

MAIN BR&E SURVEY



Company Profile

Company Name:

Street Number:

Street Name and type:

Town:

Postal Code:

Telephone:

Web Address (URL)

Which NAICS code best describes your business? (refer to last page)

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Do we have your permission to include your company profile on our business directory and map. You can opt out at any point in the future by emailing economicdevelopment@huroncounty.ca

Yes

No

BUSINESS INFORMATION

BI1 Which of the following best describes your business?

- Locally owned and operated, with one location
- Locally owned and operated, with more than one location (**see below**)
- Franchise (**see below**)
- Branch or division of a regional, national or international company (**see below**)

If locally owned and operated with more than one location, specify number:

--	--

If franchise, please indicate where headquarters is located: (**city, province / state**)

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If branch or division of a regional, national or international company, please indicate where the corporate headquarters is located: (**city, province / state, country**)

--

BI2 Is at least one of the primary owners involved in the day-to-day operation of the business?

- Yes No

BI3 Is at least one of the owners a resident of Huron County?

- Yes No

BI4a Does your business have a business plan?

- Yes No (**go to BI5**)

BI4b When was it last updated?

- Less than 1 year 1 to 3 years 4 to 5 years Greater than 5 years

BI5 How many years has your business been in operation in this community?

- | | | |
|---|---|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 4 to 10 years | <input type="checkbox"/> 26 to 35 years |
| <input type="checkbox"/> 1 to 3 years | <input type="checkbox"/> 11 to 25 years | <input type="checkbox"/> Over 35 years |

BI6 How many years has the current owner(s) been operating this business?

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

BI7 Including owner(s), how many employees work at this location currently?

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

BI8 What percentage of these employees are: (should total 100%)

Permanent full-time.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Permanent part-time.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Temporary / seasonal	<input type="text"/>	<input type="text"/>	<input type="text"/>	%

BI9 The *primary* market of your business is:

- Local Regional National International

BUSINESS CLIMATE

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

- Poor Fair Good Excellent

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

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

BC2b Please explain your positive change in attitude. (select all that apply)

- Community growth / support Improved business climate
 Council / new council Other

If other, please specify

BC2c Please explain your negative change in attitude. (select all that apply)

- Lack of community support Taxes Other
 Red tape Political climate

If other, please specify

BC3 How would you rate the following factors of doing business in this community?

NA = Not Applicable 1 = Poor 2 = Fair 3 = Good 4 = Excellent

	NA	1	2	3	4
Workforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of serviced land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of space for rent or lease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development / building permit process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development charges.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Municipal property taxes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local roads and streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional / provincial roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to rail and airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of health / medical services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of adequate housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from municipality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from other businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from local residents.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cellular phone services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of natural gas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of natural gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BC4 From the perspective of your business, rate your level of satisfaction with each of the following *community services*: NC = No Contact 1 = Poor 2 = Fair 3 = Good 4 = Excellent

	NC	1	2	3	4
Child care services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools (elementary and secondary)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post-secondary education (college, university, private college)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce planning / development board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chamber of Commerce / Board of Trade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Improvement Area (BIA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Futures Huron	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental health support services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BC5 From the perspective of your business, rate your level of satisfaction with each of the following *local government services*: NA = Not Applicable 1 = Poor 2 = Fair 3 = Good 4 = Excellent

	NA	1	2	3	4
Planning, engineering, zoning and building permits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health departments / health unit approvals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rereation facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street / road repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snow removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garbage / recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development / business support services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FUTURE PLANS

FP1 Within the next 18 months, do you plan on: (select all that apply)

- | | | |
|--|--|--|
| <input type="checkbox"/> Remaining the same | <input type="checkbox"/> Relocating (go to question FP5) | <input type="checkbox"/> Expanding (go to question FP11) |
| <input type="checkbox"/> Downsizing (go to question FP2) | <input type="checkbox"/> Selling (go to question FP8) | <input type="checkbox"/> Closing (go to question FP17) |

FP1b What are the main reasons for remaining the same? (select all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Currently at capacity | <input type="checkbox"/> Too expensive to expand | <input type="checkbox"/> Business is recently relocated |
| <input type="checkbox"/> Currently satisfied | <input type="checkbox"/> Business is new | <input type="checkbox"/> Other |

If other, please specify:

(Go to Business Development Section - page 11)

