



# “Pulse of the Local Economy” Small & Medium Businesses Survey and Roundtables

Presentation to Council, September 16, 2009

# Background

- In response to the Mayor's request for feedback on the pulse of local small and medium businesses
- Survey was coordinated by the Economic Development Advisory Council (EDAC), including Sheridan College and the Mississauga Board of Trade (MBOT)



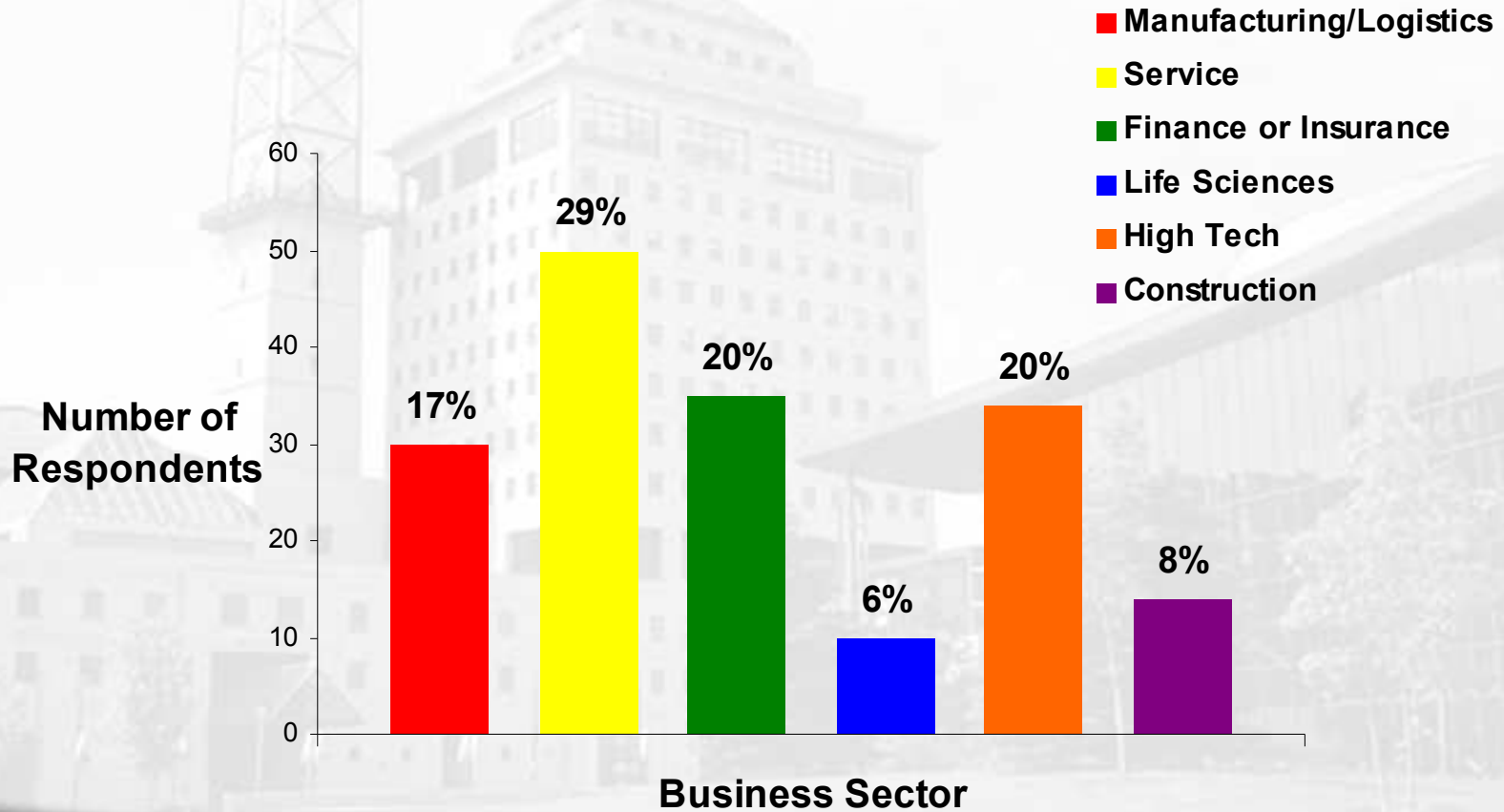
# Mississauga's Business Community

- 55,000 businesses located in Mississauga, includes: industrial, commercial, retail and home-based businesses
- EDO tracks close to 11,000 industrial and commercial businesses
  - 88% of these businesses have less than 50 employees
  - 9% of these businesses have 50-299 employees
  - 3% of these businesses have 300+ employees

