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# Township of South Stormont Triage BR+E





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## Background

The Township of South Stormont has undertaken a number of economic development initiatives to further understand and engage with the business community. Business retention and expansion (BR+E) activities can be employed to ensure business needs are monitored and addressed; however, engagement can be time consuming and complex.

A Triage BR+E Survey was commissioned by South Stormont to engage businesses and report on observations generalizable to the broader business community, while also allowing for the identification of individual potential expansion or retention opportunities, which staff can follow-up on business-by-business.

## Methodology

- A random sample telephone survey was conducted in August of 2019. The project targeted 80 survey completions and was successful out of an initial sample of 430 businesses. This rigorous approach resulted in a response rate of 18.6% which is extremely high in the market research industry where response rates average in the 1%-2% range.
- This scientific approach ensures that the results have a high level of accuracy and statistically represents the business community in South Stormont. From a statistical point-of-view, this sample results in a margin of error of approximately +/-10 with a confidence interval of 19 times out of 20.

This Report represents the findings of the survey exercise.



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- Overall business satisfaction in South Stormont is strong at 90.1% with 66.3% very satisfied and 23.8% somewhat satisfied.
  - 32.5% indicate their attitude to doing business in South Stormont is more positive than 12 months ago, compared to 13.8% indicating more negative; representing a net improvement of 18.7%.
  - Businesses were asked to rate their satisfaction on 14 different factors affecting their business performance. Only one of these factors had a satisfaction level of less than 50% satisfaction.
  - The factors with the lowest levels of satisfaction were “Availability of skilled labour”, “Availability of unskilled labour”, “Availability of funding programs for business and property improvement” and “Development/Building permit process”.
  - When considering what factors are statistically most likely to lead to improved business satisfaction, the top priorities are “Availability of funding programs for business and property improvement”, Availability of skilled labour”, Availability of unskilled labour” and “Development/Building permit process”. Addressing these top priority business factors through review, adaptation, or sustained attention are most likely to lead to higher business satisfaction.

