



Kawartha Lakes Business Count Insight Report **2023**



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Introduction

Welcome to the 2023 Kawartha Lakes Business Count.

The Kawartha Lakes Business Count is a collaborative project to support local economic development. The survey provides a snapshot of the Kawartha Lakes business community and employment properties. The findings help 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, Lindsay & District Chamber of Commerce, and the Lindsay Downtown BIA (LDBIA).

Methodology

The 2023 Kawartha Lakes Business Count surveyed businesses and employment properties in downtowns and industrial areas of Lindsay, Bobcaygeon, Fenelon Falls, and Coboconk-Norland. This year the survey area expanded to include significant commercial sections of Lindsay Street and Kent Street in Lindsay.

The survey was conducted between June and August 2023 by a team of Summer Students from the City of Kawartha Lakes, local Chambers of Commerce, and the LDBIA. The survey was delivered in-person, by phone, and online by methodically going door-to-door to each property in the survey areas gathering information wherever possible. 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. For simplicity, 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)

This year, for the first time, findings for two new areas are included in the report. Firstly, enough data was collected in the Coboconk and Norland to maintain the privacy and provide a summary of findings for the communities. Secondly, new surveying tools enabled use of the downtown Lindsay revitalization boundaries to aggregate data and report specifically on downtown Lindsay. It should be noted that the downtown Lindsay revitalization area is larger than the Lindsay DBIA boundary.

Survey Highlights

A total of 672 businesses and employment properties were surveyed in the 2023 Kawartha Lakes Business Count. Highlights reported by these businesses surveyed:

- A total of 6,479 jobs
- 3,061,606 sq.ft. floor space occupied
- 64% are independent businesses
- 43% of businesses identified as members of a Chamber of Commerce or the Lindsay DBIA
- 64% business plan to hire in the future
- 12% of businesses plan to expand their floor space

The 2023 Kawartha Lakes Business Count is the third year of data collection in this comprehensive pan-industry project. These insights will continue to become more representative of the Kawartha Lakes business community in subsequent years as the geographic scope of the survey expands, and businesses respond each year.

Legend

n = number of businesses that responded



Results Overview



Businesses Surveyed

484 Lindsay	18 Coboconk
100 Fenelon Falls	5 Pontypool
41 Bobcaygeon	4 Norland
19 Omemee	1 Woodville



Average Number of Employees

Kawartha Lakes	17
Bobcaygeon	33
Coboconk and Norland	17
Lindsay	16
Downtown Lindsay	10
Fenelon Falls	4



Businesses Importing

Kawartha Lakes	27%
Fenelon Falls	67%
Coboconk and Norland	47%
Bobcaygeon	33%
Downtown Lindsay	29%
Lindsay	25%

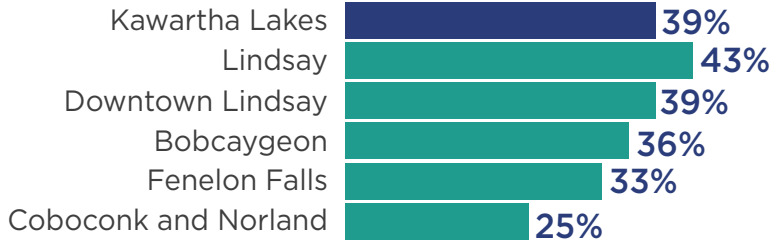


Businesses Exporting

Kawartha Lakes	10%
Fenelon Falls	19%
Lindsay	10%
Downtown Lindsay	2%
Coboconk and Norland	0%
Bobcaygeon	0%

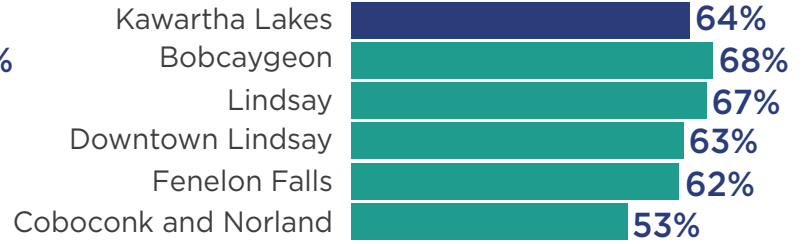


Experiencing a Skills Shortage

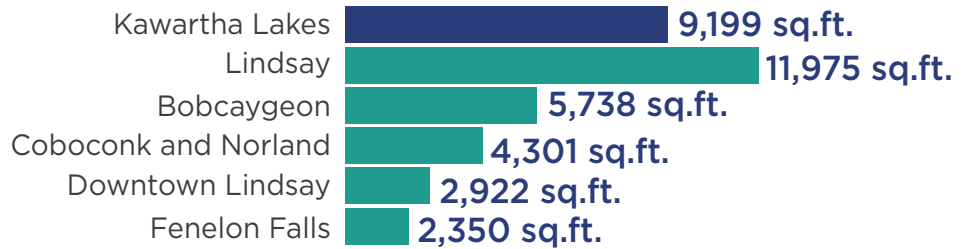


We are hiring!

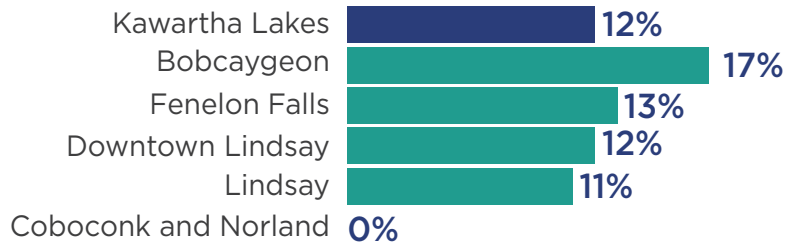
Businesses Hiring



Average Square Feet (sq.ft.)



Expanding Floor Space





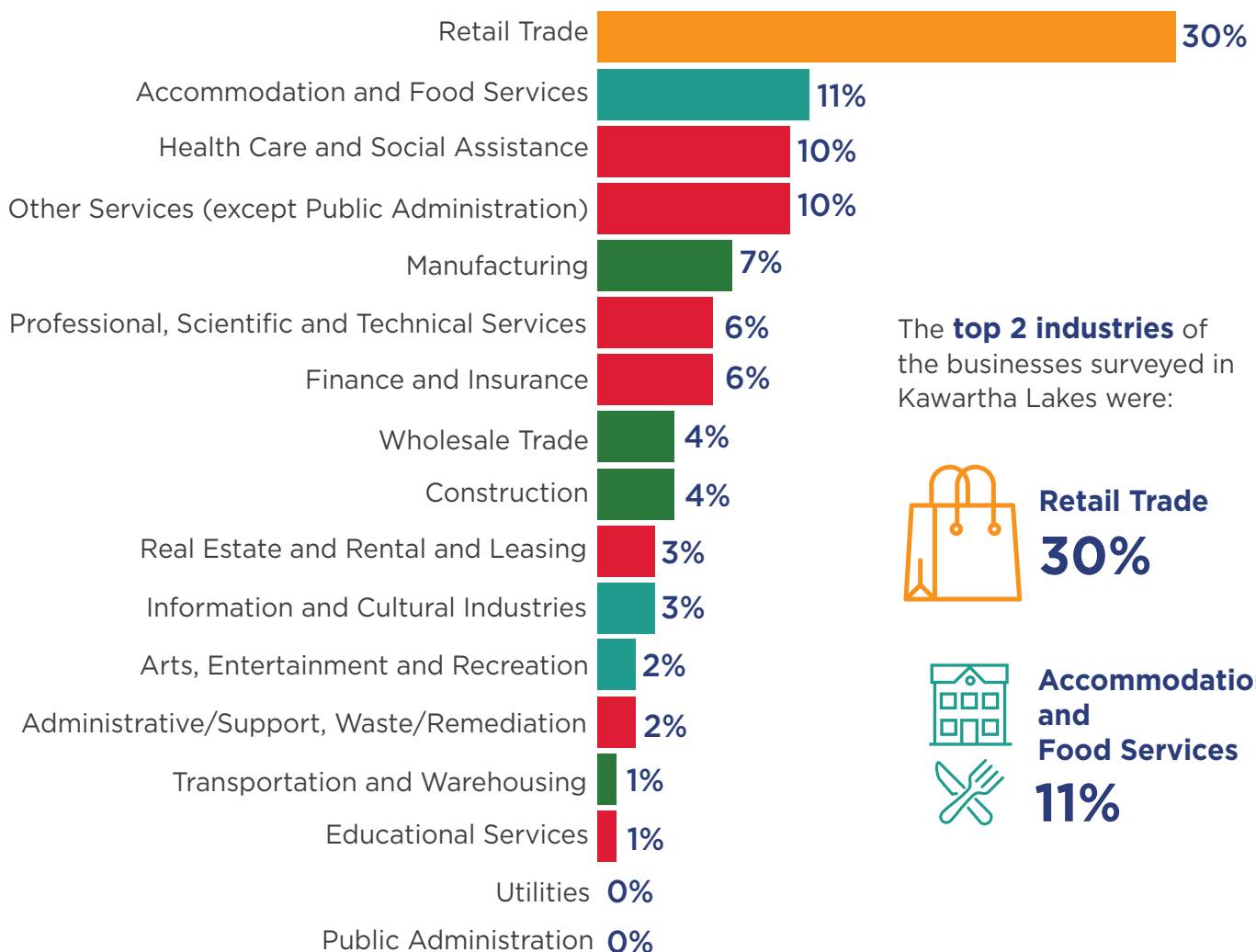
Kawartha Lakes



672 businesses in Kawartha Lakes participated in the survey.

Businesses that completed the survey (by industry): (n=618)

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



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



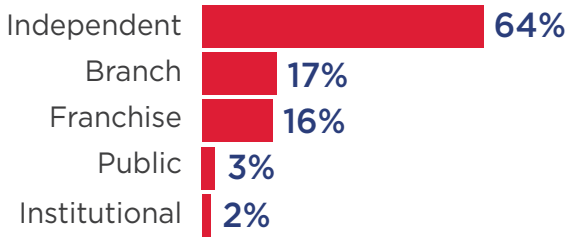
Retail Trade
30%



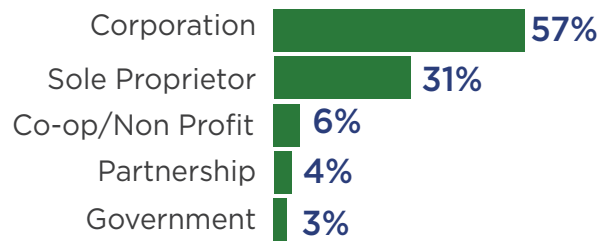
Accommodation and Food Services
11%

About the businesses:

Ownership Description: (n=458)

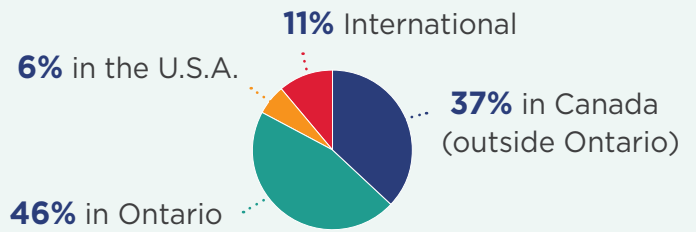


Business Type: (n=468)



23% of businesses surveyed have sites **outside of the region** (n=672)

