

# DUFFERIN COUNTY: WOWC SURVEY RESULTS

---

MAY 2020



# Table of Contents

Background Information .....	2
COVID-19 Business Impacts: Survey 1 Results .....	3
Businesses in Dufferin County .....	4
Impacts of COVID-19 on Business .....	5
Government Support for Business .....	6
Other Supports from the Government .....	7
Other Impacts Faced by Business Owners .....	8
Creative Ways Businesses Have Responded to COVID-19 ..	9

## **Contact Info**

**Karisa Downey**

---

Economic Development Officer  
Dufferin County  
kdowney@dufferincounty.ca

# Background Information

The Western Ontario Warden's Caucus (WOWC) survey was facilitated by all counties in Western Ontario, to identify the impacts of COVID-19 on business. The survey took place in April of 2020.

This report will display the survey results collected from 35 business owners in the County of Dufferin.

Page 3 displays the results from the first WOWC survey conducted in Dufferin County in March of 2020, where 14 businesses participated.



# COVID-19 Business Impacts:

## Survey #1 Results

March 2020

### Dufferin Results

14 businesses surveyed

### WOWC Results

1, 207 businesses surveyed

**57%**

say impacts of COVID-19 are significant and growing fast

**44%**

**57%**

say they will have difficulty making ends meet in a few months

**45%**

**29%**

say they are likely to shut down operations/ close down temporarily

**43%**

**57%**

say they are in need of Financial Aid / EI from the Provincial and Federal Government

**31%**

**7%**

say they are in need of tax /payment deferrals from the Municipal Government

**22%**

### Number of Employees - WOWC

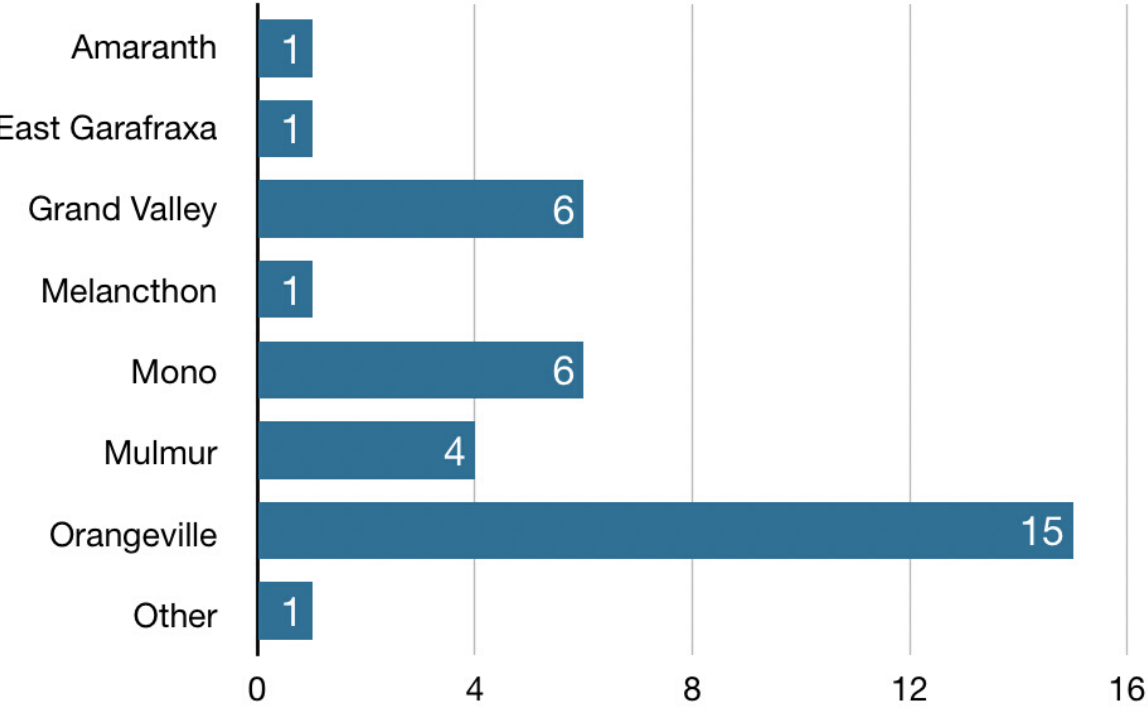
0-4	.....	548
5-19	.....	319
20-49	.....	72
50-99	.....	39
100-299	.....	25
300-499	.....	3
500+	.....	6

