

# Small Business Accreditation Program Framework Business Survey

DRAFT INTERVIEW RESULTS

Monday, July 13, 2015

Q1: What is the name of your business?

Unable to contact, not willing to participate



**18**  
Total Responses

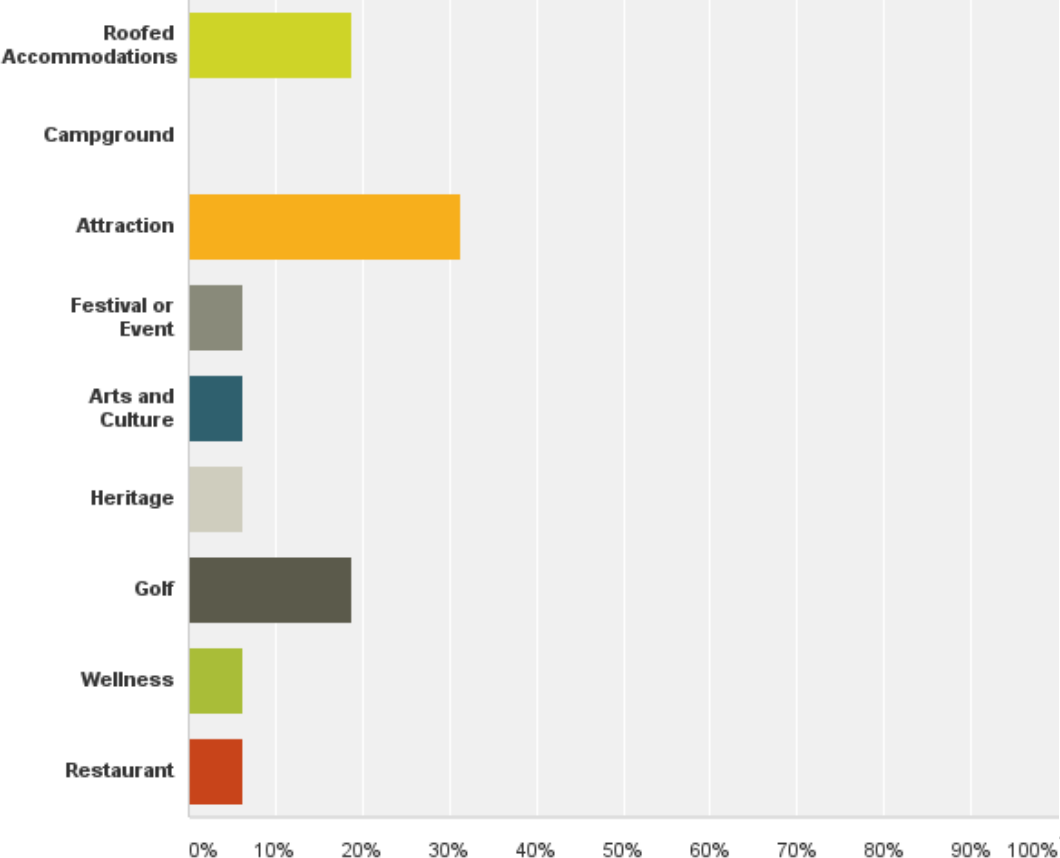
New contacts



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

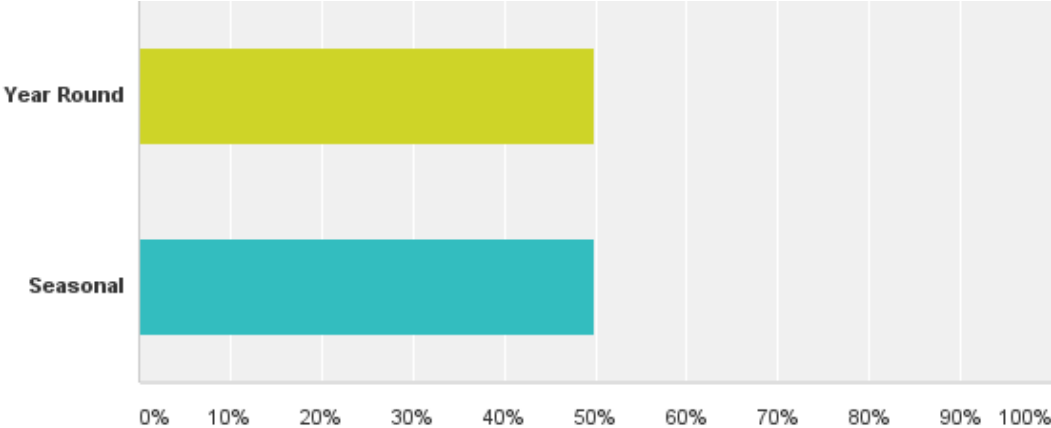
# Q2: Which tourism sub-sector best describes your business?