Downsizing

FP2 What are the main reasons for the potential downsizing of your business? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Age / retirement | <input type="checkbox"/> Loss of sales or contracts |
| <input type="checkbox"/> Difficulty finding labour | <input type="checkbox"/> Strategic scale down |
| <input type="checkbox"/> Broader economic conditions | <input type="checkbox"/> COVID impacts |
| <input type="checkbox"/> Competitive pressure | <input type="checkbox"/> Other |

If other, please specify:

FP3 Will your downsizing lead to a decrease in? (select all that apply)

- | | | |
|--|---|--------------------------------|
| <input type="checkbox"/> Workforce (see below) | <input type="checkbox"/> Product line(s) | <input type="checkbox"/> Other |
| <input type="checkbox"/> Floor space | <input type="checkbox"/> Services for customers | |

If other, please specify:

If workforce, how many?

--	--	--

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

- Yes No

If yes, please specify: (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Business coaching | <input type="checkbox"/> Financial support |
| <input type="checkbox"/> Training support (e.g. accounting clinics) | <input type="checkbox"/> Mental health support |
| <input type="checkbox"/> Business networking events / initiatives | <input type="checkbox"/> Other |

If other, please specify:

(Go to Business Development Section - page 11)

Relocating

FP5 Where do you plan to relocate this business?

- Exploring options Within the county Outside the county (see below)

If outside the county, please specify location:

FP6 Why are you planning to relocate this business? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Expansion (need for larger space) | <input type="checkbox"/> Increase visibility (e.g. closer to the main road) |
| <input type="checkbox"/> Lease-related factors | <input type="checkbox"/> Other |
| <input type="checkbox"/> Personal / family reasons | |

If other, please specify

FP7 Is there any assistance that could be provided to prevent or assist with the relocation of your business within the county? (If no, go to the Business Development section)

- Yes No

If yes, please specify: (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Grants / funding / financial assistance | <input type="checkbox"/> Assistance finding location |
| <input type="checkbox"/> Red tape support (e.g. official forms) | <input type="checkbox"/> Other |

If other, please specify:

(Go to Business Development Section - page 11)

Selling

FP8 Why are you selling your business? (select all that apply)

- | | | |
|---|---|--|
| <input type="checkbox"/> Retirement | <input type="checkbox"/> Competition | <input type="checkbox"/> COVID impacts |
| <input type="checkbox"/> Lack of profit | <input type="checkbox"/> Personal | <input type="checkbox"/> Other |
| <input type="checkbox"/> Workload | <input type="checkbox"/> Pursue other opportunities | |

If other, please specify:

FP9a Do you have a succession plan for your business?

- Yes (go to question FP10) No

FP9b Would you like assistance / information with developing a succession plan?

- Yes No

If yes, please specify:

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

- Yes No

(Go to Business Development Section - page 11)

Expanding

FP11 What are the main reasons for the potential expansion of your business? (select all that apply)

- | | | | |
|--|--|---------------------------------------|--------------------------------|
| <input type="checkbox"/> Business growth | <input type="checkbox"/> Market demand | <input type="checkbox"/> New products | <input type="checkbox"/> Other |
|--|--|---------------------------------------|--------------------------------|

If other, please specify:

FP12 Will your expansion require or lead to: (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> An increase in workforce (see below) | <input type="checkbox"/> Additional product line(s) |
| <input type="checkbox"/> A decrease in workforce (see below) | <input type="checkbox"/> Additional services for customers |
| <input type="checkbox"/> An increased need for employee training | <input type="checkbox"/> Process improvements |
| <input type="checkbox"/> An increase in floor space (see below) | <input type="checkbox"/> Other |

If other, please specify:

If an increase in workforce, how many?

If a decrease in workforce, how many?

If an increase in in floor space, how much in square feet?

 sq. ft.

FP13 Are you planning on accessing any federal or provincial programs / services to assist with the expansion?

- Yes No

If yes, please specify:

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

- Yes No

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

- Yes No

If yes, please specify: (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Difficulty identifying or securing suitable property | <input type="checkbox"/> Increased workload and stress |
| <input type="checkbox"/> Difficulty navigating red tape | <input type="checkbox"/> Difficulties due to COVID |
| | <input type="checkbox"/> Other |

If other, please specify

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

- Yes No

If yes, please specify: (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Provide more general business support | <input type="checkbox"/> Securing suitable housing for staff |
| <input type="checkbox"/> Provide more skilled workers | <input type="checkbox"/> Other |

If other, please specify:

(Go to Business Development Section - page 11)

