

Business Mix Analysis

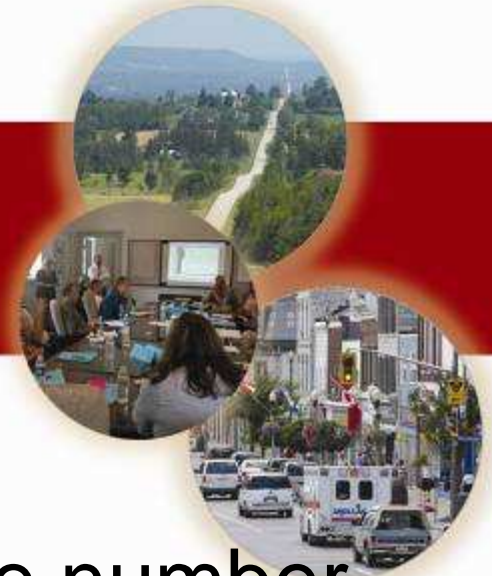


Deseronto



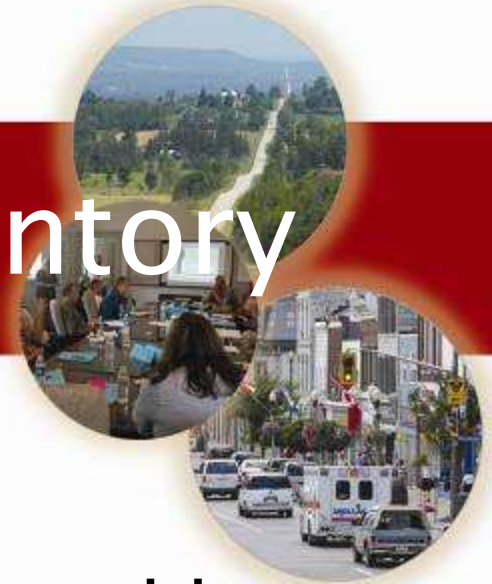
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Purpose of Business Mix Analysis



- Provides a useful snapshot of the number and types of businesses located in the area.
- Can be used to market businesses in your community.
- Can be used to identify where there are gaps in available services or businesses

