



Kawartha Lakes Business Count Insight Report 2021



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Introduction

Welcome to the inaugural 2021 Kawartha Lakes Business Count.

This survey provides a snapshot of the Kawartha Lakes business community and will help better understand and strengthen the local economy, as well as inform policies and programs. The project provides a unique level of detail to:

1. Provide improved regional employment and workforce data
2. Assist in making informed decisions related to job and economic growth
3. Enhance communication channels between businesses and the municipality

This project is led by the City of Kawartha Lakes in partnership with the Bobcaygeon & Area Chamber of Commerce, Coboconk, Norland & Area Chamber of Commerce, Fenelon Falls & District Chamber of Commerce and the Lindsay & District Chamber of Commerce.

Methodology

As the inaugural Kawartha Lakes Business Count survey, the survey was scoped to the specific geographies of downtowns and industrial areas throughout the municipality. These areas were chosen to pilot the survey methodology in preparation for expanding the survey area in future years.

The survey was conducted in August 2021 by a team of Summer Students from the City of Kawartha Lakes and local Chambers of Commerce. The survey was delivered in-person, following pandemic protocols, by phone and online by methodically going door-to-door to each property in the survey areas gathering information wherever possible. While the survey team focused on the specific geographies of downtowns and industrial areas, the survey was also available online for any business in Kawartha Lakes to complete.

The survey data was collated, analysed, and the aggregated survey findings are presented in this report. The 18 NAICS (North American Industry Classification Scheme) codes have collapsed into four broader industry categories:

Arts, Culture and Hospitality: Accommodation and food services (72) + Arts, entertainment and recreation (71) + Information and cultural industries (51)

Industry and Trades: Manufacturing (31-33) + Construction (23) + Transportation and warehousing (48-49) + Wholesale trade (41) + Agriculture, forestry, fishing and hunting (11) + Mining, quarrying, and oil and gas extraction (21)

Retail: Retail trade (44-45)

Services: Professional, scientific and technical services (54) + Finance and insurance (52) + Real estate and rental and leasing (53) + Administrative/support, waste/remediation (56) + Public administration (91) + Other services (except public administration) (81) + Health care and social assistance (62) + Educational services (61)

Survey Highlights

A total of 262 businesses and employment properties were surveyed in the 2021 Kawartha Lakes Business Count. Highlights reported by these businesses:

- A total of 1,935 jobs
- 862,528 sq ft floor space occupied by surveyed businesses
- 34% business surveyed plan to hire in the future
- 58% of businesses surveyed are members of a local business organization
- 70% businesses with employees working from home anticipate employees will continue to work from home after the pandemic

The 2021 Kawartha Lakes Business Count is the first comprehensive pan-industry data collection project. The highlights show business insights from the survey pilot areas. These insights will continue to grow and become more representative of the Kawartha Lakes business community in subsequent years as the geographic scope of the survey expands.

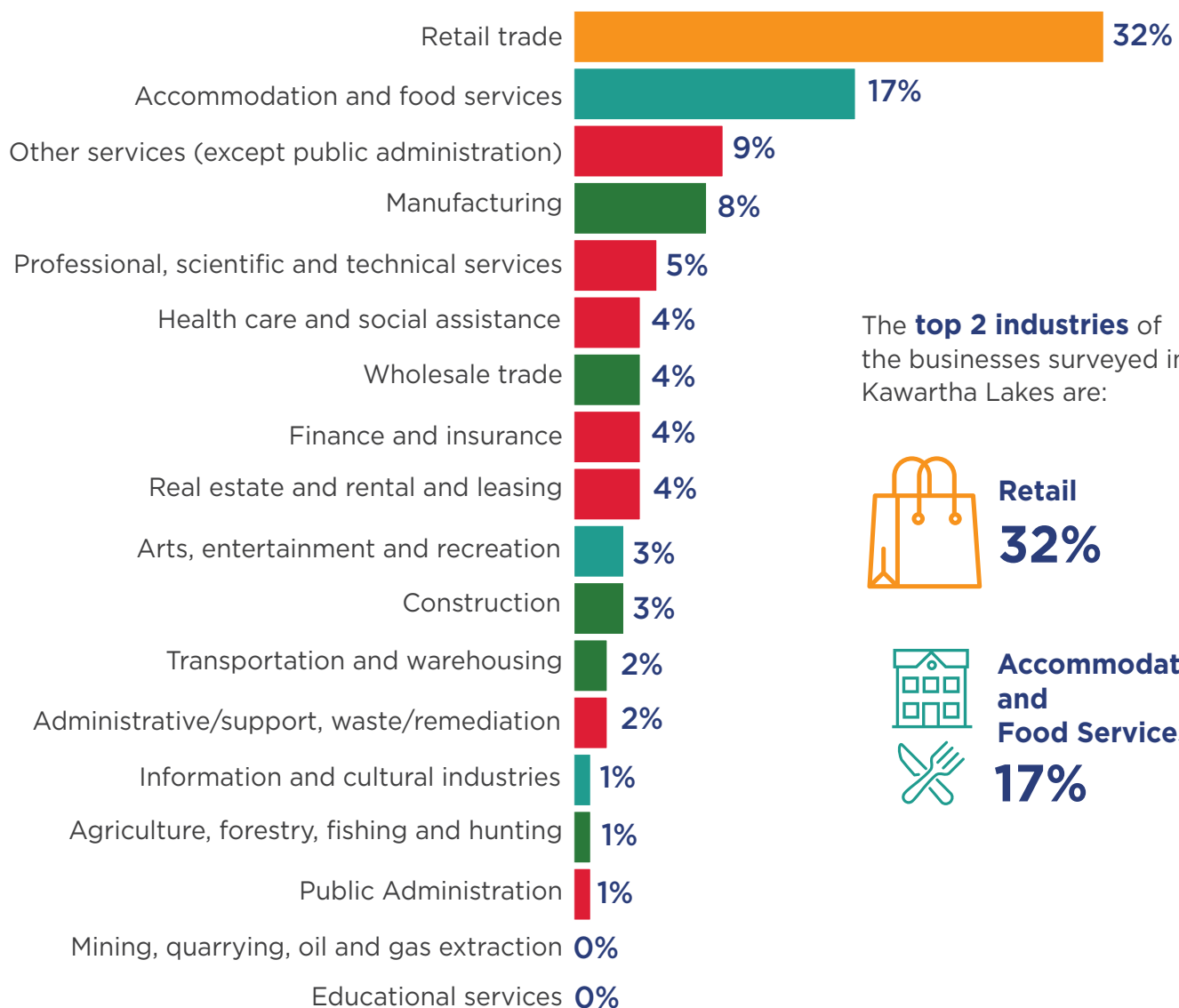
Kawartha Lakes



262 businesses in Kawartha Lakes participated in the survey.

Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Kawartha Lakes are:



Retail
32%

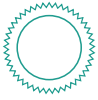
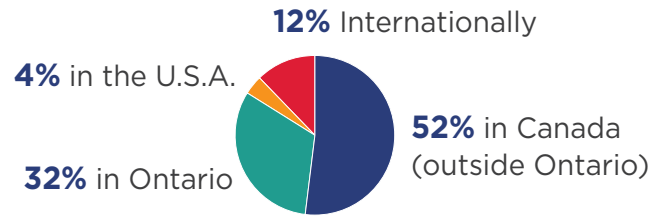


Accommodation and Food Services
17%

About the businesses:



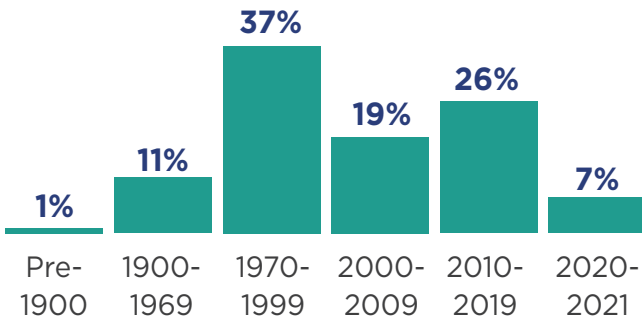
10% of businesses surveyed have sites **outside of the region:**



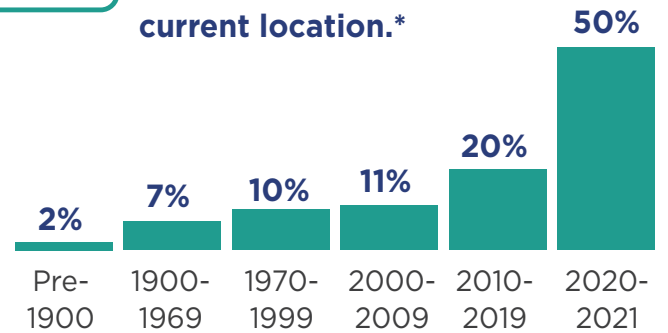
58% of businesses surveyed are **members of a Chamber of Commerce** or **Lindsay Downtown BIA.**



the businesses surveyed were **established.***



the businesses surveyed were **established at their current location.***



* Year established and current location don't add to 100% due to rounding.



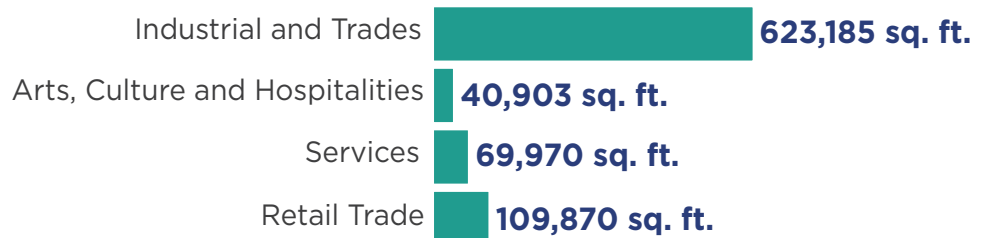
50% of businesses surveyed **lease** their site.

50% of businesses surveyed **own** their site.



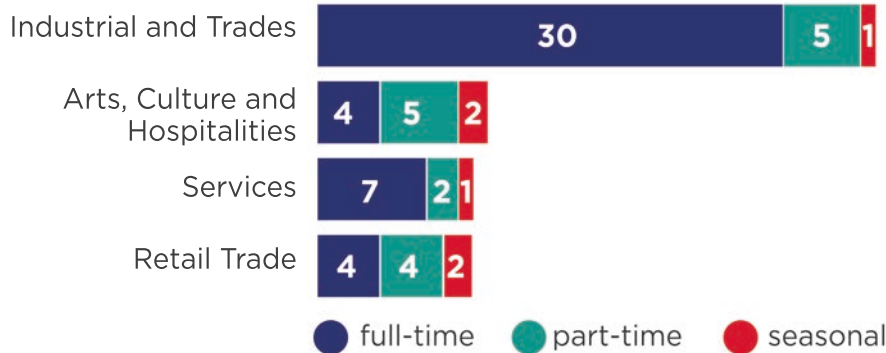
Total square feet covered by surveyed businesses:

862,528 sq. ft.

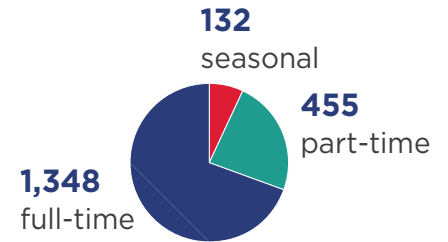


About the employees:

Average number of employees per business surveyed
(by Industry Group):



1,935 is the **actual number of employees** reported by businesses surveyed.



2% of businesses surveyed **are unionized**.



24% of businesses surveyed reported a **skills shortage**.



95% of businesses surveyed have **up to 10%** of their employees **working from home** because of the pandemic.

5% of businesses surveyed have **more than 10%** of their employees **working from home** because of the pandemic.

Future plans:



70% of businesses surveyed anticipate their employees to continue to **work from home** after the pandemic.

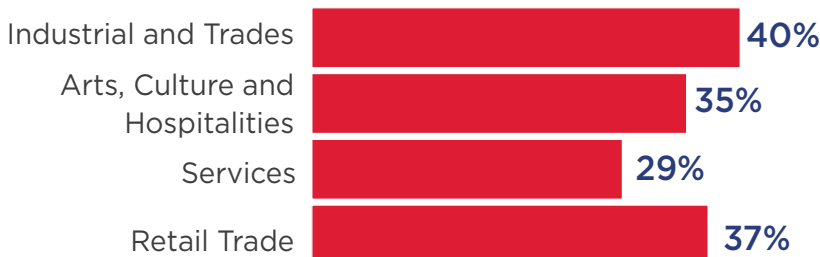


We are hiring!
34% of businesses surveyed **plan to hire in the future**.



5% of businesses surveyed **plan to expand their floor space**.

Businesses hiring:

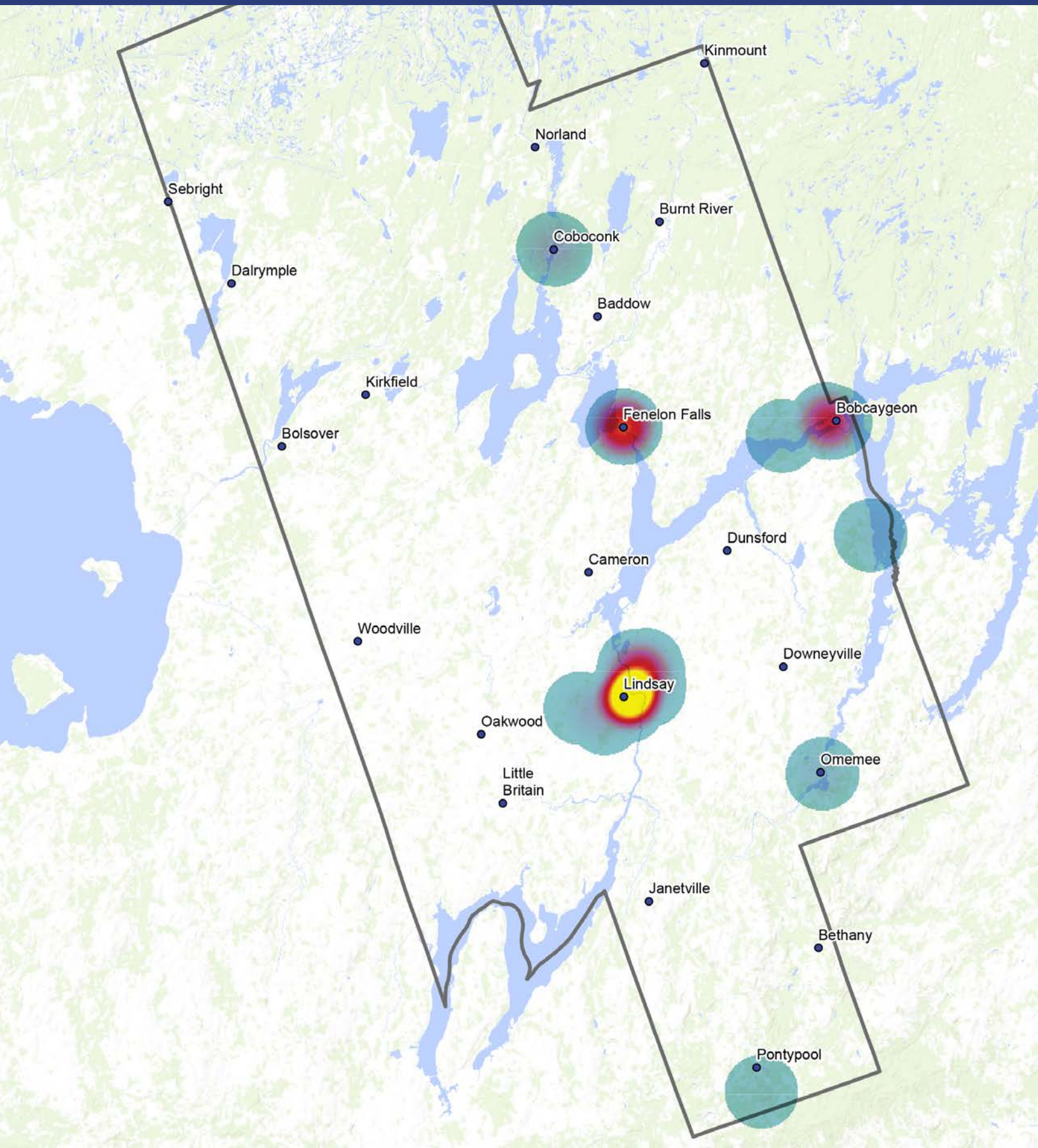


Businesses expanding space:



Kawartha Lakes Heat Map:

The 2021 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.





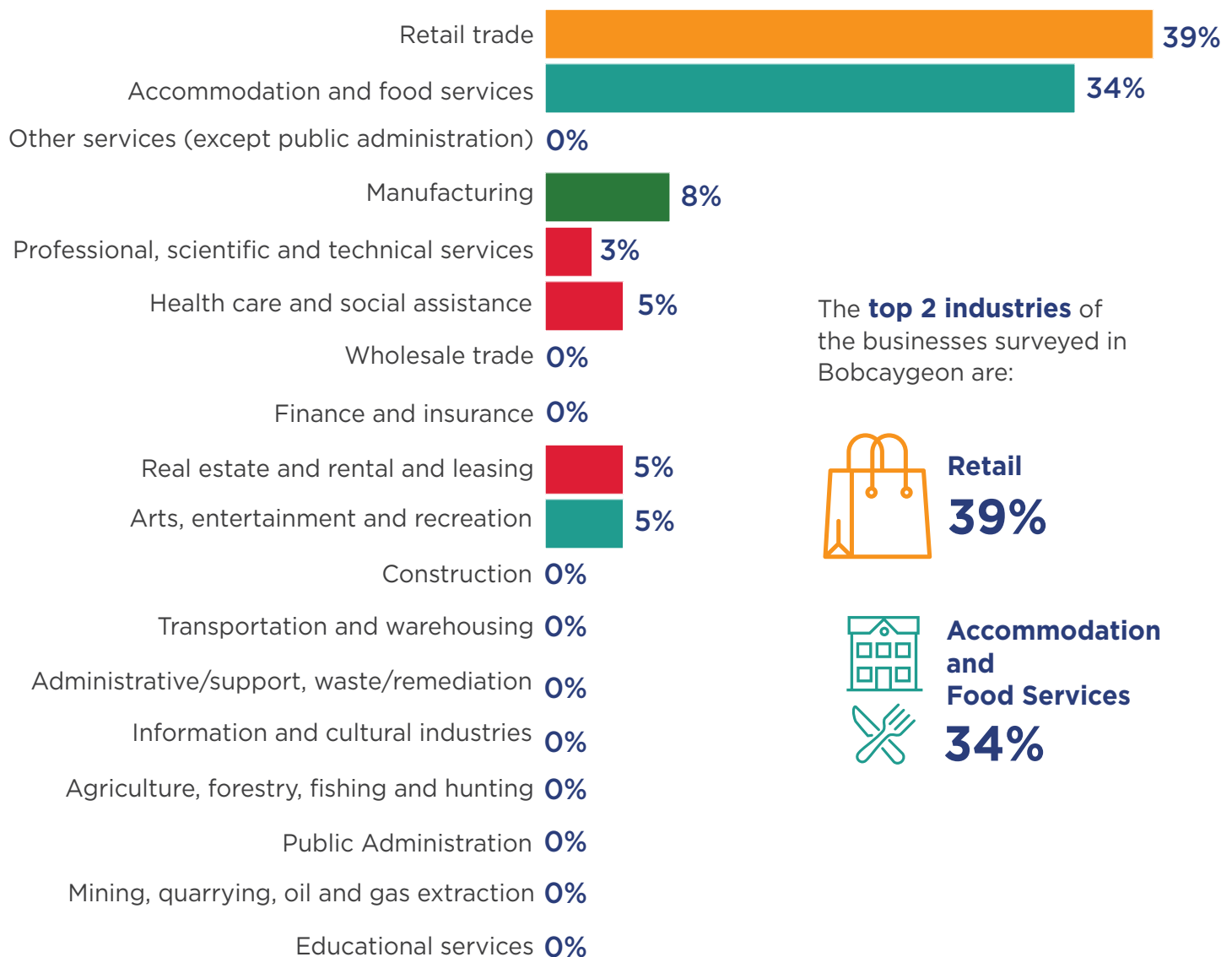
Bobcaygeon



38 businesses in Bobcaygeon participated in the survey.

Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Bobcaygeon are:



Retail
39%



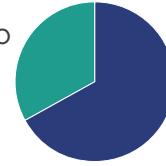
Accommodation and Food Services
34%

About the businesses:



8% of businesses surveyed have sites **outside of the region:**

33% in Ontario



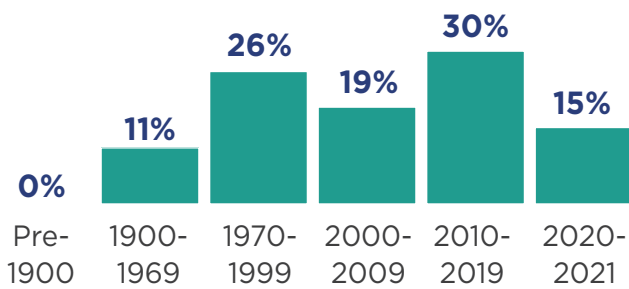
67% in Canada (outside Ontario)



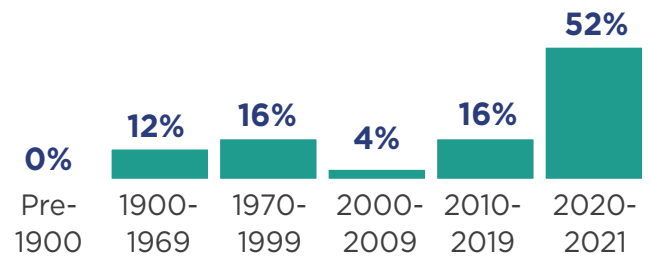
50% of businesses surveyed are **members of a Chamber of Commerce.**



Year the businesses surveyed were **established.***



Year the businesses surveyed were **established at their current location.***



* Year established and current location don't add to 100% due to rounding.



52% of businesses surveyed **lease** their site.

48% of businesses surveyed **own** their site.



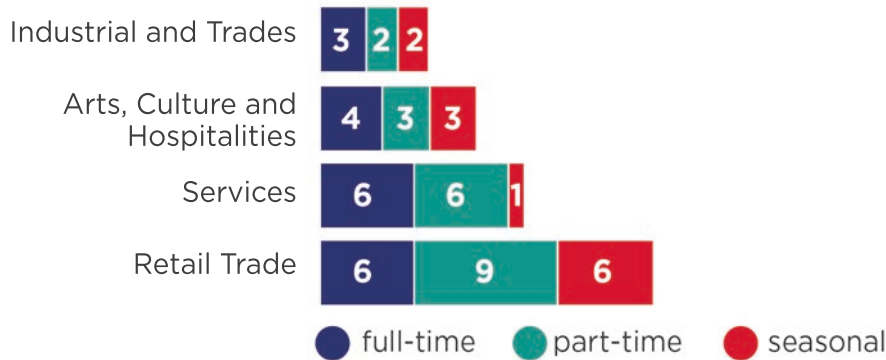
Total square feet covered by surveyed businesses:

61,278 sq. ft.

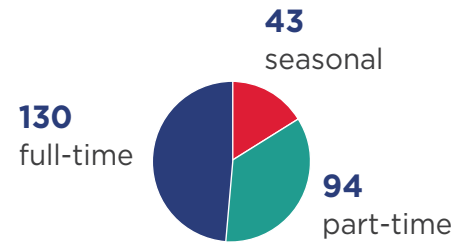


About the employees:

Average number of employees per business surveyed (by Industry Group):



267 is the **actual number of employees** reported by businesses surveyed.



0% of businesses surveyed **are unionized**.



45% of businesses surveyed reported a **skills shortage**.



96% of businesses surveyed have **up to 10%** of their employees **working from home** because of the pandemic.

4% of businesses surveyed have **more than 10%** of their employees **working from home** because of the pandemic.

Future plans:



42% of businesses surveyed anticipate their employees to continue to **work from home** after the pandemic.

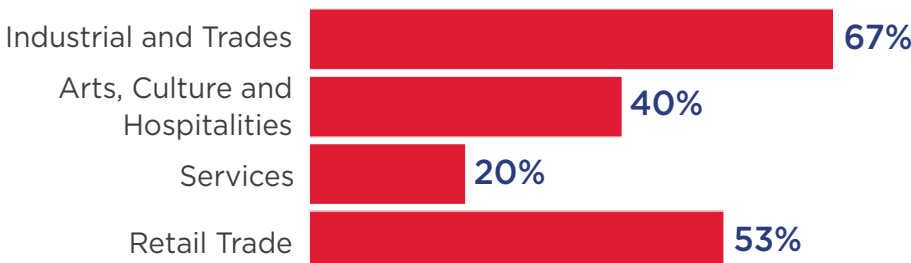


We are hiring!
45% of businesses surveyed **plan to hire in the future**.



13% of businesses surveyed **plan to expand their floor space**.

Businesses hiring:

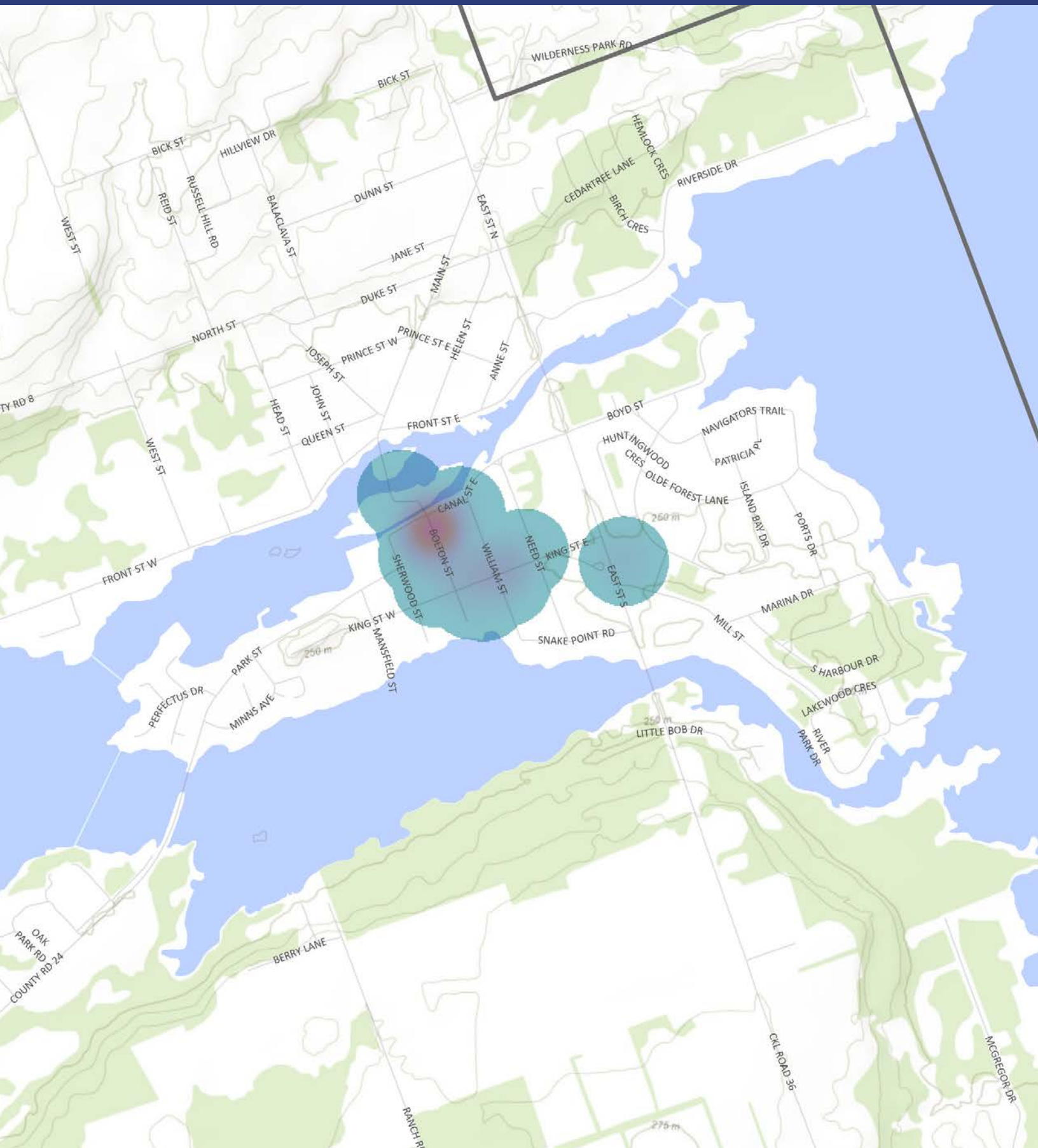


Businesses expanding space:



Bobcaygeon Heat Map:

The 2021 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.





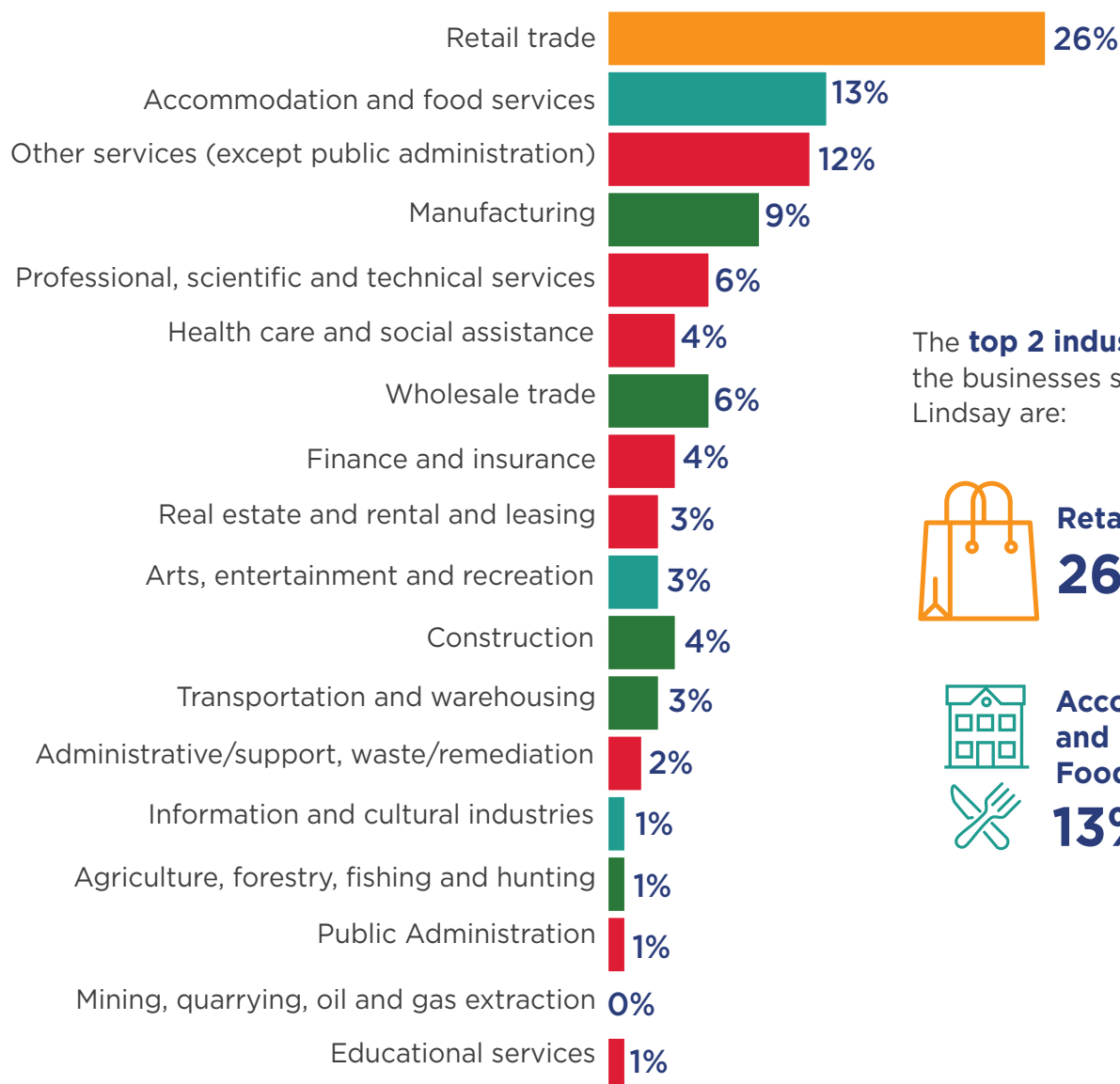
Lindsay



167 businesses in Lindsay participated in the survey.

Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Lindsay are:



Retail
26%

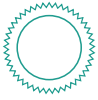
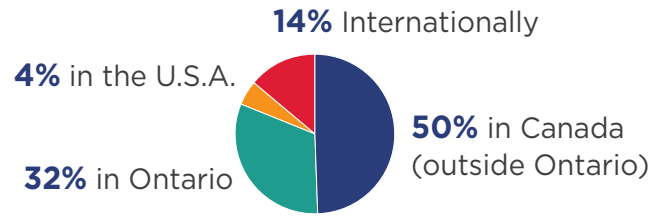


Accommodation and Food Services
13%

About the businesses:



13% of businesses surveyed have sites **outside of the region:**



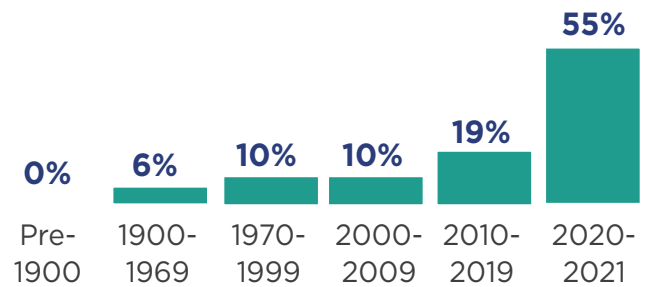
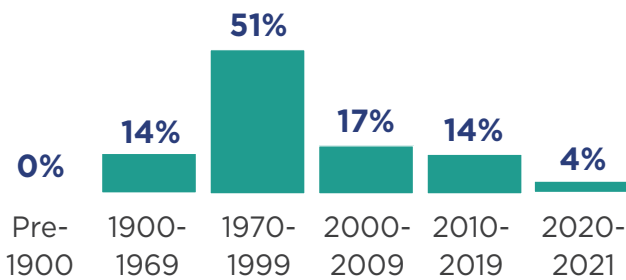
56% of businesses surveyed are **members of a Chamber of Commerce or Lindsay Downtown BIA.**



the businesses surveyed were **established.***



the businesses surveyed were **established at their current location.***



* Year established and current location don't add to 100% due to rounding.



