



Virtual Vernon Business Walks Survey 2021 Report

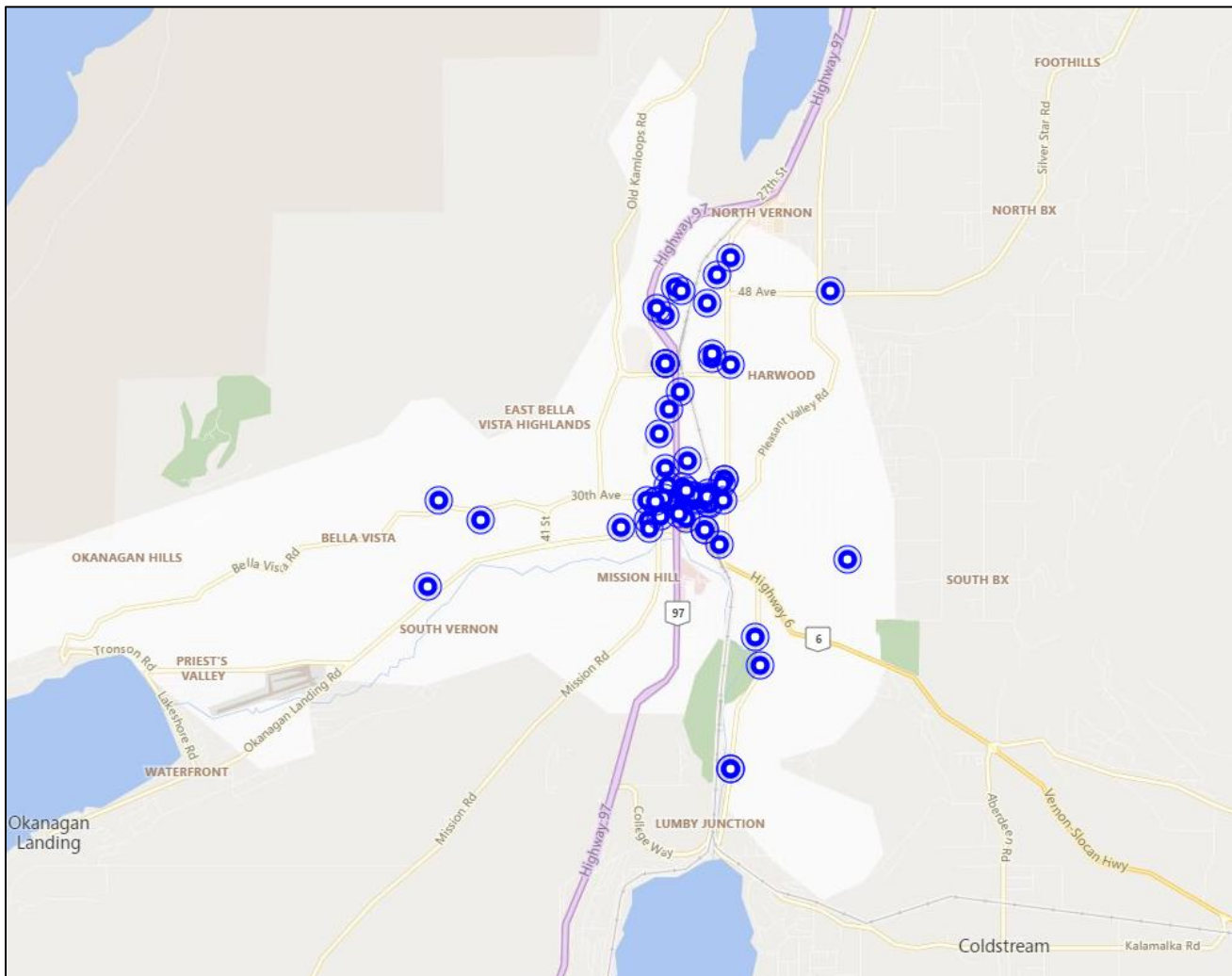
March 11, 2021

In February 2021, the City of Vernon, in partnership with the BC Economic Development Association, undertook the Vernon Virtual Business Walks Survey. The virtual survey marked the one-year anniversary of the COVID19 pandemic.

