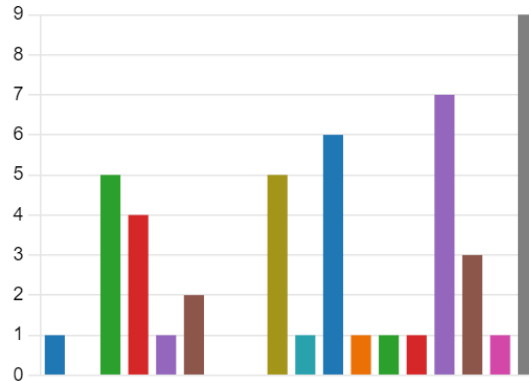


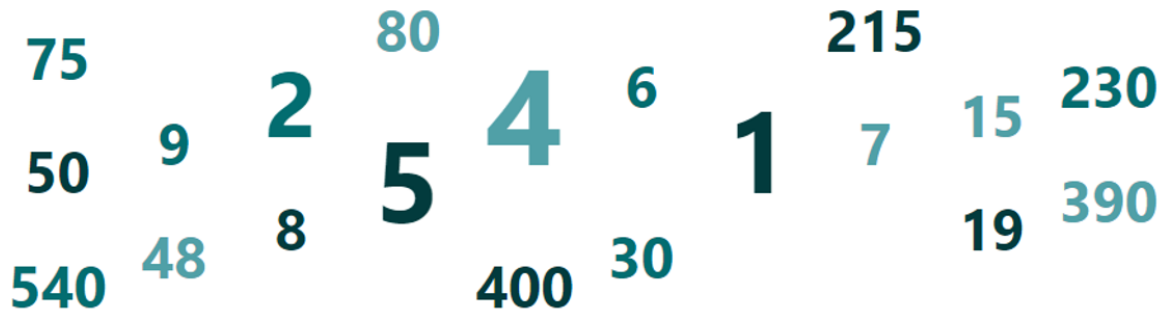
2024 Morden Chamber of Commerce Strategic Planning Survey

Question 1 Select the ONE industry designation that best describes your primary business activity?

● Agriculture	1
● Utilities	0
● Construction	5
● Manufacturing	4
● Wholesale trade	1
● Retail trade	2
● Transportation and warehousing	0
● Information and cultural industri...	0
● Finance and insurance	5
● Real estate and rental and leasing	1
● Professional, scientific and tech...	6
● Management of companies and...	1
● Administrative and support, was...	1
● Educational services	1
● Health care and social assistance	7
● Arts, entertainment and recreati...	3
● Accommodation and food servi...	1
● Other	9

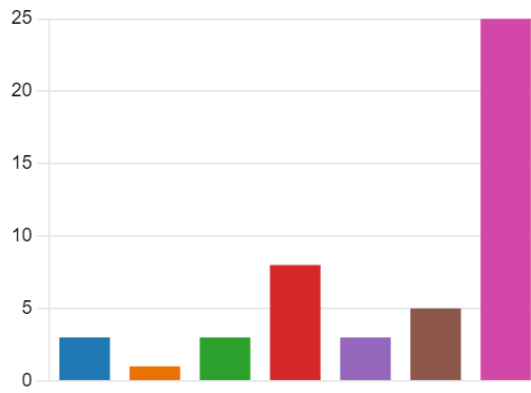


Question 2 How many full-time equivalent employees does your business have?



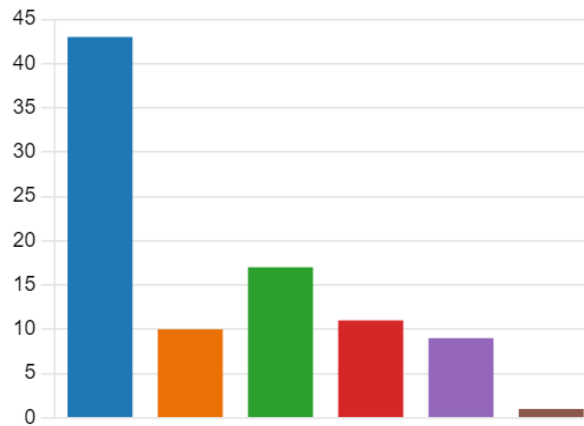
Question 3 How many years has your business been operating?