Answered: 16 Skipped: 2



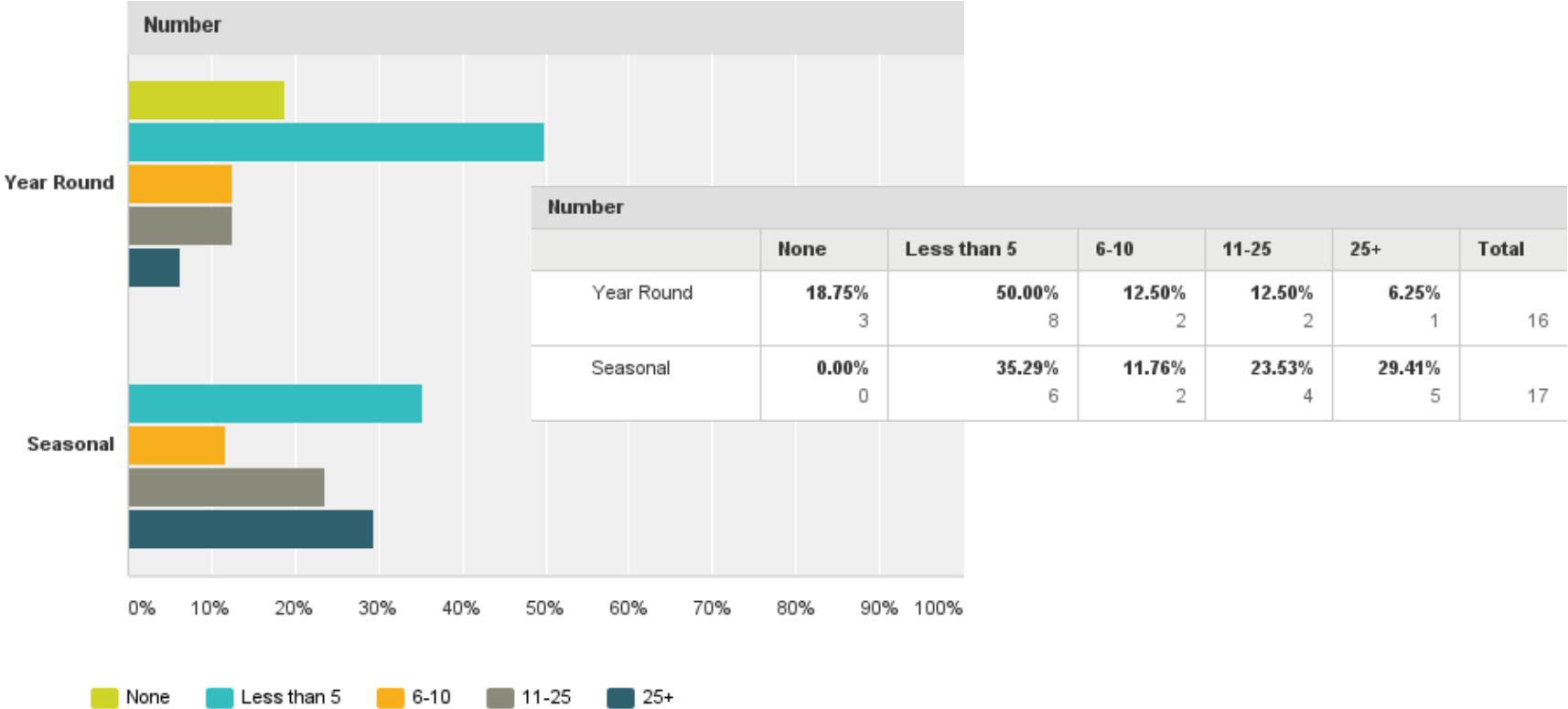
# Q3: Are you open year round or seasonal?