### Business Industry - WOWC

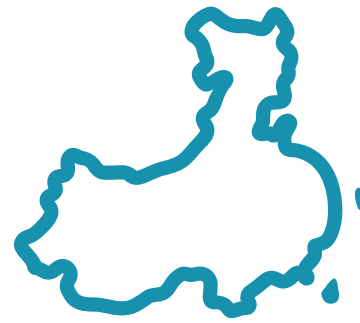
Agri-Business	.....	75
Manufacturing / Assembly	.....	60
Small Biz and Entrepreneurship	.....	79
Tourism/ Hospitality	.....	125
Construction	.....	51
Healthcare	.....	67
Retail	.....	171
Professional Services	.....	141
Transportation	.....	28
Other	.....	299

# Businesses in Dufferin County

## Location of Business



**24%** of businesses in Western Ontario are located in Oxford County, which holds the most businesses according to the WOWC regional survey



**16%** of businesses in Western Ontario specialize in the agriculture and food processing industry

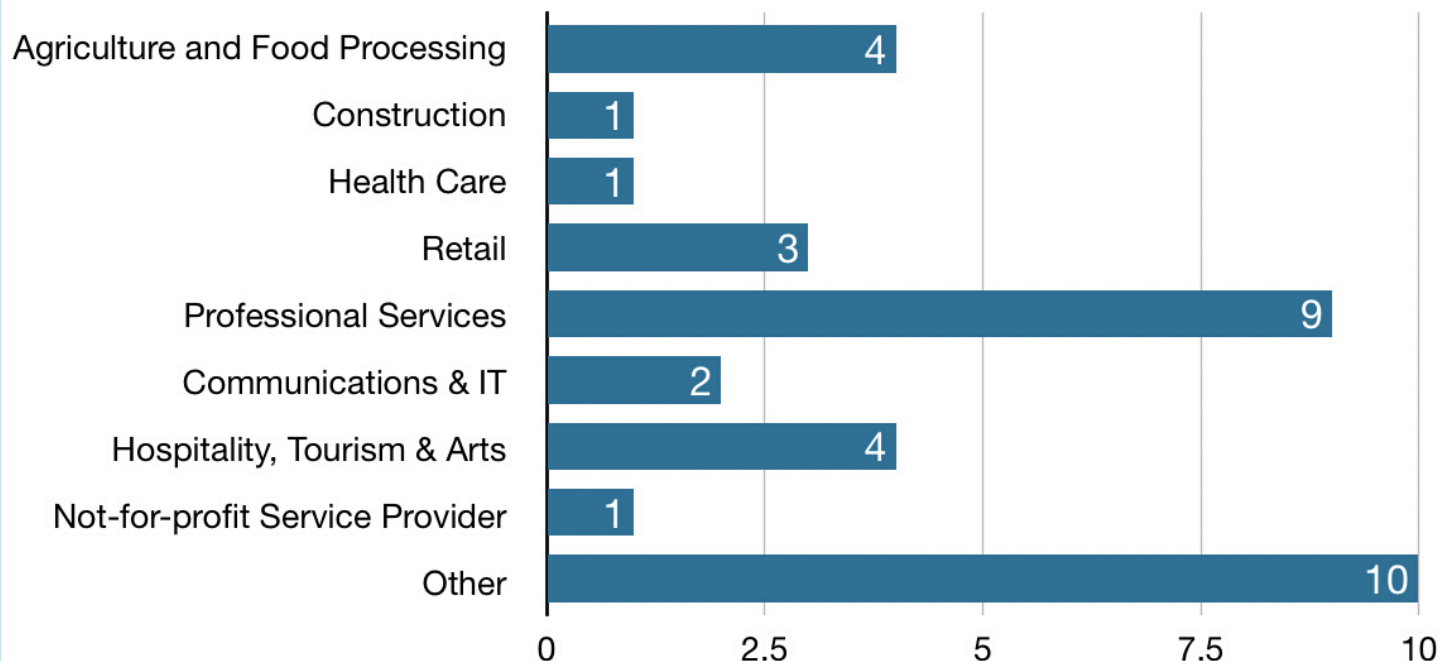


**11%** of businesses in Dufferin County specialize in the agriculture and food processing industry



**2%** of agriculture and food processing businesses are located in Dufferin County

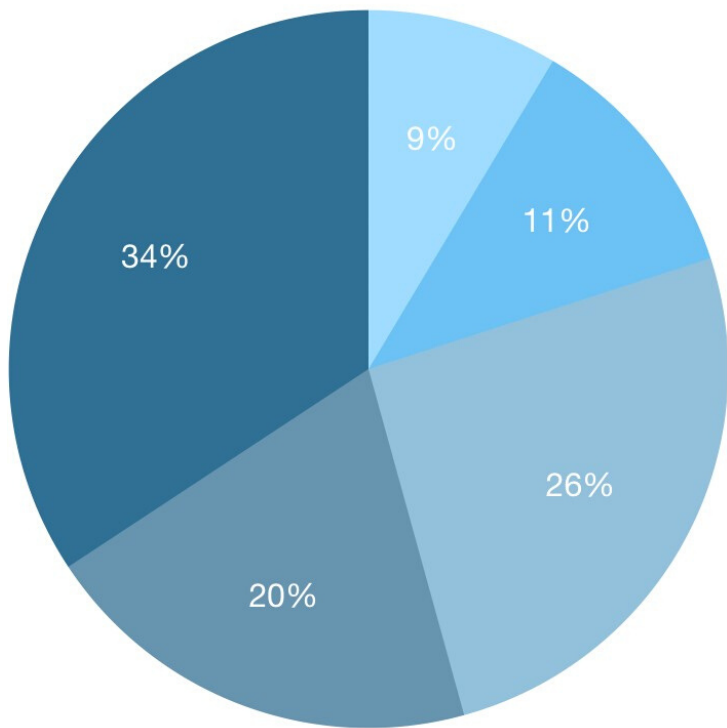
## Primary Business Industry



# Impacts of COVID-19 on Business

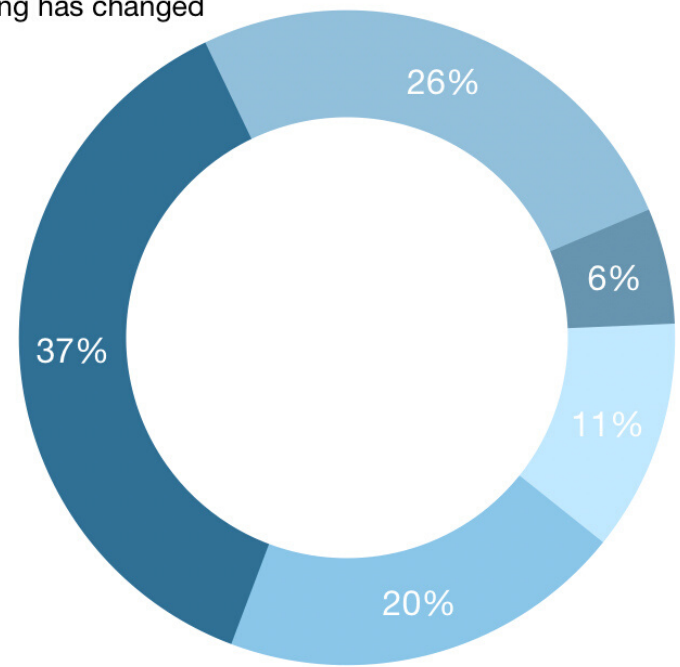
## Current impacts of COVID-19 on Business in Dufferin County