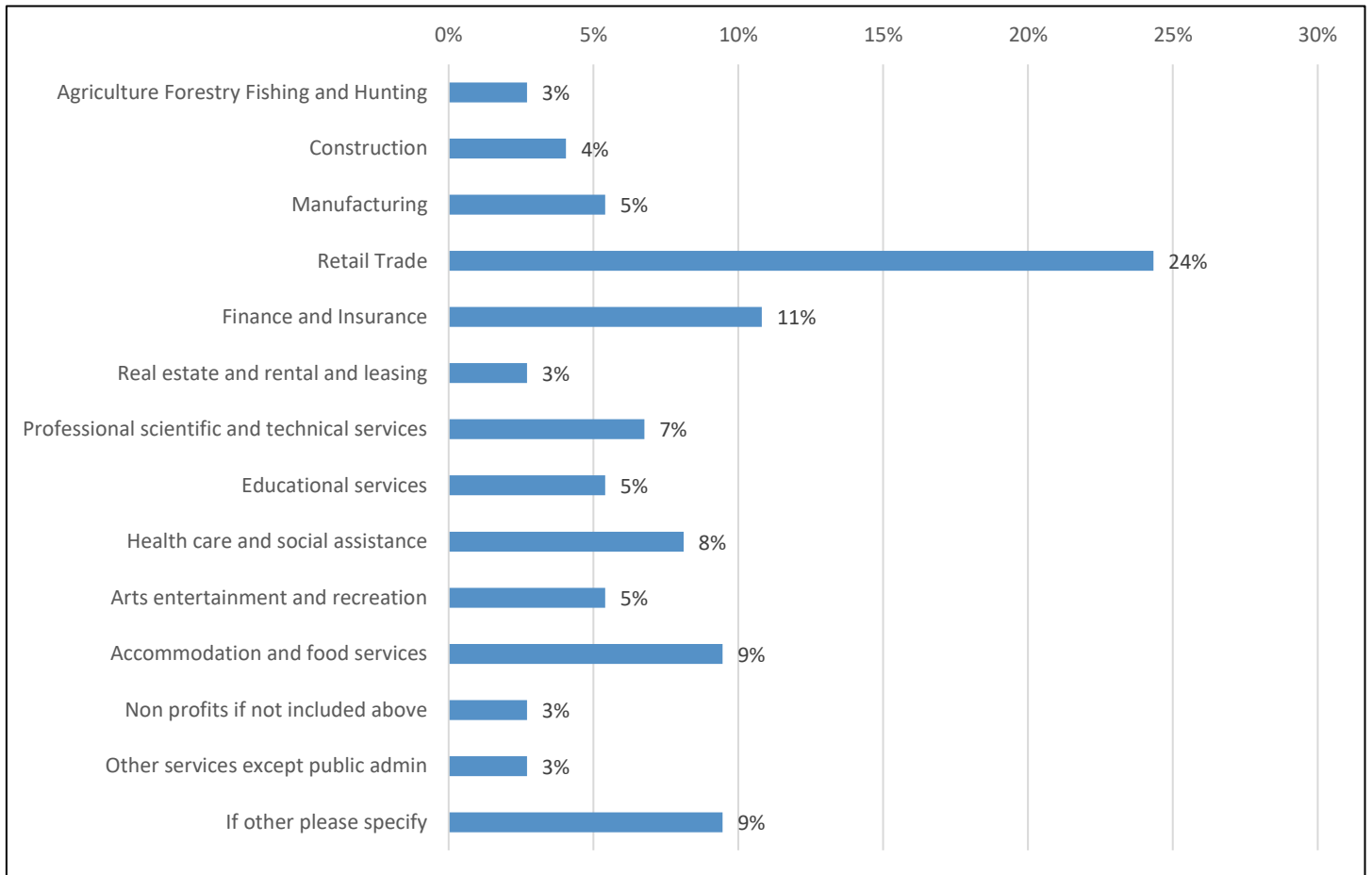
The 2021 Virtual Business Walks Survey included 23 questions in order to gain a better understanding of the current economic conditions in Vernon and to learn how business service providers can better meet the needs of the business community. Unlike previous years, the 2021 survey was done in the midst of the COVID19 business recovery efforts. As such, in addition to the standard questions, the survey also asked about the impact of the COVID19 pandemic on the business, employment and the uptake of federal and provincial business support programs.

