

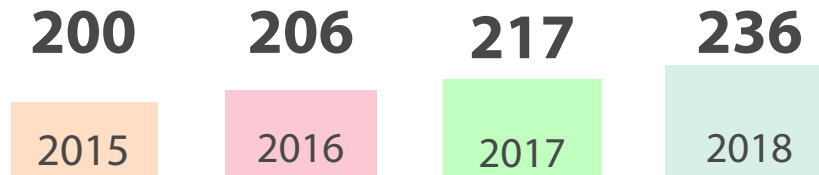
Annual Business Report 2018



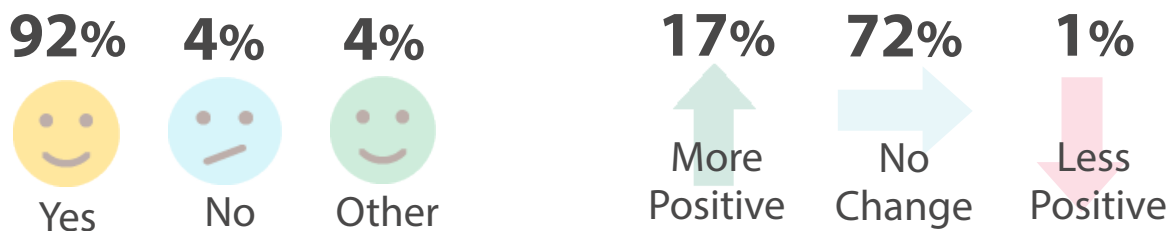


PARTICIPATION & BUSINESS CLIMATE

Businesses Who Took the Survey

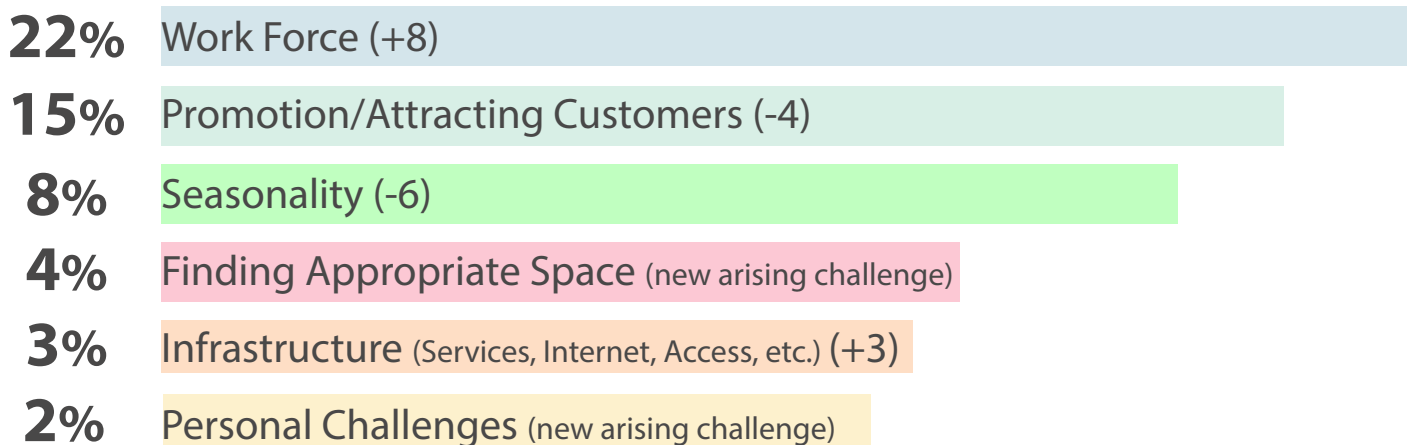


Happy Doing Business Here



Biggest Challenges

(+/- over last year)



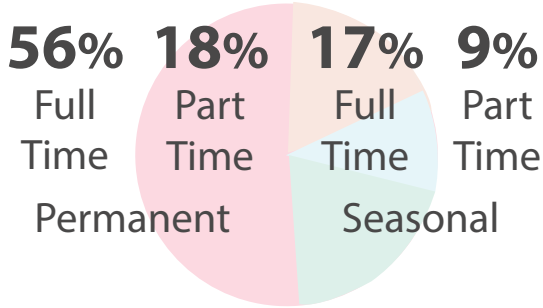
80% of businesses have participated in the Business Survey between 2015-2018



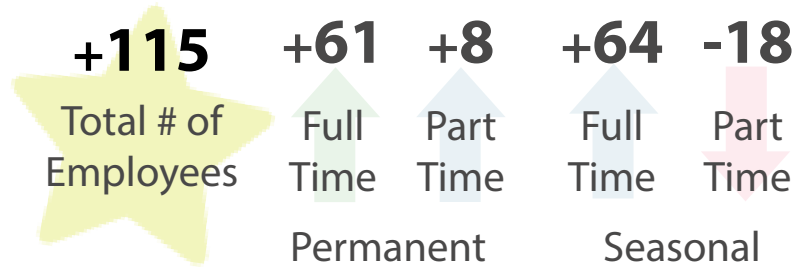


WORK FORCE & EMPLOYMENT

Workforce Breakdown

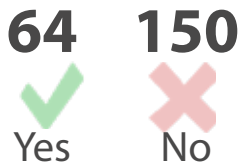


Net New Jobs Created



Employment Needs

Are you Hiring in 2019?