Business & Building Inventory

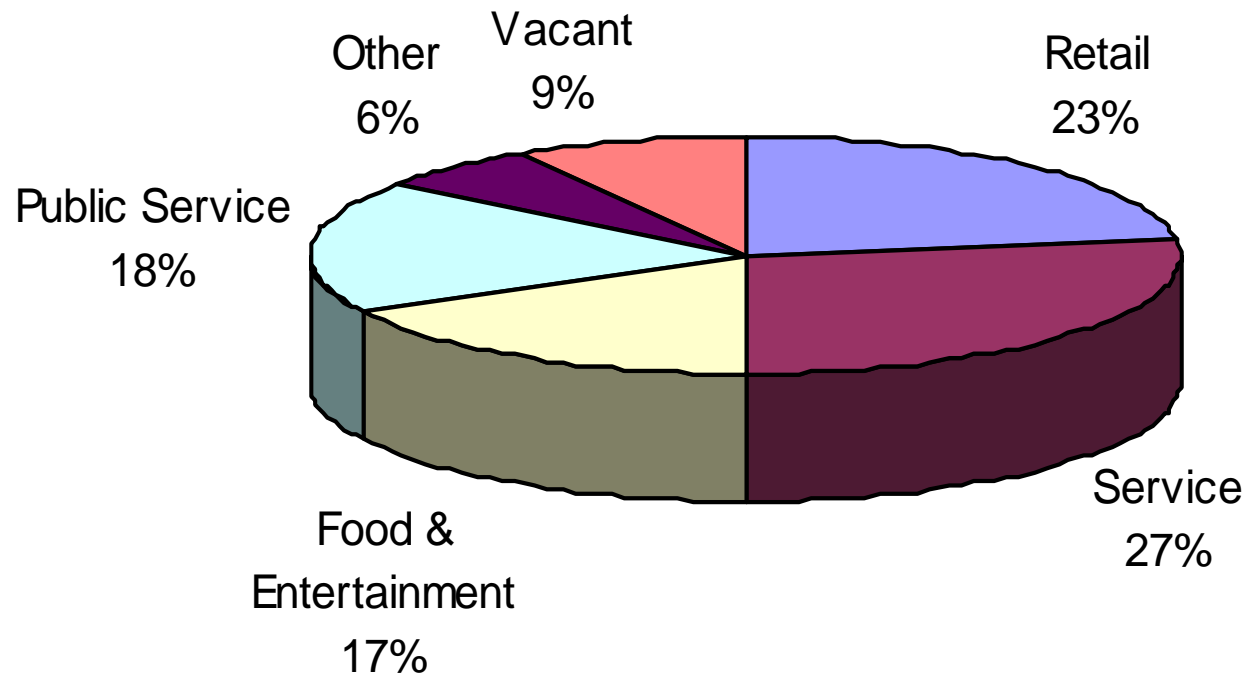


- Building Owner - 84% local ownership
- Business structure – 86% independent, 9% chain/franchise, 5% co-op
- Email or website 63%

