |
| 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                                  | 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 Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>              | <b>Count</b> | <b>Percent</b> |
|------------------------------|--------------|----------------|
| Cash                         | 0            | 0%             |
| Line of credit               | 0            | 0%             |
| Credit card                  | 0            | 0%             |
| New owner equity             | 0            | 0%             |
| Venture Capital              | 0            | 0%             |
| Private Investment           | 0            | 0%             |
| Short Term Bank Loan (<1 yr) | 0            | 0%             |
| Long Term Bank Loan (>1 yr)  | 0            | 0%             |
| Other (Specify):             | 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 Smith-Ennismore-Lakefield 2007 project.

## Barriers / Difficulties to Business Development

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

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

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

| Response                               | Count | Percent |
|--|-------|---------|
| Financing                              | 0     | 0%      |
| 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                                  | 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 Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>       | <b>Count</b> | <b>Percent</b> |
|-----------------------|--------------|----------------|
| Completely satisfied  | 10           | 83%            |
| Somewhat satisfied    | 2            | 17%            |
| Somewhat dissatisfied | 0            | 0%             |
| Very dissatisfied     | 0            | 0%             |
|                       | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 6            | 60%            |
| No              | 4            | 40%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 2            | 20%            |
| No              | 8            | 80%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 3            | 30%            |
| No              | 7            | 70%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 4     | 40%     |
| No       | 6     | 60%     |
|          | 10    | 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      | 9     | 90%     |
| No       | 1     | 10%     |
|          | 10    | 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      | 7     | 64%     |
| No       | 4     | 36%     |
|          | 11    | 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      | 4     | 80%     |
| No       | 1     | 20%     |
|          | 5     | 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?

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Under 1 year    | 0            | 0%             |
| 1 – 5 years     | 0            | 0%             |
| 6 – 10 years    | 0            | 0%             |
| 11 -20 years    | 8            | 67%            |
| Over 20 years   | 4            | 33%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Average</b> |
|-----------------|--------------|----------------|
| Sales Space     | 26,176       | 2,380          |
| Office Space    | 1,172        | 107            |

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)

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| \$0 - \$50,000         | 0            | 0%             |
| \$50,000 - \$100,000   | 3            | 33%            |
| \$100,000 - \$250,000  | 2            | 22%            |
| \$250,000 – 500,000    | 1            | 11%            |
| \$500,000- \$1,000,000 | 2            | 22%            |
| over \$1,000,000       | 1            | 11%            |
|                        | <b>9</b>     | <b>100%</b>    |

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

| <b>Response</b> | <b>Average Percent</b> |
|-----------------|------------------------|
| Foot traffic    | 52%                    |
| Telephone based | 47%                    |
| Internet based  | 2%                     |
| Other           | <1%                    |

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

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Less than 100   | 5            | 45%            |
| 100 – 500       | 2            | 18%            |
| 500 – 1000      | 2            | 18%            |
| Over 1000       | 1            | 9%             |
| None            | 1            | 9%             |
|                 | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Sunday          | 0            | 0%             |
| Monday          | 1            | 9%             |
| Tuesday         | 0            | 0%             |
| Wednesday       | 1            | 9%             |
| Thursday        | 1            | 9%             |
| Friday          | 0            | 0%             |
| Saturday        | 2            | 18%            |
| Varies          | 6            | 55%            |
|                 | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 1            | 25%            |
| 11:00 a.m. - 1:00 p.m. | 2            | 50%            |
| 1:00 p.m. - 5:00 p.m.  | 1            | 25%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 0            | 0%             |
| Closed                 | 2            | 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%.
- \* 4 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 4            | 44%            |
| 11:00 a.m. - 1:00 p.m. | 1            | 11%            |
| 1:00 p.m. - 5:00 p.m.  | 3            | 33%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 1            | 11%            |
| Closed                 | 3            | 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%.
- \* 9 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 3            | 30%            |
| 11:00 a.m. - 1:00 p.m. | 1            | 10%            |
| 1:00 p.m. - 5:00 p.m.  | 4            | 40%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 1            | 10%            |
| Closed                 | 4            | 40%            |

**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%.
- \* 10 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 4            | 40%            |
| 11:00 a.m. - 1:00 p.m. | 1            | 10%            |
| 1:00 p.m. - 5:00 p.m.  | 3            | 30%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 0            | 0%             |
| Closed                 | 5            | 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%.
- \* 10 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 3            | 30%            |
| 11:00 a.m. - 1:00 p.m. | 1            | 10%            |
| 1:00 p.m. - 5:00 p.m.  | 3            | 30%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 2            | 20%            |
| Closed                 | 4            | 40%            |

**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%.
- \* 10 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 3            | 30%            |
| 11:00 a.m. - 1:00 p.m. | 1            | 10%            |
| 1:00 p.m. - 5:00 p.m.  | 4            | 40%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 1            | 10%            |
| Closed                 | 4            | 40%            |

**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%.
- \* 10 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Before 8:00 a.m.       | 0            | 0%             |
| 8:00 a.m. - 11:00 a.m. | 4            | 44%            |
| 11:00 a.m. - 1:00 p.m. | 2            | 22%            |
| 1:00 p.m. - 5:00 p.m.  | 2            | 22%            |
| After 5:00 p.m.        | 0            | 0%             |
| Varies                 | 1            | 11%            |
| Closed                 | 3            | 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%.
- \* 9 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| January         | 0            | 0%             |
| February        | 1            | 8%             |
| March           | 0            | 0%             |
| April           | 0            | 0%             |
| May             | 4            | 33%            |
| June            | 5            | 42%            |
| July            | 9            | 75%            |
| August          | 8            | 67%            |
| September       | 2            | 17%            |
| October         | 1            | 8%             |
| November        | 1            | 8%             |
| December        | 5            | 42%            |

**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%.
- \* 12 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 4            | 33%            |
| No              | 8            | 67%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| January         | 0            | 0%             |
| February        | 0            | 0%             |
| March           | 1            | 25%            |
| April           | 1            | 25%            |
| May             | 2            | 50%            |
| June            | 2            | 50%            |
| July            | 2            | 50%            |
| August          | 1            | 25%            |
| September       | 1            | 25%            |
| October         | 2            | 50%            |
| November        | 2            | 50%            |
| December        | 0            | 0%             |

**Please Note:**

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

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 9            | 90%            |
| No              | 1            | 10%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 6            | 50%            |
| No              | 6            | 50%            |
|                 | <b>12</b>    | <b>100%</b>    |

