

# Results Summary

# 2024 Business Retention and Expansion

A total of **73 business owners and operators** from a variety of sectors across the Township of Southgate shared their insights to create a report and action plan that will foster a positive environment for investment and enhancement.

Thank you to the Southgate business community – the backbone of our local economy – for providing your feedback.

Check out this summary of the results!



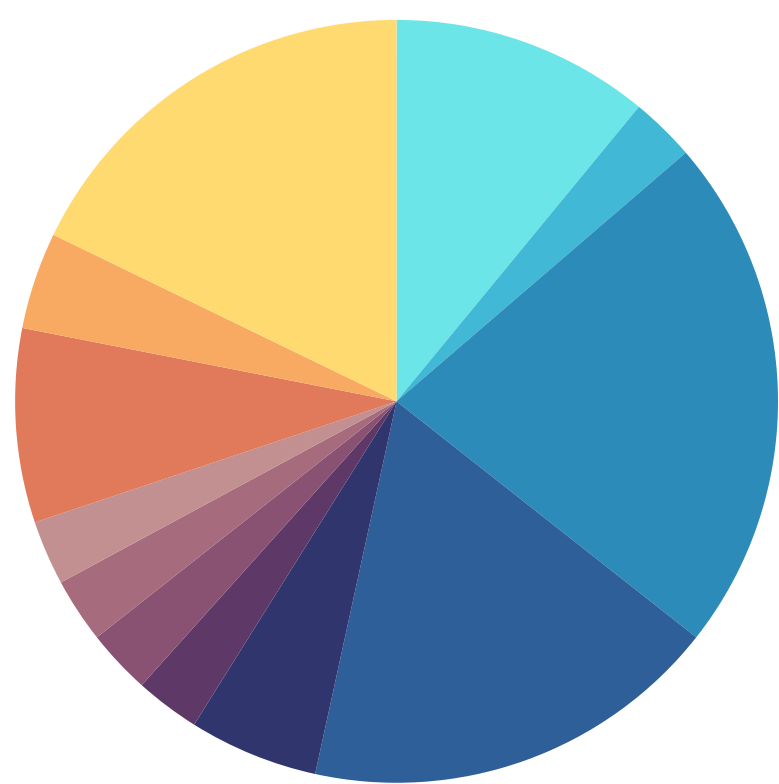
**95%** of the surveyed businesses were locally owned and operated

**48** in Dundalk, **9** in Holstein, **3** in Conn, **13** in other areas

**37%** have been in operation for more than 25 years

**60%** had 1 - 4 employees [including owners/operators]

## Business Sectors



- [8] Agriculture
- [2] Construction
- [16] Manufacturing
- [13] Retail and Wholesale Trade
- [4] Transportation and Warehousing
- [2] Real Estate
- [2] Professional Services
- [2] Administrative and Waste Management
- [2] Health Care and Social Assistance
- [6] Arts, Entertainment, and Recreation
- [3] Accommodation and Food Services
- [13] Other Services



The root word “**grow**” showed up 74 times in the surveys. Residential development is having an impact on every business.

The word “**marketing**” was mentioned 31 times in the results. Owners/operators want to motivate new residents to shop locally.

## Top referrals made to the:

1. Community Improvement Plan (CIP)
2. Business Enterprise Centre (BEC)
3. Digital Service Squad (DSS)

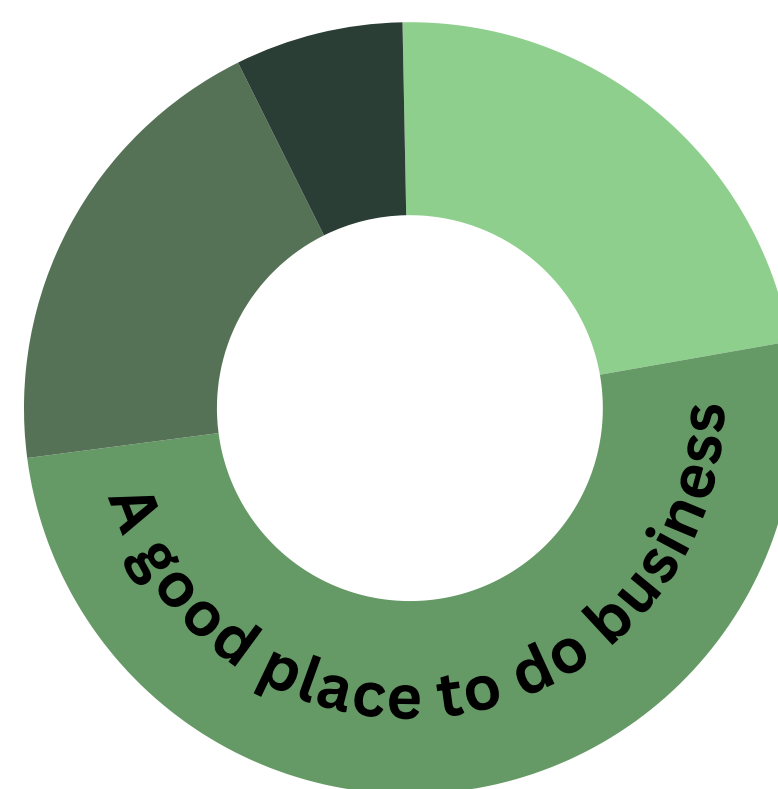
## Businesses said expansions would require:

