

Your Collingwood Business Matters Annual Survey 2018

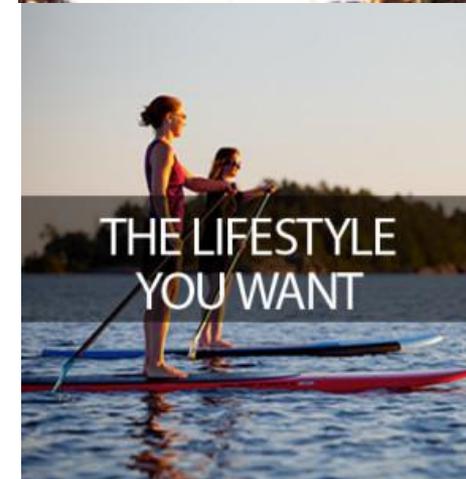
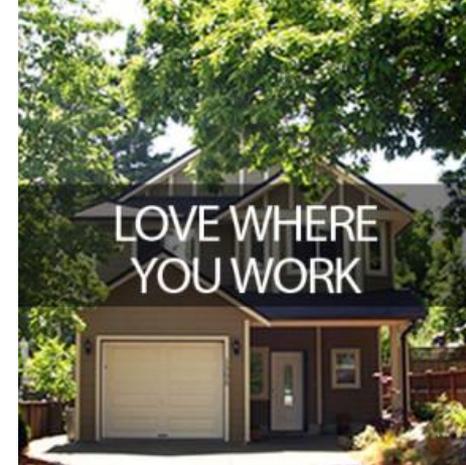
Prepared for

Town of Collingwood



insights... ideas... innovative strategies

July 2018



Research Objectives



Credit: RMCg

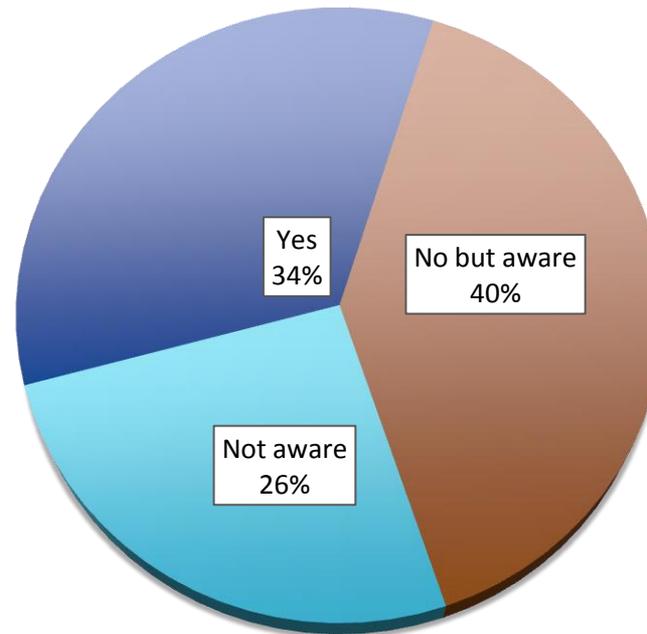
- Assess awareness of and **customer satisfaction** with Town-associated business services
- Establish benchmark Net Promoter Scores for Collingwood as a place live, visit and **do business**
- Determine **priorities** for the development and promotion of Collingwood assets and business resources

Collingwood Strategic Plan

About two-thirds of Collingwood business operators (74%) were aware of the Community Strategic Plan and one-third had read or looked into the plan. A slightly smaller proportion (26%) were not aware of this plan.

