

November 24, 2020

**Clarington Board of Trade & Office of Economic Development
Q4 Report to Council**

A Focus on Economic Recovery

We are entering month nine of the pandemic and businesses need support more than ever. They continue to be in a state of uncertainty, focusing simultaneously on their long-term viability, families, employees, supply chain, clients, and health & safety. The most important tools the Clarington Board of Trade (CBOT) has in order to provide effective support is collaboratives initiatives, and resourcefulness to ensure business continuity and economic stability. As a result of the strong relationships CBOT has with members of the business community including the BIAs, CBOT has gained consistent insight, helping to provide recommendations to all levels of government as well as continuing to implement grass roots initiatives to support their recovery.

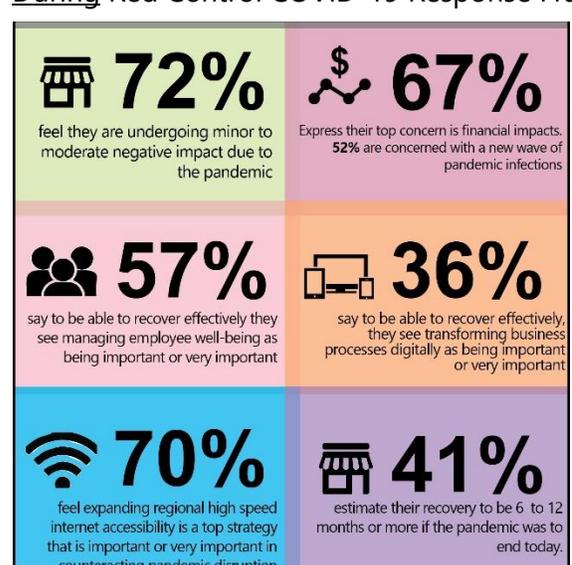
Recent Business Surveys

Since the beginning of the pandemic, businesses have been surveyed by CBOT and by our partners at Durham Region Economic Development in order to gain insight into the impact and journey to recovery. We also use their feedback to help shape programming to support their needs. (**Note:** November Durham survey received highest response rate from Clarington Businesses representing 33% - most from CBOT members and Downtown BIAs).

**Clarington Board of Trade
October 1, 2020 Survey results:**
120 Clarington responses (all sectors)
Prior to COVID-19 Response Framework



**Durham Region Economic Development
November 16, 2020 Survey Results:**
87 Clarington responses (all sectors)
During Red Control COVID-19 Response Framework



***Businesses Closures, Business Openings: March – October 2020**
That the Clarington Board of Trade is Aware of

15 Closures (Majority are personal services and small retail)
70 jobs lost

- Locust Tree Day Spa
- Resoulution Spa, Massage, Yoga
- Curves Newcastle
- Bad Boy Decals
- Clipps & Crafts (move to in-home)
- Hatsuun Jindo Martial Arts
- Spa and Hair
- Critter World
- Thai Hot Spot
- Enchanted Hands Day Spa
- Acumen Machining & Fabrication
- Turquoise
- Fionn McCools
- The Bees Knees
- Hometown Variety
- Panic Factory Escape Room

Net loss jobs = 28
(reflects permanent job loss)

13 new businesses, **3** expansions
42 new jobs

- Goat Transport (electronics recycling)
- Live Well Exercise Clinic
- Matt O Music
- Orono Spa
- Maple Grove Orchards
- Rising Spirit B&B Wellness Centre
- Belle Ame Beautique by Brianna
- Age Well Fundamentals
- The Park Co-working space
- Speakeasy Cannabis Co.
- Hope's Christmas Tree Farm
- Back Door Sports
- Anchor Point Grill & Bar (opening Nov)
- Strands Studio (expansion)
- Orono Weekly Times (expansion)
- The Toasted Walnut (expansion)

*The manufacturing industry remains to operate with varying consistency. Most are able to continue to keep their workforce employed and those who have been temporarily laid-off have returned. Manufacturing has been deemed essential since the beginning of the pandemic were able to continue fulfilling sales orders, with some facing temporary disruptions to their supply chain.

CBOT Support Initiatives: highlights

Digital Main Street program and Digital Service Squad

In partnership with the BIAs and Courtice, CBOT applied for and received an Ontario BIA Association grant to take the lead in assisting Clarington downtown commercial businesses to help them improve their digital presence and platform to assist with business continuity. Working with post secondary institutions, CBOT has contractually hired and managing a Digital Service Squad who have been dispatched to assist businesses and encourage them to also apply for a time-sensitive \$2500 provincial grant for digital/technical/consulting tools.

We are striving to ensure we deliver an effective, highly engaging digital assistance program to help lessen the impact of operations resulting from the pandemic and support business continuity.

Program implemented: September 15, 2020

Program completion: January 31, 2021

Community	# of Businesses Contacted	# Met With	Applied to Digital Grant
Bowmanville	181	21	28
Courtice	84	13	3
Newcastle	42	8	2
Orono	10	6	3
<i>Total</i>	317	48	36

'Clarington is Open' Video

On August 18, 2020 – we released a video that shared a message from members of the Clarington business community welcoming residents and visitors back.

5,200 views through social media, 8,700 reach



<https://www.youtube.com/watch?v=CT388vxlT7c&t=6s>

Businesses Interested in Making Clarington Home: March – October 2020

Since March our office has received consistent inquiries pertaining to businesses wanting to operate and grow and in Clarington. Continued investment has not been disrupted by the pandemic compared to this time last year– indicating certain investment stability and opportunities for businesses to expand and grow.

March – October 2020

60 business inquiries (58 during same period in 2019)

63% industrial

37% Commercial/Office

55% increase from 2019 in business contacting us directly looking for space



Sheila Hall

Executive Director

Clarington Board of Trade & Office of Economic Development

cc. Andy Alison, Carlos Salazar, CBOT Board of Directors