**DR6a. Gender:**

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Male            | 4            | 36%            |
| Female          | 6            | 55%            |
| No distinction  | 1            | 9%             |
|                 | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 4            | 36%            |
| No              | 7            | 64%            |
|                 | <b>11</b>    | <b>100%</b>    |

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

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

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| Response   | Count    | Percent     |
|--|----------|-------------|
| 1  | 0        | 0%          |
| 2  | 1        | 33%         |
| 3  | 2        | 67%         |
| 4  | 0        | 0%          |
| <b>project:</b><br>* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project. | <b>3</b> | <b>100%</b> |

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

| Response   | Count    | Percent     |
|--|----------|-------------|
| 1  | 3        | 100%        |
| 2  | 0        | 0%          |
| 3  | 0        | 0%          |
| 4  | 0        | 0%          |
| <b>project:</b><br>* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project. | <b>3</b> | <b>100%</b> |

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

| Response   | Count    | Percent     |
|--|----------|-------------|
| 1  | 0        | 0%          |
| 2  | 2        | 67%         |
| 3  | 1        | 33%         |
| 4  | 0        | 0%          |
| <b>project:</b><br>* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project. | <b>3</b> | <b>100%</b> |

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

| Response   | Count    | Percent     |
|--|----------|-------------|
| 1  | 0        | 0%          |
| 2  | 0        | 0%          |
| 3  | 1        | 100%        |
| 4  | 0        | 0%          |
| <b>project:</b><br>* 1 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project. | <b>1</b> | <b>100%</b> |

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| 1               | 1        | 50%         |
| 2               | 1        | 50%         |
| 3               | 0        | 0%          |
| 4               | 0        | 0%          |
| <b>project:</b> | <b>2</b> | <b>100%</b> |

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| 1               | 0        | 0%          |
| 2               | 0        | 0%          |
| 3               | 1        | 50%         |
| 4               | 1        | 50%         |
| <b>project:</b> | <b>2</b> | <b>100%</b> |

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 1 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| 1               | 0        | 0%          |
| 2               | 0        | 0%          |
| 3               | 1        | 50%         |
| 4               | 1        | 50%         |
| <b>project:</b> | <b>2</b> | <b>100%</b> |

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 4 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| 1               | 0        | 0%          |
| 2               | 0        | 0%          |
| 3               | 3        | 75%         |
| 4               | 1        | 25%         |
| <b>project:</b> | <b>4</b> | <b>100%</b> |

\* 4 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 4 companies responded to this question in the Smith-Ennismore-Lakefield 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               | 0        | 0%          |
| 3               | 2        | 100%        |
| 4               | 0        | 0%          |
| <b>project:</b> | <b>2</b> | <b>100%</b> |

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| 1               | 0        | 0%          |
| 2               | 0        | 0%          |
| 3               | 1        | 50%         |
| 4               | 1        | 50%         |
| <b>project:</b> | <b>2</b> | <b>100%</b> |

\* 2 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

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

\* 3 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

DR6e. Do you track where your customers are from?

| Response | Count     | Percent     |
|----------|-----------|-------------|
| Yes      | 5         | 42%         |
| No       | 7         | 58%         |
|          | <b>12</b> | <b>100%</b> |

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

| Response         | Count    | Percent     |
|------------------|----------|-------------|
| Postal Code      | 0        | 0%          |
| Telephone Number | 1        | 20%         |
| Other            | 4        | 80%         |
|                  | <b>5</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| 75% +     | 0        | 0%          |
| 50 - 75%  | 0        | 0%          |
| 25% - 50% | 1        | 11%         |
| 10% - 25% | 2        | 22%         |
| Under 10% | 6        | 67%         |
|           | <b>9</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| 75% +     | 1        | 11%         |
| 50% - 75% | 0        | 0%          |
| 25% - 50% | 4        | 44%         |
| 10% - 25% | 2        | 22%         |
| Under 10% | 2        | 22%         |
|           | <b>9</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| 75% +     | 1         | 10%         |
| 50% - 75% | 0         | 0%          |
| 25% - 50% | 6         | 60%         |
| 10% - 25% | 1         | 10%         |
| Under 10% | 2         | 20%         |
|           | <b>10</b> | <b>100%</b> |

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

| Response  | Count     | Percent     |
|-----------|-----------|-------------|
| 75% +     | 0         | 0%          |
| 50% - 75% | 0         | 0%          |
| 25% - 50% | 5         | 50%         |
| 10% - 25% | 3         | 30%         |
| Under 10% | 2         | 20%         |
|           | <b>10</b> | <b>100%</b> |

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

| Response  | Count    | Percent     |
|-----------|----------|-------------|
| 75% +     | 0        | 0%          |
| 50% - 75% | 1        | 11%         |
| 25% - 50% | 2        | 22%         |
| 10% - 25% | 2        | 22%         |
| Under 10% | 4        | 44%         |
|           | <b>9</b> | <b>100%</b> |

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

| <b>Response</b>  | <b>Count</b> | <b>Percent</b> |
|------------------|--------------|----------------|
| Location         | 2            | 17%            |
| Price            | 2            | 17%            |
| Selection        | 2            | 17%            |
| Service          | 7            | 58%            |
| Hours            | 1            | 8%             |
| Quality          | 7            | 58%            |
| Name Brands      | 1            | 8%             |
| Other (Specify): | 1            | 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%.
- \* 12 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>     | <b>Count</b> | <b>Percent</b> |
|---------------------|--------------|----------------|
| Low-end             | 1            | 8%             |
| Average - Mid-point | 6            | 50%            |
| High-end            | 1            | 8%             |
| All price points    | 4            | 33%            |
|                     | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 4            | 36%            |
| No              | 7            | 64%            |
|                 | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 6            | 60%            |
| No              | 4            | 40%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

| Response | Count     | Percent     |
|----------|-----------|-------------|
| Yes      | 8         | 73%         |
| No       | 3         | 27%         |
|          | <b>11</b> | <b>100%</b> |

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

| Response | Count     | Percent     |
|----------|-----------|-------------|
| Yes      | 3         | 30%         |
| No       | 7         | 70%         |
|          | <b>10</b> | <b>100%</b> |

DR8d. Who are your toughest competitors? - *Local Independents*

| Response | Count     | Percent     |
|----------|-----------|-------------|
| Yes      | 6         | 50%         |
| No       | 6         | 50%         |
|          | <b>12</b> | <b>100%</b> |

