

ECONOMIC IMPACT OF COVID-19 IN BRUCE COUNTY FALL SURVEY RESULTS

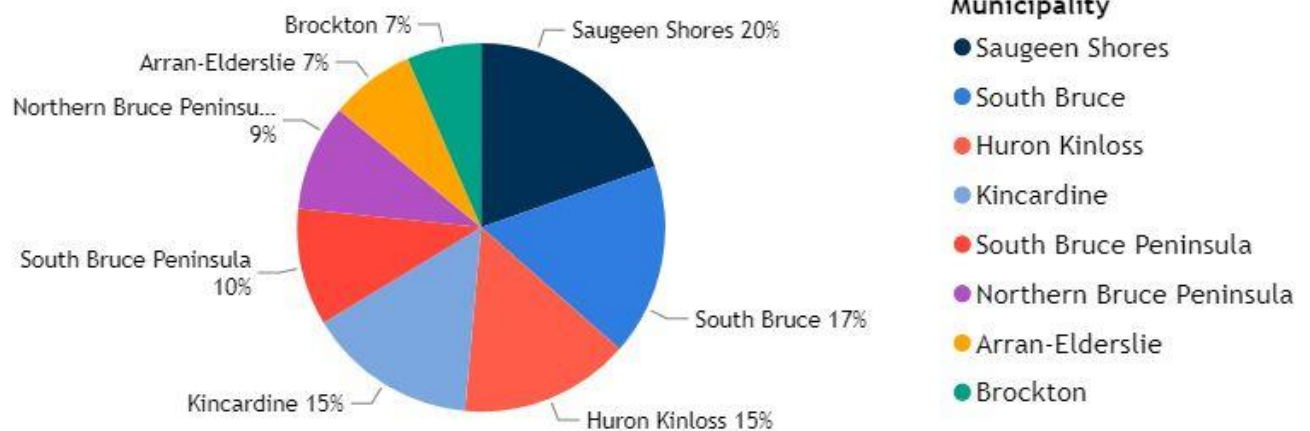
BUSINESS OPERATIONS

1. In which municipality is your business primarily located?

The number of businesses who responded from each municipality was evenly distributed. Overall, Saugeen Shores and South Bruce had the most survey responses, 20% and 17%, respectively.

A breakdown of the results is shown below.

In which municipality is your business primarily located?

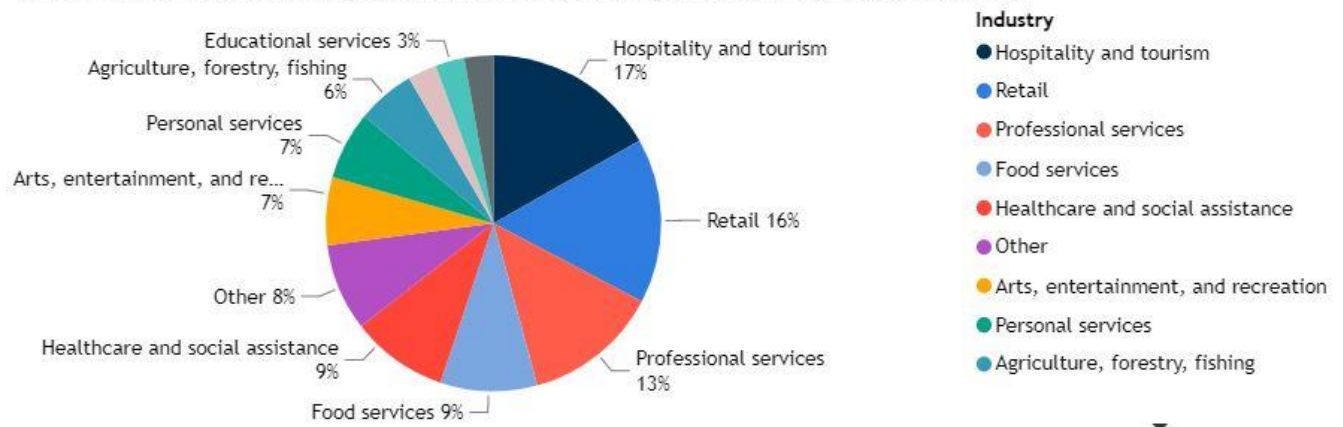


2. Which one of the following best describes your organization's primary industry?

Businesses in the hospitality and tourism and retail industries were the most engaged industries; they captured 17% and 16% of the survey responses, respectively. The professional services, food services and healthcare, and social assistance industries were the next type. The other category contained businesses such as media, not for profit, event rentals, and community centres.

