



Business Review Survey Report 2024

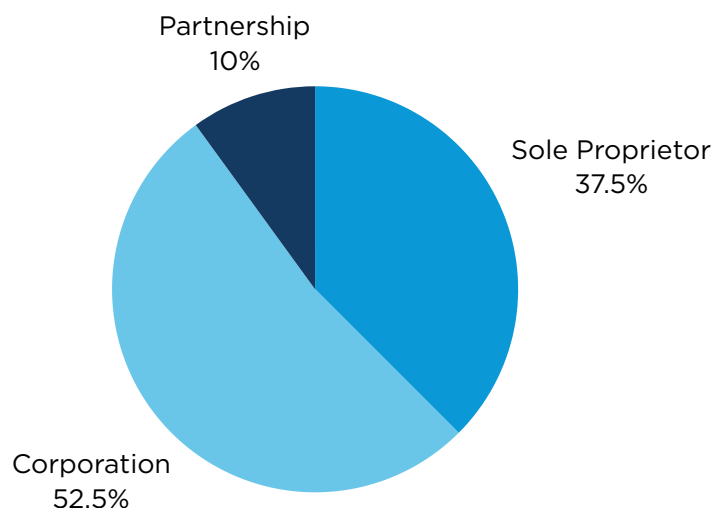
Town of Saugeen Shores



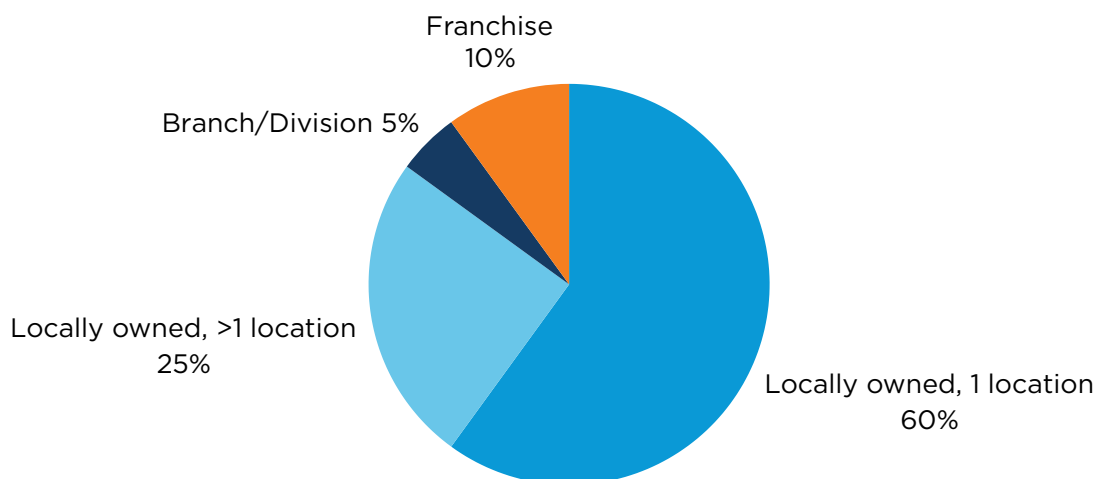
In 2024, the Town of Saugeen Shores in partnership with the Bruce County Economic Development conducted a Business Review. This document is a summary of the responses provided by the 40 businesses that participated.