The online survey was emailed to 516 businesses in Vernon and was available for just over four weeks. A total of 76 responses representing a cross section businesses were received. The results from the survey provided immediate feedback to the City of Vernon and partner business service providers regarding any concerns and challenges that the business community is experiencing. The results will also help to evaluate the success of the Federal, Provincial and Municipal recovery actions for Vernon and to identify the immediate measures that can be implemented at the local level to assist in business recovery.

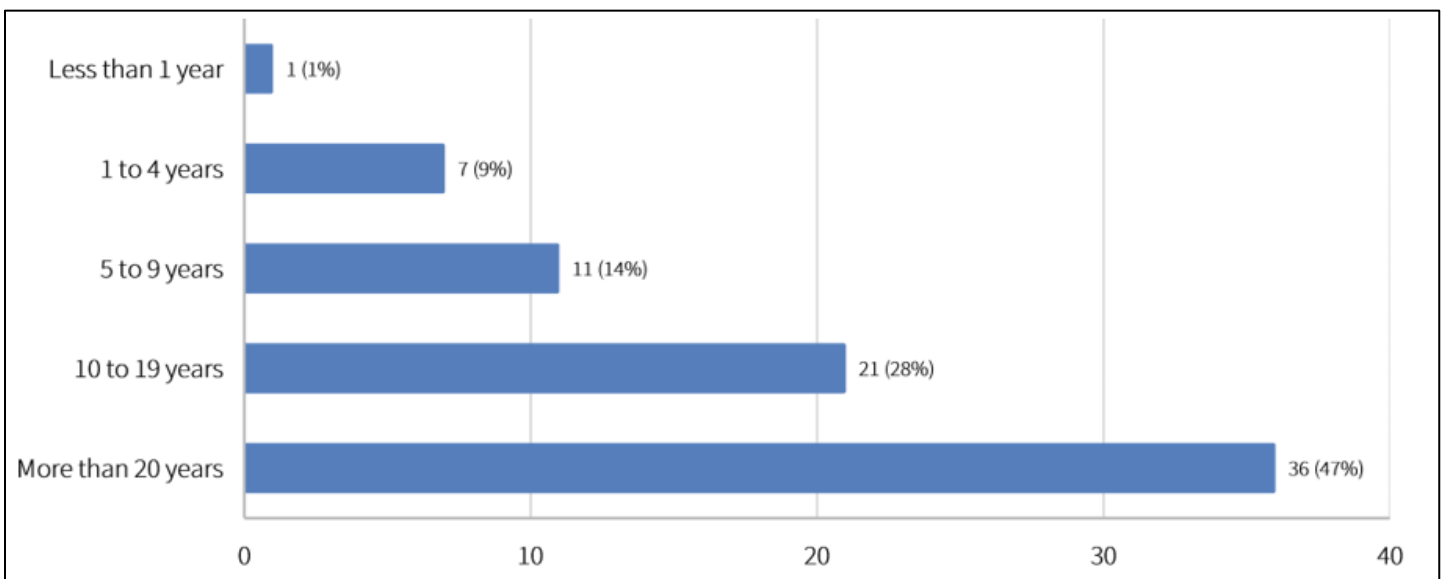
Survey Map



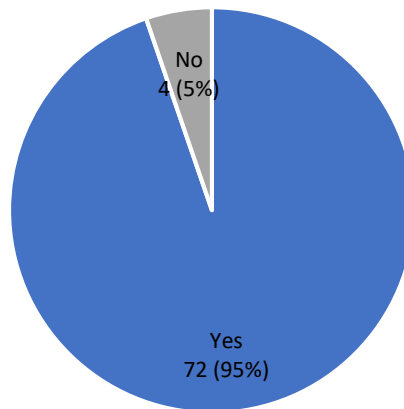
What best describes your industry?