Answered: 18 Skipped: 0



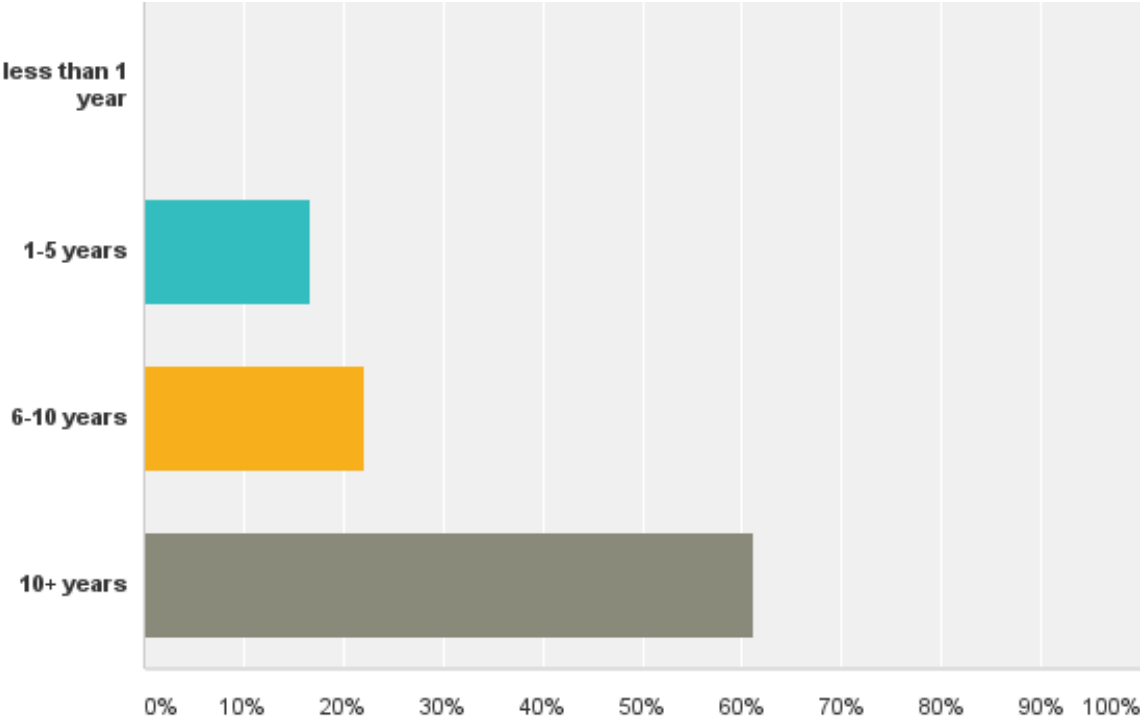
# Q4: How many employees do you have?

