2016 Orillia BR+E Survey
Detailed Report

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1 BUSINESS INFORMATION

WHICH NAICS CODE(S) BEST DESCRIBES YOUR BUSINESS?

NAIC Code	N
72 - Accommodation and Food Services	22
44 - Retail Trade (motor vehicles, furniture etc.)	20
23 - Construction	16
45 - Retail Trade (sporting goods, music, books, etc.)	16
54 - Professional, Scientific, and Technical Services	11
71 - Arts, Entertainment, and Recreation	11
11 - Agriculture, Forestry, Fishing and Hunting	9
33 - Manufacturing (primary and fabricated metal, etc.)	9
52 - Finance and Insurance	8
32 - Manufacturing (wood, paper, etc.)	6
41 - Wholesale Trade	4
53 - Real Estate and Rental and Leasing	4
56 - Administrative and Support and Waste Management and Remediation Services	4
62 - Health Care and Social Assistance	4
21 - Mining, Quarrying, and Oil and Gas Extraction	3
55 - Management of Companies and Enterprises	3
81 - Other Services	3
48 - Transportation and Warehousing,	3
61 - Educational Services	2
51 - Information	1
91 - Public Administration	1

BI1: WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BUSINESS?
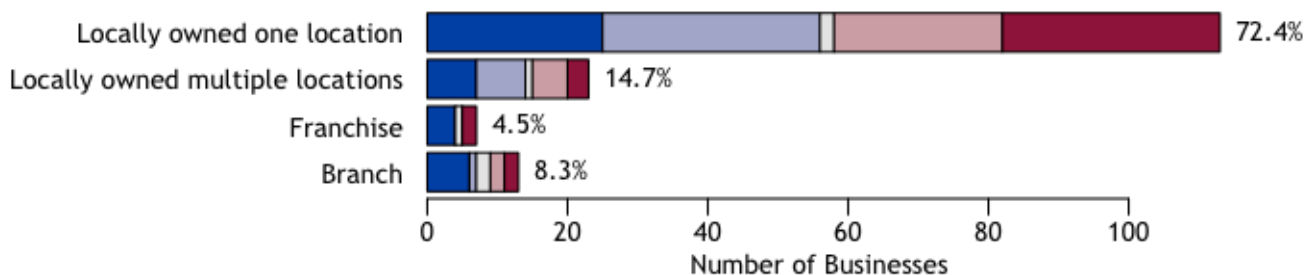
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Branch	13 (8%)	6 (14%)	1 (3%)	2 (33%)	2 (6%)	2 (5%)
Franchise	7 (4%)	4 (10%)	0 (0%)	1 (17%)	0 (0%)	2 (5%)
Locally owned multiple locations	23 (15%)	7 (17%)	7 (18%)	1 (17%)	5 (16%)	3 (8%)
Locally owned one location	113 (72%)	25 (60%)	31 (80%)	2 (33%)	24 (77%)	31 (82%)
Total	156 (100%)	42 (100%)	39 (100%)	6 (100%)	31 (100%)	38 (100%)

BI2: IS AT LEAST ONE OF THE OWNERS INVOLVED IN THE DAY-TO-DAY OPERATION OF THE BUSINESS?
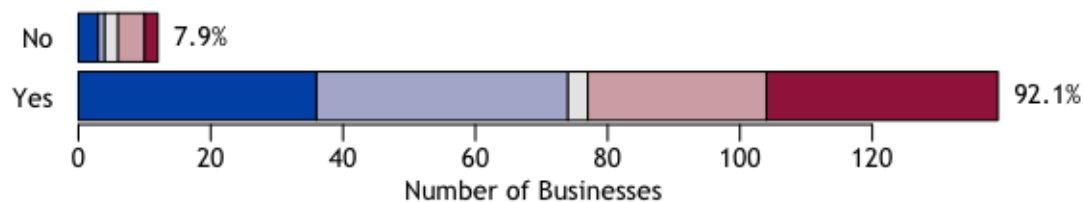
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Yes	139 (92%)	36 (92%)	38 (97%)	3 (60%)	27 (87%)	35 (95%)
No	12 (8%)	3 (8%)	1 (3%)	2 (40%)	4 (13%)	2 (5%)
Total	151 (100%)	39 (100%)	39 (100%)	5 (100%)	31 (100%)	37 (100%)

BI3: Is at least one of the owners a resident of the community?

No — 18.9%
Yes — 81.1%

Number of Businesses

Legend: Orillia · Oro - Medonte · Rama · Ramara · Severn
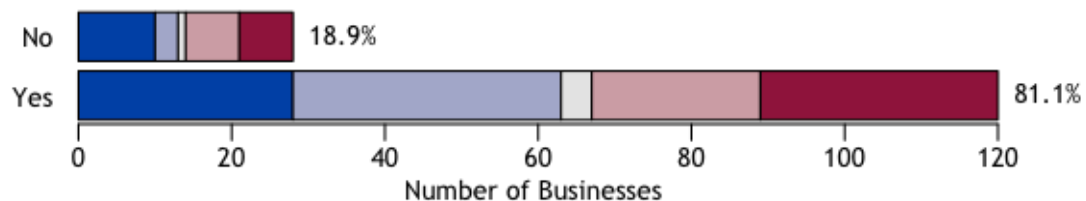
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Yes	120 (81%)	28 (74%)	35 (92%)	4 (80%)	22 (76%)	31 (82%)
No	28 (19%)	10 (26%)	3 (8%)	1 (20%)	7 (24%)	7 (18%)
Total	148 (100%)	38 (100%)	38 (100%)	5 (100%)	29 (100%)	38 (100%)

BI4.A: Does your business have a business plan?

No — 41.5%
Yes — 58.5%

Number of Businesses

Legend: Orillia · Oro - Medonte · Rama · Ramara · Severn
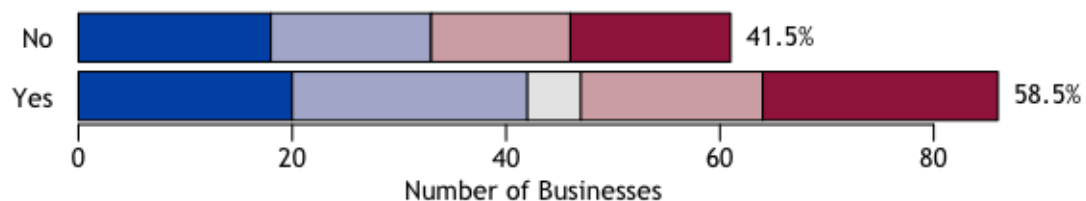
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Yes	86 (58%)	20 (53%)	22 (60%)	5 (100%)	17 (57%)	22 (60%)
No	61 (42%)	18 (47%)	15 (40%)	0 (0%)	13 (43%)	15 (40%)
Total	147 (100%)	38 (100%)	37 (100%)	5 (100%)	30 (100%)	37 (100%)

BI4.b: WHEN WAS IT LAST UPDATED?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Less than 1 year	40 (46%)	8 (42%)	11 (46%)	3 (60%)	7 (41%)	11 (52%)
1 to 3 years	28 (33%)	8 (42%)	7 (29%)	1 (20%)	5 (29%)	7 (33%)
4 to 5 years	9 (10%)	3 (16%)	3 (12%)	0 (0%)	2 (12%)	1 (5%)
Greater than 5 years	9 (10%)	0 (0%)	3 (12%)	1 (20%)	3 (18%)	2 (10%)
Total	86 (100%)	19 (100%)	24 (100%)	5 (100%)	17 (100%)	21 (100%)
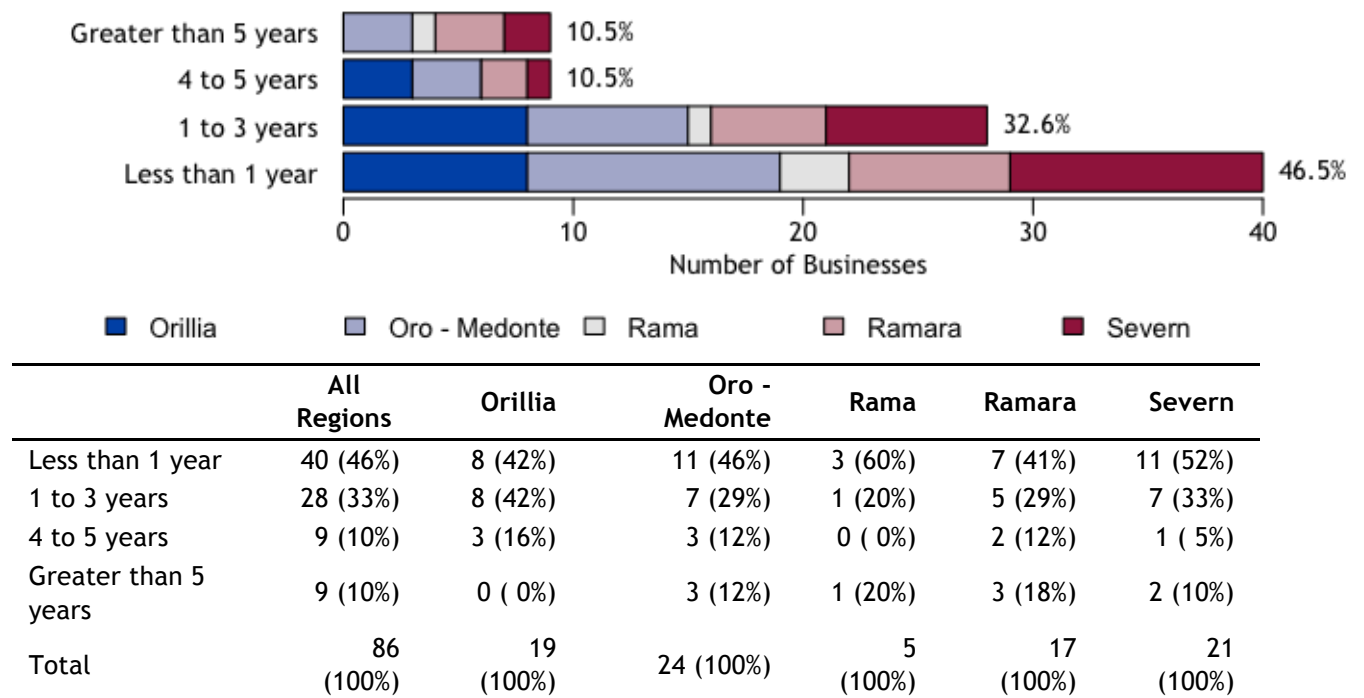
BI5: HOW MANY YEARS HAS YOUR BUSINESS BEEN IN OPERATION IN THIS COMMUNITY?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
< 1 year	4 (3%)	1 (2%)	0 (0%)	0 (0%)	1 (3%)	2 (5%)
1 - 3 years	8 (5%)	2 (5%)	1 (2%)	1 (17%)	2 (6%)	2 (5%)
4 - 10 years	29 (19%)	5 (12%)	13 (32%)	0 (0%)	3 (10%)	8 (22%)
11 -25 years	48 (31%)	14 (34%)	12 (30%)	4 (67%)	8 (26%)	10 (27%)
26 - 35 years	23 (15%)	9 (22%)	5 (12%)	0 (0%)	3 (10%)	6 (16%)
Over 35 years	43 (28%)	10 (24%)	9 (22%)	1 (17%)	14 (45%)	9 (24%)
Total	155 (100%)	41 (100%)	40 (100%)	6 (100%)	31 (100%)	37 (100%)
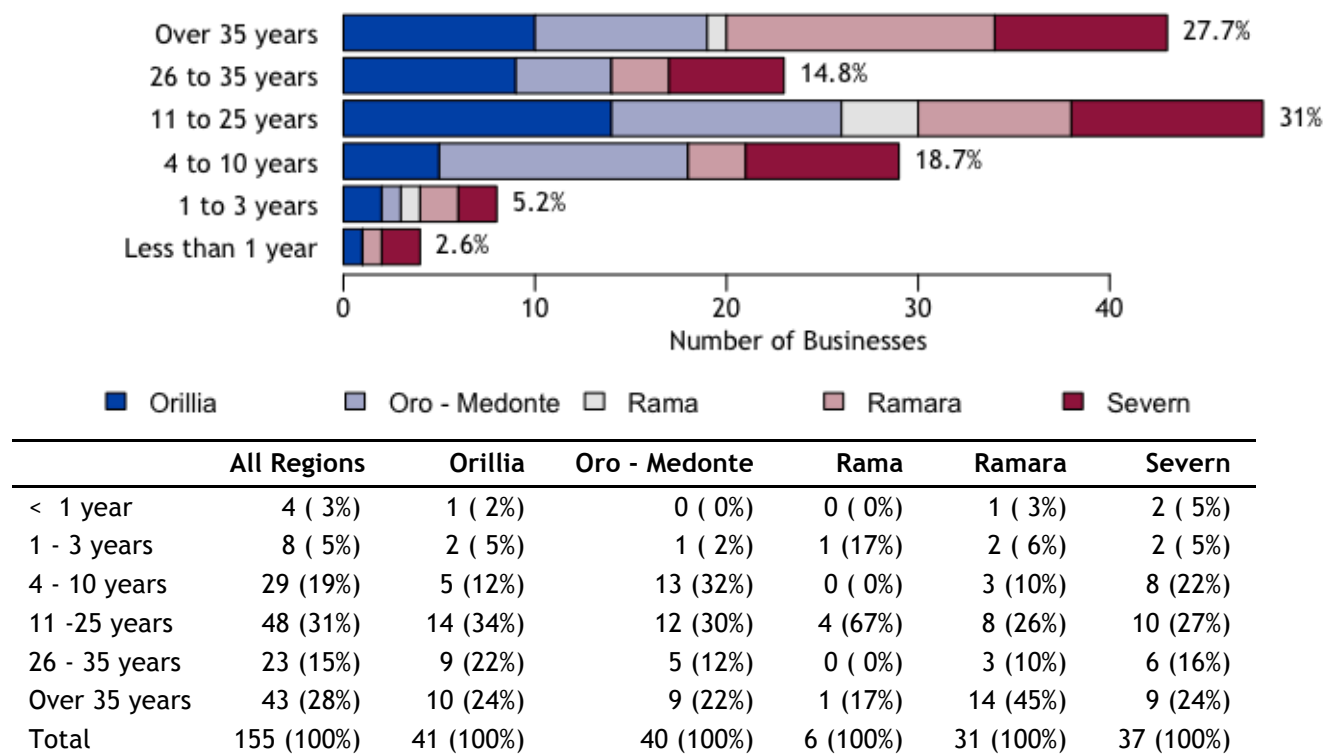
BI6: HOW MANY YEARS HAVE THE CURRENT OWNER/OWNERS BEEN OPERATING THIS BUSINESS**?**
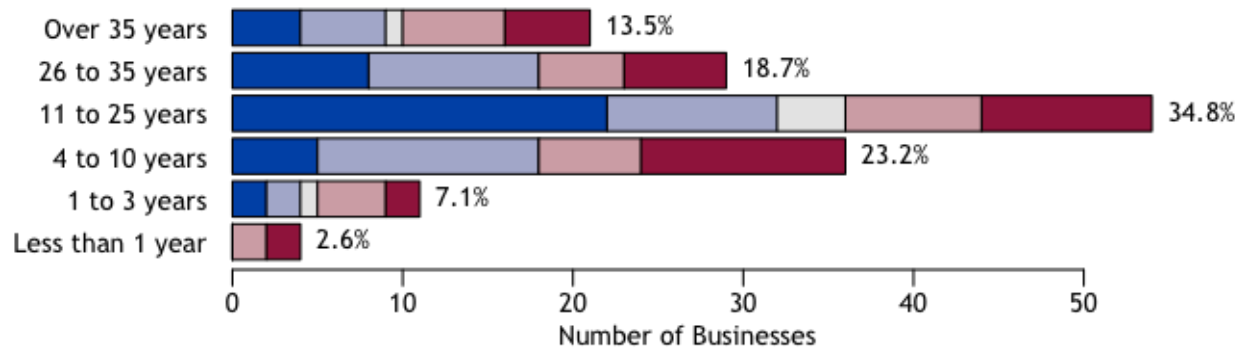
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
< 1 year	4 (3%)	0 (0%)	0 (0%)	0 (0%)	2 (6%)	2 (5%)
1 - 3 years	11 (7%)	2 (5%)	2 (5%)	1 (17%)	4 (13%)	2 (5%)
4 - 10 years	36 (23%)	5 (12%)	13 (32%)	0 (0%)	6 (19%)	12 (32%)
11 -25 years	54 (35%)	22 (54%)	10 (25%)	4 (67%)	8 (26%)	10 (27%)
26 - 35 years	29 (19%)	8 (20%)	10 (25%)	0 (0%)	5 (16%)	6 (16%)
Over 35 years	21 (14%)	4 (10%)	5 (12%)	1 (17%)	6 (19%)	5 (14%)
Total	155 (100%)	41 (100%)	40 (100%)	6 (100%)	31 (100%)	37 (100%)

