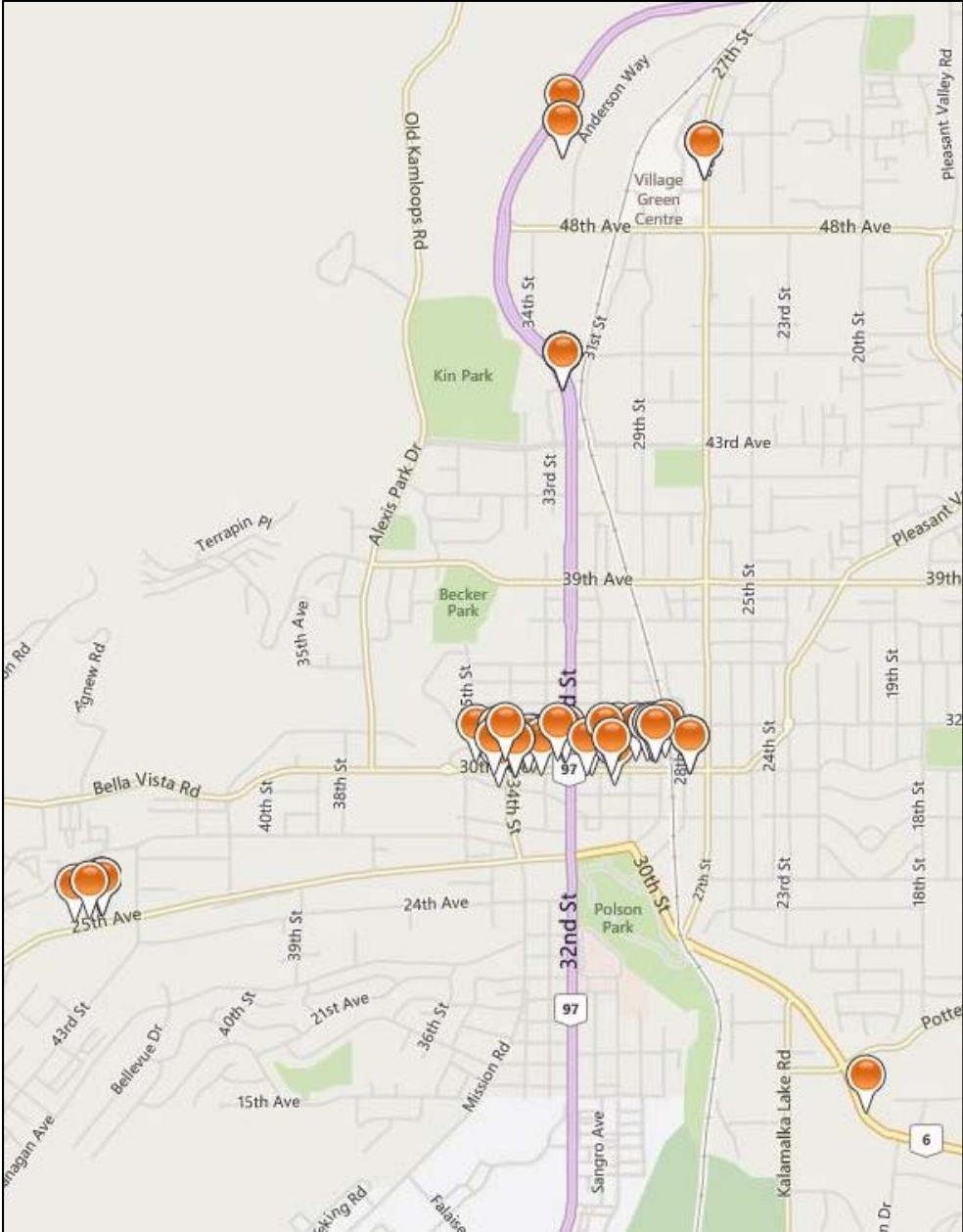


Vernon Business Walks Survey 2014

General Results

Map 1: 2014 Business Walk Location Map



Source: Executive Pulse, 2014

Within a two hour period, 12 volunteer teams met with **145 businesses** across Vernon. The locations within the community were the same as in 2013 in order to provide comparable year over year data. Businesses that were interviewed were located in the following areas:

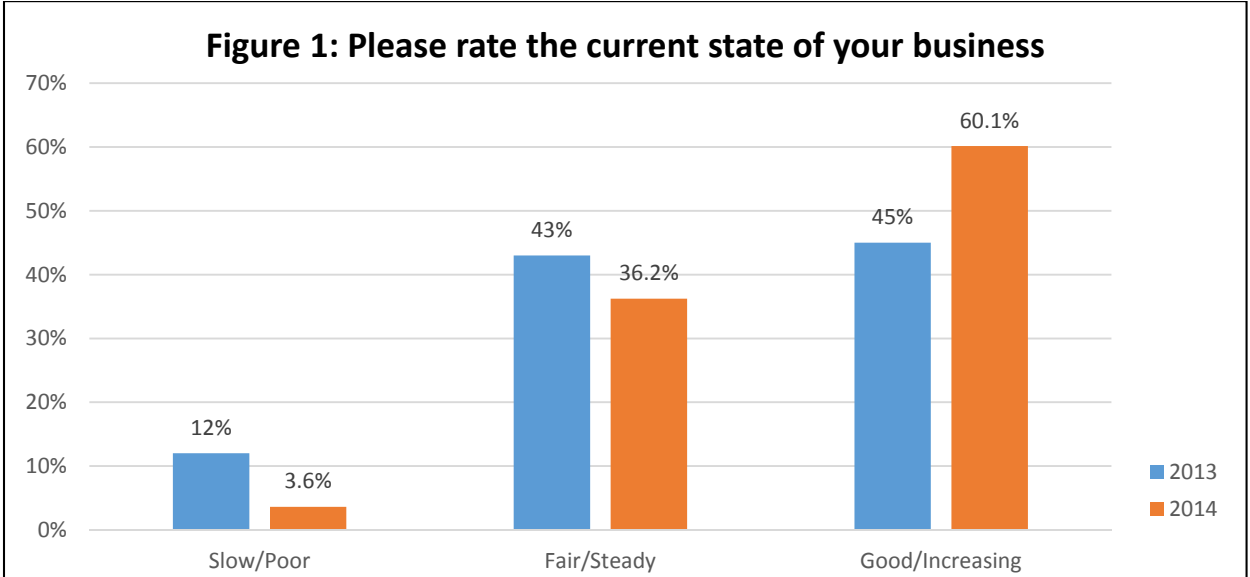
- Downtown - 30 Avenue
- Fruit Union Plaza and Highway 6
- Polson Mall and Kalamalka Lake Road
- Vernon Square
- Village Green Mall
- Anderson Way
- Okanagan Landing Plaza and 25 Avenue

Results

96.3% OF THE BUSINESSES IN THE 2014 BUSINESS WALK SURVEY ARE EITHER STEADY OR INCREASING

Question 1: Please rate the current state of your business?

A total of 60.1% of businesses surveyed responded that businesses was **good/increasing**, compared to 45% last year. Almost all of the businesses surveyed (96.3%) were either fair and steady or good and increasing, compared to 88% in 2013. 3.6% of responded rated their business state as slow/poor, compared to 12% in 2013.

