

Company Information

1. Date

2. Company Name

3. Company Address

4. In which community do you operate?

- Aylmer
- Bayham
- Central Elgin
- Dutton Dunwich
- Malahide
- Southwold
- West Elgin

5. Name of Person Completing Survey

6. Title of Person Completing Survey

7. Telephone Number

8. Email Address

Company Information

9. Which of the following best describes your tourism business

- Transportation
- Accommodation only
- Accommodation and food services
- Food services only
- Recreation (marinas, golf courses, agri-tourism etc)
- Entertainment (museums, arts, theatre etc)
- Retail travel agency/Tour Guide

Other

10. What time of the year is your business open?

- Year round
- Summer only
- Winter only
- Spring, summer, fall
- Other (please specify)

11. Is the owner (or at least one of the owners) from Elgin County?

- Yes
- No

Comments

12. Where is the headquarters for this business/operation?

- Elgin County or St. Thomas
- Elsewhere in Ontario
- Outside of Ontario but in Canada
- Outside of Canada

13. Is this business location the only one?

- Yes
- No

If no, please specify the other locations

14. Is this a family owned business?

- Yes
- No

15. Does this business have any of the following? (Check all that apply)

- Succession Plan
- Business Plan
- Marketing Plan
- None of the Above

If no, are you interested in more information on plan development?

16. What is the current size of your business?

- | | | |
|--|--|---|
| <input type="checkbox"/> Less than 2 500 sq ft | <input type="checkbox"/> 5 000 - 10 000 sq ft | <input type="checkbox"/> 20 000 - 50 000 sq ft |
| <input type="checkbox"/> 2 500 - 5000 sq ft | <input type="checkbox"/> 10 000 - 20 000 sq ft | <input type="checkbox"/> More than 50 000 sq ft |

Other (please specify)

Business Climate

This section, Business Climate, will give you the opportunity to note your general impressions of the area as well as factors that are barriers to expansion and growth.

17. What is your general impression of Elgin County as a place in which to do business?

- Excellent
- Good
- Fair
- Poor
- No comment

Comments

18. How many years has your business been in operation in Elgin?

- Less than 1 year
- 1-2 years
- 3-10 years
- 11-25 years
- 26-35 years
- 35+ years

Please specify

**19. Which, if any, of the following factors are barriers to the expansion of your business?
(Check all that apply)**

- Availability of land and buildings (leased or purchased)
- Land/ building rental/purchase costs
- Access to capital
- Access to information
- Availability of labour
- Seasonality
- Effective regional tourism promotion
- Outdated facilities & infrastructure

Other (please specify)

Future Plans

The Future Plans section deals with your plans for your business in terms of expansion and growth.

20. Within the next 3 years, which of the following do you plan to undertake at your business?

- Remain the same (Skip to Page 12, Question 38)
- Downsize (Skip to Page 7, Question 21)
- Relocate (Skip to Page 8, Question 24)
- Expand/Renovate (Skip to Page 9, Question 29)
- Close (Skip to Page 11, Question 35)

Future Plans (Downsize)

21. What is the main reason you are planning to downsize your business?

22. Will the downsizing of your business lead to..(Check all that apply)

- A decrease in workforce
- A decrease in production space (building or land)
- A decrease in product production
- A decrease in services for customers
- A decrease in the export of goods or services

Other (please specify)

23. What assistance, if any, could help you prevent the downsizing of this business?

SKIP: After this question please proceed to Page 12 Question 38

- No assistance needed
- Assistance needed

Other (please specify)

Future Plans (Relocate)

24. Do you plan to relocate the business within the next 3 years?

- Yes - within the current township/municipality
- Yes - Outside the current township/municipality but within Elgin County
- Yes - Elsewhere in Ontario (see below)
- Yes - Another province (see below)
- Yes - Outside of Canada (see below)
- No

If outside the County/Province, where

25. When are you planning to relocate?

26. Why are you planning to relocate the business?

27. If you are relocating within the current township/municipality or Elgin County, what can we do to assist you in the relocation?

28. If you are planning on relocating outside of Elgin County, what assistance, if any, could help prevent the relocation of this business?