A breakdown of the results is shown below.

Which one of the following best describes your organization's primary industry?

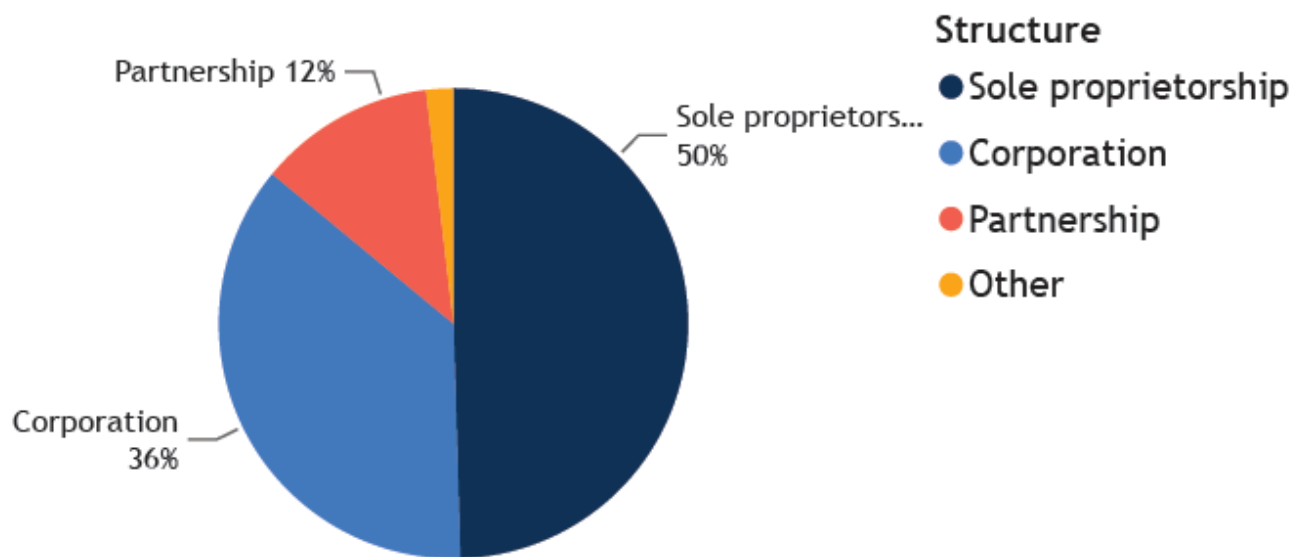


3. What is your business structure?

Of the business owners who completed the survey, 50% are sole proprietors, while 36% businesses are running as a corporation and the remaining 14% made up by either partnership and other which contain limited liability, franchise and not for profit companies.

A breakdown of the results is shown below.

What is your business structure?