- Impact is limited so far
- Impact is noticeable but not significant
- Impact is significant and steadily increasing
- Impact is very significant and growing fast
- Business is now closed temporarily



## How Businesses in Dufferin County have Responded to COVID-19

- Business open but hours changed
- Business closed to the public but still operating
- Business closed and not operating
- Changed services (take out, delivery, contact-less options, diversification)
- Nothing has changed



**34%** of businesses in Western Ontario have temporarily shut down



**69%** of businesses in Western Ontario now have 0-4 employees

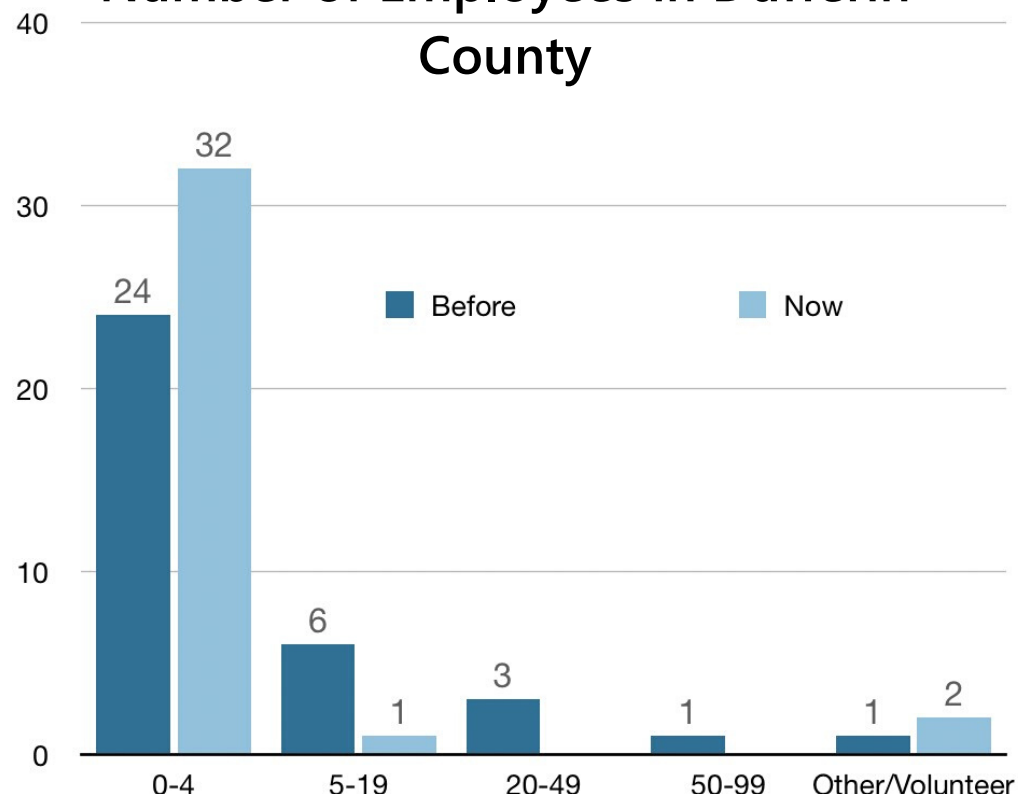


**50%** of businesses in Western Ontario had 0-4 employees before COVID-19

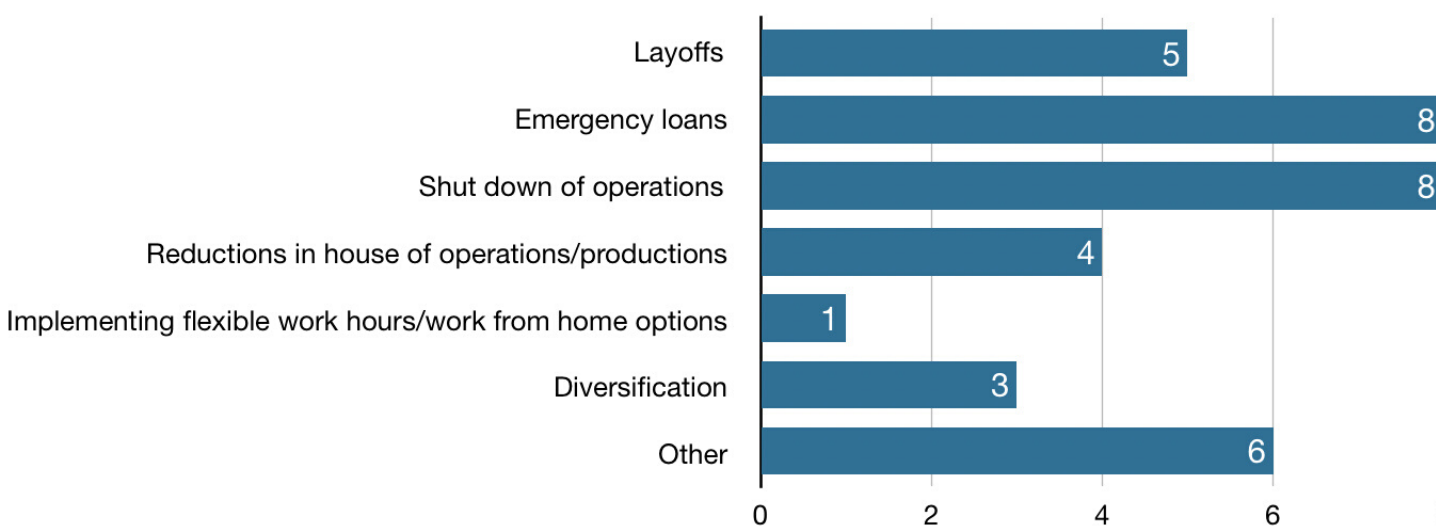


**30%** of businesses in Western Ontario are closed and not operating

## Number of Employees in Dufferin County



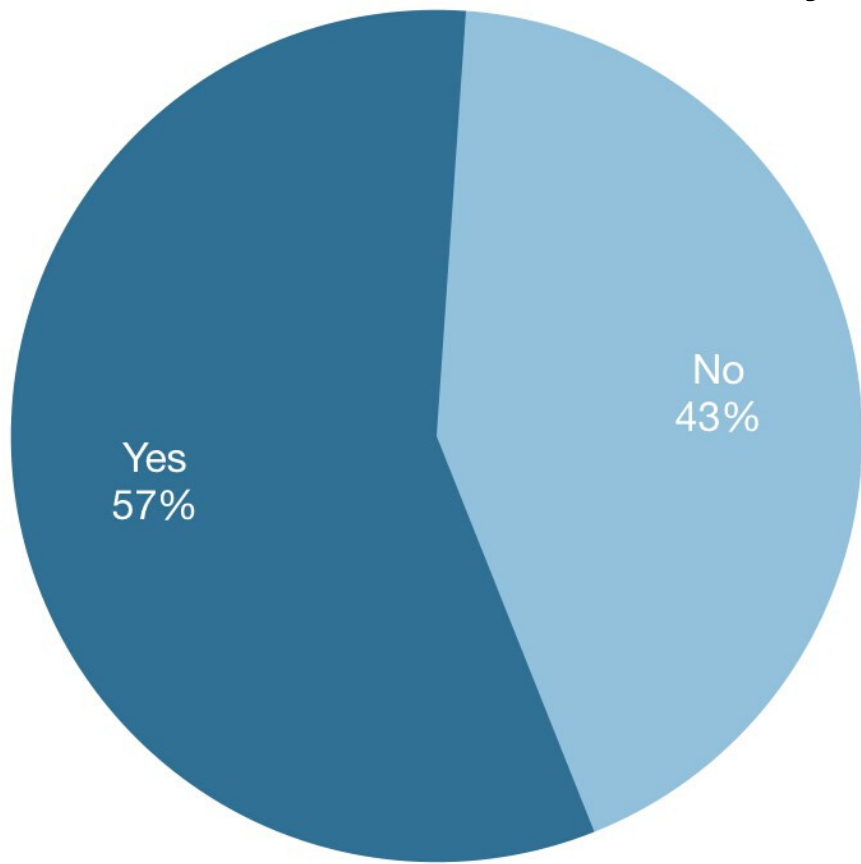
## Measures taken to Address Economic Impact of COVID-19 in Dufferin County