Answered: 18 Skipped: 0



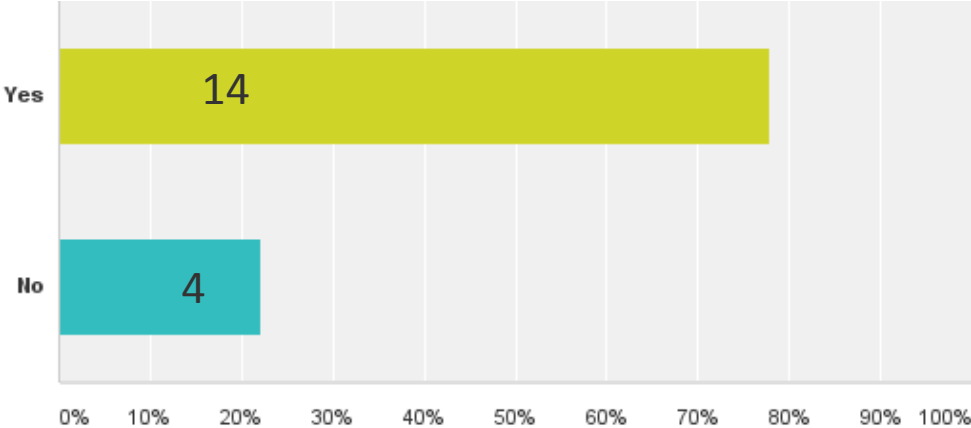
# Q5: How many years has your business been operation?

Answered: 18 Skipped: 0



# Q6: Do you have broadband infrastructure at your business?

Answered: 18 Skipped: 0



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

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- 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
- Marketing - especially social media



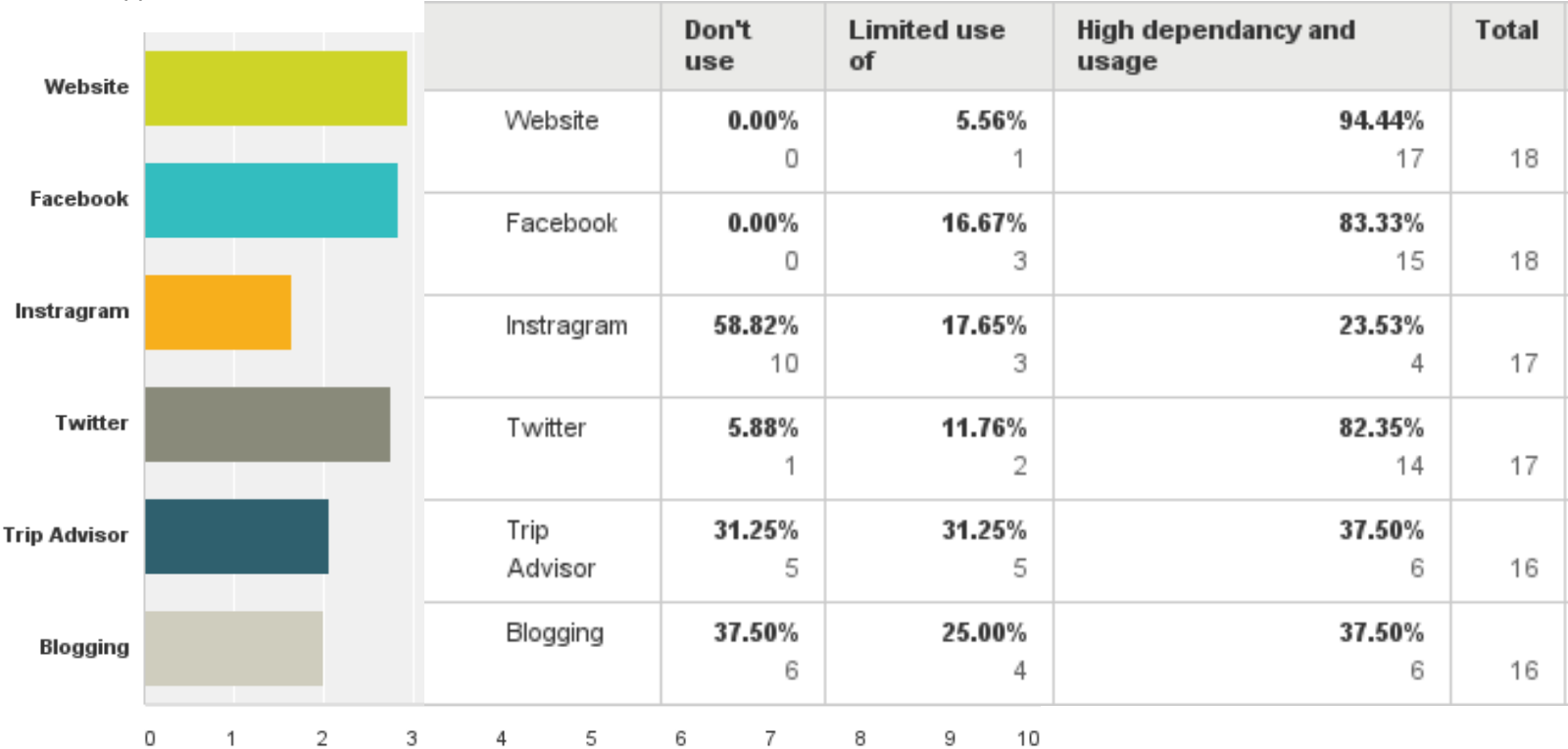
# Q8: Which of the following business planning and development tools/tactics do you use?

