



Business Mix Analysis

Gananoque





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

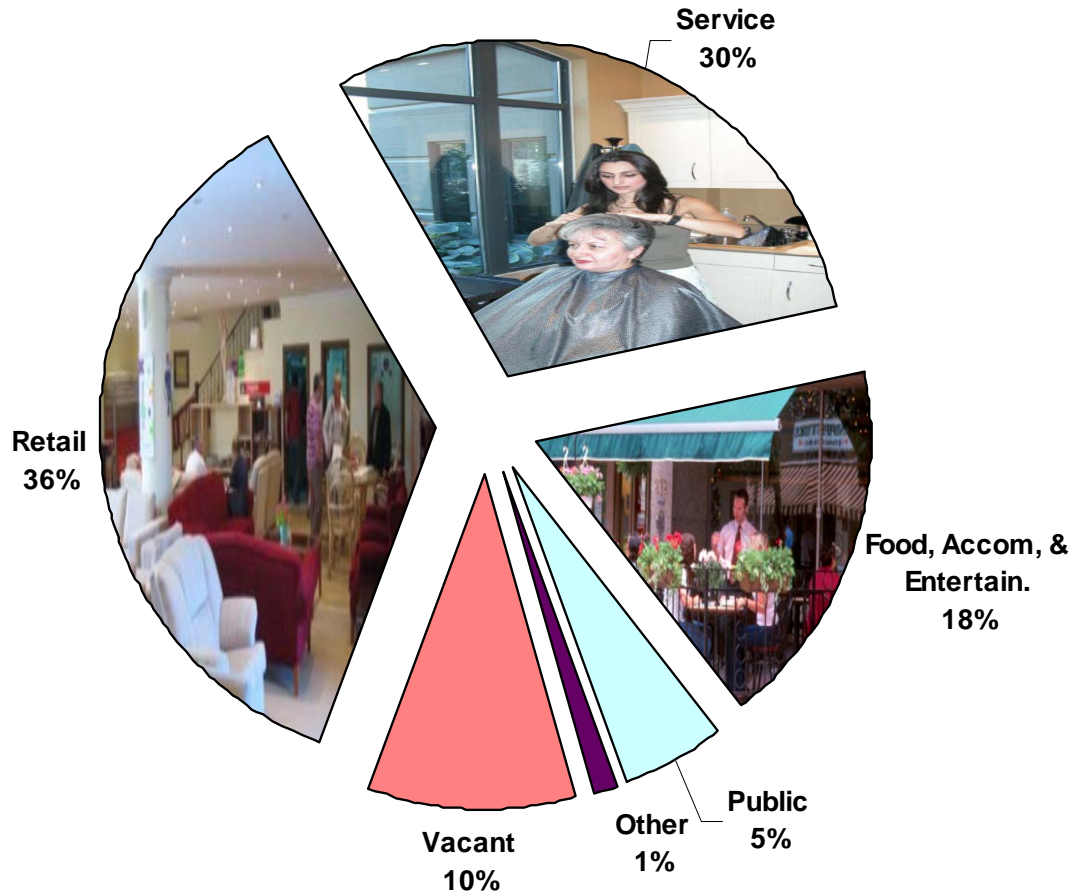


Commercial Category

There are six categories:

- **Retail businesses** are businesses that sell physical merchandise, such as a grocery or shoe store.
- **Service businesses** are businesses that provide services to a consumer market, such as a hair stylist or lawyer.
- **Food & entertainment** businesses include restaurants and theatres that sell goods that are consumed on-site.
- **Public Services** are not businesses but may attract or employ people in the downtown such as, municipal office, church, or library.
- **Other businesses** are those that do not service a consumer market, such as office buildings and manufacturing plants.
- The **vacant category** is for empty retail and service businesses.

