

Municipality of South Dundas Triage BR+E

Triage BR+E Analysis: July 2018



Background and Methodology

Background

- MDB Insight was contracted to work with the Municipality of South Dundas to conduct a Triage BR+E to understand the overall satisfaction of business owners and isolate the businesses that have opportunities or challenges that would benefit from contact with the Economic Development Department.
- The survey was launched in May and finished with 100 completed randomly selected interviews in Mid-June.

Methodology

- An online CATI survey was used in order to interview manufacturing business owners in South Dundas.
- A total of 100 randomly selected interviews were conducted with business owners in the Municipality of South Dundas.
- Responses were captured electronically by the interviewers.



Key Findings

- **86% of respondents reported at being satisfied or very satisfied with South Dundas as a place to own and operate a business.**
- **62% of the business respondents reported their attitude towards doing business in South Dundas has not changed in the past 12 months, with 24% reporting as more positive.**
- **The majority of business respondents (81%) indicated they expect revenues increase or stay the same over the next 12 months.**
- **28% of the businesses are planning to expand within the next 2 years with eight businesses indicating they plan to close and four expanding businesses requesting assistance.**
- **65% of businesses primarily target the local market.**
- **The majority of businesses (77%) have been in operation for 10+ years and 62% have between 1-4 employees.**
- **93% of businesses are Satisfied or Very Satisfied with the support they receive from local residents.**
- **Zoning and the Development/building permit process are the two lowest performing business factors related to satisfaction at 49% and 42% respectively.**

Key Findings



The combined overall satisfaction is very high at 86% . The net impact of changes over the past 12 months is + 10%.

Overall Business Satisfaction



■ Very Satisfied ■ Somewhat Satisfied ■ Somewhat Dissatisfied ■ Very Dissatisfied

