



# Staff Report

## Administration

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**Report To:** Economic Development Advisory Committee  
**Meeting Date:** December 9, 2019  
**Report Number:** FAF.19.258  
**Subject:** Economic Development Strategy Consultation and Survey Question Overview  
**Prepared by:** Jeremy Chan, Communications & Economic Development Project Specialist

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### A. Recommendations

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THAT the Economic Development Advisory Committee receive Staff Report FAF.19.258, entitled “Economic Development Strategy Consultation and Survey Question Overview”;

AND THAT the Economic Development Advisory Committee endorse the Economic Development Strategy Survey Questions as outlined in Report FAF.19.258.

### B. Overview

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This staff report provides an overview of the Economic Development Strategy survey questions.

### C. Background

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In collaboration with Ontario Ministry of Agriculture, Food, and Rural Affairs (“OMAFRA”), and the Economic Development Advisory Sub-Committee, staff have drafted two surveys for the Economic Development Strategy:

- 1) General Public / Residents Survey
- 2) Local Business Leaders and Business Community Survey

Through two distinct surveys, the goal is to engage and identify areas of opportunity, challenges, and alignment between the business community and residents.

### D. Analysis

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Residents will be able to provide their input via hardcopy surveys or through the Towns public engagement website in January 2020. Mailed postcards, e-newsletters, road signs, radio ads, social media, network outreach, etc. are a few methods of promotion for the Economic Development Survey.

## **E. The Blue Mountains Strategic Plan**

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Goal #1: Create Opportunities for Sustainability

Objective #1 Retain Existing Business

Objective #2 Attract New Business

Objective #3 Promote a Diversified Economy

Objective #4 Support Value-Added Agriculture and Culinary Tourism

Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners

Objective #3 Strengthen Partnerships

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

Goal #5: Ensure Our Infrastructure is Sustainable

Objective #4 Ensure that Infrastructure is Available to Support Development

## **F. Environmental Impacts**

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There are no environmental impacts anticipated within the scope of this report.

## **G. Financial Impact**

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There are no financial impacts anticipated within the scope of this report.

## **H. In consultation with**

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Tim Hendry, Communications & Economic Development Coordinator

Shawn Everitt, Chief Administrative Officer

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Jeremy Chan, [economicdevelopment@thebluemountains.ca](mailto:economicdevelopment@thebluemountains.ca).

## **J. Attached**

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Attachment 1- Economic Development Survey Questions

Respectfully Submitted,

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Jeremy Chan  
Communications & Economic Development Project Specialist

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Tim Hendry  
Communications & Economic Development Coordinator

For more information, please contact:  
Jeremy Chan, Communications & Economic Development Project Specialist  
[economicdevelopment@thebluemountains.ca](mailto:economicdevelopment@thebluemountains.ca)  
519-599-3131 extension 282



# **Economic Development Business Community Survey 2020**

**[www.thebluemountains.ca](http://www.thebluemountains.ca)**

The Town of The Blue Mountains is in the process of developing a new Economic Development Strategy that will help guide the Town's strategic economic direction through 2020 – 2025. To develop a successful Economic Development Strategy, consultation and feedback from local business leaders will play an essential role within the development of the strategy.

The survey deadline closes on **February 12, 2020**.

The survey consists of two sections and will take approximately 15 minutes to complete. Please return completed surveys to the Town of The Blue Mountains Town Hall. Printed surveys must be completed on the original paper surveys printed by the Town. Alternate versions will not be accepted.

If you require assistance or have questions, please contact:

**Tim Hendry**

Communications & Economic Development Coordinator

[communications@thebluemountains.ca](mailto:communications@thebluemountains.ca)

519-599-3131 ext. 282

## Economic Development Strategy Business Survey (DRAFT)

Thank you for your interest in completing the Economic Development Strategy Business Community Survey. This survey is intended for **business owners, managers, and/or representatives** in the Town of The Blue Mountains to ensure that the voices in the business community are heard and consulted with for the new 2020 Economic Development Strategy. Be assured that all answers you provide are strictly confidential.