BI7: Including owner/owners, how many employees work at this location?
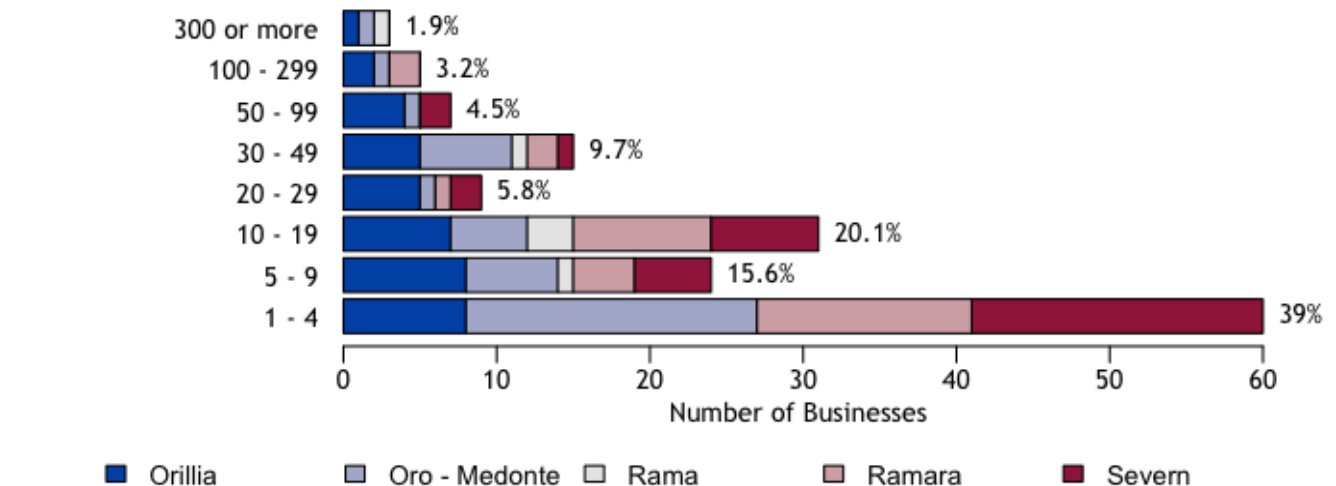
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
1 - 4	60 (39%)	8 (20%)	19 (48%)	0 (0%)	14 (44%)	19 (53%)
5 - 9	24 (16%)	8 (20%)	6 (15%)	1 (17%)	4 (12%)	5 (14%)
10 - 19	31 (20%)	7 (18%)	5 (12%)	3 (50%)	9 (28%)	7 (19%)
20 - 29	9 (6%)	5 (12%)	1 (2%)	0 (0%)	1 (3%)	2 (6%)
30 - 49	15 (10%)	5 (12%)	6 (15%)	1 (17%)	2 (6%)	1 (3%)
50 - 99	7 (4%)	4 (10%)	1 (2%)	0 (0%)	0 (0%)	2 (6%)
100 - 299	5 (3%)	2 (5%)	1 (2%)	0 (0%)	2 (6%)	0 (0%)
300 or more	3 (2%)	1 (2%)	1 (2%)	1 (17%)	0 (0%)	0 (0%)
Total	154 (100%)	40 (100%)	40 (100%)	6 (100%)	32 (100%)	36 (100%)

BI9: The market of your business is
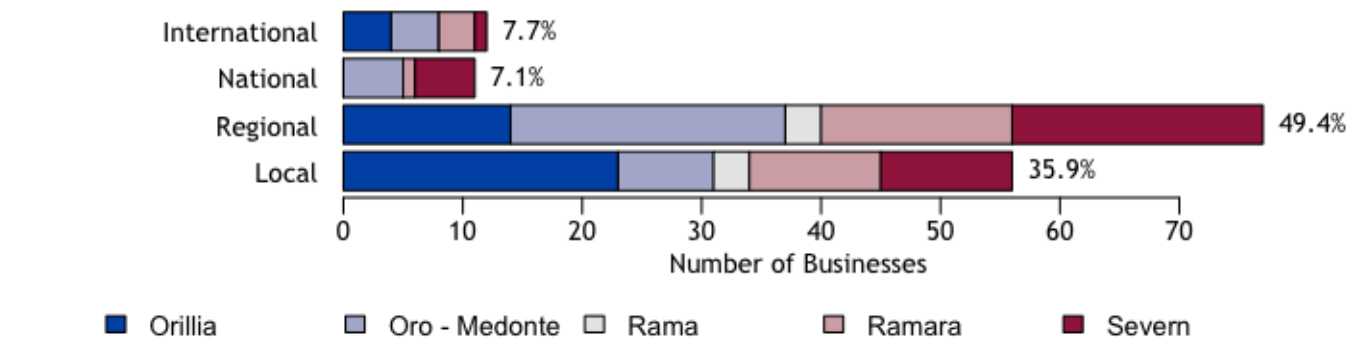
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Local	56 (36%)	23 (56%)	8 (20%)	3 (50%)	11 (36%)	11 (29%)
Regional	77 (49%)	14 (34%)	23 (58%)	3 (50%)	16 (52%)	21 (55%)
National	11 (7%)	0 (0%)	5 (12%)	0 (0%)	1 (3%)	5 (13%)
International	12 (8%)	4 (10%)	4 (10%)	0 (0%)	3 (10%)	1 (3%)
Total	156 (100%)	41 (100%)	40 (100%)	6 (100%)	31 (100%)	38 (100%)
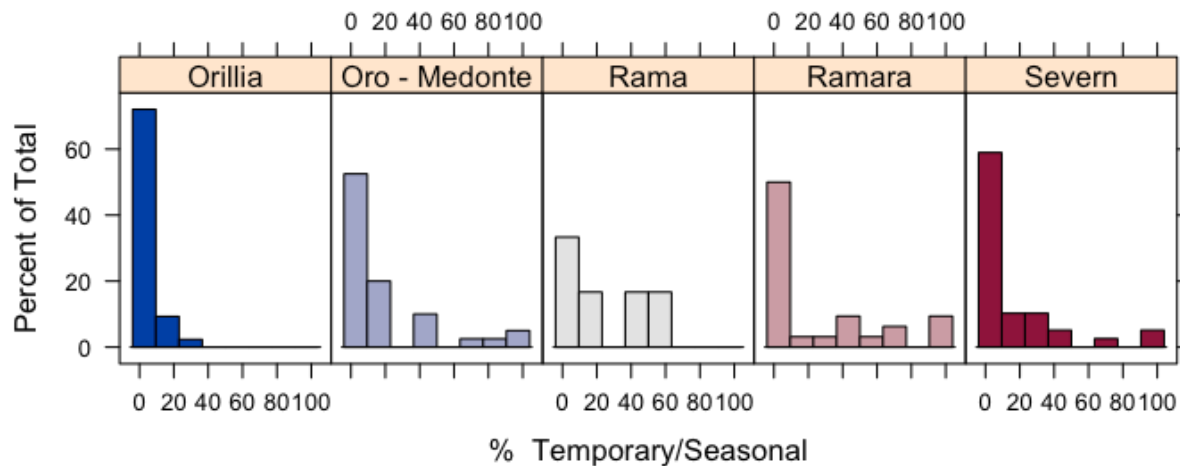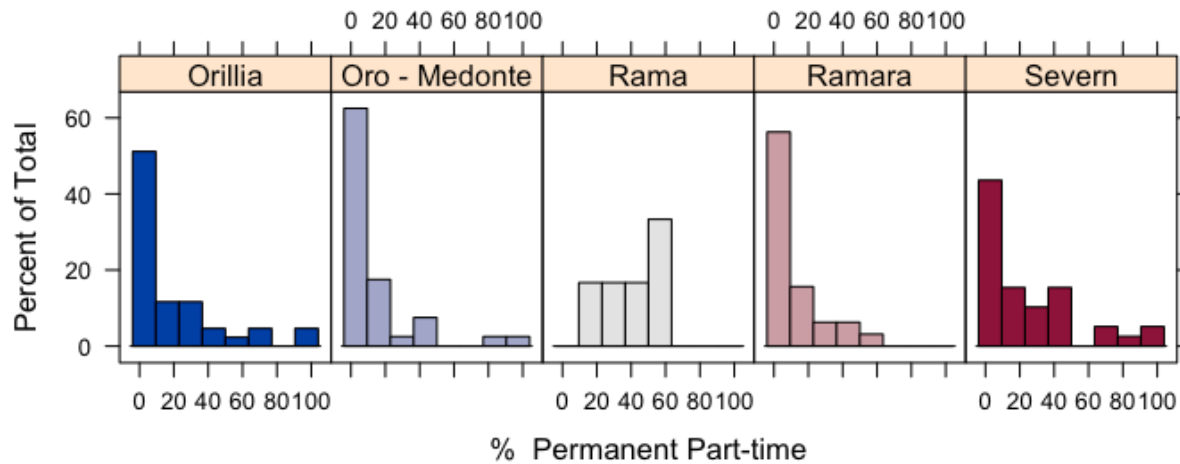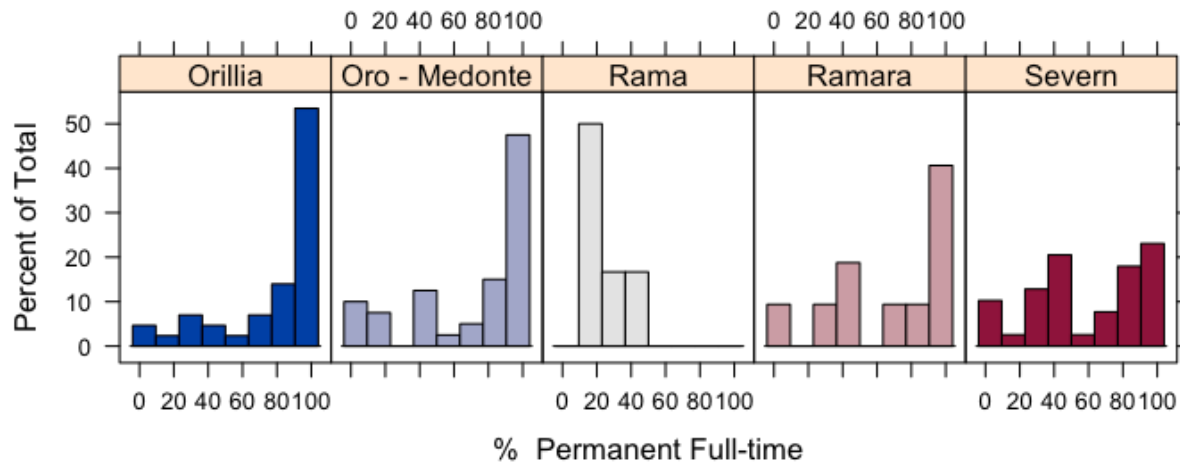
These graphs represent the reported percentages of the workforce in each category. For instance, over 50% of the Orillia businesses reported that 100% of their workforce is permanent full-time, while only 20% of Severn businesses reported all their workers are permanent full-time.

2 BUSINESS CLIMATE

All figures shown are in percentages for comparison across areas.

BC1: WHAT IS YOUR GENERAL IMPRESSION OF THIS COMMUNITY AS A PLACE TO DO BUSINESS?
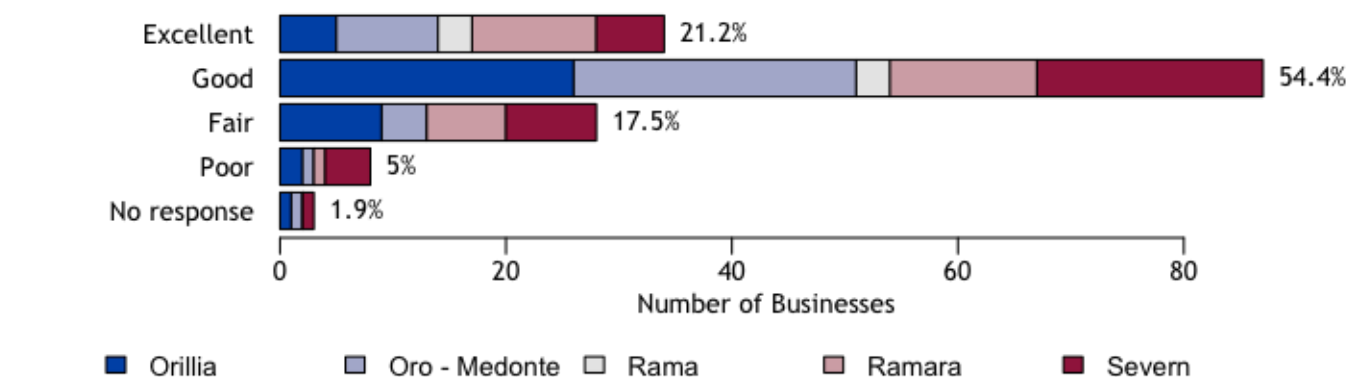
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	3 (2%)	1 (2%)	1 (2%)	0 (0%)	0 (0%)	1 (3%)
Poor	8 (5%)	2 (5%)	1 (2%)	0 (0%)	1 (3%)	4 (10%)
Fair	28 (18%)	9 (21%)	4 (10%)	0 (0%)	7 (22%)	8 (20%)
Good	87 (54%)	26 (60%)	25 (62%)	3 (50%)	13 (41%)	20 (51%)
Excellent	34 (21%)	5 (12%)	9 (22%)	3 (50%)	11 (34%)	6 (15%)

BC2: IN THE PAST 3 YEARS HAS YOUR ATTITUDE ABOUT DOING BUSINESS IN THIS COMMUNITY CHANGED?
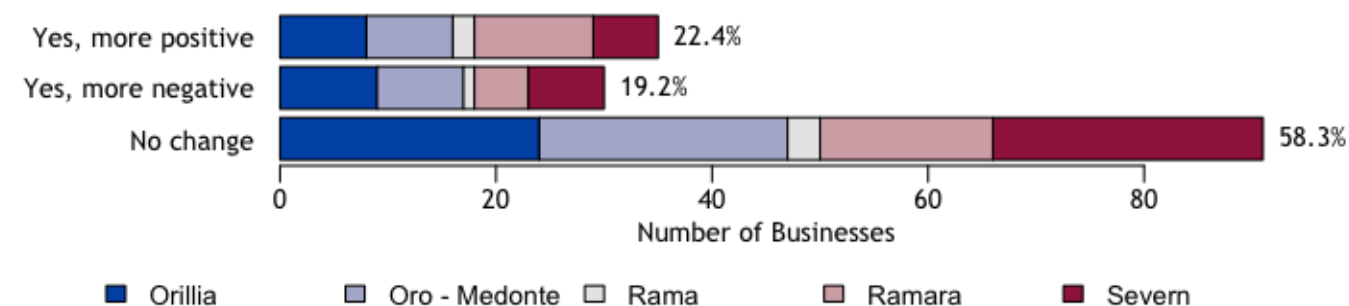
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No change	91 (58%)	24 (58%)	23 (59%)	3 (50%)	16 (50%)	25 (66%)
Yes, more negative	30 (19%)	9 (22%)	8 (20%)	1 (17%)	5 (16%)	7 (18%)
Yes, more positive	35 (22%)	8 (20%)	8 (20%)	2 (33%)	11 (34%)	6 (16%)

FACTORS AFFECTING BUSINESS CLIMATE

BC3: HOW WOULD YOU RATE THE FOLLOWING FACTORS OF DOING BUSINESS IN THIS COMMUNITY?