Closing

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

- Yes No

If yes, please specify why: (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Not profitable | <input type="checkbox"/> Labour force shortage |
| <input type="checkbox"/> Change in service delivery model (e.g. working from home) | <input type="checkbox"/> Business is not viable |
| <input type="checkbox"/> Decision to permanently close (e.g. retire) | <input type="checkbox"/> COVID impacts |
| | <input type="checkbox"/> Other |

If other, please specify:

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

- Yes No

If yes, please specify: (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Business coaching | <input type="checkbox"/> Financial support |
| <input type="checkbox"/> Training support (e.g. accounting clinics) | <input type="checkbox"/> Mental health support |
| <input type="checkbox"/> Business networking events / initiatives | <input type="checkbox"/> Other |

If other, please specify:

BUSINESS DEVELOPMENT

BD1a What is the outlook for your industry?

- | | |
|--|--|
| <input type="checkbox"/> Growing (go to question BD1b) | <input type="checkbox"/> Stable (go to question BD2) |
| <input type="checkbox"/> Declining (go to question BD1c) | <input type="checkbox"/> Not sure (go to question BD2) |

BD1b What do you feel are the main reasons for the growth? (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Population changes | <input type="checkbox"/> New markets |
| <input type="checkbox"/> Tourism changes | <input type="checkbox"/> Changes within the industry |
| <input type="checkbox"/> General market conditions / trends (e.g. buying local) | <input type="checkbox"/> Unknown |
| | <input type="checkbox"/> Other |

If other, please specify:

BD1c What do you feel are the main reasons for the decline? (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Population changes | <input type="checkbox"/> Changes within the industry |
| <input type="checkbox"/> Tourism changes | <input type="checkbox"/> COVID impacts |
| <input type="checkbox"/> General market conditions / trends | <input type="checkbox"/> Unknown |
| <input type="checkbox"/> Shrinking markets | <input type="checkbox"/> Other |

If other, please specify:

BD2a Please give an approximate pre-COVID annual sales range for your business:

- | | | |
|--|--|--|
| <input type="checkbox"/> \$0 - \$99,999 | <input type="checkbox"/> \$500,000 – \$999,999 | <input type="checkbox"/> \$5,000,000 – \$9,999,999 |
| <input type="checkbox"/> \$100,000 – \$249,999 | <input type="checkbox"/> \$1,000,000 – \$2,999,999 | <input type="checkbox"/> \$10,000,000 + |
| <input type="checkbox"/> \$250,000 – \$499,999 | <input type="checkbox"/> \$3,000,000 – \$4,999,999 | <input type="checkbox"/> Prefer not to answer |

BD2b Please give an approximate annual sales range for your business for the year 2020:

- | | | |
|--|--|--|
| <input type="checkbox"/> \$0 - \$99,999 | <input type="checkbox"/> \$500,000 – \$999,999 | <input type="checkbox"/> \$5,000,000 – \$9,999,999 |
| <input type="checkbox"/> \$100,000 – \$249,999 | <input type="checkbox"/> \$1,000,000 – \$2,999,999 | <input type="checkbox"/> \$10,000,000 + |
| <input type="checkbox"/> \$250,000 – \$499,999 | <input type="checkbox"/> \$3,000,000 – \$4,999,999 | <input type="checkbox"/> Prefer not to answer |

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

- Increase (go to question BD3b) Remain the same (go to question BD4)
 Decrease (go to question BD3c) Not sure (go to question BD4)

BD3b What do you feel is the main reason for this increase? (select all that apply)

- Growth / expansion Broader economic factors
 Higher demand Opportunities arising due to COVID
 Lower competition Other

If other, please specify:

BD3c What do you feel is the main reason for this decrease? (select all that apply)

- Lower demand Broader economic factors Other
 Higher competition COVID impacts

If other, please specify:

BD4 How would you rate your business related to the use of technology?

- Very low Low Moderate High Very high

BD5 Is your business currently experiencing any barriers related to your information technology requirements?

- Yes No

If yes, please specify: (select all that apply)

- Internet speed / access Hardware / software support
 Lack of access to equipment Knowledge and training
 Capital costs Other

If other, please specify:

BD6 What products and / or services would you like to purchase locally that are now being purchased outside of Huron County? (please list all products and/or services)

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

- | | |
|---|---|
| <input type="checkbox"/> Joint product purchasing | <input type="checkbox"/> Networking / information sharing |
| <input type="checkbox"/> Joint marketing | <input type="checkbox"/> None |
| <input type="checkbox"/> Joint training | <input type="checkbox"/> Other |

If other, please specify:

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

- | | |
|--|--------------------------------|
| <input type="checkbox"/> Own (go to Workforce section) | <input type="checkbox"/> Lease |
|--|--------------------------------|

BD8b When does the lease expire?