Total Respondents

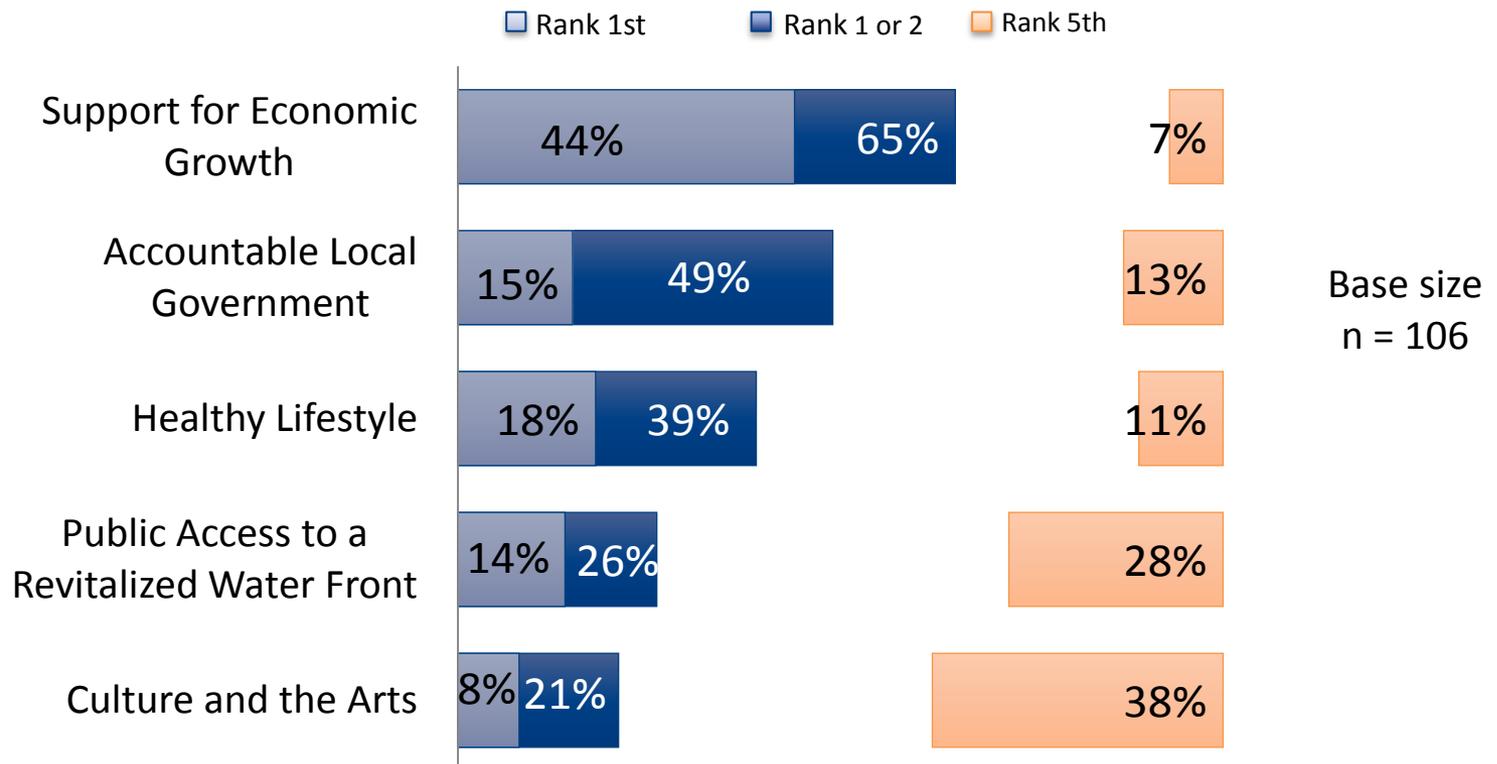
n=106



Q: Have you **read or looked into** the Collingwood Community-based Strategic Plan?

Community Pillars - Importance

The most important factors identified for local business retention and growth were **Support for Economic Growth**, and **Accountable Local Government**. **Culture and the Arts** were deemed of lesser importance in the ranking.