Location of Sites: (n=152)



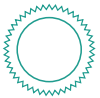
10% of businesses are **exporting** (n=351)



27% of businesses are **importing** (n=353)



1% are **home based** businesses (n=672)



43% of businesses reported that they were members of a **Chamber of Commerce and/or Lindsay BIA** (n=601)



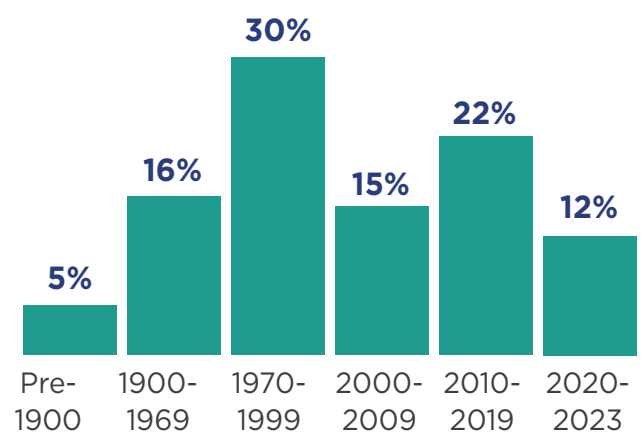
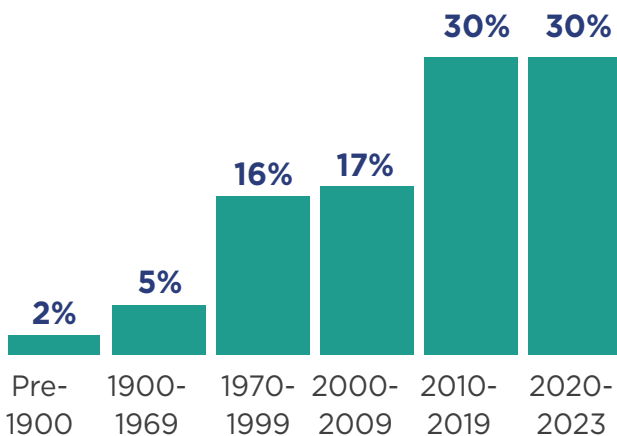
Year

the businesses surveyed were **established at their current location.** (n=437)



Year

the businesses surveyed were **established.** (n=433)





62%

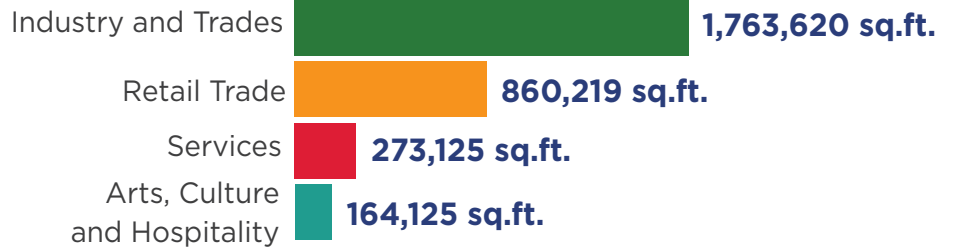
of businesses surveyed **lease** their site.

38%

of businesses surveyed **own** their site. (n=469)



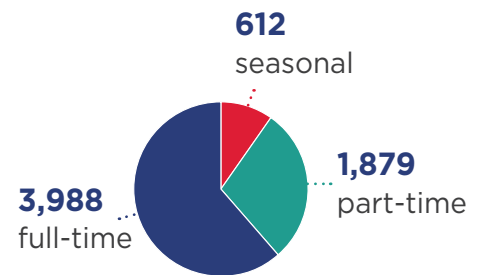
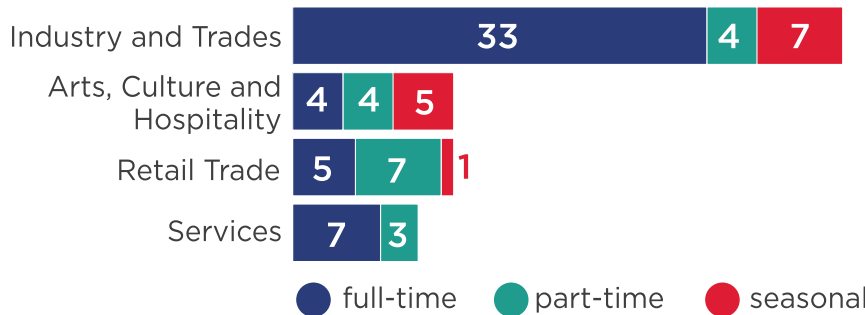
Total square footage covered by businesses surveyed (n=334):
3,061,606 sq.ft.



About the employees:

Average number of employees per business surveyed (by sector): (n=421)

6,479 is the **actual number of employees** reported by businesses surveyed. (n=421)



39% of businesses surveyed reported a **skills shortage**. (n=421)

Future plans:



We are hiring!

64% of businesses surveyed **plan to hire in the future**. (n=404)



12% of businesses surveyed **plan to expand their floor space**. (n=405)

Businesses hiring:

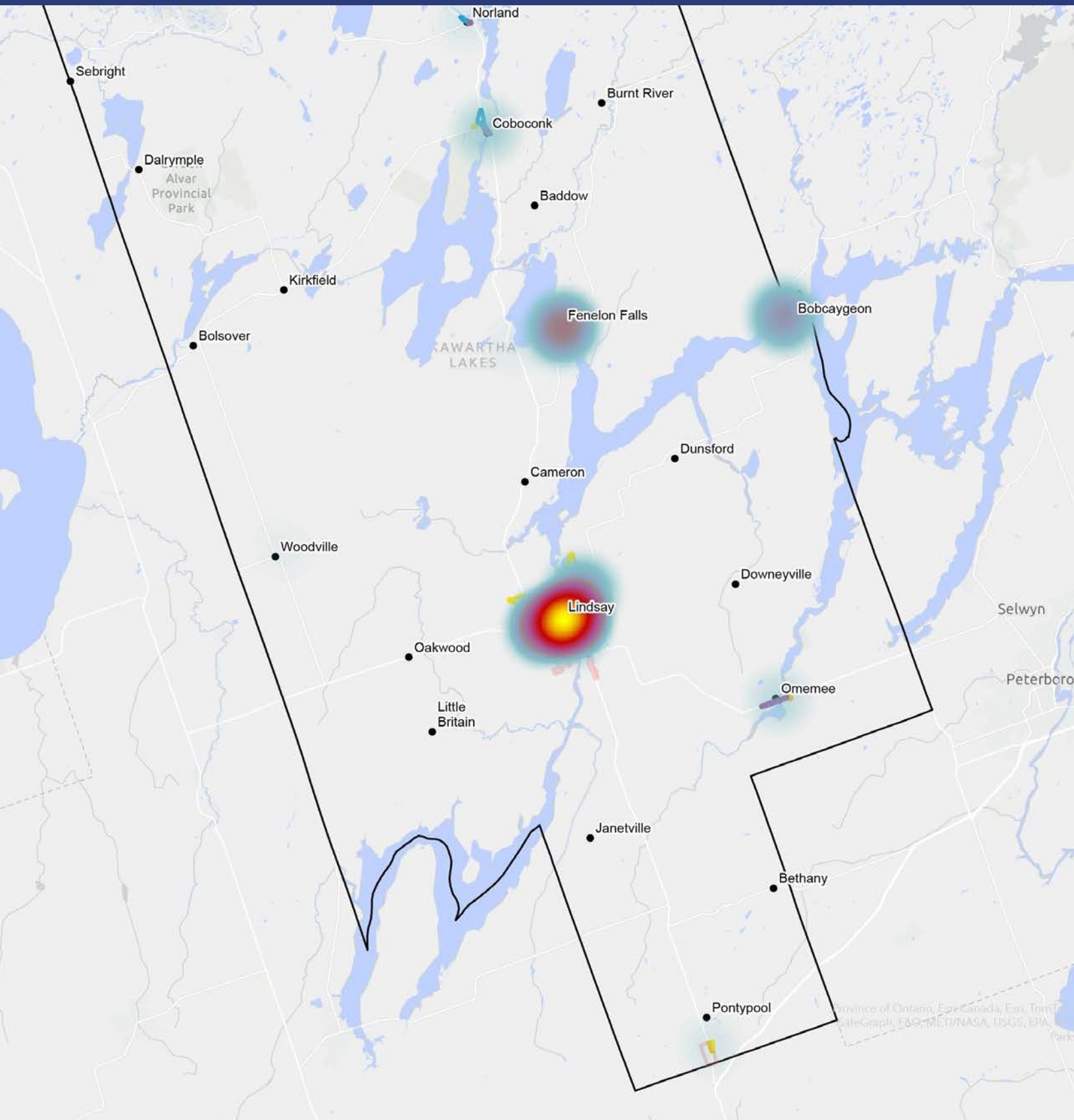


Businesses expanding space:



Kawartha Lakes Heat Map:

The 2023 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.





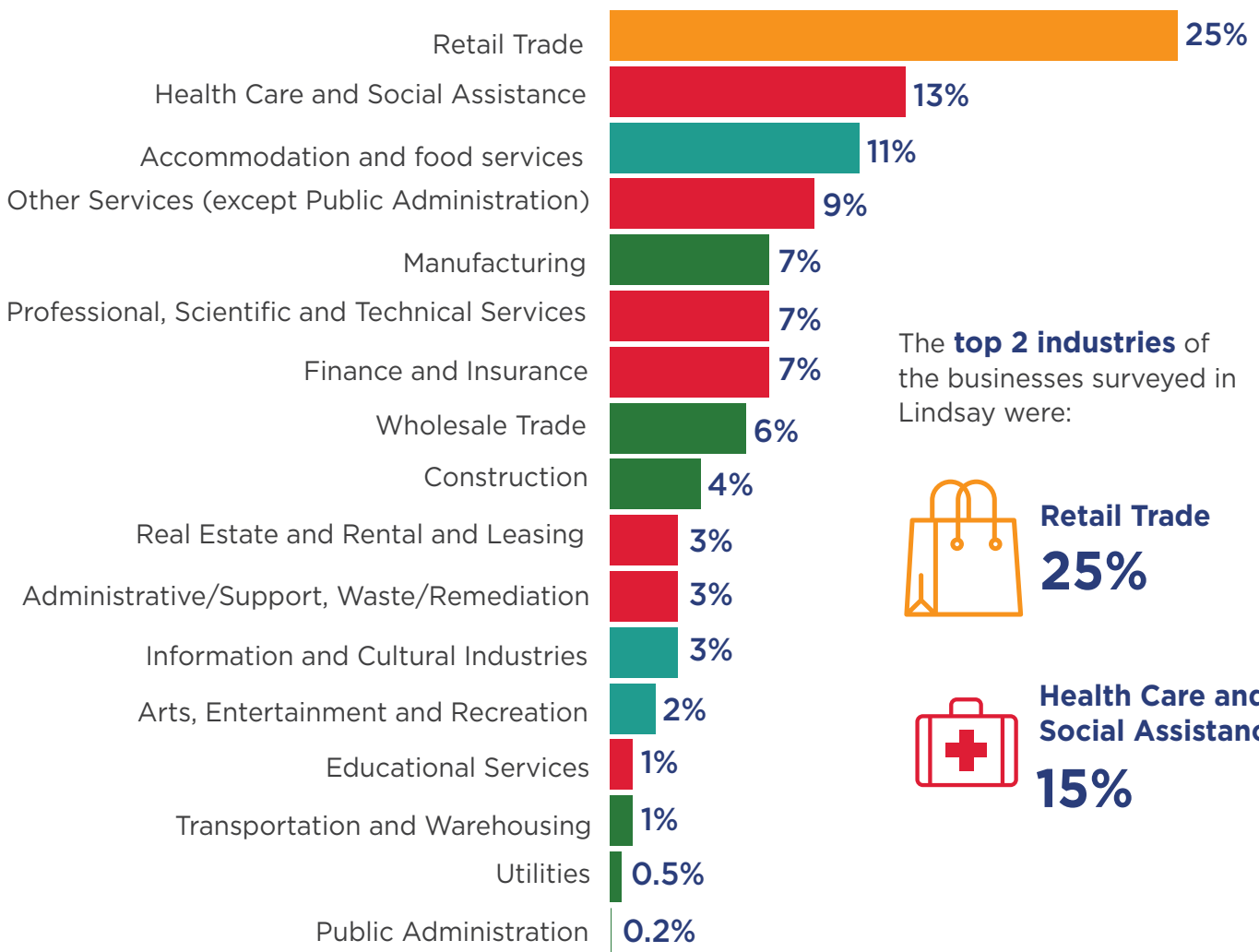
Lindsay



484 businesses in Lindsay participated in the survey.