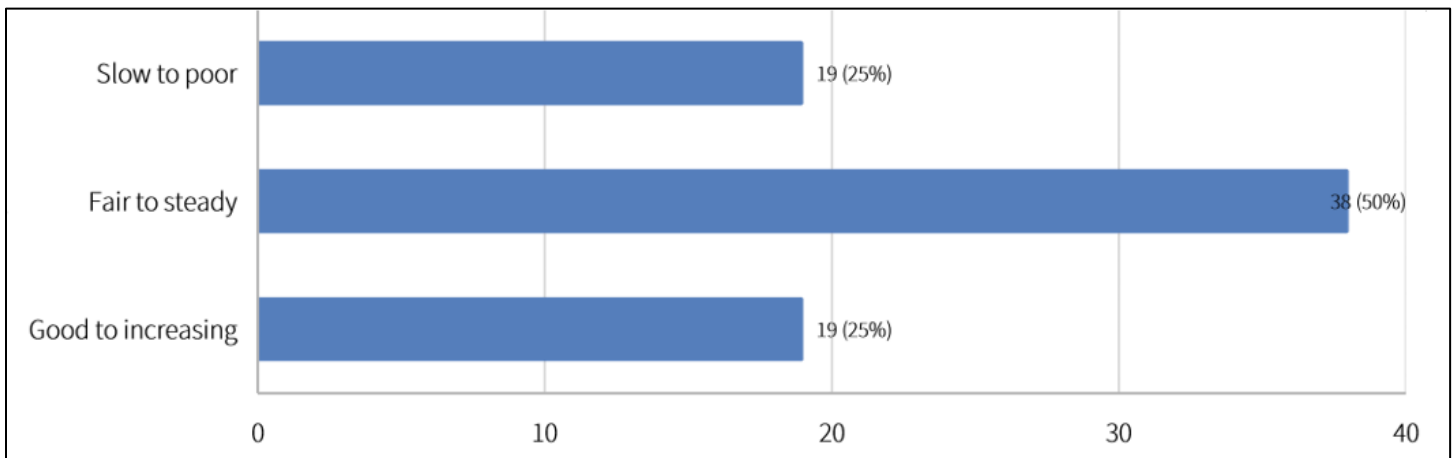
Years in business:



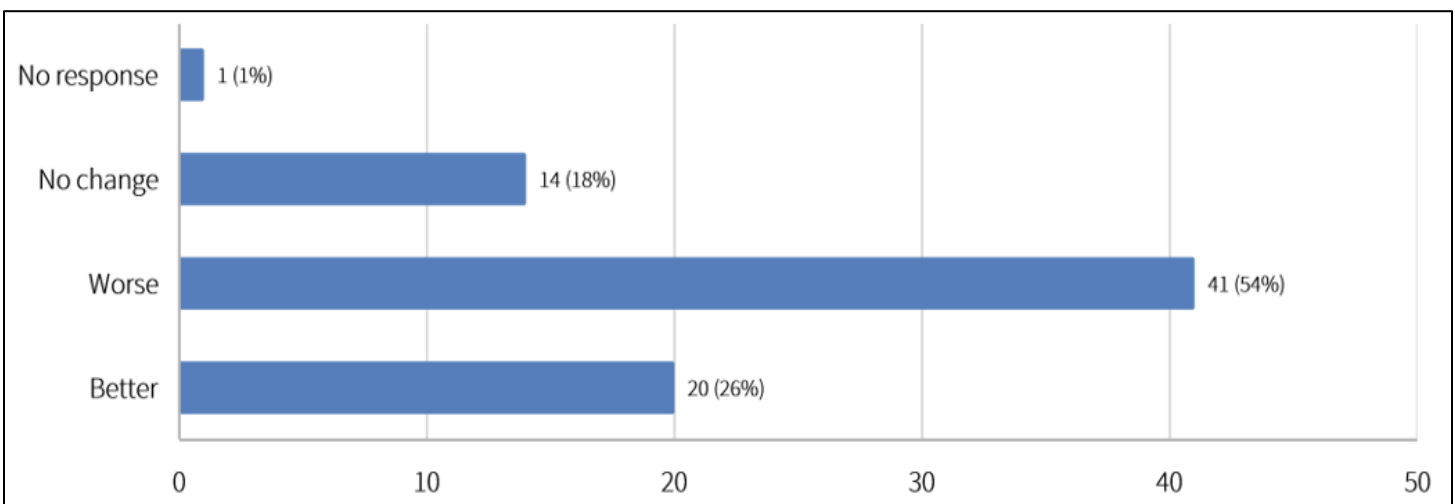
As of today, is your business still open?