DR8d. Who are your toughest competitors? - *Other (Specify)*

| Response | Count    | Percent     |
|----------|----------|-------------|
| Yes      | 0        | 0%          |
| No       | 9        | 100%        |
|          | <b>9</b> | <b>100%</b> |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 3            | 30%            |
| No              | 7            | 70%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| On the street right in closest available spot                         | 1            | 9%             |
| In a municipal/public parking lot                                     | 0            | 0%             |
| In a customer parking lot you own or rent. How many spaces available? | 10           | 91%            |
| Other (Specify):  | 0            | 0%             |
|   | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b>            | <b>Count</b> | <b>Average</b> |
|----------------------------|--------------|----------------|
| How many spaces available? | 149          | 17             |

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

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| On the street in closest available spot                               | 0            | 0%             |
| In a municipal/public parking lot                                     | 0            | 0%             |
| In a customer parking lot you own or rent. How many spaces available? | 10           | 91%            |
| Other (Specify):  | 1            | 9%             |
|   | <b>11</b>    | <b>100%</b>    |

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

| <b>Response</b>            | <b>Count</b> | <b>Average</b> |
|----------------------------|--------------|----------------|
| How many spaces available? | 48           | 5              |

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

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 0            | 0%             |
| No              | 2            | 20%            |
| Don't know      | 8            | 80%            |
|                 | <b>10</b>    | <b>100%</b>    |

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

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

**Please Note:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| Accessibility   | 2            | 20%            |
| Number of parking spaces  | 0            | 0%             |
| Location of parking spaces  | 0            | 0%             |
| Availability of parking spaces                                    | 0            | 0%             |
| Parking enforcement   | 0            | 0%             |
| Storefront appearance / window displays / signage                 | 0            | 0%             |
| Vagrancy, panhandling   | 0            | 0%             |
| Vandalism, graffiti and litter                                    | 2            | 20%            |
| Shop lifting  | 2            | 20%            |
| Loitering   | 0            | 0%             |
| Public safety services (lighting, security, police presence, etc) | 0            | 0%             |
| No issues   | 6            | 60%            |
| 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%.
- \* 10 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 7         | 64%         |
| Somewhat Agree    | 4         | 36%         |
| Somewhat Disagree | 0         | 0%          |
| Strongly Disagree | 0         | 0%          |
|                   | <b>11</b> | <b>100%</b> |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 10        | 100%        |
| Somewhat Agree    | 0         | 0%          |
| Somewhat Disagree | 0         | 0%          |
| Strongly Disagree | 0         | 0%          |
|                   | <b>10</b> | <b>100%</b> |

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

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

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 2         | 20%         |
| Somewhat Agree    | 5         | 50%         |
| Somewhat Disagree | 2         | 20%         |
| Strongly Disagree | 1         | 10%         |
|                   | <b>10</b> | <b>100%</b> |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 5         | 50%         |
| Somewhat Agree    | 3         | 30%         |
| Somewhat Disagree | 2         | 20%         |
| Strongly Disagree | 0         | 0%          |
|                   | <b>10</b> | <b>100%</b> |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 2         | 20%         |
| Somewhat Agree    | 6         | 60%         |
| Somewhat Disagree | 2         | 20%         |
| Strongly Disagree | 0         | 0%          |
|                   | <b>10</b> | <b>100%</b> |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|-------------------|--------------|----------------|
| Strongly Agree    | 4            | 40%            |
| Somewhat Agree    | 5            | 50%            |
| Somewhat Disagree | 1            | 10%            |
| Strongly Disagree | 0            | 0%             |
|                   | <b>10</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|-------------------|--------------|----------------|
| Strongly Agree    | 1            | 11%            |
| Somewhat Agree    | 6            | 67%            |
| Somewhat Disagree | 1            | 11%            |
| Strongly Disagree | 1            | 11%            |
|                   | <b>9</b>     | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|-------------------|--------------|----------------|
| Strongly Agree    | 3            | 30%            |
| Somewhat Agree    | 4            | 40%            |
| Somewhat Disagree | 3            | 30%            |
| Strongly Disagree | 0            | 0%             |
|                   | <b>10</b>    | <b>100%</b>    |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 5         | 50%         |
| Somewhat Agree    | 2         | 20%         |
| Somewhat Disagree | 2         | 20%         |
| Strongly Disagree | 1         | 10%         |
|                   | <b>10</b> | <b>100%</b> |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 7         | 70%         |
| Somewhat Agree    | 3         | 30%         |
| Somewhat Disagree | 0         | 0%          |
| Strongly Disagree | 0         | 0%          |
|                   | <b>10</b> | <b>100%</b> |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 9         | 82%         |
| Somewhat Agree    | 2         | 18%         |
| Somewhat Disagree | 0         | 0%          |
| Strongly Disagree | 0         | 0%          |
|                   | <b>11</b> | <b>100%</b> |

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

| Response          | Count     | Percent     |
|-------------------|-----------|-------------|
| Strongly Agree    | 5         | 50%         |
| Somewhat Agree    | 4         | 40%         |
| Somewhat Disagree | 1         | 10%         |
| Strongly Disagree | 0         | 0%          |
|                   | <b>10</b> | <b>100%</b> |

## Retail / Service Business

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 9            | 75%            |
| No              | 3            | 25%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>                        | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Downtown                               | 5            | 56%            |
| Highway/commercial strip plaza         | 0            | 0%             |
| Regional shopping mall                 | 0            | 0%             |
| Other principle shopping street        | 0            | 0%             |
| Power centre/big box new format retail | 0            | 0%             |
| Tourist area/destination               | 2            | 22%            |
| Neighbourhood commercial               | 2            | 22%            |
| Industrial Park                        | 0            | 0%             |

**Please Note:**

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

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 2            | 17%            |
| No              | 4            | 33%            |
| Don't know      | 6            | 50%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| Response   | Count    | Percent     |
|------------|----------|-------------|
| Yes        | 0        | 0%          |
| No         | 2        | 100%        |
| Don't know | 0        | 0%          |
|            | <b>2</b> | <b>100%</b> |

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        | 0        | 0%          |
| No         | 1        | 50%         |
| Don't Know | 1        | 50%         |
|            | <b>2</b> | <b>100%</b> |

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        | 0        | 0%          |
| No         | 2        | 100%        |
| Don't Know | 0        | 0%          |
|            | <b>2</b> | <b>100%</b> |

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        | 50%         |
| No         | 1        | 50%         |
| Don't Know | 0        | 0%          |
|            | <b>2</b> | <b>100%</b> |