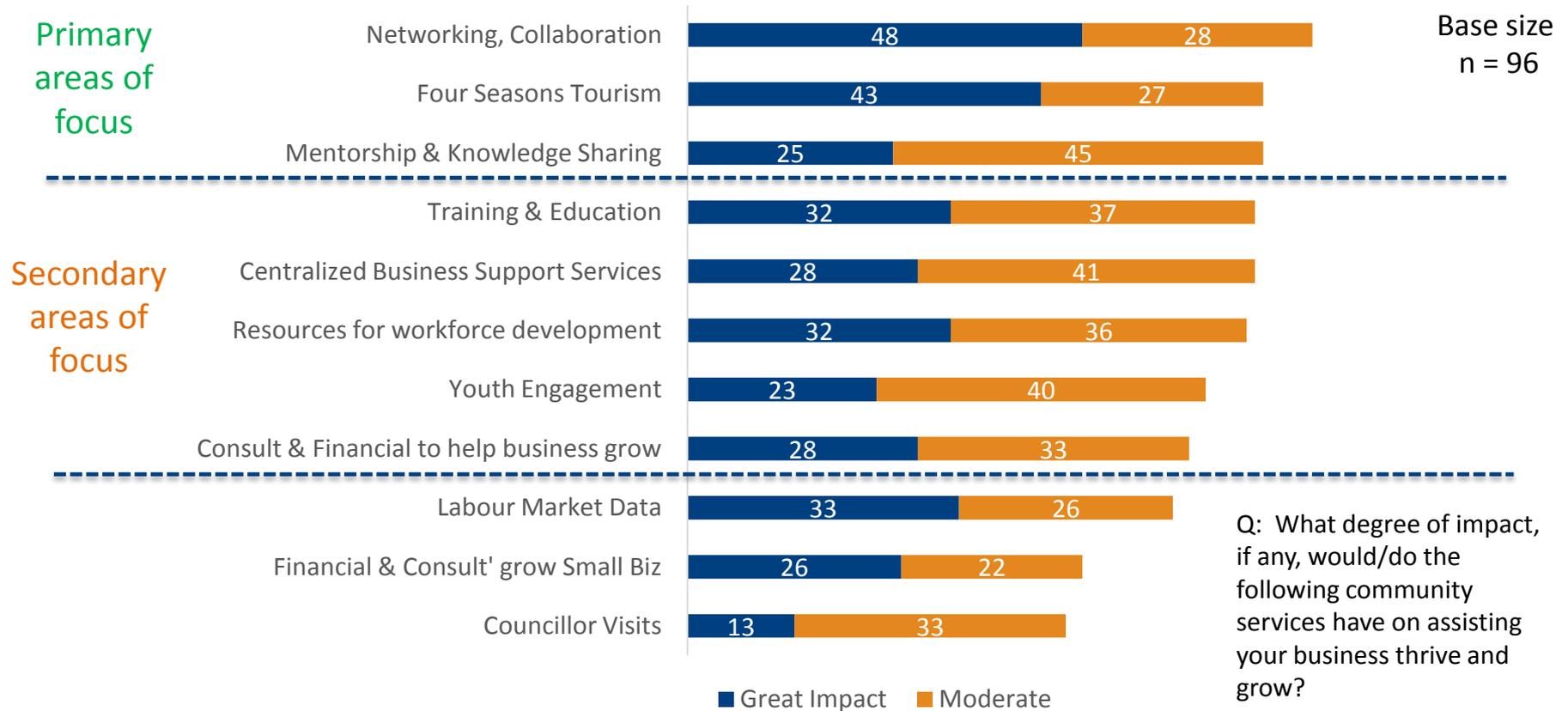


Q: There are five community pillars identified in the Collingwood Community-based Strategic Plan. Please rank the five pillars in terms of their importance to retaining or growing your business in Collingwood.



