

Small Business Accreditation Program Framework Business Survey

Tuesday, June 23, 2015

Q1: What is the name of your business?

Unable to contact



1		Algonquin Trails Camping Resort	Campground
2		Blue Spruce Resort	Roofed
3		Cedar Grove Lodge	Roofed
4	✓	Colonial Bay Cottage Resort	Roofed
5		Forest Rock Cottage Resort Inc.	Roofed
6	✓	Gravenhurst Opera House	Arts & Culture
7		Johnston's Cranberry Marsh & Muskoka Lakes Winery	Attraction/Winery
8	✓	Lake of Bays Brewing Company	Attraction/Brewery
9	✓	Muskoka Lakes Museum	Heritage
10	✓	Muskoka Yoga Studio (on-water programs)	Outdoor Recreation
11	✓	Oak Bay Golf & Country Club	Golf
12	✓	Port Cunnington Lodge & Resort	Roofed
13	✓	Santa's Whispering Pines Campground	Campground
14	✓	Shamrock Lodge	Roofed
15	✓	South Muskoka Curling & Golf Club	Golf
16		Summer Water Sports: SWS	Outdoor Recreation
17	✓	Sunset Cruises	Attraction
18	✓	The Oar and Paddle	F&B
19	✓	Tri Muskoka	Event
20	✓	MJD Paintball	Outdoor Recreation
21		Captain Action Charters (July 13)	Outdoor Recreation
22		Muskoka Highlands Golf Course	Golf