Source: Business & Building Inventory collected by Coordinator

Mix of Properties

82 properties

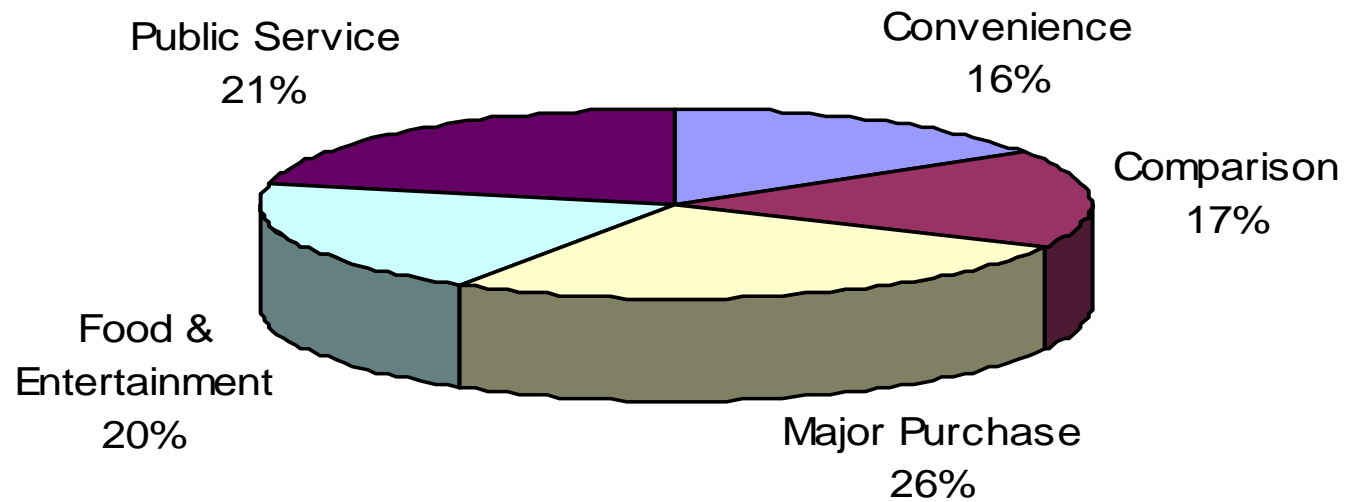


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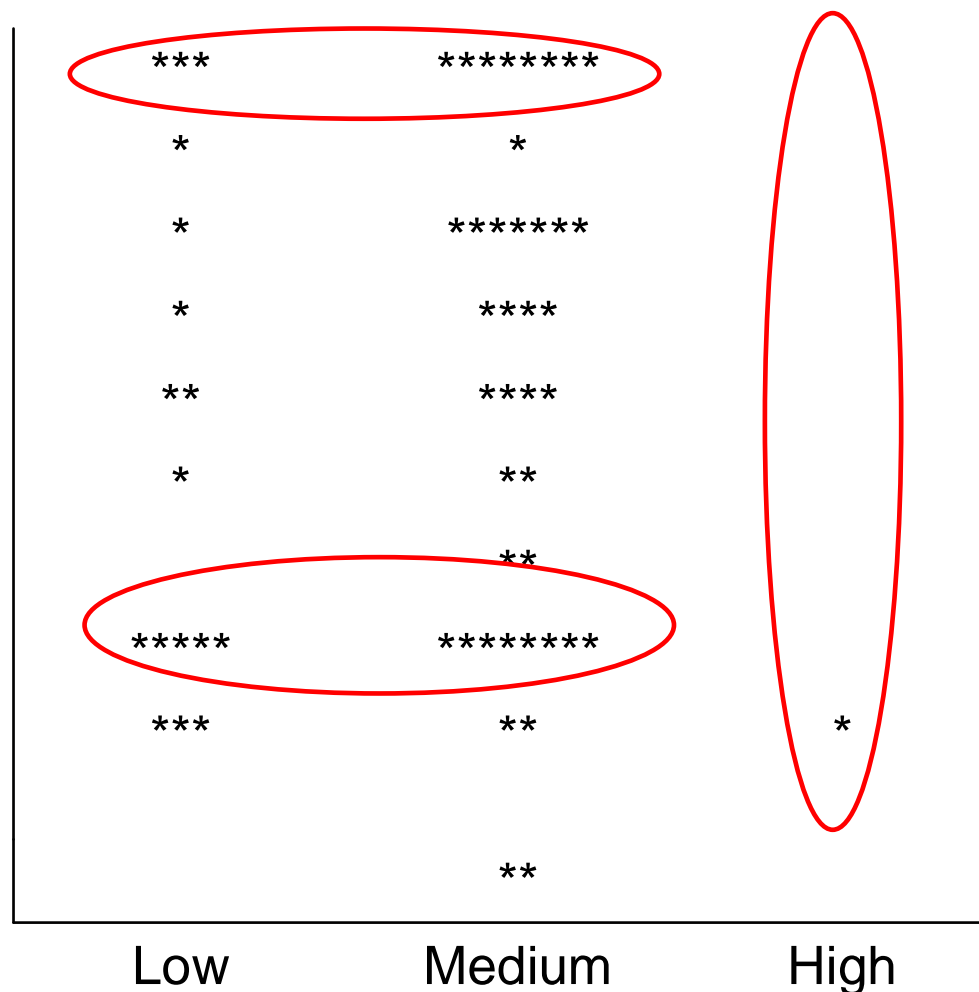
Commercial Structure Analysis



Source: Business Mix Analysis collected by Coordinator

Target Markets – price points

- Restaurants
- Clothing
- Variety
- Grocery/Pharmacy
- Antiques/Used
- Arts/Culture/Tourism
- Accommodations
- Personal Services
- Commercial/Financial Services
- Public Services