Businesses that completed the survey (by industry): (n=439)

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



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



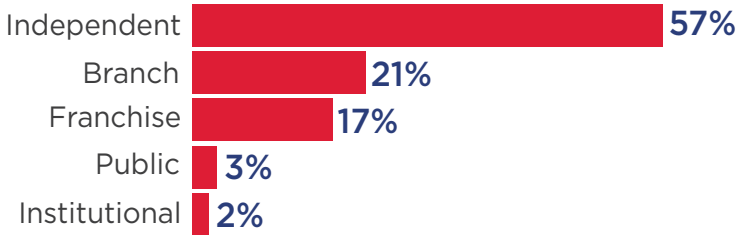
Retail Trade
25%



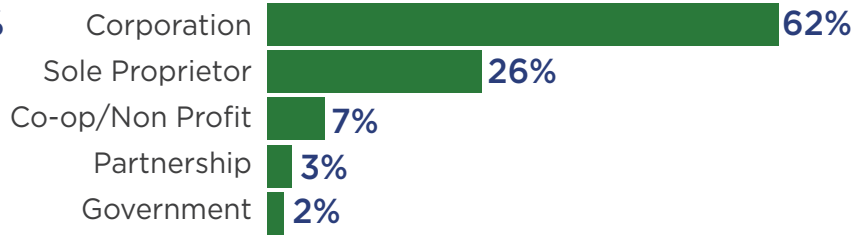
Health Care and Social Assistance
15%

About the businesses:

Ownership Description: (n=313)

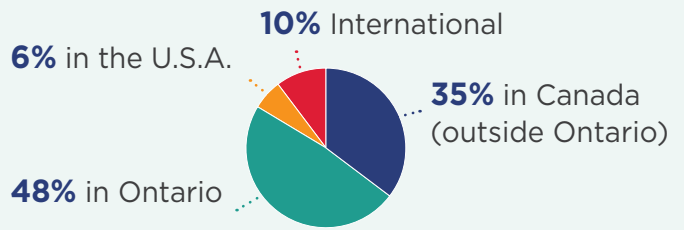


Business Type: (n=321)



26% of businesses surveyed have sites **outside of the region** (n=484)

Location of Sites: (n=124)



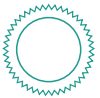
10% of businesses are **exporting** (n=297)



25% of businesses are **importing** (n=297)



1% are **home based** businesses (n=484)



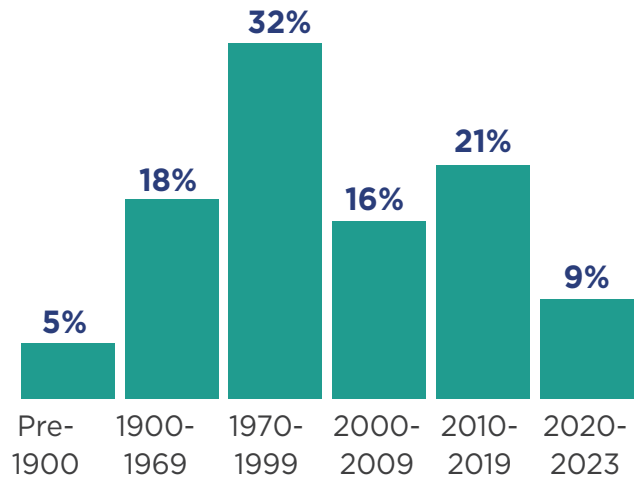
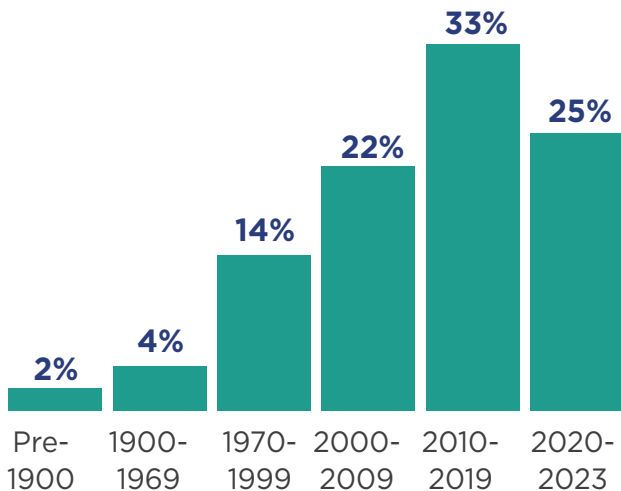
41% of businesses reported that they were members of a **Chamber of Commerce and/or Lindsay BIA** (n=432)



the businesses surveyed were **established at their current location.** (n=303)



the businesses surveyed were **established.** (n=305)





67%

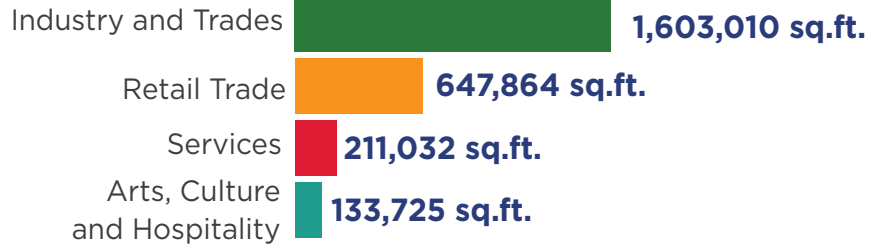
of businesses surveyed **lease** their site.

33%

of businesses surveyed **own** their site. (n=321)



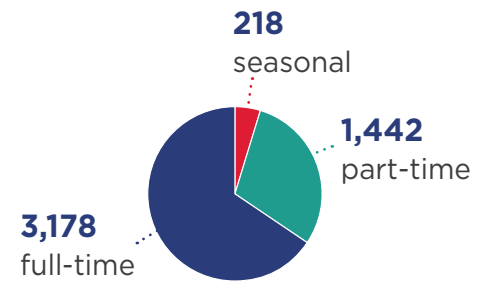
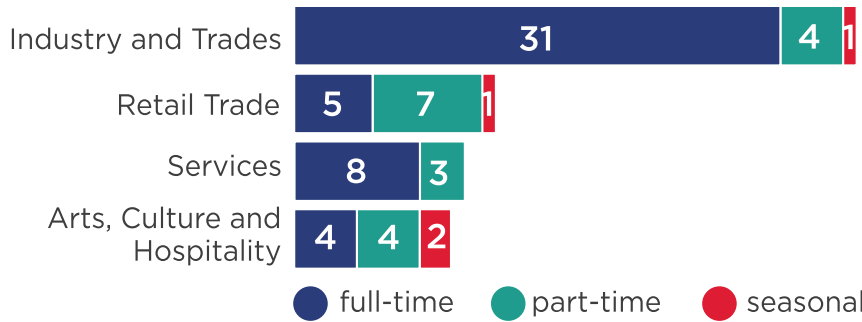
Total square footage covered by businesses surveyed (n=219):
2,622,631 sq.ft.



About the employees:

Average number of employees per business surveyed (by sector): (n=293)

4,838 is the **actual number of employees** reported by businesses surveyed. (n=293)



43% of businesses surveyed reported a **skills shortage**. (n=294)

Future plans:



We are hiring!

67% of businesses surveyed **plan to hire in the future**. (n=267)



11% of businesses surveyed **plan to expand their floor space**. (n=278)

Businesses hiring:

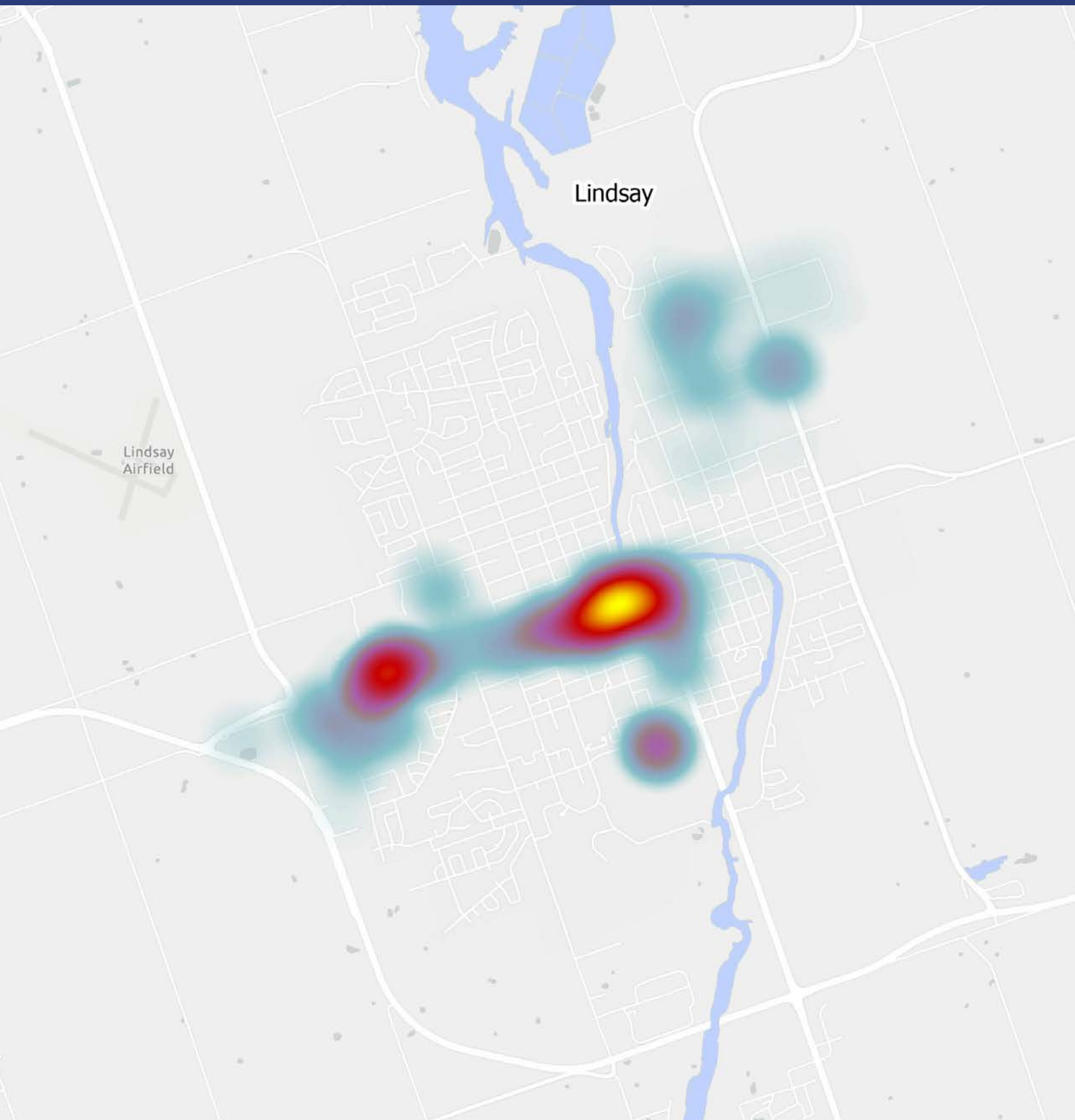


Businesses expanding space:



Lindsay Heat Map:

The 2023 Kawartha Lakes Business Count survey focused on downtown, industrial areas and commercial areas on Kent Street and Lindsay Street. 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.





