



Kawartha Lakes Business Count
Insight Report **2024**





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Introduction

Welcome to the 2024 Kawartha Lakes Business Count.

The Kawartha Lakes Business Count is a collaborative initiative designed to support local economic development. The survey provides a snapshot of the Kawartha Lakes business community and employment properties. The findings help to better understand the local economy, and inform policies and programs to support economic development. 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 2024 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 2024 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 all businesses 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 groups.

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 Insight Report presents data segmented by geographic areas, including Kawartha Lakes, Lindsay, Downtown Lindsay, Fenelon Falls, Bobcaygeon, Coboconk, and Norland. It's important to note that the Downtown Lindsay revitalization area extends beyond the Lindsay DBIA boundary. For the first time this year, the report includes a summary of results with analysis across four industry groups: Arts, Culture and Hospitality; Industry and Trade; Retail; and Services. This additional industry-specific analysis is incorporated in the geographic area sections of the report where applicable.

Survey Highlights

A total of 762 businesses and employment properties were surveyed in the 2024 Kawartha Lakes Business Count. Highlights reported by these businesses surveyed:

- A total of 7,186 jobs
- 2,798,732 sq.ft. floor space occupied
- 62% are independent businesses
- 48% 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 2024 Kawartha Lakes Business Count marks the fourth year of data collection in this extensive pan-industry project. The highlights provide key business insights from the surveyed areas. As the data and geographic scope of the survey become more consistent each year, these insights will increasingly reflect the broader Kawartha Lakes business community.

Legend

n = number of businesses that responded



Kawartha Lakes

Regional Results Overview

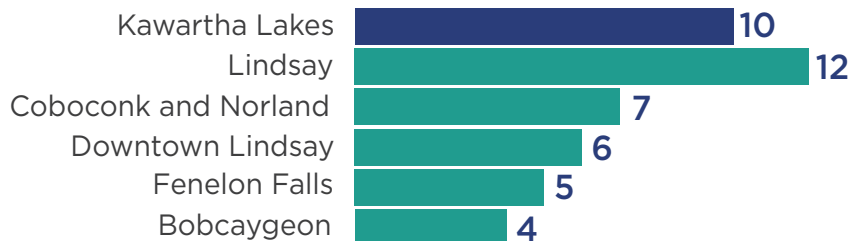


Businesses Surveyed:

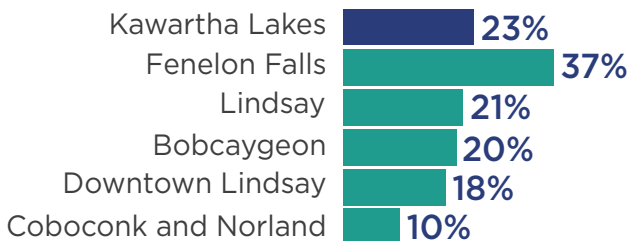
520 Lindsay	24 Omemee
96 Fenelon Falls	7 Pontypool
79 Bobcaygeon	5 Norland
29 Coboconk	2 Other



Average Number of Employees:



Businesses Importing:

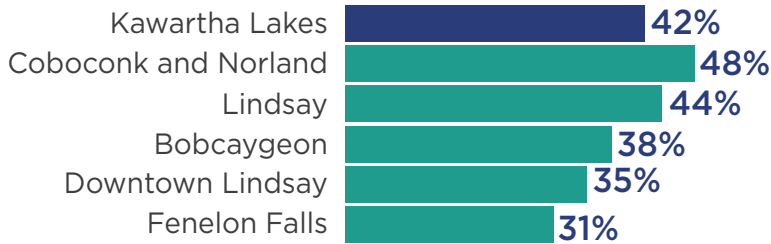


Businesses Exporting:

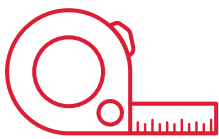
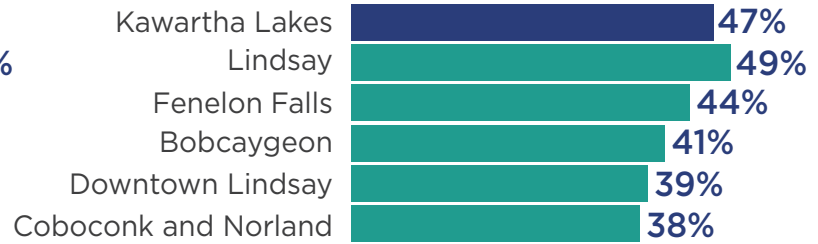




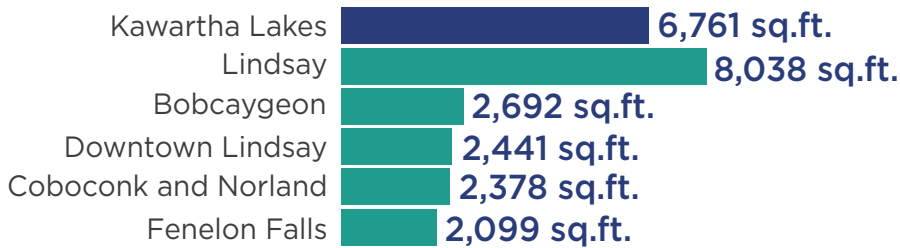
Experiencing a Skills Shortage:



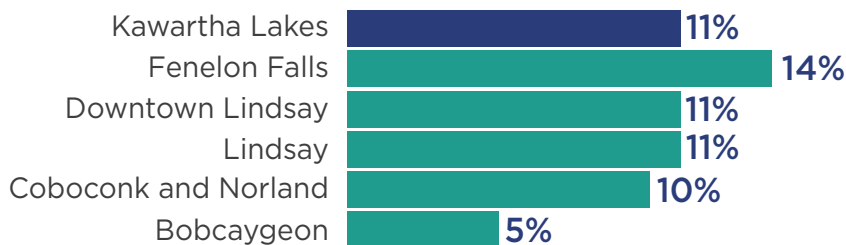
Businesses Hiring:



Average Square Feet (sq.ft.):



Expanding Floor Space:



Sector Results Overview

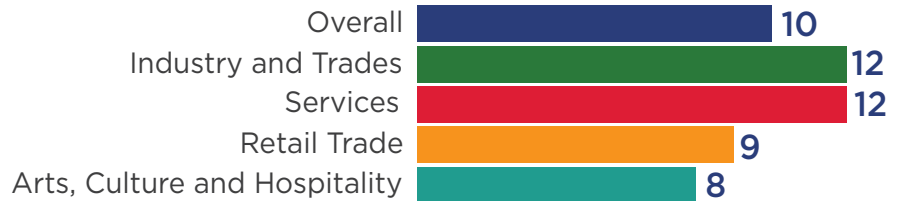


Businesses Surveyed:

246 Services
 229 Retail Trade
 131 Arts, Culture and Hospitality
 87 Industry and Trades



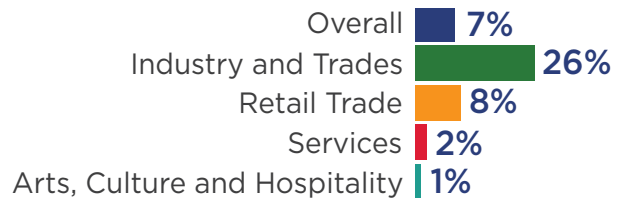
Average Number of Employees:



Businesses Importing:



Businesses Exporting:

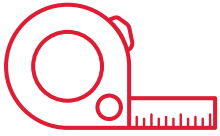


Experiencing a Skills Shortage:

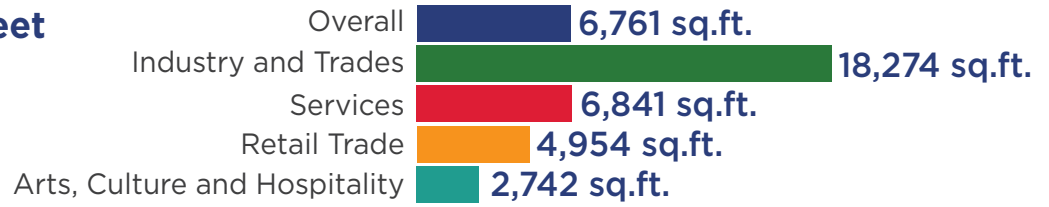


Businesses Hiring:

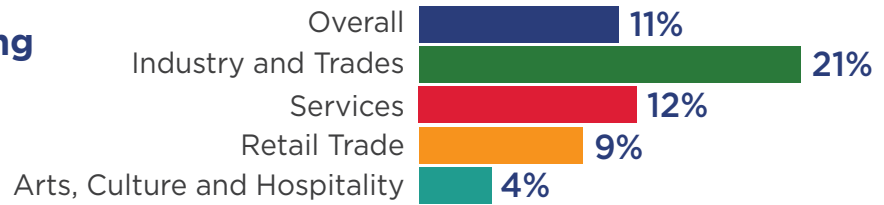




Average Square Feet (sq.ft.):



Expanding Floor Space:

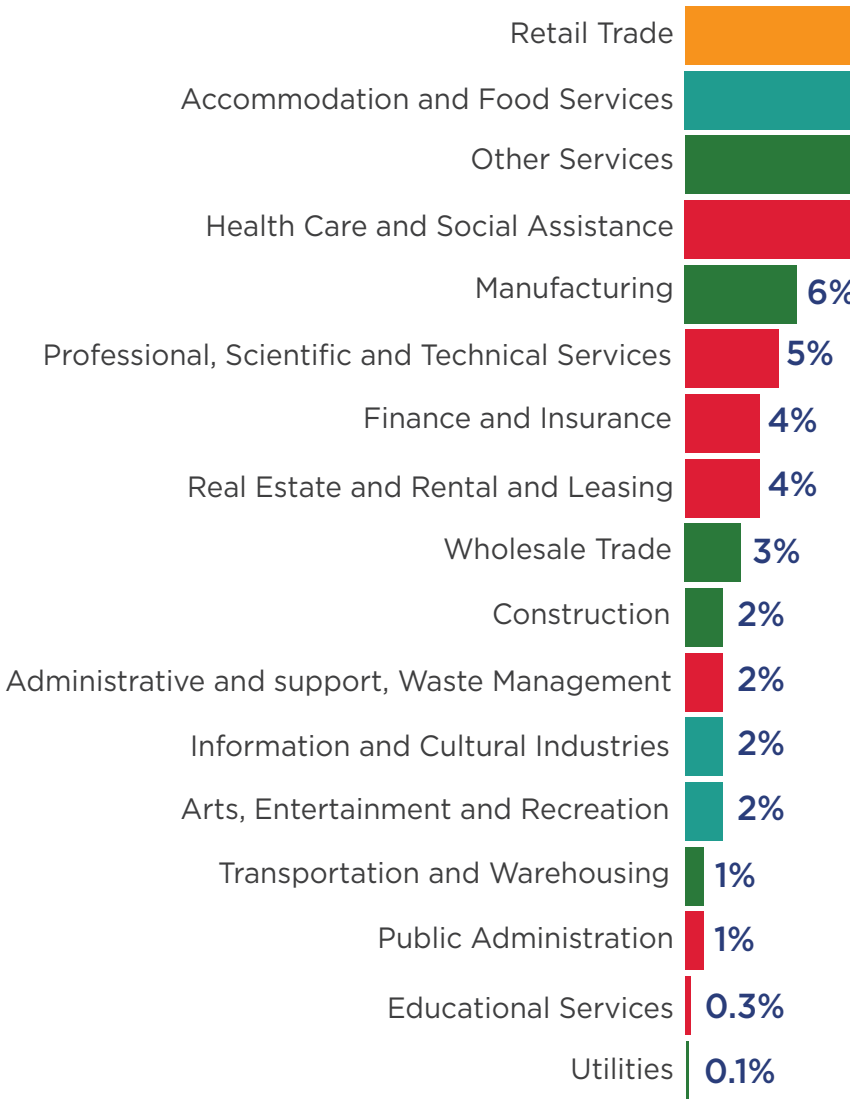


Industries Surveyed



693 businesses in Kawartha Lakes participated in the survey.

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



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

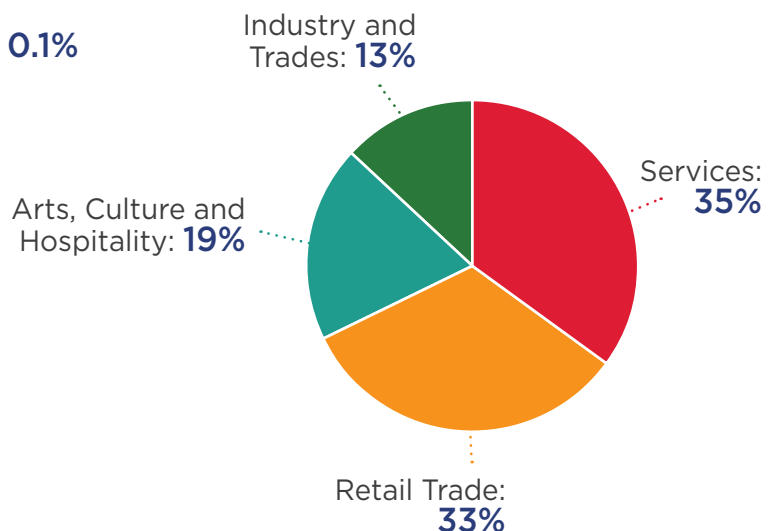


Retail Trade
33%



Accommodation and Food Services
16%

Overall Industries Surveyed:



About the Businesses



Head Office Location:

60% of businesses reported that this location was their head office. (n=443)



Chamber of Commerce and/or Business Improvement Association (BIA) Membership:

48% of businesses reported that they were members of a Chamber of Commerce and/or Lindsay BIA. (n=443)

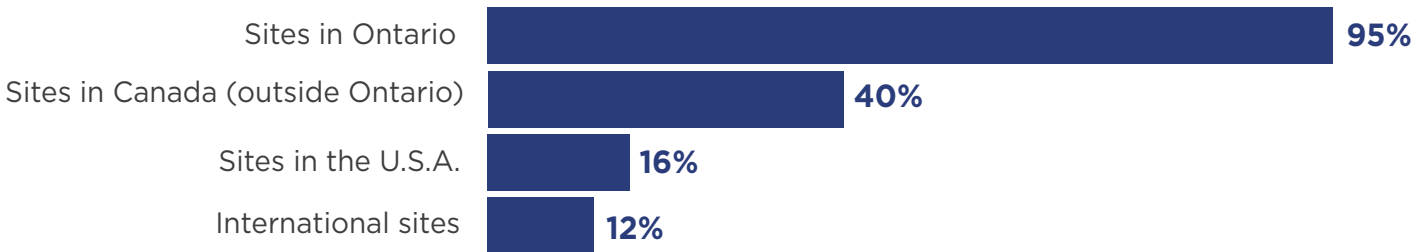


Business Locations:

47% of businesses also have sites **outside of the region** (n=452)

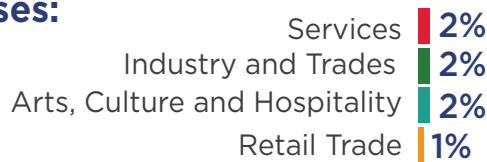


Location of sites outside of the region: (n=212)



