

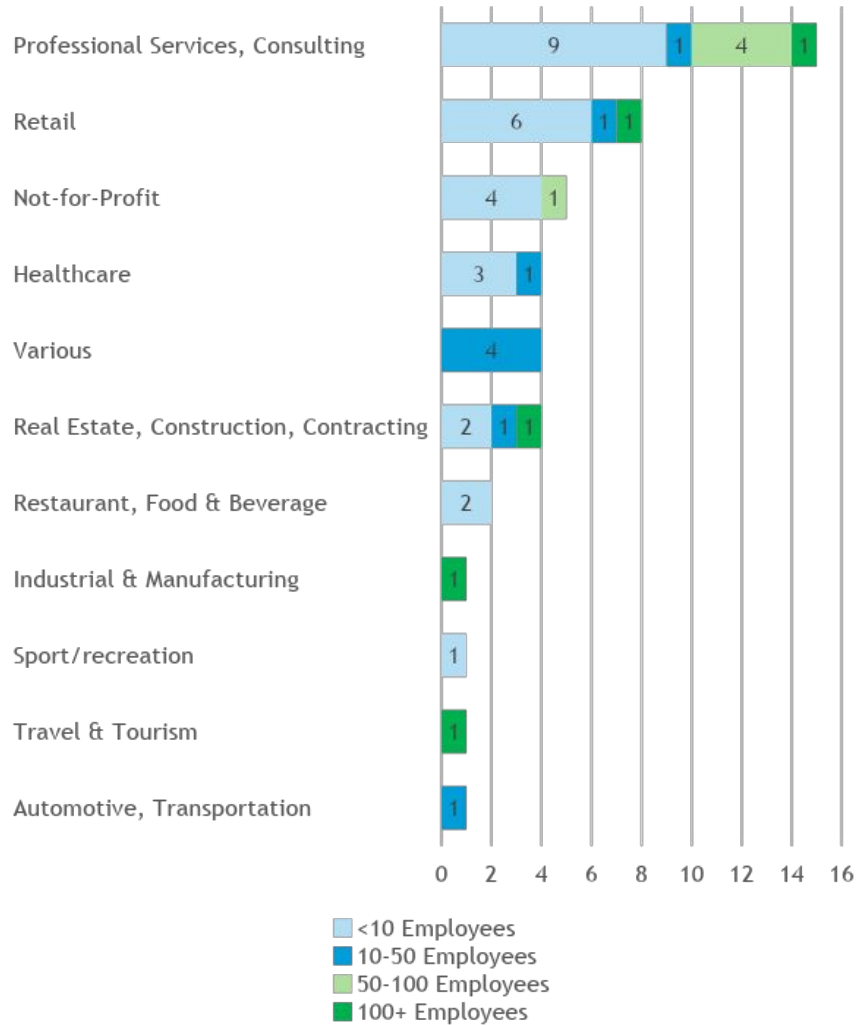
2022 Year End Survey Results

Greater Summerside Chamber of Commerce

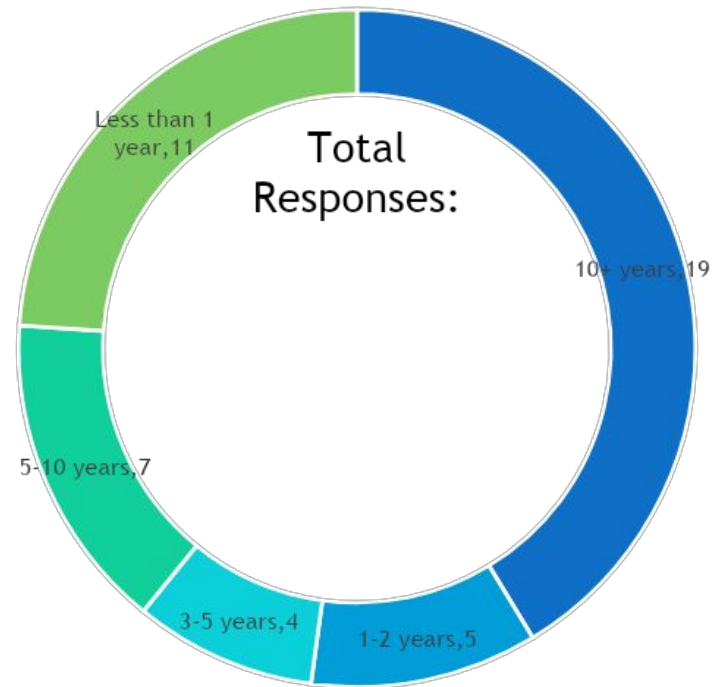
Published: March 2023 (Survey Sent out December 2022)

Survey Overview - Responses

Response Count by Industry and Size



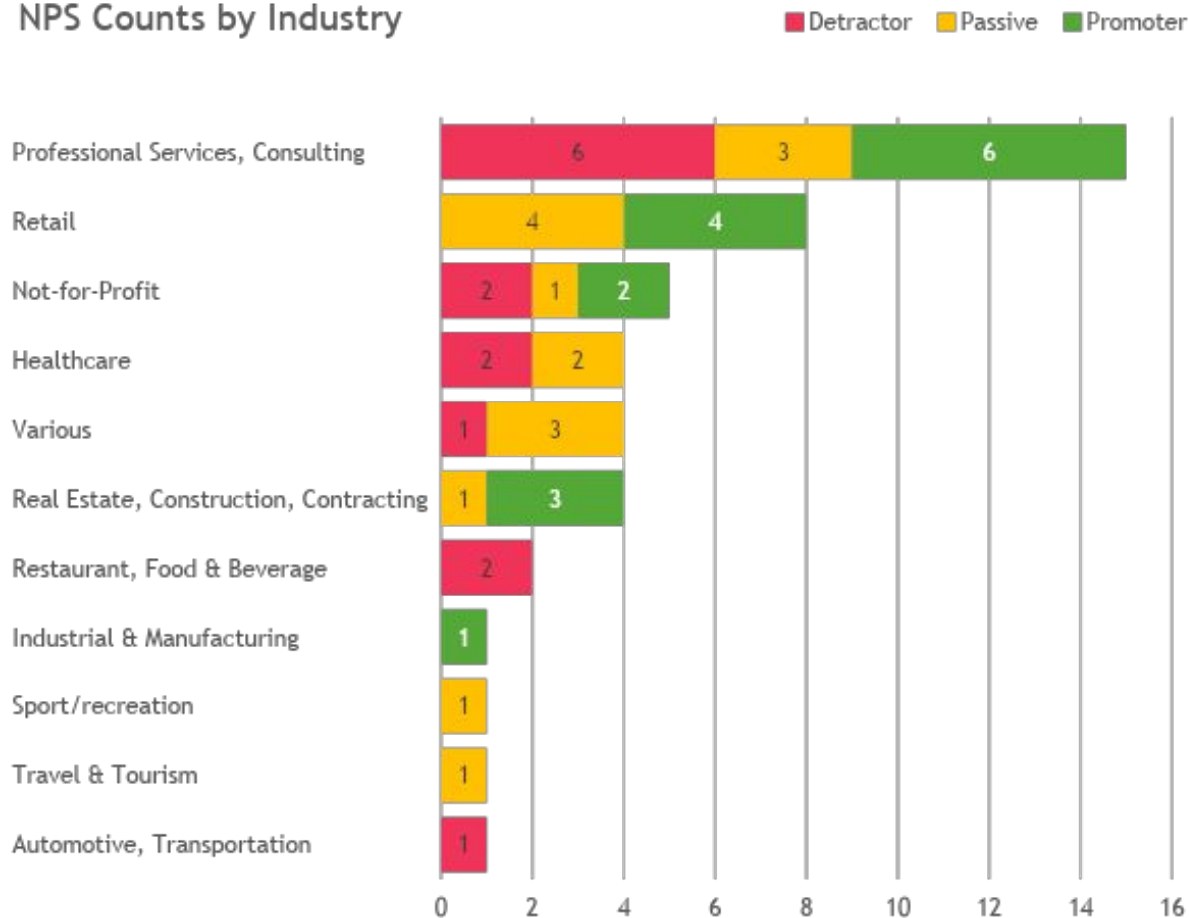
46 Responses - Improvement from last year, but still low rate vs. membership count (X%)