Overview of Respondents' Businesses

Business structure



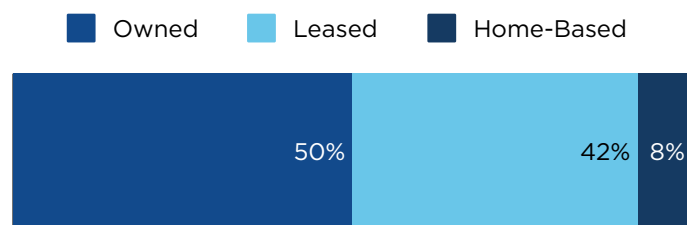
Business ownership



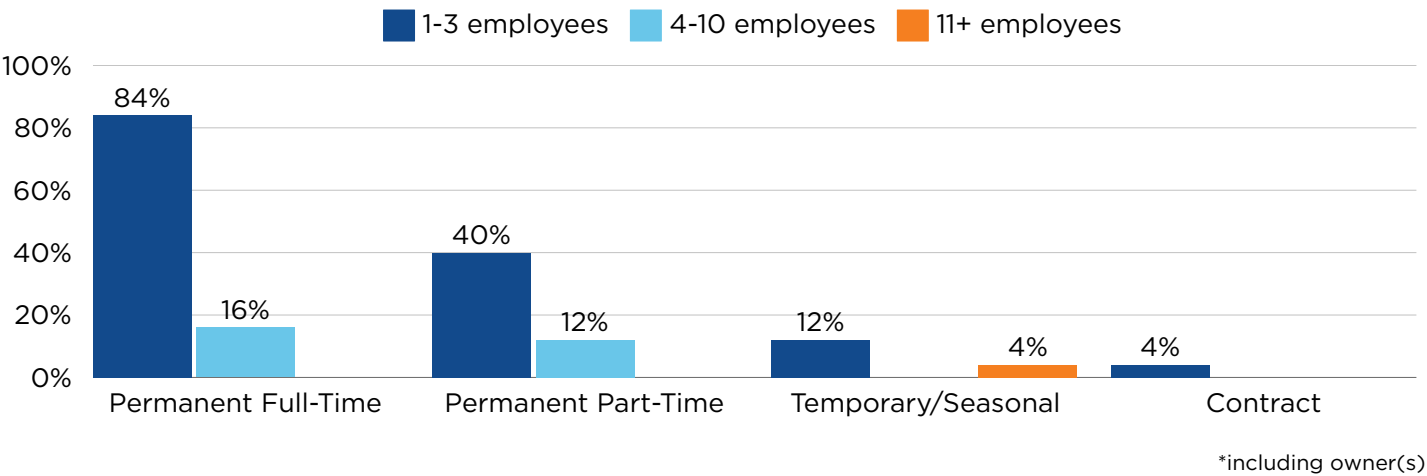
Primary customer base



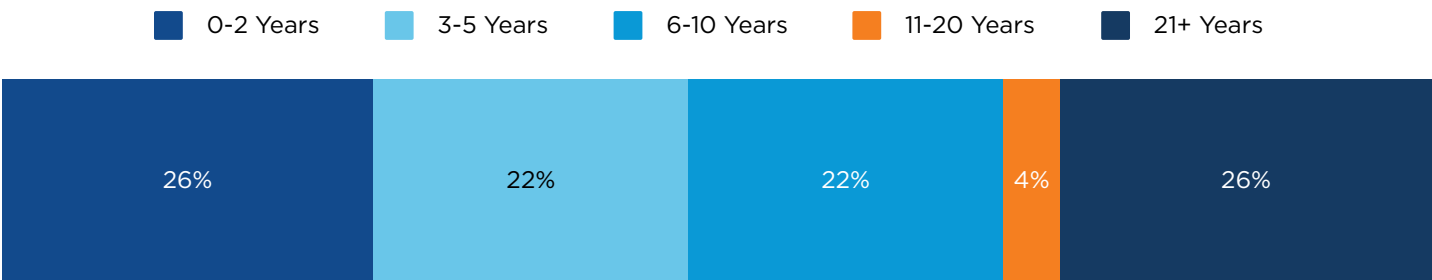
Status of business facility/property