Home-based Businesses:

2% of businesses are **home-based** businesses (n=762)





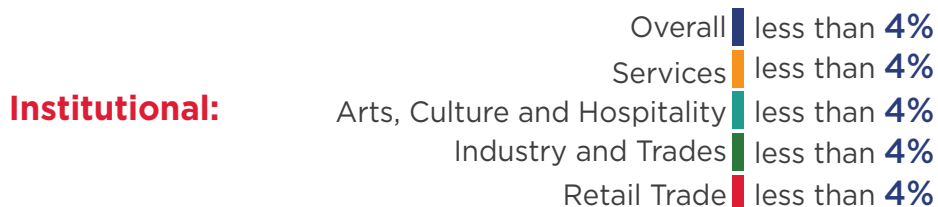
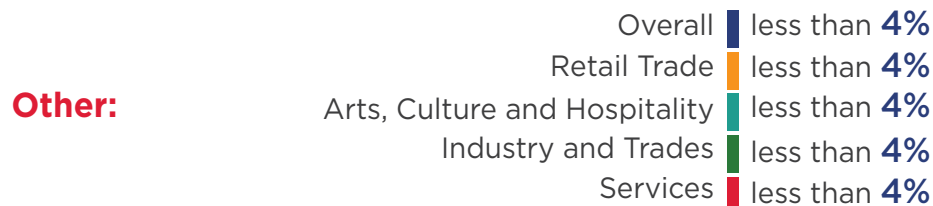
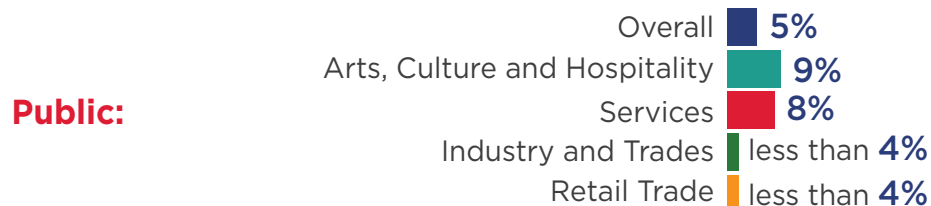
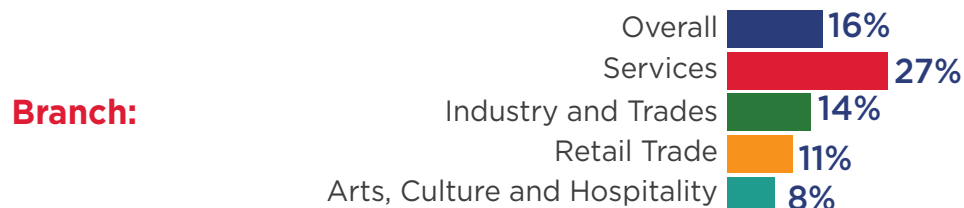
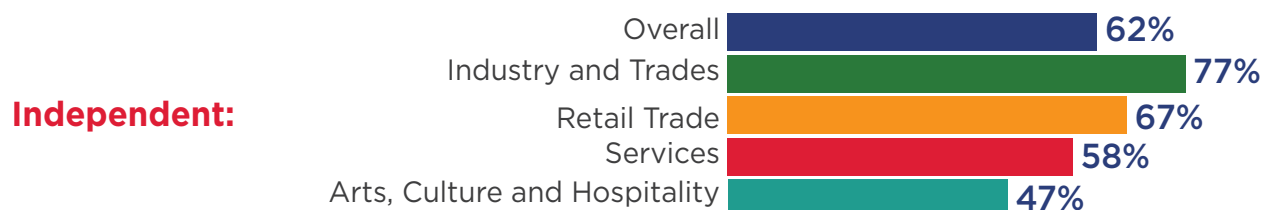
Exporting:
7% of businesses
are **exporting** (n=445)



Importing:
22% of businesses
are **importing** (n=442)

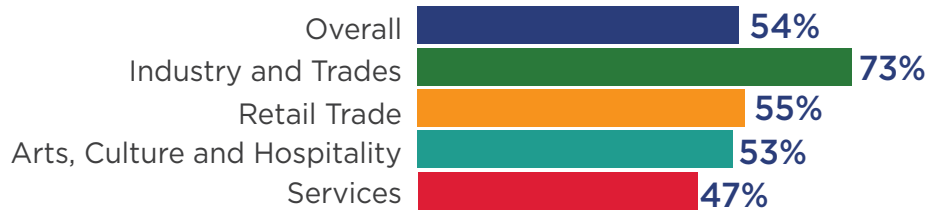


Ownership Description: (n=444)



Business Type: (n=445)

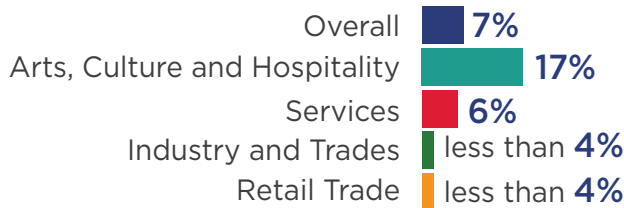
Corporation:



Sole Proprietor:



Partnership:



Government:



Co-op/Non-Profit:



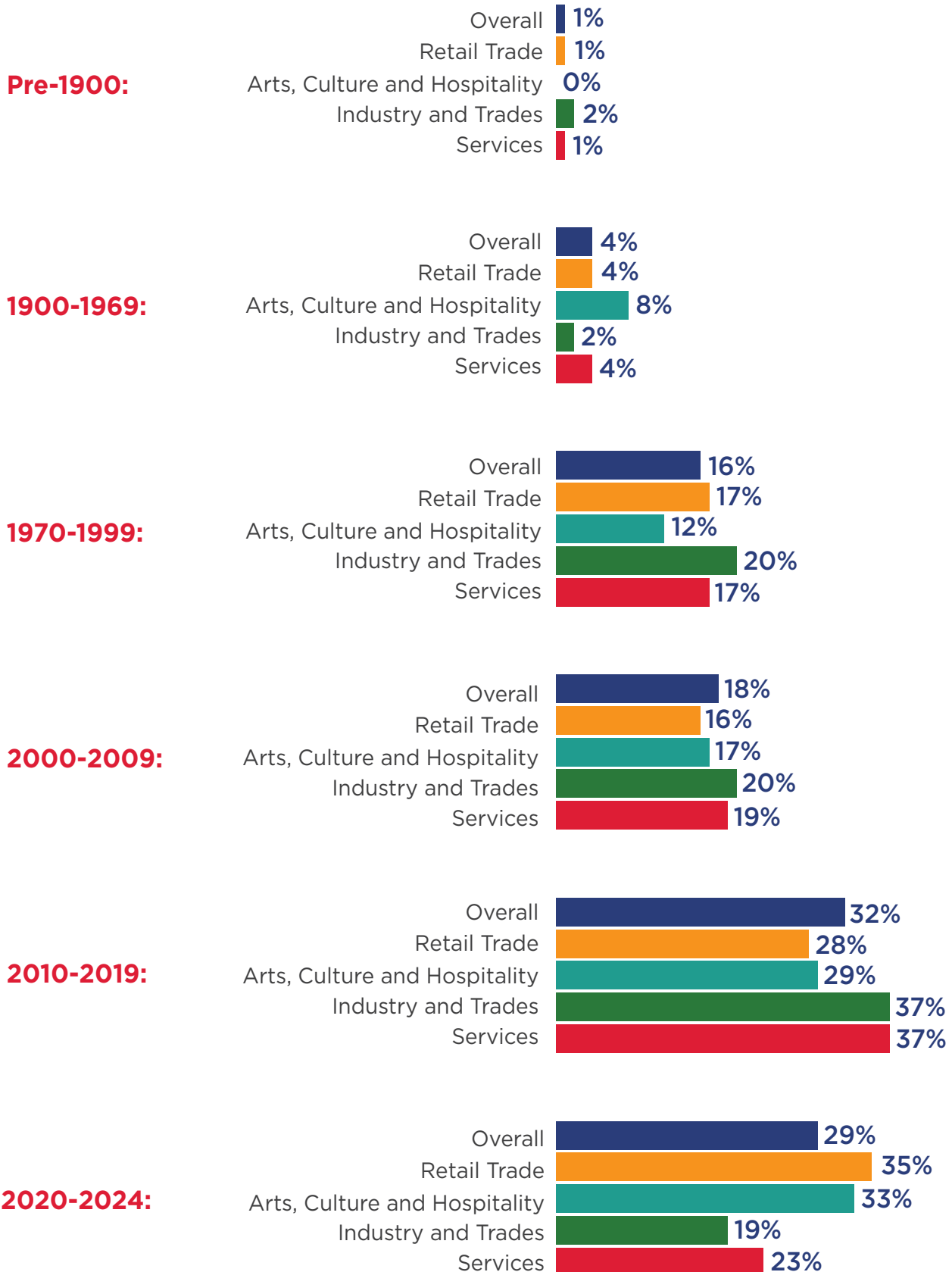
Other:



Business Establishment Dates:

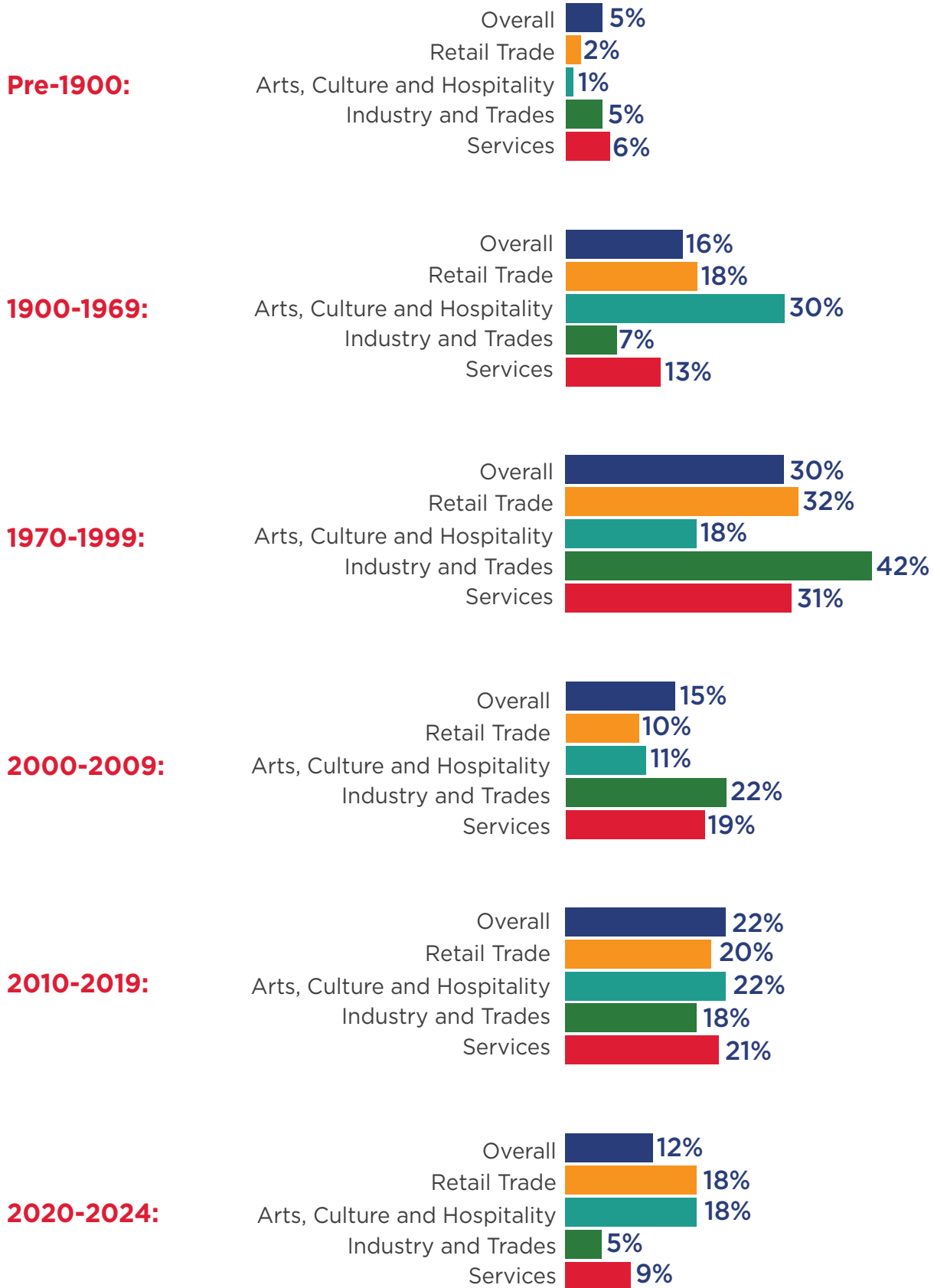


the businesses surveyed were **established at their current location.** (n=427)



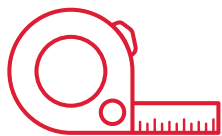
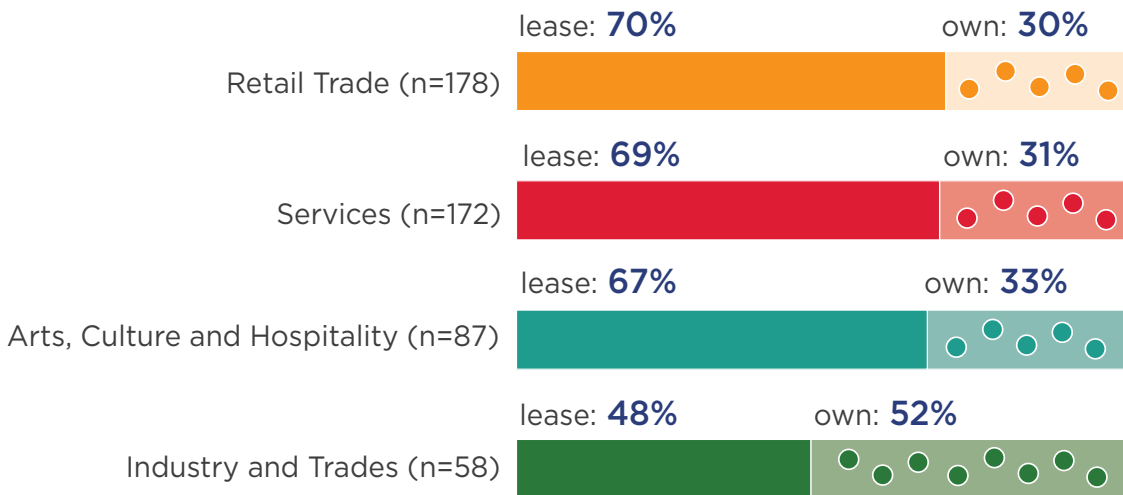
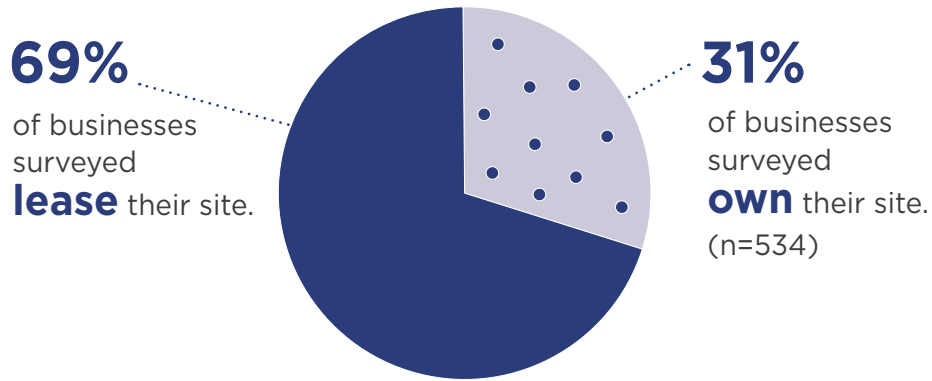


the businesses surveyed were **established.** (n=426)





Business Spaces:



Total square footage covered by businesses surveyed (n=383): **2,798,732 sq. ft.**

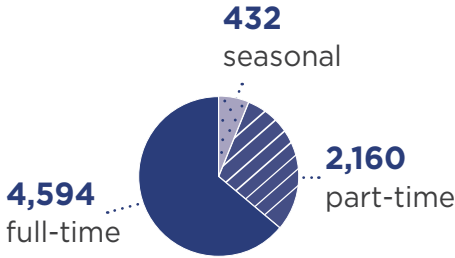


About the Employees

Total number of employees per business surveyed: (n=414)



7,186 total employees reported by businesses surveyed.



