

Business Walk Combined Overview

2015, 2016, 2017

| | 2017 | 2016 | 2015 |
|-----------------------|------|------|------|
| Number of Respondance | 121 | 107 | 114 |

Q1 – Please rate the current state of your business compared to the same time last year:

| | 2017 | 2016 | 2015 |
|-----------------|------|------|------|
| Slow/Poor | 13% | 13% | 6% |
| Fair/Steady | 44% | 44% | 35% |
| Good/Increasing | 43% | 44% | 59% |

Q2 – Total number of employees at this facility:

| | 2017 | 2016 | 2015 |
|-----------|------|------|------|
| Full-time | 93% | 94% | 69% |
| Part-time | 68% | 61% | 25% |
| Temporary | 11% | 10% | 6% |

Q3 – What do you like MOST about doing business in Campbell River?

| | 2017 | 2016 | 2015 |
|------------------------------|-----------|------|------|
| Location | 67% | 63% | 34% |
| Clientele | 43% | 55% | 24% |
| Local government support | 11% | 4% | 3% |
| Affordability | 17% | 15% | N/A |
| Cost of doing business | 11% | 5% | 7% |
| Availability of local labour | 6% | 3% | 3% |
| Other | See Below | | |

- | | |
|---|---|
| <ul style="list-style-type: none"> • Space to expand • Recreational facilities • Accessible • Repeat customers • Lots of local shoppers • Businesses helping each other • Major Projects | <ul style="list-style-type: none"> • Generous and inclusive community • Family oriented • Partnership with First Nations • Shopping on the waterfront • Family feel • Less red tape |
|---|---|

Q4 – What would most help your business thrive?

| | 2017 | 2016 | 2015 |
|---|------|------|------|
| Increase street scaping and beautification projects | 21% | 20% | 29% |
| Enhanced safety and security | 20% | 16% | 18% |
| Promotional events and marketing | 30% | 31% | 31% |
| Increased communication of regulatory changes affecting | 15% | 8% | 12% |

| | | | |
|---|-----------|-----|-----|
| business | | | |
| Increased access to local business resources and training | 12% | 10% | 11% |
| Other | See Below | | |

- More housing
- Better parking
- Better signage bylaws
- More downtown events
- More parking (8x)
- More tourism marketing
- Government stay out of private business
- Better security and safety
- More improvements for Campbellton
- More people shopping downtown
- Long term staff

Q5 – What is the greatest challenge your business faces today?

Highlights of compiled comments below

- Cost of advertising
- Enhancing my business profile
- Lack of succession plan
- City hall blocks approval
- Keeping up with changing customer needs/wants
- Finding the right price point
- City hall inconsistent with bylaws on parking
- Too much competition
- Online shopping
- Automation/Technology
- Downtown trees
- Not enough parking, deters shoppers; need more parking
- Easier access to building permits
- Signage laws
- Vandalism
- Homeless; vagrancy issues in downtown
- Security, safety issues for business and staff
- Finding skilled labour
- Finding entry level labour
- Training and retaining skilled labour
- Generation gap in workforce. Finding the right fit.
- Too much red tape
- Storage
- Flooding in the downtown
- Too much red tape
- Safety concerns; vagrancy sleeping in the Tyee plaza
- Finding time for myself – not enough time in the day to manage it all
- More doctors
- Uncertain economy
- Accessing markets outside Campbell River
- Lack of street lighting, particularly in fall/winter – doesn't promote shopping or walking

Other comments:

Approximately 8 percent of surveys completed were completed online starting in 2016

Community partners have volunteered and supported the business walk across all three years with enthusiasm

In 2018 a spring Business Walk for Chamber Board will be undertaken – date tbc