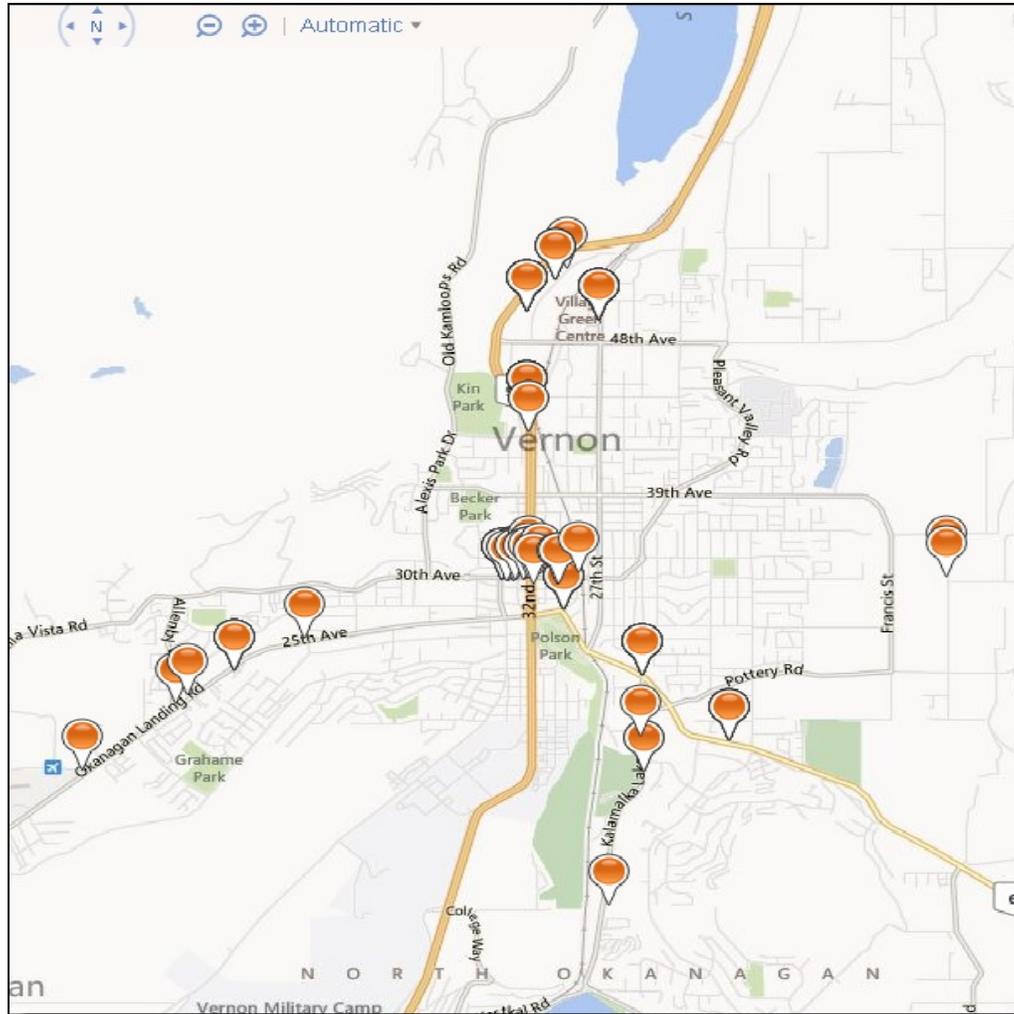


Attachment 1

2013 Vernon Business Walks Survey – General Results

Fig 1: Business Survey Location map of the



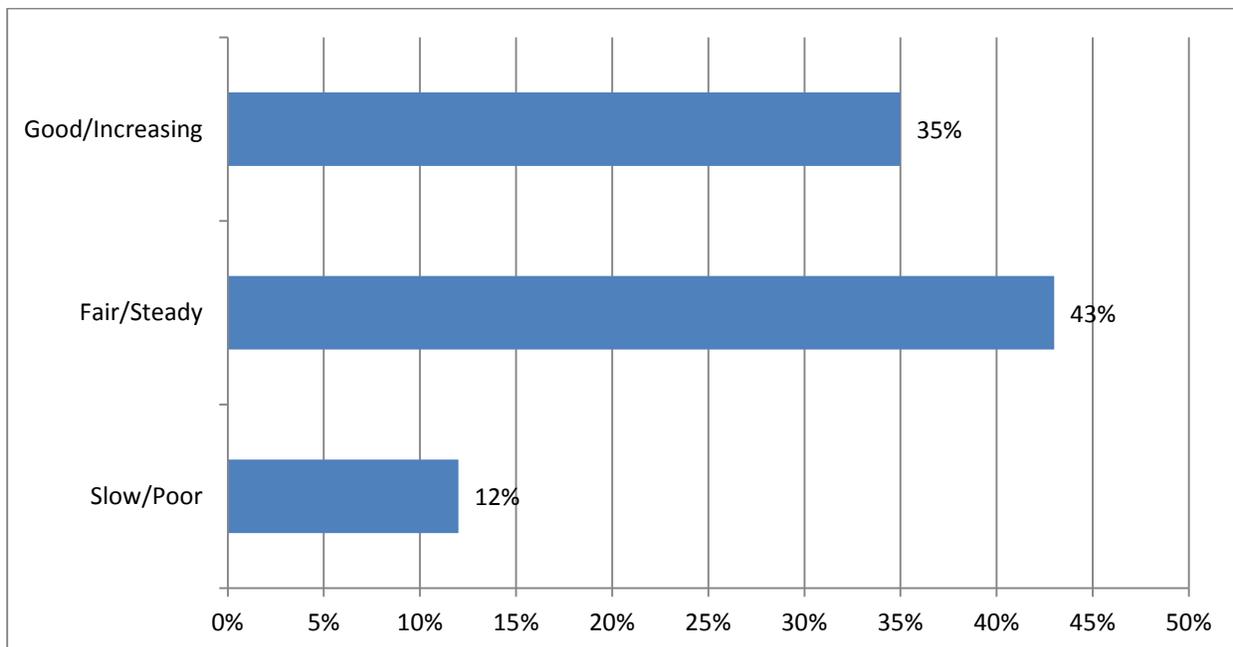
The survey has covered the main business retail centres in Vernon. The walkers gathered the information from 168 businesses in 7 areas:

- Downtown 30th Avenue.
- Fruit Union Plaza and Hwy 6
- Polson Mall
- Vernon Square
- Green Village Mall
- Anderson Way
- Okanagan Landing Plaza and 25th Avenue

1. Please rate the current state of your business

Question number 1 is an important indicator of the current economic business environment in the City. The results as shown in graph 1 are encouraging, Vernon described as a good and steady place for small businesses. 88% rated the current state of their business between steady and good. Almost half (45%), rated their business as “good” and also during a process of increasing. 12% businesses rated as slow and poor.