Average employee count by sector: (n=413)



Experiencing a Skills Shortage:



42% of businesses reported a **skills shortage** (n=438)



Future Plans

Hiring:



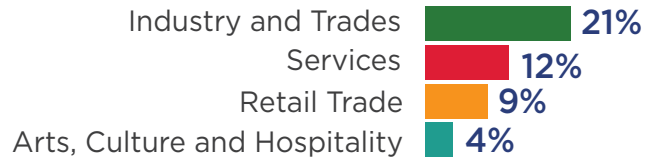
64% of businesses surveyed **plan to hire in the future.** (n=441)



Expanding:

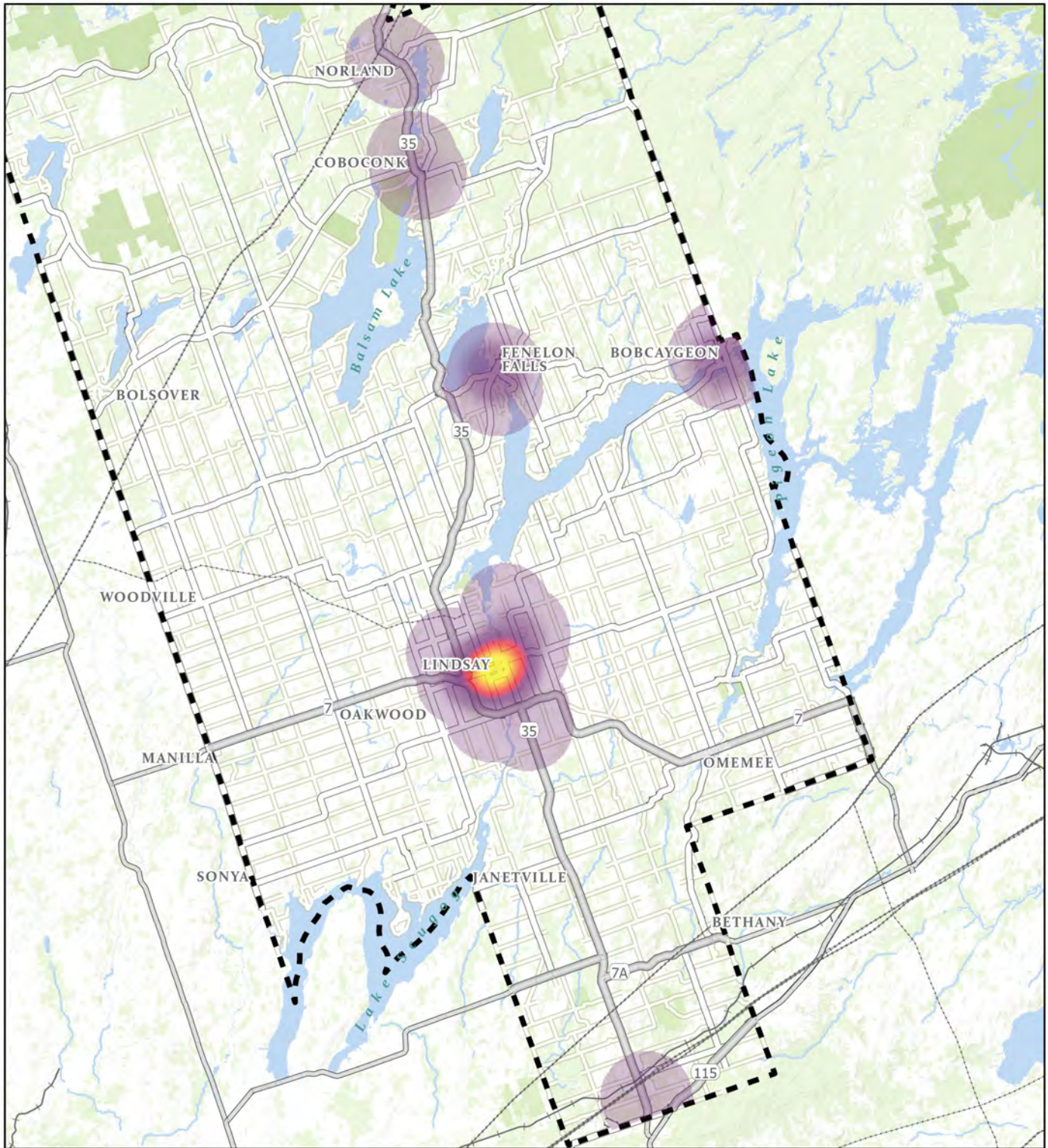


12% of businesses **plan to expand their floor space.** (n=426)



Kawartha Lakes Heat Map

The 2024 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 purple to red to yellow.



SRQ-23777



0 5 10
Kilometers

— Ontario Rail Network Track

--- Hydro Line

Business Count Density

Sparse

Dense



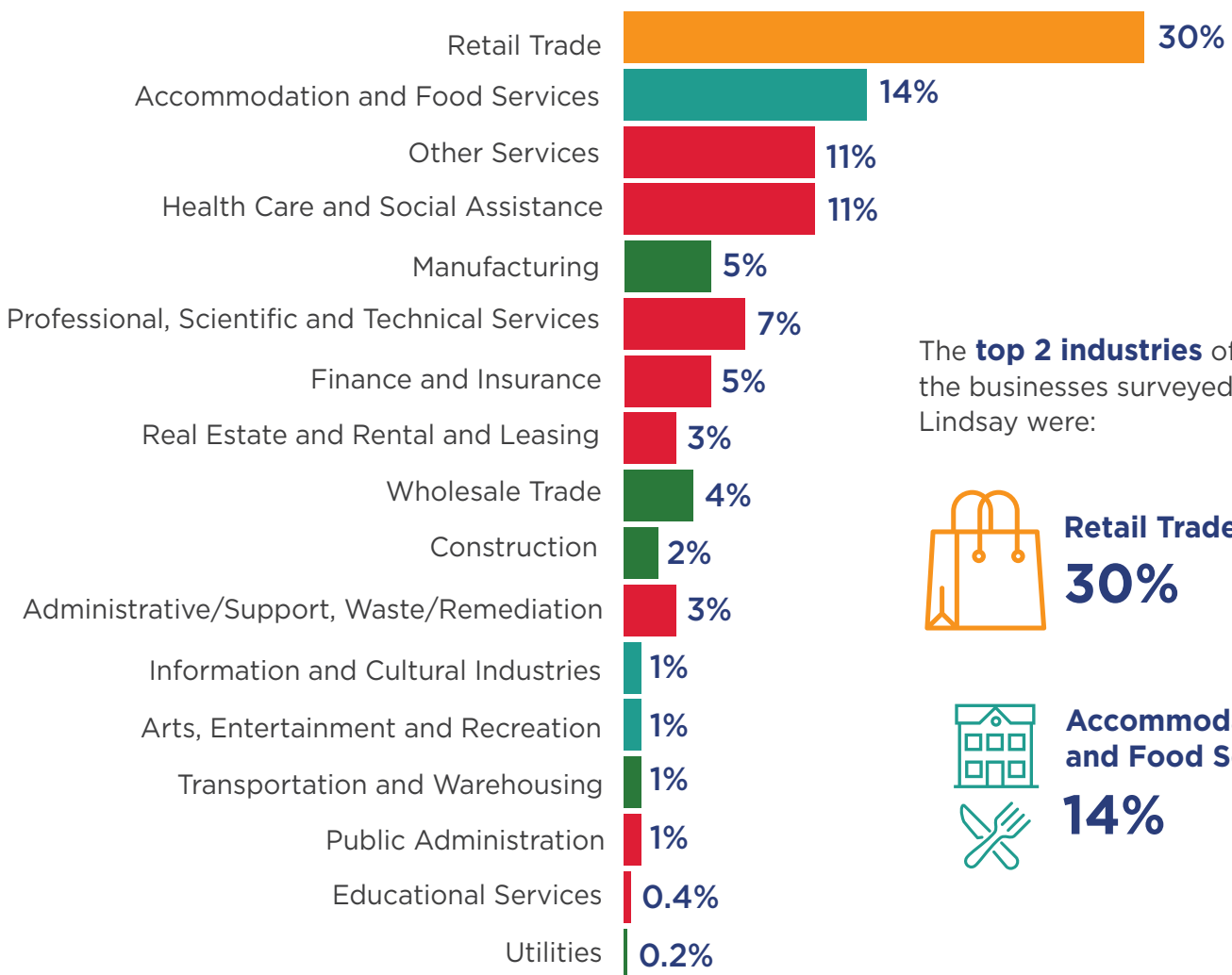
Lindsay



460 businesses in Lindsay participated in the survey.

Businesses that completed the survey (by industry):

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



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



Retail Trade
30%

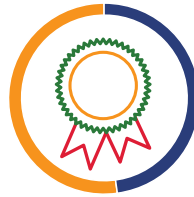


Accommodation and Food Services
14%

About the Businesses



Head Office Location:
59% of businesses reported that this location was their head office. (n=308)

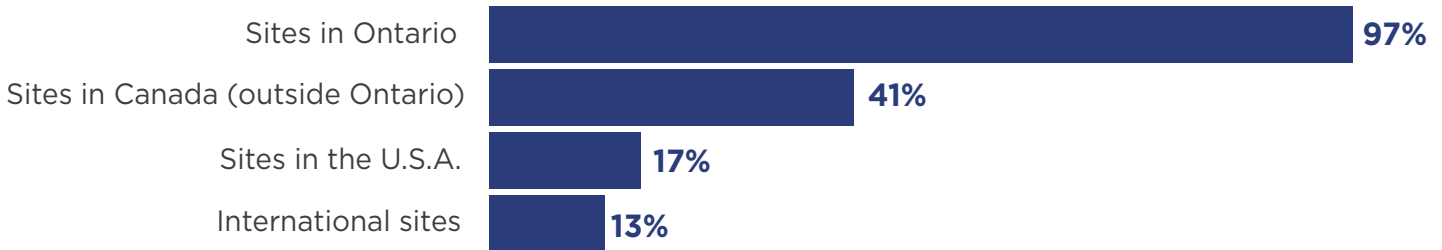


Chamber of Commerce and/or Business Improvement Association (BIA) Membership:
48% of businesses reported that they were members of a Chamber of Commerce and/or Lindsay BIA. (n=305)



Business Locations:
50% of businesses surveyed also have sites **outside of the region** (n=313)

Location of sites outside of the region: (n=158)



Home-based Businesses:
2% are **home based** businesses (n=519)

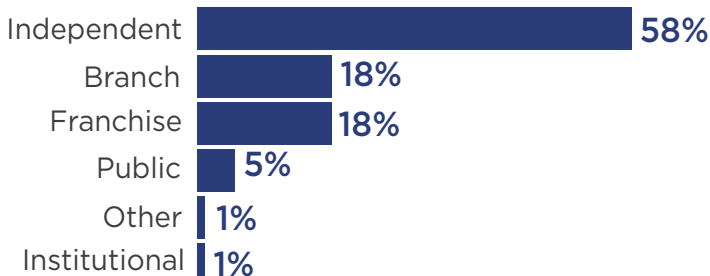


Exporting:
8% of businesses are **exporting** (n=308)

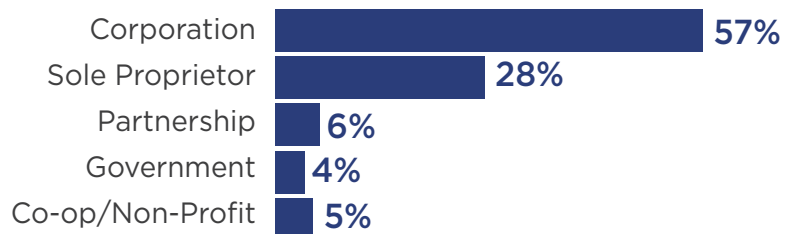


Importing:
21% of businesses are **importing** (n=306)

Ownership Description: (n=309)



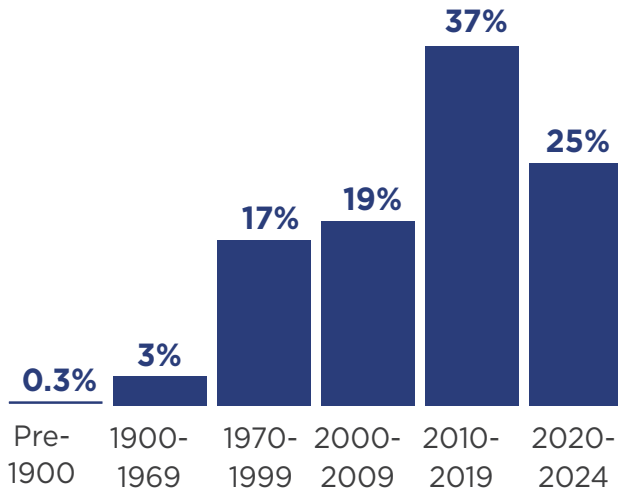
Business Type: (n=310)



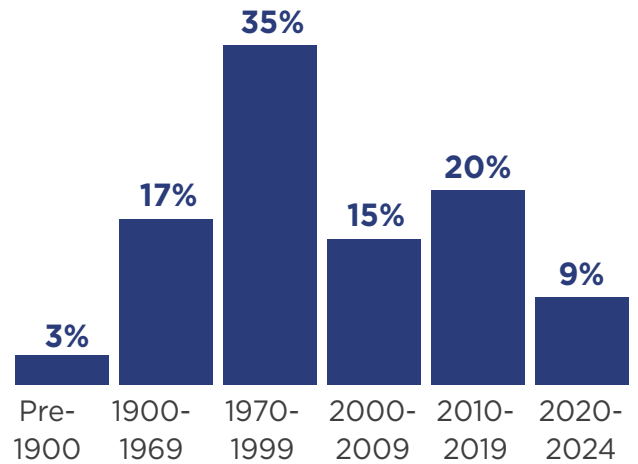
Business Establishment Dates:



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

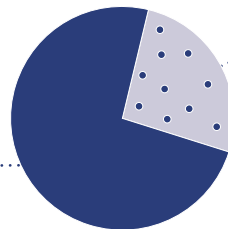


the businesses surveyed were **established.** (n=301)

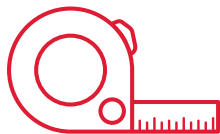


Business Spaces:

74% of businesses surveyed **lease** their site.