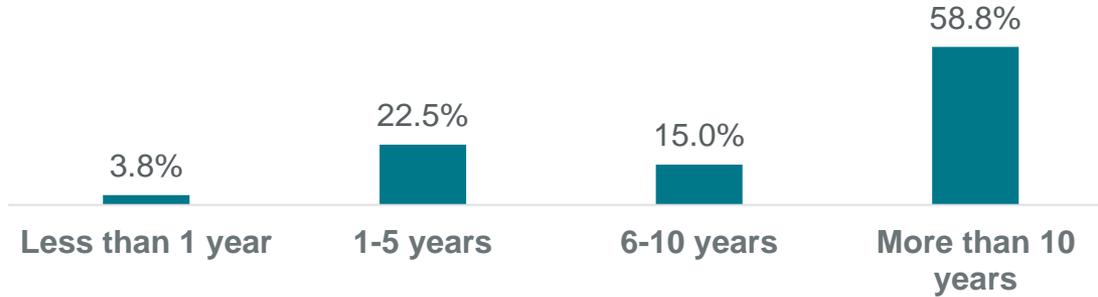
# Key Findings



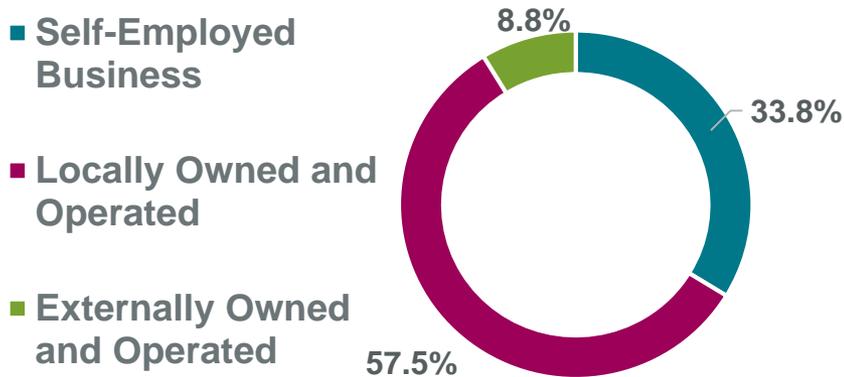
# South Stormont Business Profile



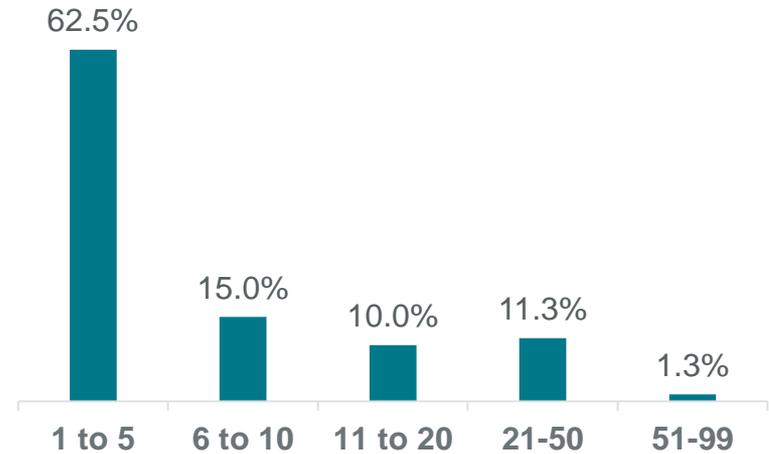
## Years Operating in South Stormont



## Business Ownership



## # of FTEs

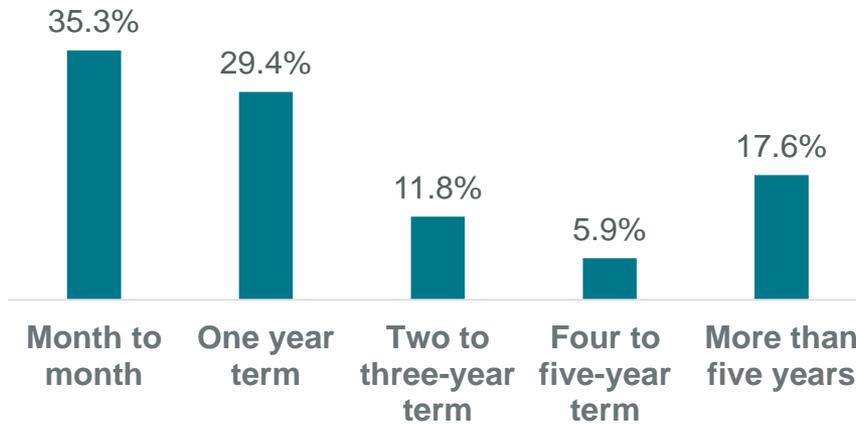




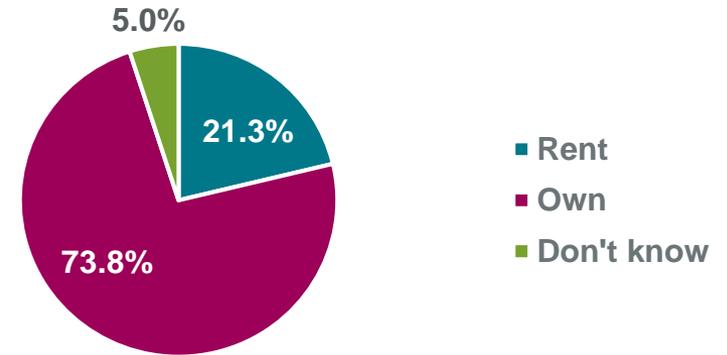
## Business Location



### Term of Lease

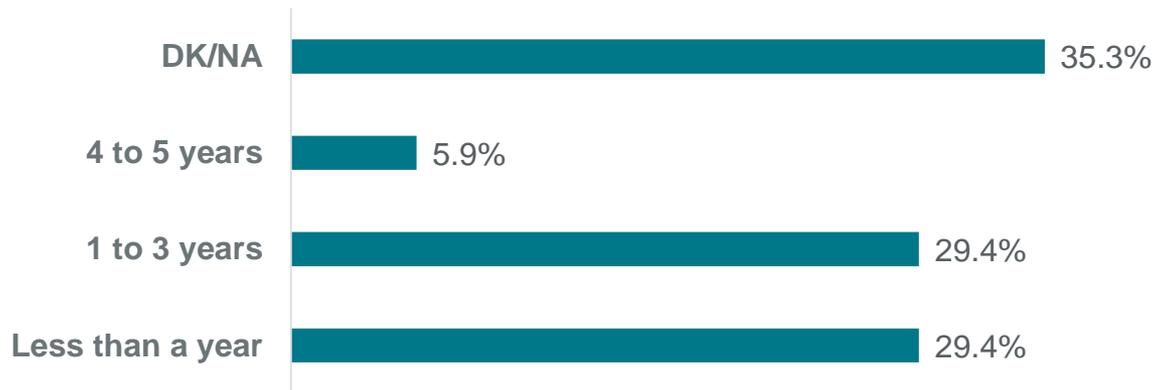


### Rent vs Own Business Location



n=80 respondents

### Lease Expiry





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**Overall how satisfied are you with South Stormont as a place to own and operate a business?**