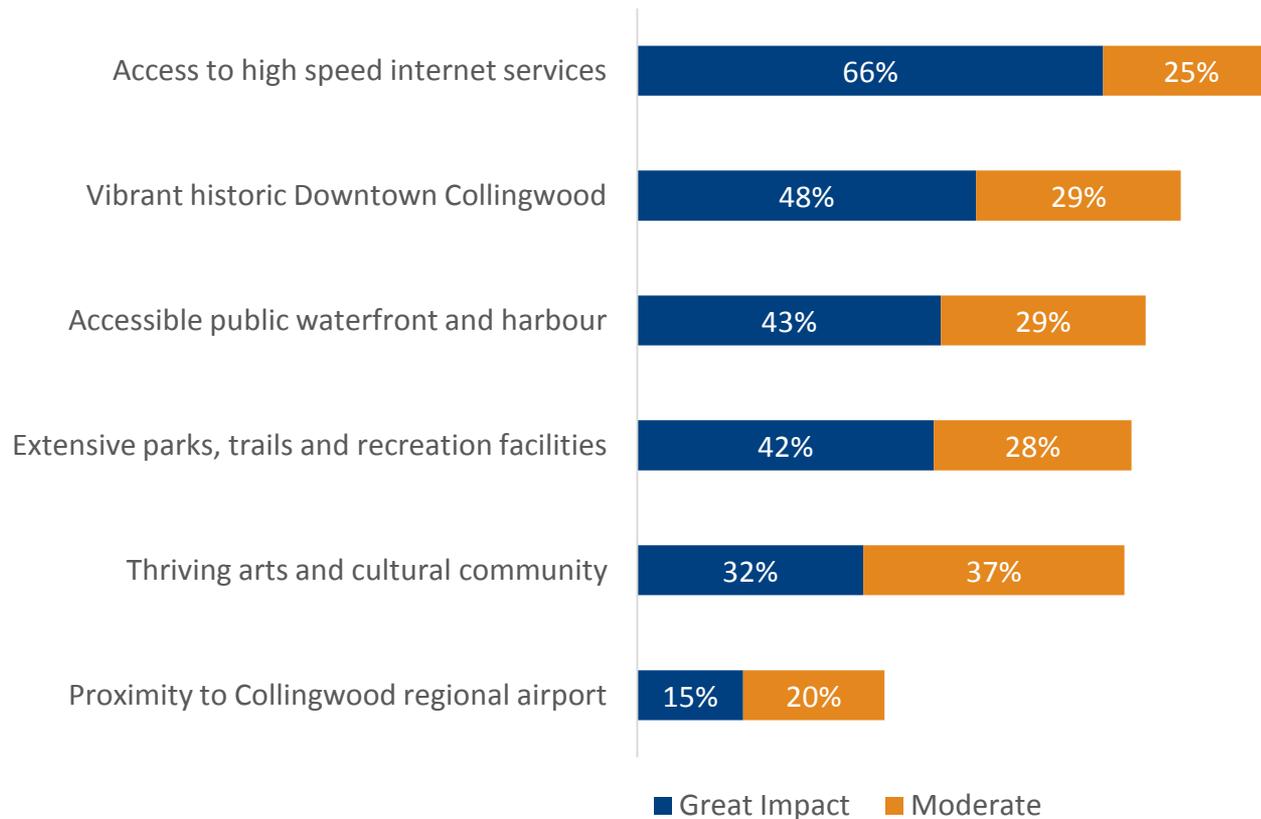
Community Services - Impact

The BDC and its city partners can have the greatest impact on the local business community by **supporting networking and collaboration opportunities**, promoting **four seasons tourism**, and providing occasions for **mentorship and knowledge sharing**. Providing **Labour Market Data** would have a high impact for some (33%), but not all Collingwood businesses.



Community Assets - Impact

The business climate in Collingwood is most positively impacted by having access to **High Speed Internet** services, and a **Vibrant Downtown**. Access to public spaces is also key, whereas proximity to the Collingwood airport is deemed to have a lower impact.