- Increase in workforce
- Additional floor space
- More services for customers

## Most beneficial assistance or opportunities:

1. E-marketing, social media, and digital advertising
2. Business networking sessions
3. Joint advertising and marketing
4. Trade shows

## Rating Southgate as a Place to Do Business



- Excellent [23%]
- Good [51%]
- Fair [20%]
- Poor [7%]

**53%** said that their sector was “**growing**”

**34%** planned to **expand** in the next 18-months



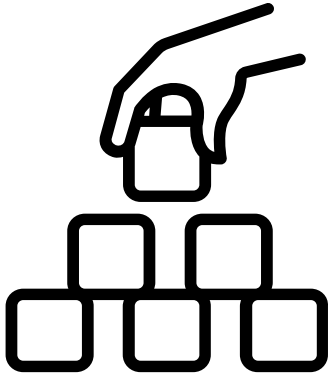
Read the full report at [Southgate.ca](https://Southgate.ca)



# Priorities & Actions

# 2024 Business Retention and Expansion

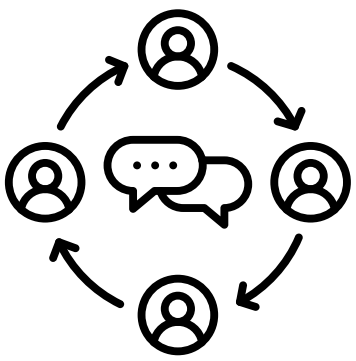
The **73 business owners and operators** that were interviewed were eager to address these **7 priorities**. The Township of Southgate – in collaboration with businesses and partners – will act on these priorities over the next 24 months. The actions of this plan will be carried out, monitored, and reported on until June 2026.



**Priority:** Streamline Building/Planning Processes

- Actions:**
- Develop an online process of applying for building and planning permits.
  - Inform businesses about new application processes and where to direct their inquiries.

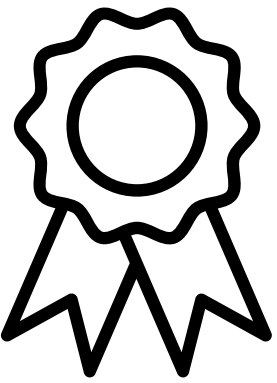
**Time Frame:** Immediately



**Priority:** Communications/Knowledge of Local Resources

- Actions:**
- Produce a quarterly newsletter to inform businesses about training and grants.
  - Coordinate business visitations throughout the Township on a regular basis.

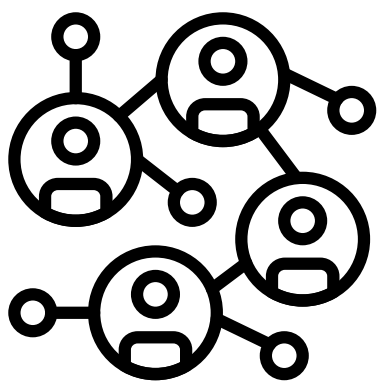
**Time Frame:** Immediately



**Priority:** Business Recognition

- Actions:**
- Include wider recognition of all Southgate businesses in the SGCC Business Awards.
  - Incorporate “Business Highlights” into social media posts to showcase local businesses.

**Time Frame:** Start within 6 months



**Priority:** Networking

- Actions:**
- Organize networking events with businesses and partners at least twice annually.
  - Involve regional support organizations to showcase their services to businesses.

**Time Frame:** Start within 6 months



**Priority:** Training

- Actions:**
- Organize/promote marketing and business plan training at the Southgate Library.
  - Connect with both entrepreneurs starting businesses and established enterprises.

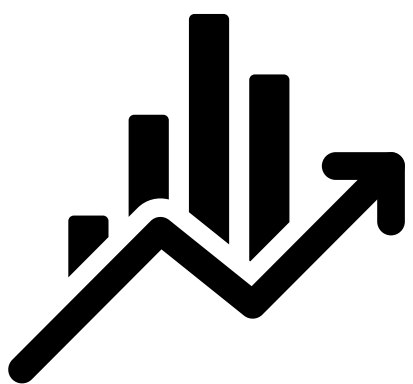
**Time Frame:** 0 – 12 months



**Priority:** Marketing

- Actions:**
- Secure funding for business photography/videography to create marketing material.
  - Initiate a shop local campaign through Google Ads and direct mail targeting residents.

**Time Frame:** 12 – 24 months



**Priority:** Expand/Modernize Manufacturing

- Actions:**
- Support manufacturers in accessing training, networking, and relevant grants.
  - Connect manufacturers to Excellence in Manufacturing Consortium (EMC) supports.

**Time Frame:** 12 – 24 months



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