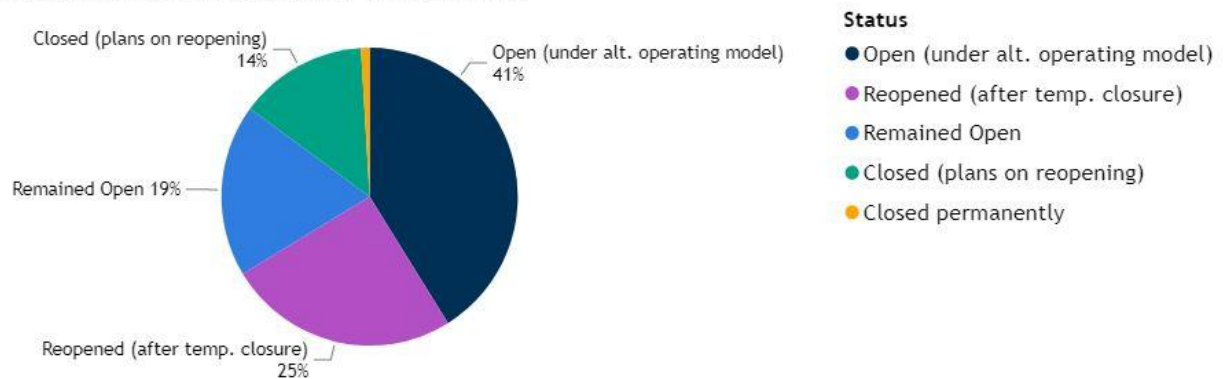


4. What is the current operating status of your business?

19% of the businesses did not see a change in operating status due to the pandemic, 41% remained open under an alternative operating model, 25% have reopened after a temporary closure, and 14% are still closed but plan on reopening. In May, 56% of the businesses who completed that survey indicated that they were closed temporarily. Unfortunately, one business who completed the survey in October indicated that they closed permanently.

A breakdown of the results is shown below.

What is the current operating status of your business?

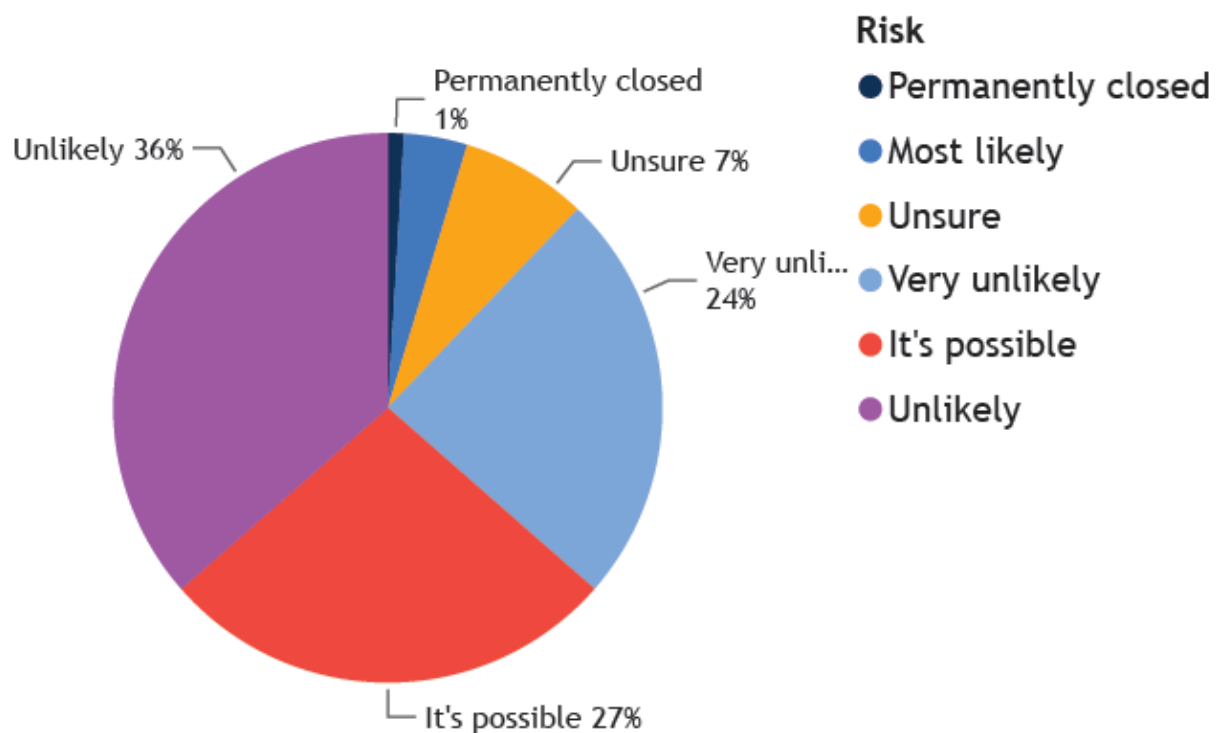


5. Is your business at risk of permanently closing due to impact of COVID-19?

4% of the businesses noted that they will most likely close, 27% noted that it is still possible, and 7% are still unsure. A total of 60% have stated that they are unlikely to close due to the pandemic. This is a significant change from the survey conducted in the spring. At that time, only 20% of the businesses felt that they were unlikely to closing permanently while 15% will most likely close permanently. Even though there is still a lot of uncertainty, more businesses feel that they are less likely to close permanently now compared to when the pandemic started.