14/20

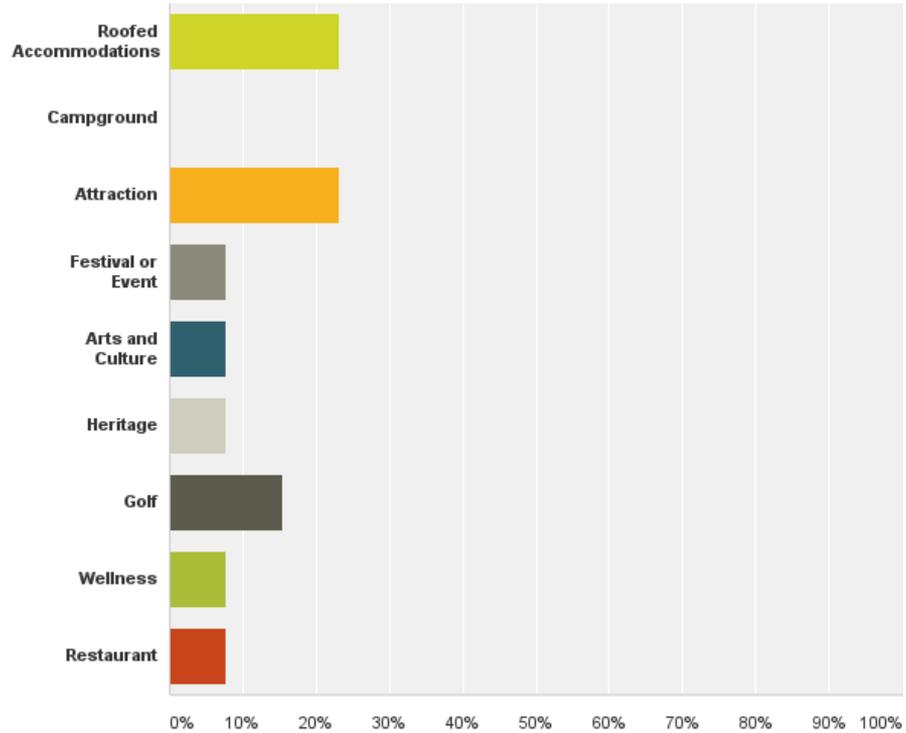
Total Responses

New contacts



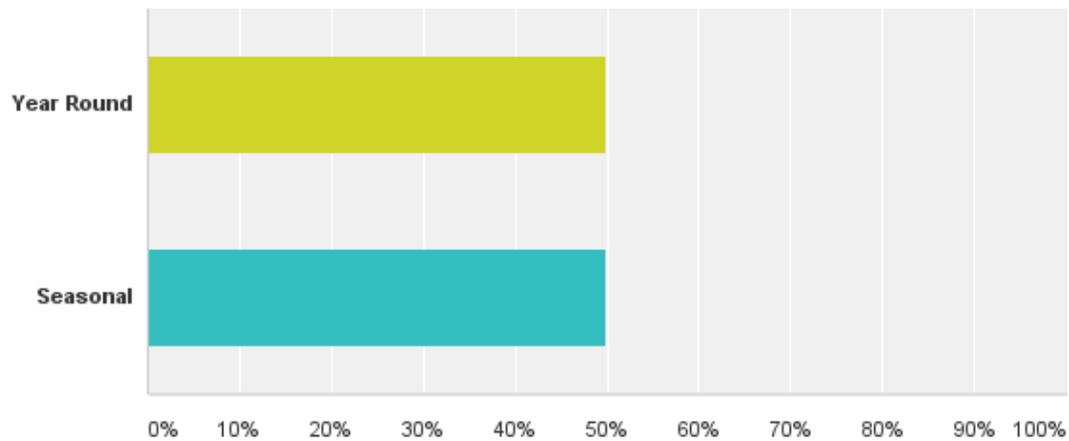
Q2: Which tourism sub-sector best describes your business?

Answered: 13 Other: 1(Brewery)



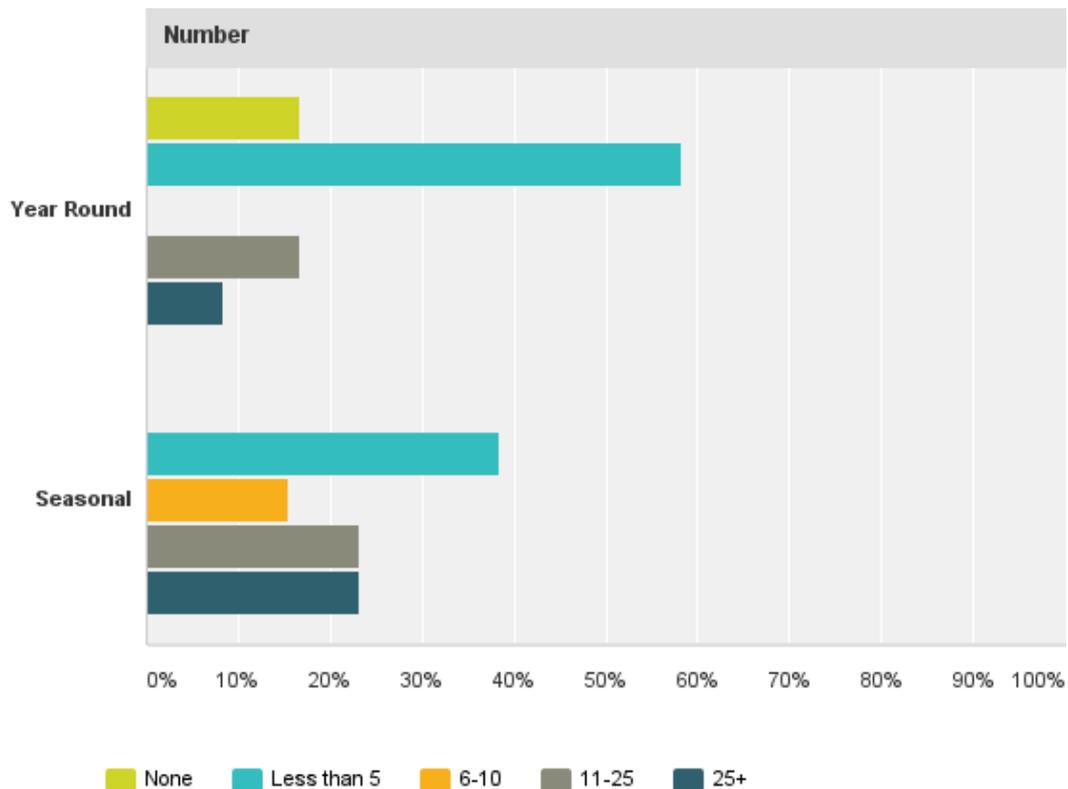
Q3: Are you open year round or seasonal?