Downtown Gananoque Business Mix Analysis



- 100 Properties Classified
- Retail is the largest category for the downtown
- 10% Vacancy Rate

Source: Business Mix Analysis collected by Coordinator



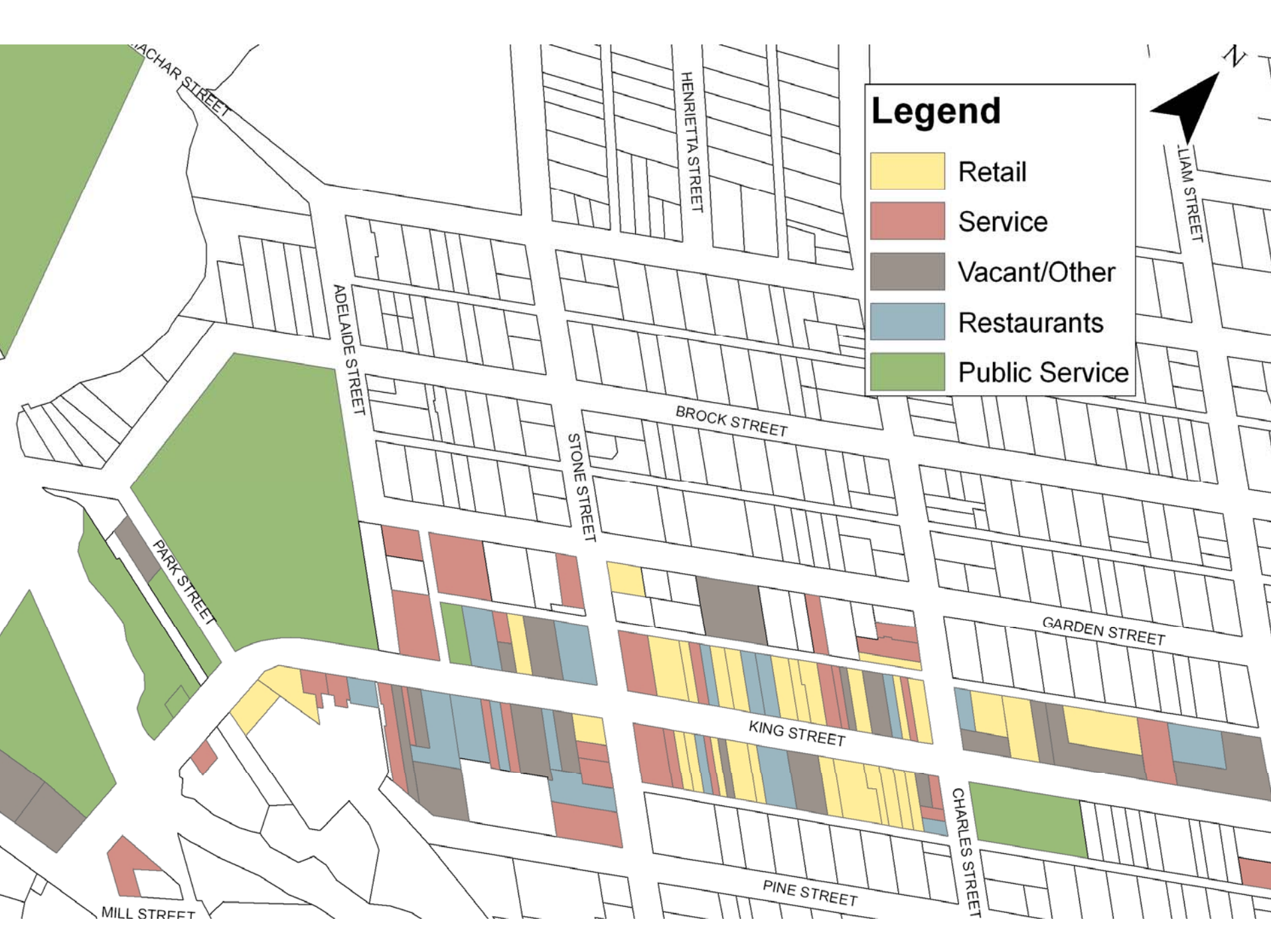
Consumer Classification System

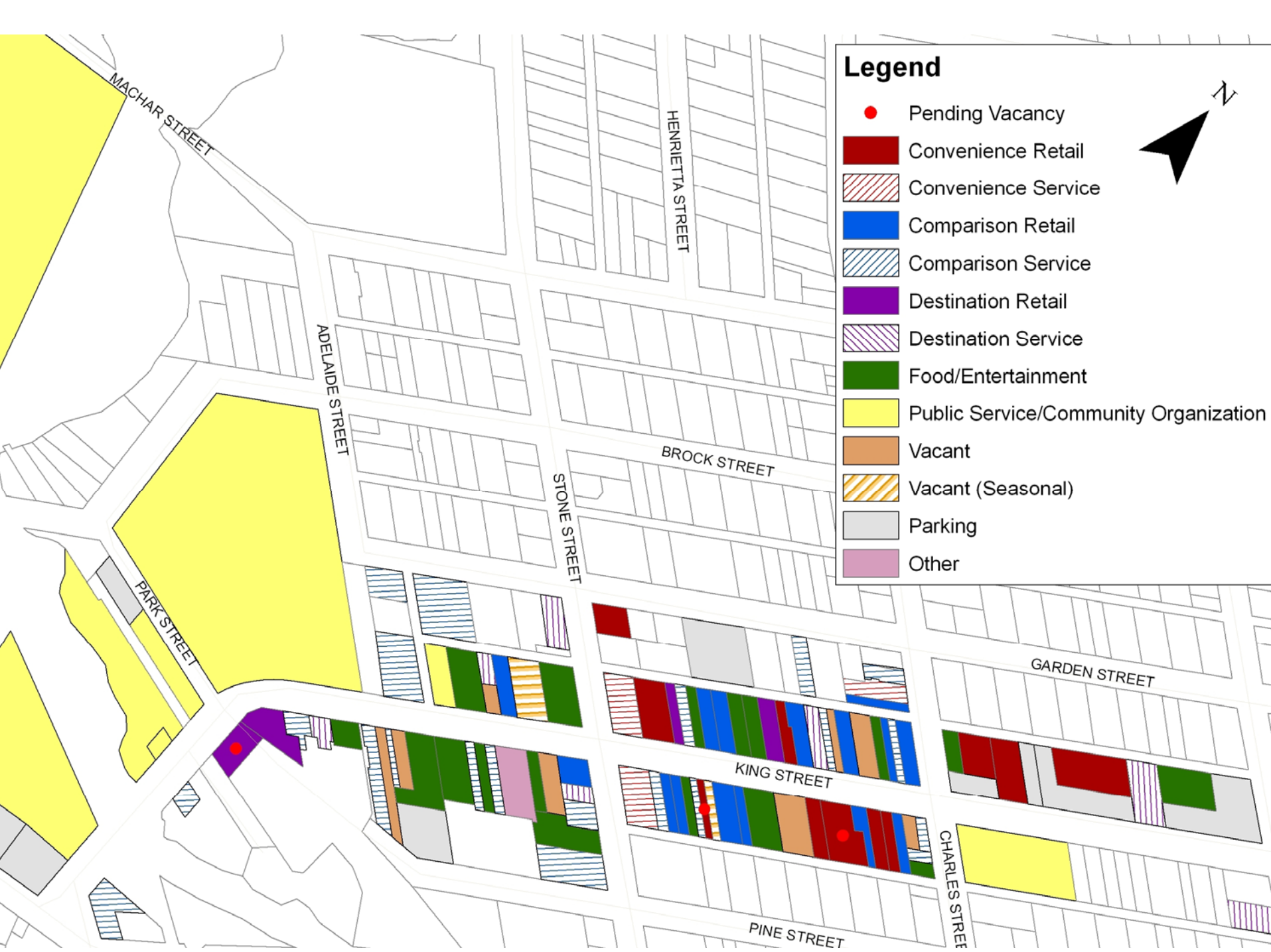
| Classification | Descriptions | Location Characteristics | Examples |
|-----------------------|--|--|--|
| Convenience purchases | <ul style="list-style-type: none"> •Frequent purchases •Impulse purchases •Minimum effort required •Nearby | <ul style="list-style-type: none"> •Businesses should •Be located near major hubs •Be easily accessible •Require short-term parking | <ul style="list-style-type: none"> •Retail – grocery store; •Service – bank |
| Comparison purchases | <ul style="list-style-type: none"> •Frequent purchases but less on impulse •Businesses visited to compare price and selection | <ul style="list-style-type: none"> •Good if they are located relatively close together, so that it is pedestrian-friendly | <ul style="list-style-type: none"> •Retail – clothing store; •Service – hair stylist |
| Destination purchases | <ul style="list-style-type: none"> •Infrequent purchases, more expensive, require greater thought beforehand •Willing to travel farther as distance is less important •Purchases are kept for a long period •Comparisons are made with respect to the merchandise's appearance, quality, price, style, and the need for it | <ul style="list-style-type: none"> •Businesses should not be located too close together, so that other businesses benefit from their drawing power •Long-term parking required | <ul style="list-style-type: none"> •Retail – furniture; •Service – lawyer |
| Food & entertainment | <ul style="list-style-type: none"> • Goods consumed on-site | <ul style="list-style-type: none"> •Provide atmosphere •Bring vibrancy, activity and noise into the downtown | <ul style="list-style-type: none"> •Coffee shop or •theatre |



