



GRAVENHURST
GATEWAY TO MUSKOKA

2020 Annual Business Report

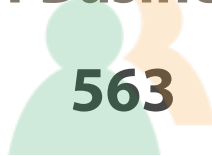
An analysis of activity, successes and challenges
in the local business community



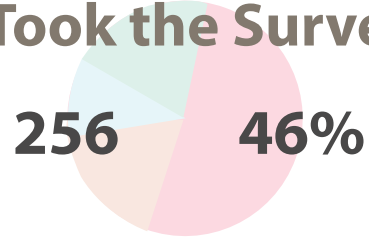


PARTICIPATION & BUSINESS CLIMATE

Total Number of Business



Businesses Who Took the Survey



Happy Doing Business Here

97%



Yes

1%



No

2%



Other

15%



More Positive

84%



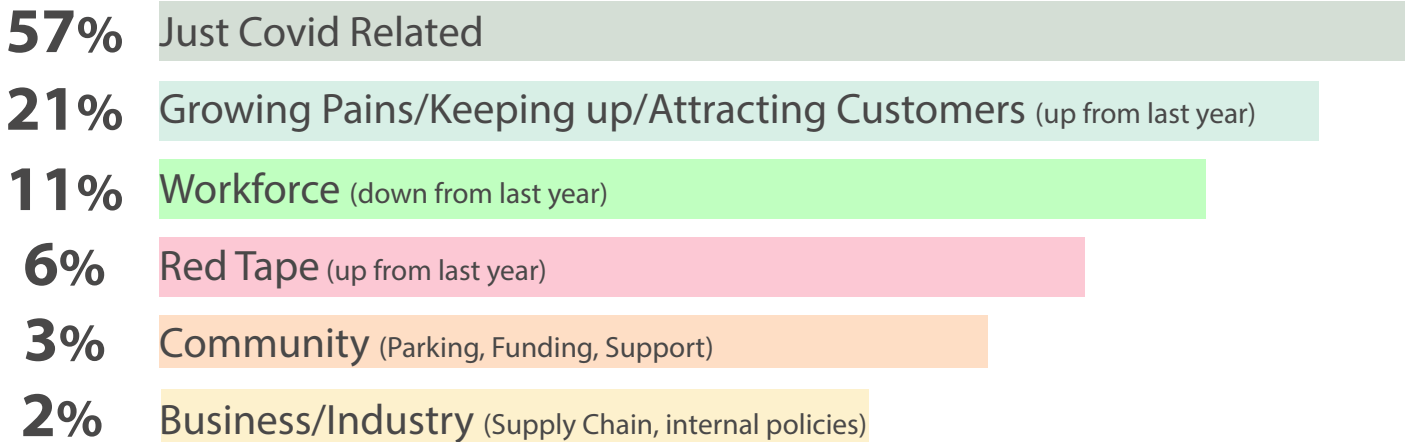
No Change

1%



Less Positive

Biggest Challenges



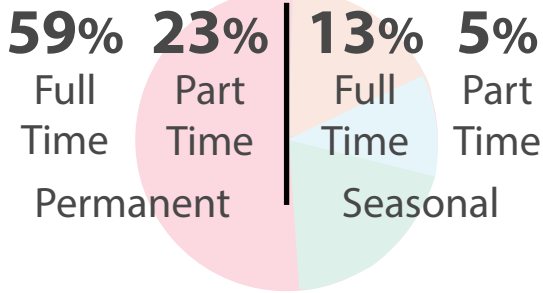
0% of businesses noted that Seasonality was a challenge, down 8% from 2019



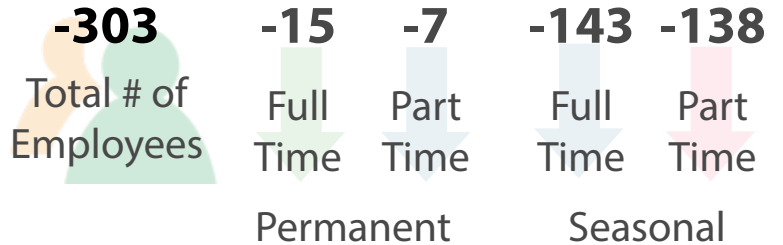


WORK FORCE & EMPLOYMENT

Workforce Breakdown



Net Job Changes



Employment Needs

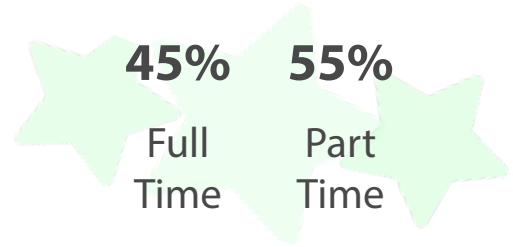
Are you Hiring in 2021?