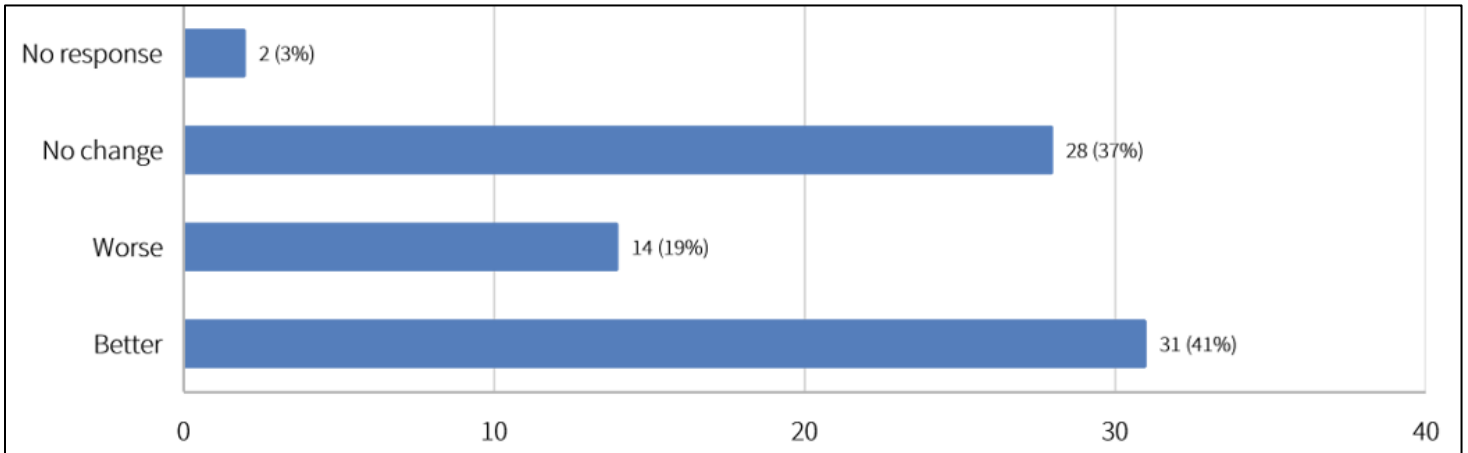
Please rate the current state of your business



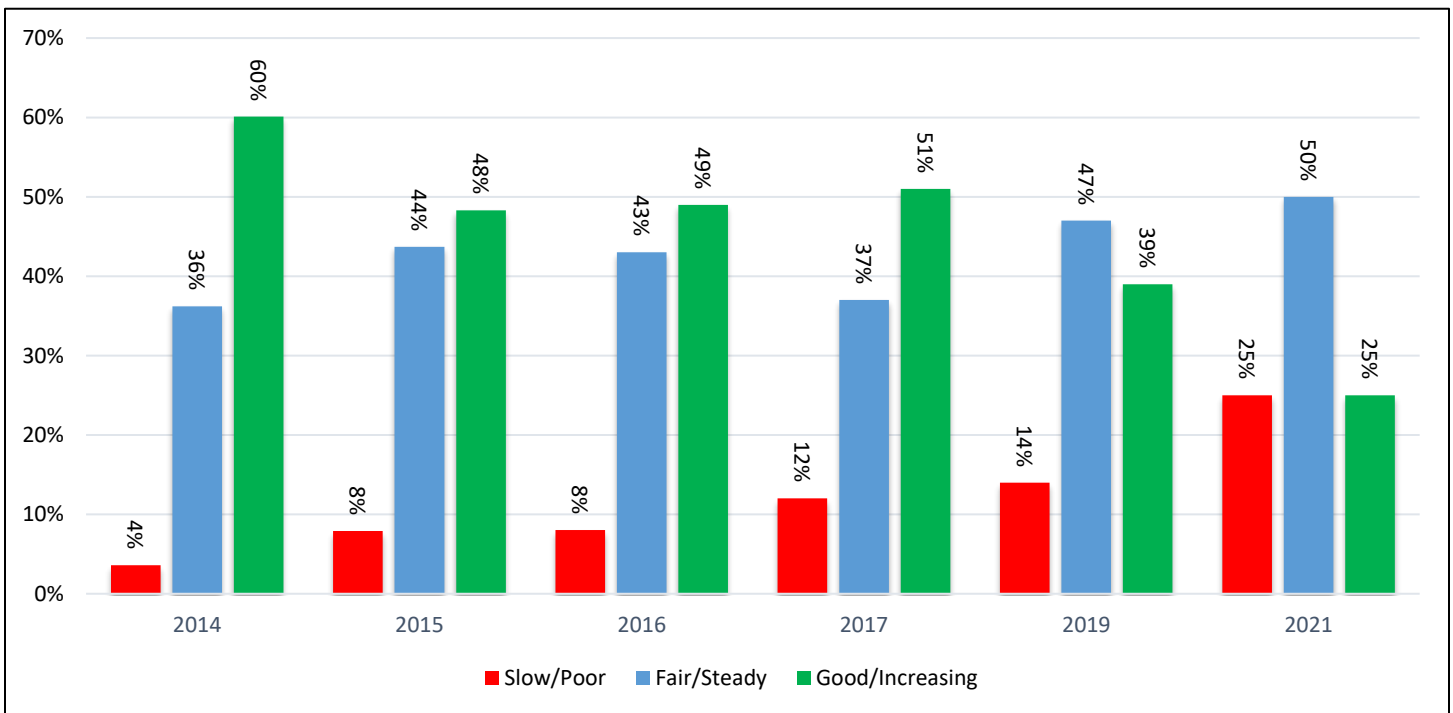