0-3 Years	3
4-6 Years	1
7-10 Years	3
10-15 Years	8
16-20 Years	3
20-30 Years	5
30+ Years	25



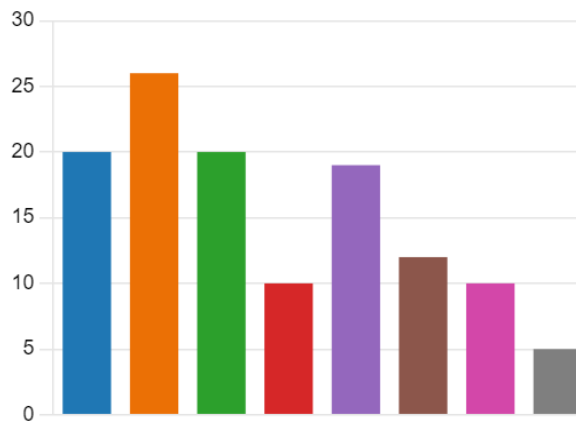
Question 4 How do you hear about Chamber activities? Select all that apply

Email	43
Attending events	10
Word of mouth	17
Facebook	11
Instagram	9
Other	1



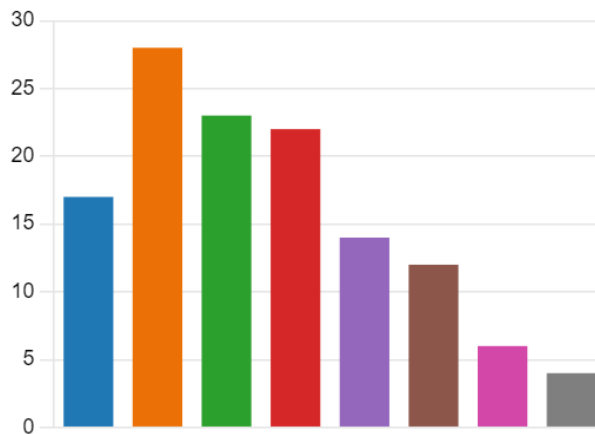
Question 5 Would you be interested in participating in any of the following networking and capacity building opportunities? Select all that apply.

Industry specific round tables	20
Speaker presentations	26
After hours mixers	20
Virtual group meetings	10
Local trade shows	19
Community service groups	12
Peer-to-Peer mentorship (in the ...)	10
Other	5



Question 6 What topics would you like to see in upcoming educational events? Select all that are of interest.

● Finance management	17
● Strategic planning	28
● Leadership training	23
● Marketing	22
● Customer service	14
● Wellness	12
● Diversity in the workplace	6
● Other	4

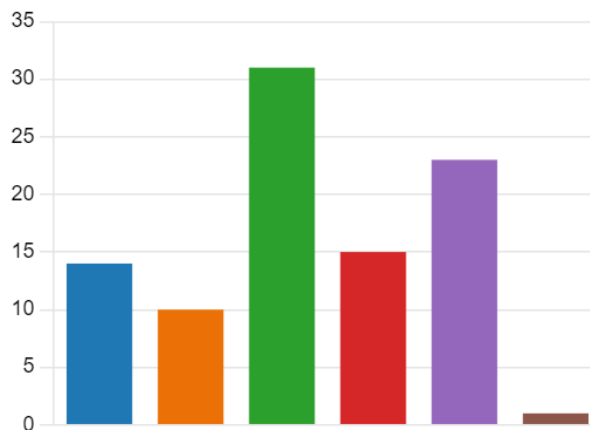


Other responses- two clicked other no comments

- Labour availability.
- Connect with WEM who offers Leadership training and they are always looking for more opportunities to teach other relatable courses for Employers.