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        | 1        | 50%         |
| No         | 0        | 0%          |
| Don't Know | 1        | 50%         |
|            | <b>2</b> | <b>100%</b> |

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

| Response                                       | Count | Percent |
|--|-------|---------|
| Business Improvement Area Association          | 1     | 10%     |
| Development Corporation or Board of Management | 0     | 0%      |
| Chamber of Commerce                            | 7     | 70%     |
| Committee of Council                           | 1     | 10%     |
| Ratepayers Association                         | 0     | 0%      |
| Other (Specify):                               | 2     | 20%     |

Please Note:

- \* More than one response can be selected for this question.
- \* Percentages are based on the number of companies and may not total 100%.
- \* 10 companies responded to this question in the Smith-Ennismore-Lakefield 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       | 2         | 20%         |
| Good            | 6         | 60%         |
| Fair            | 1         | 10%         |
| Needs Improving | 1         | 10%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 6         | 60%         |
| Fair            | 3         | 30%         |
| Needs Improving | 1         | 10%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 4         | 40%         |
| Good            | 5         | 50%         |
| Fair            | 1         | 10%         |
| Needs Improving | 0         | 0%          |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| Excellent       | 0        | 0%          |
| Good            | 5        | 56%         |
| Fair            | 3        | 33%         |
| Needs Improving | 1        | 11%         |
|                 | <b>9</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 2         | 20%         |
| Good            | 4         | 40%         |
| Fair            | 3         | 30%         |
| Needs Improving | 1         | 10%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 10        | 91%         |
| Fair            | 0         | 0%          |
| Needs Improving | 1         | 9%          |
|                 | <b>11</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 2         | 20%         |
| Fair            | 0         | 0%          |
| Needs Improving | 8         | 80%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 2         | 20%         |
| Fair            | 5         | 50%         |
| Needs Improving | 3         | 30%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 1         | 10%         |
| Good            | 6         | 60%         |
| Fair            | 1         | 10%         |
| Needs Improving | 2         | 20%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 5         | 50%         |
| Fair            | 3         | 30%         |
| Needs Improving | 2         | 20%         |
|                 | <b>10</b> | <b>100%</b> |

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

| Response        | Count    | Percent     |
|-----------------|----------|-------------|
| Excellent       | 1        | 11%         |
| Good            | 4        | 44%         |
| Fair            | 3        | 33%         |
| Needs Improving | 1        | 11%         |
|                 | <b>9</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 6         | 50%         |
| Fair            | 3         | 25%         |
| Needs Improving | 3         | 25%         |
|                 | <b>12</b> | <b>100%</b> |

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            | 5         | 42%         |
| Fair            | 4         | 33%         |
| Needs Improving | 3         | 25%         |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 5         | 42%         |
| Fair            | 4         | 33%         |
| Needs Improving | 3         | 25%         |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 1         | 8%          |
| Good            | 7         | 58%         |
| Fair            | 2         | 17%         |
| Needs Improving | 2         | 17%         |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 1         | 8%          |
| Good            | 8         | 67%         |
| Fair            | 2         | 17%         |
| Needs Improving | 1         | 8%          |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count | Percent |
|-----------------|-------|---------|
| Excellent       | 1     | 8%      |
| Good            | 6     | 50%     |
| Fair            | 4     | 33%     |
| Needs Improving | 1     | 8%      |
|                 | 12    | 100%    |

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

| Response        | Count | Percent |
|-----------------|-------|---------|
| Excellent       | 5     | 45%     |
| Good            | 6     | 55%     |
| Fair            | 0     | 0%      |
| Needs Improving | 0     | 0%      |
|                 | 11    | 100%    |

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

| Response        | Count | Percent |
|-----------------|-------|---------|
| Excellent       | 0     | 0%      |
| Good            | 9     | 90%     |
| Fair            | 1     | 10%     |
| Needs Improving | 0     | 0%      |
|                 | 10    | 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       | 1         | 9%          |
| Good            | 8         | 73%         |
| Fair            | 2         | 18%         |
| Needs Improving | 0         | 0%          |
|                 | <b>11</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 11        | 100%        |
| Fair            | 0         | 0%          |
| Needs Improving | 0         | 0%          |
|                 | <b>11</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 9         | 75%         |
| Fair            | 3         | 25%         |
| Needs Improving | 0         | 0%          |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 8         | 67%         |
| Fair            | 4         | 33%         |
| Needs Improving | 0         | 0%          |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 1         | 8%          |
| Good            | 7         | 58%         |
| Fair            | 3         | 25%         |
| Needs Improving | 1         | 8%          |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 10        | 83%         |
| Fair            | 1         | 8%          |
| Needs Improving | 1         | 8%          |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 7         | 58%         |
| Fair            | 3         | 25%         |
| Needs Improving | 2         | 17%         |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 1         | 8%          |
| Good            | 4         | 33%         |
| Fair            | 4         | 33%         |
| Needs Improving | 3         | 25%         |
|                 | <b>12</b> | <b>100%</b> |

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

| Response        | Count     | Percent     |
|-----------------|-----------|-------------|
| Excellent       | 0         | 0%          |
| Good            | 2         | 18%         |
| Fair            | 3         | 27%         |
| Needs Improving | 6         | 55%         |
|                 | <b>11</b> | <b>100%</b> |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 4     | 33%     |
| No       | 8     | 67%     |
|          | 12    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 6     | 55%     |
| No       | 5     | 45%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 8     | 73%     |
| No       | 3     | 27%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 7     | 58%     |
| No       | 5     | 42%     |
|          | 12    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 7     | 64%     |
| No       | 4     | 36%     |
|          | 11    | 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      | 4     | 36%     |
| No       | 7     | 64%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 7     | 64%     |
| No       | 4     | 36%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 4     | 36%     |
| No       | 7     | 64%     |
|          | 11    | 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      | 4     | 36%     |
| No       | 7     | 64%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 9     | 82%     |
| No       | 2     | 18%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 4     | 36%     |
| No       | 7     | 64%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 6     | 55%     |
| No       | 5     | 45%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 5     | 45%     |
| No       | 6     | 55%     |
|          | 11    | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 4     | 36%     |
| No       | 7     | 64%     |
|          | 11    | 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      | 5     | 45%     |
| No       | 6     | 55%     |
|          | 11    | 100%    |