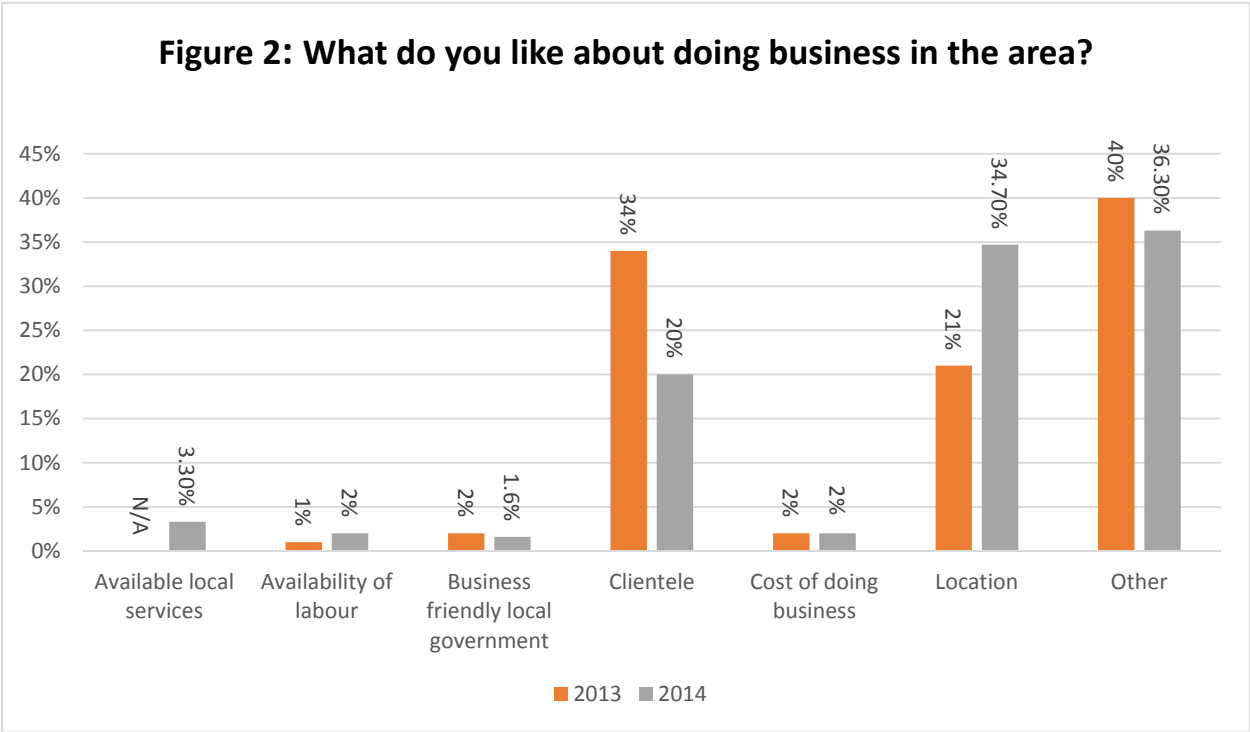


Question 2: What is the average number of employees (Full Time Equivalent) including yourself?

Question 2 was added in the 2014 Business Walks Survey. **The 145 businesses interviewed employ 1,291 people (full time equivalent).** The number of employees ranged from 1 to 170, with 79% of the businesses interviewed employing 10 people or less. There were five businesses that chose not to disclose the number of people they employed.