Question 7 What time of day do you prefer to have events run? Select all that are of interest.

● Breakfast	14
● Morning	10
● Lunch	31
● Afternoons	15
● After work hours	23
● Other	1



Other comment: Open, depends on the day

Question 8 What aspects of Chamber membership do you value most? Select all that apply.

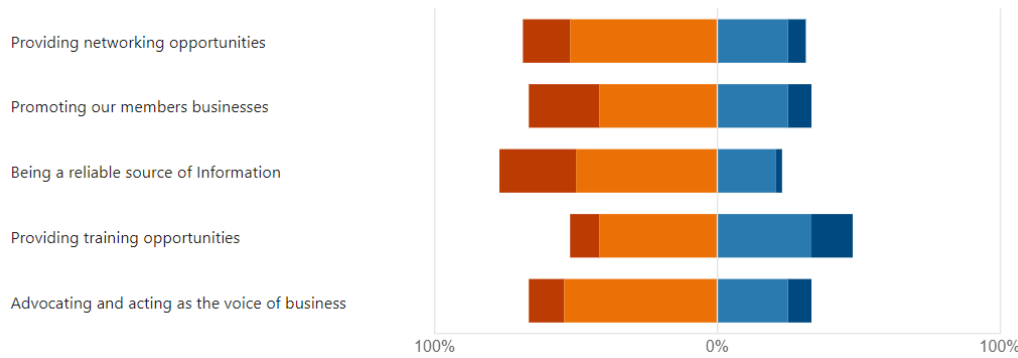
● Network – making connections	32
● Promotion – standing out and g...	13
● Source of Information – reliable ...	30
● Voice of Business – credible voic...	29
● Other	1



Other Response: no comment

Question 9 How well do you think the Chamber is performing its core functions?

■ Excellent
 ■ Good
 ■ Fair
 ■ No Answer



Question 10 Did you know.... The Morden Chamber of Commerce has access to Chambers Plan Employee Benefits Package. More than 30,000 small to midsize businesses (1-50 employees) in Canada choose the Chambers Plan to protect their employees with comprehensive group benefits, including Health and Dental insurance. Are you looking for an employee benefits plan that's simple to manage?

● Yes 3
● No 45



Question 11 Please provide an email address and we will forward you additional information. We have a couple Chamber members investigating the Chamber Insurance Plan.

Question 12 In 2024, the Chamber will be creating strategic sponsorship opportunities to align with the value expectations of our sponsors. Our goal is to create lasting value-added partnerships with our Sponsors. As you allocate your Sponsorship dollars what value do you expect to receive in return? Please rank the following in priority order from number 1 to 5 with number 1 being valued the highest priority. Please drag the statements in order or click the up or down arrow to the right of each statement to complete your ranking.



Question 13 How would you describe your business activity levels in the past year?

● Declining	3
● Holding Steady	6
● Moderate Growth (0-20%)	32
● Substantial Growth (more than ...	7



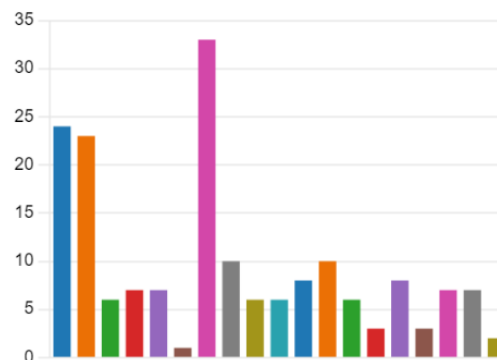
Question 14 What do you expect your business activity levels to be in the next 2 years?