98
✓
Yes

158
✗
No

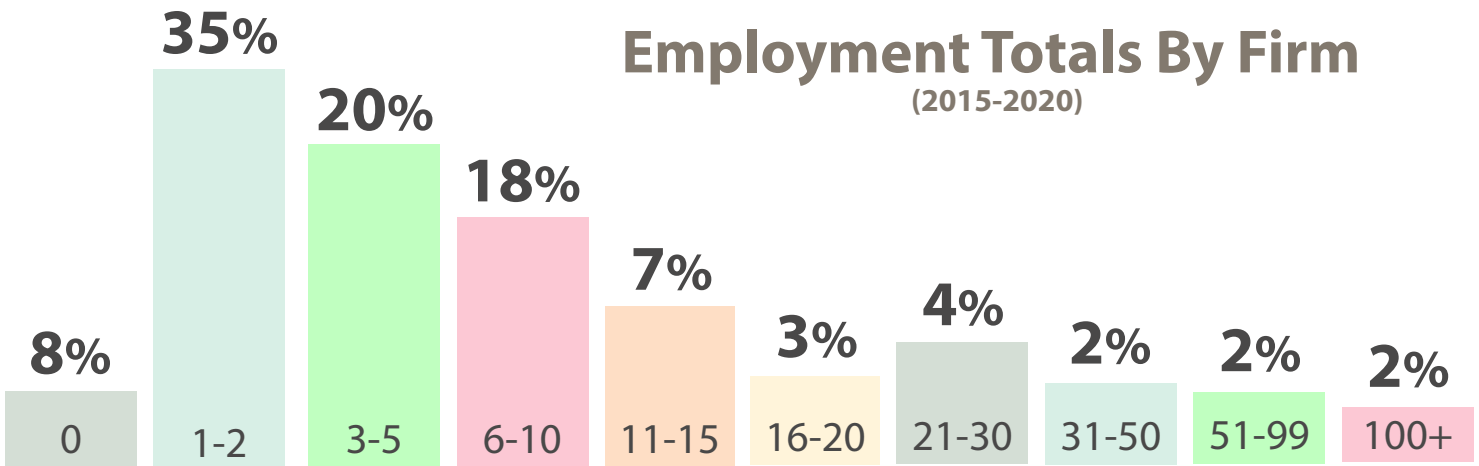
142
of Jobs To Be Filled

New Hires Need



Employment Totals By Firm

(2015-2020)



Percentage of total businesses based on # of employees

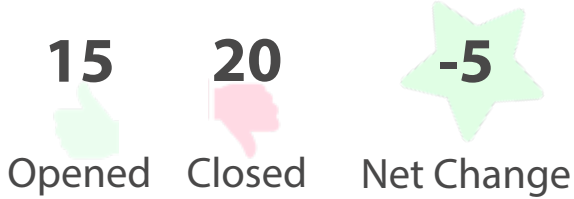
Between 2016- 2019 Gravenhurst saw a net increase of 300+ jobs