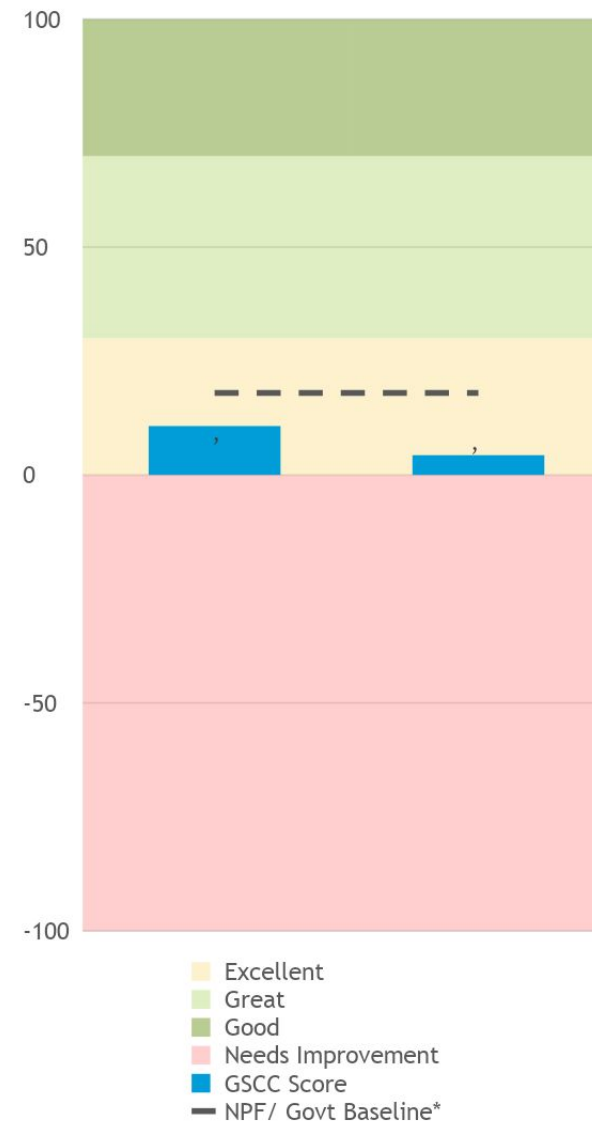
Net Promoter Score: How Likely Are you to Recommend GSCC?