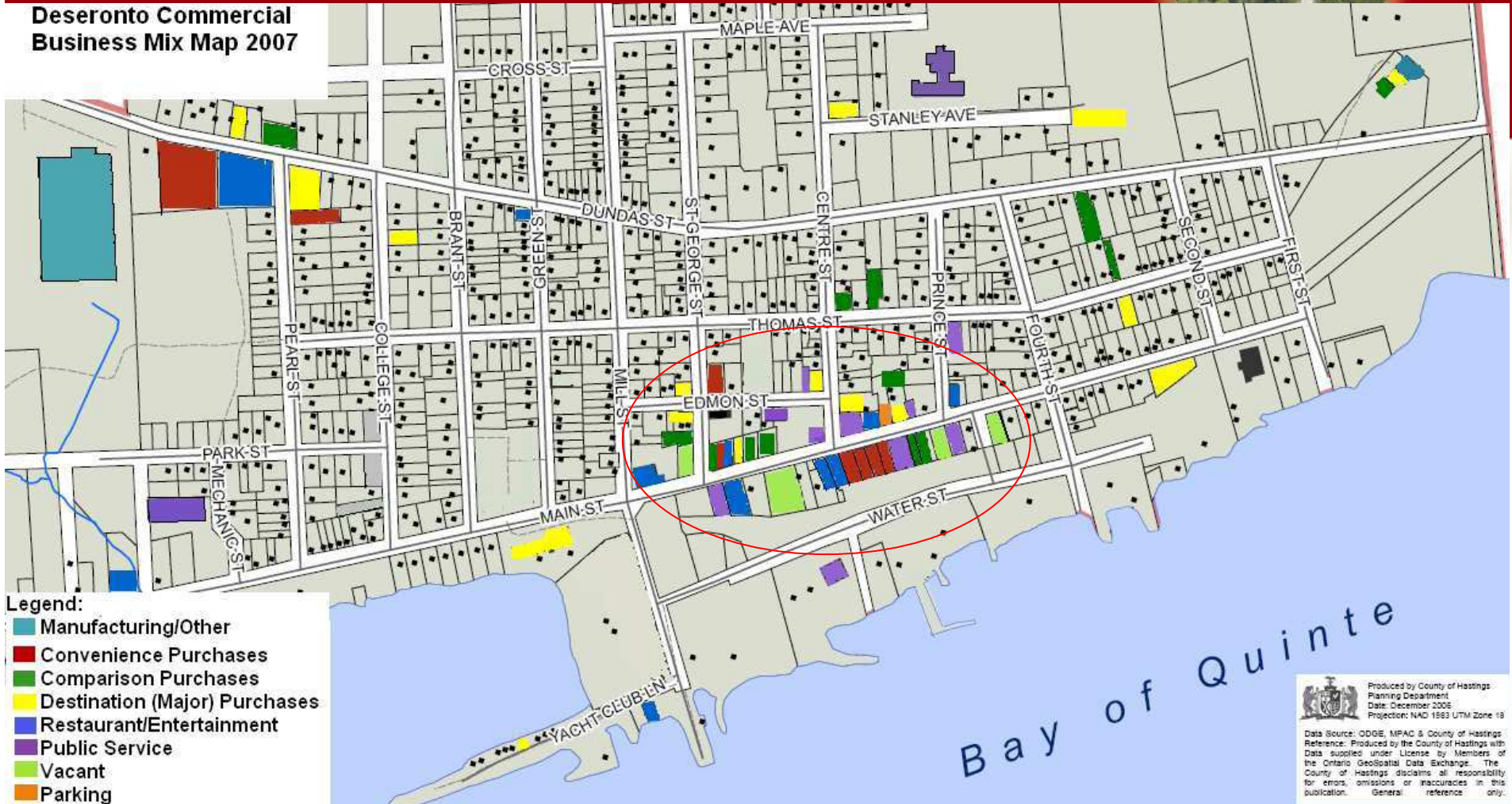


Source: Business Mix Analysis collected by Coordinator

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Deseronto Commercial Business Mix Map 2007



Produced by County of Hastings
 Planning Department
 Date: December 2006
 Projection: NAD 1983 UTM Zone 18