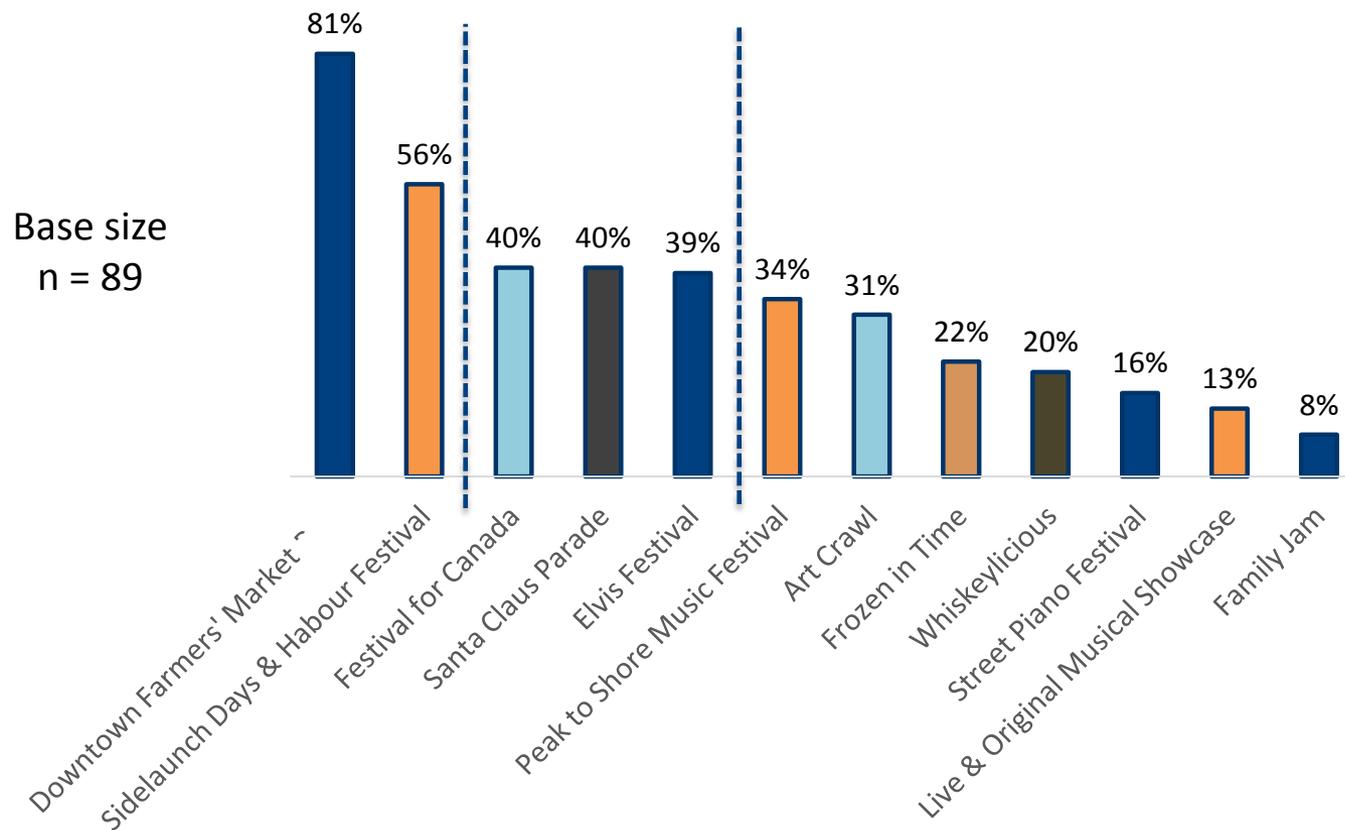
Base size
n = 95

Q: What degree of impact, if any, would /do the following community assets/amenities have on making Collingwood a great place for your business?



