



Annual Business Report 2019



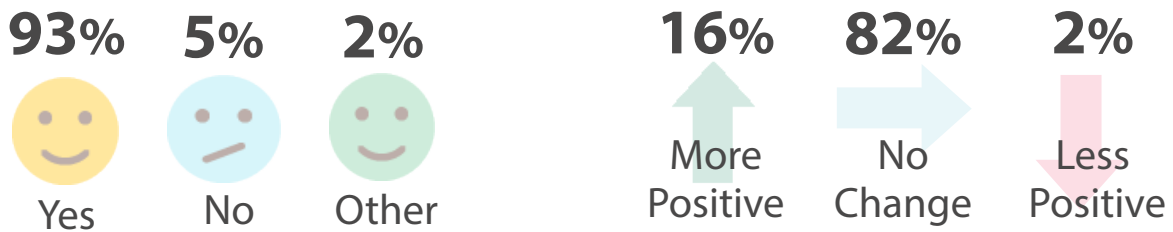


PARTICIPATION & BUSINESS CLIMATE

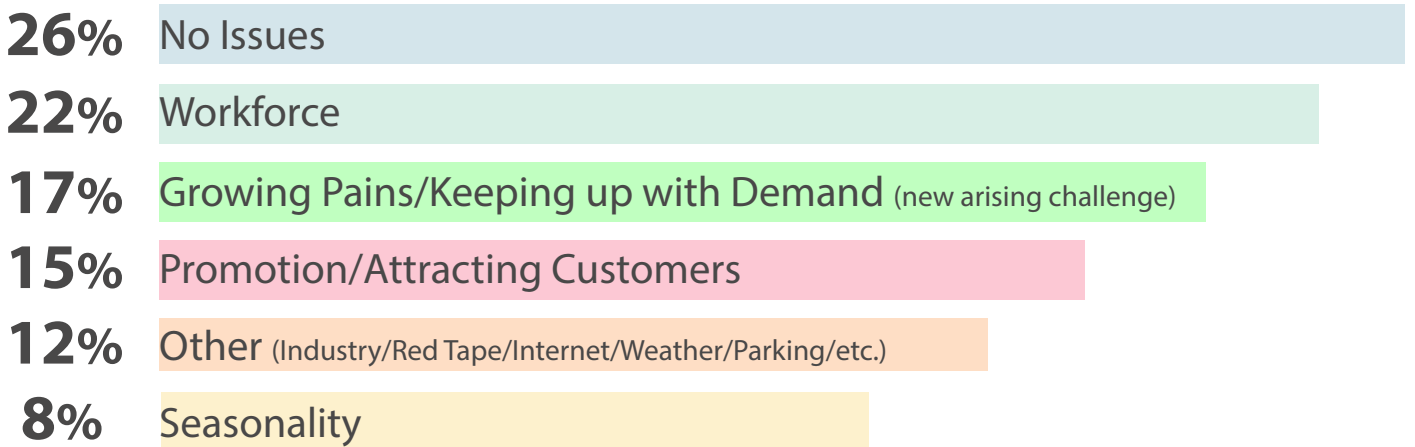
Businesses Who Took the Survey



Happy Doing Business Here



Biggest Challenges



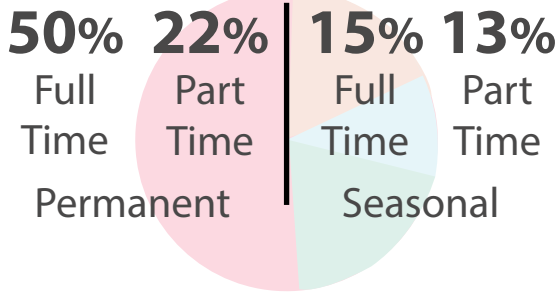
80% of businesses have participated in the Business Survey between 2015-2019