# Methodology

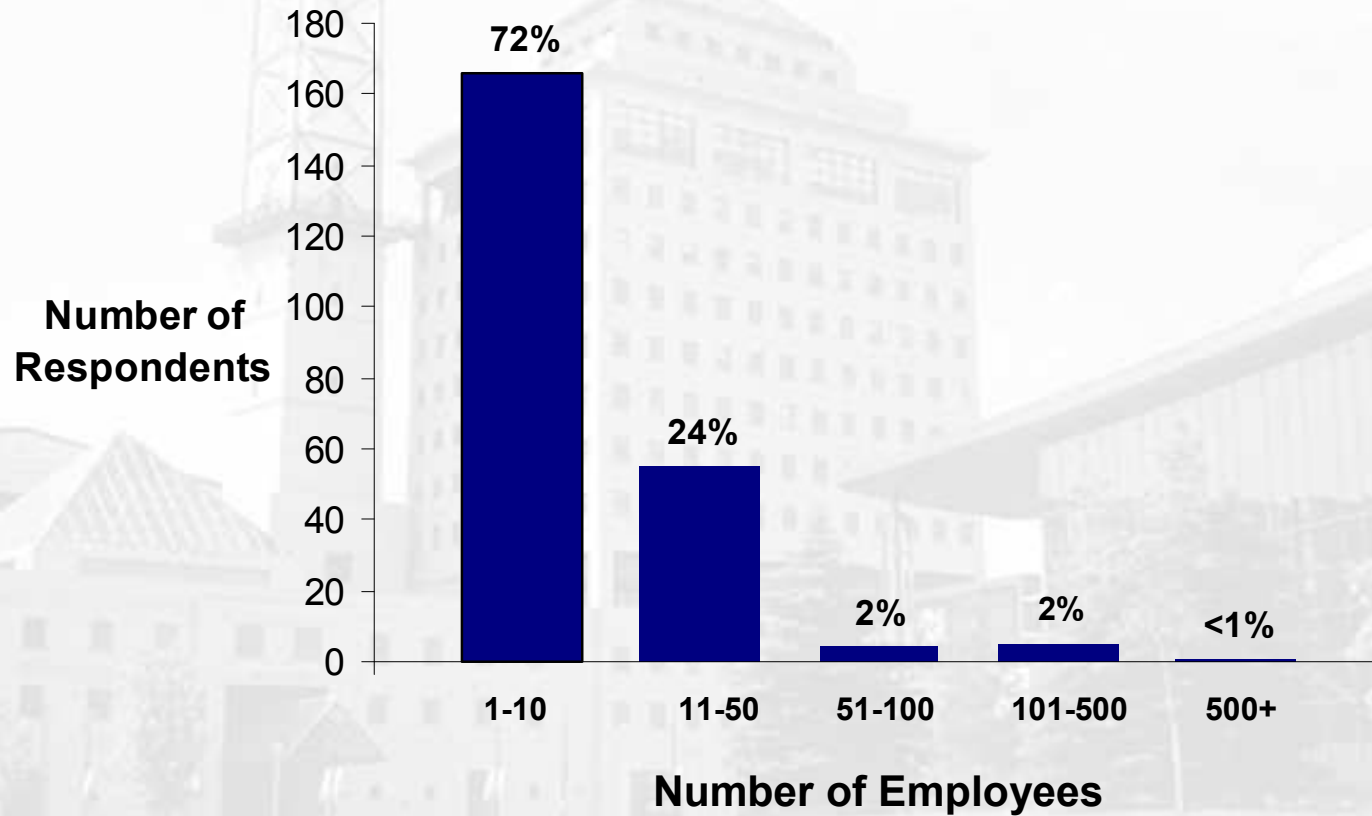
- “Snap shot” of responses vs. scientific survey
- 1,136 surveys were distributed via email to Mississauga small and medium sized businesses with fewer than 50 employees
- The survey was delivered in July with a response deadline of July 31<sup>st</sup>
- Response Rate: **233 completed surveys** (21%)
- 10 questions asked using Survey Monkey