Business Satisfaction Past 12 Months

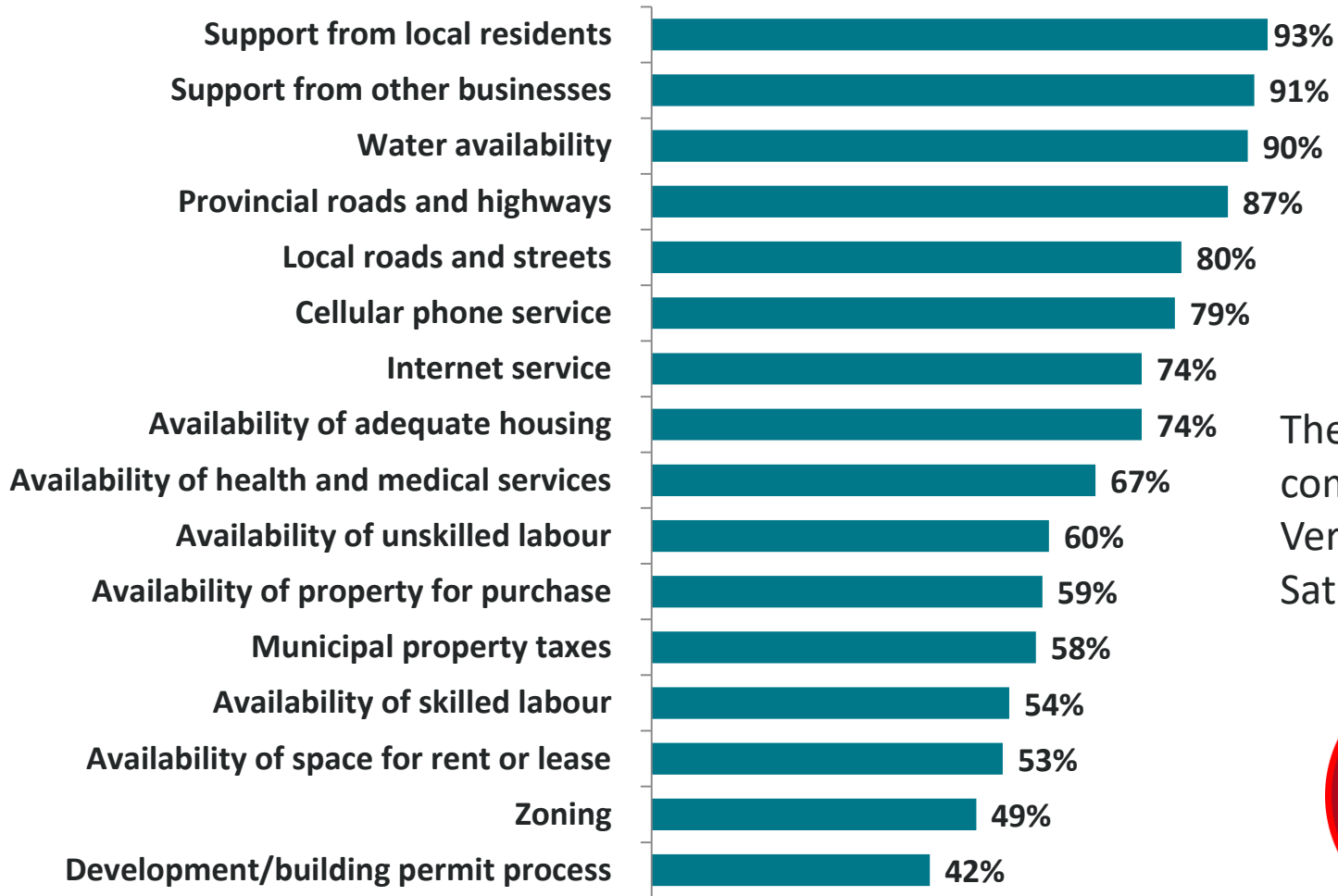


■ More Positive ■ More Negative ■ Unchanged

Net Improvement score = % more positive (24%) - % more negative (14%) = +10%



Performance of Business factors



The Ranking is a combination of Very Satisfied and Satisfied





Priority Matrix

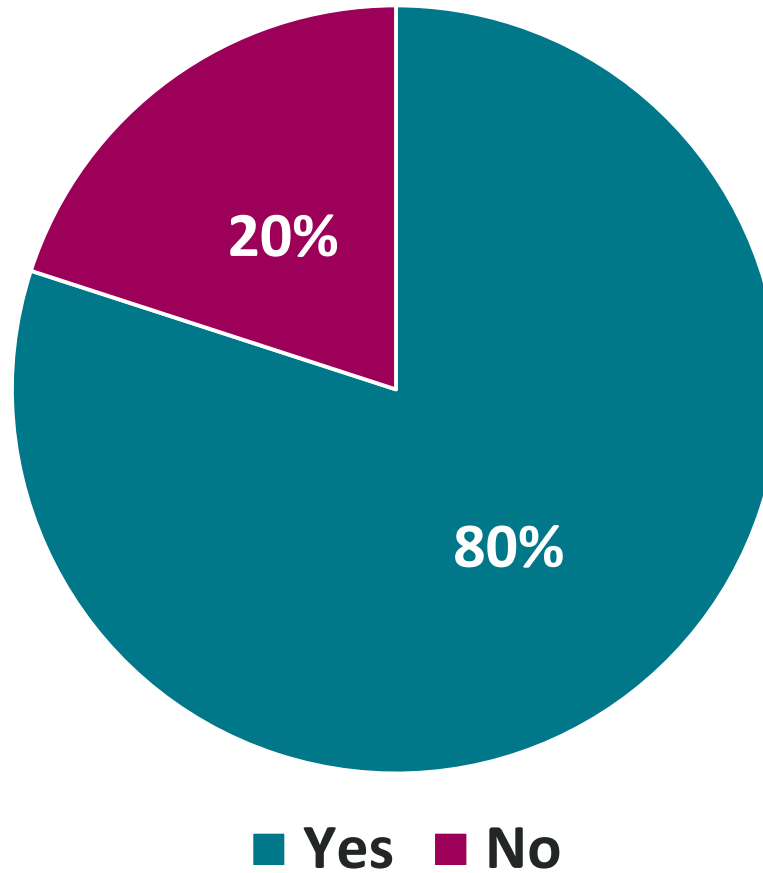
	Performance	Importance	Priority
Development/building permit process	42%	9.4	1
Zoning	49%	7.0	2
Municipal property taxes	58%	7.4	3
Availability of skilled labour	54%	6.4	4
Availability of space for rent or lease	53%	5.7	5
Availability of property for purchase	59%	5.0	6
Availability of unskilled labour	60%	4.7	7
Availability of health and medical services	67%	4.3	8
Availability of adequate housing	74%	4.3	9
Local roads and streets	80%	5.3	10
Internet service	74%	3.3	11
Water availability	90%	7.0	12
Cellular phone service	79%	3.3	13
Provincial roads and highways	87%	4.3	14
Support from other businesses	91%	6.0	15
Support from local residents	93%	7.0	16