Answered: 14 Skipped: 0



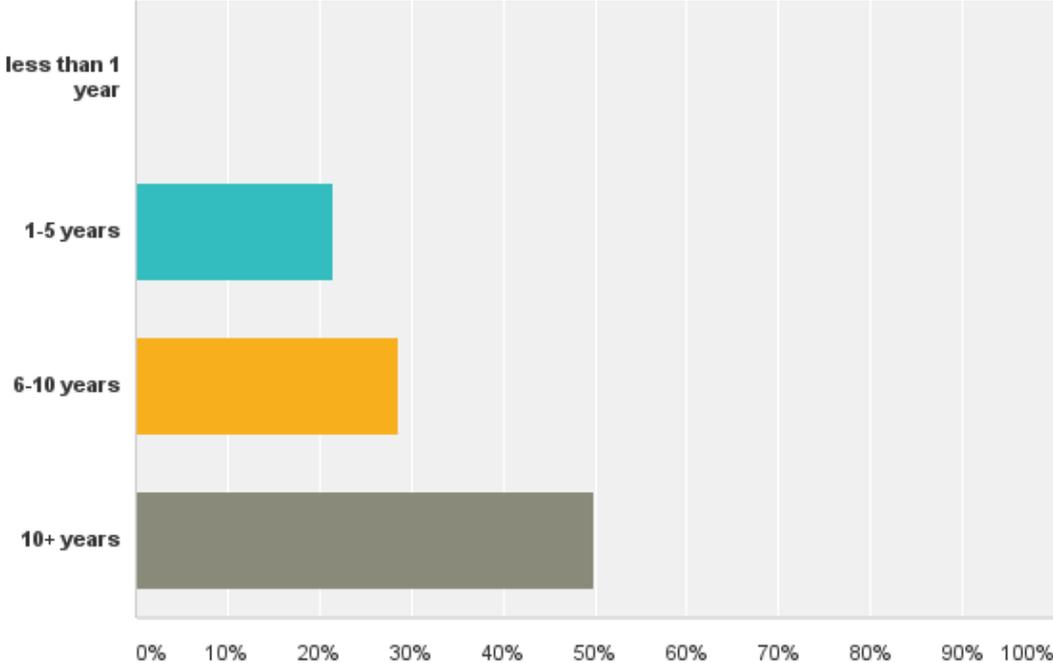
Q4: How many employees do you have?

Answered: 14 Skipped: 0



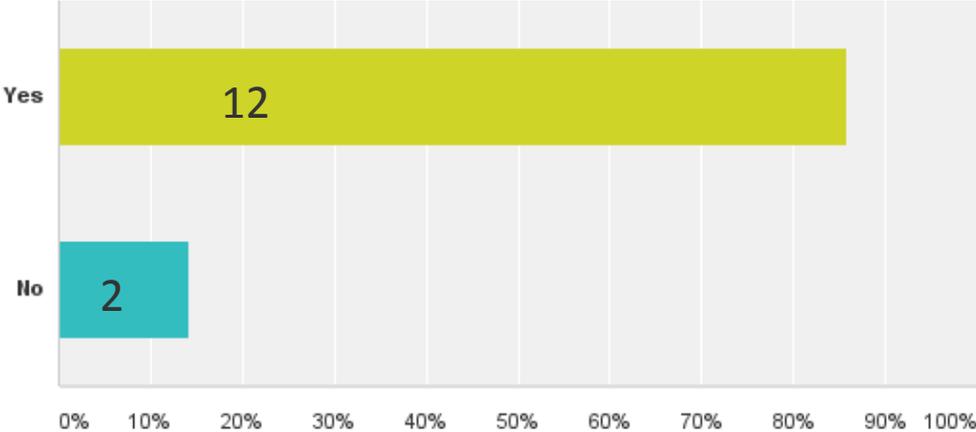
Q5: How many years has your business been operation?

Answered: 14 Skipped: 0



Q6: Do you have broadband infrastructure at your business?