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

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

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

| <b>Response</b>                                  | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Repair or remove "eyesore" buildings             | 3            | 25%            |
| More and better festivals and events             | 4            | 33%            |
| More niche market specialty shops                | 3            | 25%            |
| More restaurants and entertainment facilities    | 1            | 8%             |
| More hotels/accommodations                       | 3            | 25%            |
| More and better signage                          | 5            | 42%            |
| Improved streetscape                             | 3            | 25%            |
| Uniform store hours                              | 2            | 17%            |
| Extended store hours                             | 1            | 8%             |
| Improved parking                                 | 3            | 25%            |
| Focused downtown revitalization strategy         | 1            | 8%             |
| Financial support to improve store front facades | 3            | 25%            |
| Retail gap analysis and recruitment program      | 0            | 0%             |
| Other (Specify):                                 | 1            | 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%.
- \* 12 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

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

| <b>Response</b>  | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Walking & bike trails  | 6            | 50%            |
| Public parking   | 4            | 33%            |
| Parks and/or green space   | 1            | 8%             |
| Public cultural facilities - libraries, museums, entertainment centres | 4            | 33%            |
| Sports or recreation facilities  | 4            | 33%            |
| Farmer's market  | 6            | 50%            |
| Waterfront access marinas, boat landings                               | 1            | 8%             |
| Public washrooms conveniently located in the downtown                  | 6            | 50%            |
| Directional signs  | 8            | 67%            |
| Other (Specify):   | 3            | 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%.
- \* 12 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

## Company Information

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

| <b>Response</b>        | <b>Count</b> | <b>Percent</b> |
|------------------------|--------------|----------------|
| Corporation            | 4            | 33%            |
| Sole Proprietorship    | 8            | 67%            |
| Non-Profit Corporation | 0            | 0%             |
| Branch Plant           | 0            | 0%             |
| Partnership            | 0            | 0%             |
| Cooperative            | 0            | 0%             |
| Other (Specify):       | 0            | 0%             |
|                        | <b>12</b>    | <b>100%</b>    |

### C2. Is this business a franchise?

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 1            | 8%             |
| No              | 11           | 92%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 4            | 33%            |
| 45 - Retail Trade, (sporting goods, book, music, etc.)                        | 2            | 17%            |
| 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)                            | 6            | 50%            |
| 92 - Public Administration  | 0            | 0%             |
| No NAICS Code   | 0            | 0%             |
|   | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 12           | 100%           |
| No              | 0            | 0%             |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 11           | 92%            |
| No              | 1            | 8%             |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>      | <b>Count</b> | <b>Percent</b> |
|----------------------|--------------|----------------|
| Municipality         | 0            | 0%             |
| Elsewhere in Ontario | 0            | 0%             |
| Outside of Ontario   | 0            | 0%             |
| Outside of Canada    | 0            | 0%             |
|                      | <b>0</b>     | <b>100%</b>    |

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

| <b>Response</b>  | <b>Count</b> | <b>Percent</b> |
|------------------|--------------|----------------|
| Less than 1 year | 0            | 0%             |
| 1 to 3 years     | 0            | 0%             |
| 4 to 10 years    | 0            | 0%             |
| 11 to 25 years   | 5            | 42%            |
| 26 to 35 years   | 4            | 33%            |
| Over 35 years    | 3            | 25%            |
|                  | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 9            | 75%            |
| No              | 3            | 25%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 7            | 58%            |
| No              | 5            | 42%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 0            | 0%             |
| No              | 12           | 100%           |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Yes             | 2            | 17%            |
| No              | 10           | 83%            |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b> | <b>Count</b> | <b>Percent</b> |
|-----------------|--------------|----------------|
| Owner(s)        | 2            | 17%            |
| 1 - 4           | 6            | 50%            |
| 5 - 9           | 1            | 8%             |
| 10 - 14         | 0            | 0%             |
| 15 - 19         | 3            | 25%            |
| 20 - 29         | 0            | 0%             |
| 30 - 49         | 0            | 0%             |
| 50 - 99         | 0            | 0%             |
| 100 - 299       | 0            | 0%             |
| 300 or more     | 0            | 0%             |
|                 | <b>12</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 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.)                           | 14           | 36%            |
| 45 - Retail Trade, (sporting goods, book, music, etc.)                        | 17           | 44%            |
| 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)                            | 8            | 21%            |
| 92 - Public Administration  | 0            | 0%             |
| No NAICS Code   | 0            | 0%             |
|   | <b>39</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 10           | 63%            |
| 45 - Retail Trade, (sporting goods, book, music, etc.)                        | 5            | 31%            |
| 48 - Transportation and Warehousing, (air, rail, truck, etc.)                 | 0            | 0%             |
| 49 - Transportation and Warehousing, (postal service, couriers, etc.)         | 0            | 0%             |
| 51 - Information  | 0            | 0%             |
| 52 - Finance and Insurance  | 0            | 0%             |
| 53 - Real Estate and Rental and Leasing                                       | 0            | 0%             |
| 54 - Professional, Scientific, and Technical Services                         | 0            | 0%             |
| 55 - Management of Companies and Enterprises                                  | 0            | 0%             |
| 56 - Administrative and Support and Waste Management and Remediation Services | 0            | 0%             |
| 61 - Educational Services   | 0            | 0%             |
| 62 - Health Care and Social Assistance  | 0            | 0%             |
| 71 - Arts, Entertainment, and Recreation                                      | 0            | 0%             |
| 72 - Accommodation and Food Services  | 0            | 0%             |
| 81 - Other Services (except Public Administration)                            | 1            | 6%             |
| 92 - Public Administration  | 0            | 0%             |
| No NAICS Code   | 0            | 0%             |
|   | <b>16</b>    | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 1            | 50%            |
| 45 - Retail Trade, (sporting goods, book, music, etc.)                        | 0            | 0%             |
| 48 - Transportation and Warehousing, (air, rail, truck, etc.)                 | 0            | 0%             |
| 49 - Transportation and Warehousing, (postal service, couriers, etc.)         | 0            | 0%             |
| 51 - Information  | 0            | 0%             |
| 52 - Finance and Insurance  | 0            | 0%             |
| 53 - Real Estate and Rental and Leasing                                       | 0            | 0%             |
| 54 - Professional, Scientific, and Technical Services                         | 0            | 0%             |
| 55 - Management of Companies and Enterprises                                  | 0            | 0%             |
| 56 - Administrative and Support and Waste Management and Remediation Services | 0            | 0%             |
| 61 - Educational Services   | 0            | 0%             |
| 62 - Health Care and Social Assistance  | 0            | 0%             |
| 71 - Arts, Entertainment, and Recreation                                      | 0            | 0%             |
| 72 - Accommodation and Food Services  | 0            | 0%             |
| 81 - Other Services (except Public Administration)                            | 1            | 50%            |
| 92 - Public Administration  | 0            | 0%             |
| No NAICS Code   | 0            | 0%             |
|   | <b>2</b>     | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 8            | 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%             |
|   | <b>8</b>     | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 2            | 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%             |
|   | <b>2</b>     | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 1            | 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%             |
|   | <b>1</b>     | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 0            | 0%             |
| 21 - Mining, Quarrying, and Oil and Gas Extraction                            | 0            | 0%             |
| 22 - Utilities  | 0            | 0%             |
| 23 - Construction   | 0            | 0%             |
| 31 - Manufacturing, (food, beverage, etc.)                                    | 0            | 0%             |
| 32 - Manufacturing, (wood, paper, etc.)                                       | 0            | 0%             |
| 33 - Manufacturing, (primary and fabricated metal, etc.)                      | 0            | 0%             |
| 42 - Wholesale Trade  | 0            | 0%             |
| 44 - Retail Trade, (motor vehicle, furniture, etc.)                           | 3            | 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%             |
|   | <b>3</b>     | <b>100%</b>    |