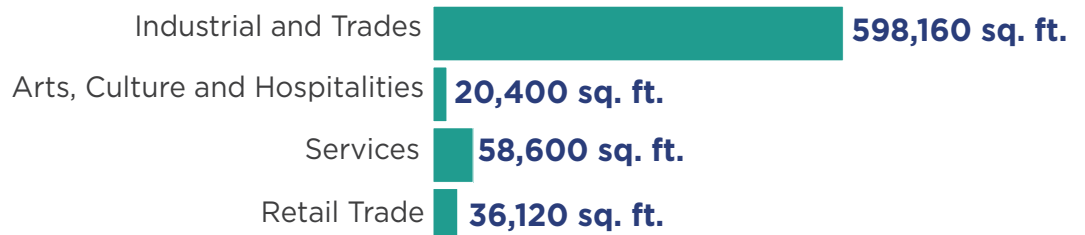
53% of businesses surveyed **lease** their site.

47% of businesses surveyed **own** their site.



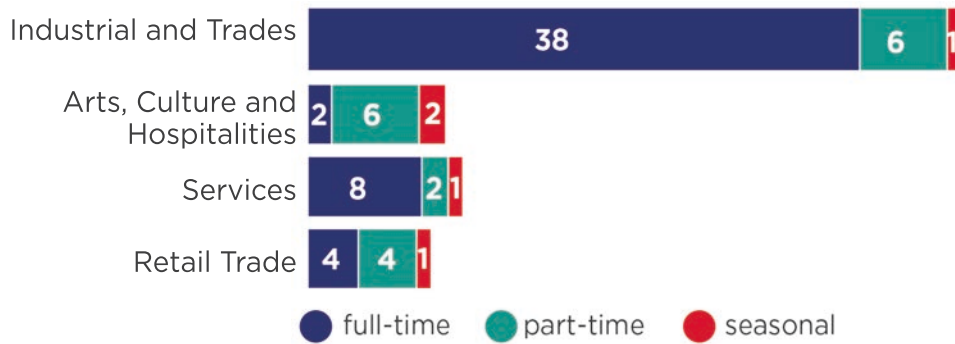
Total square feet covered by surveyed businesses:

731,880 sq. ft.

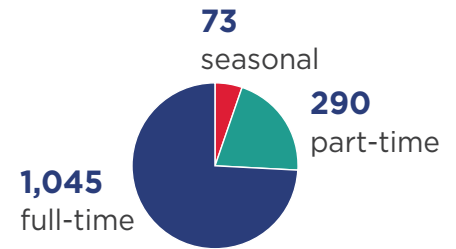


About the employees:

Average number of employees per business surveyed (by Industry Group):



1,408 is the **actual number of employees** reported by businesses surveyed.



1% of businesses surveyed **are unionized**.



17% of businesses surveyed reported a **skills shortage**.



97% of businesses surveyed have **up to 10%** of their employees **working from home** because of the pandemic.

3% of businesses surveyed have **more than 10%** of their employees **working from home** because of the pandemic.

Future plans:



72% of businesses surveyed anticipate their employees to continue to **work from home** after the pandemic.

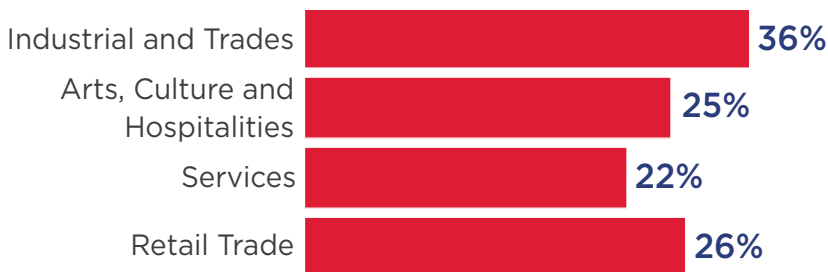


We are hiring!
26% of businesses surveyed **plan to hire in the future**.



3% of businesses surveyed **plan to expand their floor space**.

Businesses hiring:

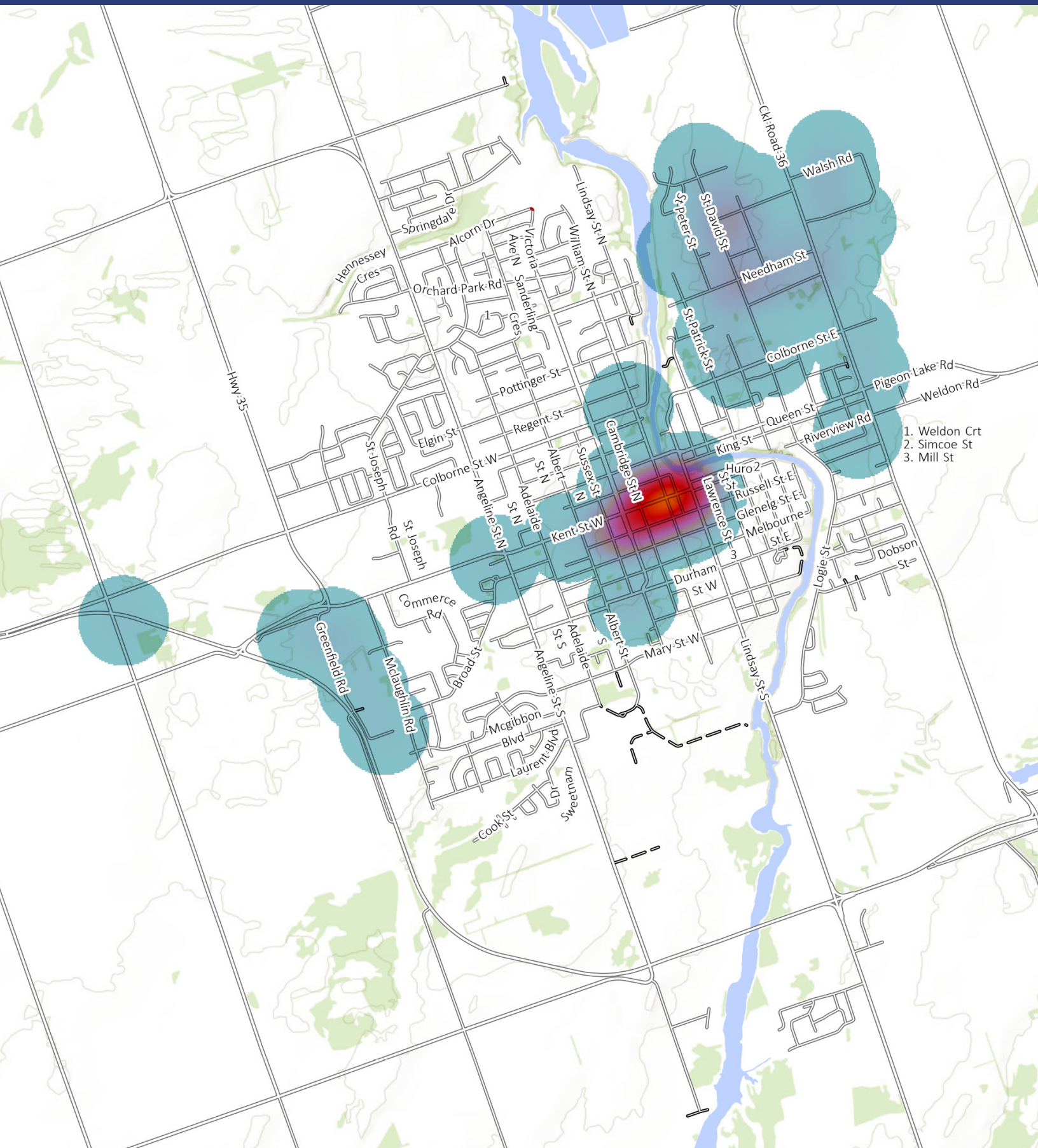


Businesses expanding space:



Lindsay Heat Map:

The 2021 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.





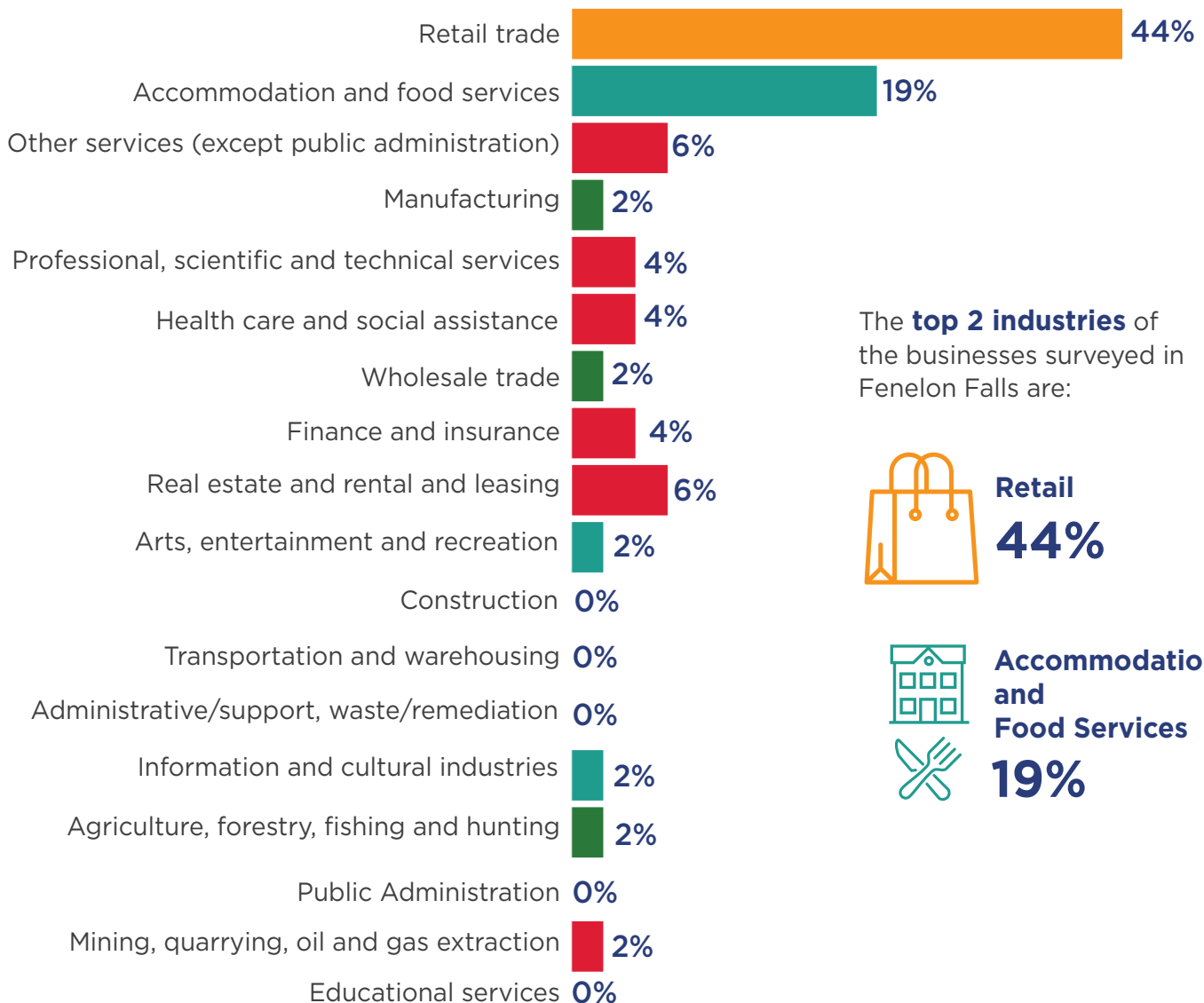
Fenelon Falls



50 businesses in Fenelon Falls participated in the survey.

Businesses that completed the survey (by industry):

Legend: ■ Arts, Culture and Hospitality ■ Industry and Trades ■ Retail ■ Services



The **top 2 industries** of the businesses surveyed in Fenelon Falls are:



Retail
44%

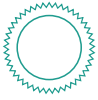


Accommodation and Food Services
19%

About the businesses:



0% of businesses surveyed have sites **outside of the region:**



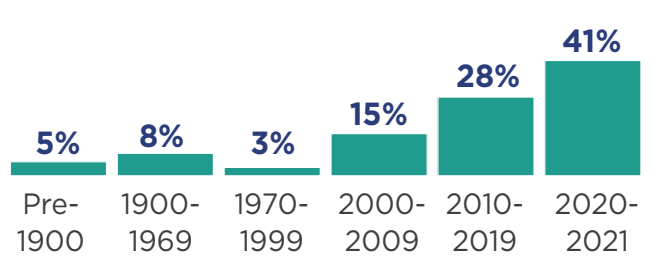
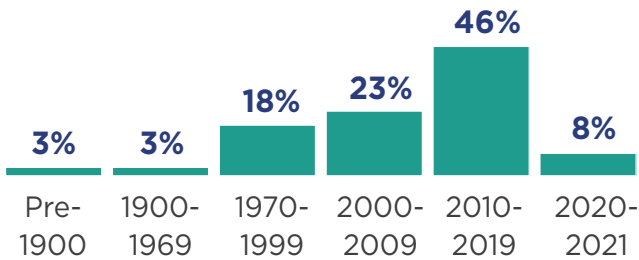
68% of businesses surveyed are **members of a Chamber of Commerce.**



the businesses surveyed were **established.***



the businesses surveyed were **established at their current location.***



* Year established and current location don't add to 100% due to rounding.