### Business Questions

- 1) What three words would you use to describe Town of The Blue Mountains?
  - a. Comment box
  
- 2) In your opinion, what are the advantages of investing and doing business in the Town of The Blue Mountains compared to other communities in Ontario?
  - a. Comment box
  
- 3) In your opinion, what are the disadvantages of investing and doing business in Town of The Blue Mountains compared to other communities in Ontario?
  - a. Comment box
  
- 4) As indicated through the research of the South Georgian Bay Labour Supply Task Force, employee recruitment and retention has been identified as a significant challenge and growth barrier for most businesses. If you have experienced challenges within employee recruitment and retention, what are the most significant contributing factors?
  - a. Comment Box
  
- 5) What roles and actions do you feel the Town could do to further support our local economy and businesses?
  - a. Comment box
  
- 6) What do you consider to be The Blue Mountain's greatest opportunities to stimulate economic growth in the next 5 years?
  - a. Comment box

- 7) How important do you believe the following factors are for creating and maintaining a strong economy in the Town of The Blue Mountains?
- a. Range and affordability of housing
  - b. Availability of buildings and land (office, retail, industrial)
  - c. Access to quality education, skills development & training
  - d. Access to skilled workers
  - e. Energy costs
  - f. Public Transit
  - g. Municipal infrastructure & servicing
  - h. Efficient development processes (approvals and permits)
  - i. Quality of life factors (housing, shopping, restaurants, parks and recreation, arts and culture, community image)
  - j. Enhanced arts and cultural amenities
  - k. Promotion and marketing of The Blue Mountains and its assets to people who would live and invest in the community
  - l. Enhanced tourism development
- 8) On a scale of 1 to 5 with 1 being 'strongly disagree' and 5 being 'strongly agree' Please indicate to what level you agree or disagree with the following statements:
- a. The Blue Mountains needs to actively pursue more commercial growth
  - b. The Blue Mountains needs to actively pursue more industrial growth
  - c. The Blue Mountains needs to actively pursue residential growth
  - d. Comment Box
- 9) What is your vision of The Blue Mountains economy over the next 5 years?
- a. Comment Box

## General Questions

- 10) Which of the following stages best represents your business?
- a. Start-Up / New Venture Business
  - b. Growing / Developing Business
  - c. Established / Mature Business

11) Please indicate which industry your business operates within?

- a. Accommodation
- b. Administrative
- c. Agriculture
- d. Arts & Entertainment
- e. Construction
- f. Education
- g. Finance
- h. Health Care
- i. Information
- j. Management
- k. Manufacturing
- l. Professional services
- m. Public Administration
- n. Real Estate
- o. Retail
- p. Transportation
- q. Wholesale

12) Please indicate the number of employees your business employs:

- a. 1-4 employees
- b. 5-9 employees
- c. 10-19 employees
- d. 20-49 employees
- e. 50+ employees

13) In your opinion, do you consider most employees in your business full-time, part-time, or seasonal workers?

- a. Full-Time
- b. Part-Time
- c. Seasonal

14) Where do the majority of your employees live?

- a. In the Town of The Blue Mountains
- b. In a neighbouring community

15) Where is your business located in the Town of The Blue Mountains?

- Banks
- Blue Mountain Village
- Camperdown
- Castle Glen
- Clarksburg
- Craigleith
- Egypt

- Gibraltar
- Heathcote
- Kolapore
- Lora Bay
- Loree
- Osler
- Ravenna
- Red Wing
- Sandhill
- Slabtown
- Swiss Meadows
- Thornbury
- Victoria Corners
- No Physical Location

16) How did you hear about this survey?

- a. Survey postcard
- b. Radio station
- c. Town website & e-newsletter
- d. Newspaper
- e. Street signs
- f. Word of mouth
- g. Other (Please specify)

17) Additional comments (Optional):

- a. Open-ended





# **Economic Development Public Survey 2020**

**[www.thebluemountains.ca](http://www.thebluemountains.ca)**

The Town of The Blue Mountains is in the process of developing a new Economic Development Strategy that will guide the Town's strategic economic direction through 2020 – 2025. To develop a successful Economic Development Strategy, consultation and feedback from residents will play an essential role within the development of the strategy.

