



Amaranth — 2025 BUSINESS SURVEY

DUFFERIN BOARD OF TRADE

SAVE | CONNECT | PROMOTE | ADVOCATE

SURVEY OVERVIEW



SURVEY DURATION

Survey open
January 28th -
March 14th 2025



FEEDBACK RECEIVED

125
respondents



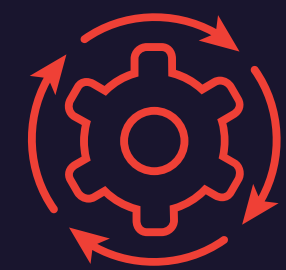
AMARANTH RESPONSES

7
from Amaranth



BUSINESS SIZE

80%
of business
had less than
21 employees



BUSINESS LIFESPAN

56%
of businesses
in operation
20+ years



2025 SURVEY

BUSINESS CONFIDENCE & PRIORITIES & CONCERNS

**BUSINESSES RATED THEIR
PERFORMANCE AS A 6 IN 2024
COMPARED TO 2023**

**ANTICIPATED PERFORMANCE IN 2025
COMPARED WITH 2024 - ALSO A 6**

**EXPANDING AND ACHIEVING GROWTH
TOP PRIORITY OF 46% OF RESPONDENTS**

**40% LOOKING TO REDUCE
OPERATING COSTS AND OVERHEAD**

A man in a dark blazer and white shirt is speaking at a wooden podium. Behind him are two banners: one for the Rotary Club of Orangeville featuring a red maple leaf, and another for the Dufferin Board of Trade with a 'Play Local' logo. An audience is seated in front of him, seen from the back. The text 'BUSINESS CONCERNS' is overlaid in large white letters on the bottom left.

BUSINESS CONCERNS

- 01.** RISING COSTS DUE TO INFLATION - MAJOR CONCERN OF 65% OF RESPONDENTS
- 02.** DECLINING CONSUMER CONFIDENCE AND REDUCED SPENDING SECOND AT 41% —UP FROM 15% LAST YEAR
- 03.** U.S. TARIFFS - 59% WILL BE NEGATIVELY OR SOMEWHAT NEGATIVELY IMPACTED (AT THE TIME OF THE SURVEY)

DUFFERIN COUNTY'S ECONOMIC GROWTH AND PROSPERITY

50%

Consider affordable housing a top Dufferin County concern

40%

Said support for growth and expansion of existing businesses

38%

Said attracting more large companies to Dufferin



Amaranth Data

01

4 businesses have
been in operation
21+ years

02

1 new start up
business

BUSINESS CONFIDENCE

- Businesses rated their performance as 7.3 in 2024 compared to 2023
- Anticipated performance in 2025 compared with 2024 - 7.6



1 PROMOTE

Increasing marketing and advertising efforts (5)

2 GROW

Expanding and achieving business growth (4)

3 CONNECT

Building connections within the local business community (3)



**AMARANTH
PRIORITIES**

AMARANTH CHALLENGES

1.

Rising costs due to inflation (5)

2.

Declining consumer confidence or
spending (4)

3.

Government regulations
& red tape (3)





AMARANTH'S PRIORITIES FOR THE COUNTY

01. ACCESS AND
AFFORDABILITY OF
HIGH-SPEED INTERNET

02. SUPPORT FOR GROWTH
AND EXPANSION OF
EXISTING BUSINESSES

03. UTILITIES - HYDRO &
NATURAL GAS



AMARANTH EMPLOYMENT

**3 BUSINESSES
WEREN'T LOOKING
TO HIRE**

**4 THAT WERE HAD
NO TROUBLE
FINDING APPLICANTS**

SUPPORT FROM  **Dufferin**
BOARD of TRADE

- **ADVOCATE FOR BUSINESS NEEDS**
- **OFFER LOW COST CREATIVE SERVICES -
PHOTO/VIDEO/MEDIA**
- **ADVERTISING & PROMOTIONAL OPPORTUNITIES**
- **NETWORKING OPPORTUNITIES**

A photograph of a street in a small town. On the left, there are brick buildings with storefronts. One sign says "GLASSCRAFT". There are several cars parked along the street. In the foreground, a dark grey Honda Civic is parked. The sky is overcast.

ADVOCATE FOR BUSINESS NEEDS

STATE OF BUSINESS BREAKFAST - MAYORS & MP, MPP

Launch of business survey

ELECTION DEBATES

2 provincial debates in February

Federal election debate April 15th

OCC & CCC ADVOCACY & TARIFFS

DREAM CAREER -
OCTOBER 15TH OAS



dufferin bizhub

CREATIVE SERVICES

- Social Enterprise - Dufferin Biz Hub
- Admin services - database, mailouts, etc.
- HR support - recruiting, pre-screening, training
- Headshots, product shots, business videography
- podcast filming, editing, studio space
- Social media, graphics design, training (Canva)
- Services \$40-\$50/hour for members +\$10 for non-members

ADVERTISING & PROMOTION

- Online business directory - open to all businesses
- Categories such as Pet-Friendly business, and Tourism Attraction
- Good Business Podcast
- Member promotion in our newsletters, social media,
- Support for grand openings, anniversaries, etc.



NETWORKING OPPORTUNITIES

- Quarterly DBOT connects business networking events
- Marquee events:
 - State of Business Breakfast
 - Industry Lunch
 - Business Excellence Awards
 - Play Local Golf Tournament
 - Dream Career

NEW!

Inclusivity
Training

JULY 29, 2025
11:30 AM - 1:00 PM

DUFFERINBOT.CA





Thank You!

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