Downtown Lindsay



189 businesses in Downtown Lindsay participated in the survey.

Businesses that completed the survey (by industry): (n=175)

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



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



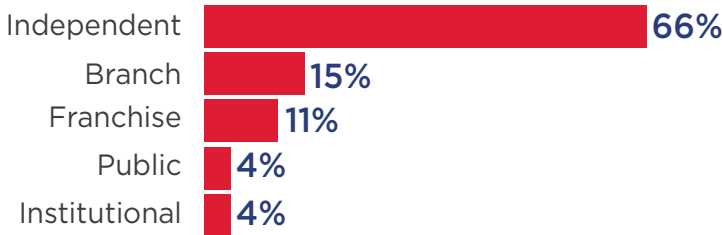
Retail Trade
33%



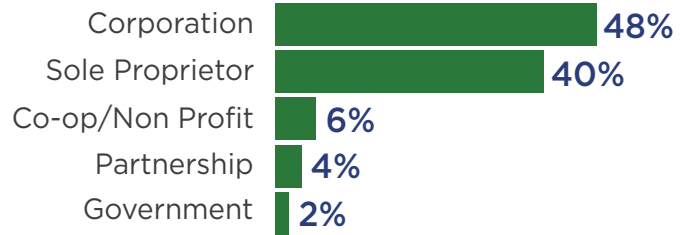
Other Services
13%

About the businesses:

Ownership Description: (n=124)

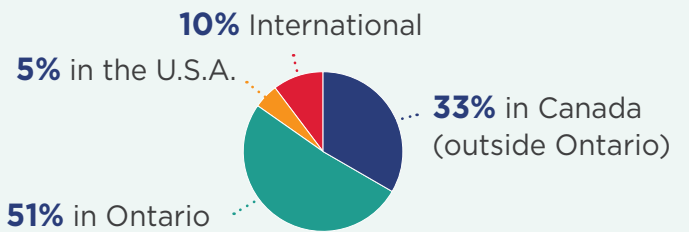


Business Type: (n=126)



21% of businesses surveyed have sites **outside of the region** (n=189)

Location of Sites: (n=39)



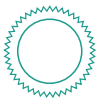
2% of businesses are **exporting** (n=115)



29% of businesses are **importing** (n=115)



0% are **home based** businesses (n=189)

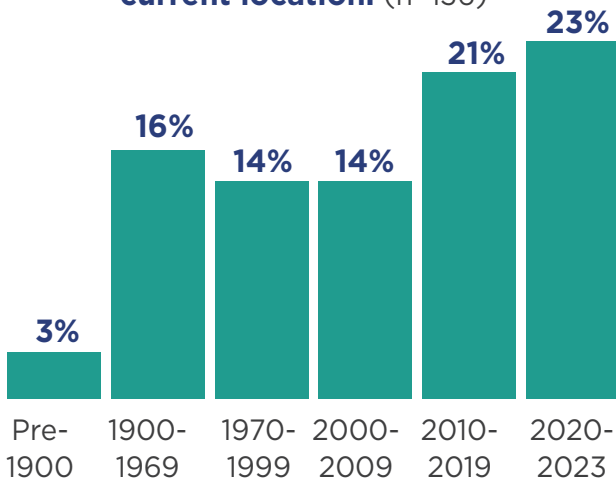


59% of businesses reported that they were members of a **Chamber of Commerce and/or Lindsay BIA** (n=172)



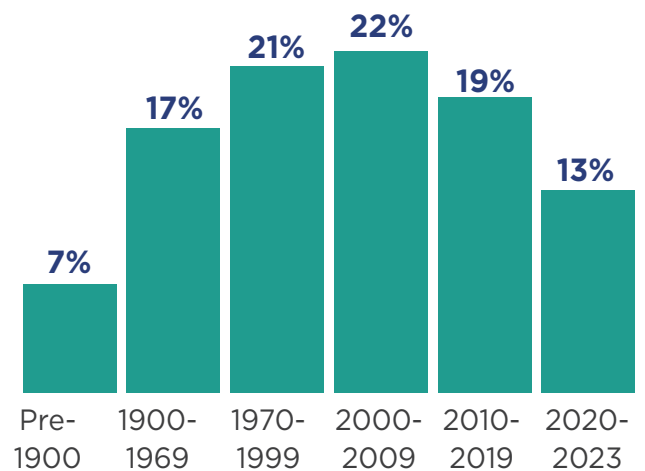
Year

the businesses surveyed were **established at their current location.** (n=136)



Year

the businesses surveyed were **established.** (n=150)





74%

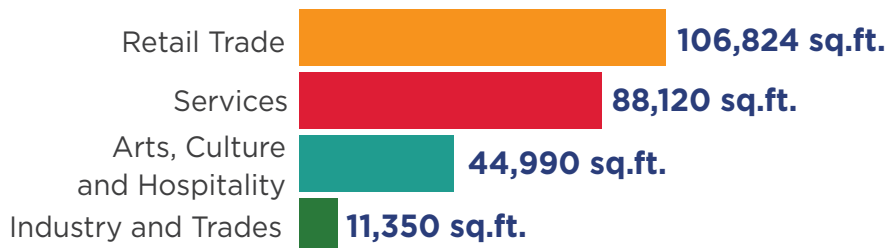
of businesses surveyed **lease** their site.

26%

of businesses surveyed **own** their site. (n=140)

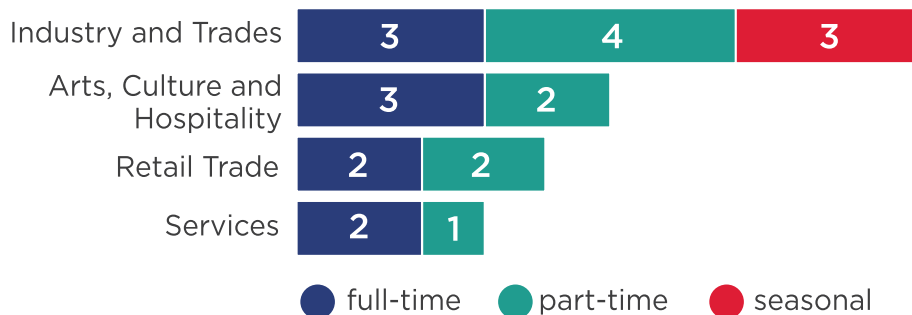


Total square footage covered by businesses surveyed (n=86):
251,284 sq.ft.

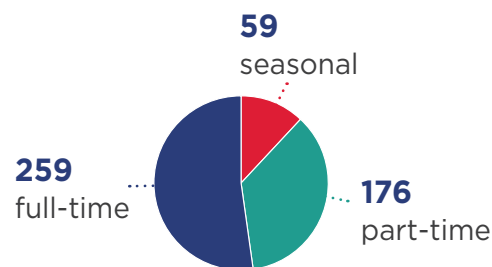


About the employees:

Average number of employees per business surveyed (by sector): (n=52)



494 is the **actual number of employees** reported by businesses surveyed. (n=52)



39% of businesses surveyed reported a **skills shortage**. (n=117)

Future plans:



We are hiring!

63% of businesses surveyed **plan to hire in the future**. (n=107)

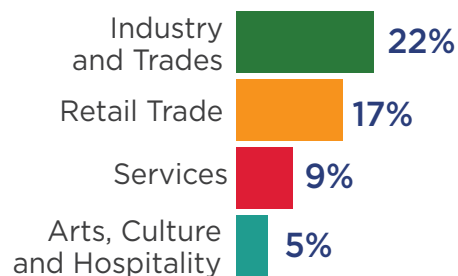


12% of businesses surveyed **plan to expand their floor space**. (n=115)

Businesses hiring:



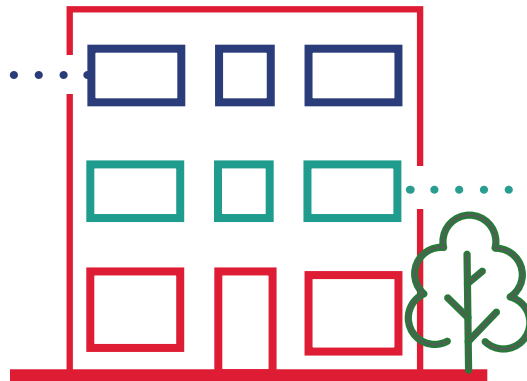
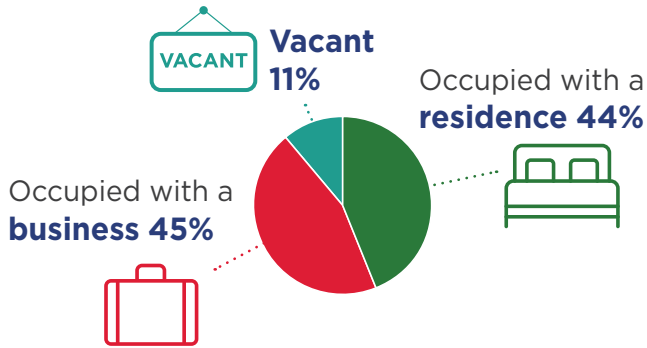
Businesses expanding space:



Floor Occupancy:

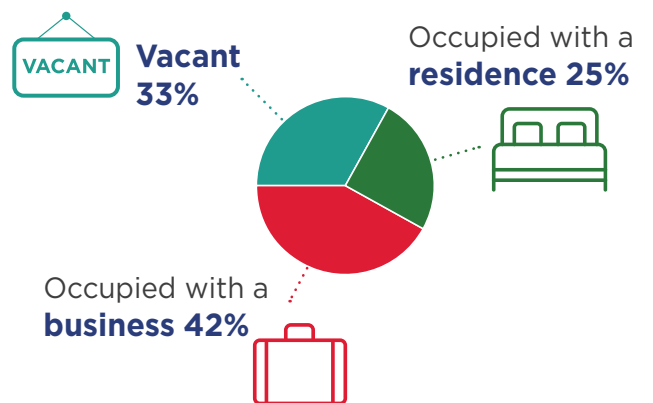
What's occupying the 2nd floor:

(n=89)



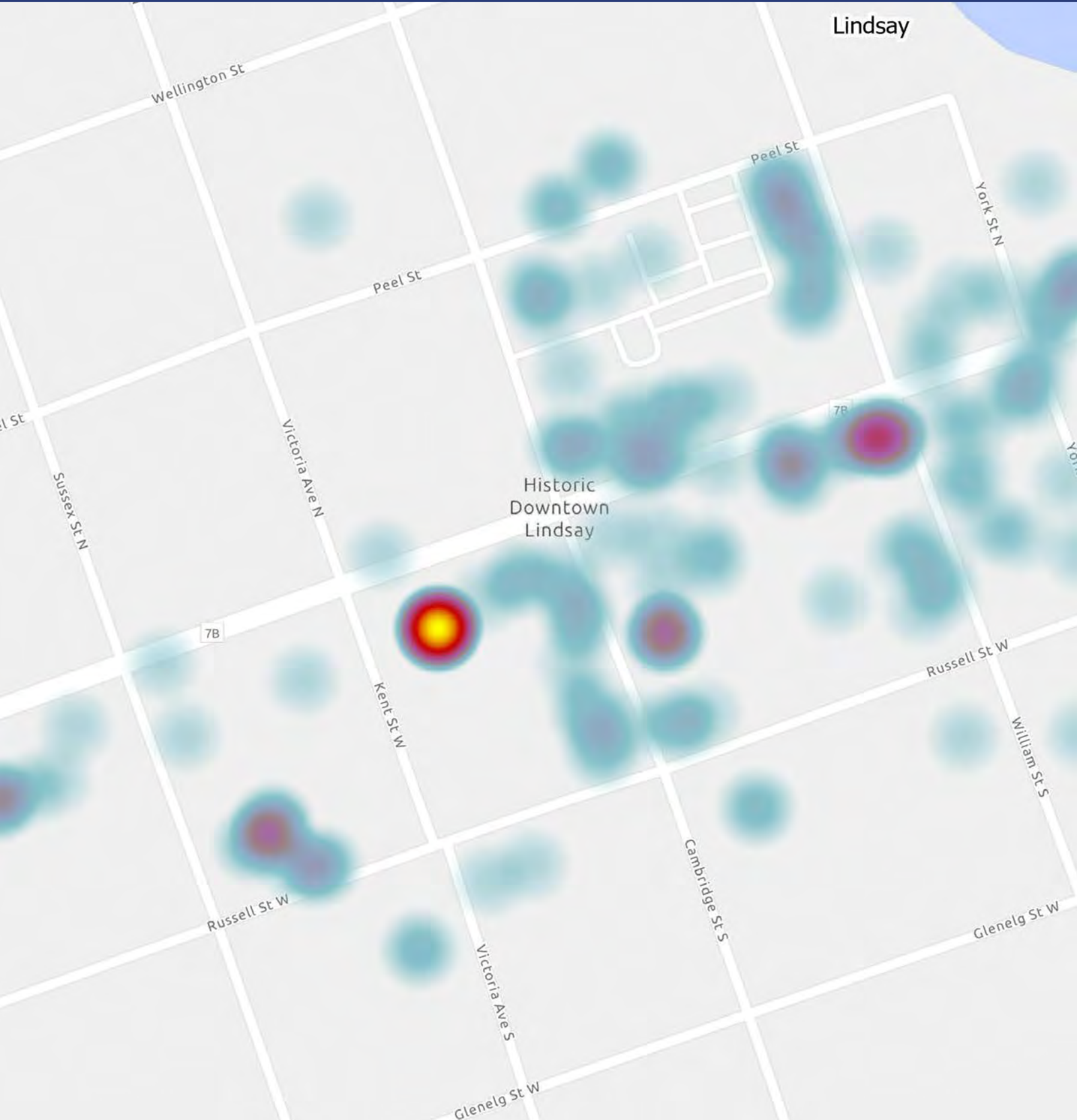
What's occupying the 3rd floor:

(n=24)



Downtown Lindsay Heat Map:

The 2023 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.





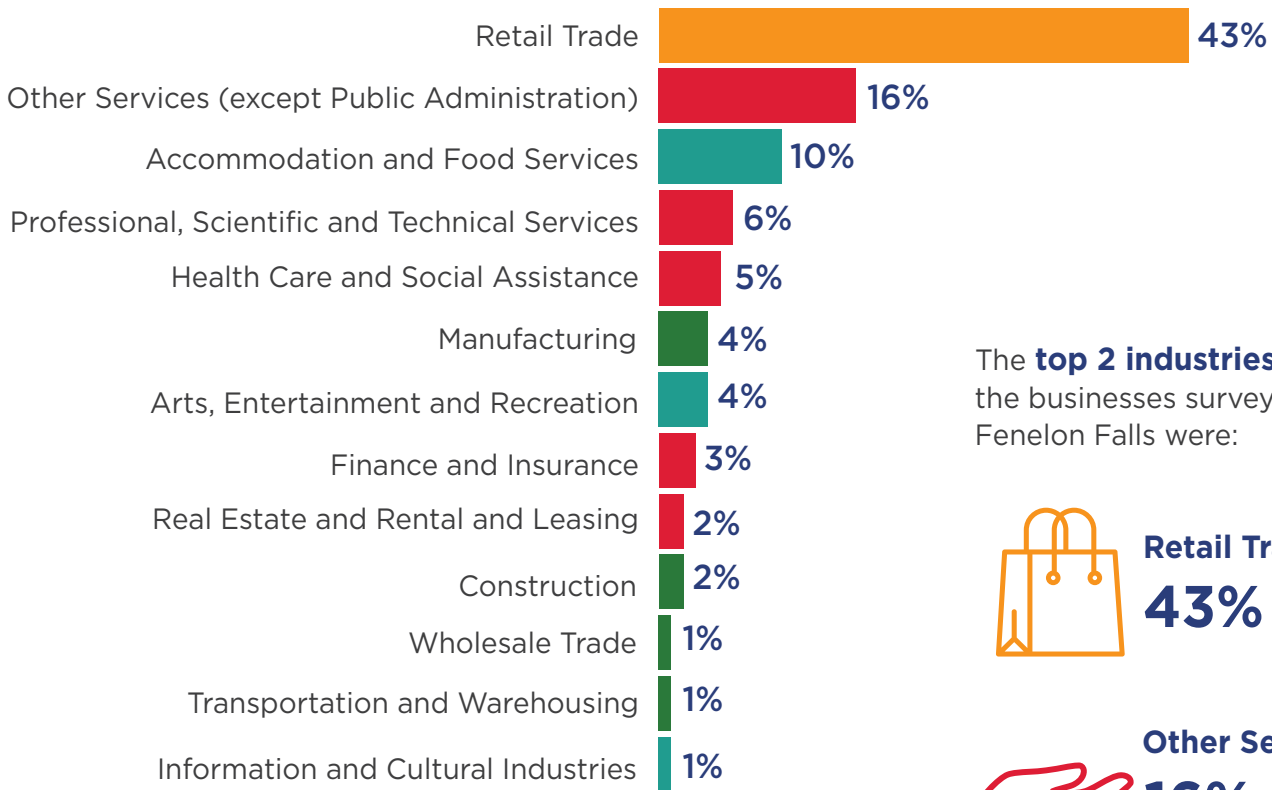
Fenelon Falls



100 businesses in Fenelon Falls participated in the survey.

Businesses that completed the survey (by industry): (n=93)

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



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



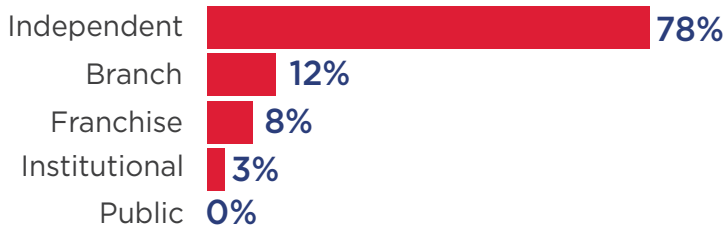
Retail Trade
43%



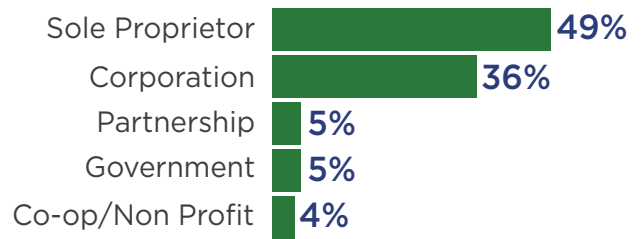
Other Services
16%

About the businesses:

Ownership Description: (n=77)

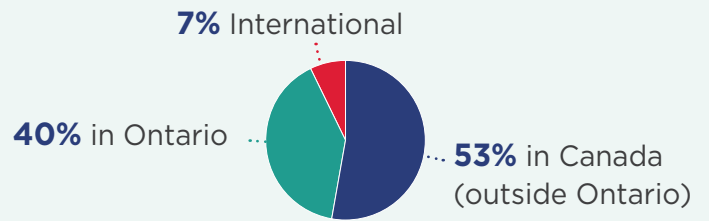


Business Type: (n=77)



16% of businesses surveyed have sites **outside of the region** (n=16)

Location of Sites: (n=15)



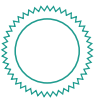
19% of businesses are **exporting** (n=16)



67% of businesses are **importing** (n=18)



4% are **home based** businesses (n=100)

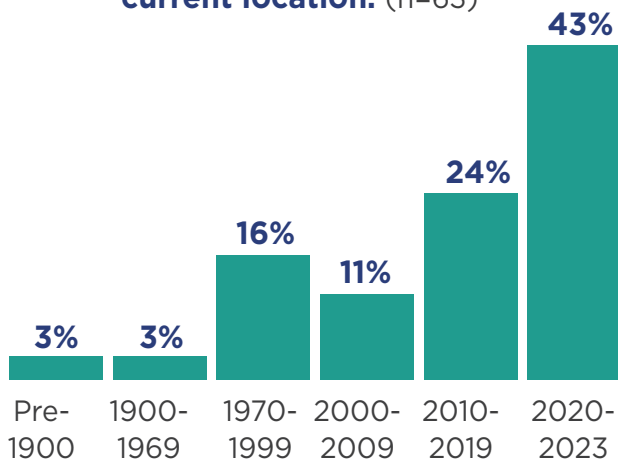


59% of businesses reported that they were members of a **Chamber of Commerce and/or Lindsay BIA** (n=90)



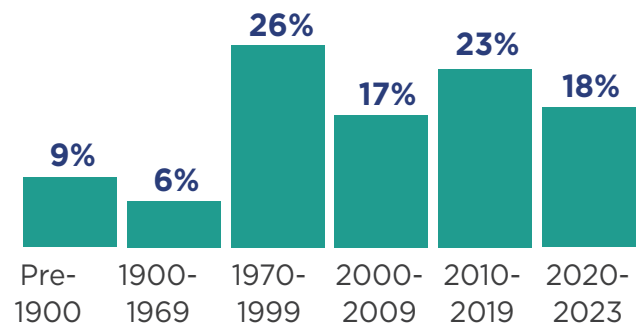
Year

the businesses surveyed were **established at their current location.** (n=63)



Year

the businesses surveyed were **established.** (n=65)





49%

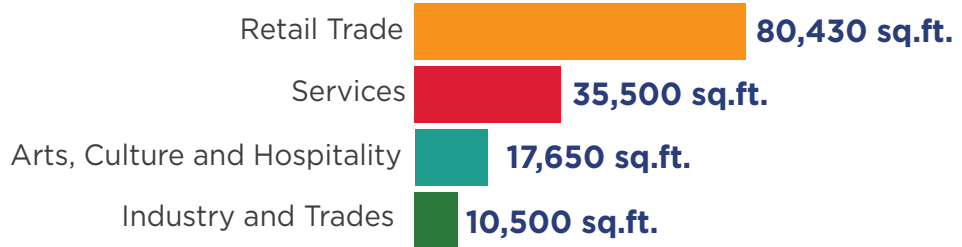
of businesses surveyed **lease** their site.