How does this compare to 2019?



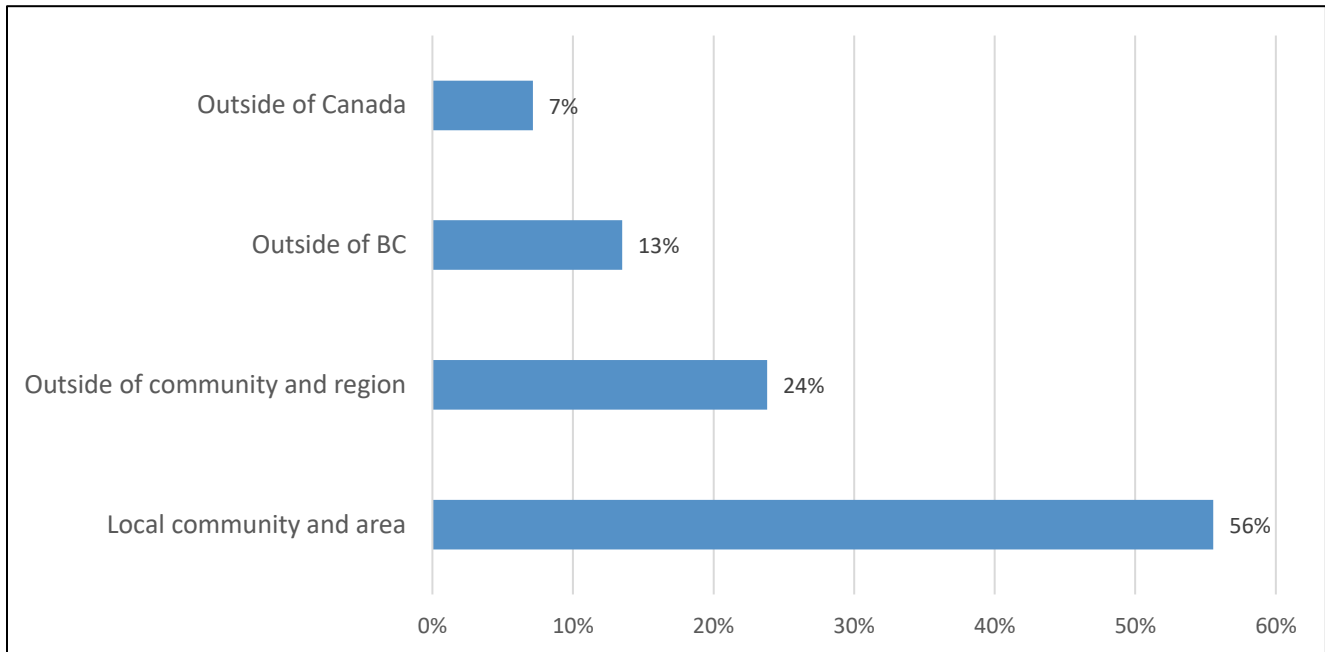
What are your projections for 2021?