2022 GSCC NPS decreased compared to 2021 survey results (though statistically not different)

NPS Counts by Industry

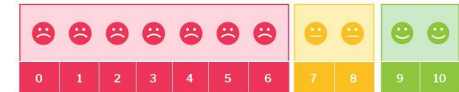


GSCC Net Promoter Score



NET PROMOTER SCORE

A METRIC FOR RELATIONSHIPS, NOT TRANSACTIONS



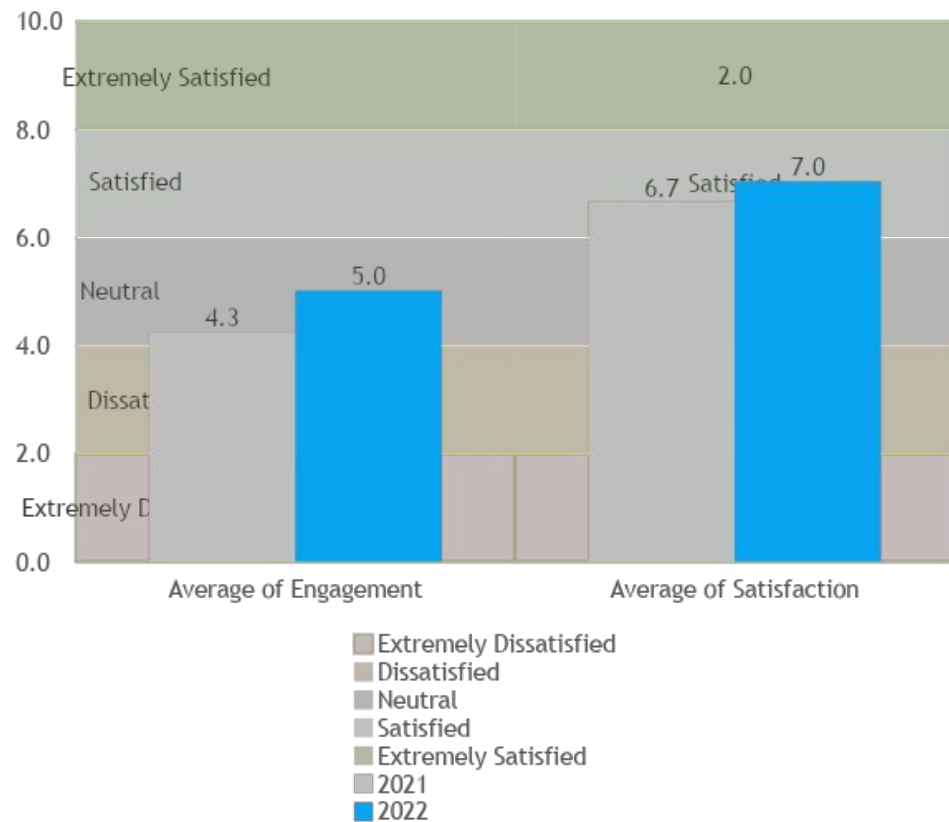
DETRACTORS PASSIVES PROMOTERS

$$\text{NET PROMOTER SCORE} = \% \text{PROMOTERS} - \% \text{DETRACTORS}$$

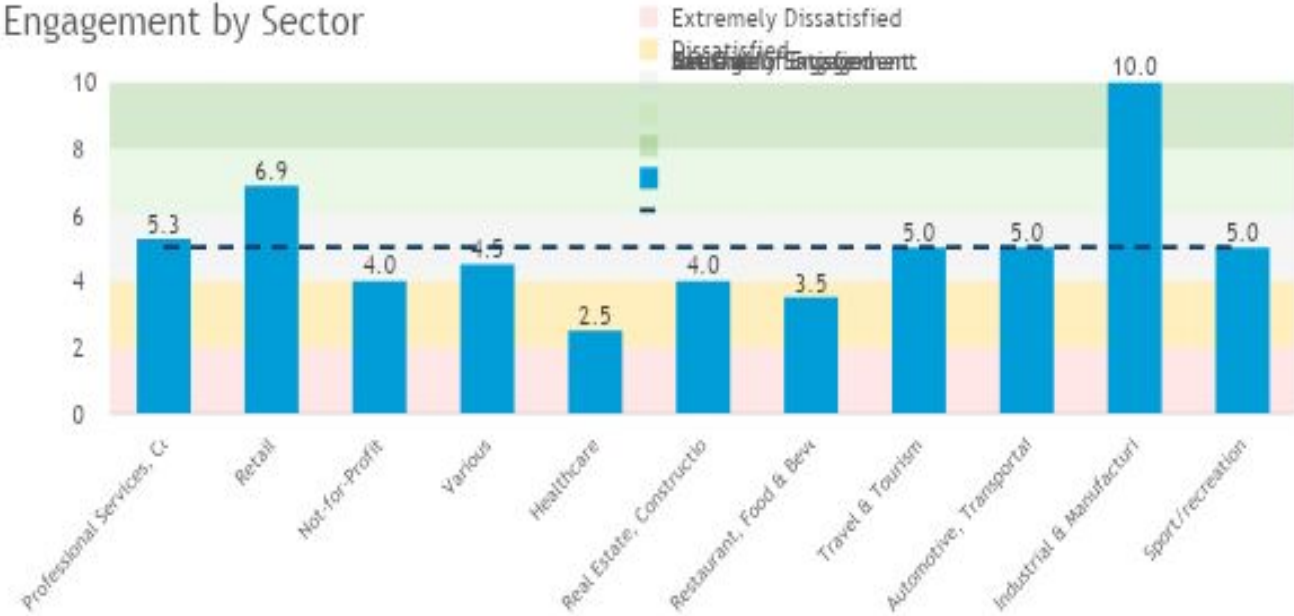
*NGO Baseline: <https://www.pendo.io/pendo-blog/which-industries-are-crushing-the-nps-game/>

Member Satisfaction is satisfactory, but engagement and NPS are lagging.

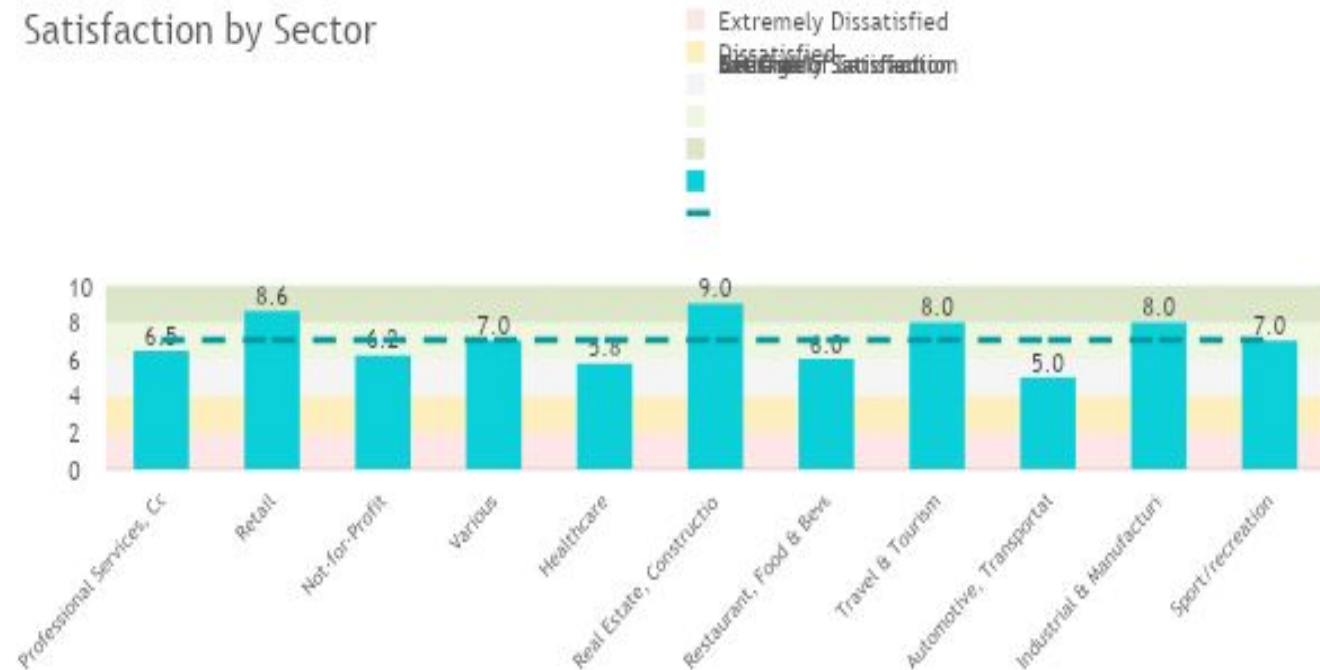
YOY Overall GSCC Engagement & Satisfaction has improved