● Declining	1
● Holding Steady	6
● Moderate Growth (0-20%)	28
● Substantial Growth (more than ...	13



Question 15 What are the greatest challenges facing your business? Select all that apply

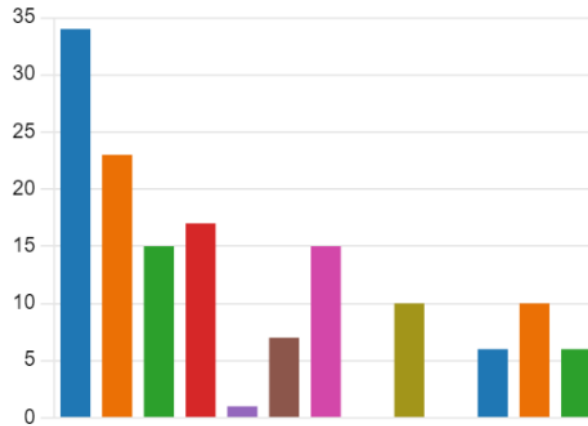
● Skills/labour shortages	24
● Labour costs	23
● Weak CAD economy/value of C...	6
● Pace of technological change	7
● Competition	7
● Reduced demand for good/serv...	1
● Rising cost of doing business	33
● Payroll tax	10
● Corporate tax	6
● Property tax	6
● Gov't regulations/red tape	8
● Access to capital	10
● Access to new markets	6
● Workplace issues/HR	3
● Marketing challenges	8
● Reduced sales/revenues	3
● Mental Health	7
● Cybersecurity	7
● Other	2



Other Responses – no comments

Question 16 What are the greatest staffing challenges faced by your business? Select three

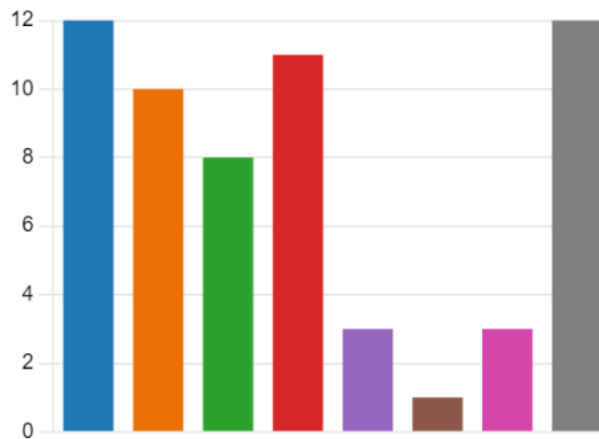
● Lack of qualified candidates	34
● Availability of local training opti...	23
● Lack of resources to train staff a...	15
● Employee Benefits and Requests...	17
● Housing for employees	1
● English language skills	7
● Retaining qualified staff	15
● Interpersonal workplace issues	0
● Soft skills	10
● Accessibility related requests	0
● Wellness related requests	6
● Availability of Childcare	10
● Other	6



Other Responses: not applicable, none, N/A etc.

Question 17 What positions is your organization having the most difficulty hiring? Select all that apply

● None – no labour problems	12
● Administration	10
● Management	8
● Skilled workers (manufacturing)	11
● Manual labour	3
● Human Resources (HR)	1
● Information Technology (IT)	3
● Other	12

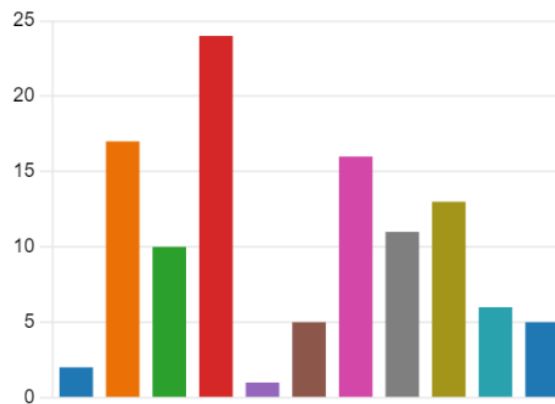


Other Responses

- Casual Meal Coordinators
- Qualified ECE's
- Great driven salespeople
- Healthcare (2 respondents)
- Physiotherapists (Women esp.)
- Volunteers
- Front line workers
- Designer
- Lawyers
- Skilled educators/instructors
- Non manufacturing skilled workers