Answered: 14 Skipped: 0



Q7: What is your greatest challenge when it comes to skills and knowledge?

- Knowing how to effectively market for corporate events
- Full time marketing resources
- Leveraging social media with limited time
- Attaining sponsors, community engagement
- Creating alliances
- Finding staff each summer
- Finding time to network with other operators

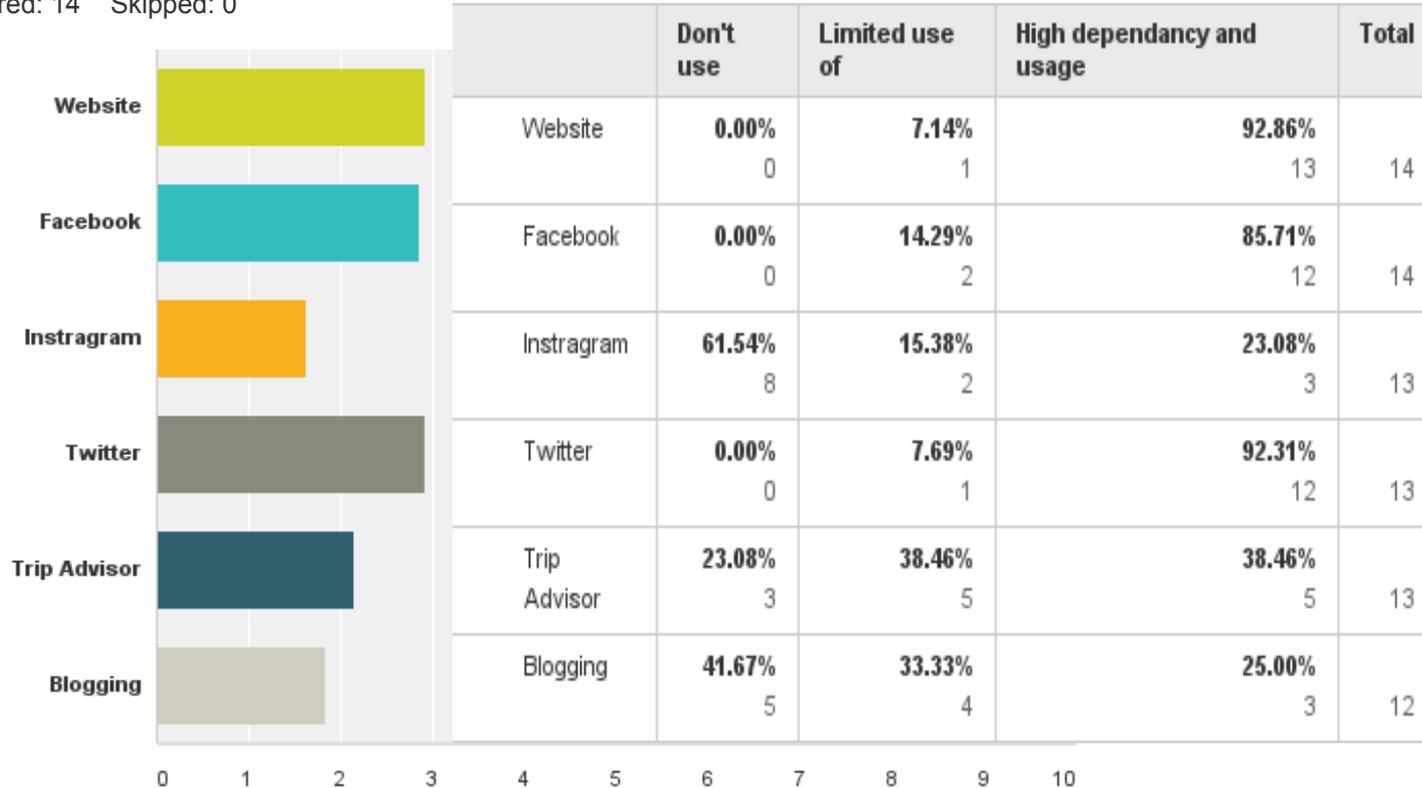
Q8: Which of the following business planning and development tools/ tactics do you use?