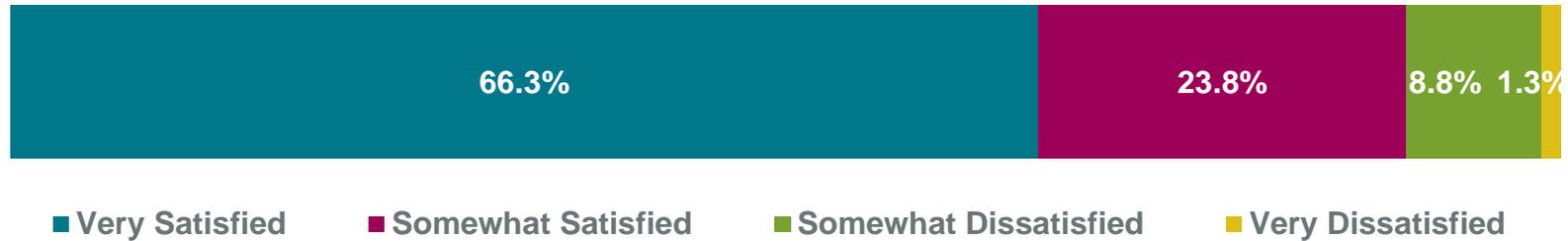
**Over the past 12 months would you say your attitude about doing business in South Stormont has...**



The combined overall satisfaction is strong at 90.1%.  
The net impact of changes over the past year is + 18.7



### Overall Satisfaction



### Attitude over the past 12 Months



Net Improvement score = % more positive (32.5%) - % more negative (13.8%) = +18.7