The survey deadline closes on **February 12, 2020**.

The survey consists of two sections and will take approximately 10-15 minutes to complete. Please return completed surveys to the Town of The Blue Mountains Town Hall. Printed surveys must be completed on the original paper surveys printed by the Town. Alternate versions will not be accepted.

If you require assistance or have questions, please contact:

**Tim Hendry**

Communications & Economic Development Coordinator

[communications@thebluemountains.ca](mailto:communications@thebluemountains.ca)

519-599-3131 ext. 282

## Economic Development Strategy Public Survey (DRAFT)

Thank you for agreeing to take part in the Economic Development Public Survey. This survey is intended for the **general public and residents** in the Town of The Blue Mountains to ensure that the voices from residents and the public are heard and consulted with for the new 2020 Economic Development Strategy. Be assured that all answers you provide are strictly confidential.

### Economic Development Questions

- 1) Please select the option that best describes yourself:
  - a. I am a resident of the Town of The Blue Mountains
  - b. I am an employee of a business in the Town of The Blue Mountains
  - c. I am both a Town resident and an employee of a business in the Town of The Blue Mountains
  
- 2) What makes The Town of The Blue Mountains a great place to live, work and/or raise a family?
  - a. Comment Box
  
- 3) What are the main challenges of living in The Town of The Blue Mountains?
  - a. Comment Box
  
- 4) In your opinion, what types of businesses would thrive in this community?
  - a. Comment Box
  
- 5) What is your vision of The Blue Mountains economy over the next 5 years?
  - a. Comment Box
  
- 6) What roles and actions do you feel the Town could do to further support our local economy and businesses?
  - a. Comment box
  
- 7) On a scale of 1 to 5 with 1 being 'strongly disagree' and 5 being 'strongly agree' Please indicate to what level you agree or disagree with the following statement:
  - a. The Blue Mountains is an excellent place to live
  - b. The Blue Mountains is a safe community
  - c. The Blue Mountains is an excellent place to raise a family
  - d. The Blue Mountains is an excellent place to retire
  - e. The Blue Mountains provides a welcoming environment for new businesses
  - f. The Blue Mountains is welcoming to newcomers
  - g. The Blue Mountains is welcoming to tourists

- 8) Using a scale of 1-5 where 1 is 'not at all satisfied' and 5 is 'very satisfied', please rate the quality of the services that are available in The Blue Mountains.
- a. Retail shopping variety
  - b. Healthcare services
  - c. Education
  - d. Housing options
  - e. Recreation facilities and services
  - f. Arts and culture activities
  - g. Community festivals and events
  - h. Transportation infrastructure
  - i. Planning and development
  - j. Employment services
- 9) What goods and services do you regularly purchase that are not currently available in the community?
- a. Comment Box

### General Questions

- 10) How did you hear about this survey?
- a. Survey postcard
  - b. Radio station
  - c. Town website & e-newsletter
  - d. Newspaper
  - e. Street signs
  - f. Word of mouth
  - g. Other (Please specify)
- 11) What type of resident do you consider yourself?
- a. Full-Time, Year-Round
  - b. Part-time, 6 Months – 11 Months
  - c. Seasonal, 6 Months or Less
  - d. Flex, live in the Town but work outside of the community
- 12) Where is your property located in the Town of The Blue Mountains?
- Banks
  - Blue Mountain Village
  - Camperdown
  - Castle Glen
  - Clarksburg
  - Craigleith
  - Egypt
  - Gibraltar
  - Heathcote

- Kolapore
- Lora Bay
- Loree
- Osler
- Ravenna
- Red Wing
- Sandhill
- Slabtown
- Swiss Meadows
- Thornbury
- Victoria Corners

13) What is your age?

- a. Under 18
- b. 18-24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55+

14) Additional comments (Optional)

- a. Open-ended