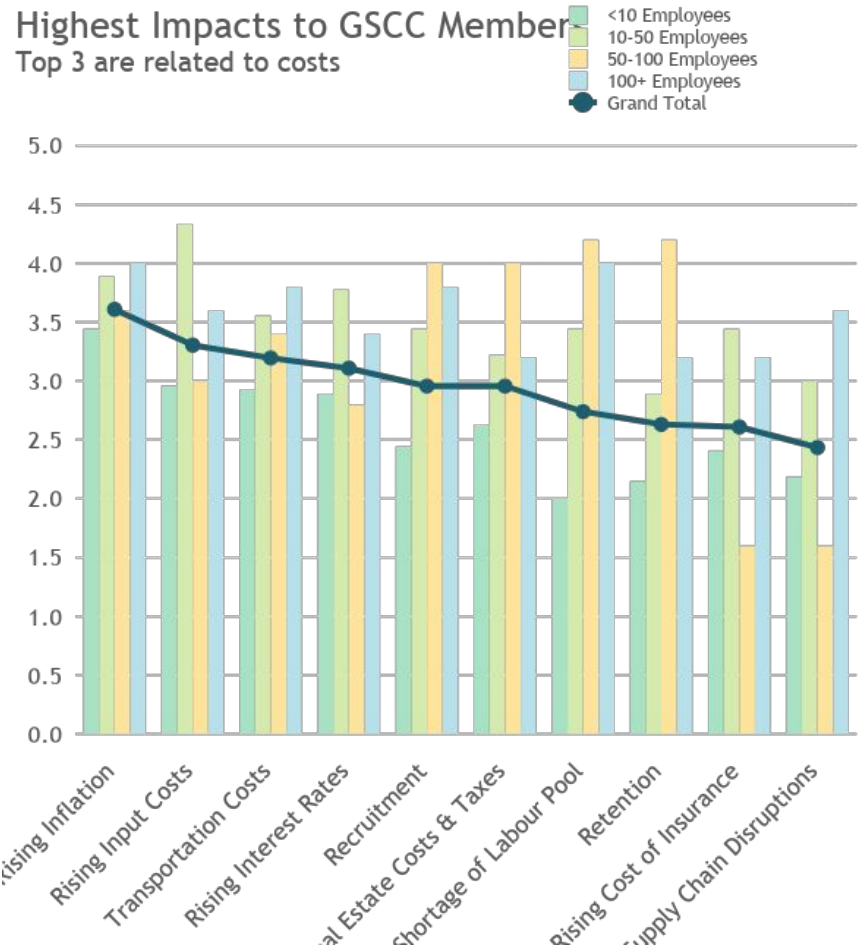
Engagement by Sector



Satisfaction by Sector

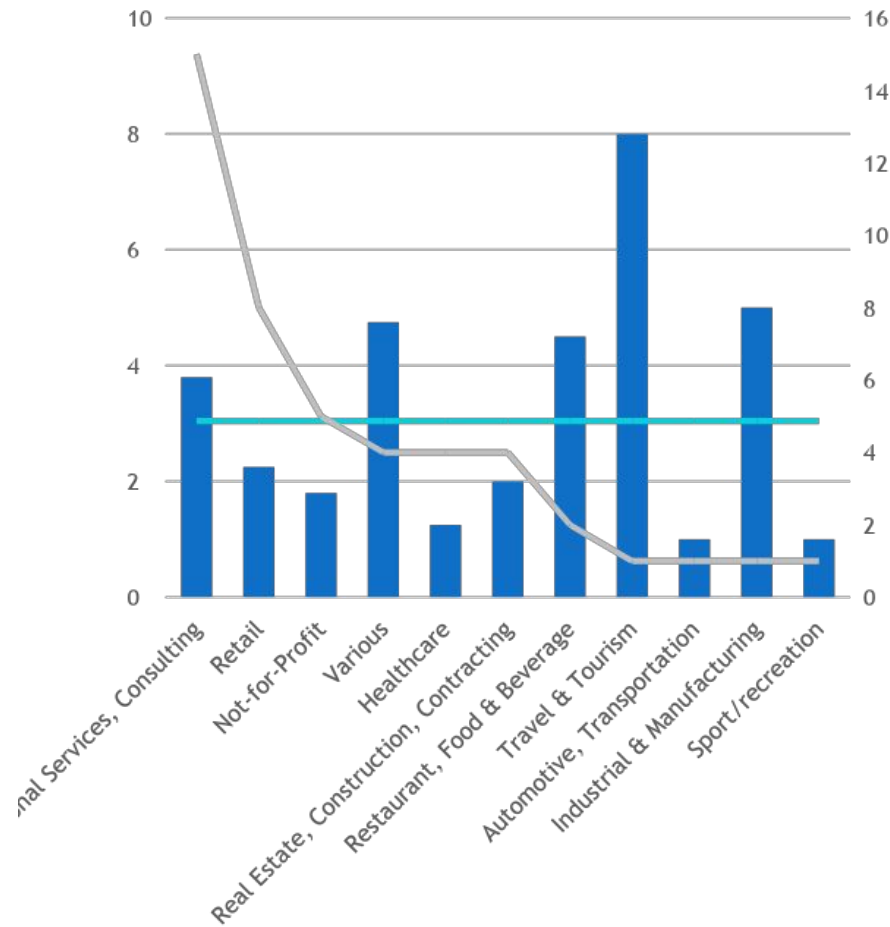


Concerns of respondents are spread out across different topics and significantly different depending on size