26% of businesses surveyed **own** their site. (n=401)



Total square footage covered by businesses surveyed (n=285):
2,475,748 sq. ft.



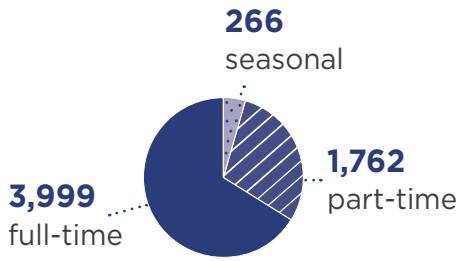
About the Employees

Total number of employees per business surveyed:

(n=301)

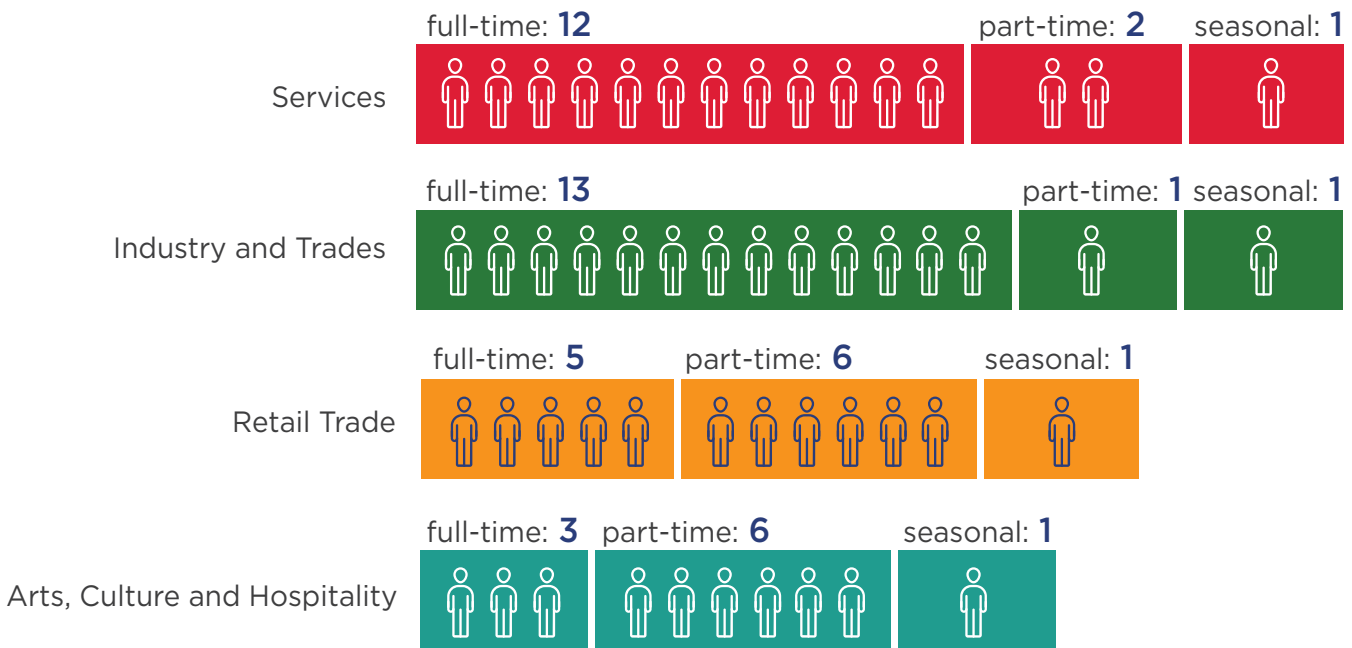


6,027 total employees reported by businesses surveyed.



44% of businesses surveyed reported a **skills shortage** (n=308)

Average employee count by sector: (n=301)



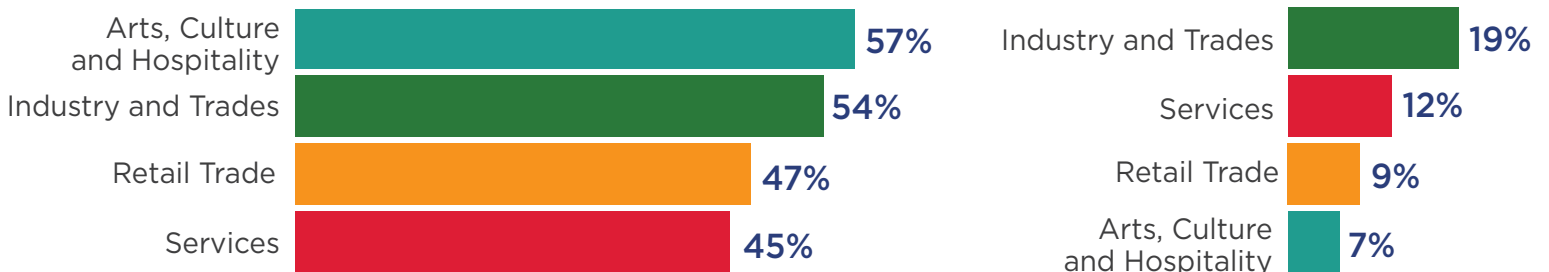
Future Plans



Hiring:
49% of businesses surveyed **plan to hire in the future.** (n=310)

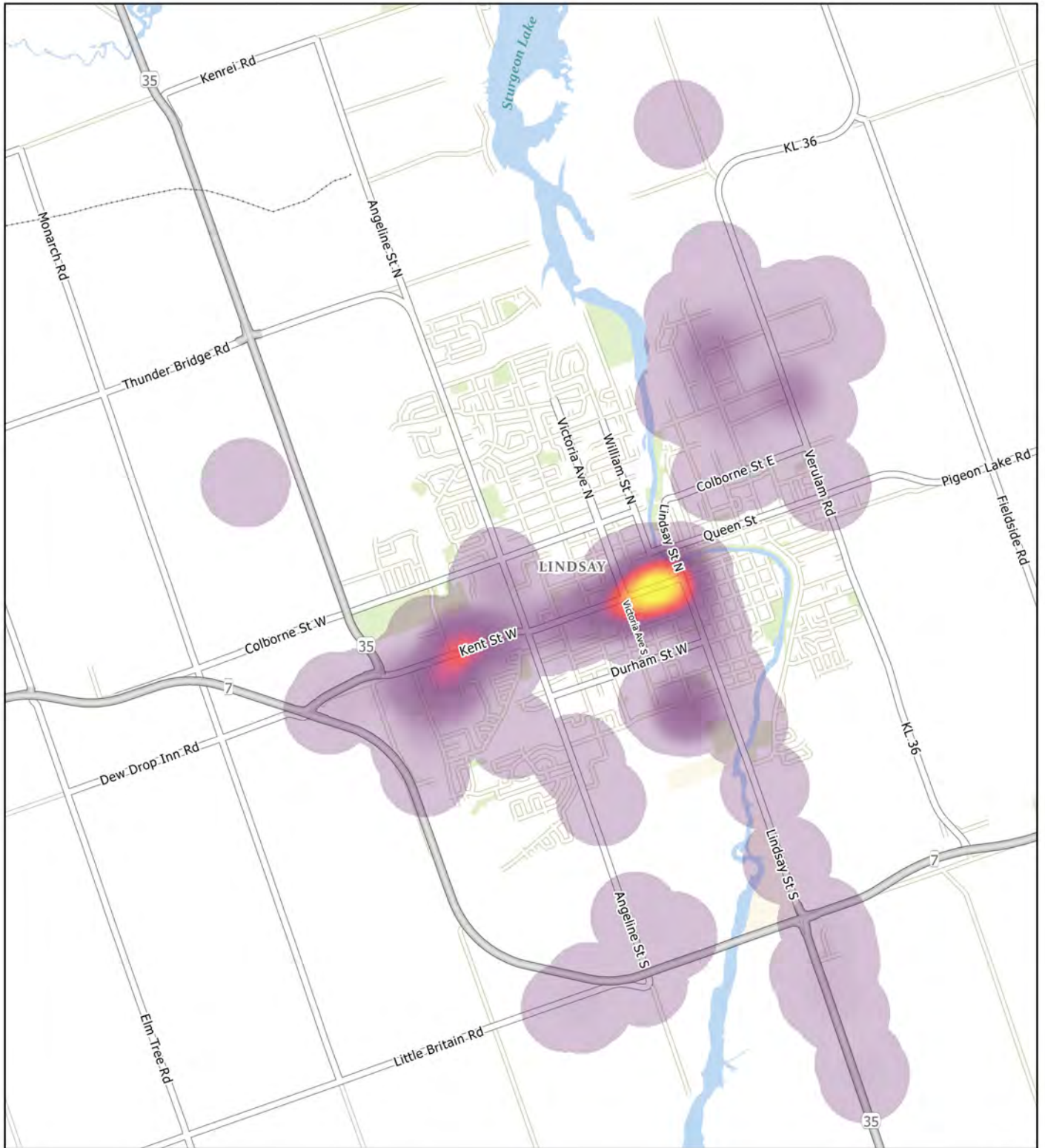


Expanding:
11% of businesses surveyed **plan to expand their floor space.** (n=296)

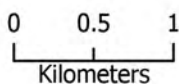


Lindsay Heat Map

The 2024 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 purple to red to yellow.



SRQ-23777



----- Hydro Line

Business Count Density





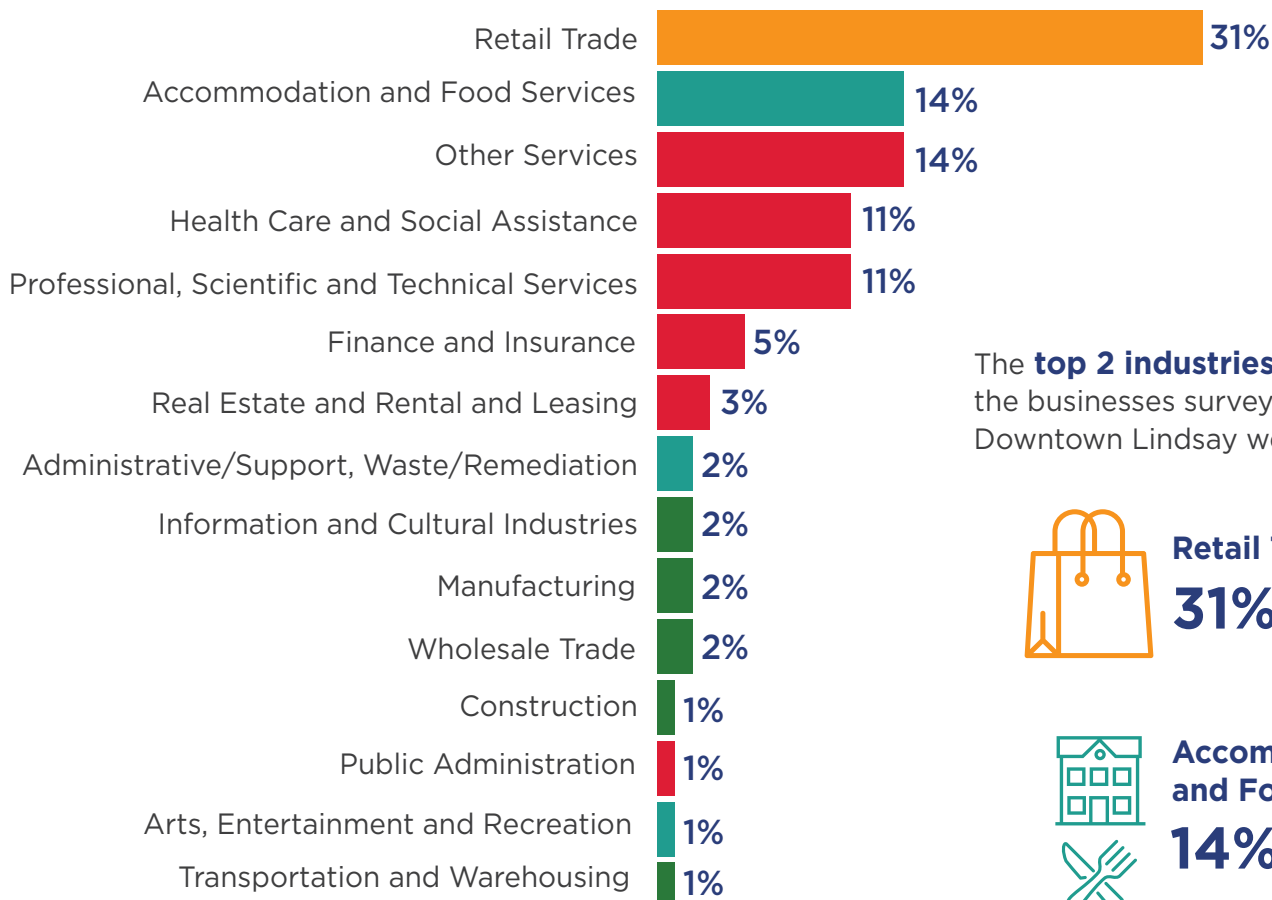
Downtown Lindsay



170 businesses in Downtown Lindsay participated in the survey.