Answered: 18 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	<b>27.78%</b> 5	<b>11.11%</b> 2	<b>61.11%</b> 11	18	2.33
Marketing Plan	<b>16.67%</b> 3	<b>38.89%</b> 7	<b>44.44%</b> 8	18	2.28
Partnership or Package Development	<b>11.11%</b> 2	<b>33.33%</b> 6	<b>55.56%</b> 10	18	2.44

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

Answered: 18 Skipped: 0



## Q10: Who in your organization is responsible for marketing?

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Business Owner - 12

General Manager - 4

Volunteer Marketing Committee - 1

Marketing Director - 1

Town Marketing department - 1

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

Answered: 15 Skipped: 3

Answer Choices	Responses	
Explorer's Edge	26.67%	4
Both Explorer's Edge and Muskoka Tourism	66.67%	10
Muskoka Tourism	6.67%	1
<b>Total</b>		<b>15</b>

## Q11 b: Who else do you market with?

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- 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: 18 Skipped: 0

Yes					
	Marketing training	Product Development	Marketing and product development	Total	
Explorer's Edge (RTO12)	46.15% 6	23.08% 3	30.77% 4	13	
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	20.00% 1	60.00% 3	20.00% 1	5

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

Answered: 18 Skipped: 0

Yes					
	Business Training	Financing	Business Training and Financing		Total
Muskoka Community Futures	22.22% 2	55.56% 5	22.22% 2		9
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% 3	22.22% 2	44.44% 4	0.00% 0	9

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

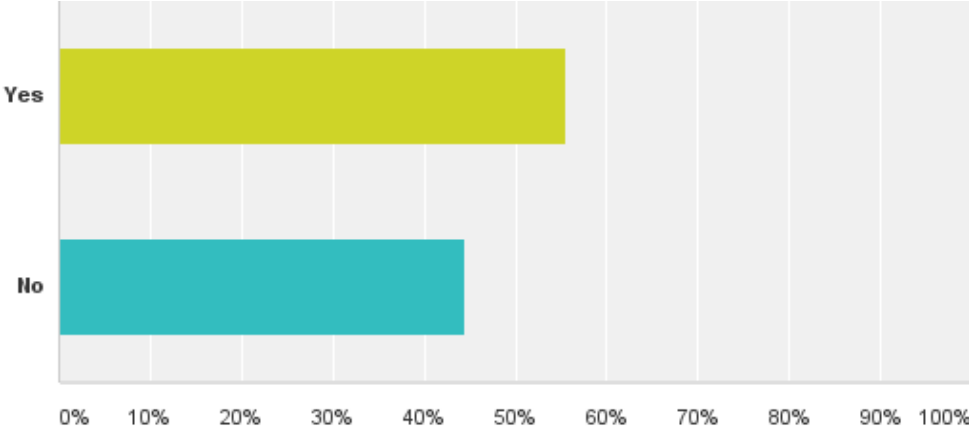
Answered: 18 Skipped: 0

Yes						
	BEAM website development recipient	ABRA (formerly SIRA) broadband connectivity program	Virtual Training Centre	Total		
Muskoka Community Network	100.00% 9	0.00% 0	0.00% 0	9		
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	55.56% 5	33.33% 3	11.11% 1	0.00% 0	0.00% 0	9