Graph 1: Please rate the current state of your business

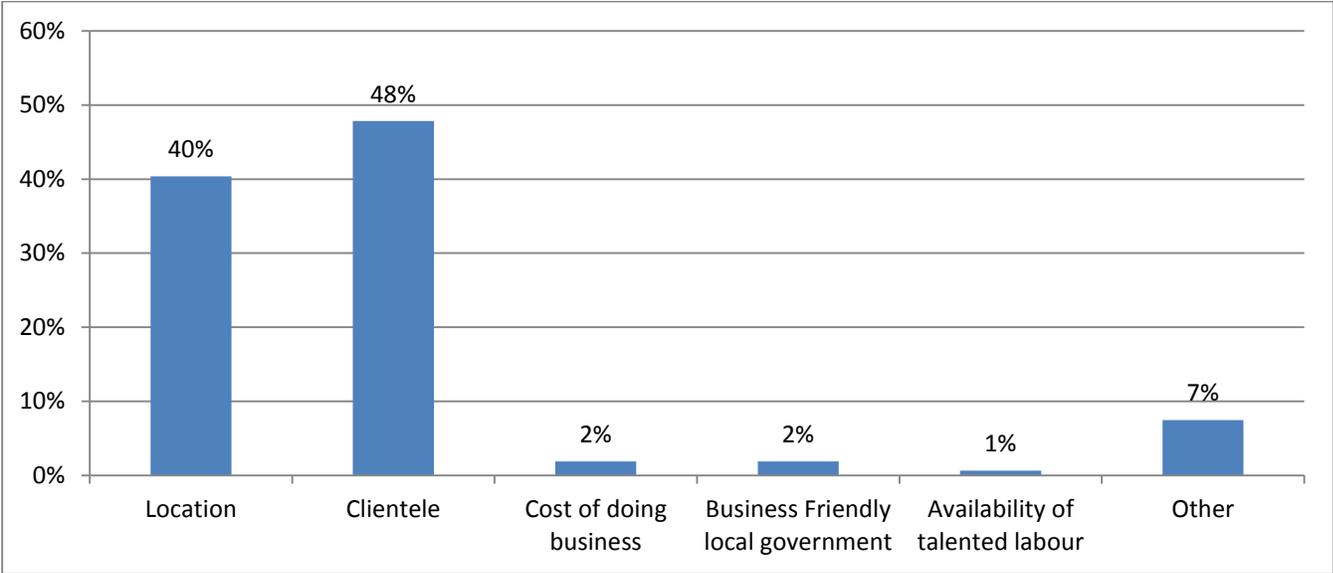


2. What do you like MOST about doing business in the area?

The business atmosphere in a region is an essential factor to the economic attractiveness of the area, and also for the desire to continue with the business and to increase it. Question number two, described the Vernon’s business atmosphere and pointed on the main parameters that keeps the businesses in the area, and attract new ones. 88% of the businesses said that the unique location of Vernon and its people are

the main two main reasons for why they like to do business in the area. Only 2%, pointed on the “cost of doing business” and “friendly local government” as the main reason. 1% indicated the “availability of talented labour”, and 7% choose for other factors. Under the “other” answer, we found that the businesses like work here thanks to strong sense of community, the demographic structure, and the fact that Vernon is a mid town size, which is well target to their business.

Graph 2: What do you like MOST about doing business in the area?



3. What can be done to help your business thrive?

In question number three, the businesses asked “What the City and partners can do for helping them to thrive?.” The responses for this question are the most diverse and mixed, from parking problems to tax incentives. Table 1 presents the common comments based on the amount they were raised. 33% of the businesses needs for City help with issues that are related to parking, meters and over-enforcement. 17% would like to see more efforts in advertising, marketing and public activities. 14% pointed on traffic and transportations problems; 12% want to see more plans for attracting people and young families, and 10% wants to see more new businesses and industries. 6% pointed on raised some aspect of “bureaucracy” and bylaw treatment. 4% wants to see more works on the Downtown revitalization, and 3% said that tax decreasing and incentives will help their business to thrive.

Table 1: What can be done to help your business thrive?

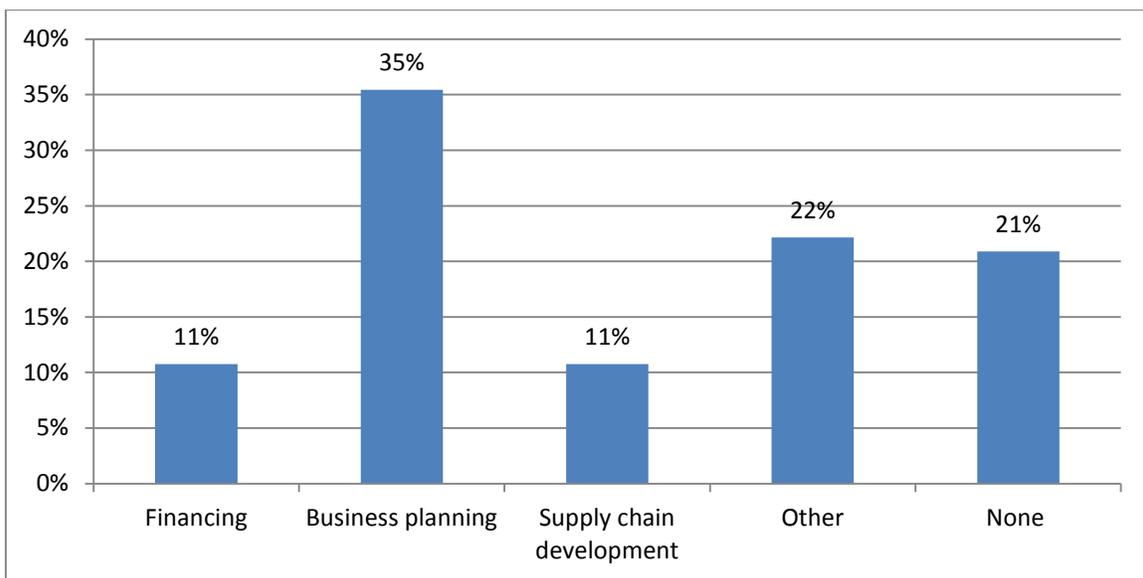
Parking problems	33%
Advertising, marketing and activities	17%
Traffic and transportation	14%
Attract more people and young families	12%
Attract more businesses and industries	10%
City bureaucracy and bylaw treatment	6%
Downtown revitalization	4%
Tax decrease and incentives	3%