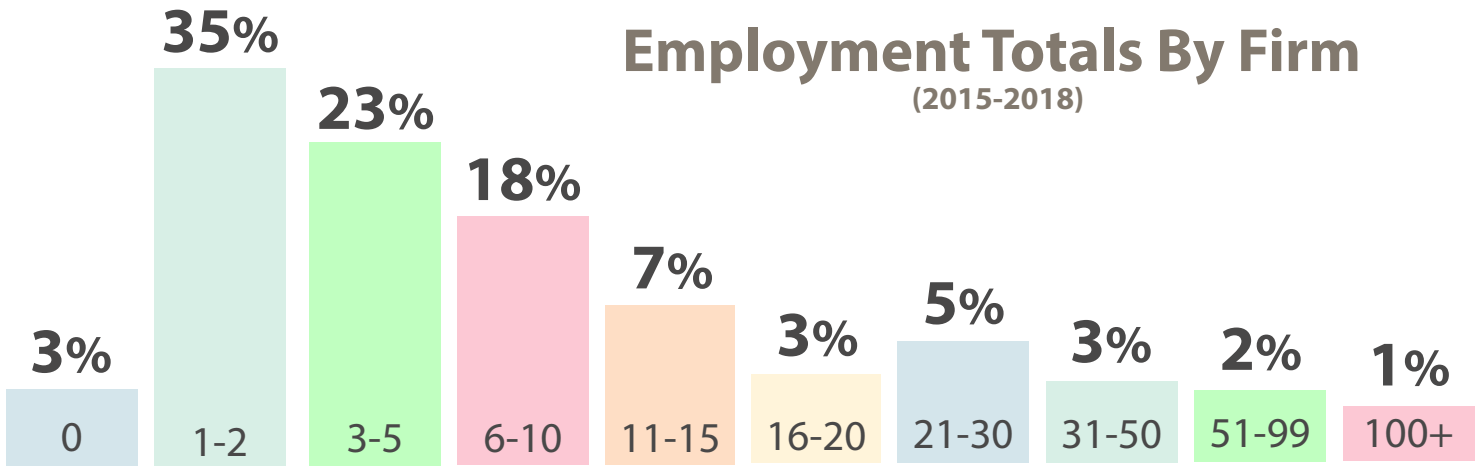


3 Year Employment Total



Employment Totals By Firm

(2015-2018)



Percentage of total businesses based on # of employees



Get more information about the figures above in the Insights section



BUSINESS GROWTH & EXPANSION

Business Movement



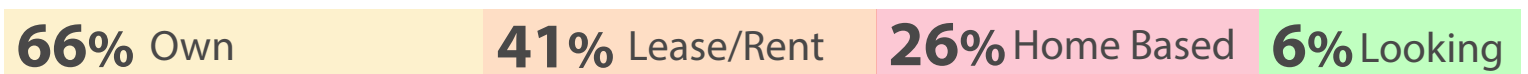
Local Profitability



Succession Planning



Operation/Facility



Reinvestment by Local Businesses





Business Climate Insights

- Businesses are more involved and happier than ever, why?
 - Their business is doing better;
 - They are getting better support locally; and
 - There are more people coming to Gravenhurst.
- More businesses are choosing to make Gravenhurst their home!
- Seasonality, while still a reality, has become less challenging each year.
- Finding available space has become a challenge for existing businesses do to:
 - Limited lease opportunities in the downtown core;
 - Limited vacant commercial/industrial land available for sale; and
 - Properties that are not move in ready.



Workforce & Employment Insights

- For the fourth year in a row, our existing businesses have a net increase in the number of employees.
- Growth continues to be driven by full-time permanent positions
- Increase in challenges related to finding and retaining workers.
- Part-time seasonal positions are being replaced by either full time seasonal jobs or permanent positions.



Growth & Expansion Insights

- The majority of businesses who closed in 2018 were individuals operating as side/casual businesses.
- Many businesses do not have succession plans and simply plan on closing their doors, which will decrease services/products and increase local job loss. However, many businesses currently looking to transition do have a plan, as well as many businesses who are not yet looking to transition but are planning ahead.
- Business reinvestment continues to be high with 50% of businesses reinvesting in new equipment and/or improvements to their buildings.



Our Services!

We are here to help your business thrive and succeed. Below is a list of services the Economic Development Team offers to businesses in Gravenhurst or those considering the move to Gravenhurst. Don't see what you need, call us anyways! We provide each business with personalized set of services based on your need.



Helping your business find an appropriate space



Helping you navigate the financial eco-system

- Assistance finding and applying for municipal incentives
- Referrals to regional funding agencies for businesses
- Putting you in contact with provincial and federal agencies with financing



Helping you grow your workforce

- Programs for your new potential employees – Accommodation and Spouse Supports
- Programs to help you retain your employees – Community Integration Programs



Helping you build your marketing, business or succession plan

- Data sets ranging from average age to local spending patterns



Marketing your business with the Gravenhurst Business Directory

Contact the Economic Development Team

705-687-3412 or jeff.loney@gravenhurst.ca