Downtown Gananoque Consumer Classification of Businesses

| | Total | Destination | | Comparison | | Convenience | |
|--------------|-----------|-------------|------------|------------|------------|-------------|------------|
| Total | 67 | 11 | 16% | 42 | 63% | 14 | 21% |
| Retail | 36 | 4 | 6% | 21 | 31% | 11 | 16% |
| Service | 31 | 7 | 10% | 21 | 31% | 3 | 4% |





Legend

- Pending Vacancy
- Convenience Retail
- ▨ Convenience Service
- Comparison Retail
- ▨ Comparison Service
- Destination Retail
- ▨ Destination Service
- Food/Entertainment
- Public Service/Community Organization
- Vacant
- ▨ Vacant (Seasonal)
- Parking
- Other

Downtown Gananoque by Price Point of Businesses

| | | | |
|----------------------------------|---------------|-----------------|------|
| Furniture and Home Furnishings | | x x | |
| Electronics and Appliance | | x x x | |
| Building Material | x | | |
| Food and Beverage Stores | x x x | x x x | |
| Health and Personal Care | | x x | |
| Clothing and Accessories | x | x x x | |
| Sporting Goods and Hobbies | x x | x x | |
| Other Retail | | x x x x x x | |
| General Merchandise | x x x x | | |
| Finance, Insurance & Real Estate | | x x x x x x | |
| Business Services | | x x x x x x | |
| Accommodation & Recreation | x | x | |
| Restaurants | x x x x x x x | x x x x x x x x | |
| Personal Services | x x x x | x x x x x x | |
| | Low | Med | High |



Community Business Mix Comparisons

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

Data is based on community not municipal boundaries.