- | | | | |
|---|------------------------------------|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> This calendar year | <input type="checkbox"/> Next year | <input type="checkbox"/> 2 - 3 years | <input type="checkbox"/> 3+ years |
|---|------------------------------------|--------------------------------------|-----------------------------------|

BD8c Do you anticipate any problems in renewing the lease?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

If yes, please specify: (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Costs are too high | <input type="checkbox"/> COVID impacts |
| <input type="checkbox"/> Land owner has future plans for property | <input type="checkbox"/> Other |

If other, please specify:

WORKFORCE

WF1a *Between 2016 and 2019, had the number of people you employ in this business:*

- Increased (see below then go to question WF1c)
- Decreased (see below)
- Remained the same (go to question WF1c)
- Don't know (go to questions WF1c)

If increased, by how many?

--	--	--	--

If decreased, by how many?

--	--	--	--

WF1b What factors are responsible for this decrease? (select all that apply)

- Business scaled down
- Difficulty retaining skilled staff
- Difficulty finding skilled staff
- Other

If other, please specify:

WF1c *In the year 2020, had the number of people you employ in this business:*

- Increased (see below then go to question WF2)
- Decreased (see below)
- Remained the same (go to question WF2)
- Don't know (go to question WF2)

If increased, by how many?

--	--	--	--

If decreased, by how many?

--	--	--	--

WF1d What factors are responsible for this decrease? (select all that apply)

- Negative impacts of COVID 19
- Difficulty retaining skilled staff
- Business scaled down
- Other
- Difficulty finding skilled staff

If other, please specify:

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

NA = Not Applicable 1 = Poor 2 = Fair 3 = Good 4 = Excellent

	NA	1	2	3	4
Availability of qualified workers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stability of the workforce.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to attract new employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to retain new employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WF3a Does your business currently have difficulties hiring?

- Yes No (go to question WF4)

WF3b How would you describe your company's hiring challenges? (select all that apply)

- Labour force willingness to work Lack of relevant experience
 Too few applicants Other
 Lack of appropriate skills or training

If other, please specify:

WF3c Are the hiring challenges specifically related to the community or industry, or both?

- Community Industry Both

WF3d What occupations do you have difficulty in recruiting for your business? (check up to three)

- General / farm labourers Sales staff Engineers Management staff
 Cooks / chefs Drivers Technicians Other

If other, please specify:

WF4 How do you currently recruit new employees? (select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Through your personal network | <input type="checkbox"/> Professional recruitment firm |
| <input type="checkbox"/> Employment centres and websites (job boards) | <input type="checkbox"/> Referrals from friends or current employees |
| <input type="checkbox"/> "Hiring" sign on your premises | <input type="checkbox"/> Social media applications (e.g. Facebook, LinkedIn) |
| <input type="checkbox"/> Local media advertising | <input type="checkbox"/> Unsolicited resumes |
| <input type="checkbox"/> Your own website | <input type="checkbox"/> Other |

If other, please specify:

WF5a Does your business have difficulty retaining employees?

- Yes No (go to question WF6)

WF5b What are the reasons for these difficulties in retaining employees? (select all the apply)

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> Wages | <input type="checkbox"/> Shortage of skilled labour | <input type="checkbox"/> Work environment (see below) |
| <input type="checkbox"/> Competition | <input type="checkbox"/> Work ethic | <input type="checkbox"/> Inadequate housing |
| <input type="checkbox"/> Seasonal | <input type="checkbox"/> Business / county location | <input type="checkbox"/> Other |

If work environment, please specify:

If other, please specify:

WF5c What assistance could the community provide to assist you in hiring new employees? (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Business coaching | <input type="checkbox"/> Financial support |
| <input type="checkbox"/> Training support (e.g. accounting clinics) | <input type="checkbox"/> Mental health support |
| <input type="checkbox"/> Business networking events / initiatives | <input type="checkbox"/> Other |

If other, please specify:

WF6 Does your business currently participate in any co-op, internship or apprenticeship programs?

- Yes No

If yes, please specify: (select all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> High school program | <input type="checkbox"/> Unions | <input type="checkbox"/> Internal program |
| <input type="checkbox"/> College / university program | <input type="checkbox"/> Provincial / Federal program | <input type="checkbox"/> Other |

If other, please specify:

If no, are you interested in receiving information?

