

MEDIA RELEASE

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Taking the Pulse of our Local Business Community

www.campbellriverchamber.ca

Campbell River Chamber of Commerce, April 5th 2016.

On November 4th 2015 the Chamber conducted its first Business Walk, interviewing over 122 local business owners and managers. Survey questions were developed to gauge the business climate in Campbell River and identify themes both positive and negative impacting our community. On Wednesday March 30th 2016 the Campbell River Chamber invited its members to attend a luncheon to hear the results. It was a sold out event and attendees arrived eager to not only learn but have an opportunity to ask questions and have their voices heard.

The results indicated that business owners and managers expressed high satisfaction with the location of doing business in Campbell River, including the high quality lifestyle it provides and access to the outdoors. Affordability was another noted benefit of living and working in town. Their greatest challenges included the peaks and valleys of a seasonal economy, the fluctuating value of the Canadian dollar, security expenses and clients buying online and out of town. “It’s our mandate to ensure businesses thrive and in order to do that we have to keep our ears to the ground and talk to business owners and managers about what’s going well and what’s keeping them up at night. Our goal is to track the industry intelligence we’ve collected over time and use it to influence policy and business enhancement programming” explains Colleen Evans, President and CEO of the Campbell River Chamber.

The Business Walk results gave Chamber members a wealth of new information about their community and once again reaffirmed the Chamber as the go-to organization for business engagement. The 2016 Business Walk is planned for **Wednesday, September 28th** and the Chamber is already gathering volunteers for the event.

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