# What business sector best describes your company?



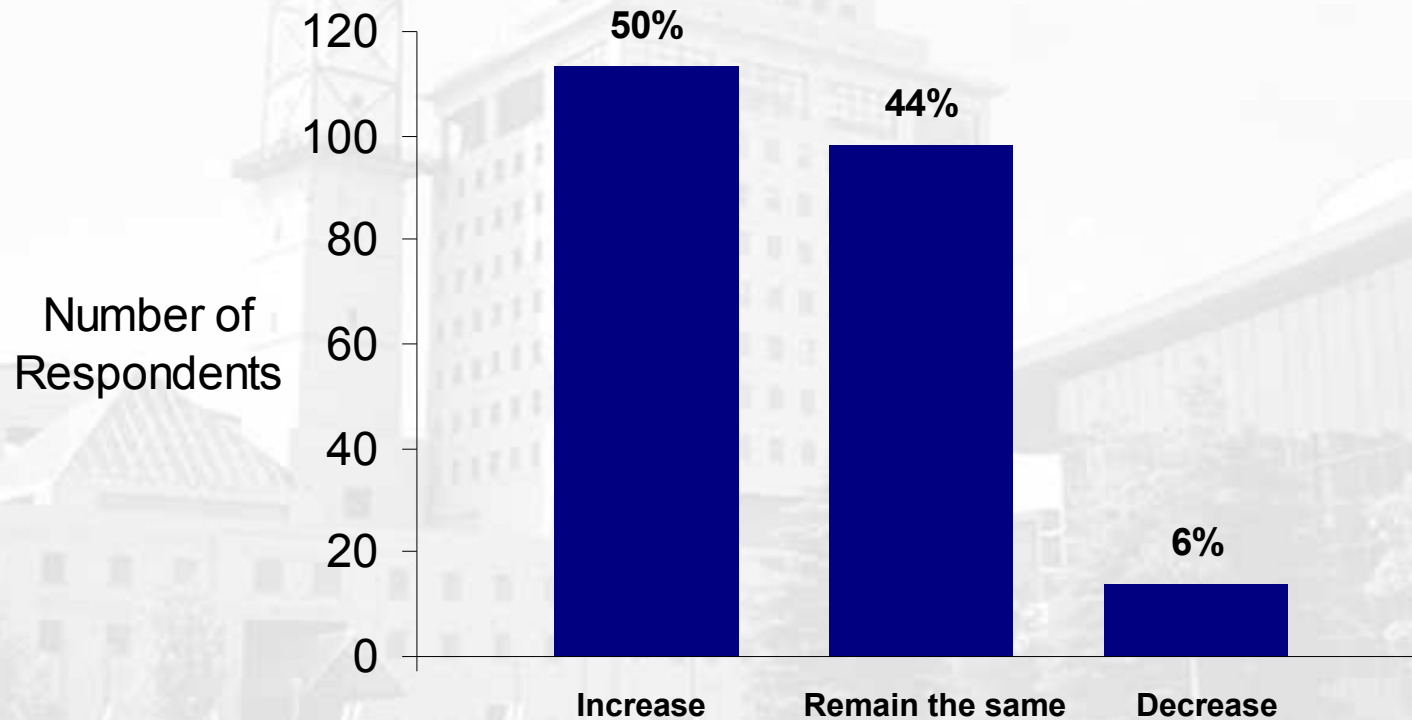
\* July 2009

# How many people are employed in your business in Mississauga?



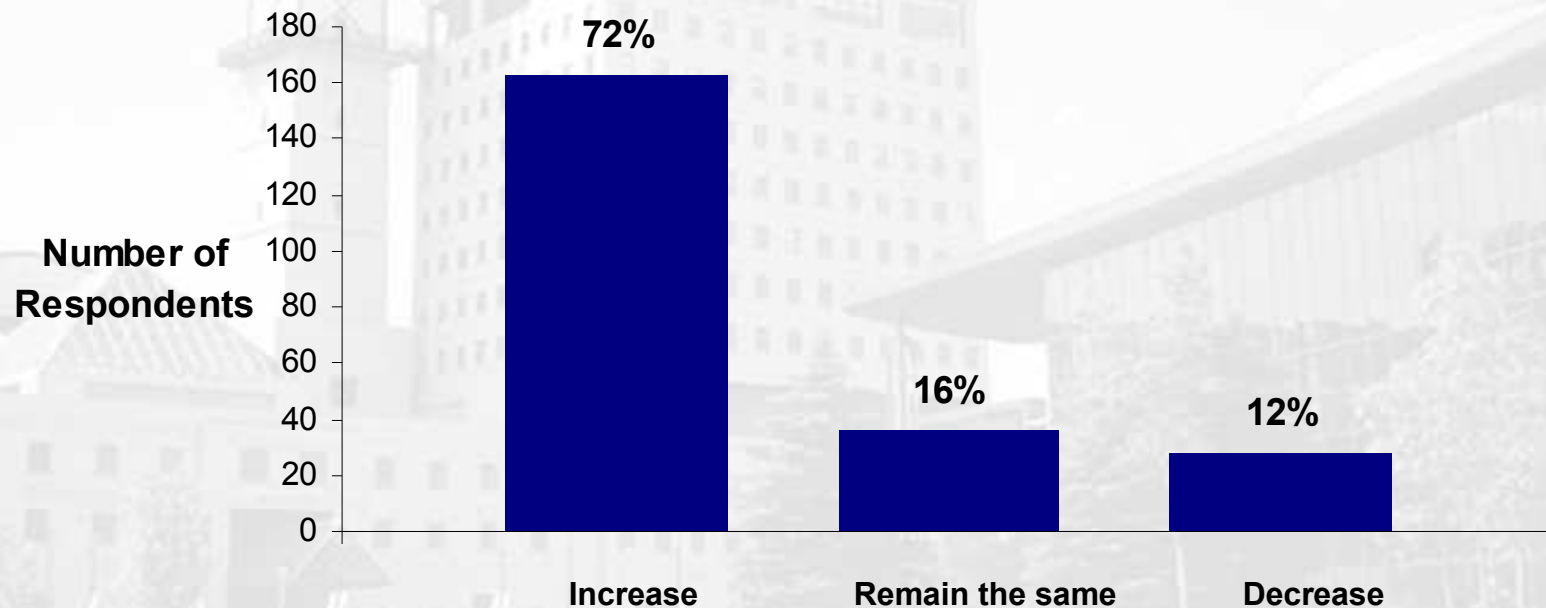
\* July 2009

Over the next two years, do you anticipate the number of employees will:



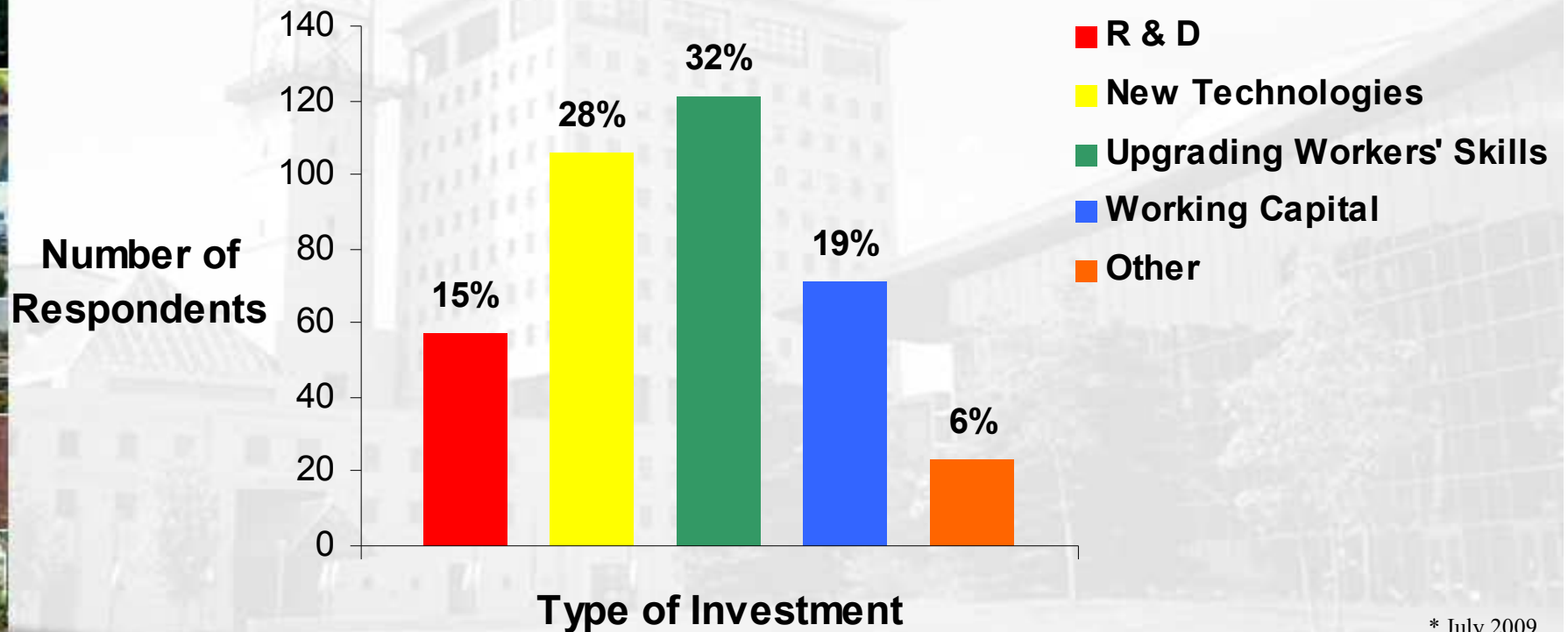
\* July 2009

Over the next two years, do you anticipate that sales/overall revenue in your business will:



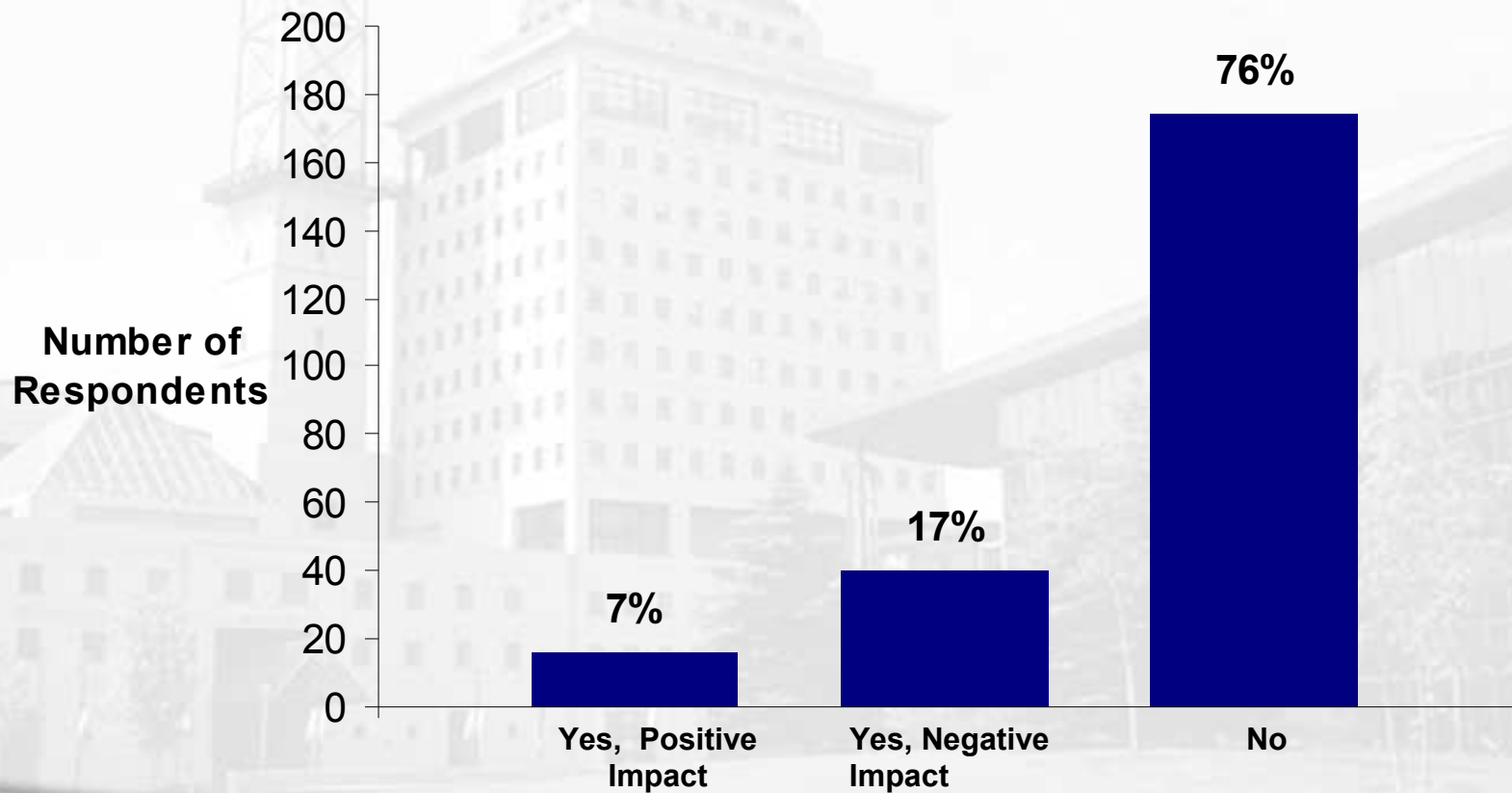
\* July 2009

# Over the next two years, will you be investing in any of the following?



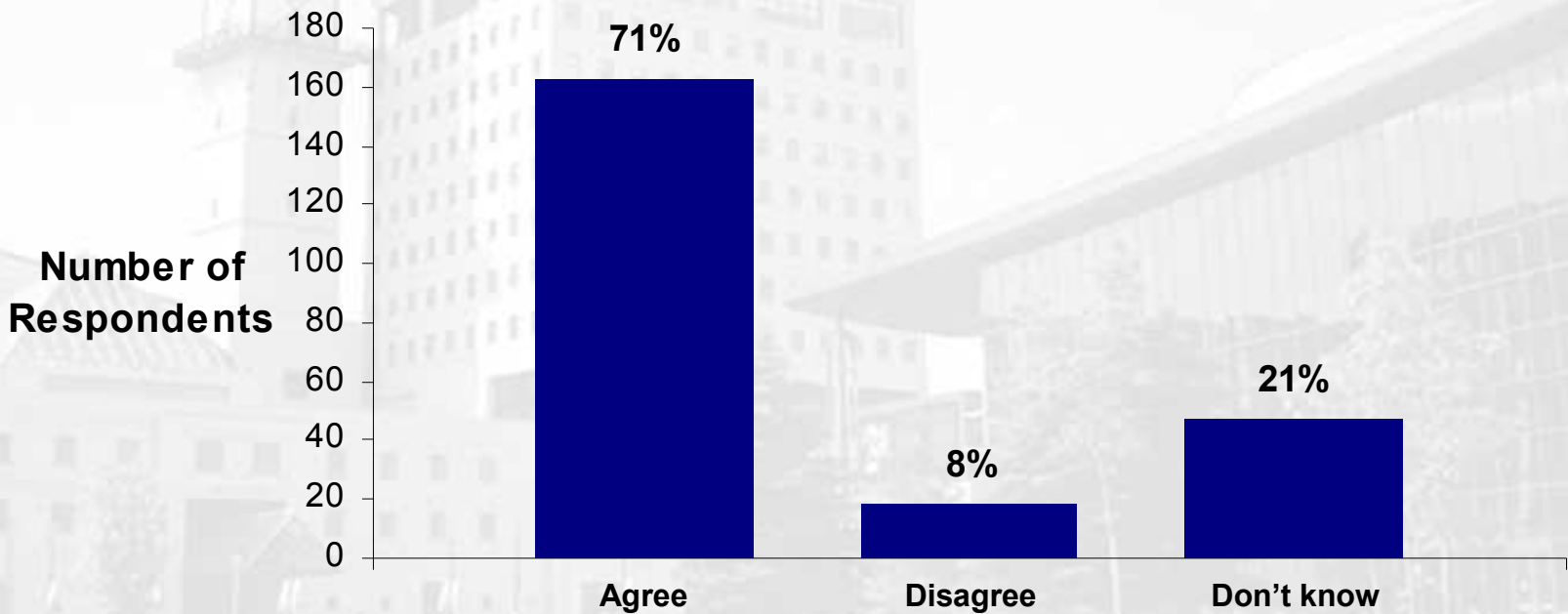
\* July 2009

In the next two years, do you anticipate trade restrictions, such as buy local policies in other countries will directly impact your business?