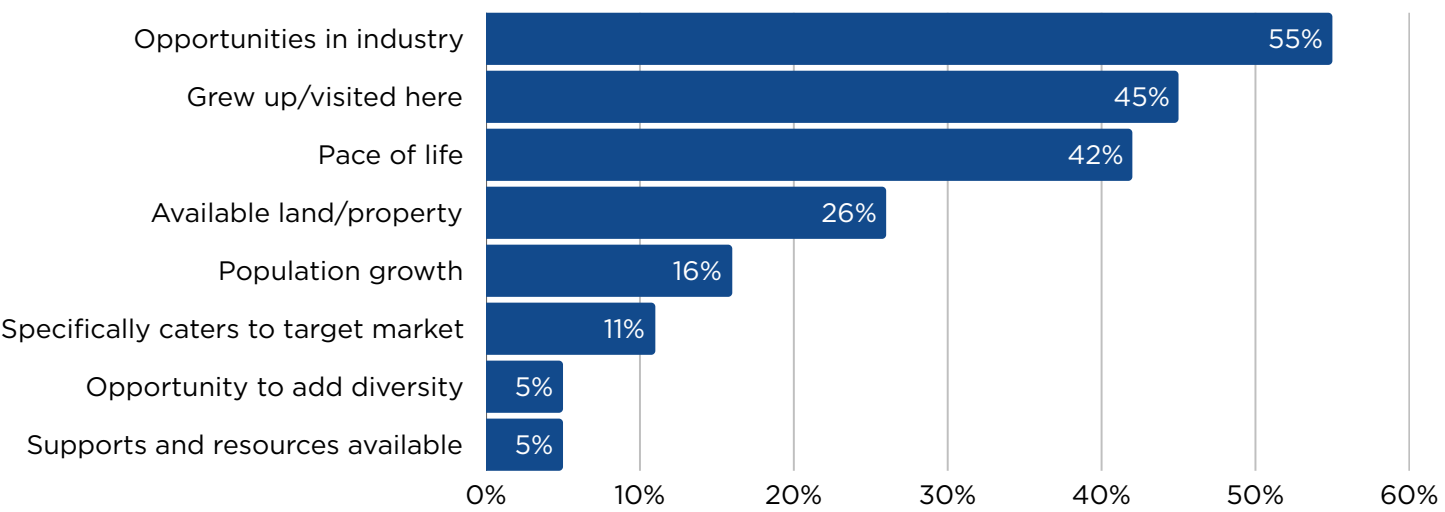
Number and status of current employees*



How long businesses have operated in the community

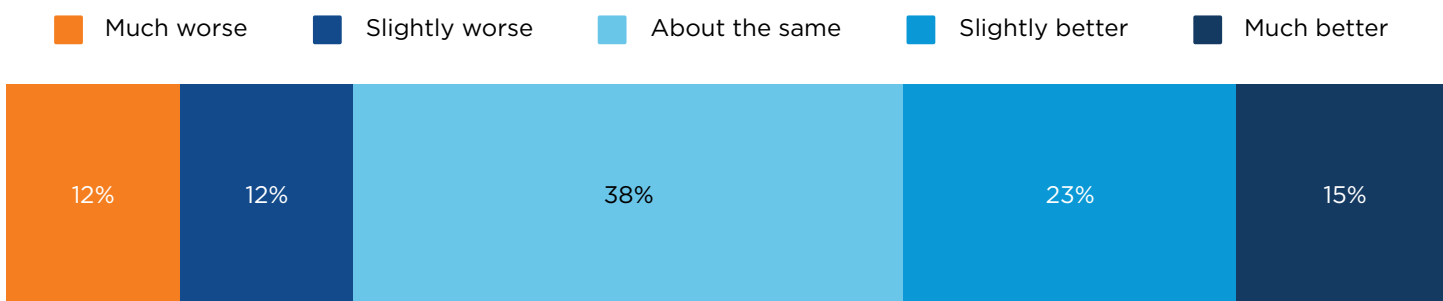


Top reasons owners decided to operate in this community

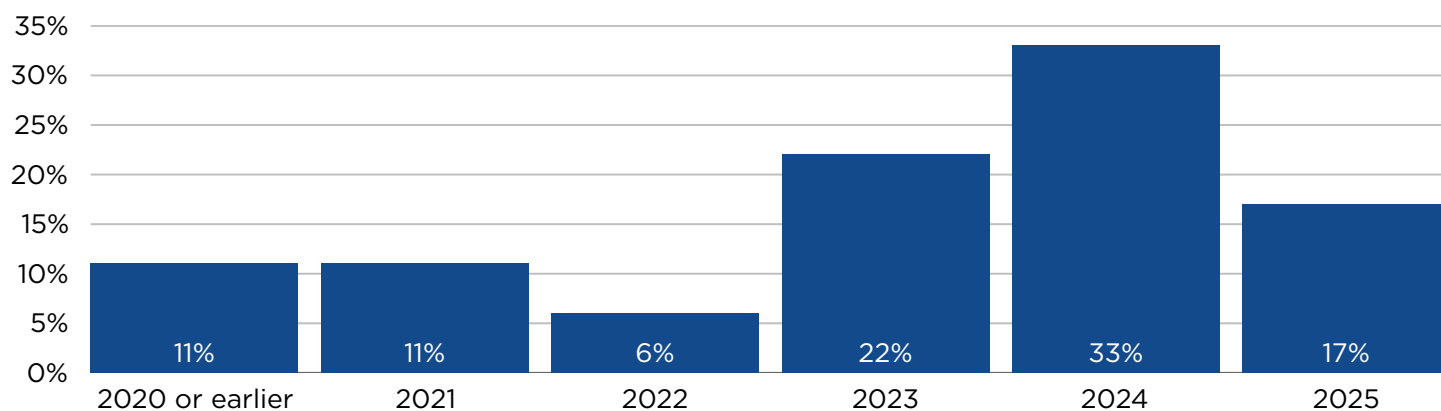