BC3.1: Workforce

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	33 (21%)	6 (14%)	14 (35%)	1 (17%)	6 (19%)	6 (15%)
Poor	25 (16%)	6 (14%)	4 (10%)	0 (0%)	5 (16%)	10 (26%)
Fair	44 (28%)	15 (35%)	10 (25%)	4 (67%)	4 (12%)	11 (28%)
Good	51 (32%)	16 (37%)	9 (22%)	1 (17%)	14 (44%)	11 (28%)
Excellent	7 (4%)	0 (0%)	3 (8%)	0 (0%)	3 (9%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.2: Availability of serviced land

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	88 (55%)	24 (56%)	22 (55%)	4 (67%)	15 (47%)	23 (59%)
Poor	20 (12%)	3 (7%)	6 (15%)	0 (0%)	6 (19%)	5 (13%)
Fair	20 (12%)	8 (19%)	3 (8%)	0 (0%)	2 (6%)	7 (18%)
Good	30 (19%)	8 (19%)	7 (18%)	2 (33%)	9 (28%)	4 (10%)
Excellent	2 (1%)	0 (0%)	2 (5%)	0 (0%)	0 (0%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.3: Land costs

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	70 (44%)	15 (35%)	12 (30%)	5 (83%)	17 (53%)	21 (54%)
Poor	14 (9%)	5 (12%)	7 (18%)	0 (0%)	0 (0%)	2 (5%)
Fair	40 (25%)	13 (30%)	9 (22%)	0 (0%)	6 (19%)	12 (31%)
Good	31 (19%)	10 (23%)	9 (22%)	0 (0%)	8 (25%)	4 (10%)
Excellent	5 (3%)	0 (0%)	3 (8%)	1 (17%)	1 (3%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.4: Availability of space for rent or lease

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	86 (54%)	18 (42%)	27 (68%)	4 (67%)	16 (50%)	21 (54%)
Poor	25 (16%)	7 (16%)	4 (10%)	1 (17%)	7 (22%)	6 (15%)
Fair	23 (14%)	9 (21%)	5 (12%)	0 (0%)	3 (9%)	6 (15%)
Good	23 (14%)	9 (21%)	4 (10%)	1 (17%)	4 (12%)	5 (13%)
Excellent	3 (2%)	0 (0%)	0 (0%)	0 (0%)	2 (6%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.5: Development/building permit process

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	63 (39%)	15 (35%)	13 (32%)	2 (33%)	10 (31%)	23 (59%)
Poor	26 (16%)	10 (23%)	8 (20%)	0 (0%)	4 (12%)	4 (10%)
Fair	20 (12%)	5 (12%)	7 (18%)	0 (0%)	6 (19%)	2 (5%)
Good	40 (25%)	12 (28%)	9 (22%)	3 (50%)	8 (25%)	8 (20%)
Excellent	11 (7%)	1 (2%)	3 (8%)	1 (17%)	4 (12%)	2 (5%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.6: Development charges

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	83 (52%)	20 (46%)	18 (45%)	4 (67%)	15 (47%)	26 (67%)
Poor	29 (18%)	8 (19%)	6 (15%)	0 (0%)	9 (28%)	6 (15%)
Fair	25 (16%)	9 (21%)	7 (18%)	0 (0%)	5 (16%)	4 (10%)
Good	20 (12%)	5 (12%)	9 (22%)	1 (17%)	3 (9%)	2 (5%)
Excellent	3 (2%)	1 (2%)	0 (0%)	1 (17%)	0 (0%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.7: Municipal property taxes

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	28 (18%)	8 (19%)	5 (12%)	4 (67%)	2 (6%)	9 (23%)
Poor	35 (22%)	14 (33%)	9 (22%)	0 (0%)	6 (19%)	6 (15%)
Fair	64 (40%)	16 (37%)	17 (42%)	0 (0%)	15 (47%)	16 (41%)
Good	29 (18%)	5 (12%)	8 (20%)	0 (0%)	8 (25%)	8 (20%)
Excellent	4 (2%)	0 (0%)	1 (2%)	2 (33%)	1 (3%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.8: Local roads and streets

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	7 (4%)	2 (5%)	0 (0%)	1 (17%)	2 (6%)	2 (5%)
Poor	4 (2%)	1 (2%)	2 (5%)	0 (0%)	1 (3%)	0 (0%)
Fair	25 (16%)	6 (14%)	4 (10%)	2 (33%)	5 (16%)	8 (20%)
Good	108 (68%)	30 (70%)	30 (75%)	2 (33%)	22 (69%)	24 (62%)
Excellent	16 (10%)	4 (9%)	4 (10%)	1 (17%)	2 (6%)	5 (13%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.9: Regional/Provincial roads and highways

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	7 (4%)	2 (5%)	0 (0%)	1 (17%)	2 (6%)	2 (5%)
Poor	4 (2%)	1 (2%)	2 (5%)	0 (0%)	1 (3%)	0 (0%)
Fair	25 (16%)	6 (14%)	4 (10%)	2 (33%)	5 (16%)	8 (20%)
Good	108 (68%)	30 (70%)	30 (75%)	2 (33%)	22 (69%)	24 (62%)
Excellent	16 (10%)	4 (9%)	4 (10%)	1 (17%)	2 (6%)	5 (13%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.10: Proximity to rail and airports

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	60 (38%)	12 (28%)	15 (38%)	3 (50%)	9 (28%)	21 (54%)
Poor	21 (13%)	5 (12%)	6 (15%)	1 (17%)	5 (16%)	4 (10%)
Fair	36 (22%)	12 (28%)	5 (12%)	2 (33%)	9 (28%)	8 (20%)
Good	41 (26%)	13 (30%)	13 (32%)	0 (0%)	9 (28%)	6 (15%)
Excellent	2 (1%)	1 (2%)	1 (2%)	0 (0%)	0 (0%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.11: Availability of health and medical services

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	15 (9%)	1 (2%)	2 (5%)	2 (33%)	3 (9%)	7 (18%)
Poor	13 (8%)	2 (5%)	2 (5%)	0 (0%)	4 (12%)	5 (13%)
Fair	26 (16%)	6 (14%)	5 (12%)	1 (17%)	4 (12%)	10 (26%)
Good	80 (50%)	29 (67%)	25 (62%)	1 (17%)	16 (50%)	9 (23%)
Excellent	26 (16%)	5 (12%)	6 (15%)	2 (33%)	5 (16%)	8 (20%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.12: Quality of life

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	8 (5%)	2 (5%)	0 (0%)	1 (17%)	2 (6%)	3 (8%)
Poor	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Fair	12 (8%)	5 (12%)	0 (0%)	0 (0%)	3 (9%)	4 (10%)
Good	71 (44%)	23 (54%)	20 (50%)	3 (50%)	9 (28%)	16 (41%)
Excellent	69 (43%)	13 (30%)	20 (50%)	2 (33%)	18 (56%)	16 (41%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.13: Availability of adequate housing

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	43 (27%)	10 (23%)	8 (20%)	2 (33%)	8 (25%)	15 (38%)
Poor	10 (6%)	2 (5%)	1 (2%)	2 (33%)	3 (9%)	2 (5%)
Fair	28 (18%)	7 (16%)	7 (18%)	1 (17%)	7 (22%)	6 (15%)
Good	62 (39%)	20 (46%)	18 (45%)	1 (17%)	10 (31%)	13 (33%)
Excellent	17 (11%)	4 (9%)	6 (15%)	0 (0%)	4 (12%)	3 (8%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.14: Support from municipality

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	25 (16%)	5 (12%)	6 (15%)	2 (33%)	2 (6%)	10 (26%)
Poor	23 (14%)	5 (12%)	2 (5%)	0 (0%)	7 (22%)	9 (23%)
Fair	43 (27%)	16 (37%)	11 (28%)	1 (17%)	6 (19%)	9 (23%)
Good	56 (35%)	16 (37%)	18 (45%)	2 (33%)	11 (34%)	9 (23%)
Excellent	13 (8%)	1 (2%)	3 (8%)	1 (17%)	6 (19%)	2 (5%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.15: Support from other businesses

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	20 (12%)	5 (12%)	5 (12%)	2 (33%)	3 (9%)	5 (13%)
Poor	8 (5%)	2 (5%)	2 (5%)	0 (0%)	0 (0%)	4 (10%)
Fair	28 (18%)	6 (14%)	9 (22%)	1 (17%)	5 (16%)	7 (18%)
Good	85 (53%)	26 (60%)	19 (48%)	3 (50%)	18 (56%)	19 (49%)
Excellent	19 (12%)	4 (9%)	5 (12%)	0 (0%)	6 (19%)	4 (10%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.16: Support from local residents

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	14 (9%)	3 (7%)	4 (10%)	1 (17%)	2 (6%)	4 (10%)
Poor	10 (6%)	1 (2%)	2 (5%)	0 (0%)	2 (6%)	5 (13%)
Fair	24 (15%)	7 (16%)	6 (15%)	0 (0%)	5 (16%)	6 (15%)
Good	78 (49%)	23 (54%)	19 (48%)	4 (67%)	15 (47%)	17 (44%)
Excellent	34 (21%)	9 (21%)	9 (22%)	1 (17%)	8 (25%)	7 (18%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.17: Cellular phone service

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	6 (4%)	4 (9%)	0 (0%)	1 (17%)	0 (0%)	1 (3%)
Poor	20 (12%)	0 (0%)	11 (28%)	0 (0%)	5 (16%)	4 (10%)
Fair	32 (20%)	5 (12%)	9 (22%)	1 (17%)	9 (28%)	8 (20%)
Good	81 (51%)	26 (60%)	17 (42%)	3 (50%)	15 (47%)	20 (51%)
Excellent	21 (13%)	8 (19%)	3 (8%)	1 (17%)	3 (9%)	6 (15%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.18: Internet service

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	11 (7%)	2 (5%)	2 (5%)	1 (17%)	4 (12%)	2 (5%)
Poor	42 (26%)	1 (2%)	17 (42%)	0 (0%)	8 (25%)	16 (41%)
Fair	29 (18%)	10 (23%)	7 (18%)	1 (17%)	7 (22%)	4 (10%)
Good	62 (39%)	25 (58%)	12 (30%)	4 (67%)	8 (25%)	13 (33%)
Excellent	16 (10%)	5 (12%)	2 (5%)	0 (0%)	5 (16%)	4 (10%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.19: Water/wastewater capacity

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	81 (51%)	10 (23%)	25 (62%)	1 (17%)	18 (56%)	27 (69%)
Poor	7 (4%)	2 (5%)	2 (5%)	0 (0%)	2 (6%)	1 (3%)
Fair	14 (9%)	4 (9%)	3 (8%)	0 (0%)	4 (12%)	3 (8%)
Good	47 (29%)	22 (51%)	7 (18%)	4 (67%)	6 (19%)	8 (20%)
Excellent	11 (7%)	5 (12%)	3 (8%)	1 (17%)	2 (6%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.20: Water/wastewater fees

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	89 (56%)	10 (23%)	32 (80%)	1 (17%)	19 (59%)	27 (69%)
Poor	13 (8%)	7 (16%)	0 (0%)	1 (17%)	2 (6%)	3 (8%)
Fair	21 (13%)	7 (16%)	3 (8%)	0 (0%)	7 (22%)	4 (10%)
Good	34 (21%)	17 (40%)	5 (12%)	3 (50%)	4 (12%)	5 (13%)
Excellent	3 (2%)	2 (5%)	0 (0%)	1 (17%)	0 (0%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.21: Availability of adequate electricity

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	17 (11%)	4 (9%)	4 (10%)	1 (17%)	1 (3%)	7 (18%)
Poor	6 (4%)	0 (0%)	1 (2%)	0 (0%)	3 (9%)	2 (5%)
Fair	22 (14%)	2 (5%)	5 (12%)	0 (0%)	7 (22%)	8 (20%)
Good	84 (52%)	28 (65%)	19 (48%)	4 (67%)	15 (47%)	18 (46%)
Excellent	31 (19%)	9 (21%)	11 (28%)	1 (17%)	6 (19%)	4 (10%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.22: Cost of electricity

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	21 (13%)	9 (21%)	7 (18%)	1 (17%)	1 (3%)	3 (8%)
Poor	70 (44%)	8 (19%)	23 (58%)	1 (17%)	16 (50%)	22 (56%)
Fair	44 (28%)	14 (33%)	8 (20%)	2 (33%)	10 (31%)	10 (26%)
Good	20 (12%)	9 (21%)	1 (2%)	2 (33%)	5 (16%)	3 (8%)
Excellent	5 (3%)	3 (7%)	1 (2%)	0 (0%)	0 (0%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.23: Availability of natural gas

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	45 (28%)	10 (23%)	10 (25%)	2 (33%)	15 (47%)	8 (20%)
Poor	28 (18%)	0 (0%)	9 (22%)	0 (0%)	8 (25%)	11 (28%)
Fair	12 (8%)	5 (12%)	2 (5%)	0 (0%)	1 (3%)	4 (10%)
Good	52 (32%)	22 (51%)	10 (25%)	3 (50%)	3 (9%)	14 (36%)
Excellent	23 (14%)	6 (14%)	9 (22%)	1 (17%)	5 (16%)	2 (5%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.24: Cost of natural gas

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	74 (46%)	12 (28%)	19 (48%)	2 (33%)	21 (66%)	20 (51%)
Poor	13 (8%)	3 (7%)	4 (10%)	0 (0%)	2 (6%)	4 (10%)
Fair	35 (22%)	10 (23%)	6 (15%)	2 (33%)	7 (22%)	10 (26%)
Good	33 (21%)	17 (40%)	8 (20%)	2 (33%)	2 (6%)	4 (10%)
Excellent	5 (3%)	1 (2%)	3 (8%)	0 (0%)	0 (0%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.25: Other

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	148 (92%)	41 (95%)	37 (92%)	6 (100%)	29 (91%)	35 (90%)
Poor	7 (4%)	1 (2%)	2 (5%)	0 (0%)	1 (3%)	3 (8%)
Fair	1 (1%)	1 (2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Good	4 (2%)	0 (0%)	1 (2%)	0 (0%)	2 (6%)	1 (3%)
Excellent	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

FROM THE PERSPECTIVE OF YOUR BUSINESS, RATE YOUR LEVEL OF SATISFACTION WITH EACH OF THE FOLLOWING COMMUNITY SERVICES.