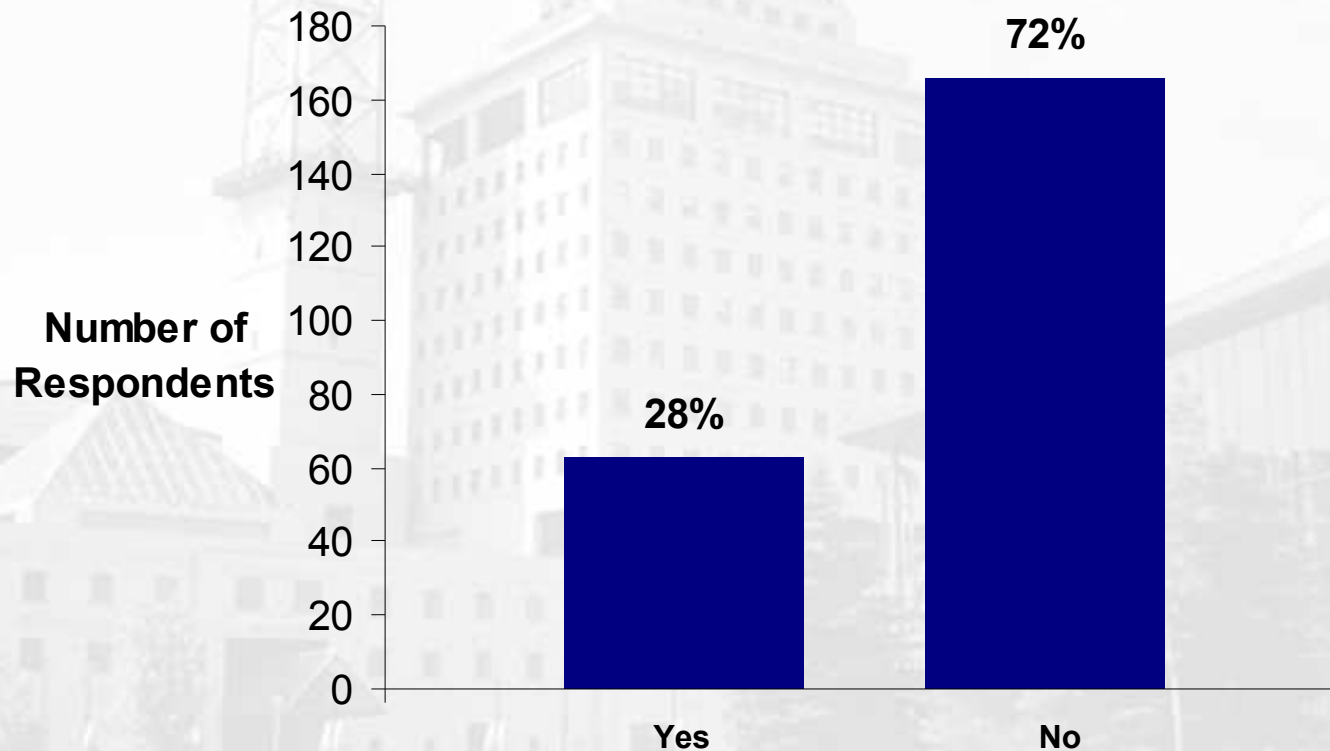
\* July 2009

# Mississauga has a good supply of skilled workers to meet my business needs



\* July 2009

# Is your company experiencing unusual difficulty in obtaining financing or access to credit?



\* July 2009



Please identify any barriers  
you see to business growth:

*“Working capital.”*

*“Lack of funding for expansion.”*

*“MONEY.”*

*“Financial companies are not working 'with' companies,  
even though their directive may be so.”*



# Working Capital

*“Our bank being overly cautious with lending to our company, although we have an excellent track record financially.”*

*“Funding support/grant for new biotech projects is difficult.”*

*“Financing for a new business. Obtaining proper working capital to support the growth.”*

# The Economy

*“Lack of manufacturing and exports, Canadian dollar & the global economy.”*

*“We rely on businesses doing well in order to provide marketing and multimedia services. When the economy is slow, so are we.”*

*“Current Economic condition & lack of localized stimulus & availability of innovation grants.”*



## Government and Regulation

*“I see restrictive Immigration policies as a barrier to my business.”*

*“Government's taxation policies: HST, import duties, and income taxes, making it impossible to compete with abroad.”*

*“The City needs to provide special provisions in Sign By-laws to promote 'cultural capital' or culture-based enterprise.”*



# Survey Outcome

- 154 comments have been reviewed and distributed to EDO, MBEC, Materials Management, Arts & Culture, & Enforcement for follow up
- Survey results compiled and presented at Mayor's Roundtables, and EDAC
- Presentation to Council on September 16<sup>th</sup> with press release to follow



# “Pulse of the Local Economy” Small & Medium Businesses Survey and Roundtables

Presentation to Council, September 16, 2009