

# COCHRANE, IROQUOIS FALLS AND SMOOTH ROCK FALLS

COVID – 19 BUSINESS IMPACT SURVEY RESULTS

## IMPACT OF COVID-19 ON BUSINESS OPERATIONS AND ON THE WORKFORCE

April 23, 2020



# The impact of COVID – 19 on OPERATIONS

## LEVEL OF IMPACT

**27%**

**HIGH**

This could put us out of business.

**46%**

**MEDIUM**

This is going to significantly impact our finances.

**19%**

**LOW**

This may impact us financially, but we are confident that we can weather the storm.

**8%**

**NONE**



## ESTIMATED FINANCIAL LOSS SINCE THE BEGINNING OF COVID-19?

*(55 respondents answered this question)*

**42%**

\$20,000

**36%**

\$20,000 to \$50,000

**11%**

\$50,000 to \$100,000

**11%**

\$100,000 or more

*Note: Totals may not add up due to rounding and respondents who provided multiple answers to certain questions.*

## HOW HAS COVID-19 IMPACTED YOUR OPERATIONS?

(78 respondents answered this question)

**38%**

We reduced hours, staff and business operations

**28%**

We're working remotely and continuing operations

**38%**

We closed temporarily

**1%**

We closed permanently

**5%**

No impact

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## IF YOU ARE CONTINUING YOUR BUSINESS OPERATIONS, HOW HAVE YOU ADJUSTED?

(47 respondents answered this question)

**49%**

Our storefront is operating with reduced hours.

**47%**

Our storefront is closed but we offer our products and services by telephone.

**45%**

Our storefront is closed but we offer our products and services online.

## WHAT ADDITIONAL IMPACT OR MEASURES HAVE YOU EXPERIENCED?

(71 respondents answered this question)

Our supply chain is interrupted

**39%**

We've had contracts cancelled

**14%**

We've had to cancel contracts

**32%**

Decrease in sales (or donations if not-for-profit)

**66%**

We've had to cancel fundraising events.

**8%**

We are having to restrict spending because of uncertainty.

**65%**

We increased cleaning and sanitation in our office/facilities.

**49%**

We are experiencing significant increase in consumer demand.

**11%**

# The impact of COVID – 19 on the WORKFORCE

Number of lay-offs following the release on March 26<sup>th</sup>, of the list of essential services:

(43 respondents reported layoffs)



110

Full-time

90

Part-time

11

Seasonal

18

Contract

## WHAT HAVE YOU TRIED TO ACCOMMODATE THE IMPACT OF COVID-19 ON YOUR WORKFORCE?

52%

We educate our employees as to the symptoms and risks associated with the virus, as well as prevention measures.

13%

We staggered work hours for employees.

22%

We've required employees to work from home.

5%

We are asking employees to use vacation, sick or personal days during the pandemic to defer layoffs.

12%

We continue to pay wages to employees that are off work for quarantine or illness.

28%

We've closed our business/organization temporarily and not paying employees during closure.

48%

We've informed employees of the government assistance programs.

37%

We provide protective gear for our employees.

17%

Other: Other: *we are closed but are still paying full wages, sanitizing carts for customers, limiting customers, encourage customers to have one person per household shop, online business via email or social media.*

## SUGGESTIONS FROM LOCAL BUSINESSES

*When asked about what the community could do for them, answers following categories: communication and awareness building and support.*

### COMMUNICATION / AWARENESS

- Stay home to reduce spread in an effort to get back to normal as quick as possible.
- Create a communication hub of communication where everyone can go for information (not Facebook). Use technology for live videos conferences once a week with the Mayor and focus group for the COVID-19 pandemic could communicate about the local situation and reassure the population.
- Have our local leaders more engaged in reassuring the community that we will get through this.
- Ensure a constant flow of information.

### SUPPORT

- Relief in property taxes, water, electricity.
- Enforce social distancing rules.
- Shop local as much as possible.

The organizations involved in conducting this survey wish to thank the responding businesses and organizations. Our goal with the survey is to better understand the impact of COVID-19 on your operations and on your workforce, as well as to get suggestions from local businesses and organizations on possible local solutions that might assist you during this difficult time.

The results of the survey, along with the suggestions that were received have been forwarded to our municipal and community partners for their consideration and response. We will keep you posted as local steps are taken to address your concerns and suggestions. As a starting point, here is what has already been undertaken or is in the works in the community:

- ✓ The Town of Cochrane is releasing weekly community updates on the COVID-19 Action Plan, available via Facebook and town website. Updates (written and video) from Mayor Clement can also be found on website and Facebook page.
- ✓ Council is continuing their regular meetings. The meetings are televised and streamed on the website.
- ✓ A Cochrane Helpline for any questions and inquiries (705-272-6380) will be open daily between the hours of 9am until 5pm, persons can also leave a call back number or leave a message. Any residents needing help finding information or services are encouraged to call.
- ✓ Beginning April, interest and penalties for tax and water payments will be waived. In addition, Council directed a zero increase on the water sewage rate.
- ✓ A list of all Town of Cochrane services and their availability during COVID-19, available on the town's website.
- ✓ A list of available services and hours for local businesses. To add your business please visit our website.
- ✓ In Iroquois Falls, notices are being circulated on website and Facebook.
- ✓ Updates posted on Smooth Rock Falls municipal website.

# WHO ANSWERED THE SURVEY?

**78** businesses and organizations

**70%** Private      **27%** Public      **3%** Not for profit

## EMPLOYEE SIZE RANGE - APRIL 1, 2020

(68 respondents answered this question)

**21** 0 employees      **39** 1 to 19 employees      **5** 20 to 49 employees

**2** 50 to 99 employees      **1** 100+ employees

## RESPONDENTS BY INDUSTRY

(72 respondents answered this question)

Agriculture, Forestry, Fishing and Hunting	6
Mining, Quarrying or Oil & Gas Extraction	2
Utilities	2
Construction	7
Manufacturing	2
Wholesale Trade	4
Retail Trade	23
Transportation and Warehousing	7
Information and Cultural Industries	2
Finance and Insurance	4
Real Estate and Rental & Leasing	4
Professional, Scientific and Technical Services	6
Administration & Support, Waste Management and Remediation Services	1
Educational Services	1
Healthcare and Social Assistance	7
Arts, Entertainment and Recreation	6
Accommodation and Food Services	11
Public Administration	1
Other Services (Except Public Administration)	14
Other (Please Specify) <i>Hair salons/Estheticians, Animal services, Employment services, Economic Development, Graphic Design/Marketing, All terrain recreational</i>	

# Partners involved in conducting the survey between April 7 – 14, 2020



FAR NORTHEAST TRAINING BOARD (FNETB)  
your Local Employment Planning Council

COMMISSION DE FORMATION DU NORD-EST (CFNE)  
votre Conseil Local de Planification de l'Emploi



Provincial government support for businesses

<https://www.ontario.ca/page/covid-19-support-businesses>

Federal government support for businesses

<https://www.canada.ca/en/departement-finance/news/2020/04/canadas-covid-19-economic-response-plan-new-support-to-protect-canadian-jobs.html>

Town of Cochrane COVID-19 information

<http://www.cochraneontario.com/notice-category/covid-19/>

<https://www.facebook.com/cochraneontario/>

Town of Iroquois Falls

<http://www.iroquoisfalls.com/news/releases/notice-covid-19>

Town of Smooth Rock Falls

<https://www.smoothrockfalls.ca/living-here/community-events/news/>