



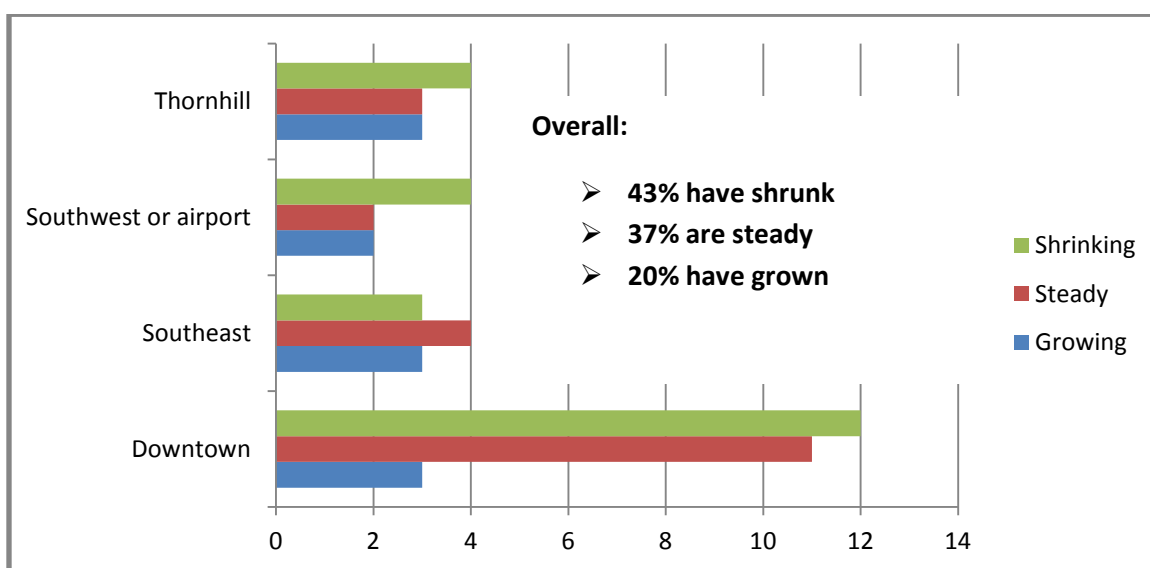
2016 Terrace Business Walk: Survey Results

Background

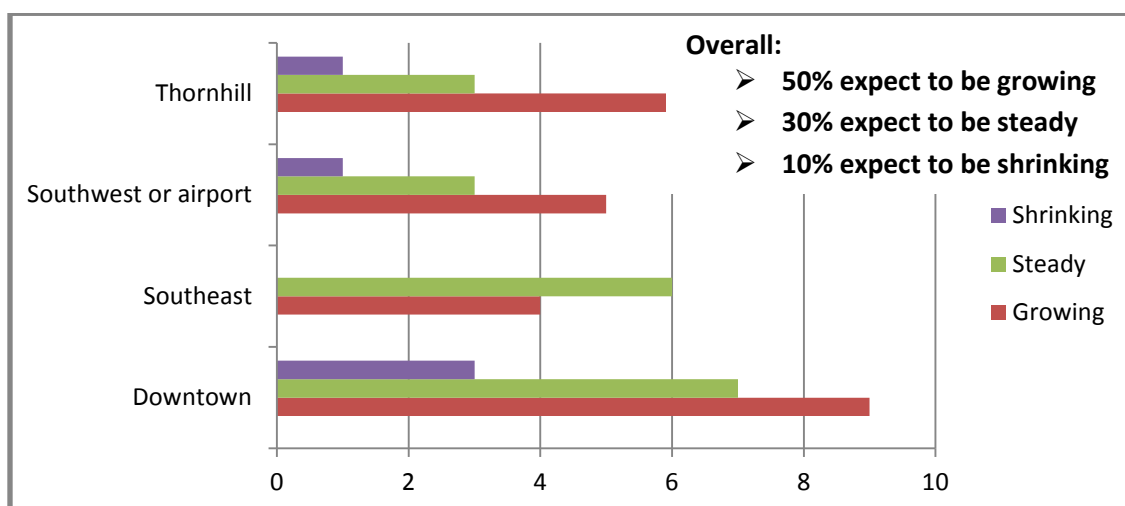
The Terrace Business Walk was completed on February 17th, 2016. 14 volunteers representing six organizations surveyed 44 businesses in Terrace and ten businesses in Thornhill. On the Walk, volunteers asked to speak with a business owner or manager to garner further information about how business was doing, what was going well and where challenges existed.