Answered: 14 Skipped: 0

	I don't do this	I need to update this	I do this at least once every year	Total	Weighted Average
Business Plan	28.57% 4	7.14% 1	64.29% 9	14	2.36
Marketing Plan	14.29% 2	35.71% 5	50.00% 7	14	2.36
Partnership or Package Development	14.29% 2	35.71% 5	50.00% 7	14	2.36

Q9: Which of the following marketing tools do you use?

Answered: 14 Skipped: 0



Q11: Do you participate in marketing programs offered by other organizations?

Answered: 12 Skipped: 2

Answer Choices	Responses
Explorer's Edge	1
Both Explorer's Edge and Muskoka Tourism	92% 11
Muskoka Tourism	1

Q11 b: Who else do you market with?

- Lake Of Bays Township map, Round Lake of Bays
- Gravenhurst Chamber
- Golf Muskoka, Ontario Tee Times
- OTMPC, Chamber and BIA
- Museums of Muskoka
- Resorts of Ontario
- Through Deerhurst Resort
- Website 400/11, North Muskoka Resorts

Q12: Have you participated in programs offered by Explorer's Edge?

Answered: 14 Skipped: 0

Yes					
	Marketing training	Product Development	Marketing and product development		Total
Explorer's Edge (RTO12)	50.00% 5	30.00% 3	20.00% 2		10

No					
	I am not familiar with this organization	This organization does not offer any programs that apply to me	I have not had time to participate	I can't afford to participate	Total
Explorer's Edge (RTO12)	0.00% 0	25.00% 1	50.00% 2	25.00% 1	4

Q13: Have you participated in programs offered by Muskoka Community Futures?

Answered: 14 Skipped: 0

Yes					
	Business Training	Financing	Business Training and Financing		Total
Muskoka Community Futures	25.00% 2	62.50% 5	12.50% 1		8
No					
	I am not familiar with this organization	This organization does not offer any programs that apply to me	I have not had time to participate	I can't afford to participate	Total
Muskoka Community Futures	33.33% 2	16.67% 1	50.00% 3	0.00% 0	6

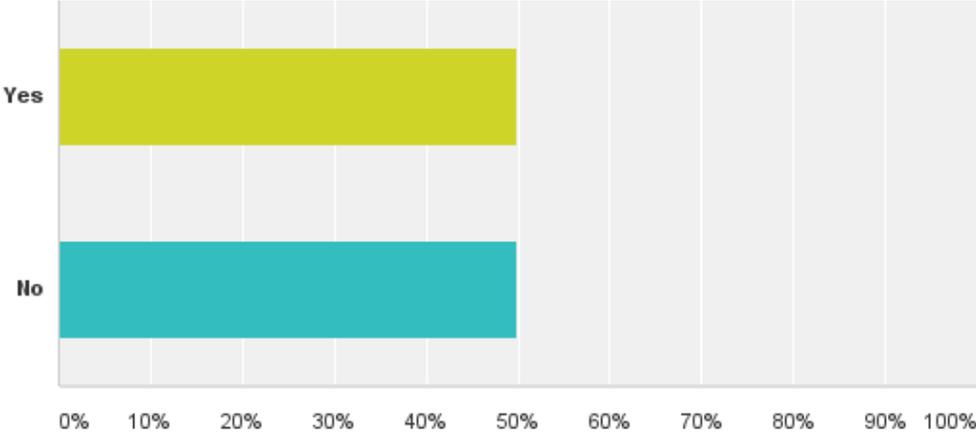
Q14: Have you participated in programs offered by Muskoka Community Network?

Answered: 14 Skipped: 0

Yes						
	BEAM website development recipient	ABRA (formerly SIRA) broadband connectivity program	Virtual Training Centre	Total		
Muskoka Community Network	100.00% 8	0.00% 0	0.00% 0	8		
No						
	I am not familiar with this organization	This organization does not offer any programs that apply to me	I have not had time to participate	I can't afford to participate	My rural location is a barrier to broadband services	Total
Muskoka Community Network	50.00% 3	33.33% 2	16.67% 1	0.00% 0	0.00% 0	6

Q15a: Have you participated in any other formal training in the past 18 months?