Businesses that completed the survey (by industry):

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
31%



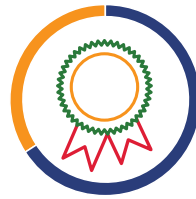
Accommodation and Food Services
14%

About the Businesses



Head Office Location:

75% of businesses reported that this location was their head office. (n=123)



Chamber of Commerce and/or Business Improvement Association (BIA) Membership:

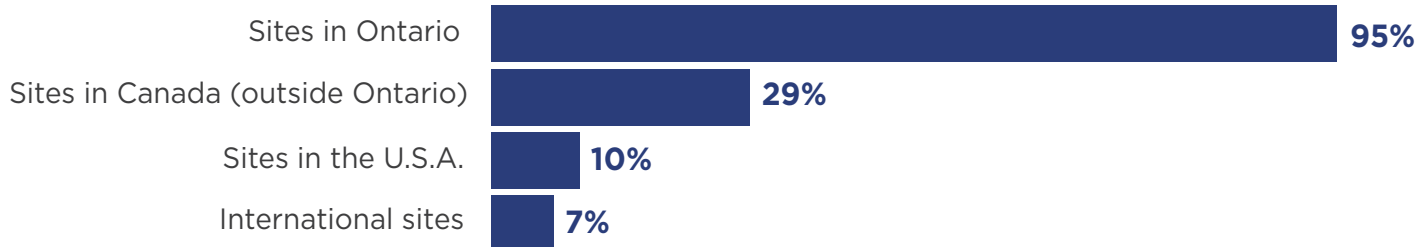
79% of businesses reported that they were members of a Chamber of Commerce and/or Lindsay BIA. (n=126)



Location:

33% of businesses surveyed also have sites **outside of the region** (n=125)

Location of sites outside of the region: (n=41)



Home-based Businesses:

0% are home based businesses (n=188)



Exporting:

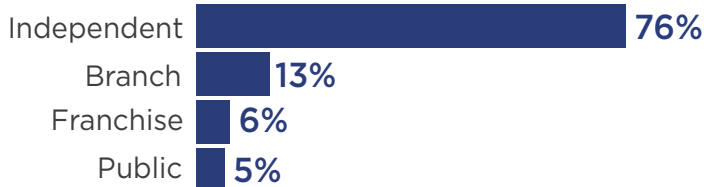
3% of businesses are exporting (n=122)



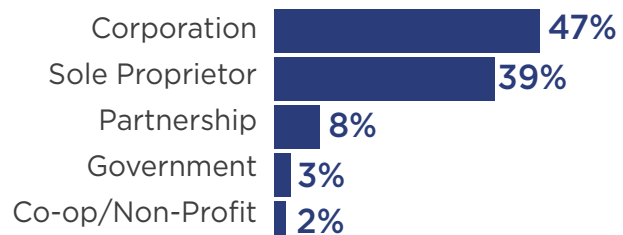
Importing:

18% of businesses are importing (n=122)

Ownership Description: (n=127)



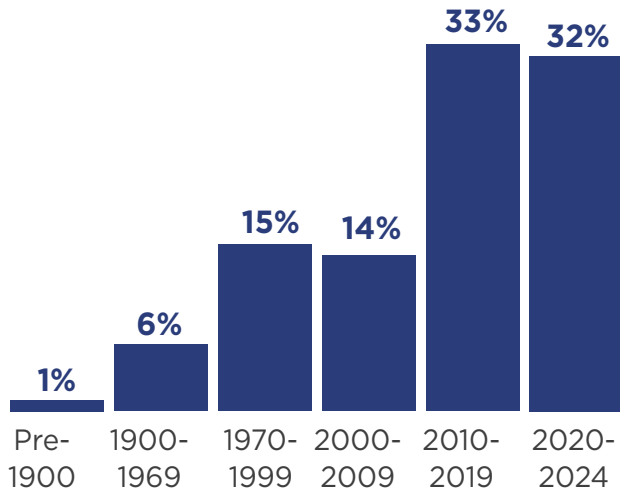
Business Type: (n=125)



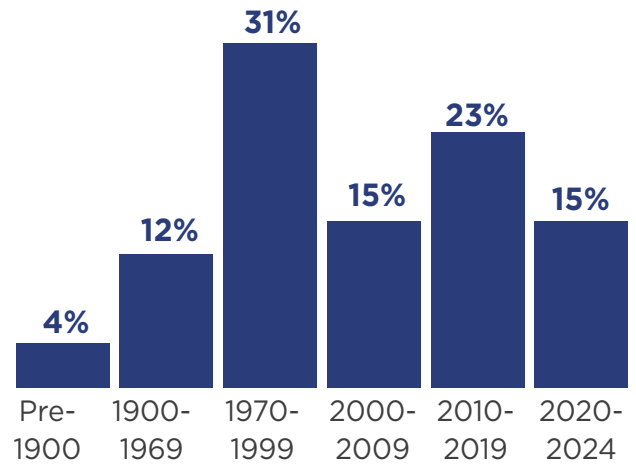
Business Establishment Dates:



the businesses surveyed were **established at their current location.** (n=123)

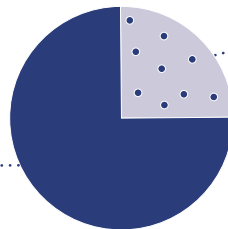


the businesses surveyed were **established.** (n=124)

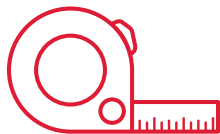


Business Spaces:

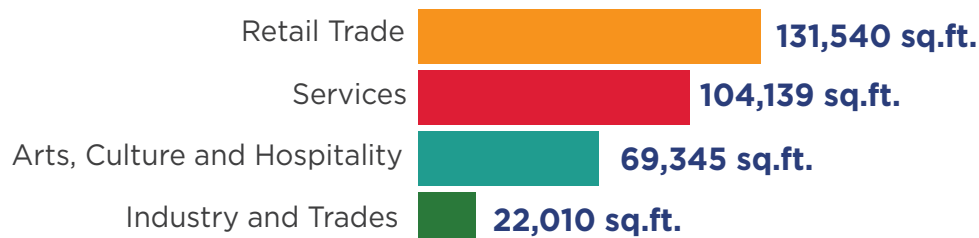
75% of businesses surveyed **lease** their site.



25% of businesses surveyed **own** their site. (n=144)



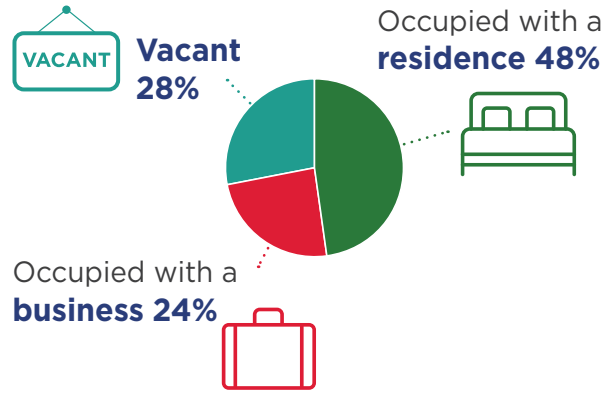
Total square footage covered by businesses surveyed (n=134):
327,034 sq. ft.



Number of Floors

What's occupying the 3rd floor:

(n=29)



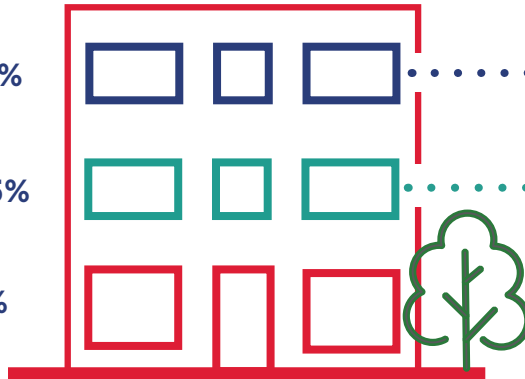
Total number of above ground floors:

(n=187)

Buildings with **3 storeys** 16%

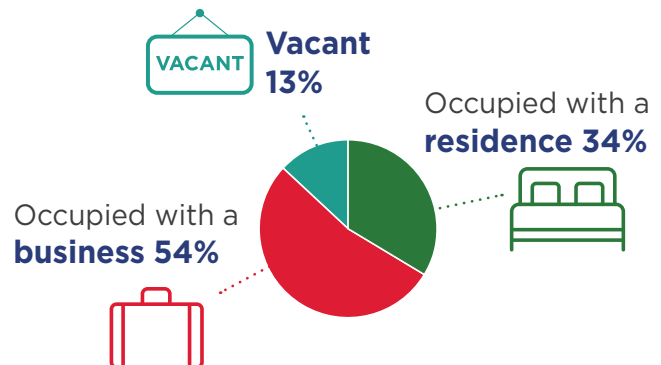
Buildings with **2 storeys** 45%

Buildings with **1 storey** 39%



What's occupying the 2nd floor:

(n=112)



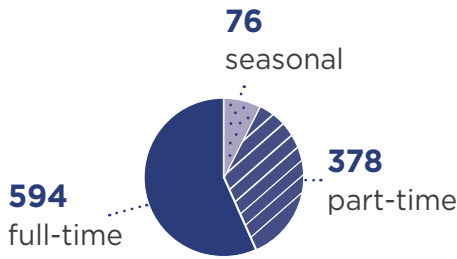
About the Employees

Total number of employees per business surveyed:

(n=120)

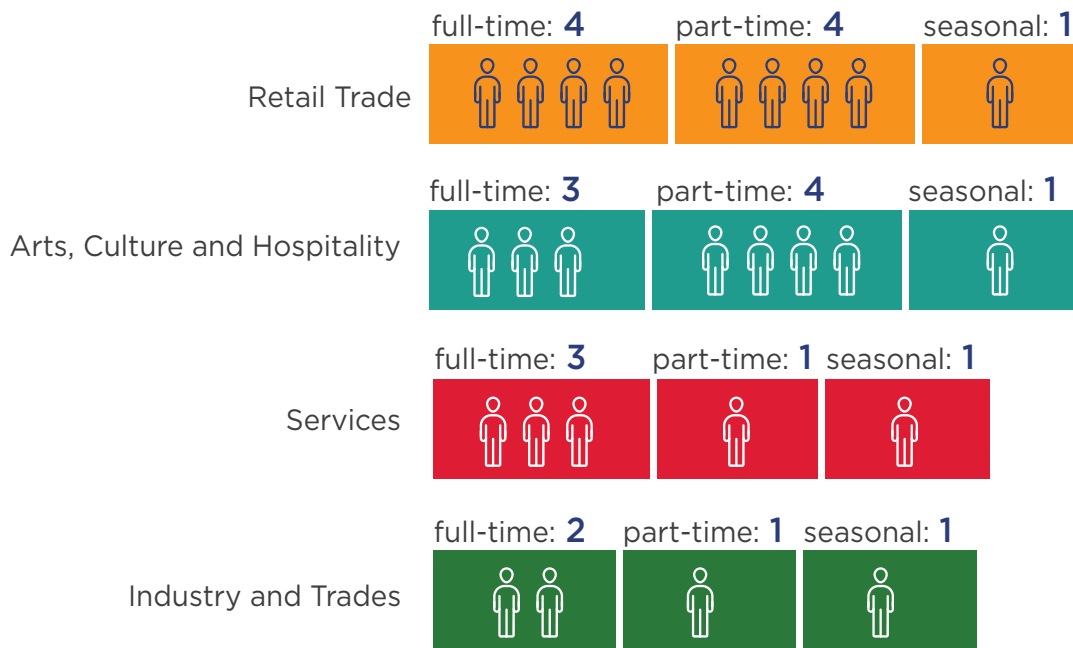


1,048 total employees reported by businesses surveyed.



35% of businesses surveyed reported a **skills shortage** (n=123)

Average employee count by sector: (n=120)



Future Plans



Hiring:
39% of businesses surveyed **plan to hire in the future.** (n=126)



Expanding:
11% of businesses surveyed **plan to expand their floor space.** (n=119)



Downtown Lindsay Heat Map

The 2024 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 purple to red to yellow.



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Fenelon Falls



93 businesses in Fenelon Falls participated in the survey.

Businesses that completed the survey (by industry):

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
40%



Accommodation and Food Services
20%

About the Businesses



Head Office Location:

76% of businesses reported that this location was their head office. (n=59)



Chamber of Commerce and/or Business Improvement Association (BIA) Membership:

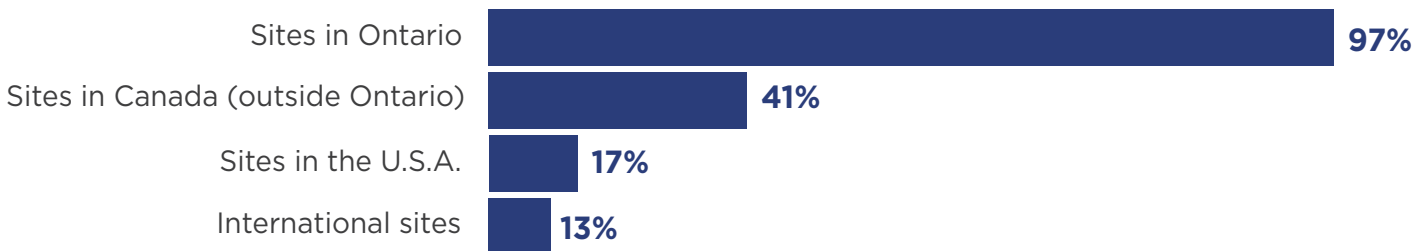
61% of businesses reported that they were members of a Chamber of Commerce and/or Lindsay BIA. (n=59)



Location:

36% of businesses surveyed also have sites **outside of the region** (n=59)

Location of sites outside of the region: (n=21)



Home-based Businesses:

1% are **home based** businesses (n=100)



Exporting:

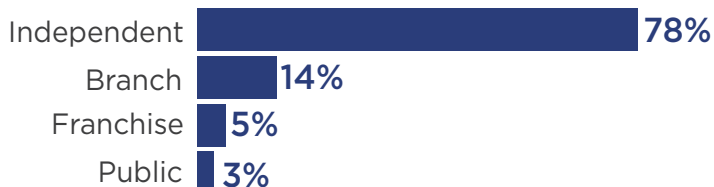
9% of businesses are **exporting** (n=16)



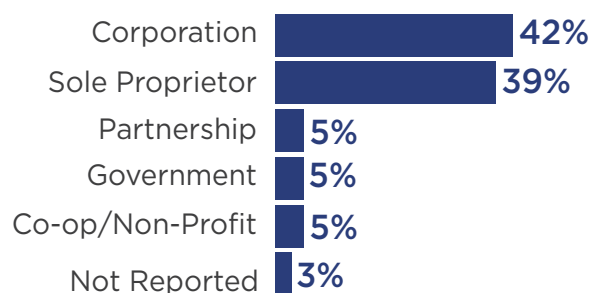
Importing:

37% of businesses are **importing** (n=18)

Ownership Description: (n=59)



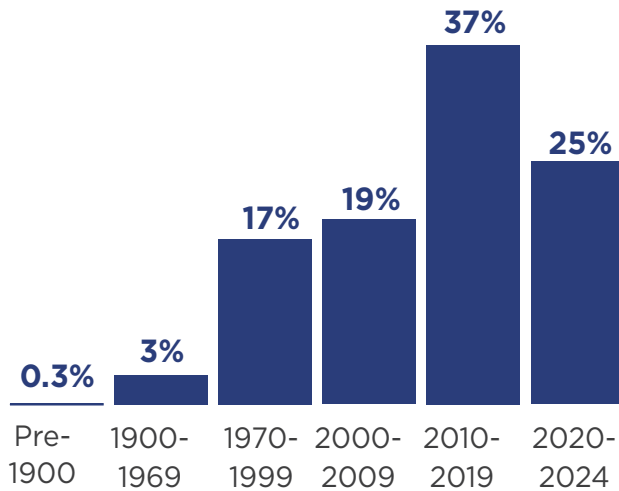
Business Type: (n=59)



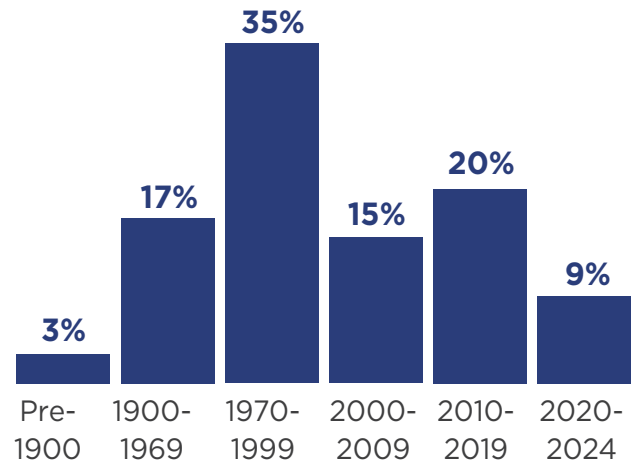
Business Establishment Dates:



the businesses surveyed were **established at their current location.** (n=56)

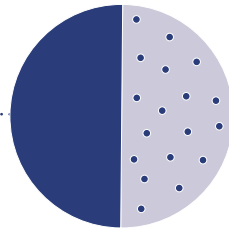


the businesses surveyed were **established.** (n=58)

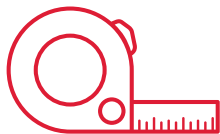


Business Spaces:

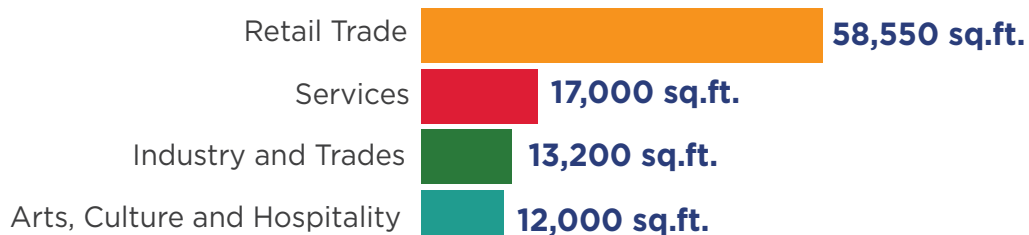
50% of businesses surveyed **lease** their site.