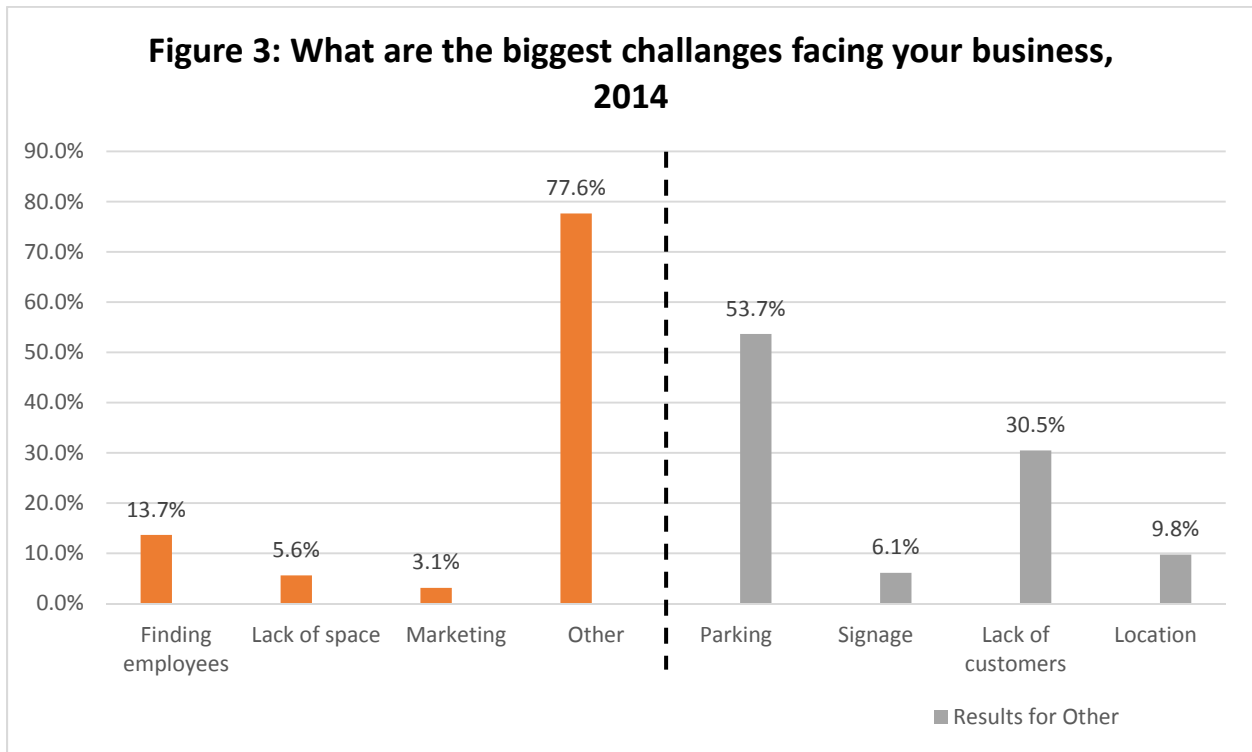
Question 3: What do you like about doing business in Vernon?

The third question was asked to gain a better understanding of why businesses chose a particular area of the community, or Vernon in general, as a place to do business. In 2014, 34.7% of businesses highlighted that **location** and **clientele** (20%) were the key factors. 36.3% of respondents choose other factors, such as the size of community, the demographic structure, traffic volumes and proximity to tourist attractions.



Question 4: What are the biggest challenges facing your business?

Question 4 was added in the 2014 Business Walk Survey and was asked to gain insight into the main challenges local businesses are facing. A total of **53.7% of respondents stated parking was the biggest issue**, 30.5% stated lack of customers and 13.7% of respondents stated that finding employees was their primary challenge.



Question 5: What can be done to help your business thrive?

The response for this question was the most diverse, ranging in comments about parking challenges to mixed opinions in regards to the Downtown Vernon Associations Friday Night Market.