BC4cs.1: Child care services

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	109 (68%)	22 (51%)	32 (80%)	3 (50%)	25 (78%)	27 (69%)
Poor	4 (2%)	1 (2%)	0 (0%)	0 (0%)	2 (6%)	1 (3%)
Fair	20 (12%)	6 (14%)	5 (12%)	1 (17%)	3 (9%)	5 (13%)
Good	23 (14%)	13 (30%)	2 (5%)	1 (17%)	2 (6%)	5 (13%)
Excellent	4 (2%)	1 (2%)	1 (2%)	1 (17%)	0 (0%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.2: Schools (elementary and secondary)

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	59 (37%)	14 (33%)	12 (30%)	2 (33%)	14 (44%)	17 (44%)
Poor	5 (3%)	1 (2%)	0 (0%)	0 (0%)	1 (3%)	3 (8%)
Fair	10 (6%)	3 (7%)	4 (10%)	0 (0%)	2 (6%)	1 (3%)
Good	71 (44%)	24 (56%)	19 (48%)	3 (50%)	12 (38%)	13 (33%)
Excellent	15 (9%)	1 (2%)	5 (12%)	1 (17%)	3 (9%)	5 (13%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.3: Post-secondary education (college, university, and private college)

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	50 (31%)	10 (23%)	9 (22%)	3 (50%)	13 (41%)	15 (38%)
Poor	4 (2%)	0 (0%)	1 (2%)	0 (0%)	2 (6%)	1 (3%)
Fair	20 (12%)	5 (12%)	3 (8%)	0 (0%)	3 (9%)	9 (23%)
Good	65 (41%)	19 (44%)	20 (50%)	3 (50%)	12 (38%)	11 (28%)
Excellent	21 (13%)	9 (21%)	7 (18%)	0 (0%)	2 (6%)	3 (8%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.4: Workforce planning/development board

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	106 (66%)	29 (67%)	27 (68%)	5 (83%)	22 (69%)	23 (59%)
Poor	7 (4%)	1 (2%)	1 (2%)	0 (0%)	2 (6%)	3 (8%)
Fair	20 (12%)	5 (12%)	5 (12%)	1 (17%)	1 (3%)	8 (20%)
Good	26 (16%)	8 (19%)	7 (18%)	0 (0%)	6 (19%)	5 (13%)
Excellent	1 (1%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.5: Chamber of Commerce/Board of Trade

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	37 (23%)	9 (21%)	11 (28%)	3 (50%)	4 (12%)	10 (26%)
Poor	13 (8%)	4 (9%)	3 (8%)	2 (33%)	1 (3%)	3 (8%)
Fair	31 (19%)	8 (19%)	8 (20%)	0 (0%)	5 (16%)	10 (26%)
Good	53 (33%)	15 (35%)	13 (32%)	1 (17%)	12 (38%)	12 (31%)
Excellent	26 (16%)	7 (16%)	5 (12%)	0 (0%)	10 (31%)	4 (10%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.6: Business Improvement Area (BIA)

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	98 (61%)	23 (54%)	23 (58%)	5 (83%)	25 (78%)	22 (56%)
Poor	17 (11%)	7 (16%)	4 (10%)	1 (17%)	1 (3%)	4 (10%)
Fair	15 (9%)	3 (7%)	7 (18%)	0 (0%)	0 (0%)	5 (13%)
Good	25 (16%)	9 (21%)	4 (10%)	0 (0%)	6 (19%)	6 (15%)
Excellent	5 (3%)	1 (2%)	2 (5%)	0 (0%)	0 (0%)	2 (5%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.7: Community Futures Development Corporation (CFDC)

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	66 (41%)	16 (37%)	20 (50%)	3 (50%)	10 (31%)	17 (44%)
Poor	6 (4%)	2 (5%)	1 (2%)	0 (0%)	1 (3%)	2 (5%)
Fair	13 (8%)	1 (2%)	6 (15%)	0 (0%)	1 (3%)	5 (13%)
Good	46 (29%)	14 (33%)	8 (20%)	3 (50%)	12 (38%)	9 (23%)
Excellent	29 (18%)	10 (23%)	5 (12%)	0 (0%)	8 (25%)	6 (15%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4cs.8: Small Business Enterprise Centre

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	127 (79%)	37 (86%)	31 (78%)	4 (67%)	26 (81%)	29 (74%)
Poor	6 (4%)	0 (0%)	1 (2%)	0 (0%)	2 (6%)	3 (8%)
Fair	9 (6%)	0 (0%)	3 (8%)	0 (0%)	2 (6%)	4 (10%)
Good	15 (9%)	5 (12%)	4 (10%)	2 (33%)	1 (3%)	3 (8%)
Excellent	3 (2%)	1 (2%)	1 (2%)	0 (0%)	1 (3%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

FROM THE PERSPECTIVE OF YOUR BUSINESS, RATE YOUR LEVEL OF SATISFACTION WITH EACH OF THE FOLLOWING COMMUNITY SERVICES.

BC4ls.1: Planning, engineering, zoning, and building permits

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	55 (34%)	13 (30%)	12 (30%)	3 (50%)	10 (31%)	17 (44%)
Poor	25 (16%)	8 (19%)	10 (25%)	0 (0%)	4 (12%)	3 (8%)
Fair	30 (19%)	5 (12%)	6 (15%)	1 (17%)	8 (25%)	10 (26%)
Good	43 (27%)	17 (40%)	12 (30%)	2 (33%)	4 (12%)	8 (20%)
Excellent	7 (4%)	0 (0%)	0 (0%)	0 (0%)	6 (19%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.2: Health department/health unit approvals

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	85 (53%)	20 (46%)	27 (68%)	1 (17%)	16 (50%)	21 (54%)
Poor	4 (2%)	2 (5%)	0 (0%)	0 (0%)	0 (0%)	2 (5%)
Fair	16 (10%)	2 (5%)	5 (12%)	2 (33%)	1 (3%)	6 (15%)
Good	43 (27%)	17 (40%)	5 (12%)	3 (50%)	11 (34%)	7 (18%)
Excellent	12 (8%)	2 (5%)	3 (8%)	0 (0%)	4 (12%)	3 (8%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.3: Police services

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	21 (13%)	9 (21%)	4 (10%)	0 (0%)	4 (12%)	4 (10%)
Poor	6 (4%)	0 (0%)	1 (2%)	0 (0%)	3 (9%)	2 (5%)
Fair	13 (8%)	3 (7%)	4 (10%)	0 (0%)	3 (9%)	3 (8%)
Good	92 (58%)	27 (63%)	26 (65%)	2 (33%)	14 (44%)	23 (59%)
Excellent	28 (18%)	4 (9%)	5 (12%)	4 (67%)	8 (25%)	7 (18%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.4: Fire services

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	22 (14%)	10 (23%)	3 (8%)	0 (0%)	4 (12%)	5 (13%)
Poor	3 (2%)	0 (0%)	1 (2%)	0 (0%)	1 (3%)	1 (3%)
Fair	11 (7%)	1 (2%)	3 (8%)	0 (0%)	1 (3%)	6 (15%)
Good	82 (51%)	25 (58%)	28 (70%)	2 (33%)	10 (31%)	17 (44%)
Excellent	42 (26%)	7 (16%)	5 (12%)	4 (67%)	16 (50%)	10 (26%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.5: Library services

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	64 (40%)	19 (44%)	17 (42%)	2 (33%)	10 (31%)	16 (41%)
Poor	15 (9%)	1 (2%)	9 (22%)	0 (0%)	2 (6%)	3 (8%)
Fair	11 (7%)	1 (2%)	3 (8%)	0 (0%)	0 (0%)	7 (18%)
Good	49 (31%)	15 (35%)	9 (22%)	3 (50%)	12 (38%)	10 (26%)
Excellent	21 (13%)	7 (16%)	2 (5%)	1 (17%)	8 (25%)	3 (8%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.6: Recreation facilities

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	34 (21%)	7 (16%)	8 (20%)	1 (17%)	8 (25%)	10 (26%)
Poor	25 (16%)	9 (21%)	4 (10%)	0 (0%)	5 (16%)	7 (18%)
Fair	37 (23%)	11 (26%)	10 (25%)	0 (0%)	8 (25%)	8 (20%)
Good	51 (32%)	14 (33%)	15 (38%)	3 (50%)	8 (25%)	11 (28%)
Excellent	13 (8%)	2 (5%)	3 (8%)	2 (33%)	3 (9%)	3 (8%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.7: Cultural facilities

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	54 (34%)	11 (26%)	11 (28%)	2 (33%)	16 (50%)	14 (36%)
Poor	19 (12%)	0 (0%)	6 (15%)	0 (0%)	8 (25%)	5 (13%)
Fair	30 (19%)	10 (23%)	8 (20%)	1 (17%)	3 (9%)	8 (20%)
Good	47 (29%)	19 (44%)	13 (32%)	2 (33%)	2 (6%)	11 (28%)
Excellent	10 (6%)	3 (7%)	2 (5%)	1 (17%)	3 (9%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.8: Parks and open spaces

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	25 (16%)	7 (16%)	3 (8%)	1 (17%)	6 (19%)	8 (20%)
Poor	4 (2%)	0 (0%)	1 (2%)	0 (0%)	2 (6%)	1 (3%)
Fair	20 (12%)	1 (2%)	6 (15%)	2 (33%)	4 (12%)	7 (18%)
Good	67 (42%)	21 (49%)	19 (48%)	1 (17%)	13 (41%)	13 (33%)
Excellent	44 (28%)	14 (33%)	11 (28%)	2 (33%)	7 (22%)	10 (26%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.9: Street/road repair

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	7 (4%)	1 (2%)	1 (2%)	1 (17%)	2 (6%)	2 (5%)
Poor	19 (12%)	8 (19%)	2 (5%)	0 (0%)	4 (12%)	5 (13%)
Fair	52 (32%)	13 (30%)	13 (32%)	2 (33%)	6 (19%)	18 (46%)
Good	72 (45%)	20 (46%)	20 (50%)	2 (33%)	17 (53%)	13 (33%)
Excellent	10 (6%)	1 (2%)	4 (10%)	1 (17%)	3 (9%)	1 (3%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.10: Snow removal

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	11 (7%)	2 (5%)	1 (2%)	1 (17%)	2 (6%)	5 (13%)
Poor	10 (6%)	6 (14%)	1 (2%)	0 (0%)	1 (3%)	2 (5%)
Fair	28 (18%)	15 (35%)	4 (10%)	0 (0%)	3 (9%)	6 (15%)
Good	88 (55%)	17 (40%)	25 (62%)	3 (50%)	21 (66%)	22 (56%)
Excellent	23 (14%)	3 (7%)	9 (22%)	2 (33%)	5 (16%)	4 (10%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.11: Garbage/recycling

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	23 (14%)	4 (9%)	7 (18%)	1 (17%)	5 (16%)	6 (15%)
Poor	16 (10%)	4 (9%)	4 (10%)	0 (0%)	3 (9%)	5 (13%)
Fair	16 (10%)	9 (21%)	2 (5%)	1 (17%)	1 (3%)	3 (8%)
Good	81 (51%)	23 (54%)	20 (50%)	2 (33%)	17 (53%)	19 (49%)
Excellent	24 (15%)	3 (7%)	7 (18%)	2 (33%)	6 (19%)	6 (15%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.12: Economic development services

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	75 (47%)	18 (42%)	19 (48%)	2 (33%)	16 (50%)	20 (51%)
Poor	11 (7%)	1 (2%)	1 (2%)	0 (0%)	3 (9%)	6 (15%)
Fair	28 (18%)	8 (19%)	7 (18%)	0 (0%)	6 (19%)	7 (18%)
Good	43 (27%)	14 (33%)	13 (32%)	3 (50%)	7 (22%)	6 (15%)
Excellent	3 (2%)	2 (5%)	0 (0%)	1 (17%)	0 (0%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC4ls.13: Public transit

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No response	99 (62%)	18 (42%)	29 (72%)	4 (67%)	25 (78%)	23 (59%)
Poor	27 (17%)	3 (7%)	9 (22%)	2 (33%)	5 (16%)	8 (20%)
Fair	11 (7%)	7 (16%)	1 (2%)	0 (0%)	0 (0%)	3 (8%)
Good	20 (12%)	12 (28%)	1 (2%)	0 (0%)	2 (6%)	5 (13%)
Excellent	3 (2%)	3 (7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

BC3.25: How would you rate the following factors of doing business in this community?: Other

BC3.25	BC3.26.txt	Area
Poor	Advertising opportunity	Orillia
Good	Simcoe Region Conservation Authority	Ramara
Good	conservation authority	Ramara
Poor	Access to recycling and composting	Ramara
Poor	Cable/fibre optics	Severn
Poor	No natural gas service	Severn

BC4cs.9: From the perspective of your business, rate your level of satisfaction with each of the following community services.: Other

BC4cs.9.txt	BC4cs.txta	Area
Good	Economic Development office	Rama
Good	Alzheimers Society	Orillia
Good	Rotary Club a good service for his business.	Orillia
Excellent	Information Orillia	Oro - Medonte
Excellent	BERN	Oro - Medonte
Good	Orillia manufacturing assoc	Oro - Medonte
Poor	Churches	Ramara
Excellent	Brechin and Beyond	Ramara
Good	Brechin and Beyond	Ramara
Excellent	Boating Ontario	Ramara
Fair	Lagoon City community centre	Ramara
Good	Ontario's Lake Country	Ramara
Good	Dentist	Severn
Good	Framers Market Board	Severn

BC4cs.10: From the perspective of your business, rate your level of satisfaction with each of the following community services.: Other

BC4cs.10.txt	BC4cs.txtb	Area
Good	Soldiers Memorial Hospital	Orillia
Excellent	BERN	Orillia
Excellent	canadian federatio of indepnet businesses	Orillia
Fair	Craighurst Business Assoc.	Oro - Medonte
Good	Community Centre	Severn
Good	Regional Tourism Assoc	Severn

BC4ls.14: From the perspective of your business, rate your level of satisfaction with each of the following community services.: Other

BC4ls.14.txt	BC4ls.txta	Area
Good	service clubs	Ramara

3 FUTURE PLANS

It should be noted that business sampling was done on the basis of industry; industries are not equally represented in the sample. Therefore, results by industry should be interpreted cautiously. While they are likely a good indication of where the jobs will be in the near future, they should not be used as an indication of industry strengths and weaknesses.

FP1: WITHIN THE NEXT 18 MONTHS, WHICH DO YOU PLAN ON

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Remain the same	95 (56.5%)	27 (58.7%)	20 (47.6%)	5 (83.3%)	19 (57.6%)	24 (58.5%)
Expanding	59 (35.1%)	17 (37.0%)	18 (42.9%)	0 (0.0%)	11 (33.3%)	13 (31.7%)
Downsizing	7 (4.2%)	1 (2.2%)	2 (4.8%)	1 (16.7%)	1 (3.0%)	2 (4.9%)
Selling	5 (3.0%)	0 (0.0%)	2 (4.8%)	0 (0.0%)	2 (6.1%)	1 (2.4%)
Closing	1 (0.6%)	1 (2.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Relocating	1 (0.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1* (2.4%)

Note that business can answer in multiple categories.

*The one business that indicated relocation was doing so to expand within the community.