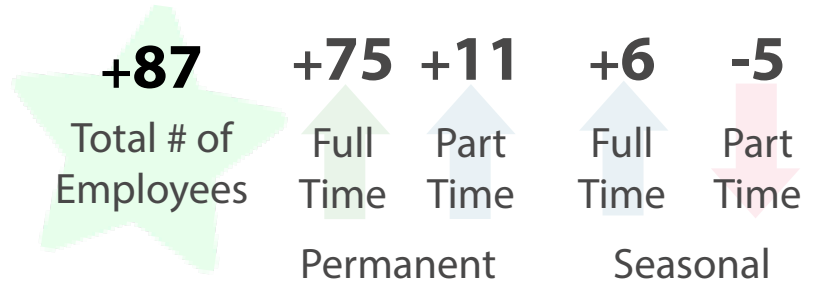


WORK FORCE & EMPLOYMENT

Workforce Breakdown

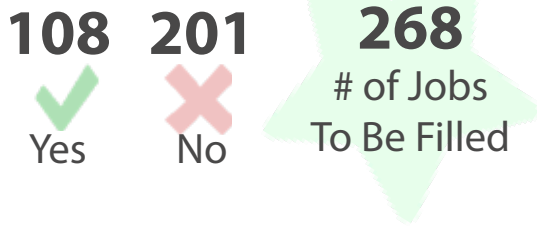


Net New Jobs Created



Employment Needs

Are you Hiring in 2020?

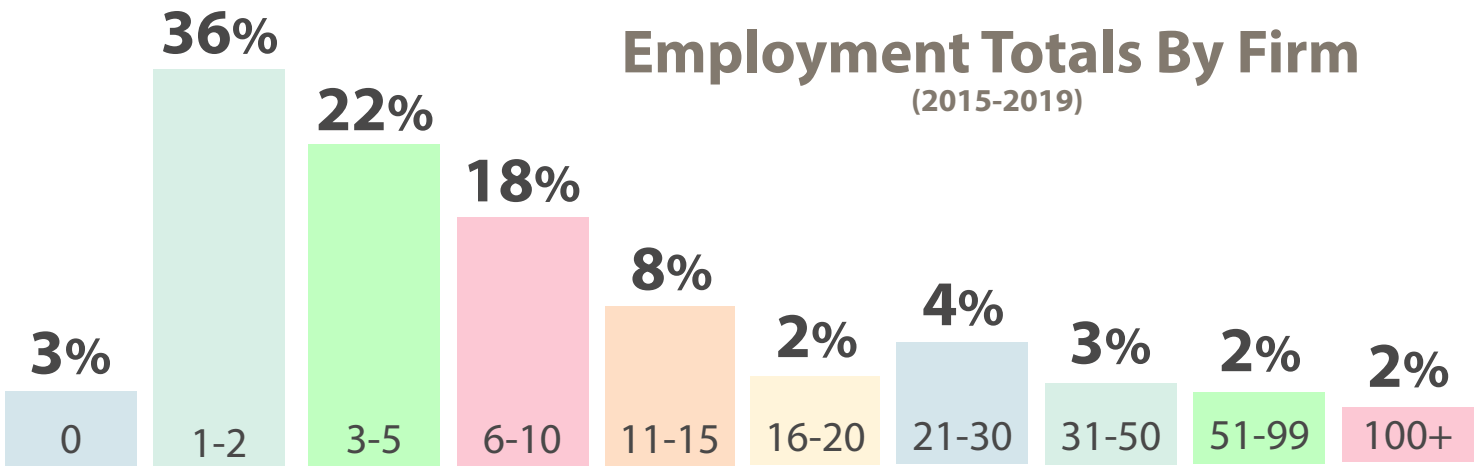


4 Year Employment Total



Employment Totals By Firm

(2015-2019)



Percentage of total businesses based on # of employees

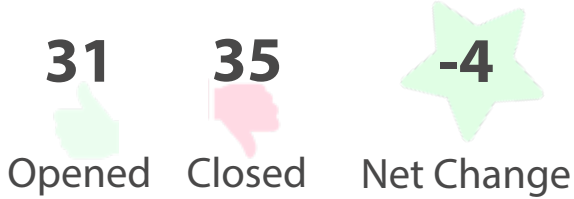
Get more information about the figures above in the Insights section