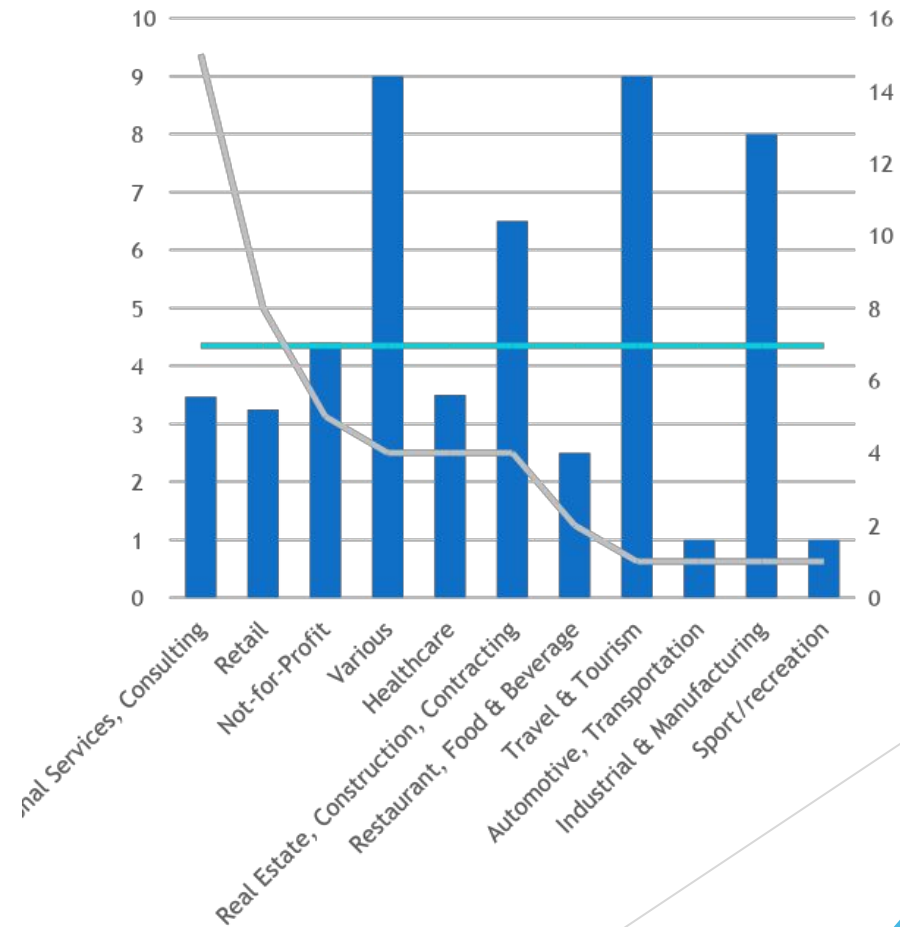
Reliable Airport Connections

■ Average Rating
— Avg-Total
— Total Responses



Bridge Tariffs

■ Average Rating
— Avg-Total
— Total Responses



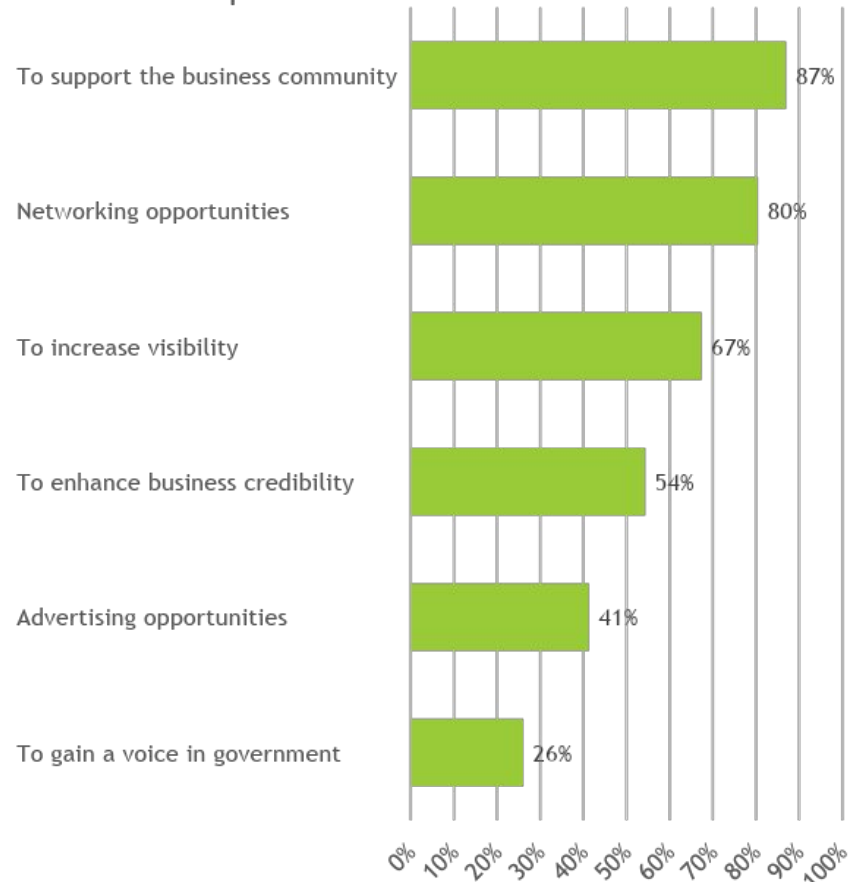
Advocacy Topics

Values	<10 Employees	10-50 Employees	50-100 Employees	100+ Employees	Grand Total
Count of Resp#	27.00	9.00	5.00	5.00	46.00
Population growth and immigration	5.00				5.00
Competitive Business Environment (Taxes, regulatory environment, infrastructure, et	5.00				5.00
Connecting to the local market & community	3.84	4.00	3.00	3.25	3.72
Technology and innovation	3.54	4.00	4.00	3.00	3.63
Workforce development	3.27	4.00	4.60	3.00	3.55
Federal government assistance	3.54	3.67	3.00	3.00	3.45
Accessing labour	3.00	4.00	3.80	4.00	3.39
Opening up new markets with strategic supports	3.35	3.22	2.60	3.25	3.23
Challenging government policies	3.08	3.56	3.40	3.25	3.23
Securing low interest financing	2.85	4.00	2.40	3.75	3.11
Foreign recruiting	2.42	3.11	3.80	3.50	2.83
Accessing market or export development support	2.54	2.78	2.00	3.25	2.59

GSCC Engagement

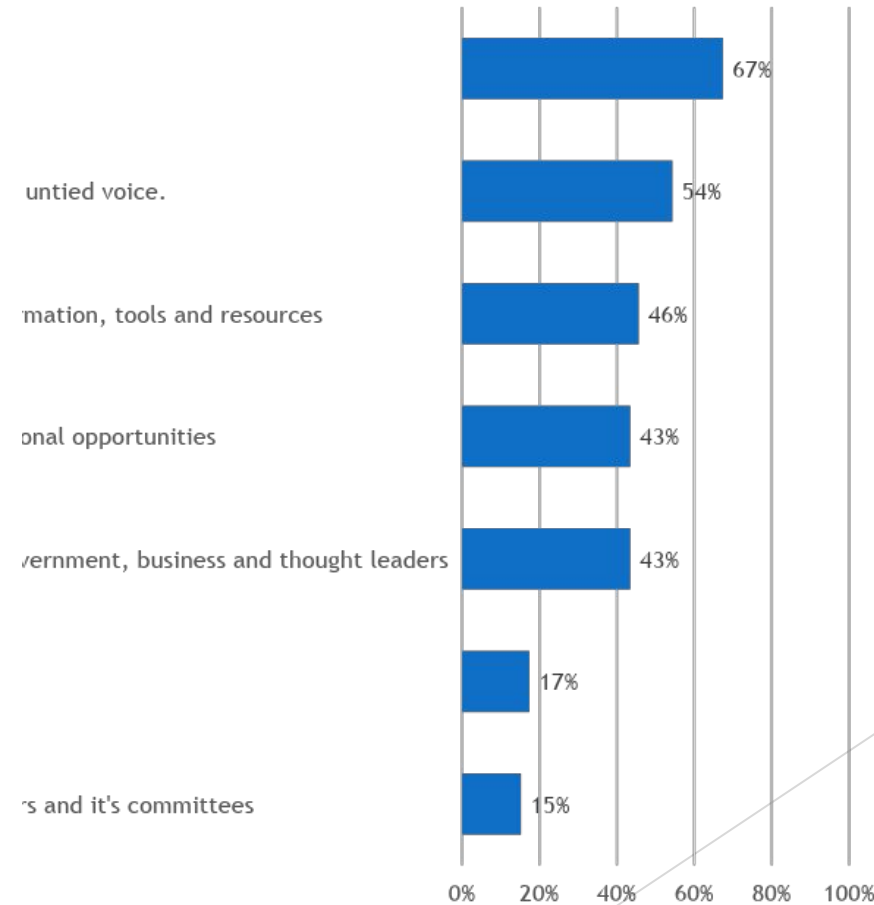
Why are you a member of GSCC?

% of Total Responses Who Selected This Reason



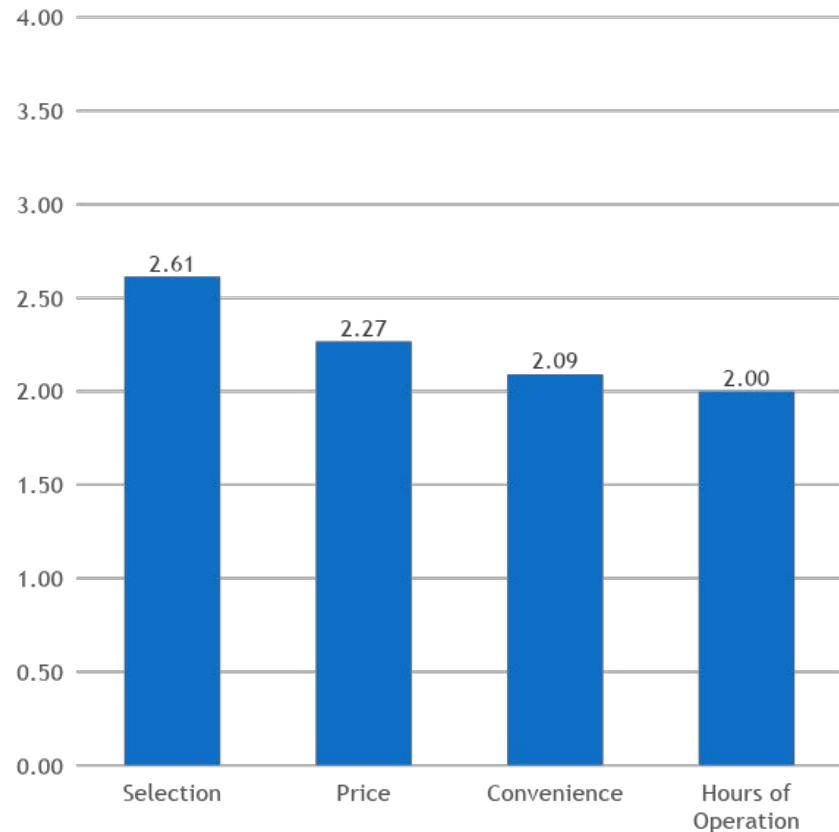
What Benefits are most valuable to you?