EXPANSIONS BY INDUSTRY

	All Regions	Orillia	Oro - Medonte	Ramara	Severn
44 - Retail Trade (motor vehicles, furniture etc.)	9	2	3	3	1
72 - Accommodation and Food Services	8	1	1	4	2
32 - Manufacturing (wood, paper, etc.)	6	2	3	0	1
54 - Professional, Scientific, and Technical Services	6	3	0	0	3
23 - Construction	4	1	3	0	0
52 - Finance and Insurance	4	3	0	1	0
56 - Administrative and Support and Waste Management and Remediation Services	4	1	2	0	1
71 - Arts, Entertainment, and Recreation	3	0	1	0	2
21 - Mining, Quarrying, and Oil and Gas Extraction	2	0	0	2	0
33 - Manufacturing (primary and fabricated metal, etc.)	2	0	2	0	0
53 - Real Estate and Rental and Leasing	2	1	0	1	0
55 - Management of Companies and Enterprises	2	0	1	0	1
62 - Health Care and Social Assistance	2	2	0	0	0
11 - Agriculture, Forestry, Fishing and Hunting	1	0	1	0	0
41 - Wholesale Trade	1	0	0	0	1
45 - Retail Trade (sporting goods, music, books, etc.)	1	0	0	0	1
48 - Transportation and Warehousing,	1	1	0	0	0
61 - Educational Services	1	0	1	0	0

No Rama businesses indicated that they were expanding.

INCREASES AND DECREASES IN WORKFORCE

	New Jobs	# Businesses	Job Losses	# Businesses
All Regions	236	49	3	1
Orillia	93	13	3	1
Oro - Medonte	55	15	0	0
Ramara	28	9	0	0
Severn	60	12	0	0

Net Gains Expected in the Workforce by Area and Industry

	All Regions	Orillia	Severn	Oro - Medonte	Ramara	Rama
72 - Accommodation and Food Services	46	0	29	3	14	0
32 - Manufacturing (wood, paper, etc.)	39	29	3	7	0	0
44 - Retail Trade (motor vehicles, furniture etc.)	34	17	4	9	4	0
62 - Health Care and Social Assistance	20	20	0	0	0	0
33 - Manufacturing (primary and fabricated metal, etc.)	15	0	0	15	0	0
23 - Construction	9	-2	0	11	0	0
52 - Finance and Insurance	9	8	0	0	1	0
53 - Real Estate and Rental and Leasing	9	7	0	0	2	0
48 - Transportation and Warehousing,	8	8	0	0	0	0
54 - Professional, Scientific, and Technical Services	8	1	7	0	0	0
21 - Mining, Quarrying, and Oil and Gas Extraction	7	0	0	0	7	0
45 - Retail Trade (sporting goods, music, books, etc.)	6	0	6	0	0	0
56 - Administrative and Support and Waste Management and Remediation Services	6	2	2	2	0	0
71 - Arts, Entertainment, and Recreation	6	0	6	0	0	0
55 - Management of Companies and Enterprises	5	0	1	4	0	0
11 - Agriculture, Forestry, Fishing and Hunting	4	0	0	4	0	0
41 - Wholesale Trade	2	0	2	0	0	0
51 - Information	0	0	0	0	0	0
61 - Educational Services	0	0	0	0	0	0
81 - Other Services	0	0	0	0	0	0
91 - Public Administration	0	0	0	0	0	0

Negative figures represent net losses.

FP1: WHAT ARE THE MAIN REASONS FOR THE POTENTIAL EXPANSION OF YOUR BUSINESS?

A variety of reasons for expanding were given, mostly to do with improved sales, stability and demand.

FP2: WHAT ARE THE MAIN REASONS FOR THE POTENTIAL DOWNSIZING OF YOUR BUSINESS?

Few businesses indicated they were downsizing, reasons given were age, cost of utilities, effort required and reduced demand.

FP3: WILL YOUR DOWNSIZING LEAD TO A DECREASE IN?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Floor space	2	0	0	0	0	2
Other	2	0	1	1	0	0
Product lines	2	0	1	0	0	1
Services for customers	1	0	0	0	1	0
Workforce	1	1	0	0	0	0

FP8: WHY ARE YOU SELLING YOUR BUSINESS?

	All Regions	Oro - Medonte	Ramara	Severn
Retirement	3	2	0	1
Pursue other opportunities	2	0	2	0
Workload	2	0	1	1
Competition	1	0	1	0
Lack of profit	1	0	1	0
Personal	1	0	1	0

Note that business can state multiple reasons. No business from Orillia responded that they were selling.

4 BUSINESS DEVELOPMENT

BD1: WHAT IS THE OUTLOOK FOR YOUR INDUSTRY?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Growing	65 (41%)	15 (36%)	23 (58%)	1 (17%)	16 (52%)	10 (26%)
Stable	65 (41%)	19 (45%)	10 (25%)	4 (67%)	10 (32%)	22 (56%)
Declining	17 (11%)	3 (7%)	5 (12%)	1 (17%)	3 (10%)	5 (13%)
Not sure	11 (7%)	5 (12%)	2 (5%)	0 (0%)	2 (6%)	2 (5%)
Total	158 (100%)	42 (100%)	40 (100%)	6 (100%)	31 (100%)	39 (100%)

All regions by industry

	Growing	Stable	Declining	Not sure
11 - Agriculture, Forestry, Fishing and Hunting	4	3	2	0
21 - Mining, Quarrying, and Oil and Gas Extraction	1	2	0	0
23 - Construction	4	9	2	1
32 - Manufacturing (wood, paper, etc.)	3	2	0	1
33 - Manufacturing (primary and fabricated metal, etc.)	3	4	1	1
41 - Wholesale Trade	2	1	0	1
44 - Retail Trade (motor vehicles, furniture etc.)	6	9	2	0
45 - Retail Trade (sporting goods, music, books, etc.)	7	5	3	1
48 - Transportation and Warehousing,	1	1	0	1
51 - Information	1	0	0	0
52 - Finance and Insurance	2	6	0	0
53 - Real Estate and Rental and Leasing	2	1	1	0
54 - Professional, Scientific, and Technical Services	2	6	0	3
55 - Management of Companies and Enterprises	1	1	1	0
56 - Administrative and Support and Waste Management and Remediation Services	2	1	0	1
61 - Educational Services	2	0	0	0
62 - Health Care and Social Assistance	3	0	0	1
71 - Arts, Entertainment, and Recreation	5	3	3	0
72 - Accommodation and Food Services	12	8	2	0
81 - Other Services	1	2	0	0
91 - Public Administration	0	1	0	0

BD2: PLEASE GIVE AN APPROXIMATE ANNUAL SALES RANGE FOR YOUR BUSINESS

Annual Sales (thousands)	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
$0 - $99	25 (16%)	5 (12%)	10 (25%)	0 (0%)	6 (19%)	4 (10%)
$100 - $249	27 (17%)	2 (5%)	8 (20%)	0 (0%)	7 (23%)	10 (26%)
$250 - $499	11 (7%)	3 (7%)	1 (2%)	1 (20%)	3 (10%)	3 (8%)
$500 - $999	17 (11%)	2 (5%)	6 (15%)	1 (20%)	3 (10%)	5 (13%)
$1,000 - $4,999	35 (22%)	12 (28%)	5 (12%)	1 (20%)	9 (29%)	8 (21%)
$5,000 - $9,999	14 (9%)	6 (14%)	5 (12%)	1 (20%)	1 (3%)	1 (3%)
+10,000	11 (7%)	7 (16%)	1 (2%)	0 (0%)	0 (0%)	3 (8%)
Prefer not to answer	17 (11%)	6 (14%)	4 (10%)	1 (20%)	2 (6%)	4 (10%)
Total	157 (100%)	43 (100%)	40 (100%)	5 (100%)	31 (100%)	38 (100%)

	Annual Sales (in thousands)						
	$0 - $99	$100, - $249	$250- $499	$500 $999	$1, 000- $4, 999	$5, 000 - $9, 999	+10, 000
11 - Agriculture, Forestry, Fishing and Hunting	3	2	0	1	1	0	0
21 - Mining, Quarrying, and Oil and Gas Extraction	0	0	0	1	2	0	0
23 - Construction	1	2	2	2	4	3	0
32 - Manufacturing (wood, paper, etc.)	0	1	0	1	0	2	2
33 - Manufacturing (primary and fabricated metal, etc.)	0	1	1	0	2	1	3
41 - Wholesale Trade	0	0	0	0	1	2	1
44 - Retail Trade (motor vehicles, furniture etc.)	2	1	2	1	7	2	3
45 - Retail Trade (sporting goods, music, books, etc.)	4	4	0	1	3	2	1
48 - Transportation and Warehousing,	0	1	0	1	1	0	0
51 - Information	0	0	0	0	0	0	0
52 - Finance and Insurance	0	0	2	2	2	0	0
53 - Real Estate and Rental and Leasing	1	0	0	0	0	1	0
54 - Professional, Scientific, and Technical Services	5	1	0	1	2	0	0
55 - Management of Companies and Enterprises	2	1	0	0	0	0	0
56 - Administrative and Support and Waste Management and Remediation Services	1	1	1	0	1	0	0
61 - Educational Services	1	1	0	0	0	0	0
62 - Health Care and Social Assistance	2	1	0	0	0	0	0
71 - Arts, Entertainment, and Recreation	1	3	1	2	2	0	0
72 - Accommodation and Food Services	2	5	1	4	6	1	1
81 - Other Services	0	2	1	0	0	0	0
91 - Public Administration	0	0	0	0	0	0	0

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Increase	79 (50%)	23 (54%)	22 (55%)	2 (33%)	12 (41%)	20 (51%)
Remain the same	59 (38%)	14 (33%)	14 (35%)	3 (50%)	15 (52%)	13 (33%)
Decrease	3 (2%)	1 (2%)	1 (2%)	0 (0%)	1 (3%)	0 (0%)
Not sure	16 (10%)	5 (12%)	3 (8%)	1 (17%)	1 (3%)	6 (15%)
Total	157 (100%)	43 (100%)	40 (100%)	6 (100%)	29 (100%)	39 (100%)

All regions by industry

Highlighted rows indicate the industries with the greatest proportion of businesses expecting a sales increase.

	Increase	Remain the same	Decrease	Not sure
11 - Agriculture, Forestry, Fishing and Hunting	3	4	0	2
21 - Mining, Quarrying, and Oil and Gas Extraction	2	0	0	1
23 - Construction	7	8	1	0
32 - Manufacturing (wood, paper, etc.)	5	0	1	0
33 - Manufacturing (primary and fabricated metal, etc.)	5	4	0	0
41 - Wholesale Trade	3	0	1	0
44 - Retail Trade (motor vehicles, furniture etc.)	11	4	0	3
45 - Retail Trade (sporting goods, music, books, etc.)	5	9	0	1
48 - Transportation and Warehousing,	1	2	0	0
51 - Information	0	0	0	0
52 - Finance and Insurance	6	2	0	0
53 - Real Estate and Rental and Leasing	2	2	0	0
54 - Professional, Scientific, and Technical Services	2	7	0	2
55 - Management of Companies and Enterprises	2	1	0	0
56 - Administrative and Support and Waste Management and Remediation Services	3	1	0	0
61 - Educational Services	1	0	0	1
62 - Health Care and Social Assistance	1	1	0	2
71 - Arts, Entertainment, and Recreation	5	4	0	2
72 - Accommodation and Food Services	13	8	0	1
81 - Other Services	1	1	0	1
91 - Public Administration	0	1	0	0

BD4: How would you rate your business related to the use of technology?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Very low	5 (3%)	1 (2%)	1 (2%)	0 (0%)	1 (3%)	2 (5%)
Low	16 (10%)	3 (7%)	4 (10%)	1 (17%)	5 (16%)	3 (8%)
Moderate	71 (46%)	19 (45%)	20 (50%)	2 (33%)	13 (42%)	17 (46%)
High	43 (28%)	15 (36%)	13 (32%)	2 (33%)	6 (19%)	7 (19%)
Very High	21 (14%)	4 (10%)	2 (5%)	1 (17%)	6 (19%)	8 (22%)
Total	156 (100%)	42 (100%)	40 (100%)	6 (100%)	31 (100%)	37 (100%)

All regions by industry

	Very low	Low	Moderate	High	Very High
11 - Agriculture, Forestry, Fishing and Hunting	0	2	3	3	1
21 - Mining, Quarrying, and Oil and Gas Extraction	0	2	0	0	1
23 - Construction	0	1	11	3	1
32 - Manufacturing (wood, paper, etc.)	0	0	3	2	1
33 - Manufacturing (primary and fabricated metal, etc.)	0	1	4	4	0
41 - Wholesale Trade	0	1	2	1	0
44 - Retail Trade (motor vehicles, furniture etc.)	0	1	7	7	2
45 - Retail Trade (sporting goods, music, books, etc.)	1	1	8	4	1
48 - Transportation and Warehousing,	0	0	2	1	0
51 - Information	0	0	0	0	1
52 - Finance and Insurance	0	1	3	3	1
53 - Real Estate and Rental and Leasing	0	1	0	1	2
54 - Professional, Scientific, and Technical Services	0	0	3	5	3
55 - Management of Companies and Enterprises	0	0	2	1	0
56 - Administrative and Support and Waste Management and Remediation Services	0	0	2	1	1
61 - Educational Services	0	0	1	1	0
62 - Health Care and Social Assistance	0	1	2	1	0
71 - Arts, Entertainment, and Recreation	3	1	3	2	1
72 - Accommodation and Food Services	0	3	13	2	4
81 - Other Services	1	0	1	0	1
91 - Public Administration	0	0	1	0	0

BD5: IS YOUR BUSINESS CURRENTLY EXPERIENCING ANY BARRIERS RELATED TO YOUR INFORMATION TECHNOLOGY REQUIREMENTS?

By Area

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No barriers currently being experienced	66	22	13	5	15	11
Internet speed	61	10	18	1	13	19
Internet access	32	3	12	1	4	12
Internet cost	30	3	7	0	9	11
Knowledge and training	25	8	7	0	3	7
Hardware/software support	15	5	2	0	1	7
Other	10	5	2	1	1	1

Note that business can state multiple barriers.

Other barriers included poor cellular service, international regulations and lack of time.

	No barriers currently	Internet access	Internet cost	Internet speed	Hardware /software	Knowledge and	Other
11 - Agriculture, Forestry, Fishing and Hunting	5	3	3	3	1	1	0
21 - Mining, Quarrying, and Oil and Gas Extraction	1	1	1	2	0	0	1
23 - Construction	7	4	3	6	1	2	1
32 - Manufacturing (wood, paper, etc.)	5	0	0	1	0	0	0
33 - Manufacturing (primary and fabricated metal, etc.)	2	2	0	3	1	1	1
41 - Wholesale Trade	0	1	0	4	1	0	0
44 - Retail Trade (motor vehicles, furniture etc.)	5	6	3	11	1	3	1
45 - Retail Trade (sporting goods, music, books, etc.)	8	2	2	4	1	2	0
48 - Transportation and Warehousing,	2	0	0	1	0	0	0
51 - Information	1	0	0	0	0	0	0
52 - Finance and Insurance	6	1	1	1	1	1	1
53 - Real Estate and Rental and Leasing	2	1	0	2	0	0	0
54 - Professional, Scientific, and Technical Services	4	1	1	5	2	1	1
55 - Management of Companies and Enterprises	0	2	2	1	0	0	0
56 - Administrative and Support and Waste Management and Remediation Services	1	2	3	2	2	2	1
61 - Educational Services	1	1	0	1	0	0	0
62 - Health Care and Social Assistance	1	0	0	0	0	2	1
71 - Arts, Entertainment, and Recreation	4	1	0	2	2	4	2
72 - Accommodation and Food Services	11	4	9	9	2	4	0
81 - Other Services	0	0	1	2	0	1	0
91 - Public Administration	0	0	1	1	0	0	0
All Industries	11	12	11	19	7	7	1

BD6: WHAT PRODUCTS OR SERVICES WOULD YOU LIKE TO PURCHASE LOCALLY THAT ARE NOW BEING PURCHASED OUTSIDE OF THE AREA?