# Q15: Have you participated in any other formal training in the past 18 months?

Answered: 18 Skipped: 0



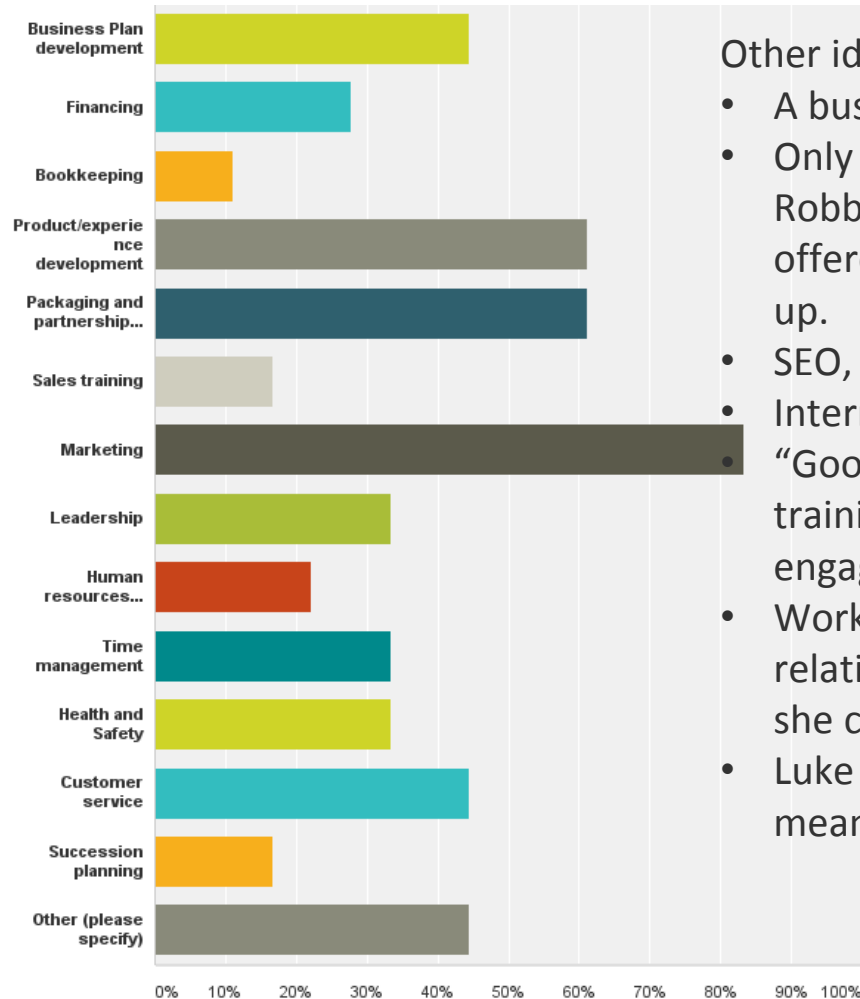
## Q16: List Other training that you have participated in...

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- 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.
- First Aid, Captain certification