A breakdown of the results is shown below.

Is your business at risk of permanently closing due to the impact of COVID-19?

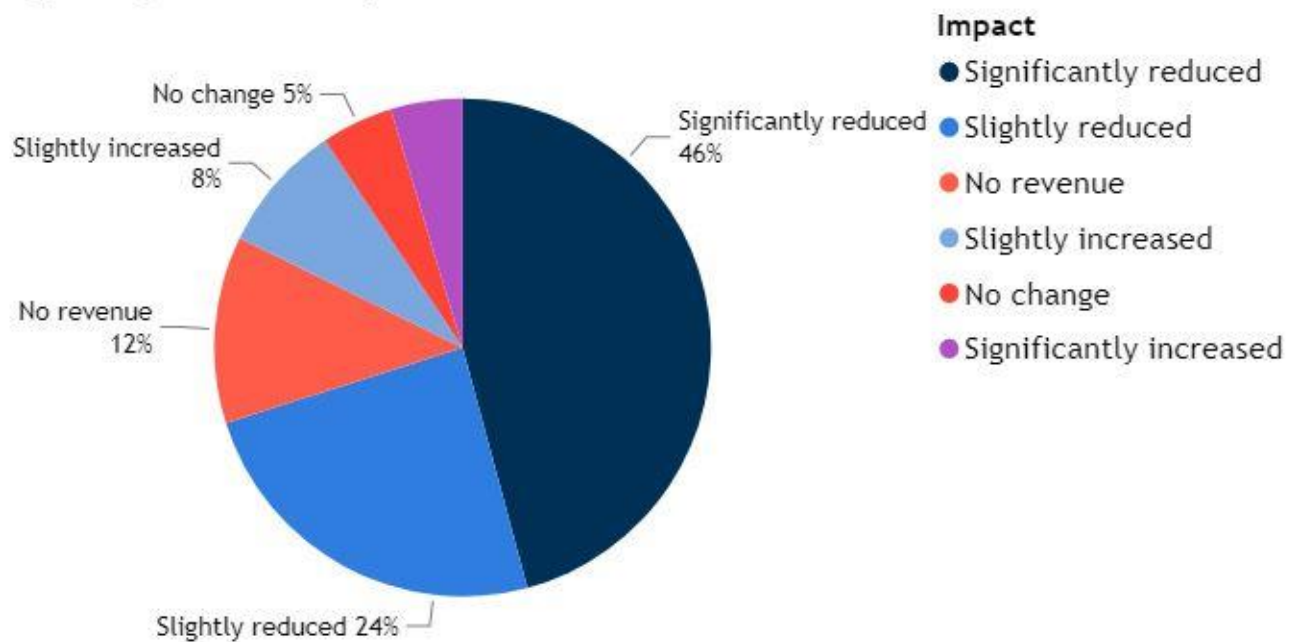


6. How has COVID-19 impacted your revenue in quarter 2 and quarter 3 (March - Aug) compared to last year?

The results of the impact on revenue due to the pandemic are quite significant. A total of 82% of the respondents have seen some form of reduction in revenue ranging from slightly reduced to no revenue. Only 5% have not seen a change as compared to the same time last year and a mere 13% have seen an increase in revenues.

A breakdown of the results is shown below.

How has COVID-19 impacted your revenue in quarter 2 and quarter 3 (March - Aug) compared to last year?