BUSINESS GROWTH & EXPANSION

Business Movement



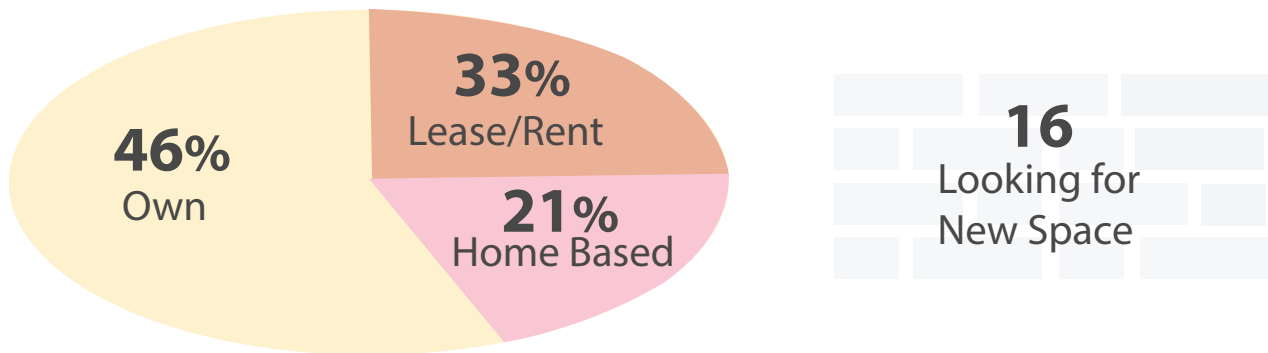
Local Profitability



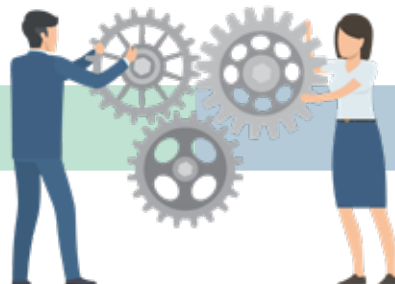
Succession Planning

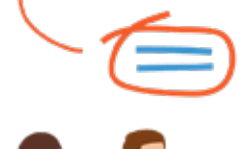
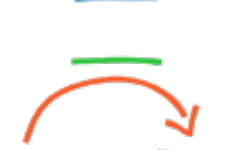
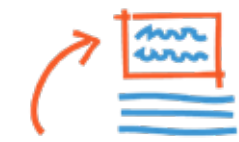
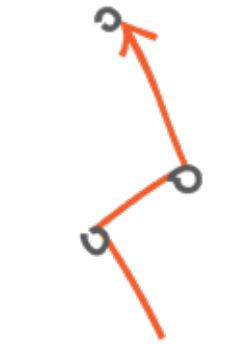


Operation/Facility



Reinvestment by Local Businesses





Business Climate Insights

- Business owners are generally positive, because:
 - Their businesses are growing and expanding;
 - They are seeing positive community growth and outlooks; and
 - They feel supported and/or welcomed by the municipality and community.
- More local businesses are actively engaging and participating in community development conversations and initiatives.
- Finding space this year was not a challenge as space transitioned quickly and new/more investment ready locations became available.
- Businesses are looking to grow, but with that comes challenges including:
 - Finding and retaining skilled and motivated workers;
 - Cost of marketing and attracting new customers; and
 - Other factors such as industry/personal challenges, financing, red tape.
- Weather/flooding was a major factor for those who were “More Negative” in 2019.



Workforce & Employment Insights

- The 306 businesses surveyed (54%) employ a total workforce of 3,208.
- The majority of new net jobs created (86%) were permanent full-time positions.
- More businesses are looking to hire. The number of available positions or jobs to be filled has increased over last year.
- Businesses are saying lack of work ethic and motivation in the current labour pool is making it difficult to fill a variety of positions.



Growth & Expansion Insights

- We saw the highest number of new businesses open in Gravenhurst, a 3.5% increase over last year.
- The total number of businesses in operation increased by 5% in 2019. While this year business movement resulted in a net loss, previously unidentified businesses has been a factor in the overall increase. Closures were largely made up of home based businesses who moved out of the area or retired.
- More Businesses have succession plans and those that don't are more interested about options available. This ensures businesses and jobs stay in Gravenhurst.
- Businesses are making significant reinvestments with 62% either purchasing equipment and/or completing building improvements.



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