Answered: 18 Skipped: 0

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

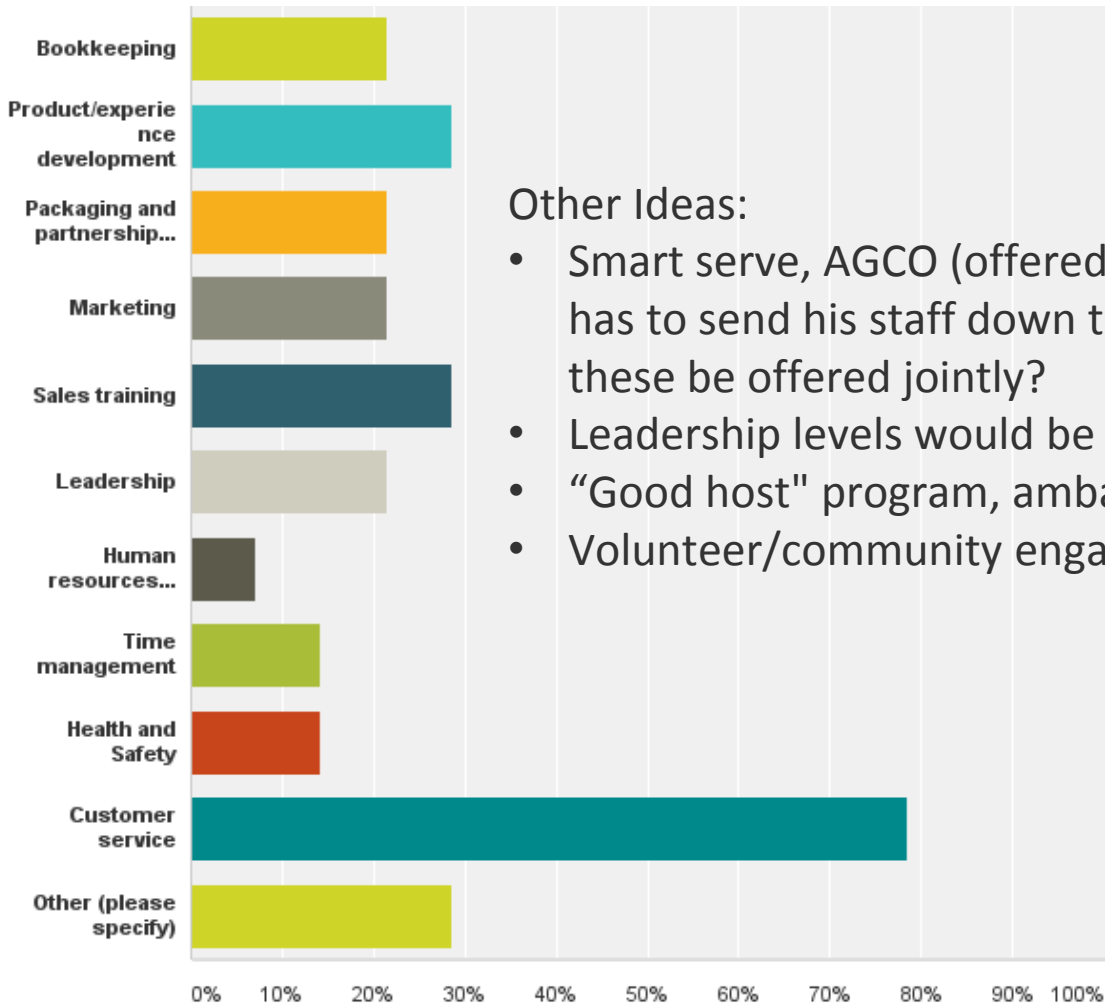


### Other ideas:

- 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.

Answered: 14 Skipped: 4

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



### 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

### Season

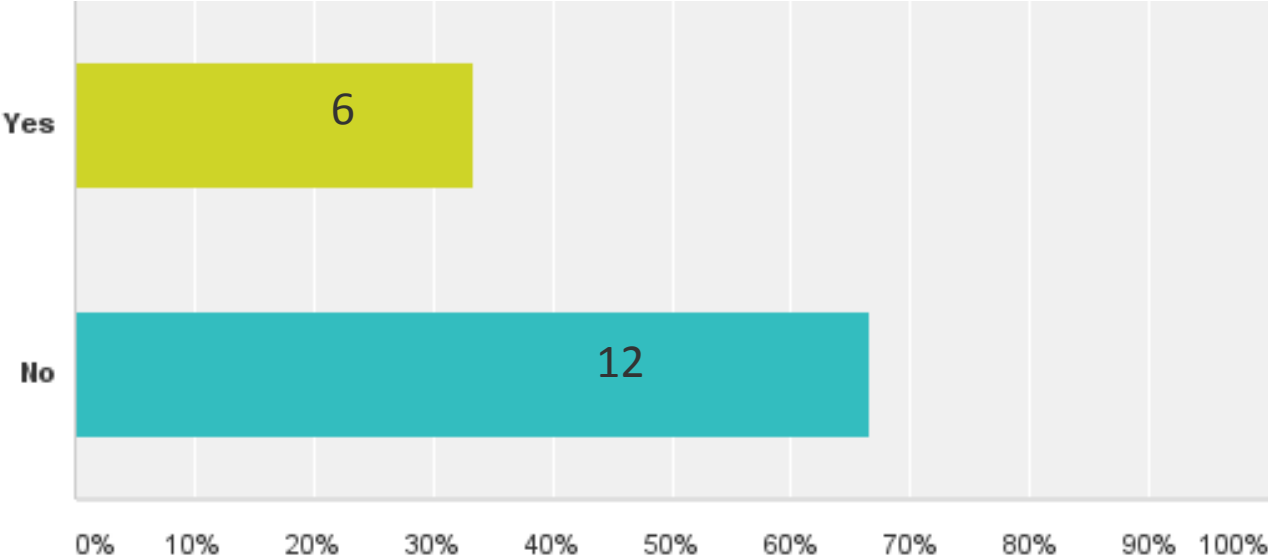
- Other training is best in Jan-Feb.
- Training for staff needs to happen in May