IMPACT ON BUSINESS EMPLOYEES

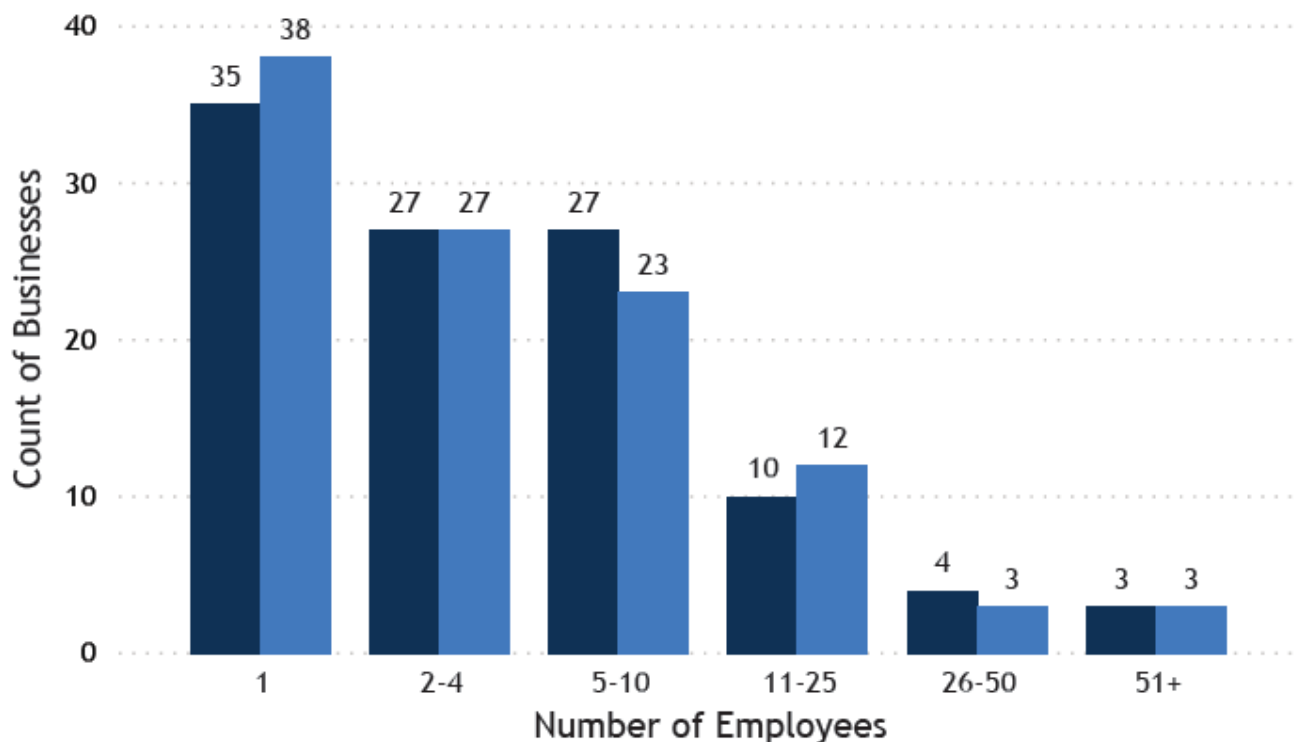
7. How many employees did you have prior to the COVID-19 outbreak, based on March 1, 2020, compared to October 1, 2020, including yourself?

Business owners were asked to indicate how many employees they had prior to the pandemic, (March 1, 2020) compared to October 1, 2020. This data is valuable but also important to consider that part-time and seasonal employees may alter the results. Overall, businesses did not see significant change pre-pandemic compare to the second wave. Small businesses were impacted the most; businesses with five to ten employees appear to decrease in numbers. This is comparable to the 50% of the sole proprietors who completed the survey. Of the total completing this survey, 61% have less than five employees.

A breakdown of the results is shown below.

How many employees did /do you have, including yourself?

● Employees based on March 1, 2020 ● Employees as of October 1, 2020



8. How has COVID-19 impacted your staffing levels between March and Sept 2020, compared to a normal year, for each of the following employment types?

Based on an average of all survey respondents, a decrease of employees by all types was experienced between March and October 2020. Business owners across Bruce County laid off or chose not to hire an average of 1.4 full-time employees, 2.7 part-time employees and 4.5 seasonal employees.

A breakdown of the results is shown below.

How has COVID-19 impacted your staffing levels between March and Sept 2020, for each employment type?