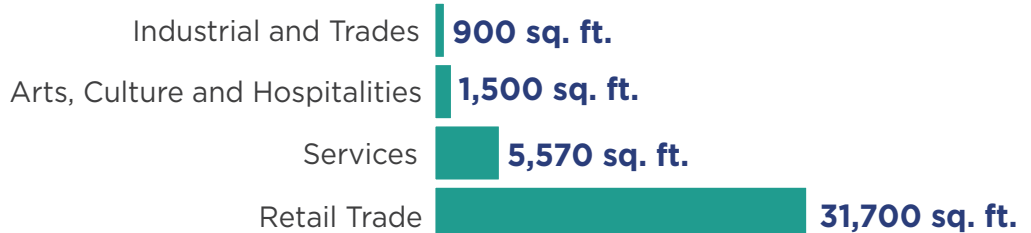


50% of businesses surveyed **lease** their site.

50% of businesses surveyed **own** their site.

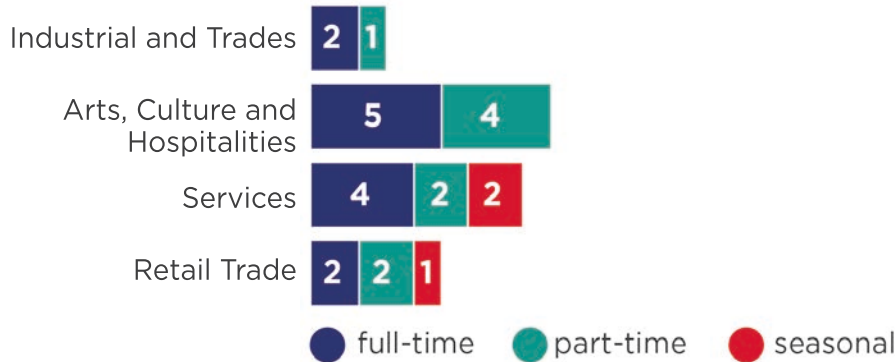


Total square feet covered by surveyed businesses:
39,670 sq. ft.

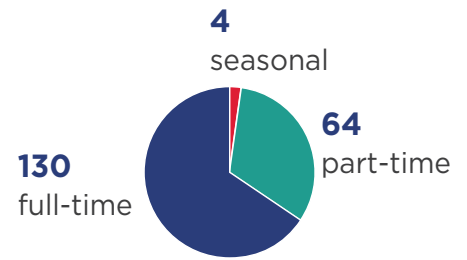


About the employees:

Average number of employees per business surveyed (by Industry Group):



198 is the **actual number of employees** reported by businesses surveyed.



2% of businesses surveyed **are unionized**.



26% of businesses surveyed reported a **skills shortage**.



71% of businesses surveyed have **up to 10%** of their employees **working from home** because of the pandemic.

29% of businesses surveyed have **more than 10%** of their employees **working from home** because of the pandemic.

Future plans:



92% of businesses surveyed anticipate their employees to continue to **work from home** after the pandemic.



We are hiring!
48% of businesses surveyed **plan to hire in the future**.



6% of businesses surveyed **plan to expand their floor space**.

Businesses hiring:

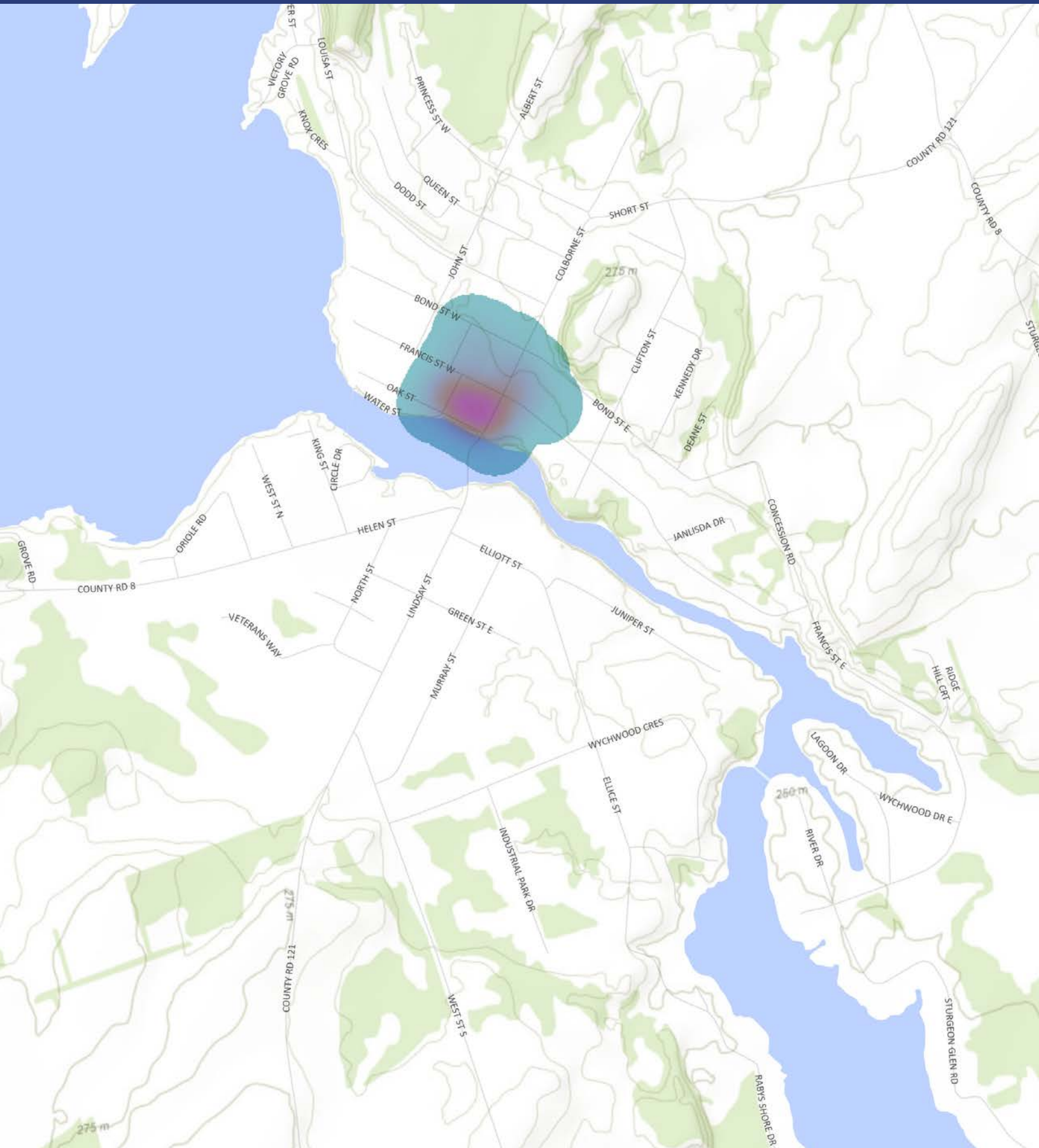


Businesses expanding space:



Fenelon Falls Heat Map:

The 2021 Kawartha Lakes Business Count survey focused on downtown and industrial areas. This heat map shows the location of businesses that responded to the survey. The more businesses that responded from a particular geography, the heat map colour changes from blue to red to yellow.



For more information, please visit:

www.kawarthalakes.ca



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