BUSINESS GROWTH & EXPANSION

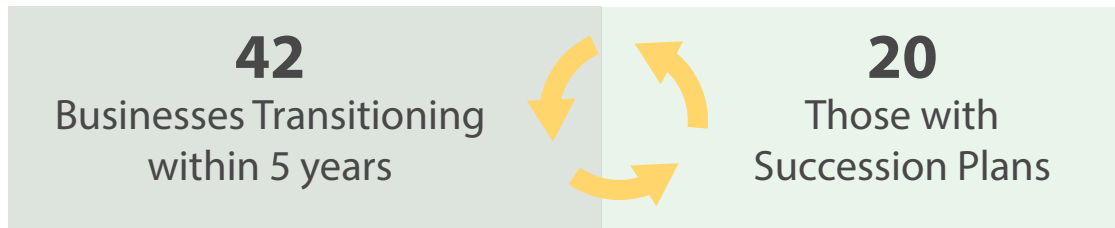
Business Movement



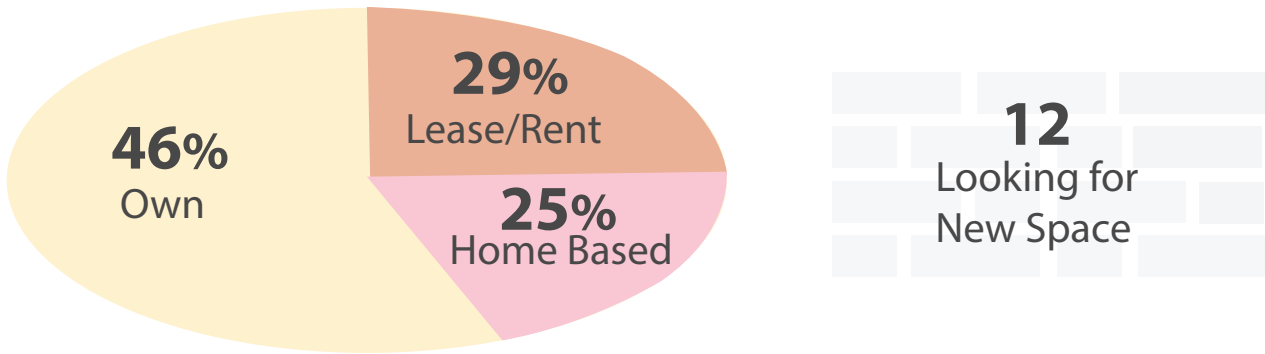
Local Profitability



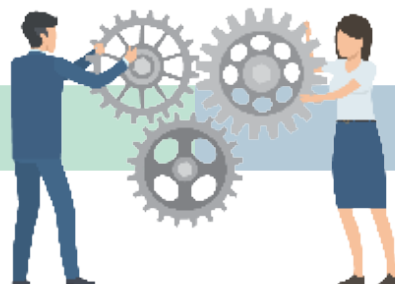
Succession Planning



Operation/Facility



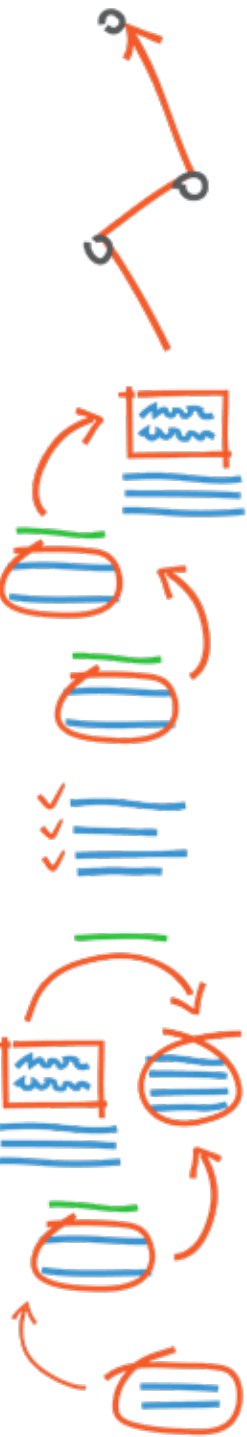
Reinvestment by Local Businesses





Business Climate Insights

- There were unique challenges related to Covid-19 which were captured as part of this survey and have been highlighted in the Covid Impact report.
- The majority of business owners are positive about doing business in Gravenhurst. Despite the struggles of 2020 many still look to grow and expand.
- The percentage of business who feel more negative each year continues to decrease. Those few feeling more negative are citing lack of support and connectedness being outside the main core.
- The year saw a number of new businesses open. However a net decrease of 5 of total businesses occurred. Business closures were predominately operator/owner business who chose to close due to retirement or other personal reasons.



Workforce & Employment Insights

- The 256 businesses surveyed, employ a total workforce of 1,994.
 - 38% said they will be hiring in the next 12 months
 - 73% are hiring for new positions related to business growth and not as a result of covid losses.
 - Businesss are looking to fill 142 positions in 2021.
- 303 jobs were lost in 2020. This was primarily driven by seasonal positions not filled as the result of limited operations due to the pandemic.
- As a result of businesses increasing part-time positions to full-time status, Full Time Permanent Positions percentage rates rose to 59% (up 9% over 2019).



Growth & Expansion Insights

- Businesses made significantly less improvements, almost 50% less than last year. It will be important to watch this trend as re-investment is an indicator of faith in the business climate.
- While many businesses adopted new digital technologies in 2020, many have noted they don't see value in this type of investment or expressed frustrations in relation to getting these products working effectively.





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



Connecting you with Covid relief supports and information

Contact the Economic Development Team

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