



BUSINESS RETENTION & EXPANSION (BR+E)

2021 Recovery | Hanover Economic Development | hanover.ca/edc

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Our PURPOSE



The economic well-being of our community is based upon our existing businesses. In recognition of this, positive action is being taken to identify and meet the needs of these businesses.

The Town of Hanover Business Retention and Expansion Recovery Project is a community-wide effort that emphasizes personal business calls as a way to identify the needs of our existing businesses. Specifically, the objectives of the project are to:

- Identify the needs, concerns, and opportunities of existing local businesses in order that, where appropriate, local action can be taken to respond to the businesses' needs or development opportunities.
- Learn of the future plans of the area's local businesses with respect to expansion, relocation, and/or retention and assess where assistance can be provided.
- Demonstrate the community's pro-business attitude and develop an effective means of communication with local businesses.

The BR+E Recovery Project will indicate the future plans/needs of local businesses in response to the pandemic and how businesses view the community and it's recovery as a place to do business. In turn, survey information will be used to plan future economic development activities.

44 Responses

Responses represented a variety of sectors:

- Manufacturing
- Construction
- Retail Trade
- Finance & Insurance
- Professional, Scientific, and Technical Services
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Other Services

Current Opening Status :
Throughout the pandemic, 76% of respondents reported that they stayed open (never closed or remained open under alternative operating models), while 21% reopened after temporarily closing.

The Current Operating Level as a percentage of the businesses' maximum capacity reflected
26% operating at 100%+, 13% operating at 75-99%, 16% operating at 50-74% and 42% operating between 0-24%.

When asked, the current monthly revenue expressed as a percentage of their revenue at the same time last year (first wave of closures), 42% indicated 100%+, 16% 75-99%, 11% each from 50-74% and 25-49%, with 21% indicating monthly revenue being between 0-24%.

Interviews were conducted in the Spring of 2021, just as businesses were beginning to reopen from another wave of closures

Company Outlook Remains Positive!