Triage Cases

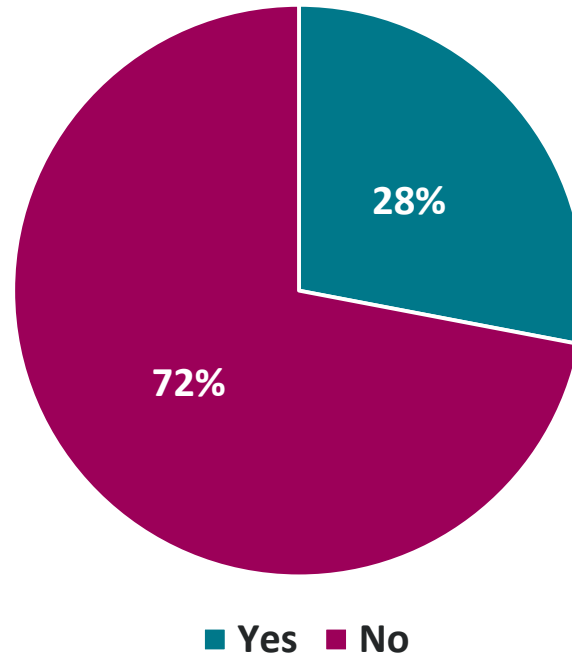


Businesses Planning to Stay the Same





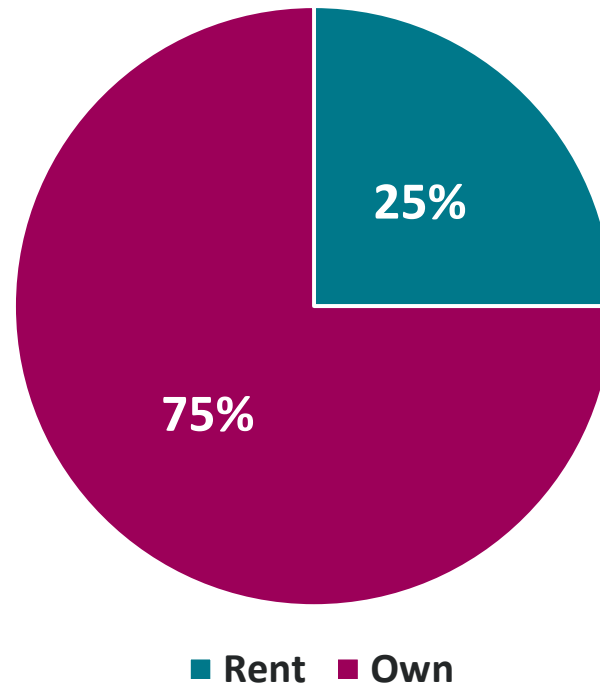
Expanding in the Next Two Years?



11 of the 27 businesses expanding in the next two years are having difficulty with their expansion plan. 4 of the businesses having difficulty with their expansion plan have asked for help.



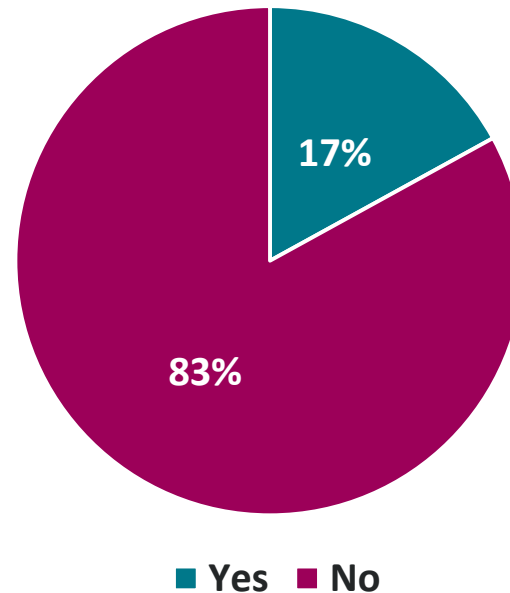
Rent or Own Business Location



Of the 25 businesses renting their location two have leases that are expiring in less than a year, five have leases expiring in 1-3 years and eight have leases expiring in 3-5 years.