Festivals & Events- Importance

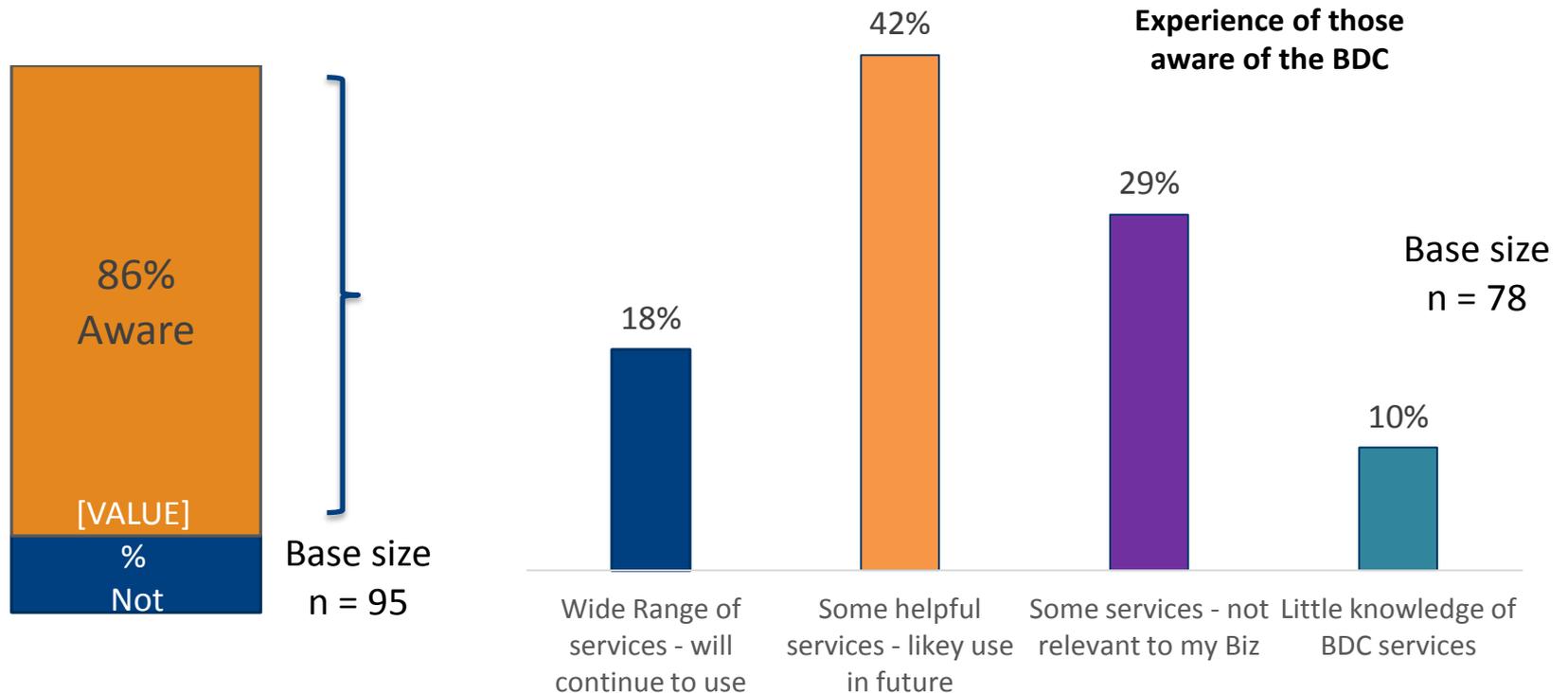
By a considerable margin, the **Downtown Farmer's Market** is reported to be of greatest economic benefit to Collingwood overall. **SideLaunch Days and Harbour Festival** was next in importance followed by the Canada Festival, The Santa Claus Parade and the Elvis Festival.



Q: Which FOUR tourism festivals and events in Collingwood do you consider MOST important for the economic health of Collingwood?

Awareness of BDC Support Services

A total of 86% of the responding businesses were aware of the serviced offered by the BDC. Of these, 18% were avid users of the services and 42% indicated they have used some services and would likely continue to do so in the future. There is an opportunity for the BDC to find ways to become more relevant and helpful to 29% of the business community.