**18%** of businesses in Western Ontario have reduced in house operations/productions

# Government Support for Business

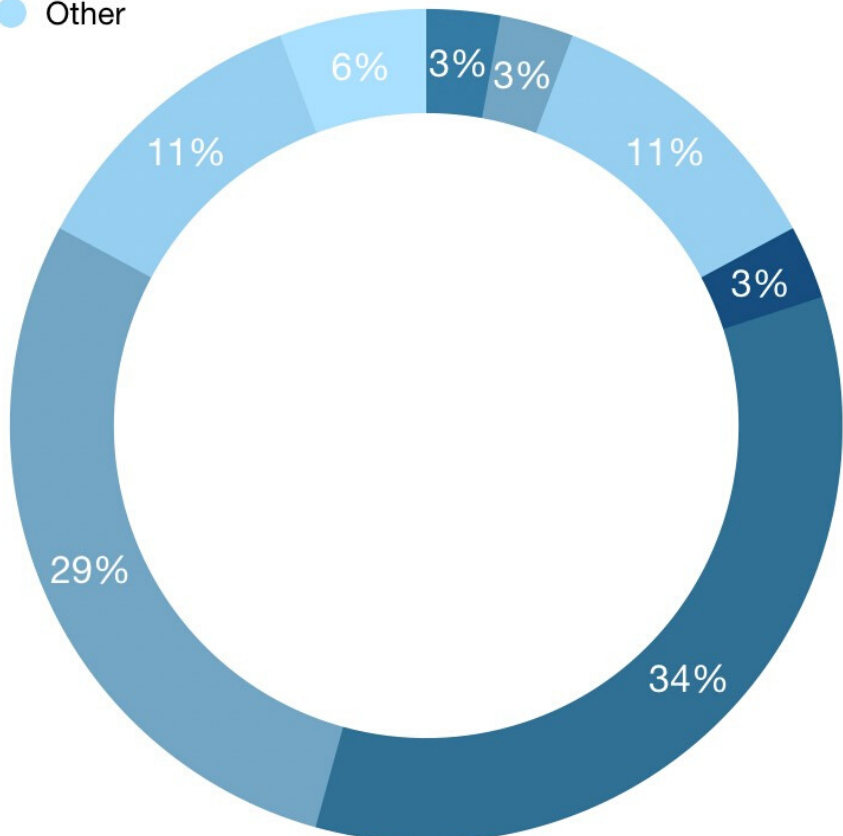
## Government Support Accessed in Dufferin County