Data Source: ODGE, MPAC & County of Hastings
 Reference: Produced by the County of Hastings with
 Data supplied under license by Members of the
 Ontario Geospatial Data Exchange. The
 County of Hastings disclaims all responsibility
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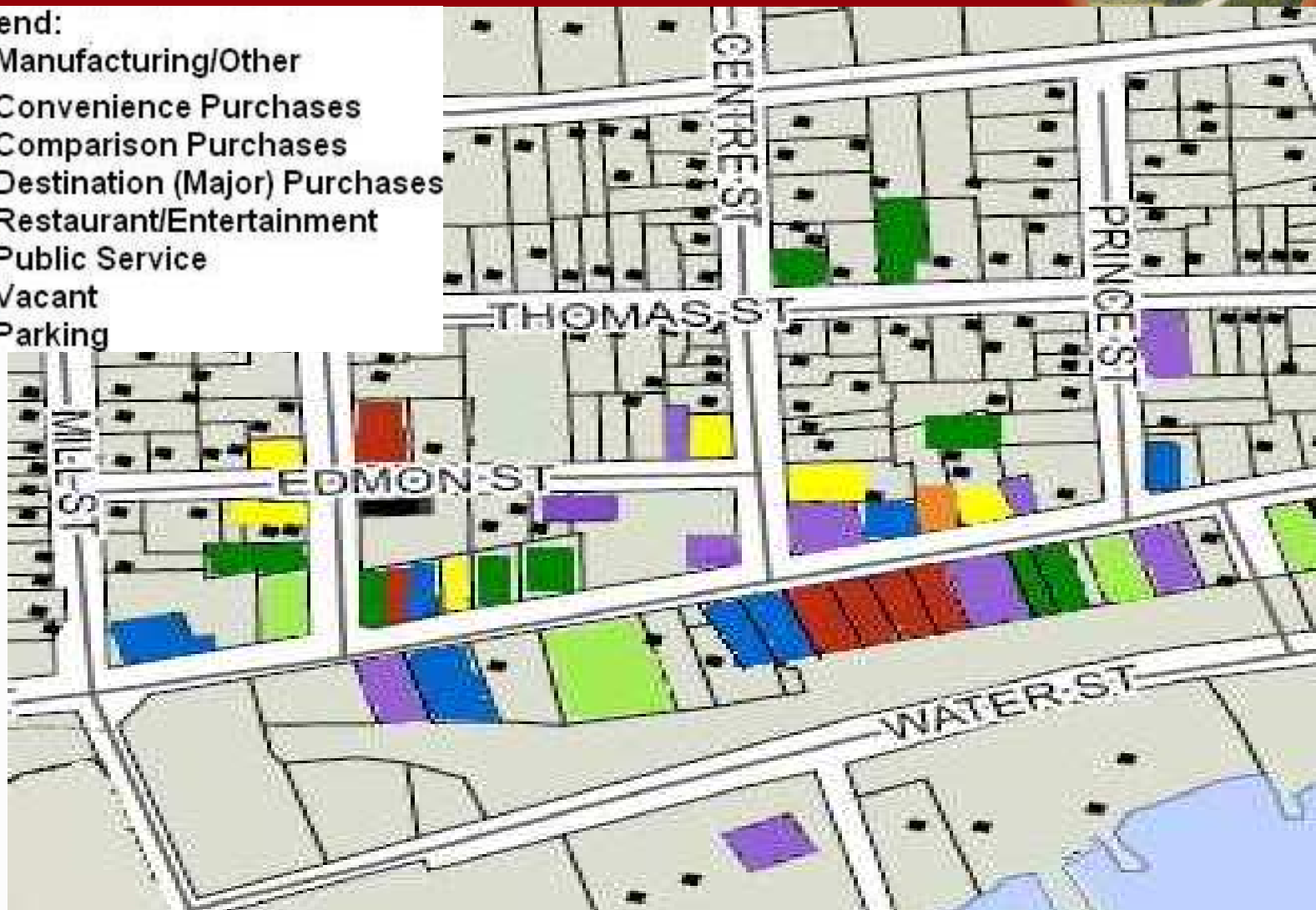
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Legend:

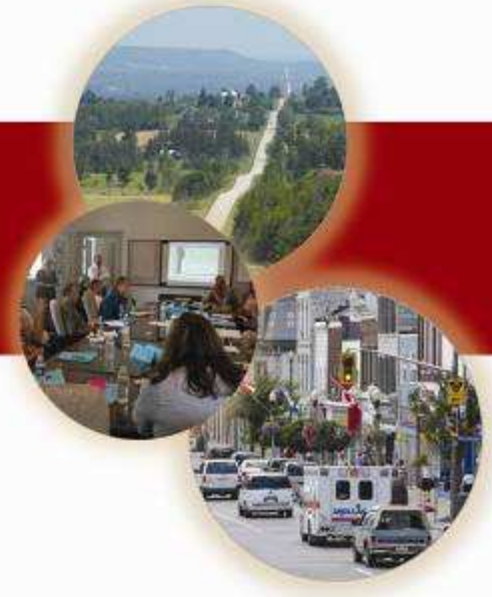
- Manufacturing/Other
- Convenience Purchases
- Comparison Purchases
- Destination (Major) Purchases
- Restaurant/Entertainment
- Public Service
- Vacant
- Parking



Community Business Mix Comparisons

Compare number of businesses in
Deseronto to other similar sized
communities to identify gaps and potential
opportunities