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

| <b>Response</b>   | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| 11 - Agriculture, Forestry, Fishing and Hunting                               | 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.)                           | 1            | 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%             |
|   | <b>1</b>     | <b>100%</b>    |

## Local Community

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 2     | 18%     |
| No       | 9     | 82%     |
|          | 11    | 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      | 1     | 50%     |
| No       | 1     | 50%     |
|          | 2     | 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      | 0     | 0%      |
| No       | 1     | 100%    |
|          | 1     | 100%    |

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

| Response | Count | Percent |
|----------|-------|---------|
| Yes      | 3     | 27%     |
| No       | 8     | 73%     |
|          | 11    | 100%    |

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

| Response   | Count     | Percent     |
|------------|-----------|-------------|
| Yes        | 4         | 33%         |
| No         | 1         | 8%          |
| Don't know | 7         | 58%         |
|            | <b>12</b> | <b>100%</b> |

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

| Response   | Count    | Percent     |
|------------|----------|-------------|
| Yes        | 1        | 25%         |
| No         | 0        | 0%          |
| Don't know | 3        | 75%         |
|            | <b>4</b> | <b>100%</b> |

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

| Response                      | Count     | Percent     |
|-------------------------------|-----------|-------------|
| Yes                           | 4         | 33%         |
| No                            | 5         | 42%         |
| Unaware of what is being done | 3         | 25%         |
|                               | <b>12</b> | <b>100%</b> |

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

| <b>Response</b>  | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Marketing seminars   | 2            | 18%            |
| Access to capital seminars   | 1            | 9%             |
| Trade shows  | 6            | 55%            |
| Business networking sessions   | 2            | 18%            |
| Export development programs and services   | 0            | 0%             |
| Joint advertising and marketing  | 8            | 73%            |
| Attraction of related supply & services businesses                               | 3            | 27%            |
| Workforce planning, employee training and attraction                             | 3            | 27%            |
| Identification of opportunities for shared use of buildings, infrastructure etc. | 4            | 36%            |
| Productivity improvement workshops   | 1            | 9%             |
| Website development  | 6            | 55%            |
| E-marketing  | 2            | 18%            |
| Other  | 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%.
- \* 11 companies responded to this question in the Smith-Ennismore-Lakefield 2007 project.

# SMITH-ENNISMORE-LAKEFIELD – Additional Comments

## BUSINESS CLIMATE – Smith-Ennismore-Lakefield

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

The beautification committee in Bridgenorth has done a wonderful job bringing a polished look to the beautiful little village that I have grown up in. In the last three years I have moved my business to my home and have enjoyed my work even more.

There's going to be more development in Lakefield, housing development, more community involvement.

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

No responses

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

No responses

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

[4] Better Public Transit

Water and sewers

Road re-paved

Garbage pick-up, Medical Centre

More policing all year round, not only summer.

Cab or bus

Garbage bins on the street and recycling containers

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

High taxes

Shoplifting

## FUTURE PLANS – Smith-Ennismore-Lakefield

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

**Comments:**

More service space

Adding on to the existing building. Government grant financial assistance needed

Expand product selection. Expand display gardens. Expand sales area

Taking on additional product lines. Expanding into different lines of business.

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

No responses

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

No responses

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

Doing a different type of work that doesn't require much space. Cost of overhead too great.

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

Strictly a change in my business.

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

No responses

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

No responses

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

No responses

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

Finding somebody to buy it

## BUSINESS DEVELOPMENT – Smith-Ennismore-Lakefield

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

Smith-Ennismore-Lakefield

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

No responses

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

No responses

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

No responses

**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 responses

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

No responses

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

No responses

## LOCAL COMMUNITY – Smith-Ennismore-Lakefield

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

#### Comments:

A couple of funeral homes interested

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

Dollar Store

Medical Center

Costco

Restaurants in the north end of city

Antique shops

Steadman's, Giant Tiger

Garbage pick-up

Keg

Clothing stores

Another grocery store

The Mandarin Restaurant

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

There's a change in the route and Ward St. will suffer, politicians don't care about

There's always lots going on

You're basically on your own, over taxed and under serviced.

Too many people on council are retirement age, eg. Buckhorn council voted down a casino which could have significantly helped the area.

There's promotion for recruiting business, lack of maintaining small town character via appropriate by-laws

I think that they could be doing things

They don't do much, no advertising, no plans.