Only 32 businesses listed products and services they would like to buy locally. These included: industrial products, building products, food supplies, janitorial supplies, fibre optic internet, packing supplies, wholesale convenience items, marketing material and grain storage. Unfortunately, business were not specific in their comments.

BD6: ARE YOU INTERESTED IN WORKING CO-OPERATIVELY WITH OTHER BUSINESSES IN THE COMMUNITY TO PURSUE ANY OF THE FOLLOWING?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Joint marketing	66	16	15	5	14	16
Networking/information sharing	66	19	18	3	13	13
None	51	13	17	0	8	13
Joint training	38	13	9	1	10	5
Joint product purchasing	20	5	4	1	7	3
Other	8	4	3	0	1	0

Note that business can select multiple categories.

Other areas listed were publishing, events, and co-promotion of businesses.

FACILITIES OWNERSHIP

BD8.a Does your business own or lease its facility/facilities?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Own	117	27	35	1	25	29
Lease	33	14	2	4	4	9

BD8.b When does the lease expire?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
In 2 to 3 years	13	9	0	0	2	2
Over 3 years from now	12	2	2	3	2	3
Next year	6	3	0	1	1	1
This calendar year	5	1	0	0	2	2

BD8.c Do you anticipate any problems in renewing the lease?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
No	34	14	2	4	5	9
Yes	3	1	0	0	1	1

Potential difficulty with leases stemmed from seasonal as opposed to year-round lease, lack of upkeep on property and the need for competitive loan rates.

5 WORK FORCE

WF1: DURING THE PAST 3 YEARS, HAS THE NUMBER OF PEOPLE YOU EMPLOY IN THIS BUSINESS INCREASED, DECREASED OR STAYED THE SAME?
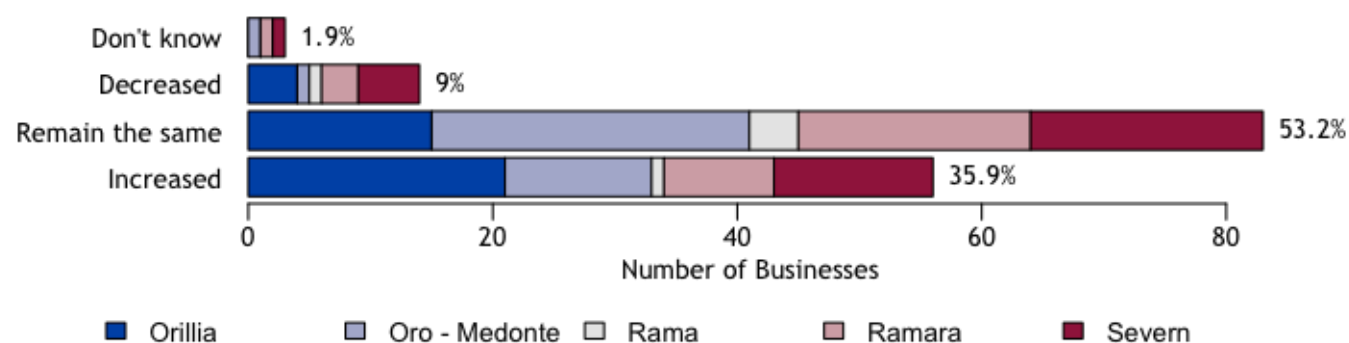
	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Increased	56 (36%)	21 (52%)	12 (30%)	1 (17%)	9 (28%)	13 (34%)
Remain the same	83 (53%)	15 (38%)	26 (65%)	4 (67%)	19 (59%)	19 (50%)
Decreased	14 (9%)	4 (10%)	1 (2%)	1 (17%)	3 (9%)	5 (13%)
Don't know	3 (2%)	0 (0%)	1 (2%)	0 (0%)	1 (3%)	1 (3%)
Total	156 (100%)	40 (100%)	40 (100%)	6 (100%)	32 (100%)	38 (100%)

WF1: By the numbers: job losses and gains

	New Jobs	# Businesses	Lost Jobs	# Businesses
All Regions	444	53	69	13
Orillia	145	20	6	3
Oro - Medonte	241	11	12	1
Rama	2	1	4	1
Ramara	30	9	13	3
Severn	26	12	34	5

WF1: Job losses and gains by area and industry

The following tables look at each business that reported a job loss or gain in the previous three years. **Each row represents a single business.**

Orillia

Industry	Increases	Decreases
33 - Manufacturing (primary and fabricated metal, etc.)	30	0
48 - Transportation and Warehousing,	15	0
44 - Retail Trade (motor vehicles, furniture etc.)	11	0
72 - Accommodation and Food Services	10	0
72 - Accommodation and Food Services	10	0
54 - Professional, Scientific, and Technical Services	10	0
44 - Retail Trade (motor vehicles, furniture etc.)	10	0
32 - Manufacturing (wood, paper, etc.)	10	0
72 - Accommodation and Food Services	7	0
53 - Real Estate and Rental and Leasing	7	0
52 - Finance and Insurance	5	0
72 - Accommodation and Food Services	4	0
52 - Finance and Insurance	3	0
44 - Retail Trade (motor vehicles, furniture etc.)	3	0
41 - Wholesale Trade	2	0
45 - Retail Trade (sporting goods, music, books, etc.)	2	0
44 - Retail Trade (motor vehicles, furniture etc.)	2	0
52 - Finance and Insurance	2	0
54 - Professional, Scientific, and Technical Services	1	0
52 - Finance and Insurance	1	0
81 - Other Services	0	1
54 - Professional, Scientific, and Technical Services	0	2
62 - Health Care and Social Assistance	0	3

Oro - Medonte

Industry	Increases	Decreases
33 - Manufacturing (primary and fabricated metal, etc.)	200	0
72 - Accommodation and Food Services	15	0
23 - Construction	5	0
44 - Retail Trade (motor vehicles, furniture etc.)	4	0
32 - Manufacturing (wood, paper, etc.)	4	0
44 - Retail Trade (motor vehicles, furniture etc.)	4	0
11 - Agriculture, Forestry, Fishing and Hunting	3	0
61 - Educational Services	2	0
32 - Manufacturing (wood, paper, etc.)	2	0
55 - Management of Companies and Enterprises	1	0
81 - Other Services	1	0
11 - Agriculture, Forestry, Fishing and Hunting	0	12

Rama

Industry	Increases	Decreases
71 - Arts, Entertainment, and Recreation	2	0
45 - Retail Trade (sporting goods, music, books, etc.)	0	4

Ramara

Industry	Increases	Decreases
72 - Accommodation and Food Services	15	0
41 - Wholesale Trade	3	0
21 - Mining, Quarrying, and Oil and Gas Extraction	2	0
23 - Construction	2	0
23 - Construction	2	0
44 - Retail Trade (motor vehicles, furniture etc.)	2	0
44 - Retail Trade (motor vehicles, furniture etc.)	2	0
44 - Retail Trade (motor vehicles, furniture etc.)	1	0
23 - Construction	1	0
52 - Finance and Insurance	0	3
23 - Construction	0	4
21 - Mining, Quarrying, and Oil and Gas Extraction	0	6

Severn

Industry	Increases	Decreases
45 - Retail Trade (sporting goods, music, books, etc.)	10	0
72 - Accommodation and Food Services	3	0
45 - Retail Trade (sporting goods, music, books, etc.)	2	0
54 - Professional, Scientific, and Technical Services	2	0
23 - Construction	2	0
91 - Public Administration	1	0
53 - Real Estate and Rental and Leasing	1	0
44 - Retail Trade (motor vehicles, furniture etc.)	1	0
71 - Arts, Entertainment, and Recreation	1	0
55 - Management of Companies and Enterprises	1	0
23 - Construction	1	0
41 - Wholesale Trade	0	1
33 - Manufacturing (primary and fabricated metal, etc.)	0	2
71 - Arts, Entertainment, and Recreation	0	2
44 - Retail Trade (motor vehicles, furniture etc.)	1	4
33 - Manufacturing (primary and fabricated metal, etc.)	0	25

WF2.1: Availability of qualified workers

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Poor	54 (34%)	14 (33%)	12 (30%)	1 (17%)	12 (38%)	15 (38%)
Fair	50 (31%)	18 (42%)	11 (28%)	5 (83%)	9 (28%)	7 (18%)
Good	22 (14%)	5 (12%)	5 (12%)	0 (0%)	4 (12%)	8 (20%)
Excellent	5 (3%)	0 (0%)	4 (10%)	0 (0%)	0 (0%)	1 (3%)
No response	29 (18%)	6 (14%)	8 (20%)	0 (0%)	7 (22%)	8 (20%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

WF2.2: Stability of the workforce

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Poor	26 (16%)	7 (16%)	7 (18%)	0 (0%)	5 (16%)	7 (18%)
Fair	43 (27%)	11 (26%)	11 (28%)	3 (50%)	8 (25%)	10 (26%)
Good	47 (29%)	17 (40%)	10 (25%)	3 (50%)	8 (25%)	9 (23%)
Excellent	12 (8%)	2 (5%)	2 (5%)	0 (0%)	3 (9%)	5 (13%)
No response	32 (20%)	6 (14%)	10 (25%)	0 (0%)	8 (25%)	8 (20%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

WF2.3: Ability to attract new employees

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Poor	27 (17%)	7 (16%)	5 (12%)	2 (33%)	6 (19%)	7 (18%)
Fair	46 (29%)	14 (33%)	10 (25%)	4 (67%)	7 (22%)	11 (28%)
Good	45 (28%)	15 (35%)	11 (28%)	0 (0%)	11 (34%)	8 (20%)
Excellent	11 (7%)	1 (2%)	3 (8%)	0 (0%)	3 (9%)	4 (10%)
No response	31 (19%)	6 (14%)	11 (28%)	0 (0%)	5 (16%)	9 (23%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

WF2.4: Ability to retain new employees

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Poor	11 (7%)	2 (5%)	1 (2%)	0 (0%)	5 (16%)	3 (8%)
Fair	36 (22%)	7 (16%)	9 (22%)	5 (83%)	9 (28%)	6 (15%)
Good	55 (34%)	19 (44%)	16 (40%)	1 (17%)	8 (25%)	11 (28%)
Excellent	22 (14%)	8 (19%)	3 (8%)	0 (0%)	4 (12%)	7 (18%)
No response	36 (22%)	7 (16%)	11 (28%)	0 (0%)	6 (19%)	12 (31%)
Total	160 (100%)	43 (100%)	40 (100%)	6 (100%)	32 (100%)	39 (100%)

WF3.1: DOES YOUR BUSINESS CURRENTLY HAVE DIFFICULTY HIRING?
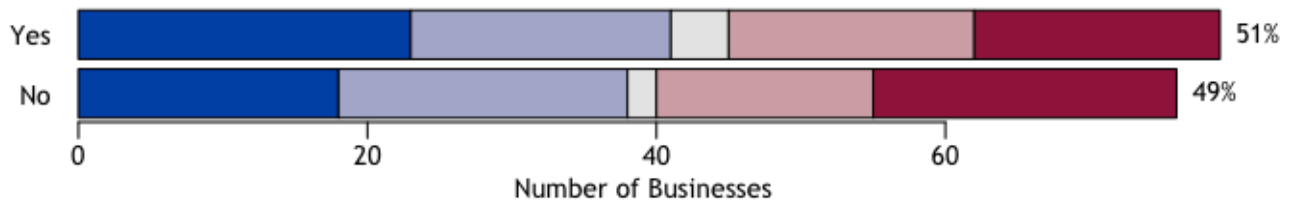
WF3.2: How would you describe your company's hiring challenges?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Lack of appropriate skills or training	55	19	13	1	14	8
Lack of relevant experience	49	16	11	3	10	9
Too few applicants	30	10	6	3	3	8
Other	26	9	5	0	4	8

Other hiring challenges included lack of worker motivation, low wages, and the seasonal nature of the work.

WF3.3: Are the hiring challenges specifically related to the community or industry?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Industry	53	13	15	4	13	8
Community	49	17	7	4	8	13

There were no comments solicited for this field.

WF3.4a: What occupations do you have difficulty in recruiting for your business?

Occupation

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Trades and Technicians	39	10	10	1	10	8
Labourers	25	4	10	0	5	6
Hospitality Workers	12	0	1	4	4	3
Other	12	5	1	1	3	2
Financial Workers	10	6	1	0	0	3
Management Positions	9	6	3	0	0	0
Salespeople	9	6	2	0	0	1
Engineers	6	1	5	0	0	0
IT Workers	6	2	2	0	2	0
Administration	5	1	1	0	3	0
Cooks	4	2	0	0	0	2
Horticulture/Landscaping	3	0	1	0	1	1

Other jobs included registered nurses, florists, butchers, cake decorators, millwright and ski and bike instructors.
A full listing is of occupations is in the Appendix of Qualitative Data beginning on page 17.

WF4: HOW DO YOU CURRENTLY RECRUIT NEW EMPLOYEES?

	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Through your personal network	87	29	19	1	17	21
Employment centres and websites	64	22	13	3	13	13
Referrals from friends or current employees	39	9	6	1	12	11
Unsolicited resumes	21	4	5	0	5	7
Other	19	6	7	1	2	3
Social Media applications such as LinkedIn or Facebook	16	6	1	2	2	5
Local media advertising	11	3	0	0	4	4
Your own website	10	2	1	1	4	2
"Hiring" sign on your premises	7	1	1	1	0	4
Professional recruitment firm	3	1	0	0	0	2

Other methods of recruitment included websites (Kijiji, Indeed, Workopolis), Human Resource departments and local colleges and universities.

## WF5.1: DOES YOUR BUSINESS HAVE DIFFICULTY RETAINING EMPLOYEES?
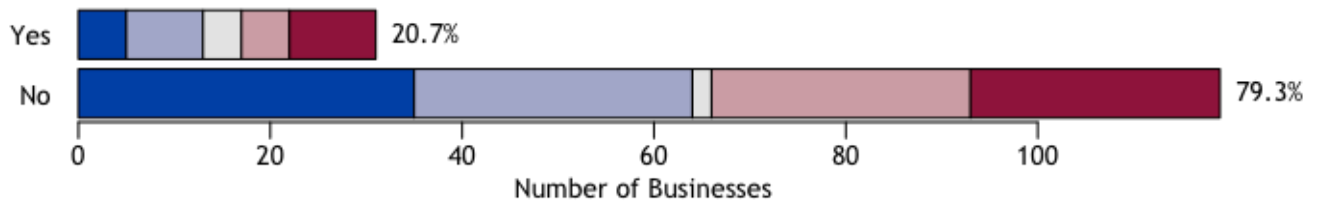
WF5.2: What are the reasons for these difficulties in retaining employees?

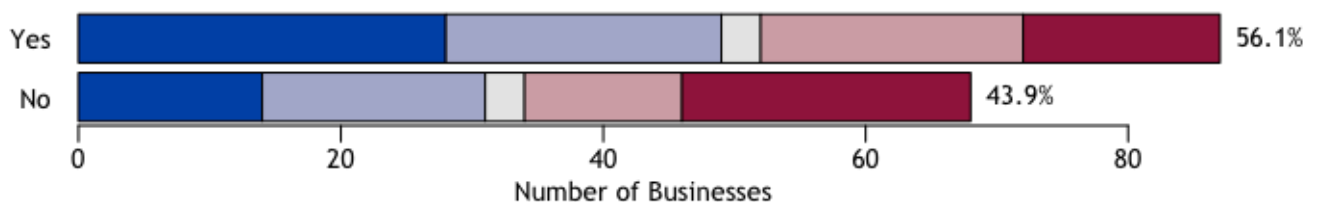|	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Seasonal	19	1	4	2	4	8
Wages	11	3	2	2	3	1
Other	8	2	4	1	1	0
Work environment	7	3	0	2	1	1
Competition	4	1	1	0	1	1

Other retention difficulties included: a 24/7 environment, the nature of the work being difficult, lack of appropriate skills and employees wanting full-time work.