Answered: 14 Skipped: 0

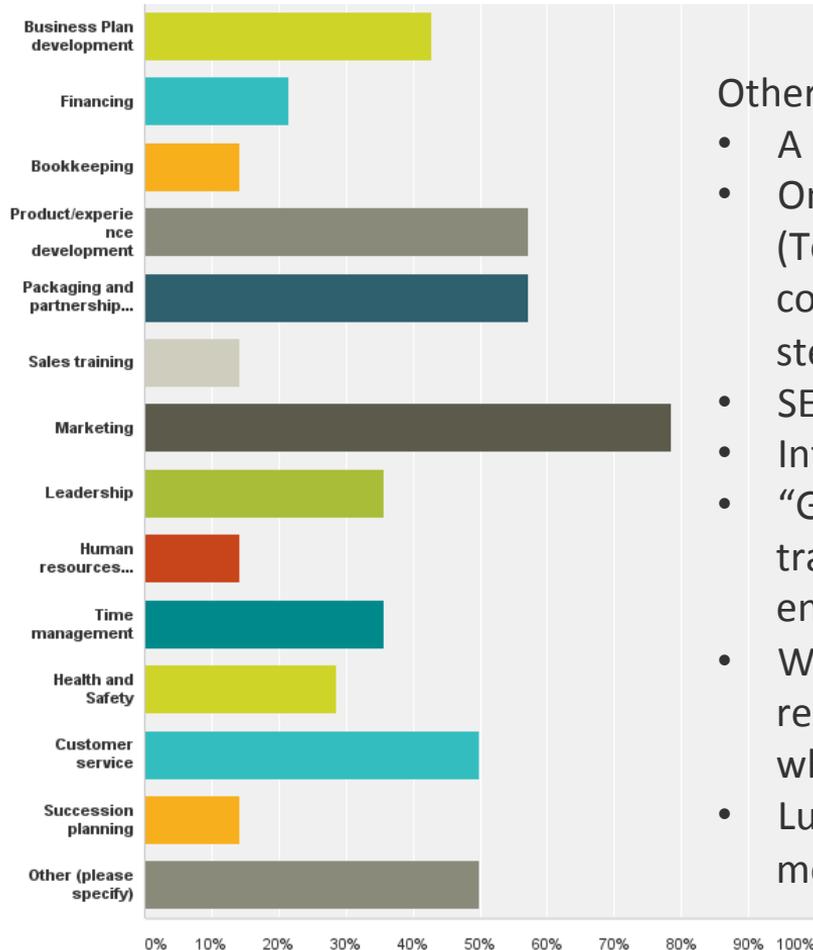


Q15 b: List Other training that you have participated in...

- Georgian College (adobe creative suite)
- Ladies Learning Code (YMCA)
- Metroland media (on-line advertising training)
- WHIMIS, CPR/First Aid
- Leadership and personal development
- Museum Association conference, webinars
- Leadership, Emergency Management, Customer Service, Health & Safety
- Disability workshop - Resorts Ontario, LBGT workshop - Resorts Ontario
- Continuous Leadership Training - where and when I can
- The Gravenhurst Chamber did some great session on partnering as part of the community improvement plan.

Q17: What training would you be interested in for yourself in the next 18 months?