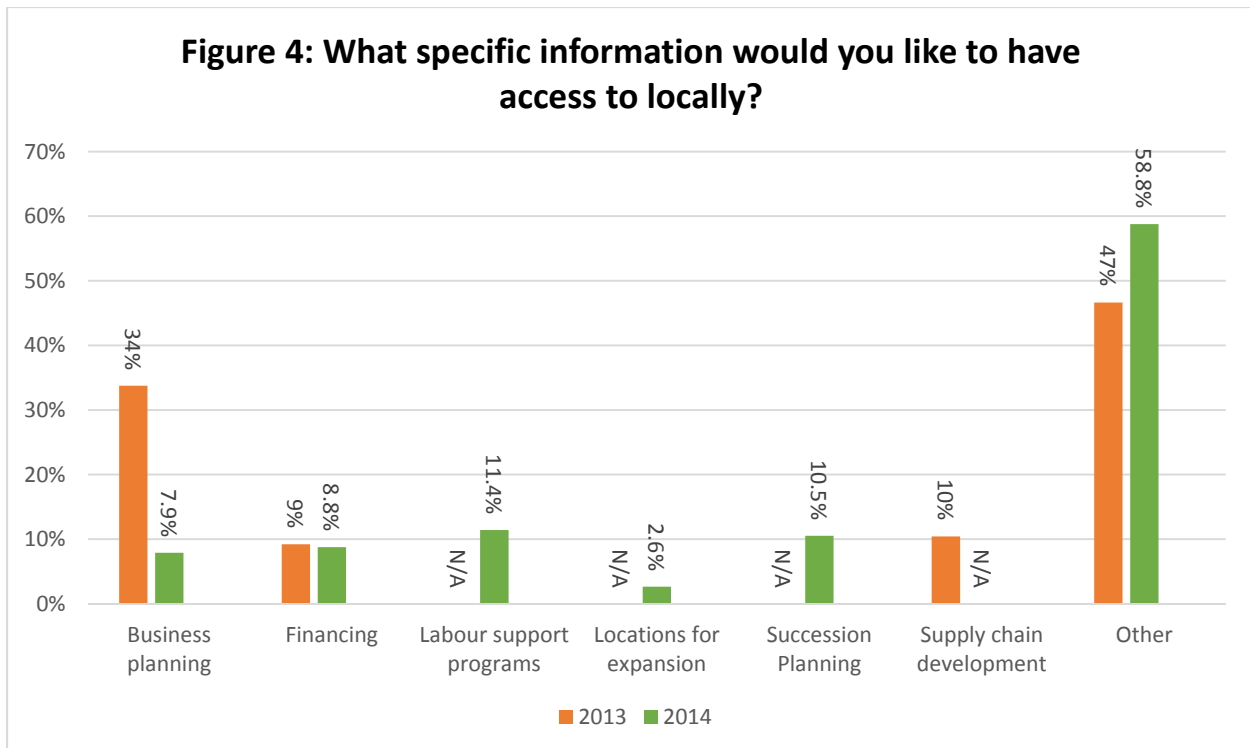
Parking (lack of supply, price, over-enforcement etc.)	18%
Downtown revitalization	16%
Promotion, events and marketing	15%
Attract more businesses and service	12%
Support Downtown Friday farmers market	7%
Opposed Downtown Friday farmers market	5%

Traffic and transportation	5%
Attract more people and young families	4%
City bureaucracy and service	4%
Tax decreases and incentives	4%

Question 6: What specific information would you like to have access to locally?

The final question was geared toward finding out what resources are required locally to better assist the business community. The most common assistance required was **labour support programs** (11.4%) and assistance with **succession planning** (10.5%). Only 7.9% requested access for **business planning** information, which is significantly less than the 2013 survey.

Over half of respondents (58.8%) requested **other** types of information, such as better access to local statistics data, City of Vernon plans, and information on marketing opportunities and campaigns.



Walkers Question

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

One of the primary objectives of the Business Walks is to find out if there are immediate concerns that businesses may need assistance from the City of Vernon or other business support organizations. 15.9% of the businesses in the survey required some form of assistance. Staff have begun the follow up process and will have completed all of the follow up by the end of November.

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

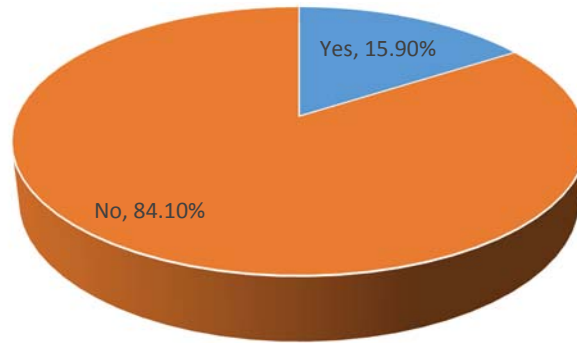


Figure 6: Urgency level for follow up