% of Total Responses Who Selected This Benefit



Shopping Local

Barriers to Shopping Local
(Average Rating out of 4)

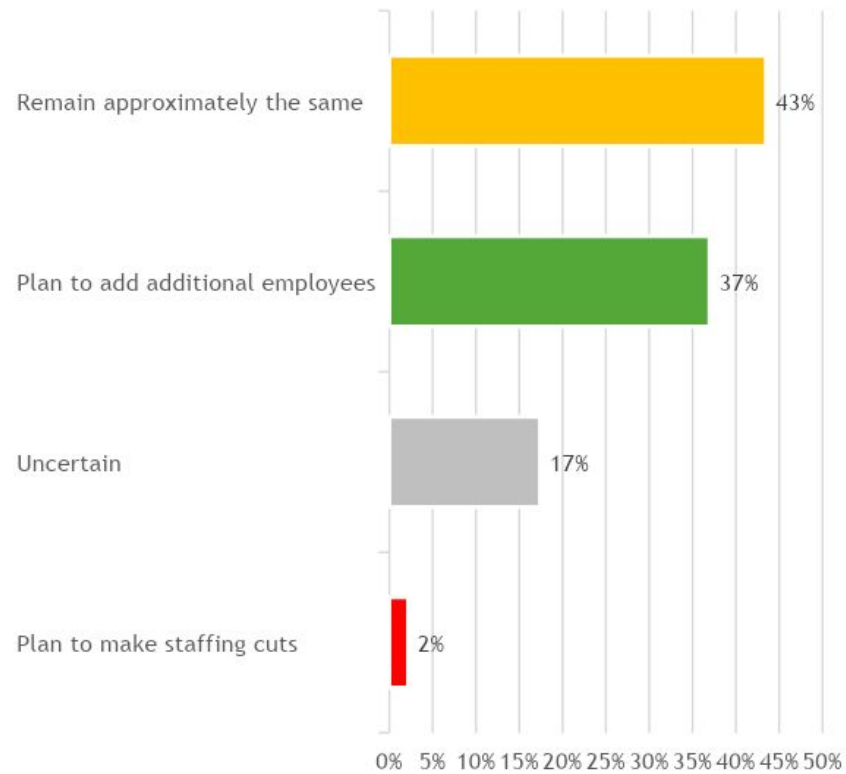


- ▶ Additional store options
- ▶ Availability of products and enhancement of delivery time
- ▶ Better selection.
- ▶ Costco
- ▶ Have more variety for products, too many offices and service businesses, especially in downtown core
- ▶ Having more diverse fruits and veggies i.e. apart from potatoes and carrots there are tons of other veggies that should be available at a cheaper cost.
- ▶ I don't normally shop in Summerside
- ▶ i support my fellow business people first before i look else where
- ▶ If there was a legitimate craft store rather than just the dollarama
- ▶ Improve the diversification of goods
- ▶ Later hours of business
- ▶ Limited number of retailers to choose from
- ▶ More choices of international goods and better prices.
- ▶ More cross-promotion of other local businesses
- ▶ More hours of operation - businesses close too early or aren't open enough days of the week.
- ▶ more online offerings
- ▶ More options downtown.
- ▶ More ppl having professional and FUNCTIONAL online shops. Get off of square people.
- ▶ More selection
- ▶ More selection of store
- ▶ More stores
- ▶ More stores would be nice.
- ▶ more variety
- ▶ More variety better hours
- ▶ More variety, easier access, business hours
- ▶ Store new products and advert on the media to attract more customers locally and visitors during Summer.
- ▶ Stores and shops opened on weekends
- ▶ the variety and price of products
- ▶ Variety like charlottown
- ▶ We don't have things i need to shop for - have to look elsewhere
- ▶ we have a great selection there are still a few options we do not have here
- ▶ We have seen fabulous strides in selection. Keep adding a varied type of business and consumer goods
- ▶ We shop locally if possible, if not then Charlottetown, then to New Brunswick. Improvement to Summerside would only be for construction materials to be available here in Summerside; however, the two that are do a great job but they don't care everything.

Do you plan to increase your headcount in 2023?

