

Building Business ★ Connecting Communities



"It's time to tell our positive story of success, we have fantastic productivity and amazing innovative products which are growing and winning right here at home and across the continent." We have the luxury of being able to own our business, run with our passion and live in a great community!

Travis Layland, Business Owner
N C Boyz Tech Limited

I am really seeing how awesome this area is for start-ups by young entrepreneurs. This is definitely the place to do business!

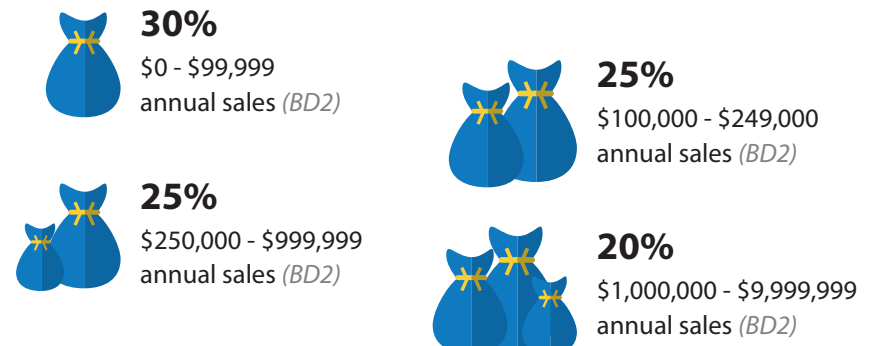
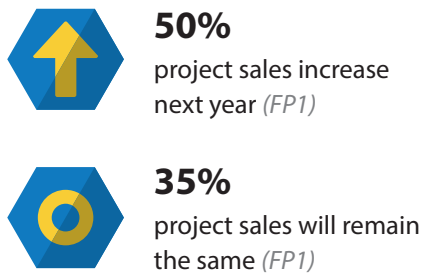
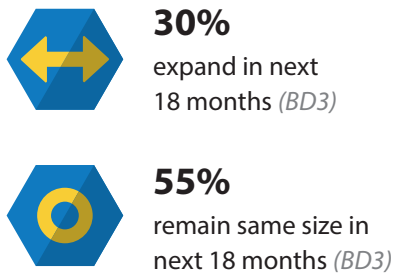
Amy West, Business Owner
West Pines Park Resort

A great place to work and have a business, takes a great community. The positive, can do energy of our community and the supportive engagement of our businesses make all of us from different areas and backgrounds want to be here.

Carla van Balen Walter, Business Owner
Maynooth General Store

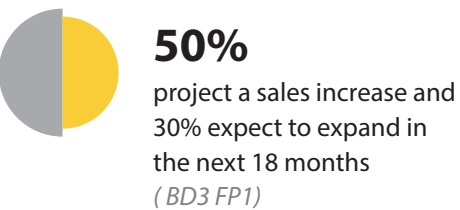
Our country store has remained true to our roots and still offers the one stop shopping that residents and visitors alike have grown to love. We have strong local support for small and interesting businesses here. I couldn't imagine being anywhere different.

Christine Wood - Business Owner
Maple Leaf Country Store



100% of businesses use word of mouth communication (CQ4)

July Aug Sept – opportunity to build on shoulder seasons (DR4)



Cost of electricity is seen as impediment to business. (BC3)



75% are struggling to find and maintain good workers (WF2)



Housing stock condition business would need to invest in the location (RB5)



30% of businesses indicate internet speed as a barrier (BD5)

Q. How could we be more welcoming to those who are new to the community & our country? HHCD1 & HHDC2

14 mentions:

We already are: doing a really good job of welcoming newcomers to the community; just do what we do – treat people fairly, honestly & with respect; Hastings Highlands is doing this better than anybody.

15 mentions:

Provide a Welcome Wagon Visitor to all newcomers: with products & coupons & certificates; a list of social activities & services; the business & trades directory; and government services; a list of directories to be available at all stores.

65% interested in participation for co-op internship apprenticeships opportunities (WF6)

SUGGESTED ACTIONS

Testimonials and storytelling

Identify specific individuals, businesses, places and set up time to shape their stories on social media

Increase trades programs in high school

Create a checklist/needs for inquiries. Package material or a person for connections

Succession planning, sector and business workshop opportunities