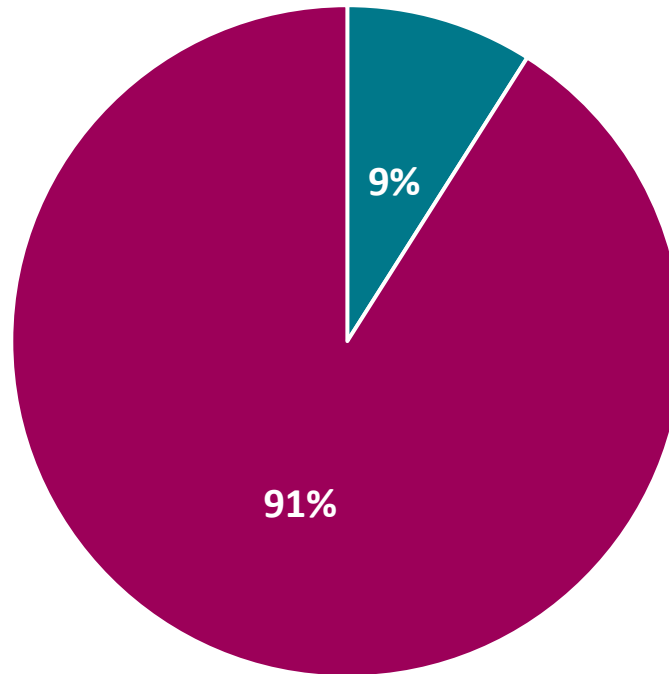
Planning to Downsize?



17 businesses are planning to downsize, six are planning to downsize in the next six months and 11 planning to downsize in more than six months. Of these 17 businesses planning to downsize 8 are planning to close, one in less than six months and seven in more than six months. Of these eight planning close three are planning to sell their business in more than six months.



Planning to Relocate Outside of South Dundas?



■ Yes ■ No

Nine Businesses are planning to relocate outside of South Dundas one business is planning to relocate the next six months and eight are planning to relocate in more than six months.