50% of businesses surveyed **own** their site. (n=60)



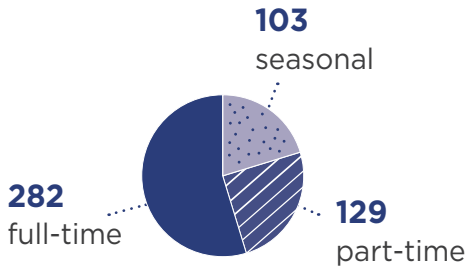
Total square footage covered by businesses surveyed (n=48):
100,750 sq. ft.



About the Employees

Total number of employees per business surveyed:

(n=50)

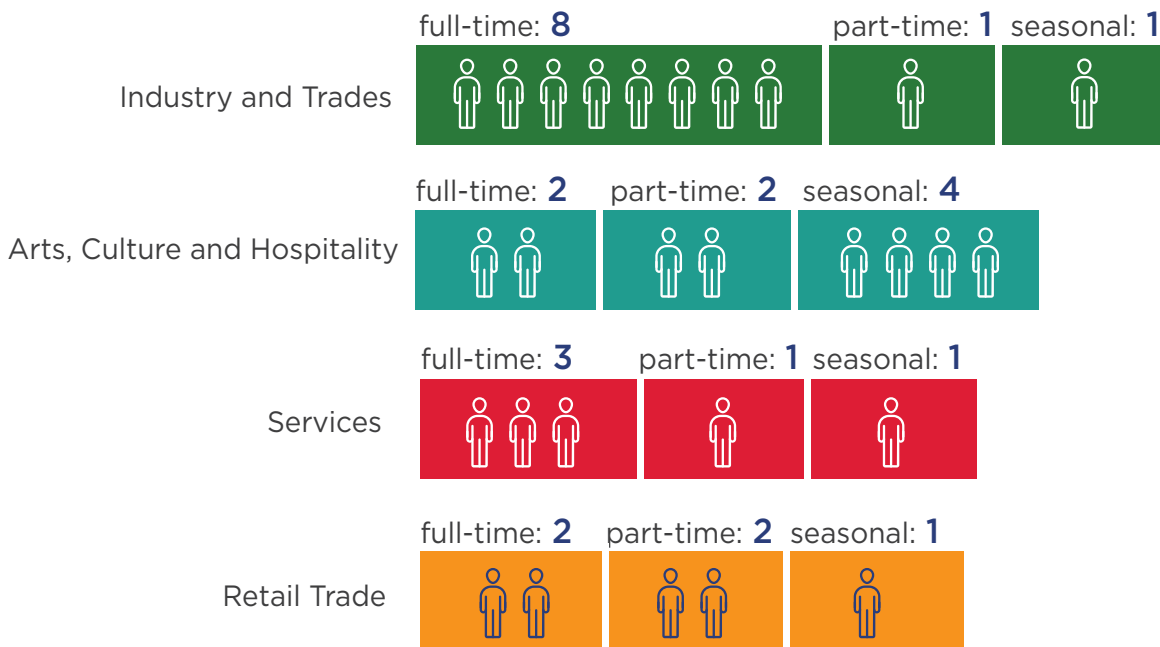


514 total employees reported by businesses surveyed.



31% of businesses surveyed reported a **skills shortage** (n=59)

Average employee count by sector: (n=50)



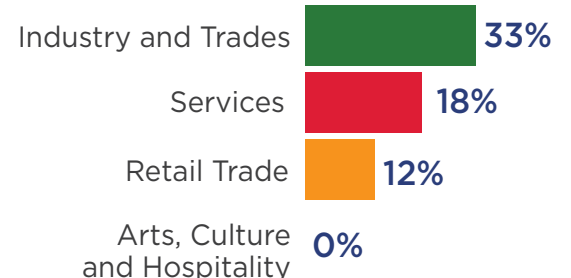
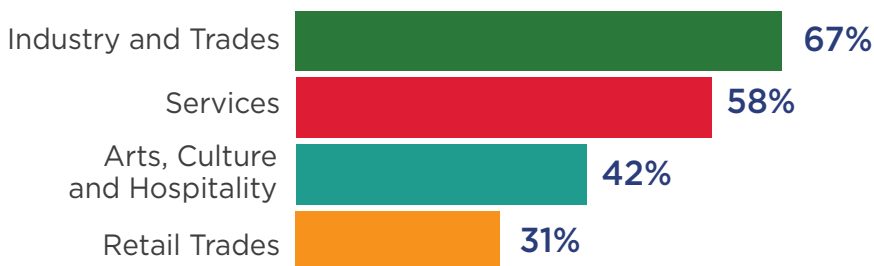
Future Plans



Hiring:
44% of businesses surveyed **plan to hire in the future.** (n=59)

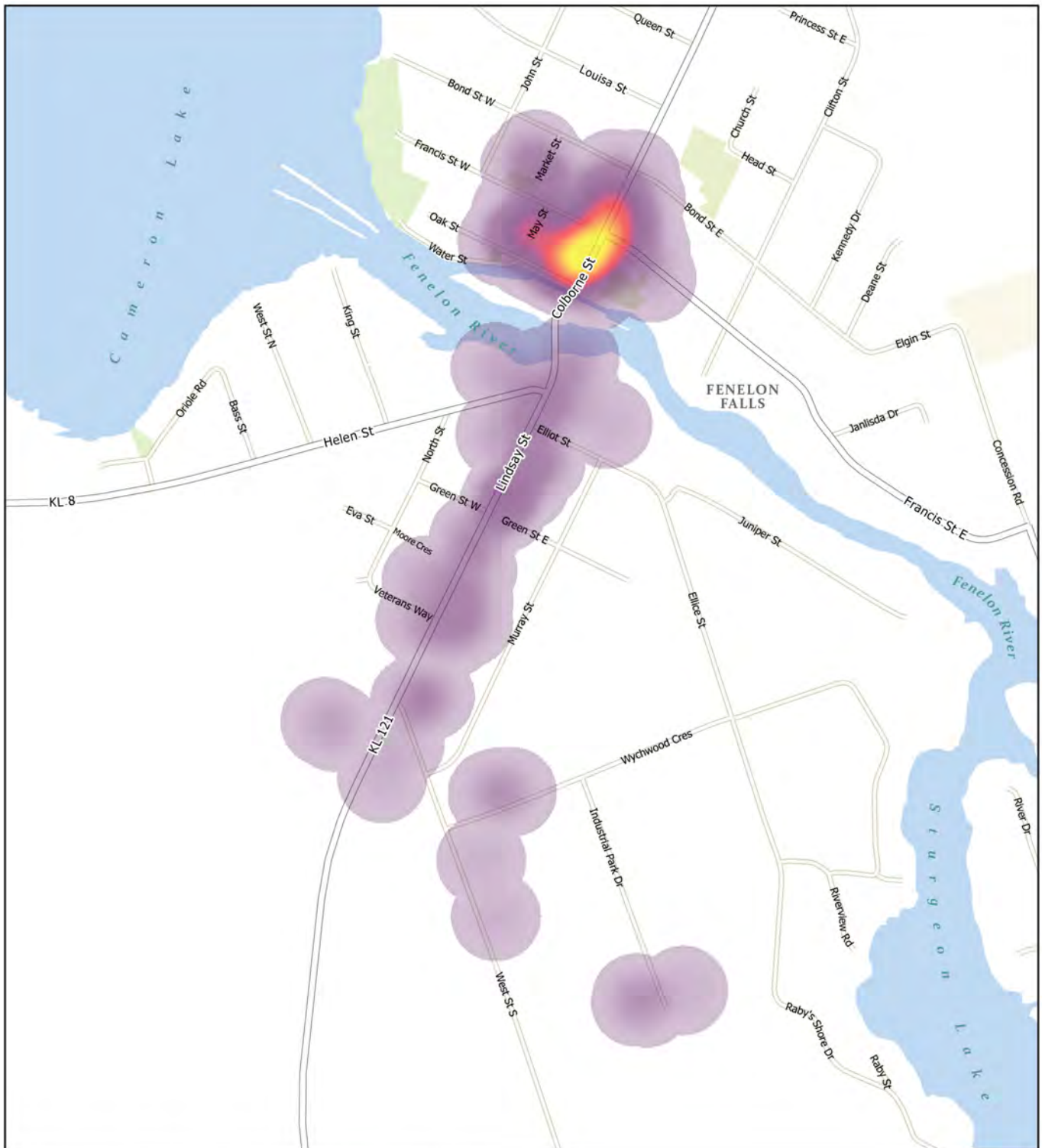


Expanding:
14% of businesses surveyed **plan to expand their floor space.** (n=58)

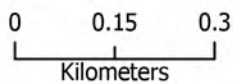


Fenelon Falls Heat Map

The 2024 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 purple to red to yellow.



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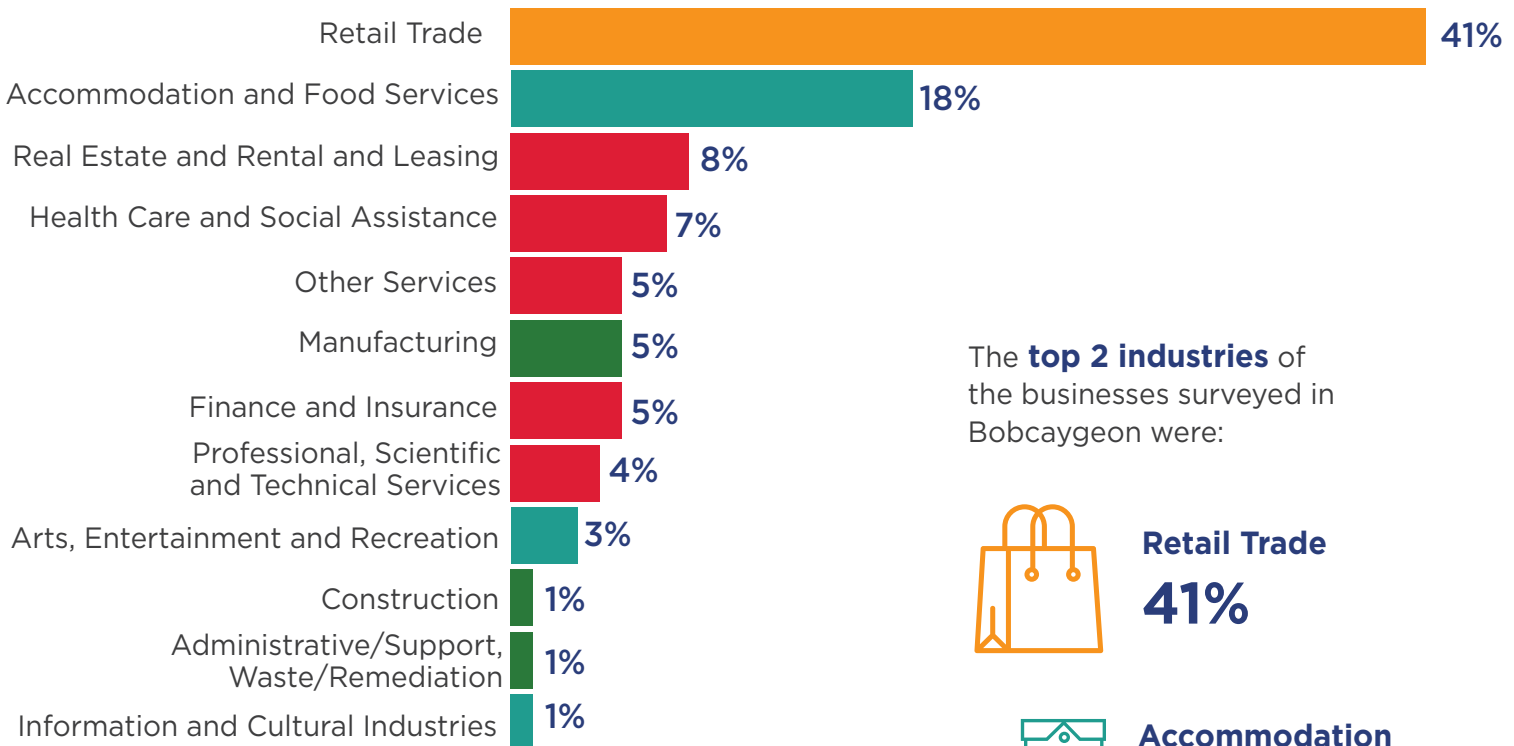
Bobcaygeon



76 businesses in Bobcaygeon participated in the survey.