4. What specific information would you like to have access to locally?

The fourth question asked about a different type of information and data, which the local business would like to be exposed to and also to have an easily access to it. 35% of the businesses are looking for more information regarding the City business plans. 11% are interesting in Supply chain development and only 11% would like to have more information on financing data. 21% are satisfied with the current level of information and 22% of the business looking for “other”, types of data.

When analyzing the responses for - “other”, it is appeared that the businesses would like to have more information and access to data regarding to the City’s statistics (especially demographic), planning process and friendlier website.

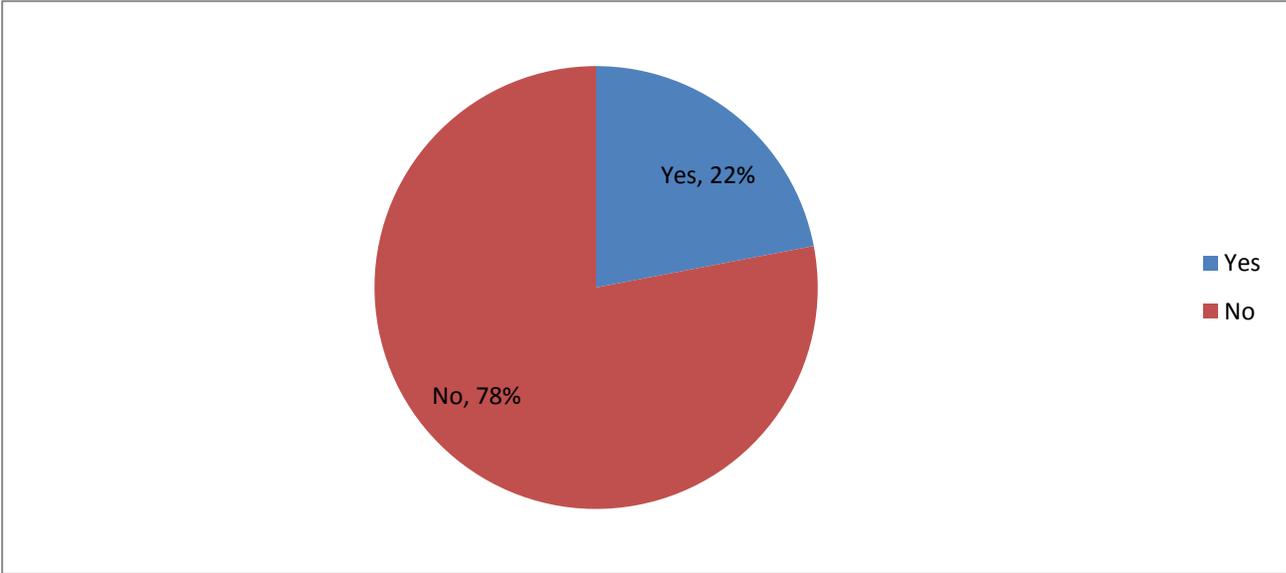
Graph 3: What specific information would you like to have access to locally?



5. Should this company be revisited to provide 1:1 assistance?

One of the main goals of the Business Walks survey is to target businesses that needs for assistance and follow up from the City or other economic organizations. In the last part of the questioner, the teams needed to evaluate the level of urgency for follow up. 22% of the businesses in the survey, targeted as needed assistance. Most of the businesses (84%) will need a follow up during month or two from the survey date. 16% targeted for immediatly assistance, and the economic development officer is already In the midst of follow process.

Graph 4: Should this company be revisited to provide 1:1 assistance?



Graph 5: Urgency level for follow up