Finances

How businesses felt they were doing financially, compared to the previous fiscal year

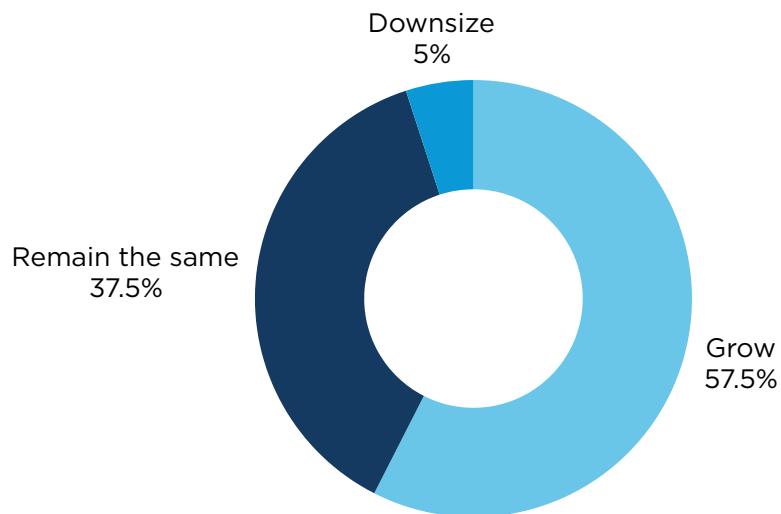


The last time businesses made (or plan to make) major capital investments or introduce a new product/service