51%

of businesses surveyed **own** their site. (n=78)

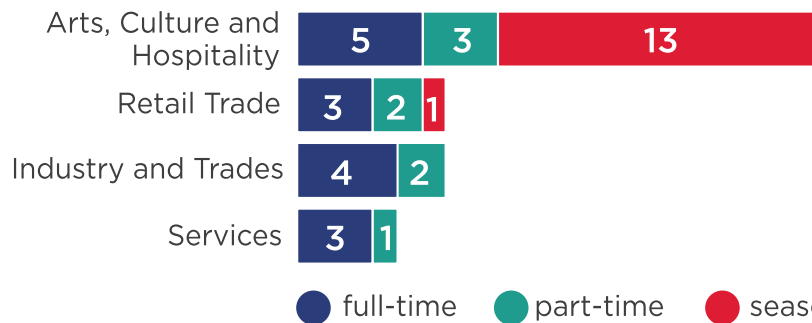


Total square footage covered by businesses surveyed (n=64):
144,080 sq.ft.

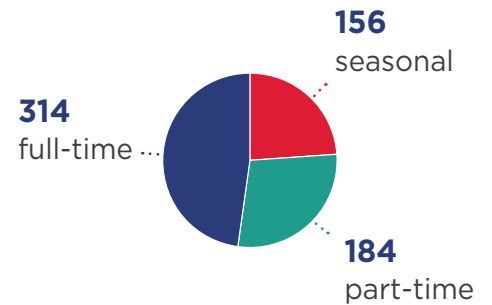


About the employees:

Average number of employees per business surveyed (by sector): (n=64)



654 is the **actual number of employees** reported by businesses surveyed. (n=64)



33% of businesses surveyed reported a **skills shortage**. (n=70)

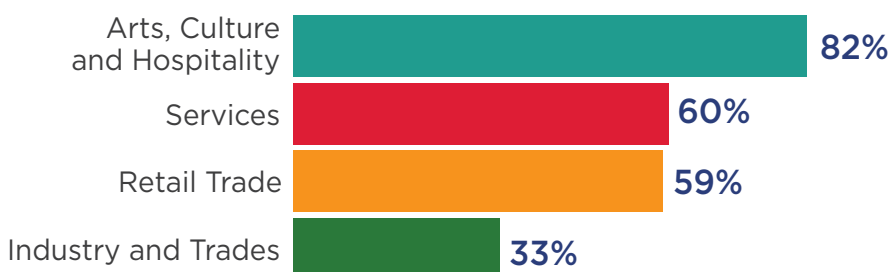
Future plans:



We are hiring!

62% of businesses surveyed **plan to hire in the future**. (n=66)

Businesses hiring:



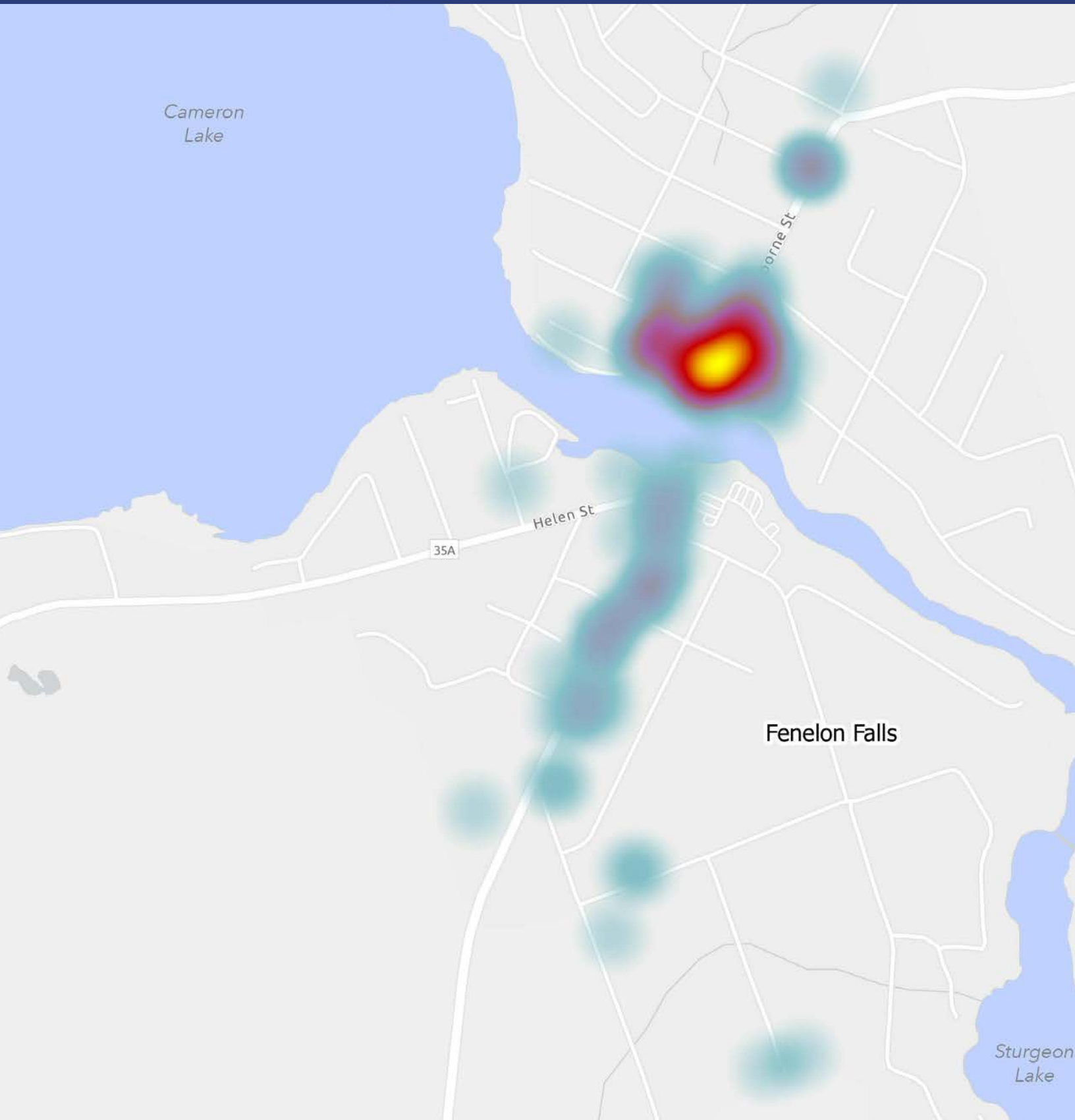
13% of businesses surveyed **plan to expand their floor space**. (n=64)

Businesses expanding space:



Fenelon Falls Heat Map:

The 2023 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.





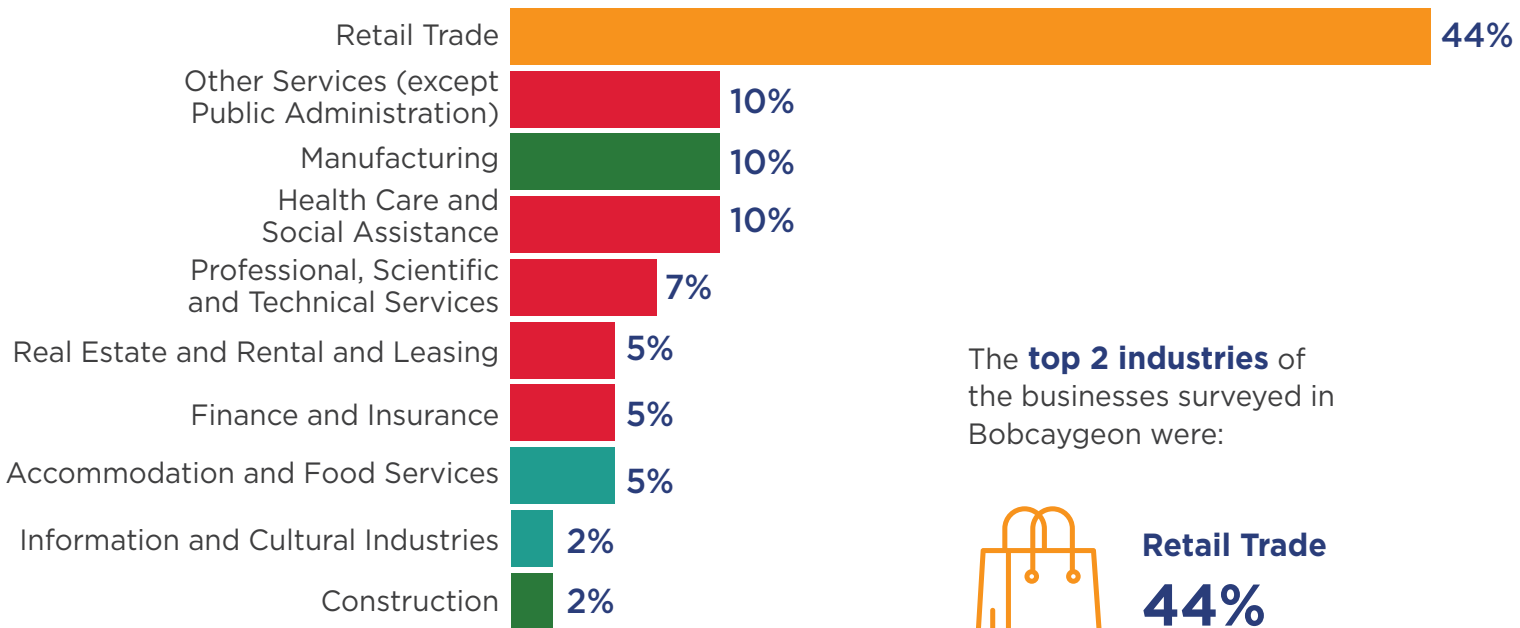
Bobcaygeon



41 businesses in Bobcaygeon participated in the survey.