Source of data: MapInfo 2005

| | ALMONTE | BLENHHEIM | BRIGHTON | DELHI | DORCHESTER | GANOQUE | GRAVENHURST | KEMPTVILLE | MEAFORD | PETROLIA | PICTON | PORT DOVER | AVERAGE | Above or Below |
|---|---------|-----------|----------|-------|------------|---------|-------------|------------|---------|----------|--------|------------|---------|----------------|
| Agencies, Brokerages and Other Insurance Related Activities | 6 | 3 | 5 | 10 | 6 | 1 | 2 | 12 | 4 | 3 | 9 | 5 | 6 | -5 |
| Sporting Goods, Hobby and Musical Instrument Stores | 4 | 1 | 3 | 3 | | 0 | | 4 | 5 | 6 | 9 | 2 | 4 | -4 |
| Specialty Food Stores | 1 | 3 | 4 | 2 | | | | 4 | 3 | 3 | 7 | 3 | 3 | -3 |
| Automotive Repair and Maintenance | 8 | 7 | 10 | 16 | 9 | 7 | 10 | 20 | 7 | 6 | 17 | 4 | 10 | -3 |
| Activities Related to Credit Intermediation | | | | | | | | | | | 3 | | 3 | -3 |
| RV (Recreational Vehicle) Parks and Recreational Camps | 1 | | 2 | | 1 | 0 | 4 | | 2 | | 9 | | 3 | -3 |
| Building Material and Supplies Dealers | 2 | 4 | 7 | 4 | 4 | 3 | | 14 | 7 | 4 | 5 | 4 | 5 | -2 |
| Grocery Stores | 4 | 6 | 7 | 3 | 2 | 3 | | 10 | 7 | 3 | 8 | 5 | 5 | -2 |
| Spectator Sports | | | 2 | | | | | | | | | | 2 | -2 |
| Gasoline Stations | 3 | | 3 | 1 | 1 | 4 | | 2 | 2 | 3 | 5 | 1 | 3 | 2 |
| Other Personal Services | | 4 | 1 | 1 | 3 | 4 | | 3 | | 1 | | 3 | 3 | 2 |
| Personal and Household Goods Repair and Maintenance | 5 | 3 | 3 | 1 | 1 | 5 | 5 | 6 | 3 | 2 | 4 | 2 | 3 | 2 |
| Clothing Stores | 2 | 7 | 1 | 3 | 1 | 7 | 1 | 5 | 2 | 8 | 5 | 14 | 5 | 2 |
| Other Amusement and Recreation Industries | 5 | 8 | 8 | 10 | 11 | 16 | | 11 | 10 | 5 | 14 | 12 | 10 | 6 |
| Drinking Places (Alcoholic Beverages) | 2 | | 1 | | 1 | 9 | | 2 | 2 | 4 | 2 | 1 | 3 | 6 |
| Full-Service Restaurants | 2 | 1 | 2 | 2 | 1 | 10 | | 2 | 1 | 2 | | | 3 | 7 |
| Personal Care Services | 14 | 12 | 14 | 19 | 7 | 22 | | 16 | 5 | 14 | 15 | 13 | 14 | 8 |
| Offices of Real Estate Agents and Brokers | 1 | 4 | 3 | 6 | 5 | 16 | 11 | 13 | 4 | 2 | 9 | 3 | 6 | 10 |
| Limited-Service Eating Places | 12 | 18 | 14 | 16 | 3 | 31 | 28 | 19 | 21 | 17 | 35 | 26 | 20 | 11 |
| Traveller Accommodation | | 4 | 5 | 3 | 1 | 28 | 13 | 3 | 8 | 5 | 21 | 6 | 9 | 19 |



Market Threshold Analysis

Market threshold analysis is a systematic way of examining what sorts of activities a community of a certain size might be able to support based on its population.

Cautions - # of businesses does not account for size, only registered businesses, based on Ontario so need to account for local demographics, whole community vs. downtown

Source: Canadian Business Patterns, June 2006

Market Threshold Analysis – Fewer Than Capacity

| | # Businesses in Ontario | # people per business (Ontario) | <i>Theoretical capacity of the community</i> | Actual number in community | + Greater than capacity - fewer than capacity |
|---|-------------------------|---------------------------------|--|----------------------------|---|
| INDUSTRY GROUPS | | | | | |
| 523920 - Portfolio Management | 10292 | 1,182 | 4.5 | 1 | -3.5 |
| 711510 - Independent Artists, Writers and Performers | 5186 | 2,345 | 2.3 | 0 | -2.3 |
| 522299 - All Other Non-Depository Credit Intermediation | 3662 | 3,321 | 1.6 | 0 | -1.6 |
| 811111 - General Automotive Repair | 8023 | 1,516 | 3.5 | 3 | -1.5 |
| 442110 - Furniture Stores | 1883 | 6,458 | 0.8 | 0 | -0.8 |
| 523930 - Investment Advice | 1820 | 6,681 | 0.8 | 0 | -0.8 |
| 812115 - Beauty Salons | 6075 | 2,002 | 2.6 | 2 | -0.6 |
| 485310 - Taxi Service | 5924 | 2,053 | 2.6 | 2 | -0.6 |
| 492210 - Local Messengers and Local Delivery | 1380 | 8,812 | 0.6 | 0 | -0.6 |
| 541190 - Other Legal Services | 1365 | 8,909 | 0.6 | 0 | -0.6 |
| 441310 - Automotive Parts and Accessories Stores | 1350 | 9,008 | 0.6 | 0 | -0.6 |
| 523990 - All Other Financial Investment Activities | 1251 | 9,720 | 0.5 | 0 | -0.5 |
| 442298 - All Other Home Furnishings Stores | 1205 | 10,092 | 0.5 | 0 | -0.5 |
| 454110 - Electronic Shopping and Mail-Order Houses | 1137 | 10,695 | 0.5 | 0 | -0.5 |
| 811420 - Reupholstery and Furniture Repair | 1053 | 11,548 | 0.5 | 0 | -0.5 |