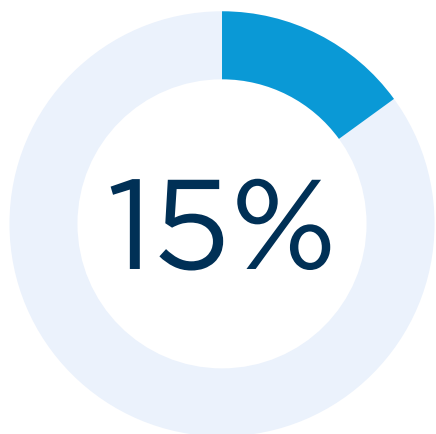


Planning

What businesses plan or expect to do in the future



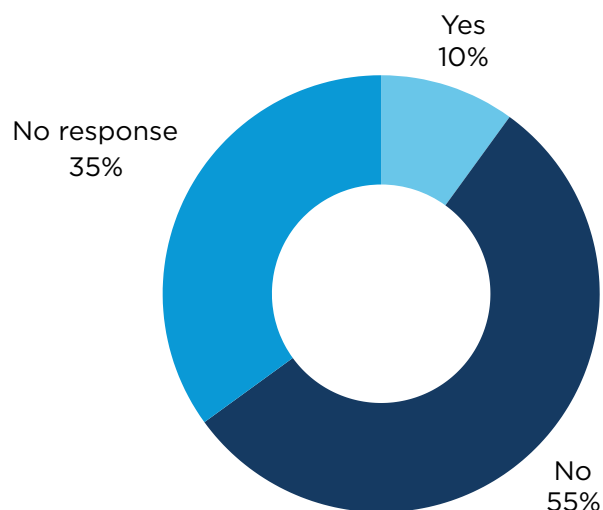
Respondents that plan to transition out of their business within the next 5 years



Of those that replied 'Yes':

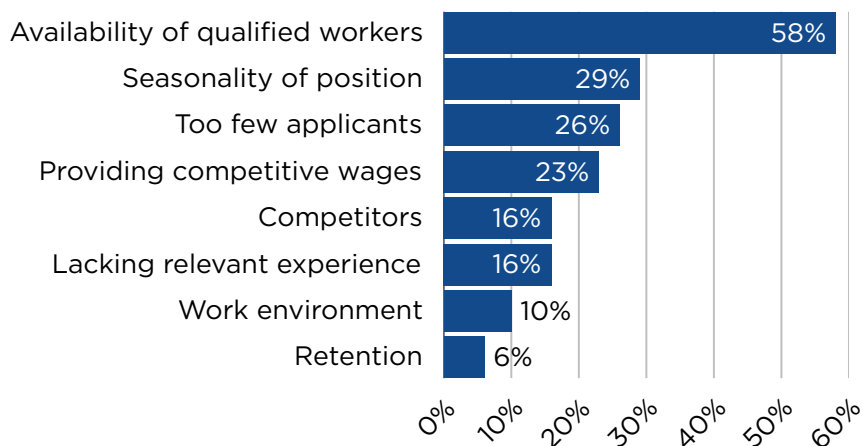
- 1 plans to close
- 1 plans to sell
- 4 plan to have family/employees carry on the business

Businesses that report having a plan for transition



Hiring

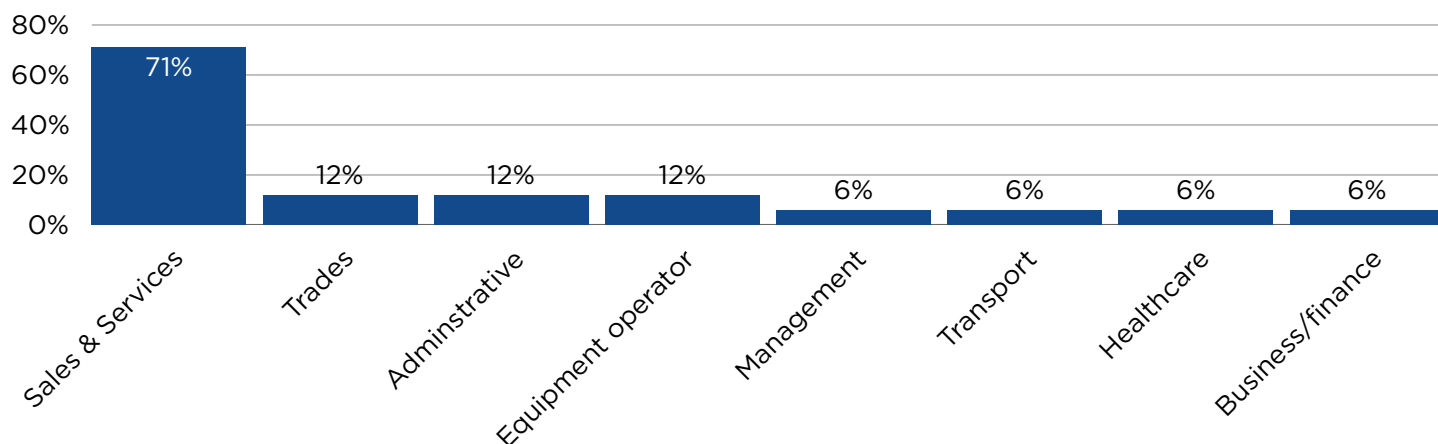
Most common hiring and retention challenges