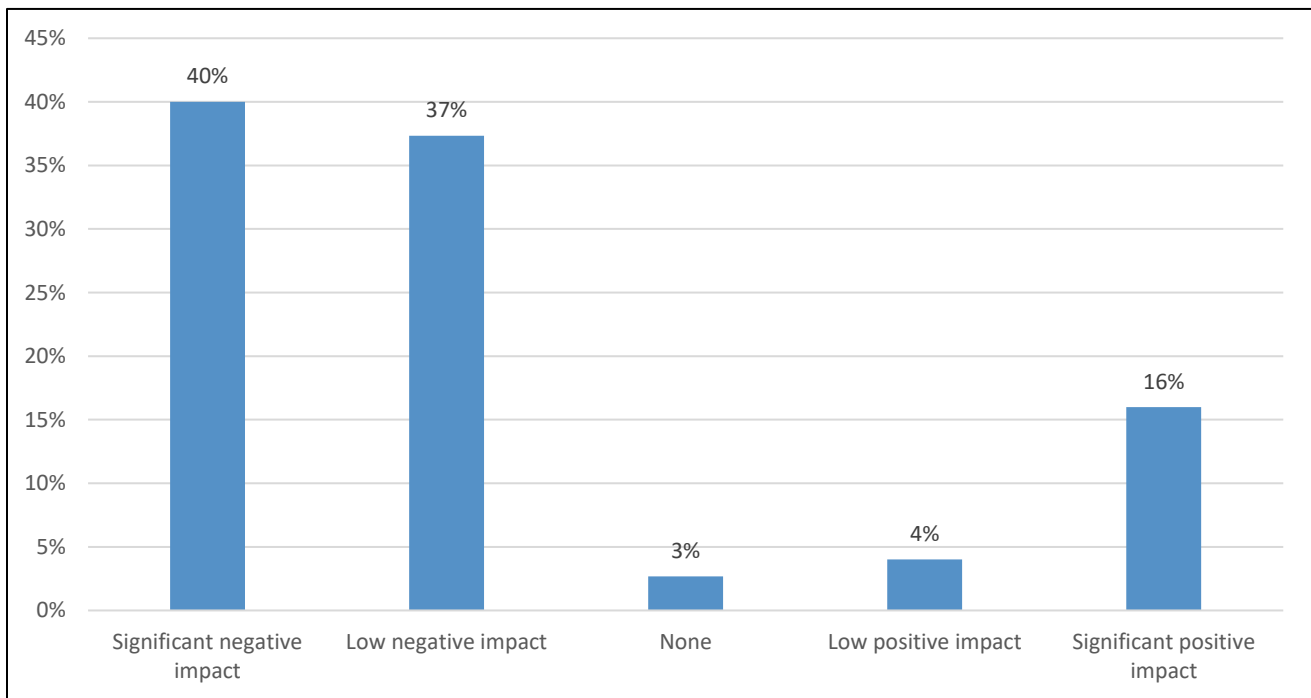
Please rate the current state of your business (compared to 2015-2019 