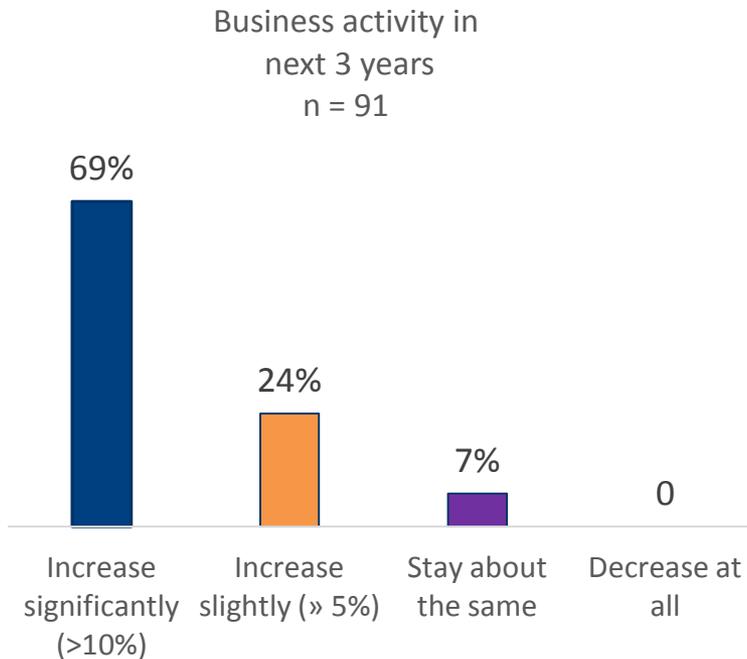


Q: Are you aware of the business support services of the Business Development Centre (BDC) in downtown Collingwood?

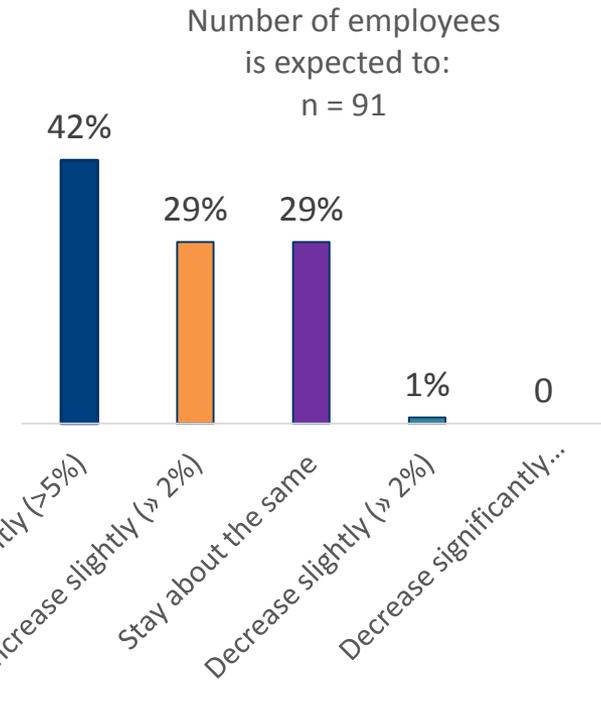


Anticipated Business Activity

Optimism for the future is expressed by the majority of survey respondents, 69% of whom expect their business activity to **increase significantly** (>10%) in the next three years. Consistent with this is a projected increase in employment, with 42% anticipating a significantly higher head count (>5%) in the coming years.



Q: In the next three years, I expect my business activity to ...



Q: In the next three years, I expect the number of employees in my business to ...





BUSINESS THRIVES HERE

SUMMARY

A Positive First Report Card

The inaugural year of Collingwood’s “Your Business Matters” survey includes some key benchmark measures that will be useful to monitor as the Town and the BDC continue to implement their strategic plans. Highlights include:

Business Climate:

- Collingwood is a “Good” place to invest
 - 33% score compared to a broad range of industry sectors
- Majority of businesses have perceived the business environment has improved in last 2 years
- The next 3 years look very good:
 - Business Growth- 93% expect slight to significant growth
 - Workforce Growth- 71% anticipate slight to significant growth
- Growth may be connected to the strong positive assessment (NPS’s) of key draws:
 - Collingwood as an “Excellent” a place to live
 - Collingwood as a “World Class” a place to visit/vacation



A Positive First Report Card

Priorities for the BDC:

1. Promote existing networking, collaboration and co-working opportunities far more
2. Promote Collingwood as a vibrant tourism destination in **all** seasons as part of the South Georgian Bay region
3. Promote and facilitate more training and educational events to inspire innovation
4. Allocate resources to address workforce development issues

Other Opportunities:

- Continue to publish local business success stories and factors contributing to success
- Provide Labour Force Market data paired with Labour Task Force progress & training opportunities
- Continue the conversation about Collingwood's strategic plan and potentially reach the ¼ of businesses who were not aware of it
- Better understand the needs of the small group of businesses who were not aware of BDC and/or did not find the current services relevant



A Positive First Report Card

Strategic Plan Implications:

- Participants identified **Support for Economic Growth** as the priority item among the five Collingwood Strategic Plan pillars.
- Specific community assets they identified as important for their business to thrive:
 1. Fostering wide availability of High Speed Internet
 2. Working towards even more vibrant public spaces, in particular:
 - historic downtown
 - waterfront & parks
 3. Promoting tourism festivals and events as hallmarks of the economic health of the town, especially:
 - Downtown Farmers' Market
 - SideLaunch Days and Harbour Festival





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Senior Research Associate



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Economic Development Action Plan

SUMMARY:

27 Action Items:

■ Leading: 16

● 14

● 2

■ Supporting: 10

■ Initiation pending: 1



Highlights- Existing & Small Business Support

- Business Development Centre
 - Increased traffic vs 2017
- Business Visitation Program
 - 7 completed by end of July
- Start-up Support
 - 8 Summer Company spots filled
 - Excite Business Pitch Competition keeps growing
- Training & Education
 - Support Georgian College in promoting new 2 year tourism program
 - Tourism Mini-Conference a major success



TOURISM MINI CONFERENCE

- 📍 NEW MARKETS
- 🔧 NEW TOOLS
- 📈 NEW STRATEGIES

+

PRESENTATIONS:

DATE
Monday 19th March

TIME
08:30am - 12:30pm

LOCATION
Blue Mountain Resort Conference Centre

TOURISM TRENDS
The current climate and what to expect

SALES PERFORMANCE
Maximize your opportunity to sell

BEST PRACTICE SHARING
An expert panel discusses innovative approaches

THE SHARING ECONOMY
The next set of 'assets' to be shared will be...

STRATEGIC PARTNERING
Facilitated networking to aid in collaboration

[Academics](#) • [Admissions](#) • [Finance and fees](#) • [Student Life](#)

[Academics](#) • [Full-time programs](#) • [Part-time Studies](#) • [Preparation programs](#)

[Academics](#) • [Full-time programs](#) • [Hospitality - Hotel and Resort Operations Management](#)

Hospitality - Hotel and Resort Operations Management
Develop your career in all facets of the industry. Multiple opportunities to travel, study and work abroad. Paid co-op work term.

General Information		Intake Information	
Program code	HHR0	Start date	Campus
Duration	4 Semesters (2 Years)	Fall 2018	Barrie, South Georgian Bay
Credential	Ontario College Diploma, Co-op		
Co-op	Yes		
Academic area	Hospitality, Tourism and Recreation	Winter 2019	Barrie
Campuses	Barrie, South Georgian Bay	Summer 2019	Barrie



Highlights- Workforce at Work

- Youth Engagement
 - Third annual Youth Career Expo May 1, 2017
- Transportation Task Force
 - Extended bus schedule
 - New online centralized resources
- Labour Task Force
 - Successful Business in Motion workshop
 - Planning on meeting with Planning Departments of regional municipalities
 - Share consultant's recommendations



Starting July 1
BETTER BUS HOURS

Providing service to
Blue Mountain | Collingwood | Wasaga Beach

New! Extended
Transit Hours
All Routes & Links

7am – 9pm • 7 days a week

Schedule at
www.SouthGeorgianBayTransit.ca

In Summary

We Are Growing. Help Us Thrive.



For more details on Economic Development Action Plan, please contact: mrydlo@collingwood.ca