Businesses that completed the survey (by industry):

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



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



Retail Trade
41%



Accommodation and Food Services
18%

About the Businesses



Head Office Location:
60% of businesses reported that this location was their head office. (n=43)

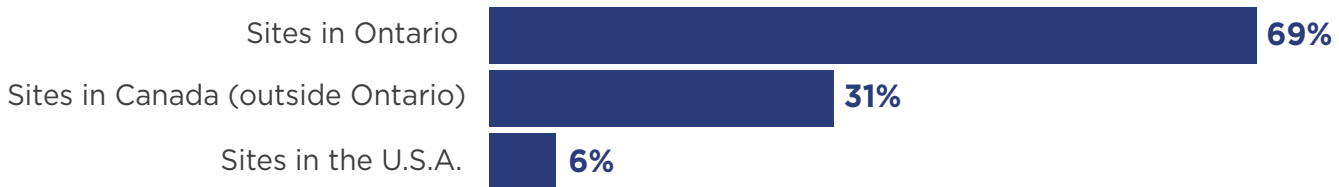


Chamber of Commerce and/or Business Improvement Association (BIA) Membership:
38% of businesses reported that they were members of a Chamber of Commerce and/or Lindsay BIA. (n=39)



Location:
33% of businesses surveyed also have sites **outside of the region** (n=46)

Location of sites outside of the region: (n=16)



Home-based Businesses:
5% are **home based** businesses (n=79)

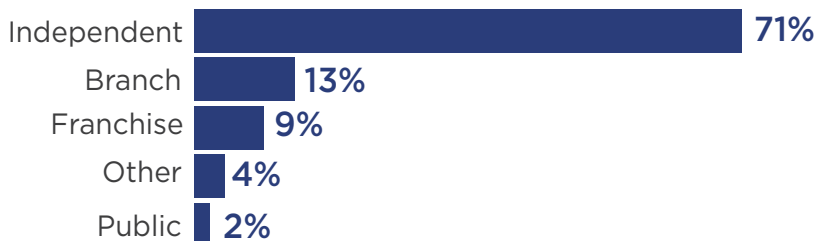


Exporting:
0% of businesses are **exporting** (n=47)

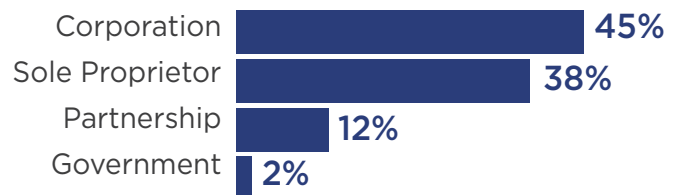


Importing:
20% of businesses are **importing** (n=46)

Ownership Description: (n=45)



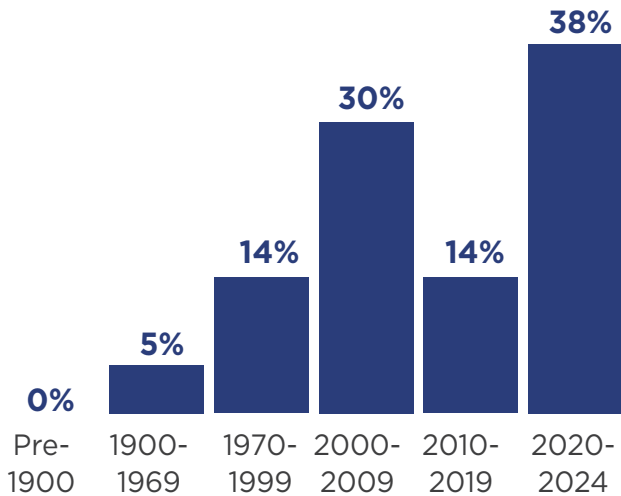
Business Type: (n=42)



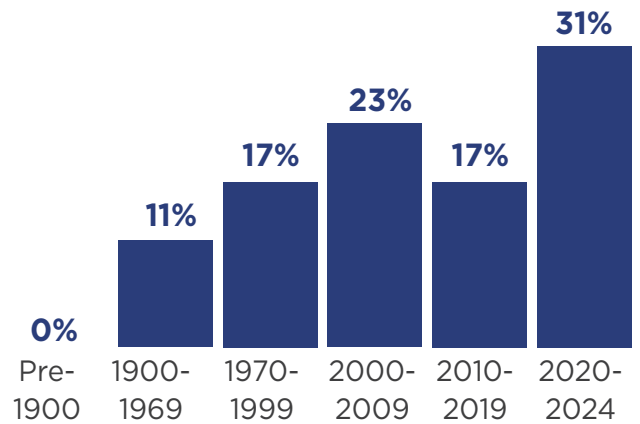
Business Establishment Dates:



the businesses surveyed were **established at their current location.** (n=37)

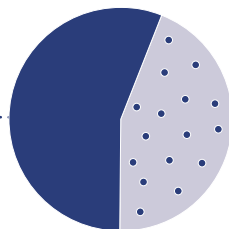


the businesses surveyed were **established.** (n=35)

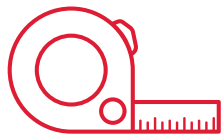


Business Spaces:

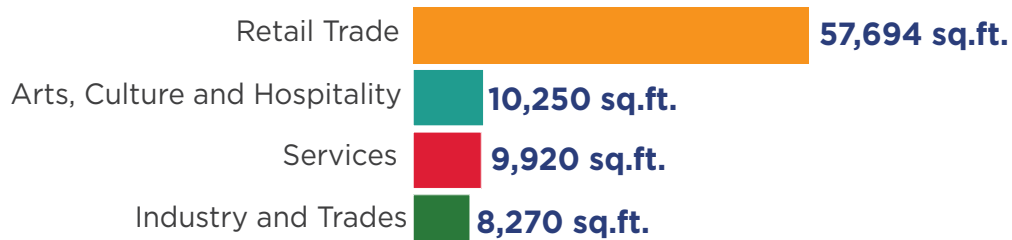
56% of businesses surveyed **lease** their site.



44% of businesses surveyed **own** their site. (n=39)



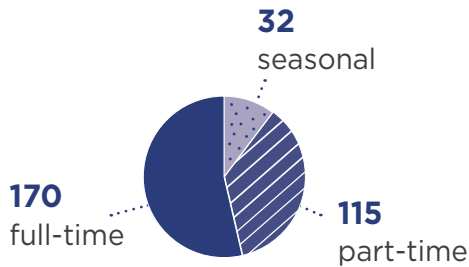
Total square footage covered by businesses surveyed (n=32):
86,134 sq. ft.



About the Employees

Total number of employees per business surveyed:

(n=34)

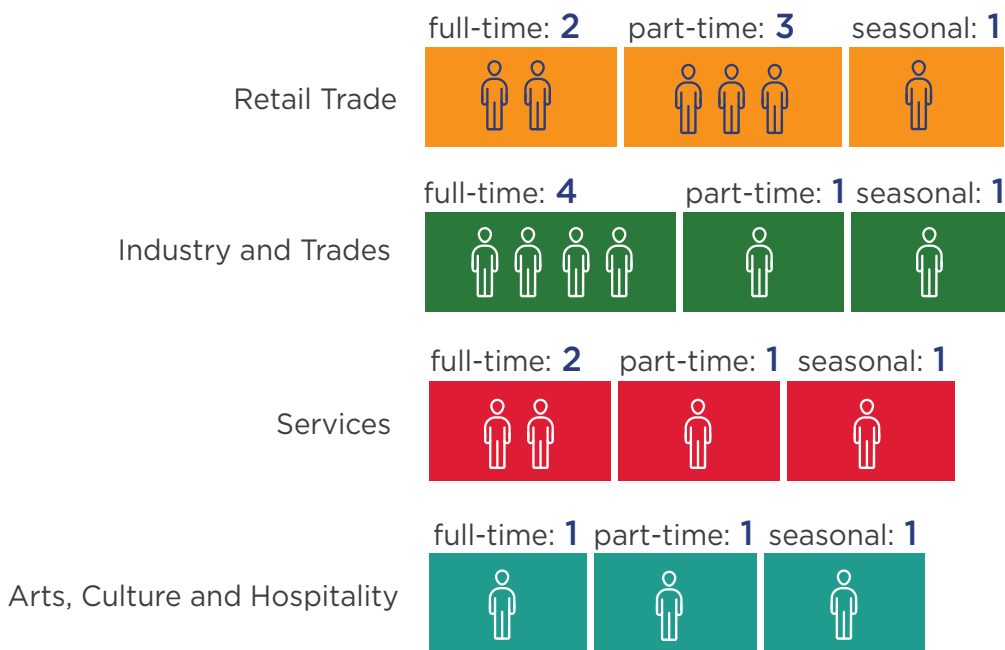


317 total employees reported by businesses surveyed.



38% of businesses surveyed reported a **skills shortage** (n=37)

Average employee count by sector: (n=34)



Future Plans



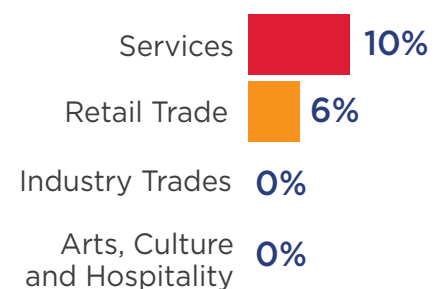
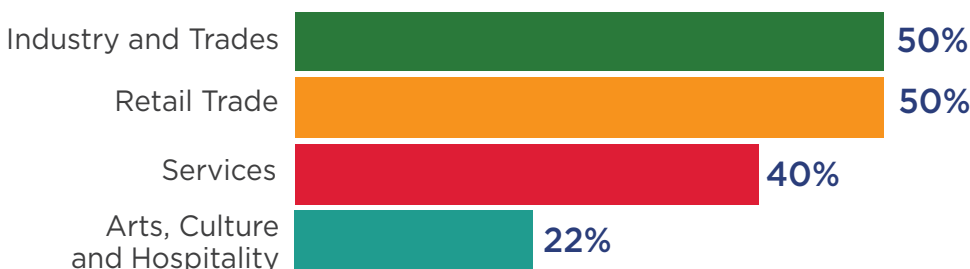
Hiring:

41% of businesses surveyed **plan to hire in the future.** (n=39)



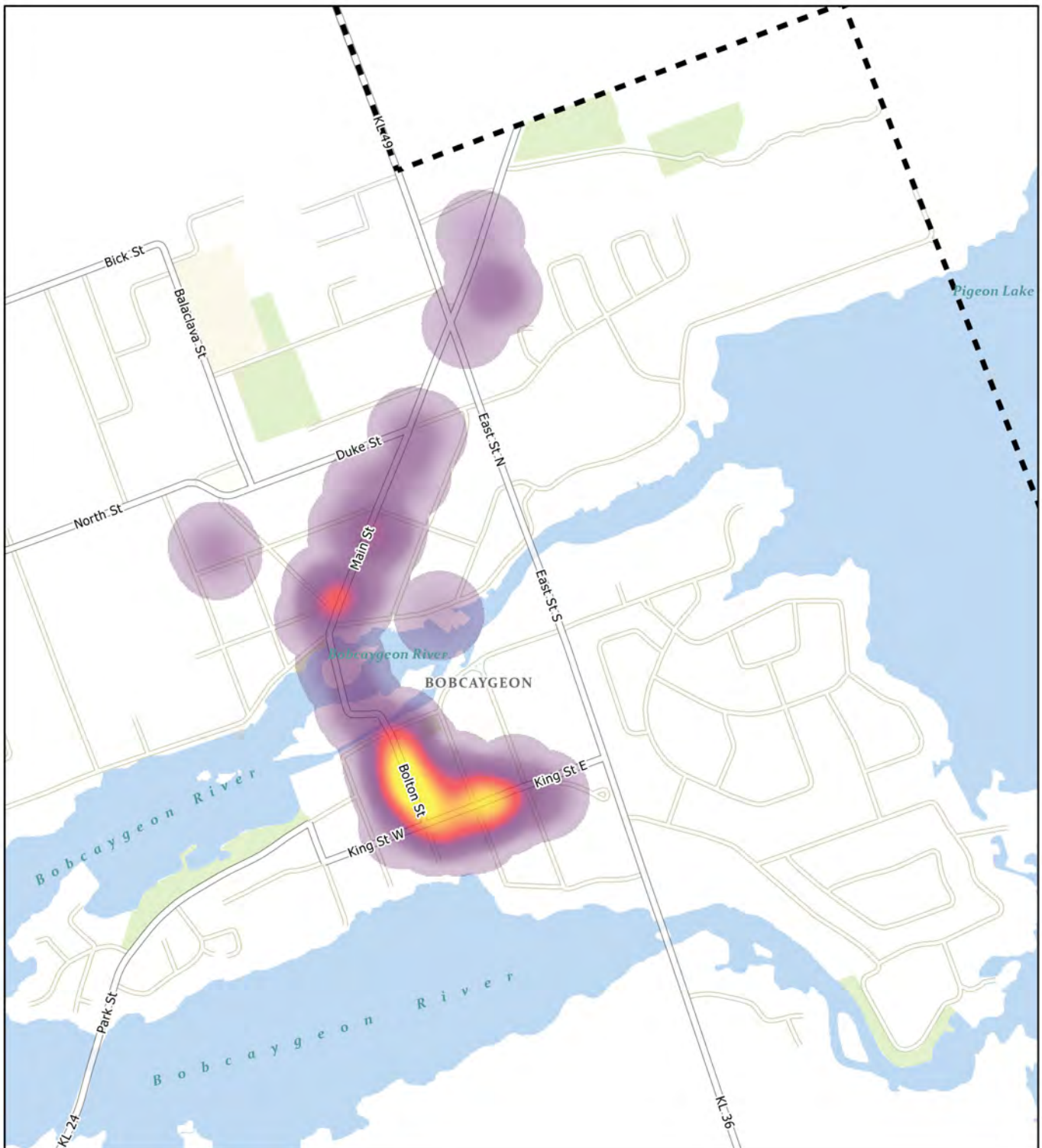
Expanding:

5% of businesses surveyed **plan to expand their floor space.** (n=40)



Bobcaygeon Heat Map

The 2024 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 purple to red to yellow.



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0 0.2 0.4
Kilometers

Business Count Density
Sparse
Dense



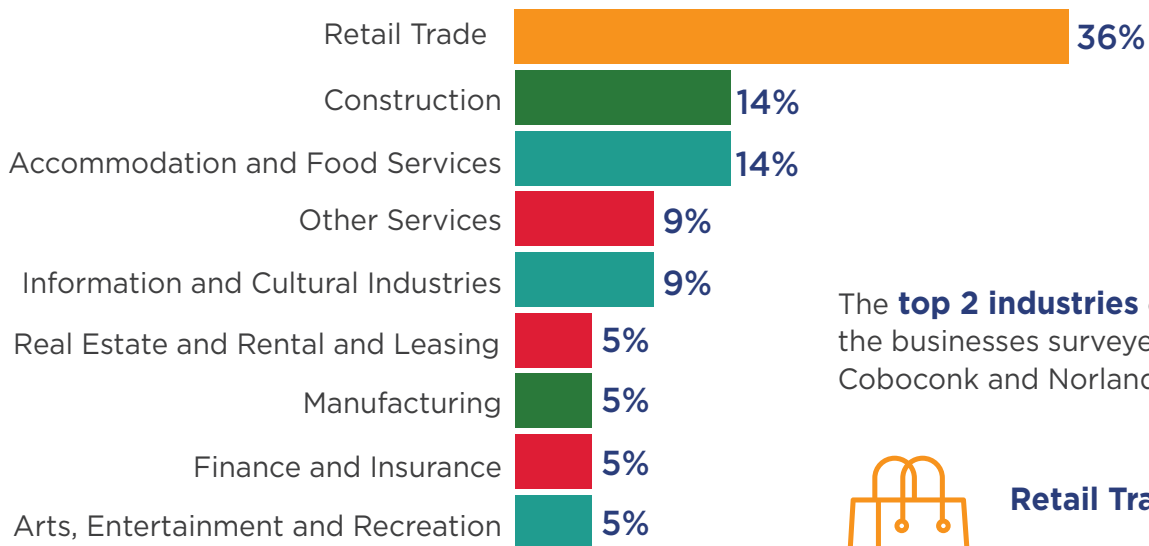
Coboconk and Norland



34 businesses in Coboconk and Norland participated in the survey.