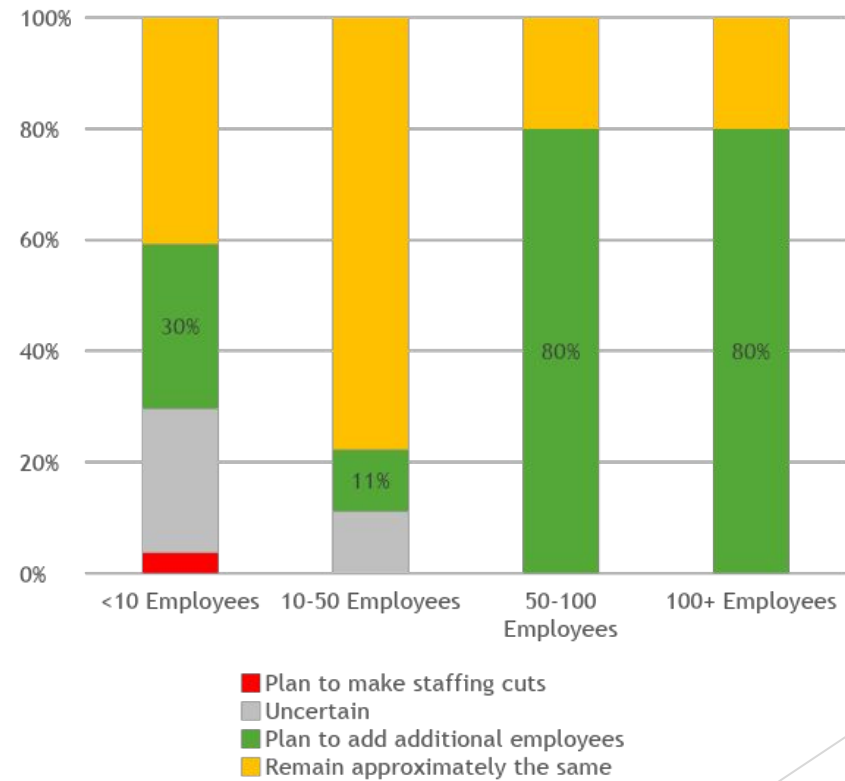
Results indicate a stable and growing

Overall results



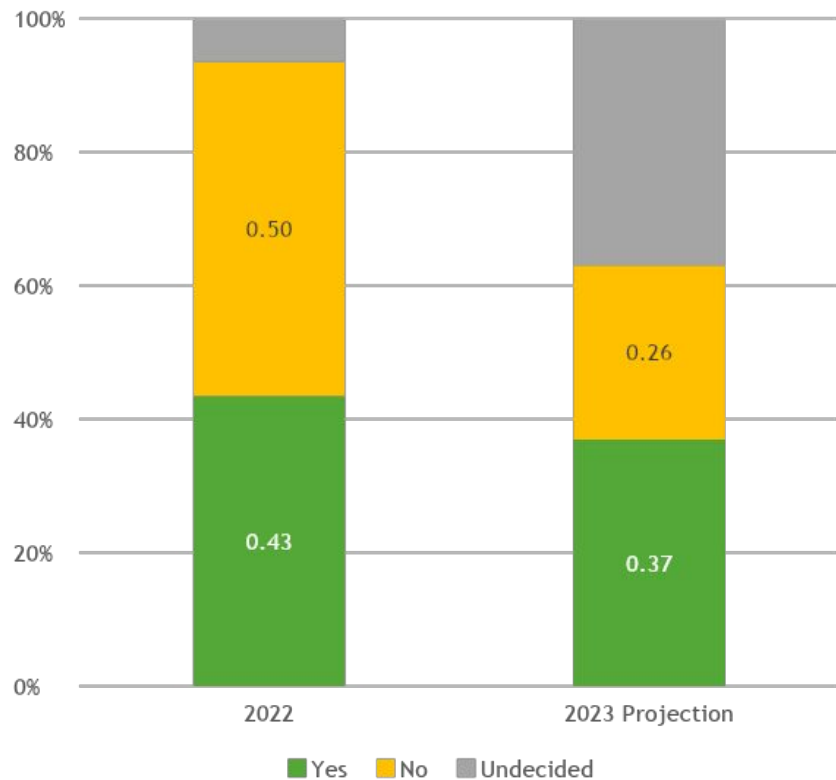
Results by Employee Count

Majority of respondents with >50 employees expect to grow in 2023



Price Increase

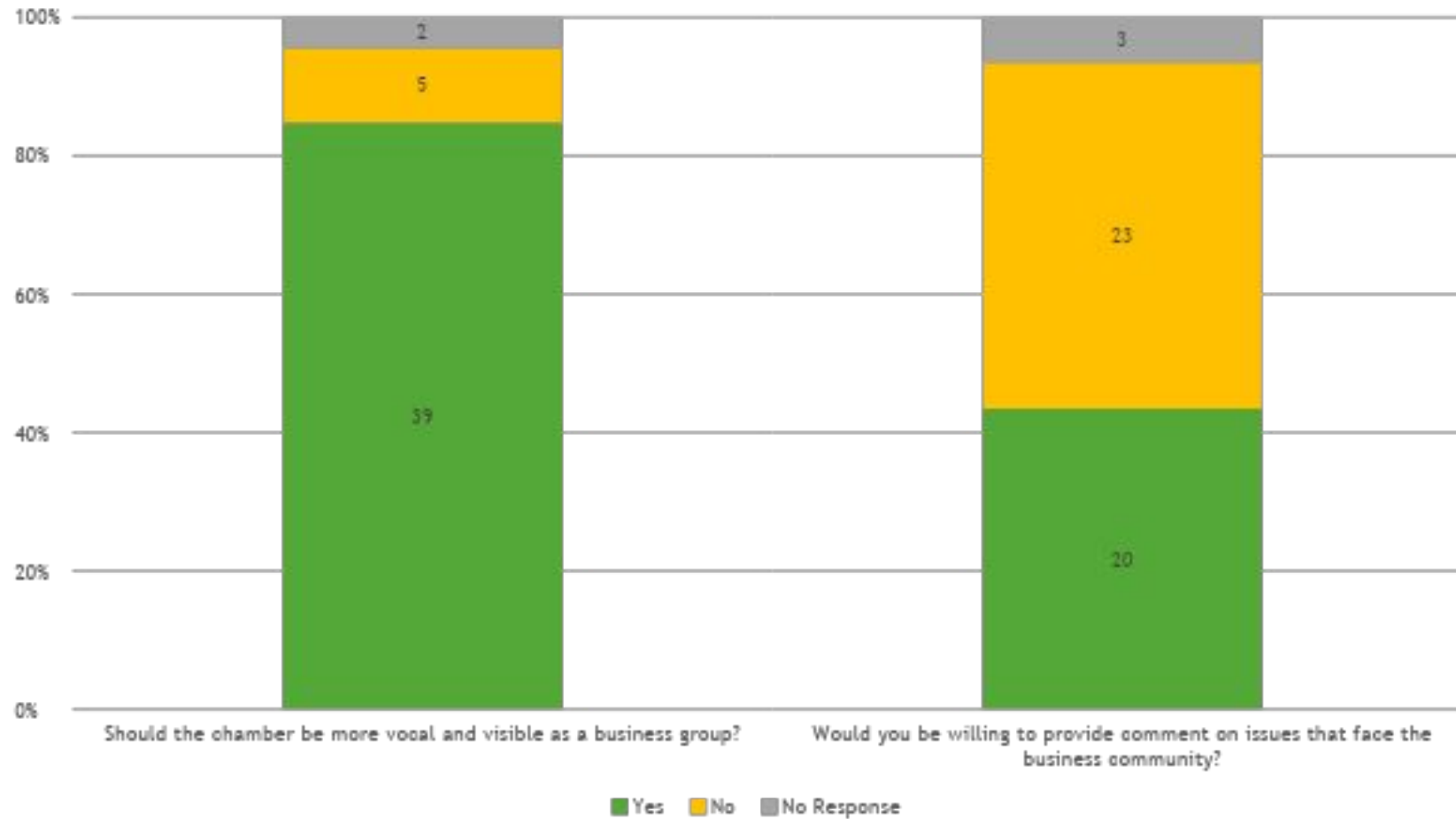
Half of respondents did not raise their prices in 2022



28% of respondents increased their prices in 2022 and still expect to increase prices in 2023

2022 Price Increase	2023 Price Increase Projection	Response Count
Yes	Yes	28.26%
Yes	No	4.35%
Yes	Undecided	10.87%
No	Yes	6.52%
No	No	19.57%
No	Undecided	23.91%
Undecided	Yes	2.17%
Undecided	No	2.17%
Undecided	Undecided	2.17%

Other Questions



Open Comment Questions

Please list any networking opportunities, events, benefits, services, etc., that the Chamber can implement to enhance the quality of your membership.