Source of data: MapInfo 2006, based on
community not municipal boundaries



	DESERONTO	CARDINAL	GLENCOE	MADOC	NORWOOD	TWEED	NAPANEE
population	2167	2061	2181	2007	2319	2092	8957
4411 - Automobile Dealers	0	0	2	2	5	1	11
4421 Furniture Stores	2	1	0	0	0	1	4
4422 Home Furnishing Stores	0	0	1	1	0	1	3
4431 - Electronic and Appliance Stores	2	0	0	3	4	3	7
4441 Building Material and Supplies	1	1	1	4	1	3	7
4442 Lawn and Garden Equipment	0	1	0	2	2	1	4
4451 Grocery Stores	3	2	1	3	3	3	4
4452 Specialty Food Stores	1	0	2	1	0	2	1
4461 Health and Personal Care Stores	1	1	1	0	1	2	10
4481 Clothing Stores	0	0	3	0	1	1	14
4511 Sporting Goods, Hobby and Musical Instruments	1	1	2	2	1	1	5
4512 Book and Music Stores		1				1	
4521 Department Stores	1	1	2	1	0	1	4
4529 All other General Merchandise Stores	3		2	1	1		
4532 - Office Supplies and Gift Stores	3	0	1	3	0	1	3
4533 Used Merchandise Stores	3		1	1	1	1	2
54111002 OFFICES OF LAWYERS		4	1	2	1	2	13
7211 Traveler Accommodation	3	1	1	5	1	3	10
72221103 LIMITED-SERVICE RESTAURANTS	10	4	9	8	8	10	29
81211202 BEAUTY SALONS	4	4	4	2	3	4	15

Market Threshold Analysis

- Population of Ontario is divided by the # businesses in a sector = population supporting each business in that sector
- Compare to our community population to get the theoretical capacity of the community
- Compare theoretical to actual numbers of businesses in a sector in our community
- Cautions - # of businesses does not account for size, only registered businesses, based on Ontario so need to account for local demographics, whole community vs. main street
- Source: Canadian Business Patterns, June 2006



	#Businesses in Ontario	# people per business (Ontario)	Theoretical capacity of the community	Actual number in community	Capacity
INDUSTRY GROUPS					
4421 - Furniture Stores	1883	6,458	0.3	0	-0.3
4422 - Home Furnishings Stores(& flooring)	3004	4,048	0.5	0	-0.5
4431 - Electronics and Appliance Stores	5822	2,089	0.9	0	-0.9
4441 - Building Material, home centre, paint	3233	3,761	0.5	2	1.5
4451 - Grocery Stores & convenience	9752	1,247	1.5	4	2.5
4452 - Specialty Food Stores (incl. meat, bakery, candy)	3242	3,751	0.5	0	-0.5
4461 - Health and Personal Care Stores	6421	1,894	1.0	0	-1.0
446110 - Pharmacies and Drug Stores	3085	3,942	0.5	0	-0.5
4481 - Clothing Stores	7440	1,634	1.1	2	0.9
4483 - Jewellery, Luggage and Leather Goods Stores	2254	5,395	0.3	0	-0.3
4511 - Sporting Goods, Hobby and Musical Instrument Stores	4108	2,960	0.6	1	0.4
4512 - Book, Periodical and Music Stores	1294	9,397	0.2	0	-0.2
4521 - Department Stores	309	39,354	0.0	0	-0.0
4529 - Other General Merchandise Stores	4991	2,436	0.7	3	2.3
4532 - Office Supplies, Stationery and Gift Stores	3220	3,776	0.5	1	0.5
453210 - Office Supplies and Stationery Stores	516	23,566	0.1	0	-0.1
453220 - Gift, Novelty and Souvenir Stores	2704	4,497	0.4	1	0.6
711111 - Theatre (except Musical) Companies	933	13,034	0.1	0	-0.1
7221 - Full-Service Restaurants	14580	834	2.2	4	1.8
7222 - Limited-Service Eating Places	15343	793	2.3	4	1.7
7223 - Special Food Services	2957	4,112	0.4	0	-0.4
7224 - Drinking Places (Alcoholic Beverages)	1720	7,070	0.3	1	0.7

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Ontario

Identifying Business Opportunities

- Good mix of commercial properties, primarily retail and service
- Are there gaps?
- Are there complementary businesses in sectors where you are well represented?
- Consider your resident survey results
- Consider the function of your downtown
- Consider businesses in neighbouring communities
- Need both marketing and economic development strategies for business opportunities to be successful