Businesses that completed the survey (by industry): (n=38)

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



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



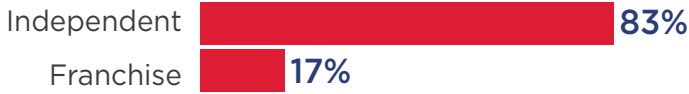
Retail Trade
44%



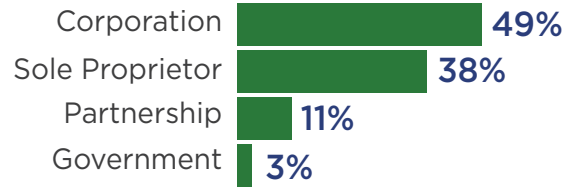
Other Services
10%

About the businesses:

Ownership Description: (n=36)



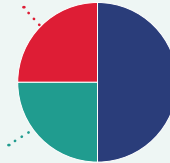
Business Type: (n=37)



10% of businesses surveyed have sites **outside of the region** (n=41)

Location of Sites: (n=4)

25% International



25% in Ontario

50% in Canada (outside Ontario)



0% of businesses are **exporting** (n=3)



33% of businesses are **importing** (n=3)



0% are **home based** businesses (n=41)

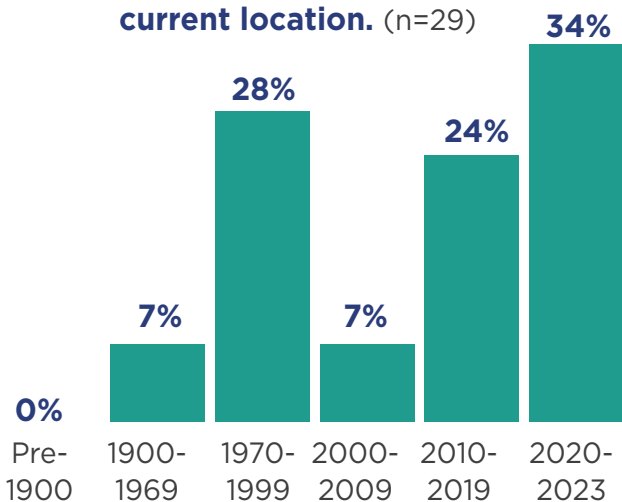


39% of businesses reported that they were members of a **Chamber of Commerce and/or Lindsay BIA** (n=41)



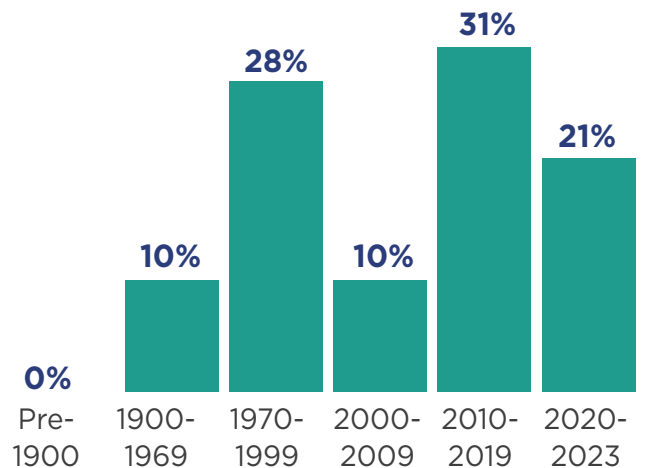
Year

the businesses surveyed were **established at their current location.** (n=29)



Year

the businesses surveyed were **established.** (n=29)





56%

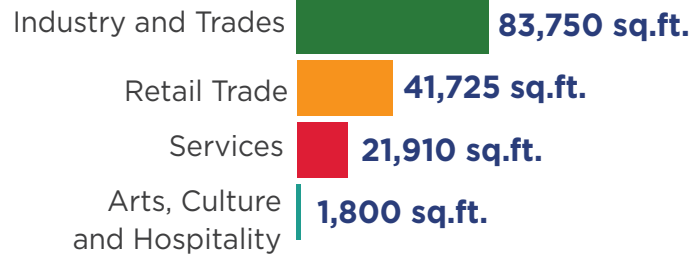
of businesses surveyed **lease** their site.

44%

of businesses surveyed **own** their site. (n=36)



Total square footage covered by businesses surveyed (n=26):
149,185 sq.ft.



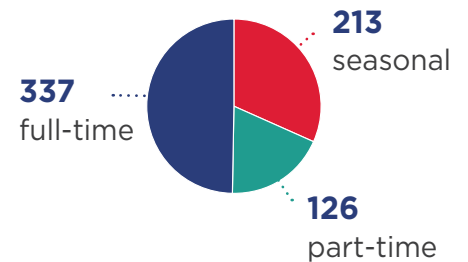
About the employees:

Average number of employees per business surveyed (by sector): (n=18)



● full-time ● part-time ● seasonal

676 is the **actual number of employees** reported by businesses surveyed. (n=18)



36% of businesses surveyed reported a **skills shortage**. (n=28)

Future plans:



We are hiring!

68% of businesses surveyed **plan to hire in the future**. (n=28)

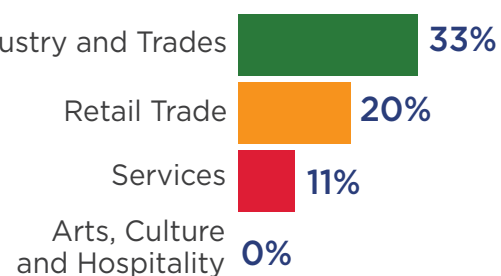


17% of businesses surveyed **plan to expand their floor space**. (n=24)

Businesses hiring:

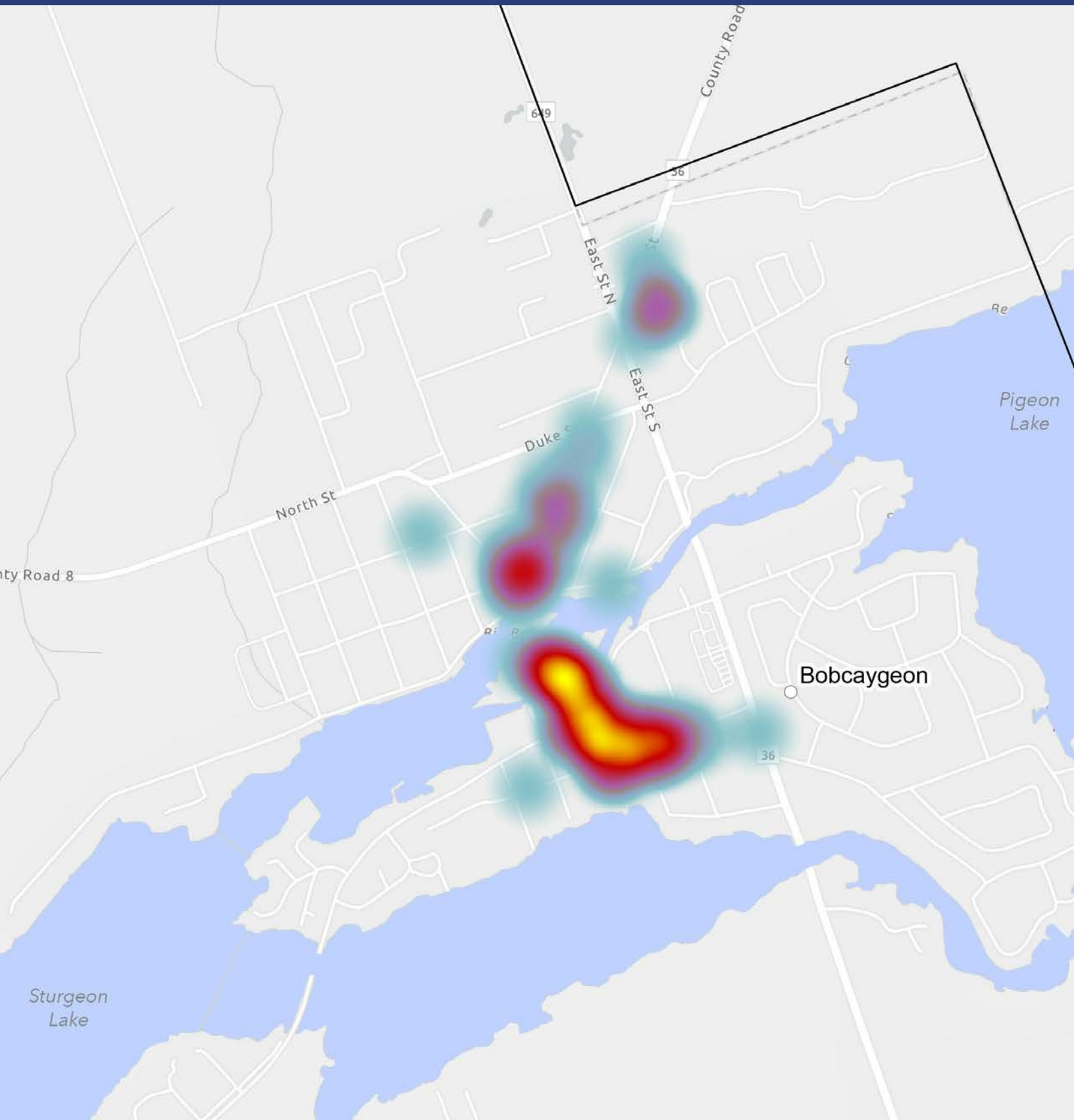


Businesses expanding space:



Bobcaygeon Heat Map:

The 2023 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.





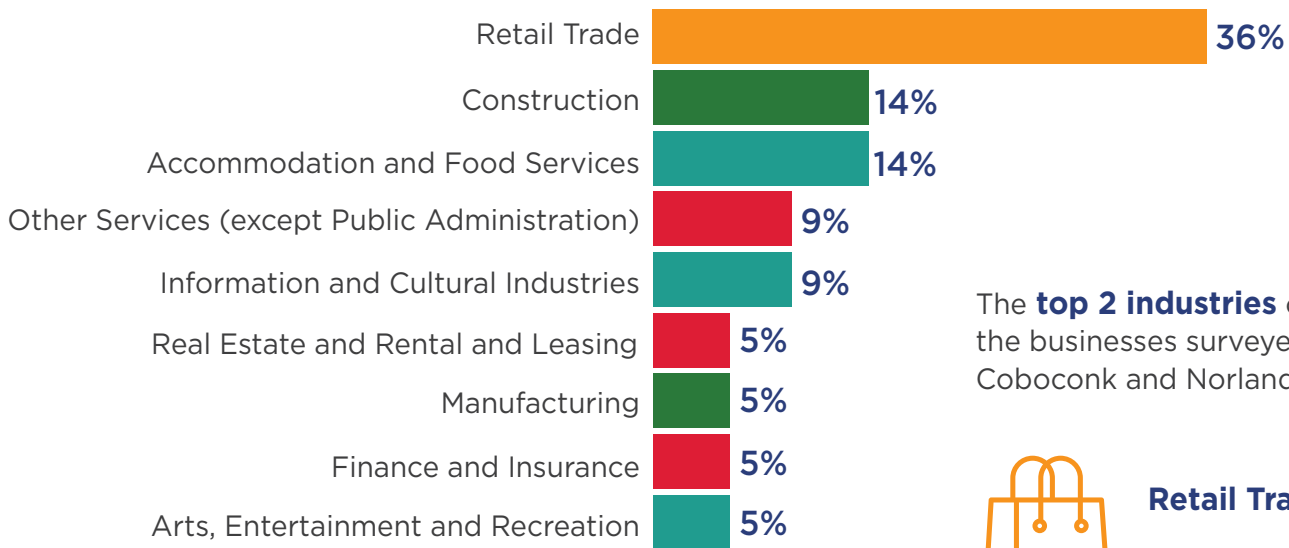
Coboconk and Norland



22 businesses in Coboconk and Norland participated in the survey.