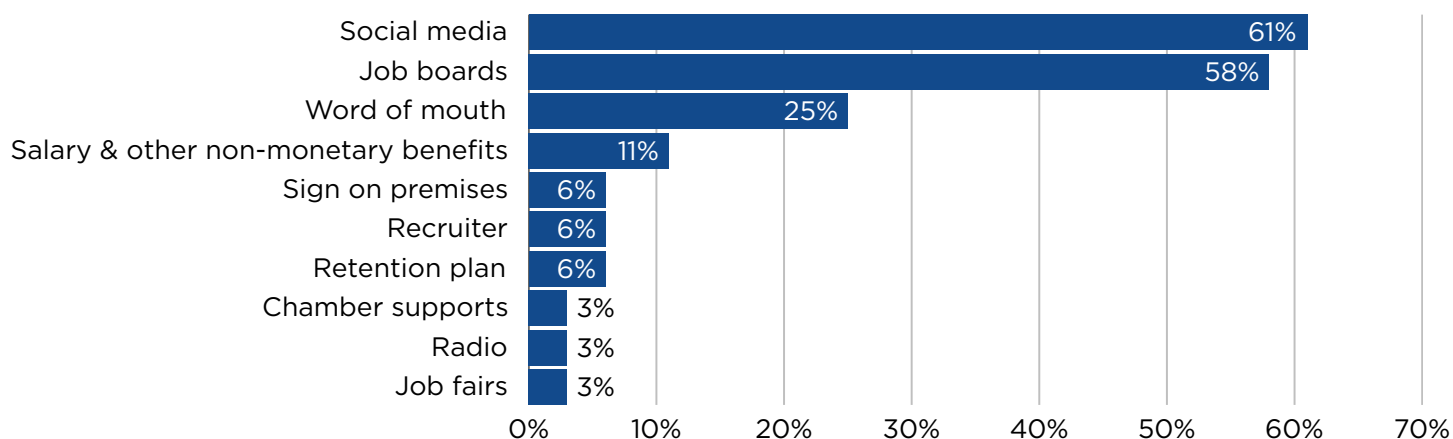
Other challenges cited:

- Lack of housing for employees
- Advertising
- Financial barriers
- Business competition
- Lack of workforce