- ▶ Advice Events - how to buy a home, invest, fraud education, business succession planning.
- ▶ Business Development Conferences and Exhibitions
- ▶ Connecting businesses with related interests - like for example in my case i hoped the chamber recommend my services to other members more especially retail & businesses even with supported discounts to be granted by the chamber
- ▶ Continue to lobby gov. for Summerside's share of growth and business opportunities
- ▶ Continue with topics that are relevant for business
- ▶ Days and times of events impact ability to participate and the cost is high for small business owners
- ▶ educational and tourism industry related networking
- ▶ Events could be enhanced through a midday mixer. Many folks are busy in the early evening with children's activities. Perhaps a lunch and learn?
- ▶ Getting word out into the public for more clients.
- ▶ Golf simulator tournament held last year was great and we will be there again this winter if one is held!
- ▶ great opportunities exist!
- ▶ I can't think of any right now. Continue doing what you do!
- ▶ I was away (off island) for the christmas at off the wallz, but I loved how it included families and wasn't the same old stuffy old men in stuffy suits. It's great to try new things to reach out to our broad community
- ▶ Lunch and learns would be fun
- ▶ Meetings with government officials
- ▶ More monthly networking
- ▶ More structured networking events? Or education to new members on how to participate. As a new 1st time member of a Chamber, I often find I don't really know what an upcoming event is like/for and if it is relevant to me
- ▶ networking of small business
- ▶ Perhaps working with the government to ensure there is a fixed income grant for small businesses or perhaps a moratorium on taxes for the first three years of operations.
- ▶ Personal finance entrepreneur/speakers
- ▶ Promoting different business on a monthly bases in your newsletters
- ▶ Seminars on Finances
- ▶ Something to do with therapy and new types of therapy as I am the only art therapist on the island. It is hard to get my name out there
- ▶ workshops and networking

What events would you like to see the Chamber support/ promote to support 'your' business?

- ▶ Educating local businesses on the value of online marketing, even for local sales/service based businesses
- ▶ Local events
- ▶ Joint meetings More marketing activities to promote the business
- ▶ perhaps a monthly newsletter featuring one of it's businesses
- ▶ In person visiting/ business activity
- ▶ Mental health week that promotes alternative therapies
- ▶ Such as Diversified Culture, Classic car show, Olde Fashioned Carnival, Lobster Carnival , Arts & Culture Festival ...(some of them may not be held by GSCC)
- ▶ maybe a weekly featured member..and promoted online and via newsletter
- ▶ More pop up markers
- ▶ A non-profit event / service providers event.
- ▶ Webinar and workshops
- ▶ tour expo, multi-cultural exchange programs or festivals
- ▶ Not sure
- ▶ Boost technology implementation into local businesses to increase competitiveness.
- ▶ Health and wellness events
- ▶ We would like to partner with other businesses to help them.
- ▶ sharing of successful entrepreneur

How can the Chamber provide more support for the Economic growth of the Greater Summerside Area?

- ▶ I think Summerside needs nice restaurants, the pubs and bars are fine but Summerside needs a nice place to dine
- ▶ I can't say that the Chambers needs to provide more support; than it already has.
- ▶ More promotion of member-to-member dealings, particularly with sales/service that can be purchased easily online from anywhere
- ▶ Connecting local Companies with organizations/partners outside of PEI for promoting the economic growth.
- ▶ Help small businesses to acquire manpower & employees
- ▶ Fundraisers or more events
- ▶ More resources to start a business
- ▶ Access to more funding. Be the point of contact for local business (knowledge centre on all things business)
- ▶ transportation, housing that is affordable for newcomers to Canada
- ▶ more information on business trend and analysis, more support to PNP entrepreneurs by provision of guidance and orientation on space renting, local culture, business purchase etc.
- ▶ qualified employees
- ▶ encourage the local people to increase their purchase habit
- ▶ Be vocal. Be visible. know our priorities and stick to them.
- ▶ encouraging businesses to establish here. being a tunnel of communication between the government and private sector.
- ▶ try to lure more shoppers to summerside from other areas of pei
- ▶ Collaborate with Province and Municipality to source funding and relay information back to businesses in the Membership.
- ▶ More advertizing
- ▶ We need more newcomers i.e. new immigrants as they are the ones who work and drive the economy.
- ▶ Summerside has grown over the last few years and I only see it continuing.
- ▶ Awareness of government programs benefiting new business
- ▶ Continue with advocacy role - in particular, with the Provincial Government - be involved with a revised SRDC or similar type of organization
- ▶ build relationships with government

What do you see as the biggest issue facing the Summerside Business Community?

- ▶ I know the City wants to get more businesses downtown but parking is an issue, if we could get a few nice places to dine that might help. And work with the city Councillors, and educate them on the various businesses. I think the Councillors need to be visiting the businesses in their riding. It's those people who voted them in
- ▶ The biggest issue facing the Summerside Business Community is keeping the people showing locally. With shopping online, going to Charlottetown or to New Brunswick to shop at Costco it cuts into growing Summerside.
- ▶ I do not have the experience here yet to answer this question with anything more than what I've heard other people say. Inflation? Lack of qualified workers? Lack of better public transportation? Housing costs lowering quality output of workforce?
- ▶ Weather condition (Storm and Winter Time)
- ▶ Lack of marketing & communication
- ▶ having a pool of qualified skilled workers
- ▶ The population is small and the energy is inadequate
- ▶ The clientele. Low income, poverty, and stubbornness to change. Coming from someone who grew up in and around Charlottetown. There is a massive difference in the mindset of people in Summerside
- ▶ national or international online competition
- ▶ Labour shortage & inflation
- ▶ Lack of variety, downtown core is all taken up with service based businesses that dont necessarily need a storefront. Lack of parking esp on water street
- ▶ Inflation driving business costs up and less disposable income for people in our community.
- ▶ housing / rising cost of living
- ▶ Population and the demographics of the population, avg HHI, business hrs of operations but also entertainment options in evening 12 months out of the year
- ▶ infrastructure and facility construction and propaganda about the city so as to attract and retain more talents and entrepreneurs.
- ▶ Stable workforce for area business and trades
- ▶ Transportation costs and delays.
- ▶ qualified labor force
- ▶ less likely to try brand new company
- ▶ Lack of community "voice". No radio, no newspaper, no active Chamber.
- ▶ Essential real estate being occupied by fictitious businesses in the downtown. Poor use of space in the Holman building. It could and should be the hub of Downtown. Lack of public transportation within city limits.
- ▶ inflation. lack of workers. public wanting to get the lowest prices therefore they resort to shopping on amazon. Amazon... amazon is a problem
- ▶ no comment
- ▶ cost of goods and supplies that we need and still keep our prices consumer friendly
- ▶ Population of the city - we need a more diverse population when considering age and skill levels, as we need up and coming working-age individuals and families to be building, working in health care, opening businesses, caring for the aging population, etc in order for our City to maintain growth.
- ▶ Access and visibility
- ▶ Community support..
- ▶ Finding good and reliable labour.
- ▶ Lack of government funding to pay basic bills.
- ▶ Right now, I think the next few months will be rough on everyone. I worry about how low income families are going to manage this year, I worry about our homeless and proper housing is needed.
- ▶ employee retention/recruitment, more business/stores
- ▶ Lingering covid restrictions
- ▶ Focus - we need to focus on the most important things to help the community as opposed to trying to "boil the ocean"
- ▶ Labour shortage

Further Comments

- ▶ I see the downtown stores during this Christmas season did not have the shoppers they would need. More signs put out at the end of the road to draw people downtown (I call downtown by the McNeill mall. It would be a shame to see stores close up.
- ▶ Thank you for trying to develop your services
- ▶ Great survey
- ▶ Thank you!
- ▶ excited about the new breath of fresh air the chamber seems to have been breathing
- ▶ I am new and just start my business
- ▶ Doing a great job