Businesses that completed the survey (by industry): (n=22)

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



The **top 2 industries** of the businesses surveyed in Coboconk and Norland were:



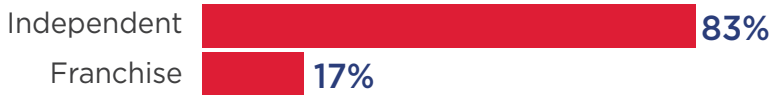
Retail Trade
36%



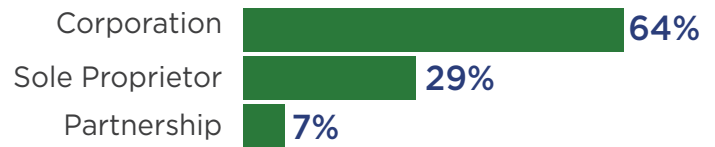
Construction
14%

About the businesses:

Ownership Description: (n=13)

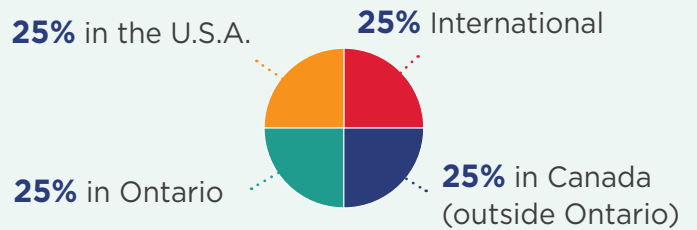


Business Type: (n=14)



18% of businesses surveyed have sites **outside of the region** (n=22)

Location of Sites: (n=4)



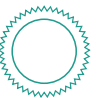
0% of businesses are **exporting** (n=15)



47% of businesses are **importing** (n=15)



5% are **home based** businesses (n=22)



36% of businesses reported that they were members of a **Chamber of Commerce and/or Lindsay BIA** (n=22)



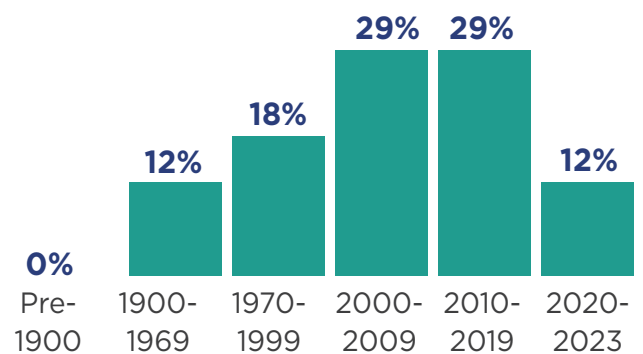
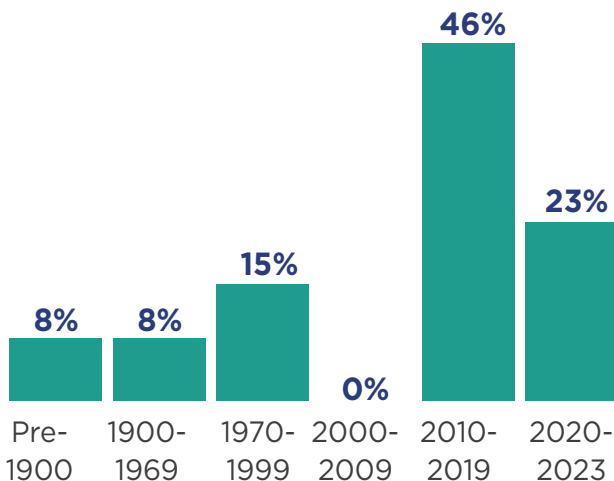
Year

the businesses surveyed were **established at their current location.** (n=13)



Year

the businesses surveyed were **established.** (n=18)





50%

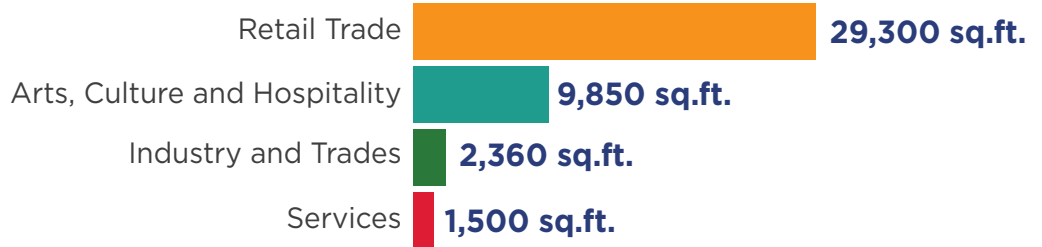
of businesses surveyed **lease** their site.

50%

of businesses surveyed **own** their site. (n=14)

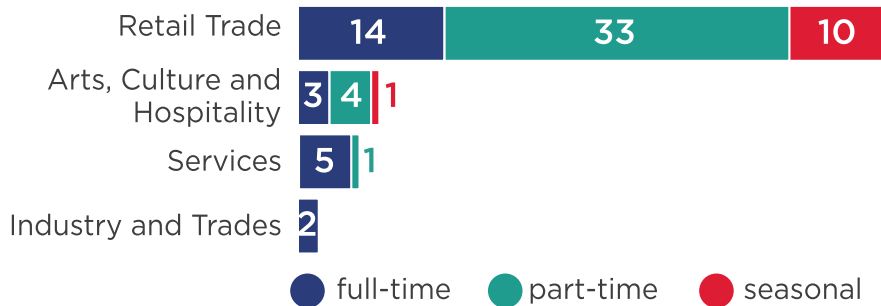


Total square footage covered by businesses surveyed (n=10):
43,010 sq.ft.

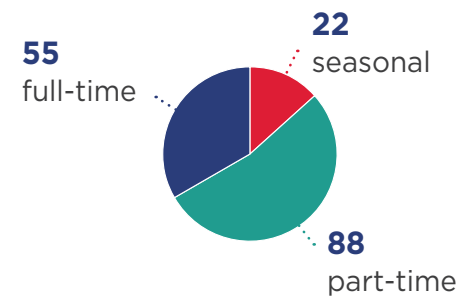


About the employees:

Average number of employees per business surveyed (by sector): (n=18)



165 is the **actual number of employees** reported by businesses surveyed. (n=18)



25% of businesses surveyed reported a **skills shortage**. (n=12)

Future plans:



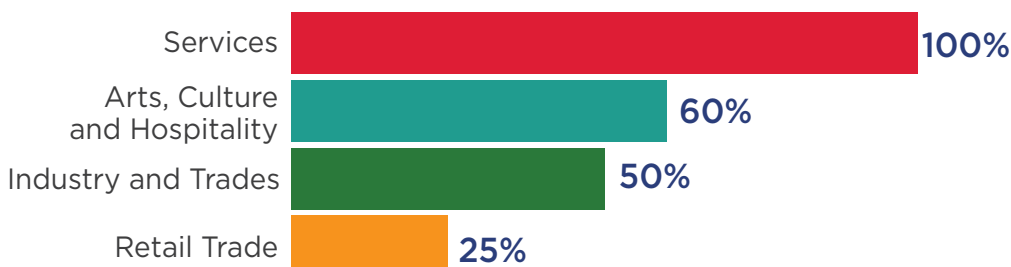
We are hiring!

53% of businesses surveyed **plan to hire in the future**. (n=15)



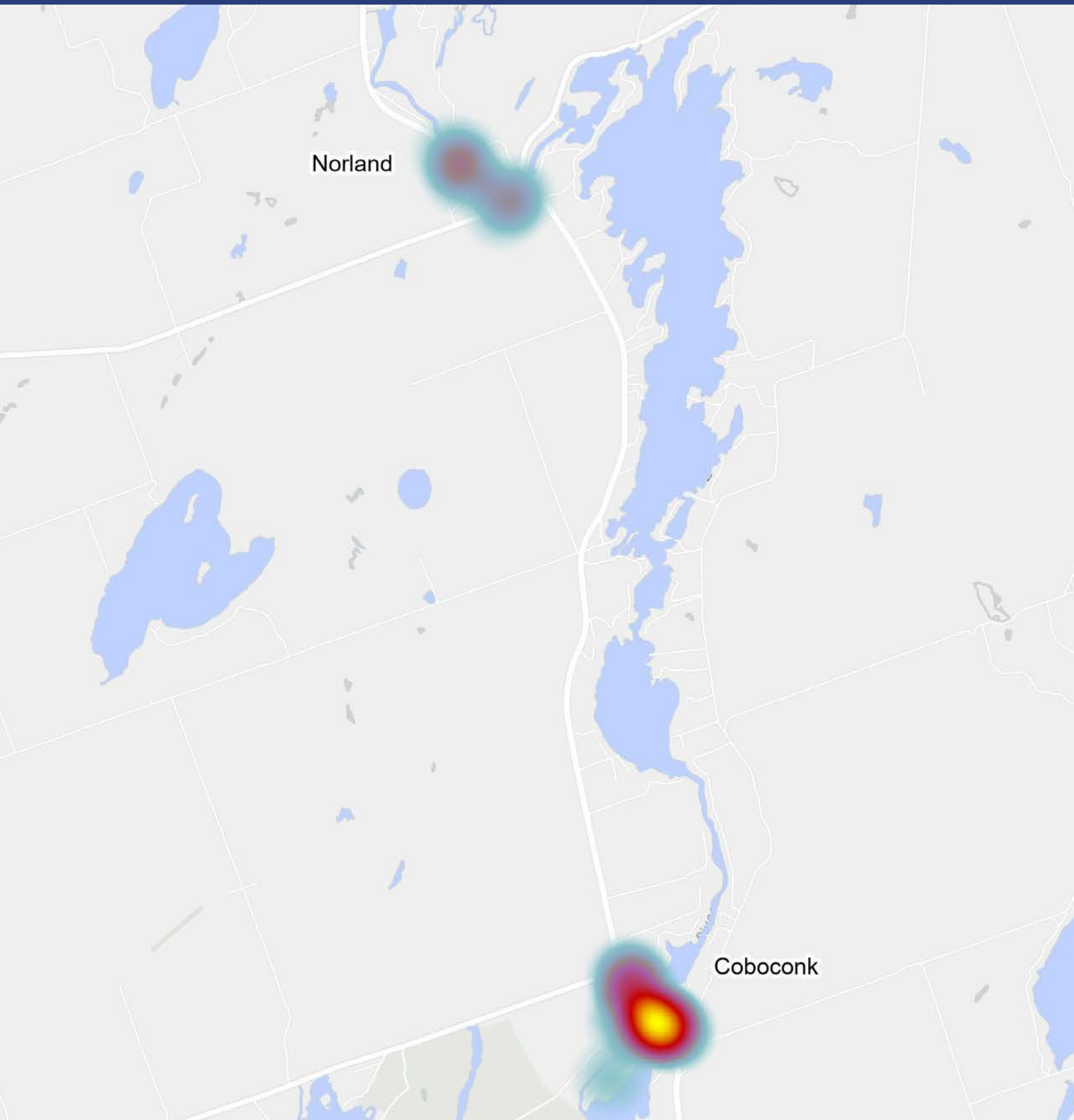
0% of businesses surveyed **plan to expand their floor space**. (n=12)

Businesses hiring:



Coboconk and Norland Heat Map:

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For more information, please visit:

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