### 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: 18 Skipped: 0



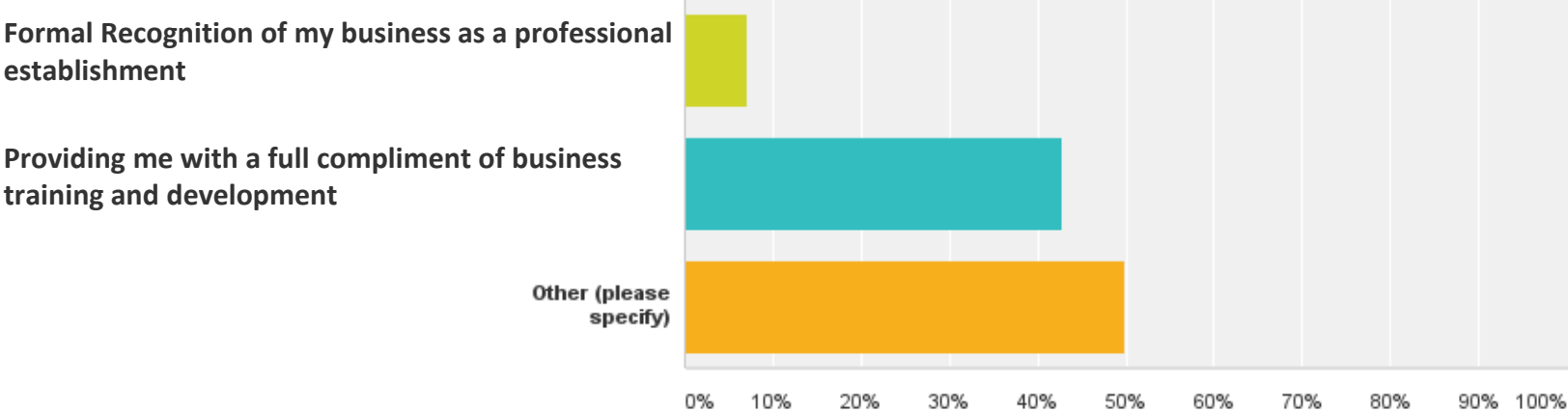
**Q20: Do you feel that a small business accreditation program would be beneficial to your business? COMMENTS**

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- 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: 14 Skipped: 4





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

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- 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.

# Summary of Top Needs

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## 4 Pillars

Marketing

Product/Experience  
Development

Workforce Development

## Top areas of interest

- Marketing - Social media
- Marketing plan - marketing tune-up
- Experience development
- Partnership and packaging development
- Business plan development
- Customer service training
- Ambassador programs
- Community engagement

## Considerations

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- Business or people certification focus?
- Is there are professional development gap/opportunity?
- There is an awareness gap which could be filled with communication
- There is a lack of industry networking
- There is an opportunity to celebrate talent and innovative approaches