56% Indicate Remaining the Same

36% Indicate Expanding

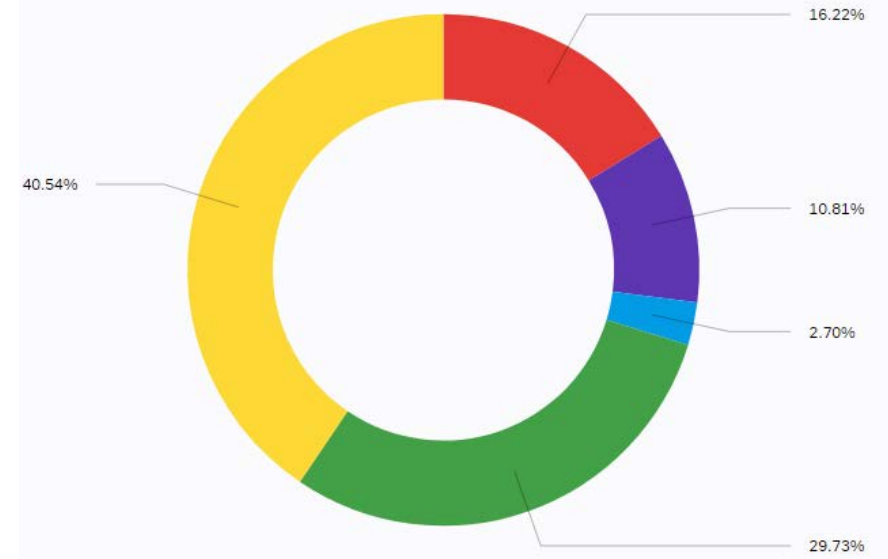
8% Indicate Downsizing

0% Indicate Relocating, Selling or Closing

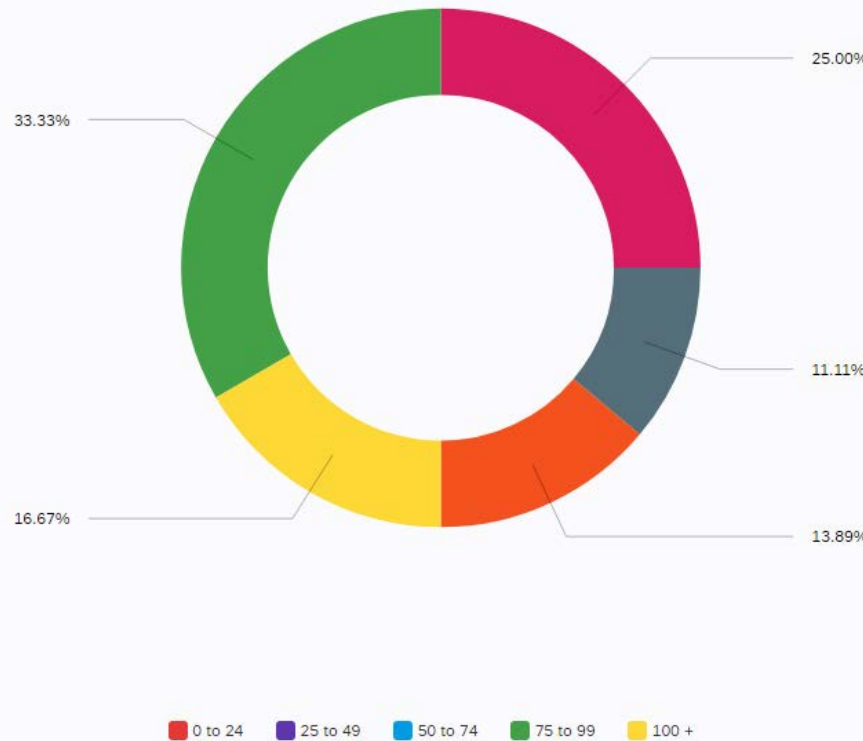
WHAT WE HEARD



Percentage of Supplies/Services Currently Able to Receive



Percentage of Supplies/Services Currently Able to Deliver



0 to 24 25 to 49 50 to 74 75 to 99 100 +

Products Difficulty Procuring



WHAT WE HEARD

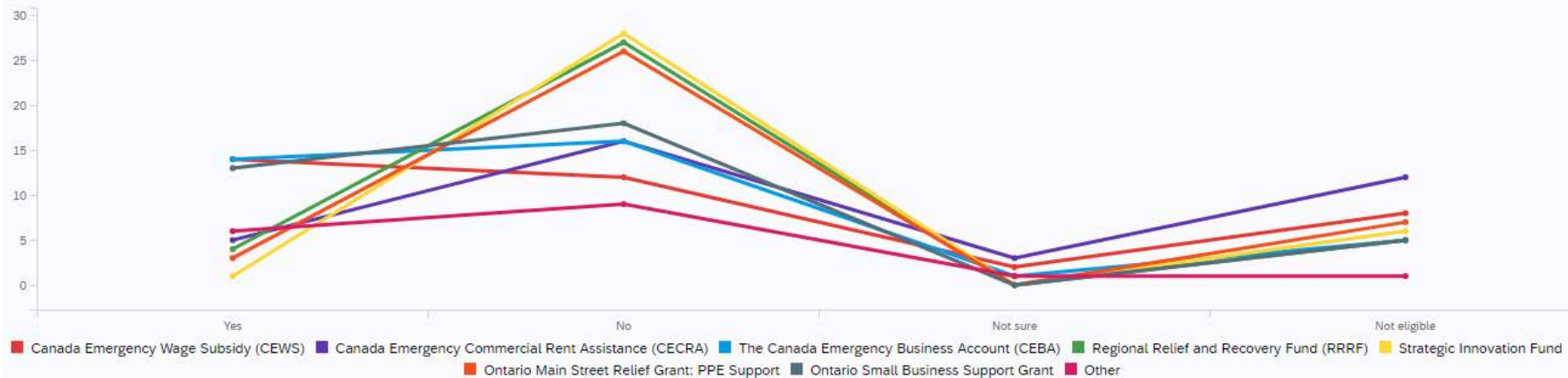
Types of Business Resources & Information Being Sought



Top 3 Concerns Moving Forward

1. Employee Stress/Health (26%)
2. Decreasing Consumer Confidence/Spending; Supply Chain Disruptions, Workforce Reductions (10% each)
3. Global/Canadian Recession (9%)