### Sales over the Past 12 Months



### Sales over the Next 12 Months

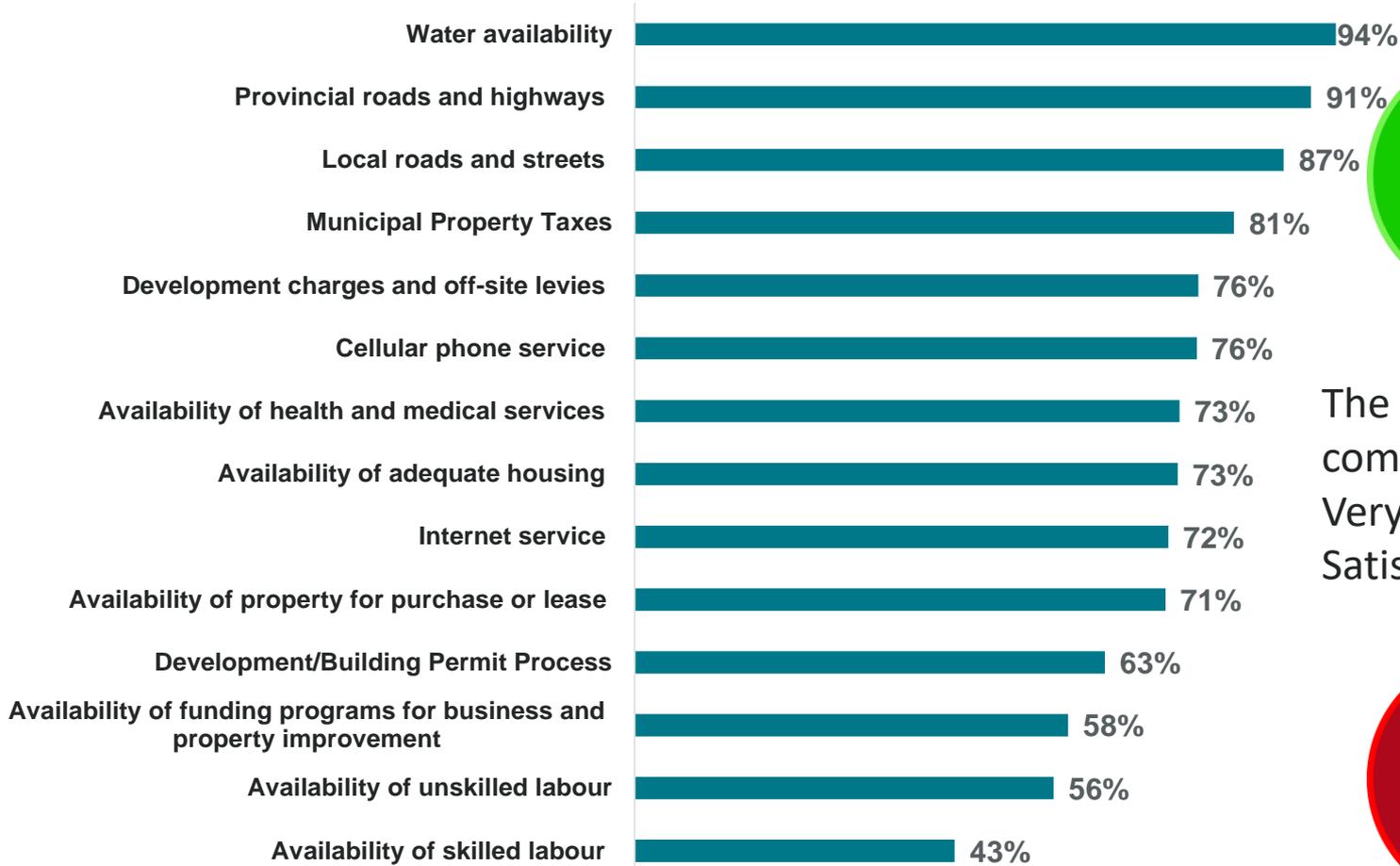




**How satisfied you are with each of the following factors of doing business in South Stormont?**



## Performance of Business Factors



The Ranking is a combination of Very Satisfied and Satisfied



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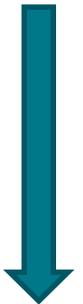
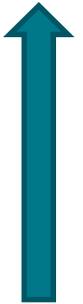
**Derived Importance: Understanding which business factors will have the greatest impact on overall business satisfaction.**



## Priority Matrix



Business Factor	Performance	Importance	Priority
Availability of funding programs for business and property improvement	58%	8.2	1
Availability of skilled labour	43%	6.9	2
Availability of unskilled labour	56%	7.7	3
Development/Building Permit Process	63%	8.8	4
Availability of property for purchase or lease	71%	7.0	5
Internet service	72%	5.9	6
Municipal Property Taxes	81%	8.5	7
Availability of adequate housing	73%	5.9	8
Availability of health and medical services	73%	5.9	9
Cellular phone service	76%	6.2	10
Development charges and off-site levies	76%	5.9	11
Local roads and streets	87%	6.7	12
Provincial roads and highways	91%	6.9	13
Water availability	94%	6.2	14





## Perceptions of the Township of South Stormont



I have a positive relationship with my local government for business needs.



- Strongly agree
- Somewhat agree
- Don't know
- Somewhat disagree
- Strongly disagree

I know who I need to talk to at the Township if I have a problem with my business or a business concern I'd like to share.



- Strongly agree
- Somewhat agree
- Don't know
- Somewhat disagree
- Strongly disagree



## Perceptions of the Township of South Stormont



The permit and zoning application process and timelines are clear and reasonable.



- Strongly agree
- Somewhat agree
- Don't know
- Somewhat disagree
- Strongly disagree

I would recommend this Township to another business looking to expand or relocate.



- Strongly agree
- Somewhat agree
- Don't know
- Somewhat disagree
- Strongly disagree



# Future Plans



	# of businesses	Follow up Questions
Expansions	24	<ul style="list-style-type: none"><li>• 24 businesses have expansions planned within 2 years</li><li>• 10 within the next 6 months</li></ul>
Downsize	5	<ul style="list-style-type: none"><li>• 5 businesses had plans to downsize</li><li>• 2 within the next 6 months</li></ul>
Relocate	0	<ul style="list-style-type: none"><li>• No businesses indicated plans to relocate</li></ul>
Sell	4	<ul style="list-style-type: none"><li>• 4 businesses planned to sell</li><li>• 1 within the next 6 months</li></ul>
Close	3	<ul style="list-style-type: none"><li>• 3 businesses had plans to close</li><li>• 1 within the next 6 months</li></ul>



## Triage Results



Throughout the survey process Triage cases that represented green or red flags were tracked. Out of the 80 businesses surveyed, 36 flags presented an opportunity for intervention.



Green Flag

= Businesses considering expanding = 24 businesses



Red Flag

= Businesses considering relocating, downsizing, selling, closing or upcoming lease expiration = 15 businesses



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