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

Good traffic flow

Can walk to everything

Friendly

Tourism

Tourist Area

busy, lots of people expanding from Peterborough

Age group is good for our target audience

Excellent customer service

Tourism

Tax Advantage

Labour supply seems goods

People know you, easier to communicate with them

Resorts and places to stay

Beautiful view of the Lake

Community is quiet

Age group with disposable income

Supporting your own community

Proximity to Peterborough

Location

|  |
|--|
| Closeness to Peterborough, larger markets  |
| Restaurants, stores have the basics        |
| Retirement area                            |
| Lots of community involvement              |
| Proximity to Toronto for trade shows, etc. |
| Ease of location                           |
| Friendly people                            |

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

|   |
|---|
| The threat of the by-pass   |
| you have to pay a high price  |
| Weather related, keeping the roads open   |
| Age of incoming population  |
| Need another bank   |
| Size  |
| Downtown needs revitalization   |
| Parking, people complaining   |
| Parking   |
| Taxes are high  |
| Lack of water services  |
| The communities growth potential  |
| Not as much variety   |
| Low wages   |
| Panhandling downtown  |
| Availability of Public Washrooms  |
| We don't have everything  |
| Location  |
| Lack of Water and Sewers  |
| Smaller community   |
| No transit cabs, bus'   |
| Lack of promotion as a tourist location (Ontario Getaway Publications)            |
| Price point (some stores high) lose local business because anchor stores too high |

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

|   |
|---|
| Water and sewer insufficient. By-pass threat  |
| Free downtown parking in July and August continue to provide attractive floral displays |
| It's a wonderful/supportive community business wise, with charitable organizations.     |
| The community (municipality) does not deal with us, even though other ones do.          |

## RETAIL / SERVICE BUSINESS – Smith-Ennismore-Lakefield

**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.**

Canadian dollar, price of gas, gravel pits (the look)

Last time, the municipality designated commercial land, but it's not for sale.

No responses

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

Buckhorn District Tourist Association

Don't know

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

No responses

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

Transit or transportation

**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:**

[3] Parking

[2] Price of fuel

Banking fees

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

[2] Heritage District

Transit

## DOWNTOWN REVITALIZATION – Smith-Ennismore-Lakefield

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

| <b>DR5d. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district? Please specify which events you participate in:</b> |
|---|
| Christmas Day Parade  |
| Busker festival   |
| June 21st, National Aboriginal Day  |

| <b>DR5d. Do you participate in and/or support community events and festivals that take place in the downtown/commercial district? Please specify which events you support:</b> |
|--|
| Bridgenorth Beautification Committee, Rotary/Lions Club, Shamrock Festival, Various Kids Sports Teams  |
| Gift certificates: Legion, Curling Club, Pow Wow   |
| Christmas Day Parade, Fairs and Auctions   |
| Community events   |
| Beautification Committee, kids sports, auction at church   |
| Lakefield Literary Festival, Peterborough Relay for Life etc. Festival of Trees.   |
| Arts Festival, Jazz Festival, Literacy Festival  |
| Literary Festival, Community Events, Lions Club, Sporting, curling   |
| June 21st, National Aboriginal Day, Buckhorn Wildlife Arts Festival.   |

| <b>DR5e. Do community events/festivals increase sales in your business? Please specify which events.</b> |
|--|
| Shamrock Festival, Hockey Tournaments  |
| Summer time, Weddings, Dances  |
| Buckhorn Wildlife Arts Festival  |
| Buckhorn Food and Wine Lakefield Literary Festival Festival of Trees                                     |
| Arts Festival, Jazz Festival, Literacy Festival  |
| Buckhorn Wildlife Arts Festival  |

| <b>DR6g. Outside this community, name the top five communities where your customers come from:</b> |
|--|
| [2] Peterborough   |
| 905 Area   |
| U.S.A.   |
| Lakefield  |
| 416 Area   |
| City of Kawartha Lakes   |
| Europe   |
| Lindsay  |
| Belleville/Trenton/Kingston  |
| Minden Hills   |

|                           |
|---------------------------|
| Australia                 |
| Keene                     |
| NY State (Buffalo, etc)   |
| North Kawartha Township   |
| New Zealand               |
| Buckhorn                  |
| Bancroft                  |
| Norwood/Campbellford area |
| South America             |

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

|   |
|---|
| Quality of Prodcuts                               |
| Long time in the community                        |
| Repair what we sell                               |
| Tanning   |
| Waxing  |
| Quality product/Grown here                        |
| Wire service (for flowers)                        |
| Customer service                                  |
| Handle hand held power equipment                  |
| Works gathered from tribes across Canada          |
| Level of Services                                 |
| Service what we sell                              |
| Experience  |
| Ear Peircing                                      |
| Customer Service                                  |
| Customer service                                  |
| Organic Products                                  |
| Handle Canadian made snowplowing equipment        |
| One of the biggest Native Art Galleries in Canada |
| Skilled Labour                                    |
| We get parts for what we sell                     |
| Personality                                       |
| Unique Product Line                               |
| Wide Selection                                    |
| Quality of Product                                |
| Often 24 hour service for contracted snowplows in |
| Community Support                                 |
| Keep new items packed                             |
| Born and raised in area                           |
| Trusted product                                   |
| Good Parking                                      |
| Location  |
| Happy/friendly service                            |
| Longevity of business                             |
| Display garden                                    |
| Overall Appearance                                |
| contacts  |

Workshops/seminars

Restoration Work

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

Local Parts Supplies

Hardware store

Garden Style

Funeral Home

The Market (business name)

Franks property service

Holiday Inn Accomodations

Tourism Association

Restaurants

Happenstance

THL systems

Peterborough and the Kawarthas Tourism

General Stores

The Hotel

Hannigans

Bed and Breakfast

**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)**

Medical Centre

Automotive Supply

General Clothing Store

Restaurant

Gas Station

Public Transportation

Garbage Pick-up

**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:**

No responses

**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

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

**'Other' Name:**

No responses

# SMITH-ENNISMORE-LAKEFIELD – 2007 Community Questions

## QUALITATIVE ANSWERS

| <b>CQ1a. What is the most common, positive comment you receive from your clients regarding the community?</b> |
|---|
| Everyone's friendly, place is beautiful   |
| Smaller quieter community   |
| Friendly, helpful, concerned about your neighbor kind of place.   |
| Friendly, helpful.  |
| How beautiful our little town is becoming thanks to the beautification committee.                             |
| Friendly  |
| So attractive with the lakes and small/unique villages (Lakefield, Young's Point, etc.)                       |
| Friendliness, safety, convenience.  |
| It's very pretty  |
| So peaceful here  |

| <b>CQ1b. What is the most common, negative comment you receive from your clients regarding the community?</b> |
|---|
| Water and sewer, level of pollution in the lake.  |
| No garbage pick-up  |
| Nothing is open after 5 pm.   |
| All of the immigrants fishing on the causeway and leaving garbage everywhere.                                 |
| Traffic is heavy  |
| Lack of vigour in downtown core/vacant businesses   |
| Parking and no washrooms  |
| Drug store isn't open on Sunday   |
| Inflexibility of government, zoning/permit issues. So many rules, you can't get anything done.                |
| Cold  |

| <b>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?</b> |
|--|
| We choose to be closed January and February  |

| <b>CQ3a. What type of business or event do you feel would benefit the existing businesses in your community?</b> |
|--|
| Winter Activities  |
| Clothing store, dollar store, new grocery store.   |
| Medical Centre   |
| Winter activities.   |
| Don't know   |
| Continued communities in Bloom events/incentives   |
| Recruiting of antique stores   |
| Restaurant   |

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

Art festival, draws a lot of people

Festival of trees - helps remind people we are still open and actively selling product

No

Curve Lake Pow Wow

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

No. Although, not an event, on holiday weekends "wagon jobbers" set up on Peterborough street corners and sell floral products. Do they have a license to do so? Payment to compensate the loss of sales of comparable stores who pay taxes?