Business Supports Used



What We Heard WORKFORCE



Respondents indicated having 1147 employees in total prior to COVID-19

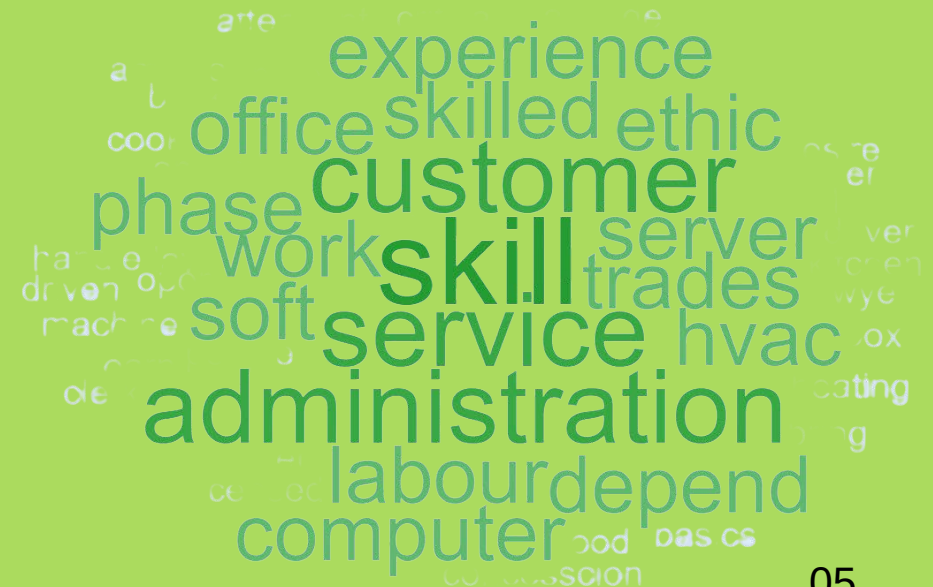
During the interviews in Spring of 2021, respondents indicated currently having 930 employees

There is a difference of 217 jobs or an addition of 110 jobs with new hires in the next 3 months

- 54% Plan to HIRE in the next 3 months
- 46% Indicate No CHANGE
- This represents the addition of 327 jobs!

*Includes rehires

Skills Employers are Seeking



What We Heard COMMUNITY



Biggest Economic Opportunity Seen For
The Community's Recovery From COVID-19

Suggested Thoughts, Issues or Actions



19% of Businesses Are Thinking of Selling or Retiring
in the Next 2-5 Years | 0% Within the Next Year

35% Offer Apprenticeship Opportunities

Emerging THEMES

A majority of respondents feel that they would like to see more variety and growth of Fine/Ethnic Dining and Entertainment options in Hanover. They want to see more Retail options in the Downtown and a Hotel Development. Furthering Mental Health Services was also reflected as a primary need.



- Workforce Development
- Stress / Health
- Safety
- Downtown
- Supports: Grants | Promotions | Coordinated Efforts
- Keep Up Efforts: Growth | Development | Housing | Attraction

Recommended ACTIONS



1

Downtown

- Further enhance and support efforts related to physical safety by implementing lighting, technology and coordination of efforts with the Police.
- Promote entrepreneurship and business start-ups. Focus on underrepresented business and services in attraction efforts.
- Review opportunities to control noise and limit travel of transport trucks in this area.
- Encourage retailers to extend shopping hours in the evenings.

2

Collaboration

- Workforce Development:
 - Align and build network with employers
 - Work with partners to deliver more soft skills training
 - Promote successful attraction stories
 - Further succession planning efforts for successful business transitions
- Grow collaborative Promotion and Marketing campaigns
- Promote and find ways to centralize business supports and stress and health services.

3

Retention & Attraction

- Continue growth and attraction efforts by leveraging incentives and resources [HIPP - Hanover's Innovative People Program]
- Establish EV Chargers to leverage as an attraction tool.
- Continue to invest in and promote CIP incentives that support established businesses, promote start-ups, increase secondary housing stock and spur new development.



Ontario Ministry of Agriculture, Food & Rural Affairs

Rian Omollo

Through the Business Retention and Expansion (BR+E) program, we utilized OMAFRA's tools to:

- support local businesses so they can grow, create jobs and stay in our community
- write and implement an action plan to foster business development, investment and job creation
- collect business and market data to support economic development planning



Town of Hanover

Thank you to our members for their leadership, guidance and commitment to the BR+E project:

Hanover Council: Mayor Sue Paterson, Deputy Mayor Selwyn Hicks, Dave Hocking, Warren Dickert, Steve Fitzsimmons and Brandon Koebel

Staff: CAO/Clerk Brian Tocheri, Director of Development Don Tedford, Economic Development Manager April Marshall, Building/Planning/EDC support Brenda Goetz

Economic Development Committee: Chair Dave Eccles, Council Representative Dave Hocking, Dave Ford, Bev Morgan, Mike Schierz, Curtis Schmalz, Alicia Mawhinney, Tammy Louthier and Jason Radstake



Hanover Business Community

It's so important to hear from our business leaders about their successes and challenges so that we can tailor and plan economic development activities based on the identified needs. By participating in the survey process, you help us reach our goal to enhance and strengthen Hanover's economy by collaborating and building partnerships, communications and participation.

Thank
YOU



BUSINESS
Retention &
Expansion



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