Answered: 14 Skipped: 0

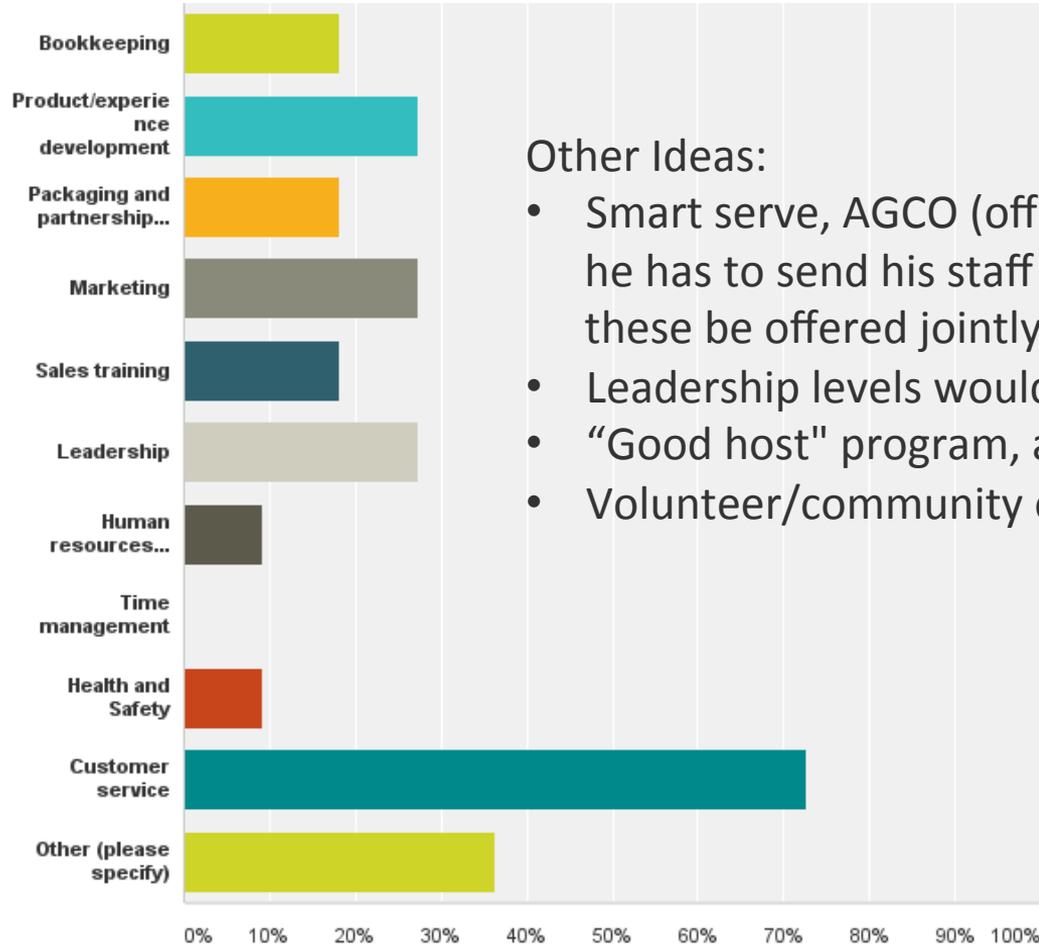


Other ideas:

- A business plan tune-up would be great
- Only if these are high quality sessions (Tony Robbins calibre). The level of courses offered in Muskoka needs to be stepped up.
- SEO, google analytics
- Internet marketing
- "Good host" program, ambassador training, volunteer/community engagement
- Workforce development (establishing relationships with colleges or others where she could find summer staff)
- Luke warm about packaging – it should mean bundling to save \$, more value.

Q18: What training would you be interested in for your staff in the next 18 months?

Answered: 11 Skipped: 3



Other Ideas:

- Smart serve, AGCO (offered in Barrie and he has to send his staff down there). Could these be offered jointly?
- Leadership levels would be beneficial
- "Good host" program, ambassador training
- Volunteer/community engagement

Q19: What type of training would be ideal for you?

Answered: 13 Skipped: 1

Type

- Classroom location preferred
- Hybrid is an option if on-line portion is short
- On-line courses need to be short (1 hour webinars)

Length

- ½ to full day sessions are ideal
- Day time meetings are preferred over evenings

Time

- Late fall is best for vision/goal setting topics and anything that will need to be budgeted
- Other training is best in Jan-Feb.
- Training for staff needs to happen in May