Appendix 1: Profile of Respondent Businesses



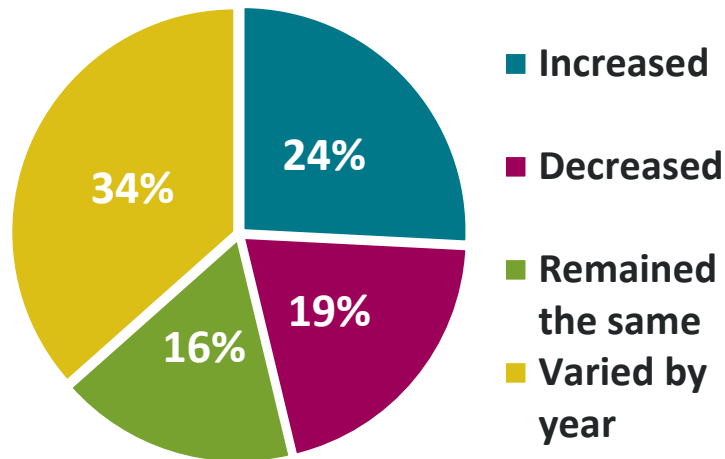
Sales and Business Outlook

Primary Target Market

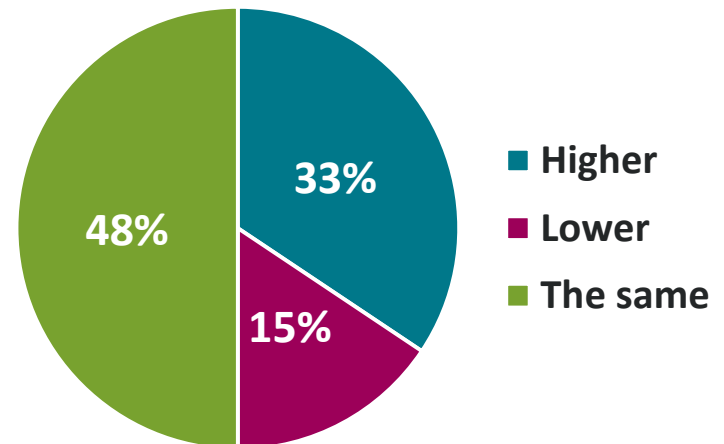


■ Local ■ Regional ■ National ■ International

Sale Revenues Past 12 Months

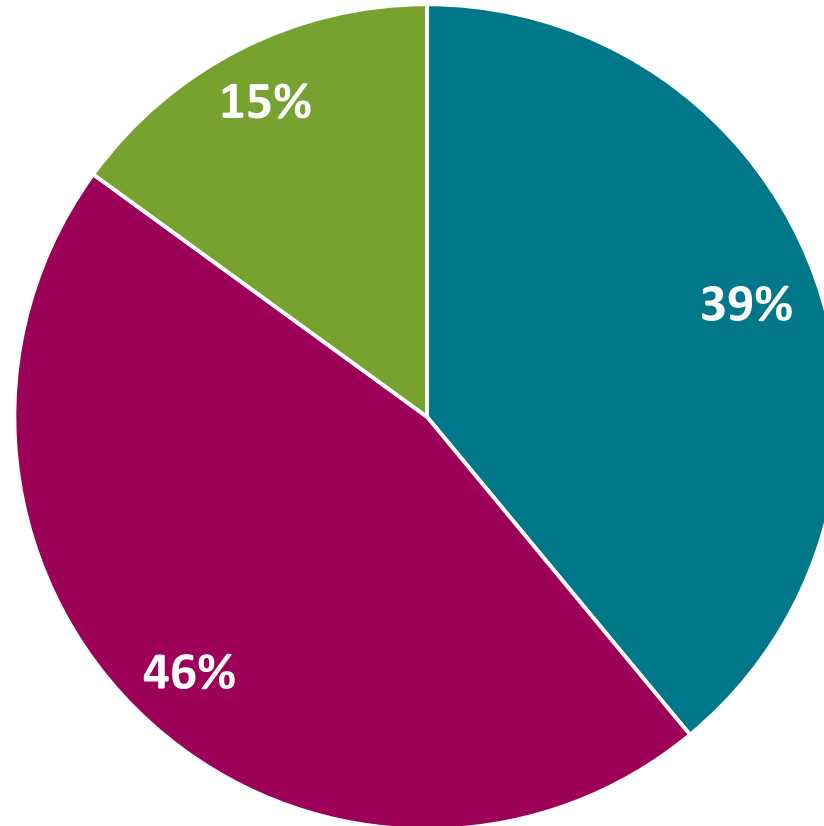


12 Months Projected Revenue





Business Type



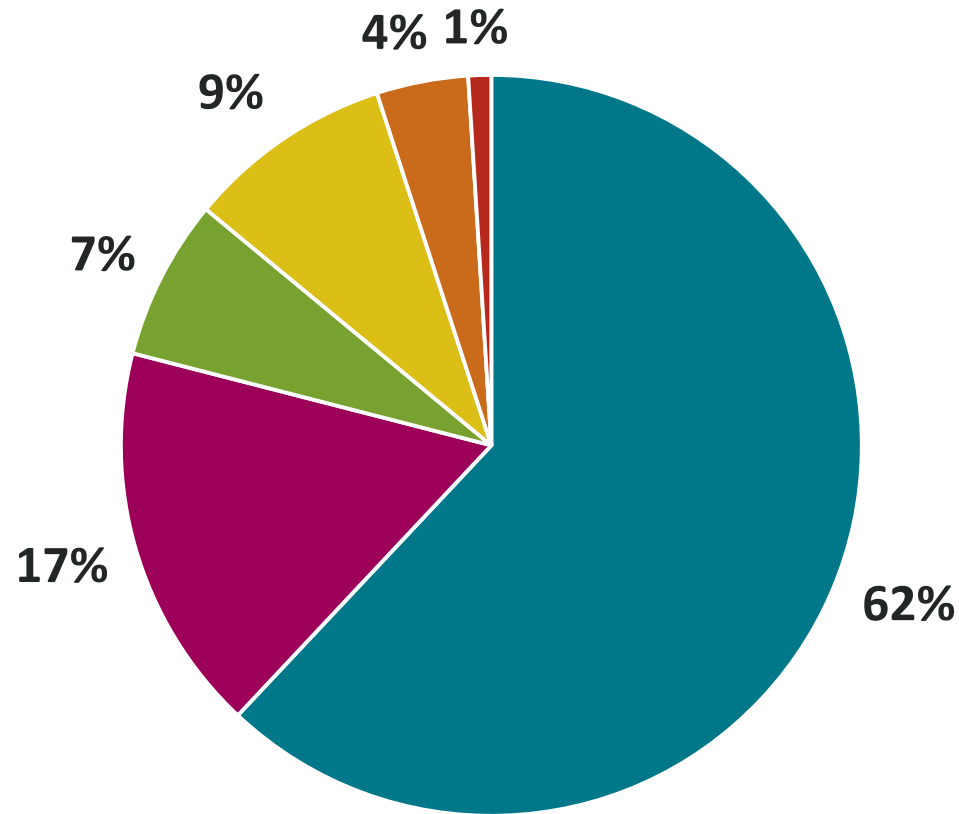