-1.39	-2.66	-4.55
Full-time Average	Part-time Average	Seasonal Average

9. Within the next 6 months, due to COVID-19 and beyond normal circumstances, what changes do you anticipate for staffing for the following employment types?

Change is continued to be predicted for the next six months. Businesses are expecting a decline in staff compared to previous years. This could be planned or predicted lay offs. On average, employers are expecting less than one employee to be laid off or not hired in each category.

A breakdown of the results is shown below.

Within the next 6 months, what changes do you anticipate for staffing by each employment type?

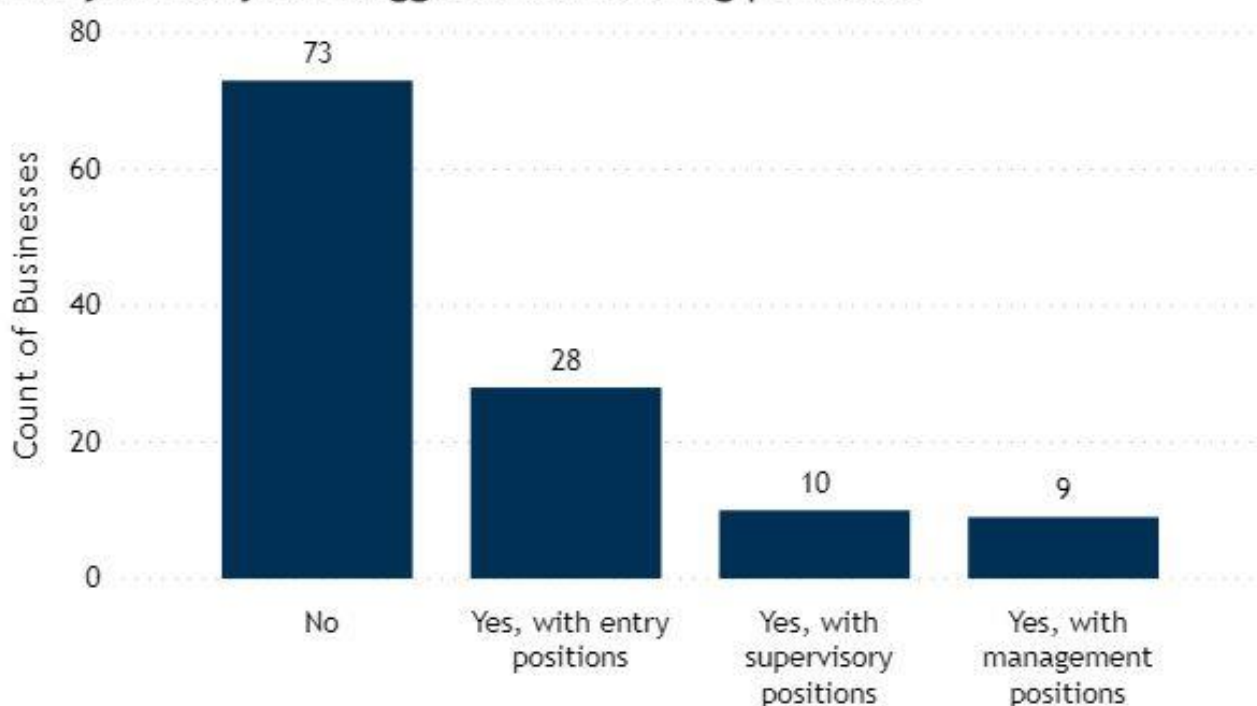
-0.77	-0.61	-0.74
Full-time Average	Part-time Average	Seasonal Average

10. Are you/did you struggle to fill existing positions?

Of the businesses owners who completed the survey, 67% indicated they did not struggle to fill existing positions. Of the remaining 33%, they are struggling to filling existing positions; 29 businesses stated these were entry level positions, 11 supervisory level and 9 management level roles. A total of 36 business owners shared skills that they are seeking when hiring new staff. The top themes of skills consist of computer and technology skills, all type of cooks and kitchen prep, marketing, customer service, skills in the trades, and cleaning/housekeeping.

A breakdown of the results is shown below.

Are you/did you struggle to fill existing positions?