WF6: DOES YOUR BUSINESS CURRENTLY PARTICIPATE IN ANY CO-OP, INTERNSHIP OR APPRENTICESHIP PROGRAMS?
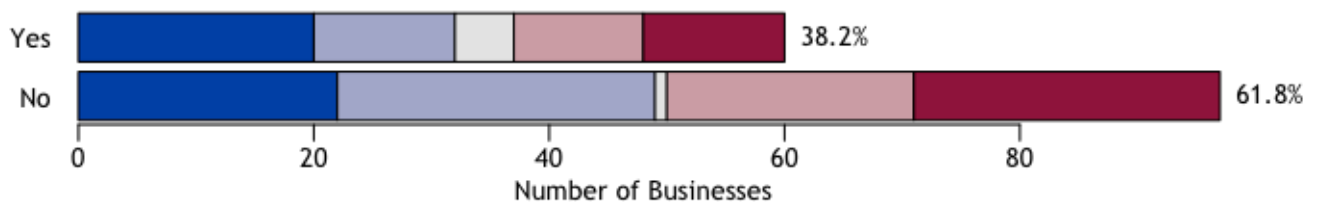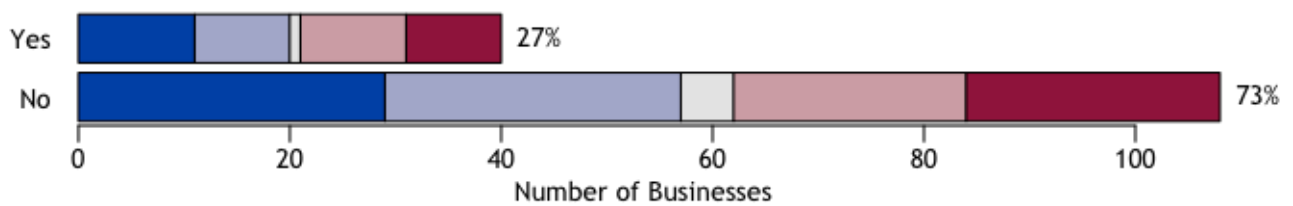

EXTERNAL TRAINING

WF7: DOES YOUR BUSINESS CURRENTLY USE ANY EXTERNAL TRAINING?

WF8: A<small>RE THERE CURRENTLY ANY BARRIERS FOR YOU AND</small>/<small>OR YOUR EMPLOYEES RECEIVING THE</small> <small>NECESSARY TRAINING</small>?

WF8.2: If , please specify

	All Regions	Orillia	Oro - Medonte	Ramara	Severn
Cost	27	6	6	8	7
Availability of training locally	21	7	4	4	6
Unable to release employees	12	3	3	5	1
Other	10	3	1	2	4
Awareness of existing training programs	8	3	1	3	1
Awareness of training support programs	7	1	2	3	1

WF9: A<small>RE THERE ANY TRAINING PROGRAMS</small>/<small>TOPICS THAT WOULD BE BENEFICIAL TO YOU AND YOUR</small> <small>EMPLOYEES</small>?

WF9: If , please specify

Training	N
Computer Skills	30
Other	29
First Aid	20
Health and Safety	19
Customer Service	10
Business	9
Management Supervision	8
Accounting & Numeracy	7
Social Media	3

Other training businesses would find useful included: culinary courses, asbestos, arborist, pool maintenance, bee handling and time management.

6 COMMUNITY DEVELOPMENT

COMPARING ADVANTAGES AND DISADVANTAGES

Disadvantages   **Advantages**

Lifestyle
Location
Other
Tourism
Demographics
Land and Space
Services
Affordability
Taxation
Growth and Development
Municipal Services
Labour
Seasonal
Perception of Community
Lack of Facilities

-50   0   50   100
Number of Businesses
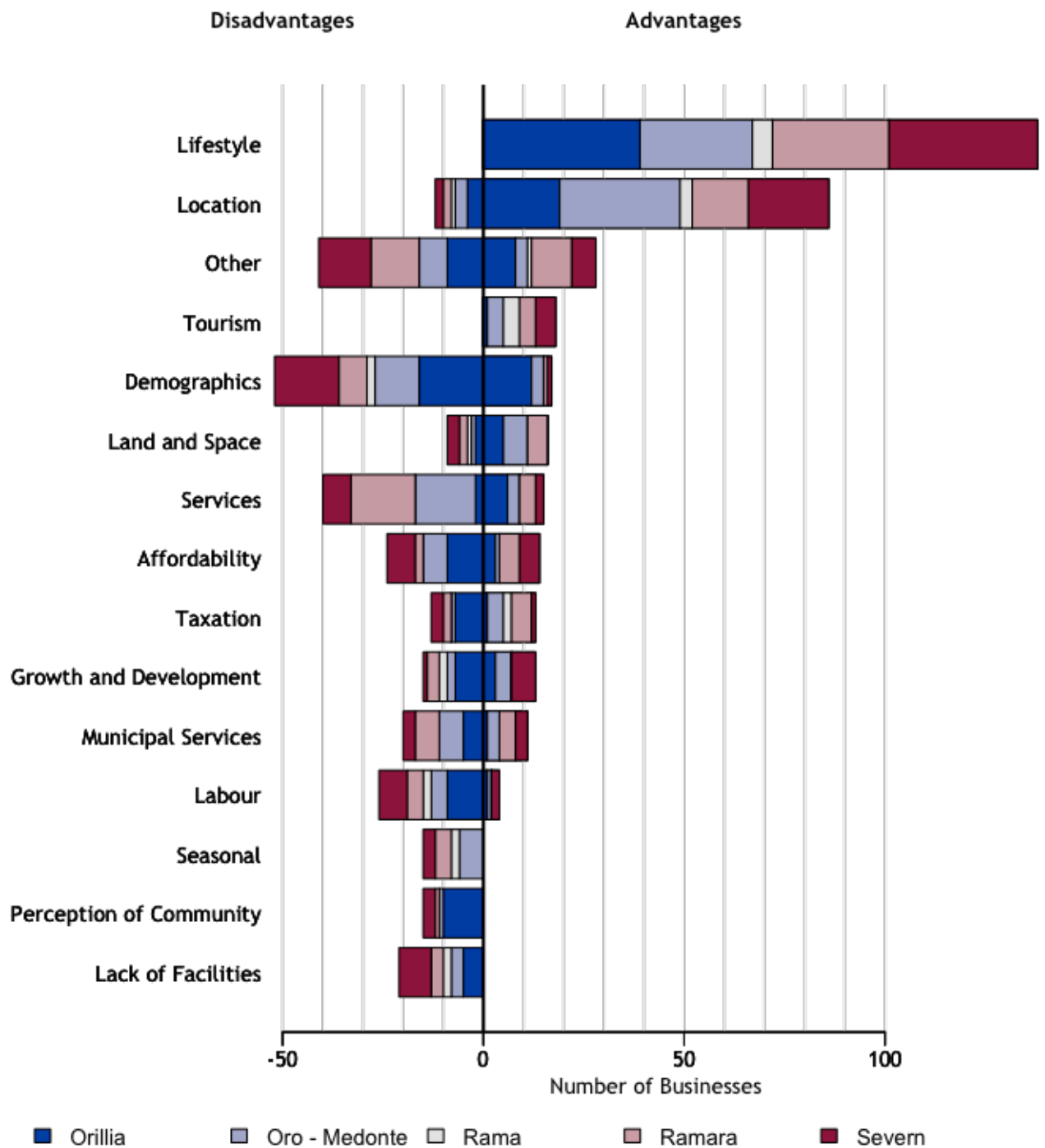
■ Orillia   □ Oro - Medonte   □ Rama   ■ Ramara   ■ Severn
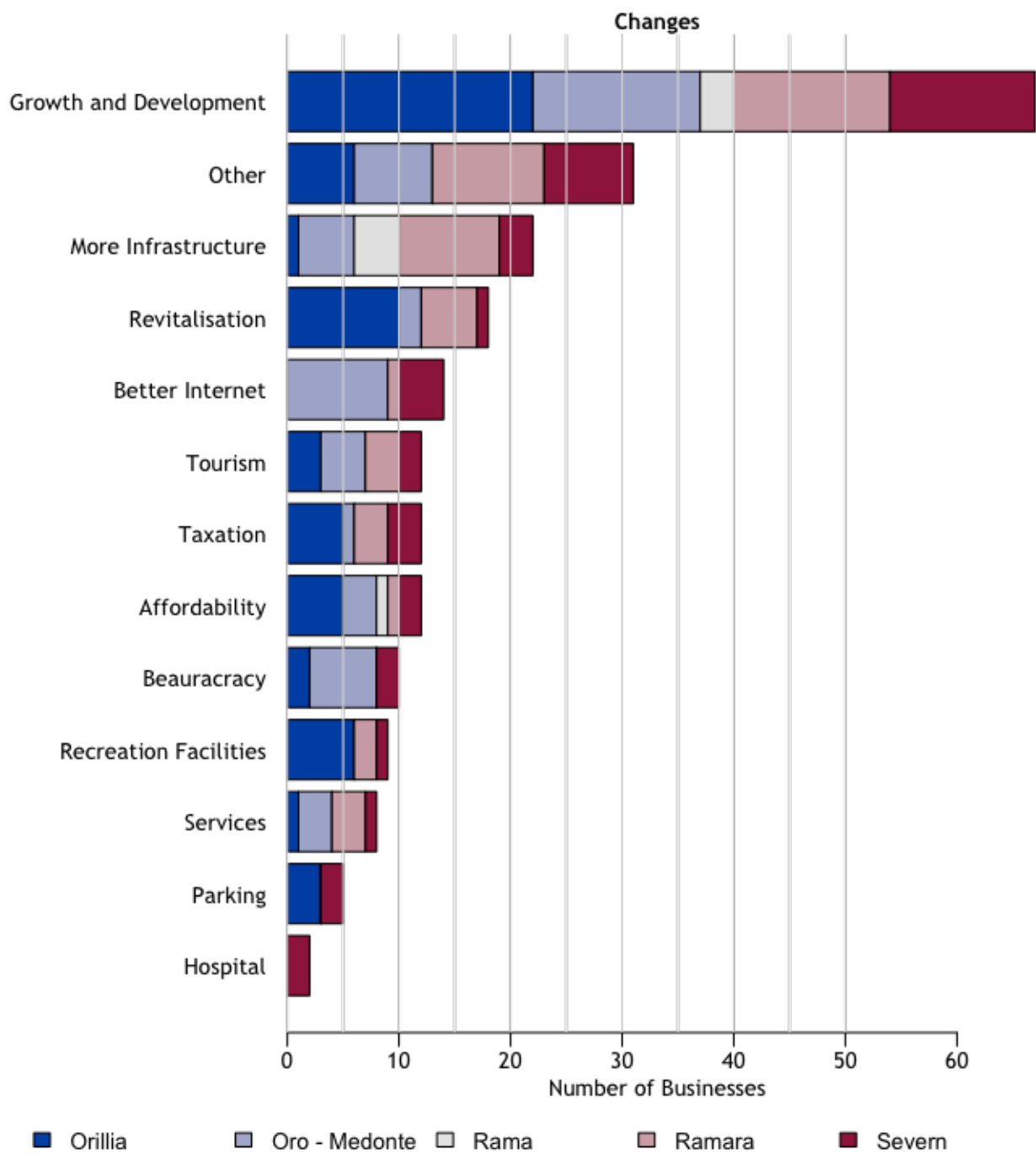
ORILLIA: ADVANTAGES

CD5: WHAT ASSISTANCE OR OPPORTUNITIES WOULD BE BENEFICIAL TO SUPPORT YOUR BUSINESS?

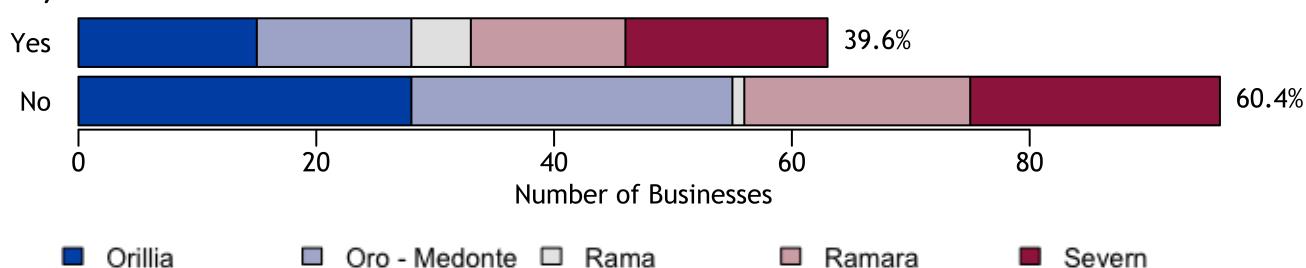|	All Regions	Orillia	Oro - Medonte	Rama	Ramara	Severn
Joint advertising and marketing	60	12	12	4	16	16
Business networking sessions	58	18	12	3	11	14
E-marketing	53	17	12	0	15	9
social media and online content workshops	53	17	12	0	15	9
Workforce planning	48	18	7	2	11	10
employee training and attraction	48	18	7	2	11	10
Marketing seminars	39	13	11	1	7	7
Productivity improvement workshops	30	10	7	2	6	5
Attraction of related supply & services businesses	26	6	6	1	9	4
Trade shows	24	4	5	0	7	8
Updating business plan	24	6	3	0	6	9
Access to capital seminars	23	7	6	0	4	6
Succession planning	21	7	3	0	5	6
Other	16	4	7	0	3	2
Export development programs and services	13	2	4	0	2	5

7 COMMUNITY SPECIFIC INFORMATION

CDC1: HAVE YOU ACCESSED SERVICES OFFERED BY THE COMMUNITY DEVELOPMENT CORPORATION (CDC)?

CDC1b: Which service have you accessed

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
Workshops/Seminars	35	9	7	3	8	8
General Business Information	19	3	4	1	5	6
Business Loans	17	5	2	0	4	6
Assistance with Business Registration and/or Start-up Information	12	3	2	0	3	4
Community Capacity Building Grants	11	1	5	0	2	3
Referrals to other community resources	11	2	2	0	3	4
CDC support of/participation in a Community Economic Development project	9	1	2	1	1	4
One-on-one Business Coaching	6	1	0	0	1	4
Mentorship Program	3	0	0	0	0	3

CDC1c: How valuable did you find the services to be to your business?

|	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
Poor	1	1	0	0	0	0
Fair	6	2	1	0	0	3
Good	31	7	5	4	8	7
Excellent	24	5	7	1	5	6
No response	98	28	27	1	19	23

People are using the services, but it is difficult for them to assess the value of those services.

CDC1d: Please explain why have you not accessed the CDC services?

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
CDC services not needed	27	9	8	0	3	7
Not aware of CDC Services	31	7	10	1	8	5
Other	16	5	5	0	3	3

CDC2A: IS YOUR BUSINESS IMPACTED BY TOURISM?