**57%** of business owners in Western Ontario have accessed government support

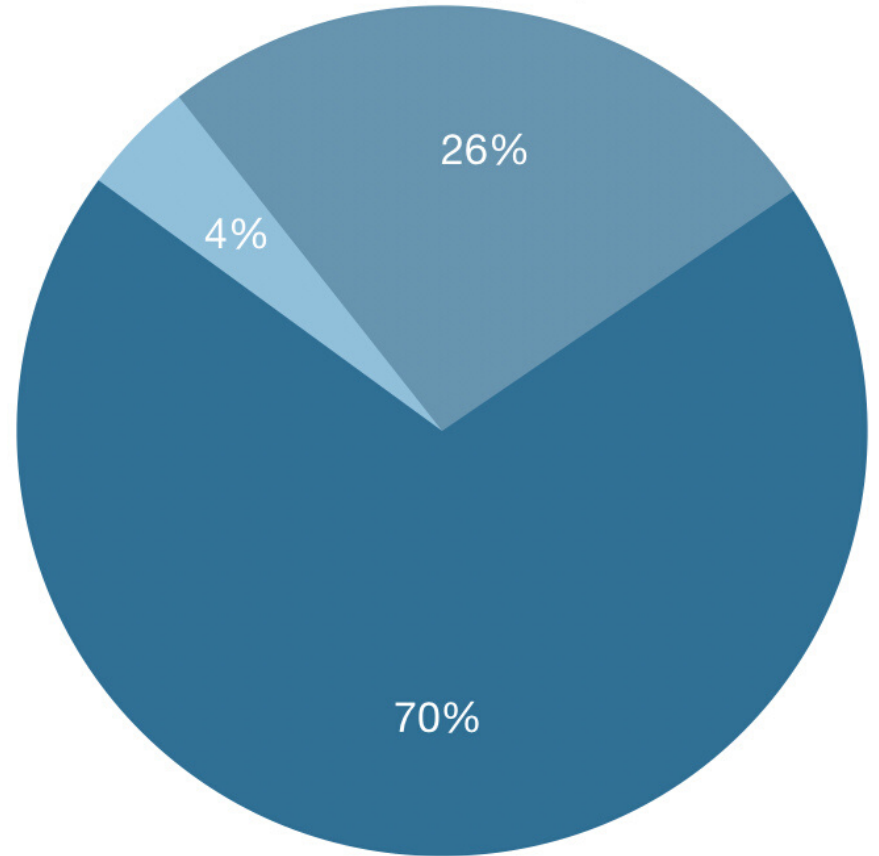
## Support Needed from Municipal Government for Businesses in Dufferin County

- Property Tax Assistance
- Childcare
- Break on municipal charges and utilities
- Information and leadership (updates on initiatives)
- Financial grants/cash flow/emergency funds
- Nothing
- Promotion marketing assistance (during and after COVID-19)
- Other



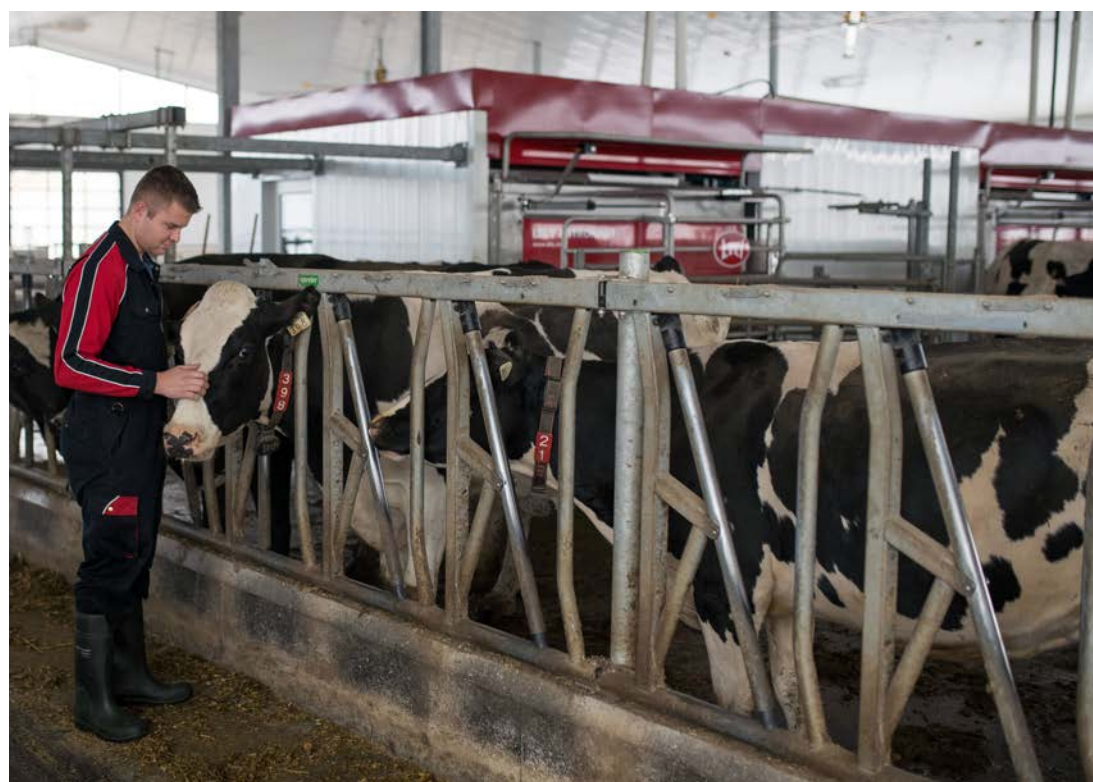
## Type of Funding Accessed in Dufferin County