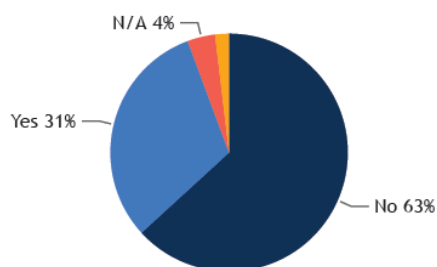
BUSINESS RESOURCES AND SUPPORT

12. Have you accessed any of the following grants/loans?

Business owners were asked to indicate which of the following local, provincial, and federal loans and grants they have accessed. Majority of the grants listed were not accessed. Bruce County loans and grants (38%), the Canada Emergency Business Account (33%), Response Benefit (33%) and Wage subsidy (31%) were the financial programs most accessed. A breakdown of the results is shown below.

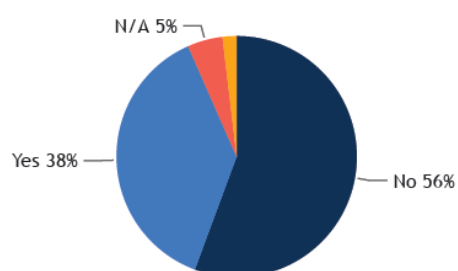
Have you accessed Canada Emergency Wage Subsidy (CEWS)?

● No ● Yes ● N/A ● Unsure



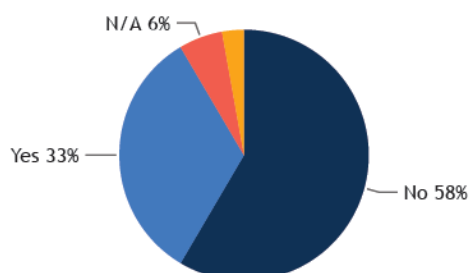
Have you accessed any Bruce County grants and loans?

● No ● Yes ● N/A ● Unsure



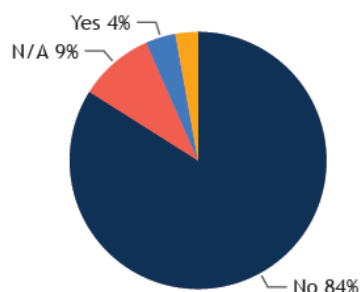
Have you accessed Canada Emergency Response Benefit (CERB)?

● No ● Yes ● N/A ● Unsure



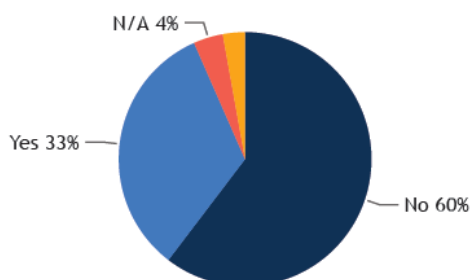
Have you accessed Canada Emergency Commercial Rent Assistance (CECRA)?

● No ● N/A ● Yes ● Unsure



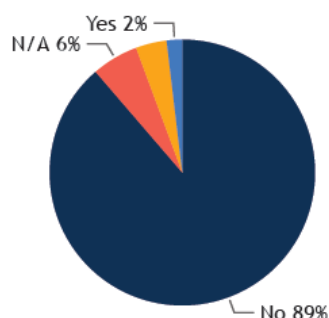
Have you accessed Canada Emergency Business Account (CEBA)?

● No ● Yes ● N/A ● Unsure



Have you accessed Regional Relief and Recovery Fund (RRRF)?