SKIP: After this question please go to Page 12 Question 38

- No assistance needed
- Assistance needed

Other (please specify)

Future Plans (Expand/Renovate)

29. What is the PRIMARY reason for your expansion/renovation? (Please select one)

- Increasing Demand
- New Product
- New Market

Other (please specify)

30. When are you planning to expand?

31. Will your expansion/renovation lead to...(Check all that apply)

- An increase in workforce
- An increase in floor space
- Additional product
- Additional services for customers
- Additional investment in equipment and technology
- Importing goods or services to Canada
- An increase in export of goods or services
- Process improvements
- An increase in demand for skills training

Other (please specify)

32. Are you experiencing any problems or difficulties with your expansion/renovation plans?

33. Will your expansion/renovation require that you will need additional land or a larger building for your business?

- Yes
- No (Skip to Page 12, Question 38)
- Not sure yet (Skip to Page 12, Question 38)

Other (please specify)

34. Can you estimate the approximate increase in land/building size that you will need for your expansion?

SKIP: After this question please proceed to Page 12, Question 38

- Land Size (specify)
- Building Size (specify)

Other (please specify)

Future Plans (Close)

35. What is the primary reason for closing your business?

36. When will you close this business?

37. What assistance, if any, could help you prevent the closure of the business?

No assistance needed

Assistance Needed

Other (please specify)

Business Development

The Business Development section deals with the infrastructure, utilities and tools you use and need to operate your business.

38. How satisfied are you with the current location of your business in Elgin County?

- Completely satisfied
- Somewhat satisfied (see below)
- Somewhat dissatisfied (see below)
- Very dissatisfied (see below)

Please comment

39. What could be done to make your community a more physically appealing tourist area? Select all that apply

- Improve signage
- Improve general appearance of roadside areas
- Provide clean, well kept & well signed public washrooms
- Enforce property standards
- Address property standards
- Address buildings in poor condition
- Enforce weed by-laws
- More and better festivals and events
- More niche market specialty shops
- More restaurants
- More entertainment facilities
- Improved tourism information centre
- Downtown revitalization, public realm improvements

Other (please specify)

40. What community assets would you most like to see developed?

- Walking & bike trails
- Public parking
- Parks and/or green space
- Public Cultural facilities - libraries, museums, entertainment centres
- Sports or recreation facilities
- Farmer's markets and open markets
- Waterfront access, marinas, boat landings

Other (please specify)

41. Rate your level of satisfaction with the tourism facilities in your area

	Excellent	Good	Fair	Poor	N/A
Availability of public washrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition & cleanliness of public washrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway rest areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

42. Looking into the future who would you like to see as your main target markets

	Future
Corporate	<input type="radio"/>
Motor coach groups/travel trade	<input type="radio"/>
Leisure travelers	<input type="radio"/>
Outdoor enthusiasts	<input type="radio"/>
Local within 100 km	<input type="radio"/>
Ontario	<input type="radio"/>
Other Provinces (Specify below)	<input type="radio"/>
U.S (Specify Region below)	<input type="radio"/>
Europe	<input type="radio"/>
Other (please specify)	
<input type="text"/>	

43. What organizations do you now rely on for information and support for your business?

- Ministry of Tourism & Recreation
- Elgin County Tourism
- Southwest Ontario Tourism (SWOTC)
- Canadian Tourism Commission
- American Bus Association
- Ontario Motor Coach Association
- Quebec Bus Association
- Conferences
- In-House

Other (please specify)

44. Does your tourism business have the potential to expand into either...

- Shoulder seasons (outside of the traditional tourist season June - September)
- Year round
- Already operate year round

45. Do you participate in any of the following advertising campaigns?

- Local co-op advertising campaigns
- Regional co-op advertising campaigns
- Provincial co-op advertising campaigns
- National co-op advertising campaigns

Please specify

46. Looking 3 years into the future, what do you feel could be the primary products that attract visitors to the area and your business? Select all that apply

	Future
Adventure	<input type="checkbox"/>
Agri-tourism	<input type="checkbox"/>
Arts & Culture	<input type="checkbox"/>
Cycling	<input type="checkbox"/>
Culinary	<input type="checkbox"/>
Ecotourism	<input type="checkbox"/>
Family focus	<input type="checkbox"/>
Fishing	<input type="checkbox"/>
General attraction	<input type="checkbox"/>
Heritage	<input type="checkbox"/>
Hunting	<input type="checkbox"/>
Music	<input type="checkbox"/>
Museums	<input type="checkbox"/>
Outdoor activities	<input type="checkbox"/>
Performing arts	<input type="checkbox"/>
Trails	<input type="checkbox"/>
Snowmobiling	<input type="checkbox"/>
ATV adventures	<input type="checkbox"/>
Sightseeing	<input type="checkbox"/>