Question 18 Which of the following issues would you like the Chamber to advocate for at the various levels of government? Select all that apply

- Nothing 2
- Reduce the volume of regulatio... 17
- Lower taxes for consumers 10
- Lower business and payroll taxes 24
- Increased flexibility on property ... 1
- Reform labour legislation 5
- More financial supports for busi... 16
- Incentives for capital investment 11
- Funding for capital purchases 13
- Don't know 6
- Other 5



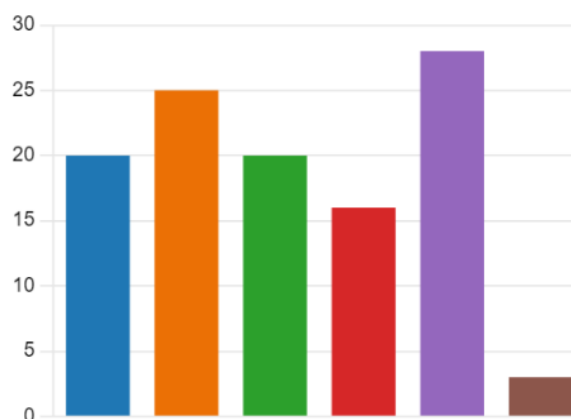
Other Responses – one clicked with no comment

- Fixing healthcare, building an attractive community.
- Re-evaluate grants. Allow grants to go towards endowment funds, because short term money does not create sustainability. More flexibility with grants in general.
- Educating university students about the opportunities and benefits that Morden has to offer.
- More college programs offered in town.

One of the goals in the Morden Chamber of Commerce Strategic plan is to increase our partnership relationship with others. In 2024, The City of Morden will be engaged in the development of their strategic plan. The following questions (19-22) were submitted by the City of Morden – Economic Development Department.

Question 19 What initiative(s) do you believe could best enhance growth opportunities for local businesses/organizations? select all that apply.

- Event attraction 20
- Skills and training initiatives 25
- Business networking initiatives 20
- Tourism initiatives 16
- Financial incentives 28
- Other 3



Other Responses

- Attracting a college to town.
- Infrastructure water and waste water.
- The acquisition of land and making it available for businesses to purchase.

Question 20 Rank the following economic issues below in order of their impact on your business or organization in Morden. Please rank the following in priority order from number 1 to 7 with number 1 being the highest priority. Please drag the statements in order or click the up or down arrow to the right of each statement to complete your ranking.



Question 21 How would you rate your experience with the City's engagement and communication regarding decisions and policies that impact your business or organization?

Very dissatisfied	5
Dissatisfied	9
Neutral	29
Satisfied	4
Very Satisfied	1



Question 22 What improvements in specific City services or infrastructure could positively impact the economic growth and the financial health of your business/organization in Morden? All comments were submitted to the City of Morden. The list below are the themes that were evident in the feedback.

- Engage with and promote all local businesses whether downtown or business park.
- Communication and listening to the community (policies, procedures, downtown, development).
- Make decisions based on enhancing the quality of life/business in Morden.
- City needs to shop local; tenders need to be awarded to Morden businesses that use local trades.
- Affordable housing and future development.
- Balanced approach of accommodating the residential needs and business community. Currently focus is on residential development. Future business park development needs to ensure that Morden's by-laws as followed.
- Financial support to expand the infrastructure in the current business park as businesses grow.
- Support projects that provide a broader tax base or increases investment in Morden. Development of more shopping options, office space near downtown and post secondary education options. Economic growth with the development of a multiplex (indoor soccer fields, swimming pool, tennis and pickleball courts, and auditorium) in Morden and market to neighbouring USA/Winnipeg to host sports, recreation, and cultural experiences.
- Work with younger demographic as the next leaders and movers.
- Childcare.
- Lower property taxes on non profits.
- Waste water/sewer infrastructure.
- Infrastructure support: street repairs, parking, snow removal, walking paths and sidewalks.
- Expansion of winter recreation and downtown events.