- Yes No

WF7 Does your business currently use any external training?

- Yes No

If yes, please specify:

- WHMIS Food handling First Aid Other

If other, please specify:

WF8 Are there currently any barriers for you and / or your employees receiving the necessary training?

- Yes No

If yes, please specify: (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Cost | <input type="checkbox"/> Unable to dedicate employee during paid work time |
| <input type="checkbox"/> Awareness of existing training programs | <input type="checkbox"/> Barriers from COVID |
| <input type="checkbox"/> Availability of training locally | <input type="checkbox"/> Other |

If other, please specify:

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

- Yes No

If yes, please specify: (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Health & safety (e.g. WHMIS, First Aid, COVID protocols) | <input type="checkbox"/> Website and e-commerce management |
| <input type="checkbox"/> Marketing and sales | <input type="checkbox"/> Government regulations, programs and funding |
| <input type="checkbox"/> Financial management | <input type="checkbox"/> Business law and policies |
| <input type="checkbox"/> Operations management | <input type="checkbox"/> Industry technology support (e.g. POS systems, automation) |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Technical and skilled trades (e.g. working at heights, welding) |
| <input type="checkbox"/> Business planning and growth | <input type="checkbox"/> Software (e.g. Excel) |
| <input type="checkbox"/> Digital marketing / social media management | <input type="checkbox"/> Other |

If other, please specify:

COMMUNITY DEVELOPMENT

CD1 Do you know of a business that may have interest in locating to Huron County?

- Yes No (go to question CD2)

If yes, do we have your permission to contact you further about this opportunity?

- Yes No

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

1.
2.
3.

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

1.

2.

3.

CD4 In terms of overall impact on this community as a place to do business, what is the most significant change you would like to see in the next five years?

CD5 What assistance or opportunities would be beneficial to support your business? **(select all that apply)**

- | | |
|---|---|
| <input type="checkbox"/> Business planning and growth support | <input type="checkbox"/> Joint advertising and marketing |
| <input type="checkbox"/> Succession planning | <input type="checkbox"/> Attraction of related supply and services businesses |
| <input type="checkbox"/> Marketing and sales seminars | <input type="checkbox"/> Workforce planning, employee training and attraction |
| <input type="checkbox"/> Access to information on grants, funding and loans | <input type="checkbox"/> Productivity improvement workshops |
| <input type="checkbox"/> Trade shows | <input type="checkbox"/> Digital marketing, social media and online content workshops |
| <input type="checkbox"/> Business networking sessions | <input type="checkbox"/> Finance management workshops |
| <input type="checkbox"/> Export development programs and services | <input type="checkbox"/> Other |

If other, please specify:

Do you have any other comments?

Closing Statements

Huron County Economic Development staff may wish to contact you directly to provide assistance and information that can support your business needs, based on specific survey responses (e.g. assistance with expansion).

Check the box below if you do not want to be contacted by Huron County staff.

Please do not contact me with assistance or support

Would you like to receive our Business Support Newsletter for free programs and services, funding and training opportunities available to businesses? This will include BR&E final project results

Yes

No

Thank you for your participation in the Huron County Business Retention & Expansion Project

NAICS Code List

- 11** - Agriculture, Forestry, Fishing and Hunting
- 21** - Mining, Quarrying, and Oil and Gas Extraction
- 22** - Utilities
- 23** - Construction
- 31** - Manufacturing (food, beverage, etc.)
- 32** - Manufacturing (wood, paper, etc.)
- 33** - Manufacturing (primary/fabricated metal, etc.)
- 42** - Wholesale Trade
- 44** - Retail Trade, (motor vehicle, furniture, etc.)
- 45** - Retail Trade (sporting goods, book, music, etc.)
- 48** - Transportation and Warehousing (air, rail, truck, etc.)
- 49** - Transportation and Warehousing (postal service, couriers, etc.)
- 51** - Information
- 52** - Finance and Insurance
- 53** - Real Estate, Rental and Leasing
- 54** - Professional, Scientific, and Technical Services
- 55** - Management of Companies and Enterprises
- 56** - Administrative & Support, Waste Management & Remediation Services
- 61** - Educational Services
- 62** - Health Care and Social Assistance
- 71** - Arts, Entertainment and Recreation
- 72** - Accommodation and Food Services
- 81** - Other Services (except Public Administration)
- 92** - Public Administration