Other (please specify)

47. How beneficial are the following to your business?

	Very Beneficial	Somewhat Beneficial	Minor benefit	No Benefit	Need improvement	N/A
Events/Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ontario Tourism Marketing Partnership (OTMP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ontario's Southwest (SWOTC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elgin County marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chamber of Commerce marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism Information Centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public washrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public rest and picnic areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines - tourism focus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism guides - travel guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-packages including your site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Business Development - Financial

48. Over the PAST year, have your sales?

- Increased
- Decreased
- Remained Stable
- Uncertain

49. Are you anticipating your sales to increase/decrease/remain stable over the NEXT three years?

- Increase
- Decrease
- Remain Stable
- Uncertain

50. Do you have a financial plan?

- Yes
- No

51. How often do you update your financial plan?

- Quarterly
- Semi-annually
- Annually
- Every 2 - 3 years
- Every 4 - 5 years

Workforce Development

In order to determine solutions to work force and human resource issues, this section, Workforce Development, deals with your impressions and experiences with the local labour pool.

52. How many employees work at this location currently? (In addition to the owners)

	Full Time	Part Time	Seasonal
Owners only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10-19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20-49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

53. During the PAST 3 years, has the number of employees in your operation...? (Please indicate the numbers if the employee level has changed)

- Increased (specify numbers below)
- Decreased (specify numbers below)
- Remained the same (Skip to Question 55)
- Don't know (Skip to Question 55)

Please specify number change

54. What factors are responsible for this change (Check all that apply)

- Operation is new
- Technological changes
- Increase/decrease in market competition
- Management effectiveness
- Renovation or expansion
- Increase/decrease in sales
- New products or services introduced
- Entered new market
- Increase/decrease in market share

Other (please specify)

55. Looking ahead for the NEXT 3 years, do you think the number of employees in your operation will... (Please indicate numbers)

- Increase (specify numbers below)
- Decrease (specify numbers below)
- Remain the same (Skip to Question 57)
- Don't know (Skip to Question 57)

Please specify number change

56. What factors are responsible for this change (Check all that apply)

- Operation is new
- Technological changes
- Increase/decrease in market competition
- Management effectiveness
- Renovation or expansion
- Increase/decrease in sales
- New products or services introduced
- Entered new market
- Increase/decrease in market share

Other (please specify)

57. What percentage of your workers are from Elgin County?

58. How do you rate the availability/quality of workers in Elgin for your operation's needs?

	Excellent	Good	Fair	Poor
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

59. Are you interested in training in any of the following areas? (Check all that apply)

- Reading
- Numeracy
- Oral communications
- Written communications
- Supervisory
- Computer software
- Computer hardware
- Sales and marketing
- Financial management
- Customer service
- Working with others
- Health and safety/WHMIS/WSIB
- Quality assurance

Other (please specify)

60. Where do your employees currently receive training? (Check all that apply)

- Local community college
- Distance Education
- In house
- Customized training
- University
- Online
- Outside of the area, where?
- Other, where?

Other (please specify)

61. What are the most significant barriers to your employees receiving the necessary training? (Check all that apply)

- Cost
- Awareness of existing training programs
- Relevant training is not offered
- Distance to training facility
- Unable to release employees
- Losing trained employees to other businesses
- Awareness of legislated training
- Loss of productivity during the training period

Comments

Local Community

We are interested in how you feel about Elgin as a place in which to do business.

62. List 3 of the County's advantages as a place to do business.

One

Two

Three

63. List 3 of the County's disadvantages as a place to do business.

One

Two

Three

64. What programs would eliminate the disadvantages you have listed above?

65. Are you aware of any business/operation that might be considering relocating to Elgin County? May we use your name as a contact reference? If yes, please provide contact information for the prospective company/operation.

66. Are there any other issues, concerns, comments or requests that you would like to note in regards to doing business in Elgin County?

Thank you!

Thank you for being a part of this survey! Your input is greatly valued and will be an integral part of our process to determine how best to grow and assist businesses in the County. Please feel free to contact us at any time with concerns or questions. For more information visit www.progressivebynature.com.

Thank you again for your support.