Businesses that completed the survey (by industry):

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



Head Office Location:
45% of businesses reported that this location was their head office. (n=20)

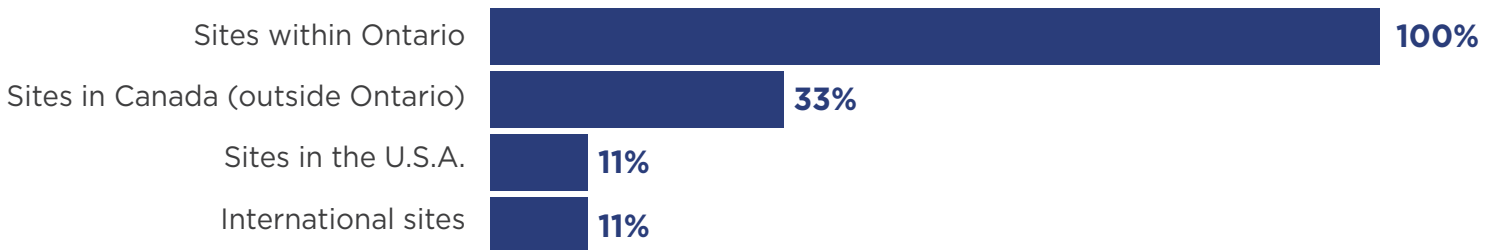


Chamber of Commerce and/or Business Improvement Association (BIA) Membership:
70% of businesses reported that they were members of a Chamber of Commerce and/or Lindsay BIA. (n=20)



Location:
52% of businesses surveyed also have sites **outside of the region** (n=22)

Location of sites outside of the region: (n=9)



Home-based Businesses:
0% are home based businesses (n=34)

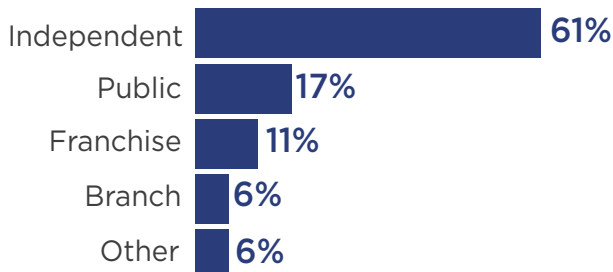


Exporting:
5% of businesses are exporting (n=21)

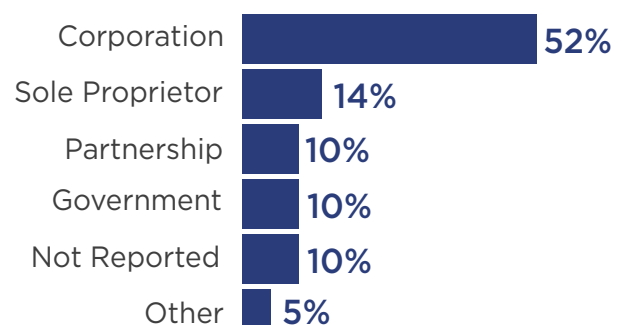


Importing:
10% of businesses are importing (n=20)

Ownership Description: (n=18)



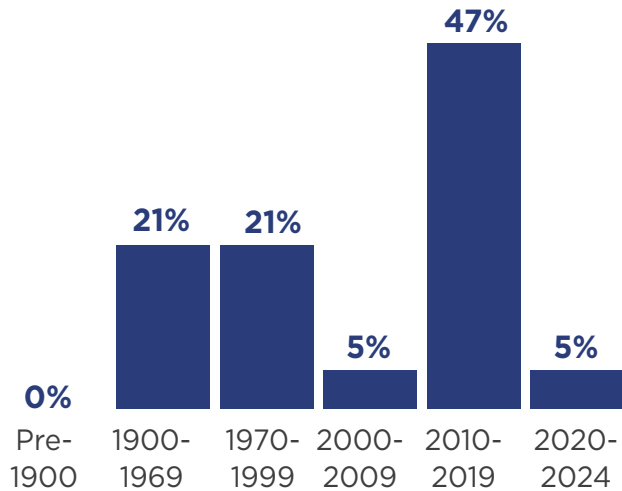
Business Type: (n=21)



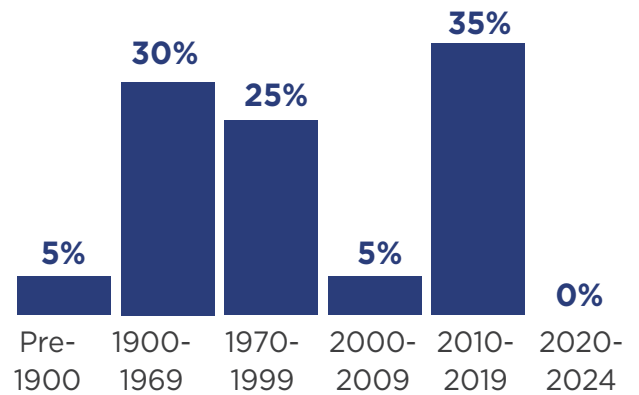
Business Establishment Dates:



the businesses surveyed were **established at their current location.** (n=19)

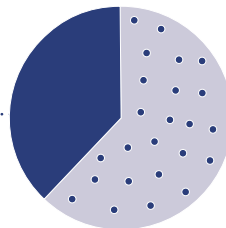


the businesses surveyed were **established.** (n=20)

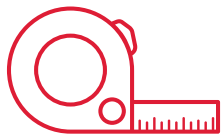


Business Spaces:

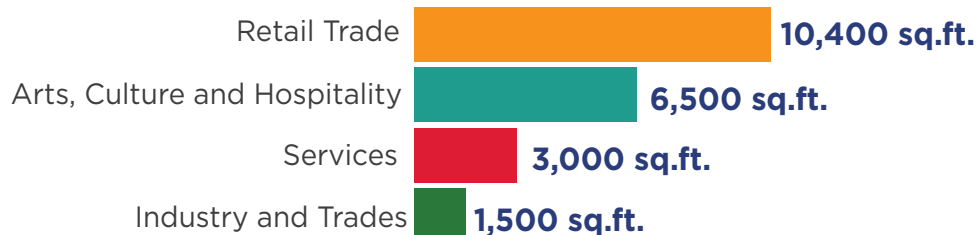
38% of businesses surveyed **lease** their site.



62% of businesses surveyed **own** their site. (n=14)



Total square footage covered by businesses surveyed (n=9):
21,400 sq. ft.

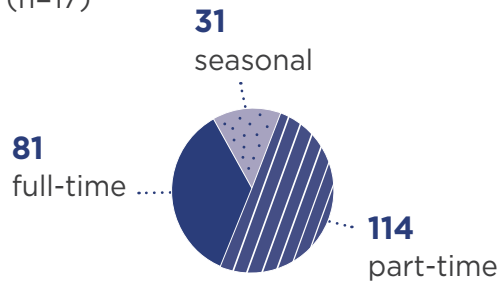


About the Employees



Total number of employees per business surveyed:

(n=17)

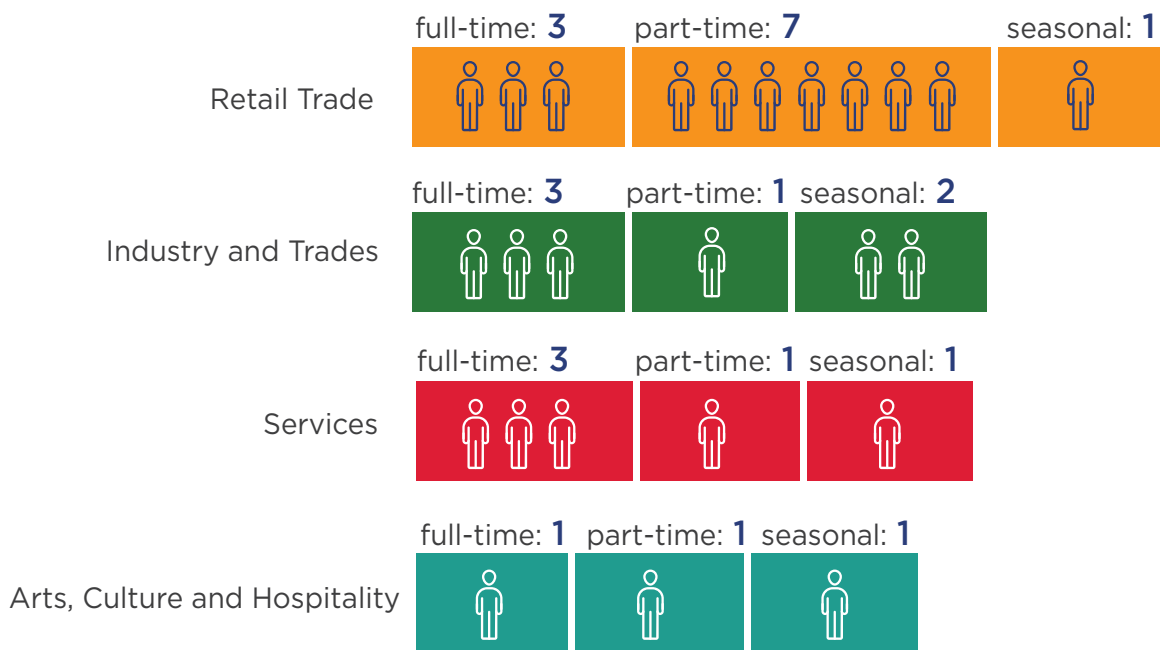


226 total employees reported by businesses surveyed.



48% of businesses surveyed reported a **skills shortage** (n=21)

Average employee count by sector: (n=17)



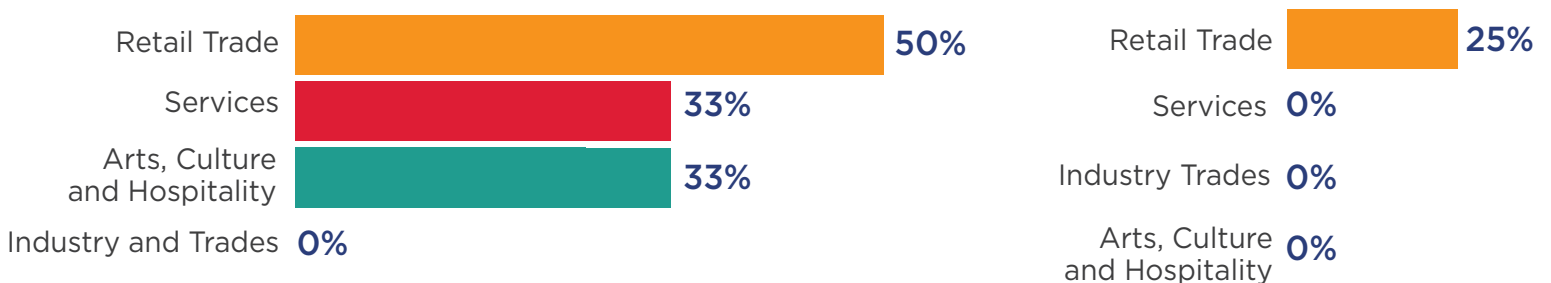
Future Plans



Hiring:
38% of businesses surveyed **plan to hire in the future.** (n=21)

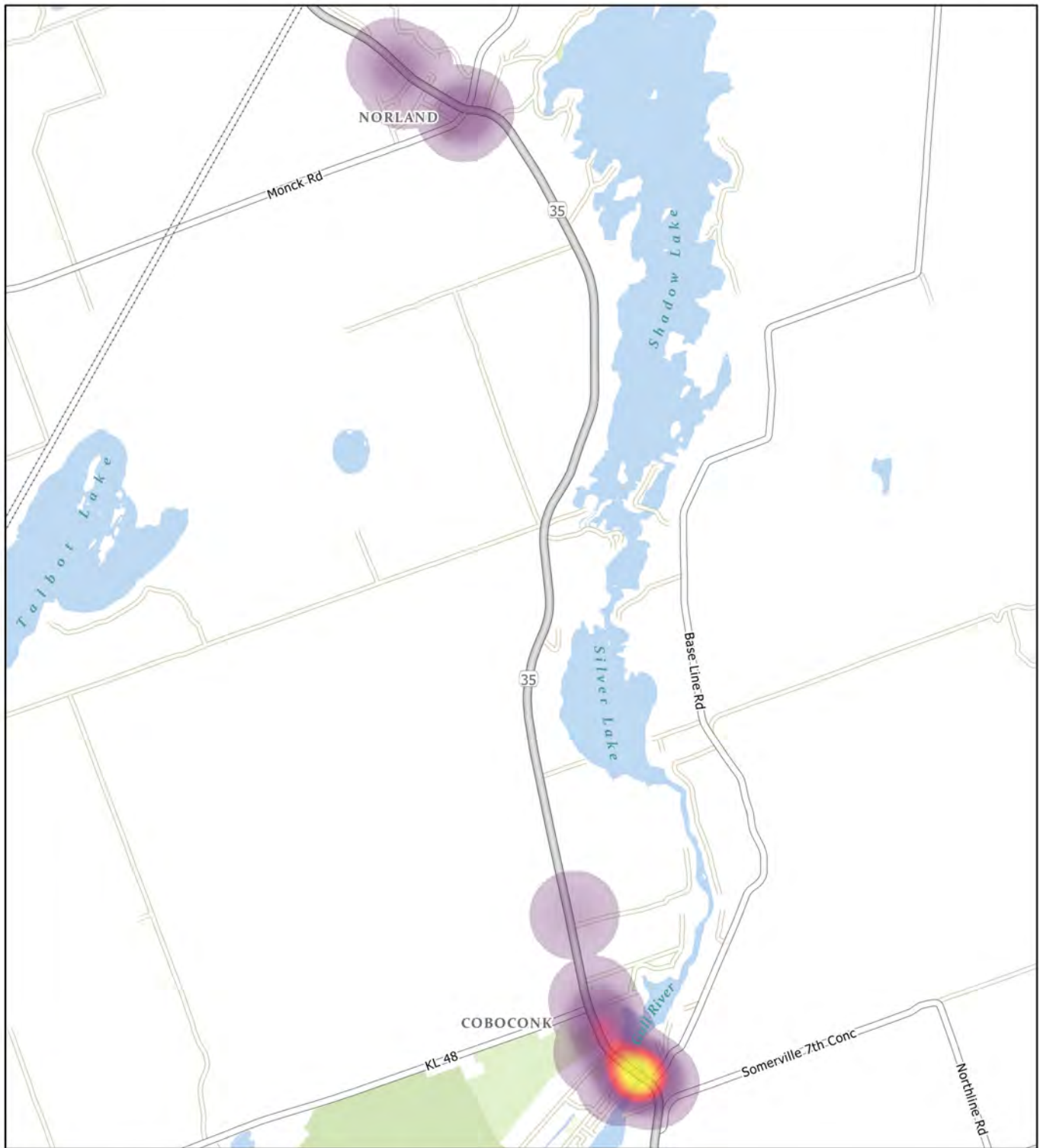


Expanding:
10% of businesses surveyed **plan to expand their floor space.** (n=20)



Coboconk and Norland Heat Map

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For more information, please visit:

www.kawarthalakes.ca



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