■ Self-Employed Business

■ Locally Owned and Operated

■ Externally Owned and Operated



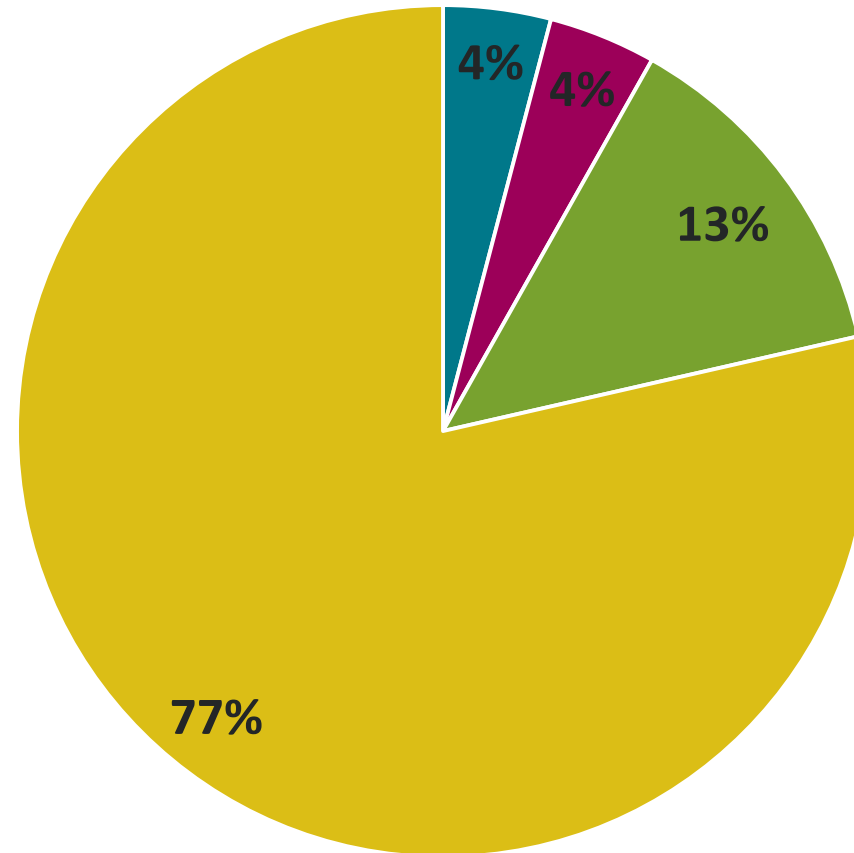
Number of Employees



■ 1 to 5 ■ 6 to 10 ■ 11 to 20 ■ 21-50 ■ 51-99 ■ 100+



Years in Operation



■ Less than 1 year ■ 1-5 years ■ 6-10 years ■ More than 10 years



Project Leads:

Chris Bandak

Vice-President, Market Research and Analytics

Paul Blais

Executive Vice-President