Is your business impacted by tourism?
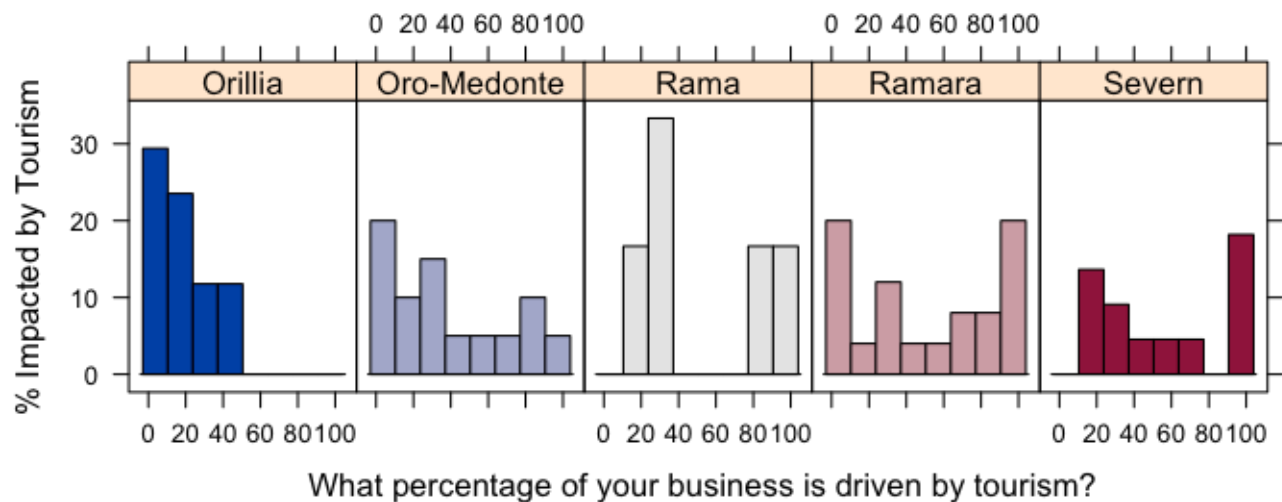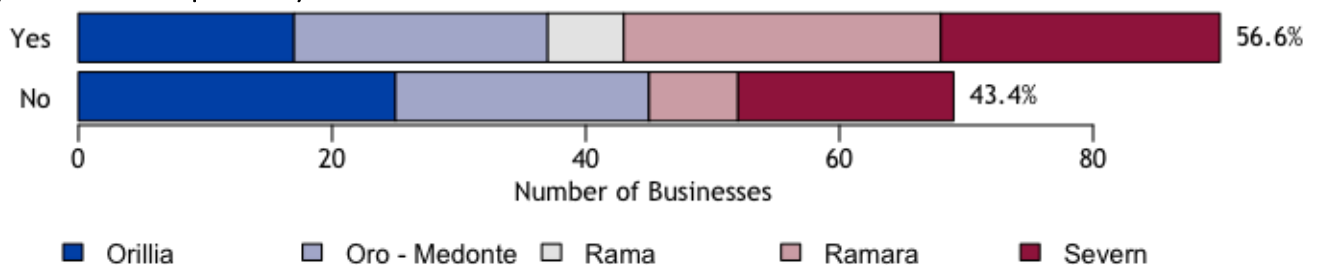
Note that only those businesses who indicated they were impacted by tourism are included here. In instances where the proportions do not sum to 100 (Severn) it is due to non-response.

This graph is effectively telling us that businesses are either tourist-driven or not. There are few businesses with a moderate reliance on tourism.

CDC2c: Do you work with Ontario's Lake Country (The Destination Marketing Organization for the region)?

Do you work with Ontario's Lake Country (The Destination Marketing Organization for the region)?
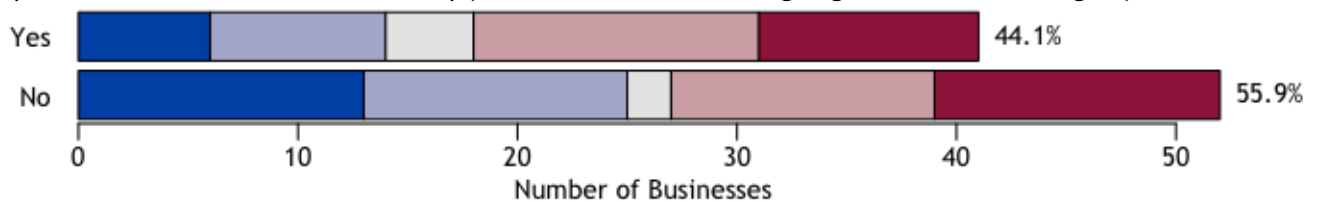
CDC2c: Are you satisfied with OLCs efforts to promote tourism in the region?

Legend: Orillia, Oro - Medonte, Rama, Ramara, Severn
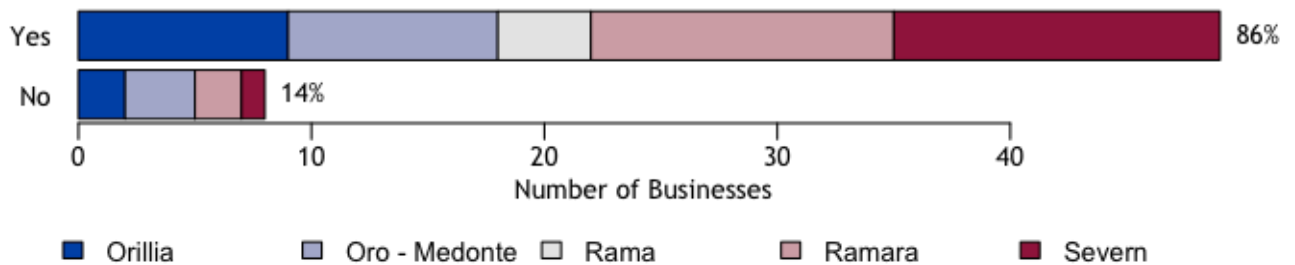
CDC2c (second c): If No, why are you not satisfied with Ontario Lake Country's efforts? (Go to 3)

Reasons for not being satisfied with Ontario Lake Country's efforts included fees and membership requirements, Barrie not being included, wrong focus and low website hits.

CDC2d: Why do you not work with Ontario's Lake Country?

Reasons for not working with Ontario's Lake Country included not being aware of it, not having a need for it, not catering to tourists, Barrie not being included, cost and their work not being specific the businesses industry.

CDC3: WHAT WOULD YOU LIKE TO SEE ONTARIO'S LAKE COUNTRY DO IN THE FUTURE TO HELP GROW TOURISM IN THE AREA?

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
Product development	40	10	4	5	15	6
Further General Advertisement of the region	12	1	3	0	2	6
Business to Business Partnership Development	6	1	0	0	2	3
More program opportunities	6	0	3	0	3	0
Experience Development	5	0	4	0	0	1
Other	3	1	1	0	0	1

CDC4: HAS YOUR BUSINESS BEEN IMPACTED, IN THE LAST YEAR, BY FESTIVALS OR EVENTS HELD ACROSS THIS REGION?
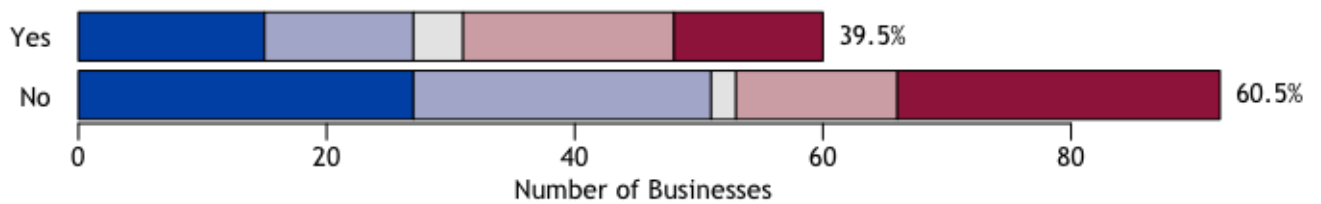
CDC4: Has your business been impacted by events at any of the following venues?

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
Burls Creek Event Grounds	32	8	9	3	7	5
Other	30	8	4	2	10	6
Hardwood ski & bike	14	6	5	0	1	2
Horseshoe Resort	14	7	3	0	2	2
Mount St. Louis Moonstone	14	6	3	2	1	2

Other Venues

Other local venues included the Casino Rama events centre, the Orillia Perch Festival and Port of Orillia events.

Explain how your business was impacted

Most business report a positive impact of local events. Concerns with local events involved reduced parking.

CDC5: WHAT, IF ANY, KEY FACTORS OR BARRIERS ARE PREVENTING YOUR BUSINESS FROM EXPANDING INTO ANOTHER SEASON, EITHER PHYSICALLY OR DUE TO PRODUCT DEVELOPMENT NEEDS?

Not a lot to comment on here.

CDC6: WHAT ARE THE TOP THREE GEOGRAPHIC MARKETS FOR YOUR PRODUCTS OR SERVICES? (FOR EXAMPLE; GTA, SIMCOE COUNTY, SOUTHEAST ASIA)

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
Simcoe County	149	48	33	8	33	27
GTA	69	12	23	5	20	9
Near North	45	18	9	0	2	16
Ontario	39	5	9	0	13	12
Canada	22	6	8	0	3	5
United States	14	5	5	0	2	2
Kawartha Lakes	9	0	0	1	4	4
Europe	4	1	2	0	1	0
Rest of the World	4	2	1	0	1	0

Markets in the Near North include: Huntsville, Muskoka, Parry Sound, Gravenhurst, Waubaushene, Gloucester Pool, Georgian Bay and anyone who responded with Near North or Cottage Country.

By Industry

	Simcoe County	GTA	Near North	Ontario	Canada	United States	Kawartha Lakes	Europe	Rest of the World
72 - Accommodation and Food Services	14	16	1	14	4	4	0	2	0
44 - Retail Trade (motor vehicles, furniture etc.)	22	6	6	3	2	0	0	0	0
45 - Retail Trade (sporting goods, music, books, etc.)	16	7	3	3	1	1	2	0	0
23 - Construction	16	4	8	1	0	0	3	0	0
71 - Arts, Entertainment, and Recreation	13	9	4	0	0	0	1	0	0
11 - Agriculture, Forestry, Fishing and Hunting	7	5	4	2	1	2	0	0	1
33 - Manufacturing (primary and fabricated metal, etc.)	2	0	2	4	6	3	1	2	1
54 - Professional, Scientific, and Technical Services	9	3	3	2	2	1	0	0	0
52 - Finance and Insurance	12	2	2	1	1	0	0	0	0
32 - Manufacturing (wood, paper, etc.)	2	3	2	1	3	2	0	0	2
53 - Real Estate and Rental and Leasing	6	3	1	1	0	0	0	0	0
62 - Health Care and Social Assistance	6	1	1	2	1	0	0	0	0
41 - Wholesale Trade	3	2	4	0	0	0	0	0	0
56 - Administrative and Support and Waste Management and Remediation Services	4	2	1	2	0	0	0	0	0
81 - Other Services	5	0	1	1	0	0	1	0	0
21 - Mining, Quarrying, and Oil and Gas Extraction	1	3	0	1	0	1	0	0	0
55 - Management of Companies and Enterprises	2	2	2	0	0	0	0	0	0
61 - Educational Services	2	1	0	1	1	0	0	0	0
48 - Transportation and Warehousing,	5	0	0	0	0	0	0	0	0
91 - Public Administration	2	0	0	0	0	0	1	0	0

CDC7: WHAT IS THE BEST WAY FOR THE **M**UNICIPALITY TO INFORM BUSINESSES OF NEW AND UPCOMING PROJECTS/OPPORTUNITIES?

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
E-Newsletters	95	25	24	4	22	20
Direct Mail	47	12	11	4	8	12
City website	33	12	7	2	7	5
Facebook	29	9	5	1	8	6
Phone	29	9	11	0	8	1
Public Information Sessions	23	10	5	1	5	2
Other	16	6	2	0	3	5
Town Halls	13	5	0	1	6	1
Twitter	10	5	1	0	3	1
Other Social Media	7	3	0	1	3	0

Other suggestions for reaching out to businesses were via Instagram, newspapers, Chamber of Commerce, email, letters in tax bills and face to face networking.

CDC8: W**HAT IS THE BEST WAY FOR THE **M**UNICIPALITY TO GATHER FEEDBACK FROM BUSINESSES?**

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
Online surveys	109	29	27	6	21	26
Hard copy surveys	43	11	12	1	9	10
Phone	26	8	12	0	3	3
Public Workshops/Open Houses	22	10	3	1	6	2
Other	15	5	5	1	2	2
Soliciting feedback via Facebook	13	6	2	0	2	3
Town Halls	11	4	3	1	3	0
Soliciting feedback via Twitter	6	4	1	0	0	1
Other Social Media	3	2	1	0	0	0

CDC8: I**F , PLEASE SPECIFY**

Other methods suggested included email and face to face interviews.

CDC9: WHICH OF THE FOLLOWING DO YOU SEE AS KEY FACTORS TO THE FUTURE DEVELOPMENT OF THE ORILLIA WATERFRONT?

	All Regions	Orillia	Oro-Medonte	Rama	Ramara	Severn
More commercial development	43	28	6	2	2	5
Using the space for more events	34	18	2	2	8	4
Increased green/passive space	29	15	3	1	6	4
More residential development	19	12	2	0	4	1
Other	13	7	1	1	1	3

Restaurants on the water, a new port building, boat and train cruise and cautious commercial development were mentioned as additional factors.

Other ideas for future development included restaurants on the water, a new port building and purchasing the Legion to maintain green space.

CDC10: WHAT DO YOU SEE AS THE KEY AREAS OF FOCUS TO BUILD A STRONGER DOWNTOWN?

More accessible parking was businesses' primary suggestion for improving the downtown. Businesses also want to see the downtown revitalised; cleaning of graffiti and more frequent sweeping of the streets, along with filling the empty stores and encouraging businesses to maintain their store fronts to a higher standard. Business would like a greater variety of shops downtown, better quality shops and shops catering more to families and young people. Waterfront development with a better link to the downtown core was mentioned. Consistent and longer store hours in the downtown core was suggested, along with more patios and outdoor spaces. Most business who mentioned residential development wanted to see an increase in residential development downtown, but there were a few businesses opposed to this.

CDC11: WHAT THREE COMMUNITY ASSETS WOULD YOU MOST LIKE TO SEE DEVELOPED IN THE DOWNTOWN? (E.G. FARMERS MARKET, EXPAND PUBLIC PARKING, ETC)

	Orillia	Oro-Medonte	Rama	Ramara	Severn
Parking	22	4	1	4	5
Other	20	4	0	4	6
Farmer's Market	12	3	1	4	2
Events	7	1	2	1	1
Waterfront	7	1	1	0	2
Better Transit	5	2	2	0	1
Increased Occupancy	4	1	0	0	0
Better Downtown Housing	3	0	0	0	0
Increased Cleanliness	3	0	1	1	1
Accessibility	1	0	0	2	0
Port of Orillia	1	0	0	1	1

ORO-MEDONTE QUESTIONS

CDC12: Were you aware of the Cycling Tourism initiative?

	Orillia	Oro-Medonte	Rama	Ramara	Severn
No	2	21	1	2	5
Yes	5	17	0	3	4

CDC12: Has your business been impacted by Cyclists?

	Orillia	Oro-Medonte	Rama	Ramara	Severn
No	6	31	1	4	7
Yes	1	7	0	1	2

CDC12: Would you like further information on the Townships Cycling Project?

	Orillia	Oro-Medonte	Rama	Ramara	Severn
No	3	21	1	1	7
Yes	4	17	0	3	2