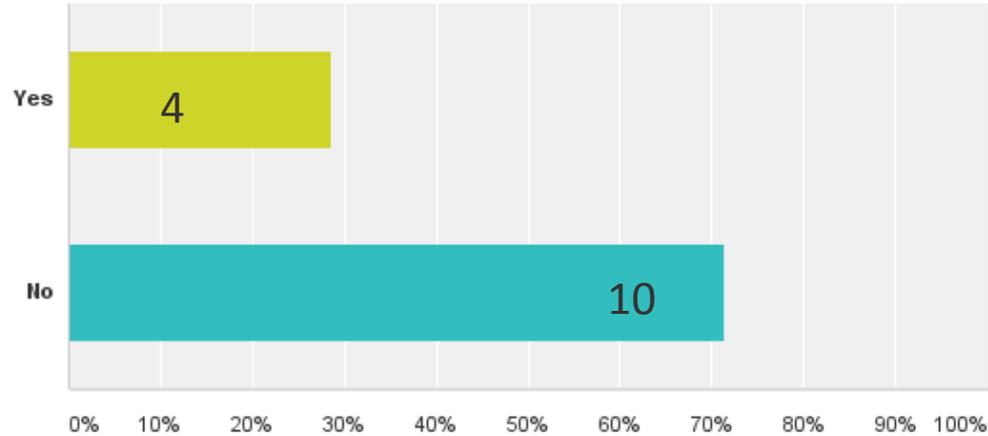
Season

Cost

- Majority felt \$25-\$100 was fair but that the course outcomes must match the cost and time invested

Q20: Do you feel that a small business accreditation program would be beneficial to your business?

Answered: 14 Skipped: 0



Q20: Do you feel that a small business accreditation program would be beneficial to your business? COMMENTS

- Not sure.
- Not sure - what is the value of being accredited. Would it be branded?
- Not sure. Workforce development should be a committee of Explorer's Edge.
- I'd rather pick and choose topics that interest me. There are already high demands on his attraction to meet standards. He doesn't want the pressure of one more.
- I think the program would be beneficial, especially if it leads to funding/grant opportunities.
- I would rather take specific courses that interest me and not have to complete ones that I don't need.

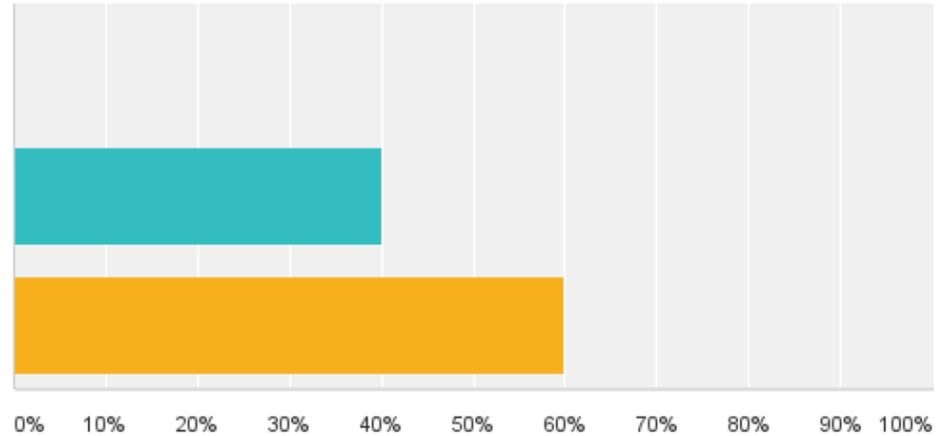
Q21: What are the main benefits of an accreditation program for your business?

Answered: 10 Skipped: 4

Formal Recognition of my business as a professional establishment

Providing me with a full compliment of business training and development

Other (please specify)



Q21: What are the main benefits of an accreditation program for your business? COMMENTS

- Only beneficial if the program is recognized by lenders or for grant applications.
- I like the idea of cost sharing and having modules that you can pick and choose.
- The program should be people-focused rather than accrediting a business.
- If accreditation helped with securing funding that would be beneficial. Let's think about professional development modules and accreditation.
- We are owned and operated by the municipality so most of our training is through the Town. We also have to fall within the Town's business practices.
- She feels that the single biggest opportunity is in networking/packaging with other operators but this is too time consuming. She wishes this could be facilitated.
- On-going education is important but it is not going to attract more guests.