The results of this survey are intended to inform each partner organizations individual programs and services and will be shared publicly. The partner organizations intend to organize similar business surveys annually so that meaningful information can be gathered and tracked over time.

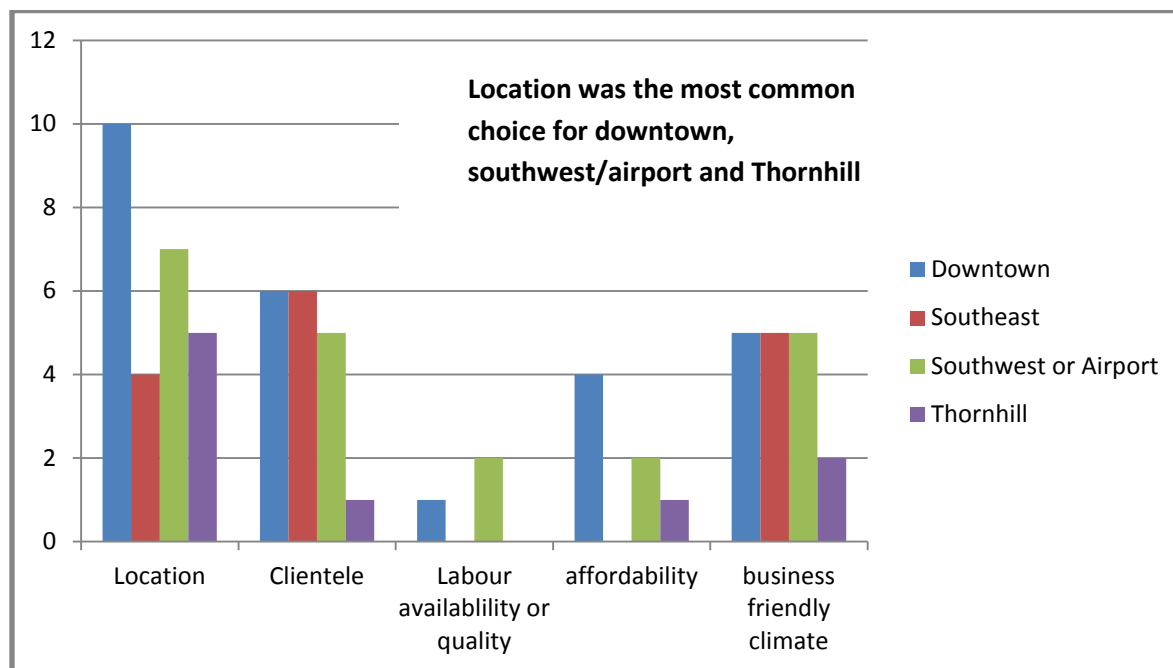
QUESTION 1: Compared to last year, is your business growing, steady or shrinking?



QUESTION 2: Over the next 1-2 year do you expect business will be growing, steady or shrinking?



QUESTION 3: What do you like most about doing business in Terrace?



QUESTION 4: What is the biggest challenge your business faces today?

In Terrace 41 of the 44 businesses surveyed responded to this question and in Thornhill nine of ten respondents answered this question.

The *most common* themes were:

- **staffing:** 22% or eleven businesses reported challenges in finding or maintaining qualified staff.
- **competition** from internet retailers and out of town companies: 20% or ten businesses reporting that this was negatively impacting them.
- **uncertain economic climate:** 18% or nine businesses mentioned various concerns related to their challenges responding to economic ups and downs, lack of stability in various industries, etc.
- **costs:** 16% or eight businesses elaborated on their concerns including increases in transportation, wages, housing and taxation costs.

Other, *less common* themes included:

- **parking:** four businesses in the downtown highlighted this as an issue;
- **permits or bylaws:** four businesses expressed concerns with City permitting, or bylaws. One concern was expressed for Thornhill on this topic.
- **people drinking, smoking or loitering on property** after hours: three businesses voiced this as a major concern in Terrace.

QUESTION 5: What can be done by business service organizations in Terrace to help your business thrive?

28% of those surveyed chose not to respond to this question. Of those who responded, a variety of suggestions were given (*31 in Terrace and 8 in Thornhill*).

The most *common themes* were:

- **Encourage or promote buying local:** 15% or six businesses highlighted a need for business service organizations to encourage local buying.
- **Training or workshops:** 15% or six businesses mentioned an interest in seeing business service organizations provide additional workshops, networking opportunities, apprenticeships, employee training, or marketing support.