Great than Capacity

| | # Businesses in Ontario | # people per business (Ontario) | Theoretical capacity of the community | Actual number in community | + Greater than capacity - fewer than capacity |
|--|-------------------------|---------------------------------|---------------------------------------|----------------------------|---|
| INDUSTRY GROUPS | | | | | |
| | 1922 | | | | |
| 713990 - All Other Amusement and Recreation Industries | | 6,327 | 0.8 | 3 | 2.2 |
| 448140 - Family Clothing Stores | 1871 | 6,499 | 0.8 | 3 | 2.2 |
| 811210 - Electronic and Precision Equipment Repair and Maintenance | 1736 | 7,005 | 0.8 | 3 | 2.2 |
| 713940 - Fitness and Recreational Sports Centres | 1730 | 7,029 | 0.8 | 3 | 2.2 |
| 524210 - Insurance Agencies and Brokerages | 3962 | 3,069 | 1.7 | 4 | 2.3 |
| | 1552 | | | | |
| 447110 - Gasoline Stations with Convenience Stores | | 7,835 | 0.7 | 3 | 2.3 |
| | 1360 | | | | |
| 522111 - Personal and Commercial Banking Industry | | 8,941 | 0.6 | 3 | 2.4 |
| 445110 - Supermarkets and Other Grocery (except Convenience) Stores | 3645 | 3,336 | 1.6 | 4 | 2.4 |
| 811192 - Car Washes | 1207 | 10,075 | 0.5 | 3 | 2.5 |
| 453920 - Art Dealers | 544 | 22,353 | 0.2 | 3 | 2.8 |
| 713930 - Marinas | 519 | 23,430 | 0.2 | 3 | 2.8 |
| 452991 - Home and Auto Supplies Stores | 197 | 61,727 | 0.1 | 3 | 2.9 |
| 812930 - Parking Lots and Garages | 278 | 43,742 | 0.1 | 3 | 2.9 |
| 453999 - All Other Miscellaneous Store Retailers (except Beer and Wine-Making Supplies Stores) | 2446 | 4,971 | 1.1 | 4 | 2.9 |
| 531111 - Lessors of Residential Buildings and Dwellings (except Social Housing Projects) | 9301 | 1,307 | 4.0 | 7 | 3.0 |
| | 34 | | | | |
| 522112 - Corporate and Institutional Banking Industry | | 357,655 | 0.0 | 3 | 3.0 |
| 712120 - Historic and Heritage Sites | 44 | 276,370 | 0.0 | 3 | 3.0 |
| 532230 - Video Tape and Disc Rental | 1002 | 12,136 | 0.4 | 4 | 3.6 |
| | 888 | | | | |
| 441220 - Motorcycle, Boat and Other Motor Vehicle Dealers | | 13,694 | 0.4 | 4 | 3.6 |
| 453220 - Gift, Novelty and Souvenir Stores | 2704 | 4,497 | 1.2 | 5 | 3.8 |
| 445120 - Convenience Stores | 6107 | 1,991 | 2.7 | 7 | 4.3 |
| 452999 - All Other Miscellaneous General Merchandise Stores | 4716 | 2,579 | 2.0 | 7 | 5.0 |
| 721114 - Motels | 1018 | 11,945 | 0.4 | 6 | 5.6 |
| 722410 - Drinking Places (Alcoholic Beverages) | 1720 | 7,070 | 0.7 | 8 | 7.3 |
| 722110 - Full-Service Restaurants | 14580 | 834 | 6.3 | 14 | 7.7 |
| 721191 - Bed and Breakfast | 434 | 28,019 | 0.2 | 8 | 7.8 |



Identifying Business Opportunities

- Primarily service businesses.
- 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