- Wage Subsidies
- Canada Emergency Bank Account
- Canada Emergency Response Benefit



**36%** of business owners in Western Ontario have accessed the Canadian Emergency Response Benefit

**30%** of business owners in Western Ontario say they require support for financial grants, cash flow, and emergency funds from their municipal government



# Other Supports Required in Dufferin County from the Government

*"Need a small business stimulus package that goes beyond wage subsidies for employees. Need a subsidies package to promote small business and shop local, such as free advertising like radio"*

*"To lower the qualifications for business loans through Feds and Farm Credit"*

*"We need grants that can help our non-for-profit because we can't afford to pay back loans"*

*"Testing of all volunteers before they return to work due to their average age. Protective equipment to protect our over 60 volunteers"*

*"I need more financial relief. I'm very worried my landlord will not participate in the Canada Emergency Commercial Rent Assistance program. Since the details have not been announced, they won't say if they will or won't participate"*

*"Assistance with starting up business after COVID"*

*"More support for my type of business in grants or loans as there isn't anything for my type of business (sole proprietorship with no employees on payroll) that fit anything that is available right now"*





# Other Impacts Faced by Business Owners in Dufferin County



*"Loss of income. Employees are struggling and will be looking for other places of employment"*

*"We have not been able to receive any business loans that the government was giving to small businesses because we are not considered a small business as we have 40 employees"*

*"Majority of my business is supporting local retail and with the majority of retail shut down, there is little need for support"*

*"Inability to house workers on site during peak season, prohibitive permit costs to build a second dwelling for workers, and lack of skilled workers in community"*

*"I had to lay off all of my employees. I'm afraid even when my business can reopen, I will have less customers due to fears of a new surge of COVID-19 cases"*

*"All events are cancelling due to social distancing, and we are losing a lot of business from the daily routines of having rentals"*

# Creative ways Businesses in Dufferin County have Responded to COVID-19



*"Beefing up online sales direct to consumers. Beefing up social media presence. Pivoting business into new area"*

*"Moving my client sessions to online and phone. Developing online workshops"*

*"Working with BIA on online shopping and promoting with Facebook and Instagram"*

*"We have made a major shift to remote assistance for our customers, allowing us to provide service while social distancing"*

*"We decided to offer a take-out menu of prepared meals. Individuals place their orders and can pick up their food orders or have them delivered"*

*"We are actively developing digital photography educational products available to purchase and download"*

*"Created CSA program to support farm and other local agribusinesses, online store, diversifying crops"*

*"We have reduced personal contact with customers dramatically, by implementing information drop-off and promoting electronic means of communication"*