Other suggestions given by respondents included:

- Attracting investment to existing industries and attracting new industries;
- Focus on supporting areas other than downtown, akin to what the TDIA does for downtown area;
- Support local businesses to market and increase awareness of products;
- Addressing homelessness issue;
- Providing business space for entrepreneurs;
- Two businesses mentioned infrastructure improvements – one in Terrace and one in Thornhill.

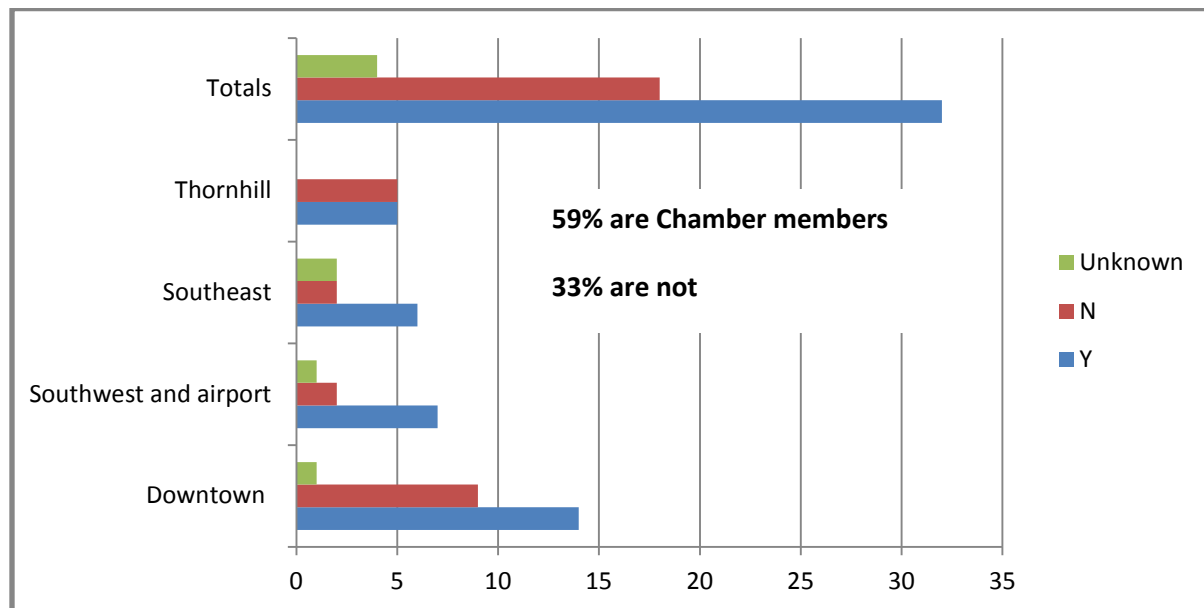
QUESTION 6: What business support services have you used in the past?

51% of Terrace respondents did not use business support services or did not answer this question. Only one Thornhill business responded to this question.

Of those who responded, the following services have been used:

- The Chamber of Commerce;
- Community Futures;
- Northwest Training;
- Business advisors;
- TDIA,
- Kermodei Tourism;
- TEDA;
- Northern Development programs – Business Facade or Competitiveness Consulting Rebate;
- City of Terrace Parks and Recreation;
- Industry Training Authority;
- Skeena Native Development

QUESTION 7: Are you a member of the Chamber of Commerce?



Next Steps – thank you for your feedback!

- ✓ In response to requests for statistical information the City will be publishing quarterly economic development updates, with the first to be released in March, 2016. These will provide information on key indicators including real estate, workforce, permitting, etc.
- ✓ Buying Local was a strong theme from the surveys – the City will continue to support and promote the Love Terrace program in partnership with Northern Development and participating businesses. Love Terrace is an excellent marketing tool for independent, small businesses: check out www.loveterrace.com for more information.
- ✓ The Chamber has a license to offer the World Host and Remarkable You service industry training programs. If businesses are interested, these courses can be organized and offered for a nominal price to local staff. The Chamber will determine interest.
- ✓ The Northern BC Tourism program *Remarkable Experiences* will soon be offered here in Terrace. This program provides one on one support to tourism focused businesses, to increase their marketing and social media capabilities. Tyler Clarke, Industry Development Specialist for NBCTA is the contact for this program.
- ✓ To support marketing initiatives, the partner organizations have agreed that a branding exercise would be a valuable next step, to better coordinate promotional activities and to better attract investment and tourism. The City will lead an exploratory exercise for this project, with the Business Walk partners as well as other key stakeholders in the community.
- ✓ For online and affordable small business training on a variety of topics, visit the Small Business BC website at <http://smallbusinessbc.ca/seminars/>