Positions that have been difficult to fill

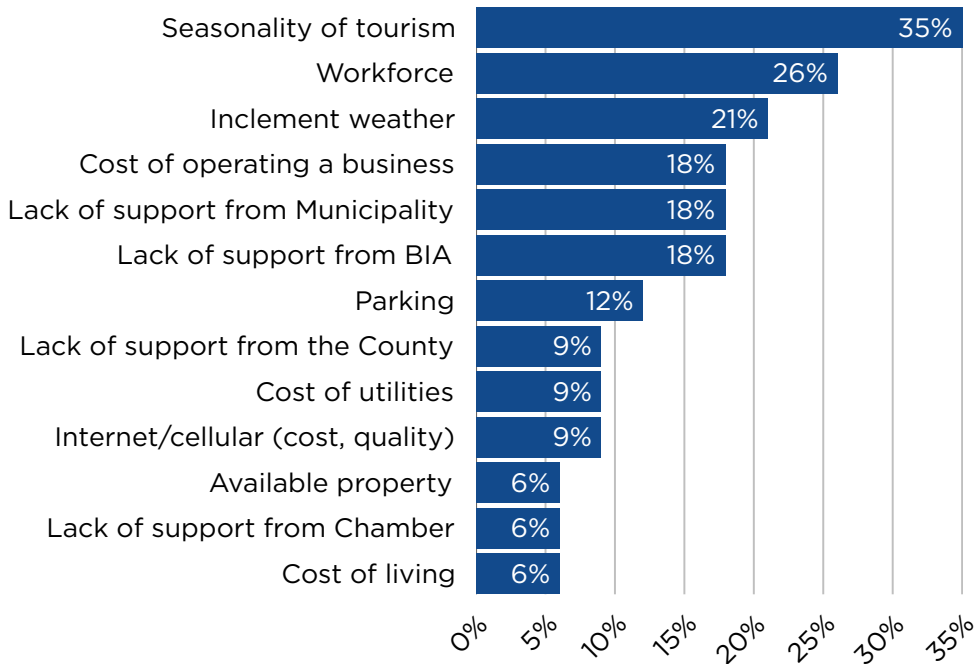


Methods used to attract employees



Challenges and Supports

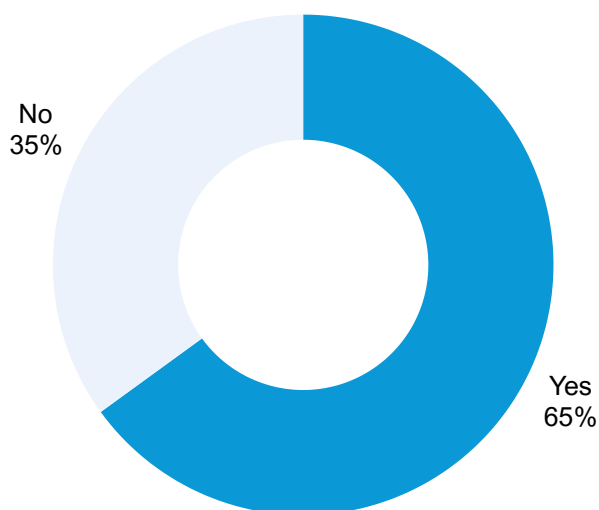
Challenges experienced while doing business in this community



Other challenges cited:

- Lack of maintenance and repair services
- Competition
- Development fees and taxes
- Street closures
- Marketing
- Stocking inventory

Are there organizations you work with/are a member of that are doing a great job supporting your business?



Organizations mentioned:

- BIAs
- Bruce County Trades Associations
- Canadian Federation of Independent Business
- Chamber of Commerce
- Digital Main Street
- Habitat for Humanity
- Mega Group
- Millennium Micro
- Power Group
- Service clubs/Community groups
- Southampton social media groups
- Spruce the Bruce
- RT07
- Saugeen Golf Club
- SSCC

What can we do/what do you need from us to help you and your business succeed?

- Drive more foot traffic downtown
- Parking
- Promote local shopping
- Initiatives during shoulder seasons
- More support for tourism
- Advertising and marketing support and resources
- Grant support
- Public transportation
- Better mobile reception
- Keep taxes at the same rate
- Provide more opportunities to network — Business to Business and Business to Customers
- Simpler Spruce the Bruce process

Is there anything else you would like to share with us?

Concerns around landscaping and parking.

We feel the municipalities and County do not open the door for our services, it creates a poor Business to Business relationship.

A Saugeen Shores bylaw that says building owners in the downtown core should make all reasonable efforts to lease to retail or restaurants as a preference over service businesses. People will drive to a lawyer/ dentist/accountant etc but rarely going retail shopping around their appointment. Services can pull away from the flow of consumerism.

Explore the Bruce has always been a great program to promote tourism.

Starter Company Plus training has been good and the topics touch upon really important things. I had a lot to learn and the training has really opened my eyes to things I didn't know and what potential my business can have.