● No ● N/A ● Unsure ● Yes

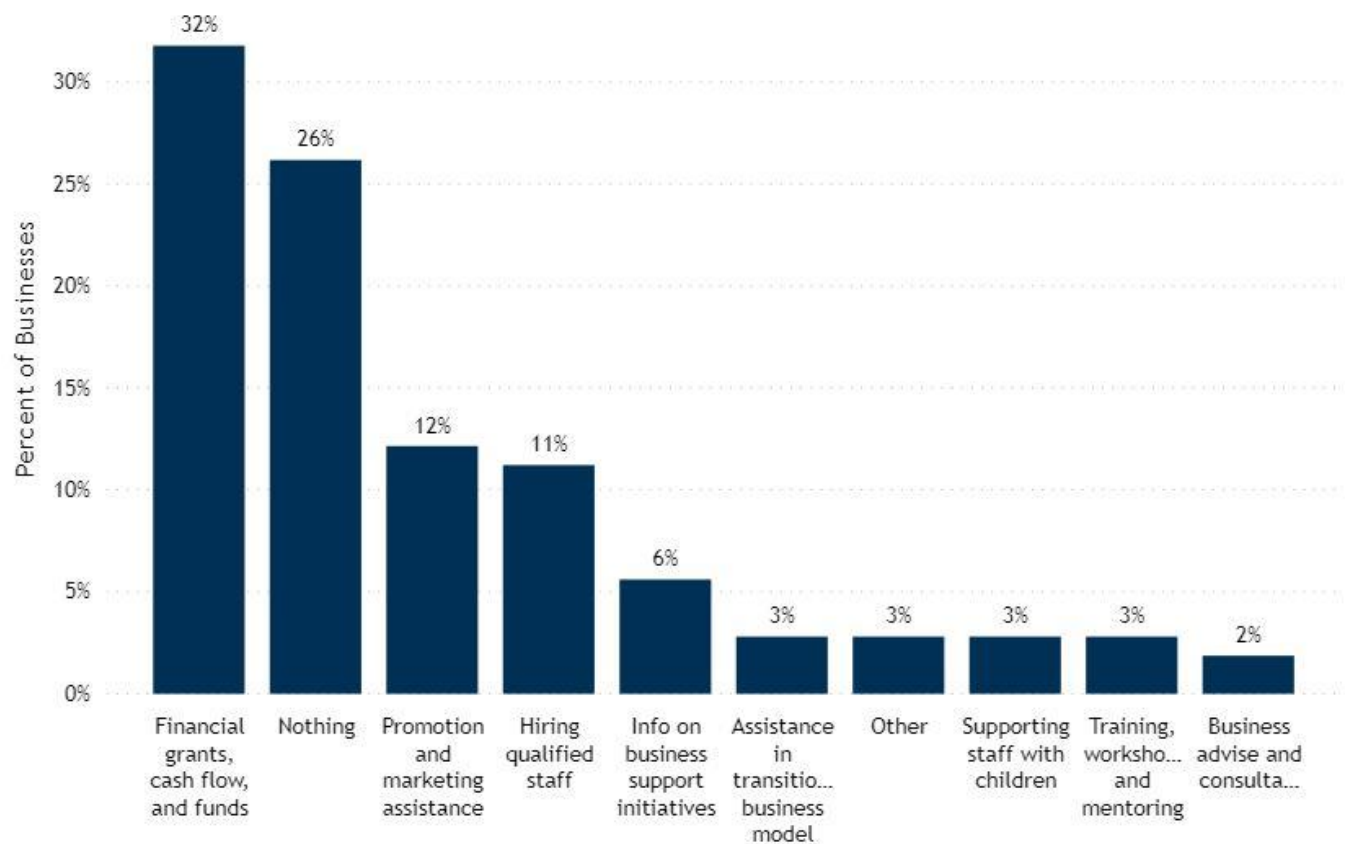


13. Which of the following business support/resource do you most require currently?

Financial grants, cash flow, and emergency funds continue to be the most requested (32%) support that business owners are seeking. In the spring, 57% of the survey participants were looking for some form of financial support (loan, grant, or subsidy). The next requested support is promotion and marketing assistance (12%) along with hiring qualified staff (11%).

A breakdown of the results is shown below.

Which of the following business support/resource do you most require currently?



14. What are your top three concerns looking forward?

Given a list of options, businesses owners who completed the survey were asked to select their top three concerns looking forward into the future. Based on the responses, financial impact on operations and/or liquidity and capital, decreasing consumer confidence/spending, and a global or Canadian recession were clearly the top three concerns. Employee stress/health is noted as the fourth biggest concern. Lower productivity and physical layout alternations ranked lower on a scale of top concerns.

A breakdown of the results is shown below.

What are your top three concerns looking forward?