Jazz Festival, takes place in the park down by the arena, so away from downtown.

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

No idea

Good advertisement for Lakefield area.

Advertising

I'm not a member, so I'm not benefiting.

local events and business after hours events

Exposure

Exposure, a little bit, would like to see Chamber do more about Lakefield

Exposure to other business people, through training sessions.

Promotion

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

Peterborough Works, wage subsidy, employee training.

**CQ6. If no, why not**

Not aware of any government programs when there are, it seems like it's too much trouble/time for the benefit that you get.

Haven't done it, didn't need to, didn't know enough to think they would help

We don't need to, no need

Just never felt the need to use them.

none were available to me.

Don't know of any that are available to me.

Too difficult jumping through the hoops.

## QUANTITATIVE ANSWERS

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

| Response | Smith-Ennismore-Lakefield 2007 |             |
|----------|--------------------------------|-------------|
| Yes      | 4                              | 44%         |
| No       | 5                              | 56%         |
|          | <b>9</b>                       | <b>100%</b> |

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

| Response            | Smith-Ennismore-Lakefield 2007 |     |
|---------------------|--------------------------------|-----|
| Before 8:00 am      | 1                              | 33% |
| 8:00 am to 11:00 am | 1                              | 33% |
| 11:00 am to 1:00 pm | 0                              | 0%  |
| 1:00 pm to 5:00 pm  | 0                              | 0%  |
| After 5:00 pm       | 1                              | 33% |
| Varies              | 0                              | 0%  |
| Closed              | 0                              | 0%  |

**Please Note:**

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

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

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

| Response            | Smith-Ennismore-Lakefield 2007 |     |
|---------------------|--------------------------------|-----|
| Before 8:00 am      | 1                              | 50% |
| 8:00 am to 11:00 am | 1                              | 50% |
| 11:00 am to 1:00 pm | 0                              | 0%  |
| 1:00 pm to 5:00 pm  | 0                              | 0%  |
| After 5:00 pm       | 0                              | 0%  |
| Varies              | 0                              | 0%  |
| Closed              | 0                              | 0%  |

**Please Note:**

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

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

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

| <b>Response</b>     | <b>Smith-Ennismore-Lakefield 2007</b> |     |
|---------------------|---------------------------------------|-----|
| Before 8:00 am      | 1                                     | 50% |
| 8:00 am to 11:00 am | 1                                     | 50% |
| 11:00 am to 1:00 pm | 0                                     | 0%  |
| 1:00 pm to 5:00 pm  | 0                                     | 0%  |
| After 5:00 pm       | 0                                     | 0%  |
| Varies              | 0                                     | 0%  |
| Closed              | 0                                     | 0%  |

**Please Note:**

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

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

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

| <b>Response</b>     | <b>Smith-Ennismore-Lakefield 2007</b> |     |
|---------------------|---------------------------------------|-----|
| Before 8:00 am      | 1                                     | 50% |
| 8:00 am to 11:00 am | 1                                     | 50% |
| 11:00 am to 1:00 pm | 0                                     | 0%  |
| 1:00 pm to 5:00 pm  | 0                                     | 0%  |
| After 5:00 pm       | 0                                     | 0%  |
| Varies              | 0                                     | 0%  |
| Closed              | 0                                     | 0%  |

**Please Note:**

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

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

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

| <b>Response</b>     | <b>Smith-Ennismore-Lakefield 2007</b> |     |
|---------------------|---------------------------------------|-----|
| Before 8:00 am      | 1                                     | 33% |
| 8:00 am to 11:00 am | 1                                     | 33% |
| 11:00 am to 1:00 pm | 0                                     | 0%  |
| 1:00 pm to 5:00 pm  | 0                                     | 0%  |
| After 5:00 pm       | 1                                     | 33% |
| Varies              | 0                                     | 0%  |
| Closed              | 0                                     | 0%  |

**Please Note:**

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

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

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

| <b>Response</b>     | <b>Smith-Ennismore-Lakefield 2007</b> |     |
|---------------------|---------------------------------------|-----|
| Before 8:00 am      | 1                                     | 50% |
| 8:00 am to 11:00 am | 1                                     | 50% |
| 11:00 am to 1:00 pm | 0                                     | 0%  |
| 1:00 pm to 5:00 pm  | 0                                     | 0%  |
| After 5:00 pm       | 0                                     | 0%  |
| Varies              | 0                                     | 0%  |
| Closed              | 0                                     | 0%  |

**Please Note:**

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

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

| <b>Response</b>     | <b>Smith-Ennismore-Lakefield 2007</b> |     |
|---------------------|---------------------------------------|-----|
| Before 8:00 am      | 1                                     | 50% |
| 8:00 am to 11:00 am | 0                                     | 0%  |
| 11:00 am to 1:00 pm | 0                                     | 0%  |
| 1:00 pm to 5:00 pm  | 0                                     | 0%  |
| After 5:00 pm       | 1                                     | 50% |
| Varies              | 0                                     | 0%  |
| Closed              | 0                                     | 0%  |

**Please Note:**

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

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

| <b>Response</b> | <b>Smith-Ennismore-Lakefield 2007</b> |             |
|-----------------|---------------------------------------|-------------|
| Yes             | 6                                     | 60%         |
| No              | 4                                     | 40%         |
|                 | <b>10</b>                             | <b>100%</b> |

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

| <b>Response</b>      | <b>Smith-Ennismore-Lakefield 2007</b> |      |
|----------------------|---------------------------------------|------|
| BIA                  | 0                                     | 0%   |
| Chamber of Commerce  | 6                                     | 100% |
| Business Association | 0                                     | 0%   |
| Other                | 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%.

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

| <b>Response</b> | <b>Smith-Ennismore-Lakefield 2007</b> |             |
|-----------------|---------------------------------------|-------------|
| Yes             | 1                                     | 10%         |
| No              | 9                                     | 90%         |
|                 | <b>10</b>                             | <b>100%</b> |