survey's results)



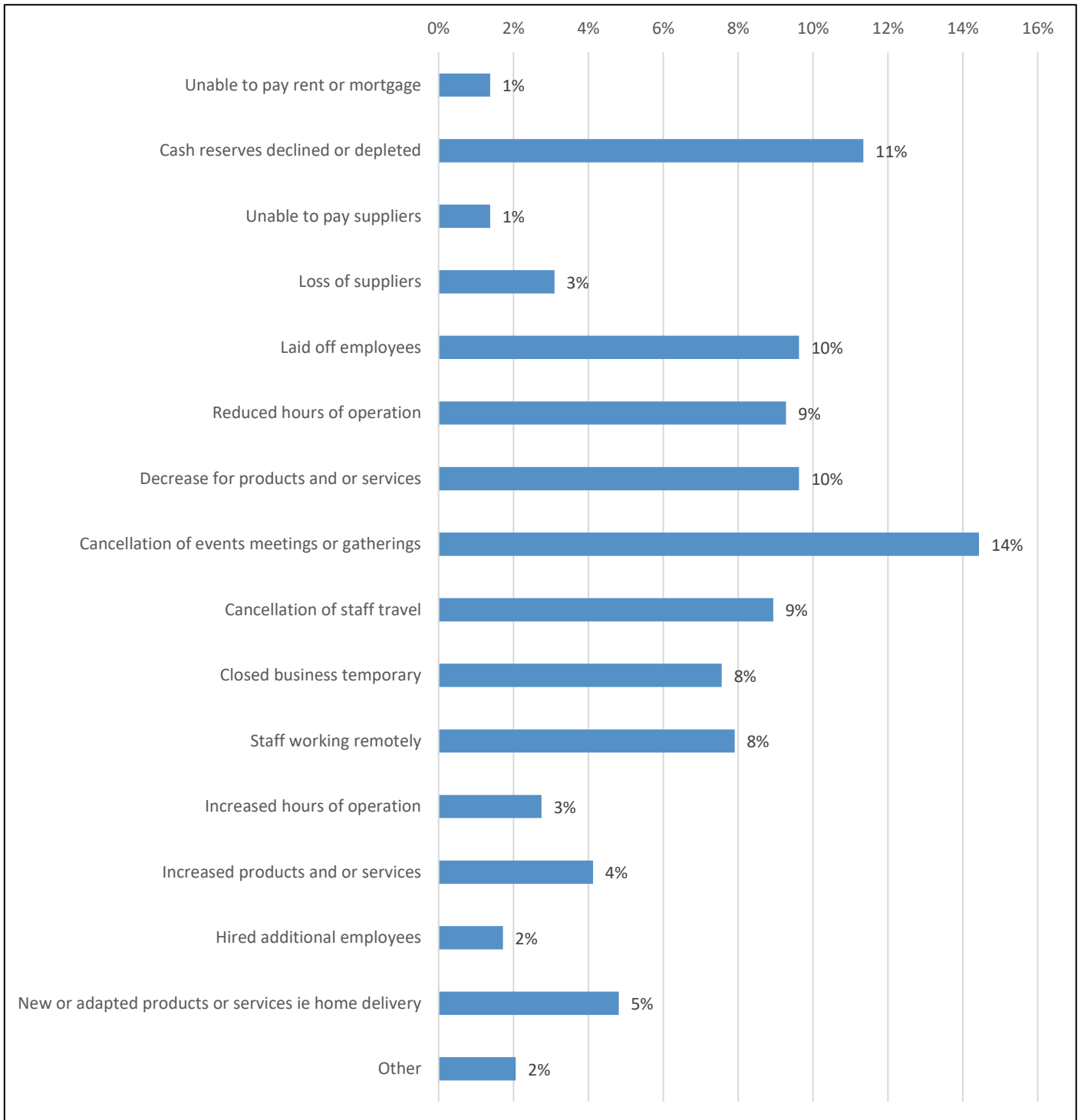
Please indicate the source of your sales



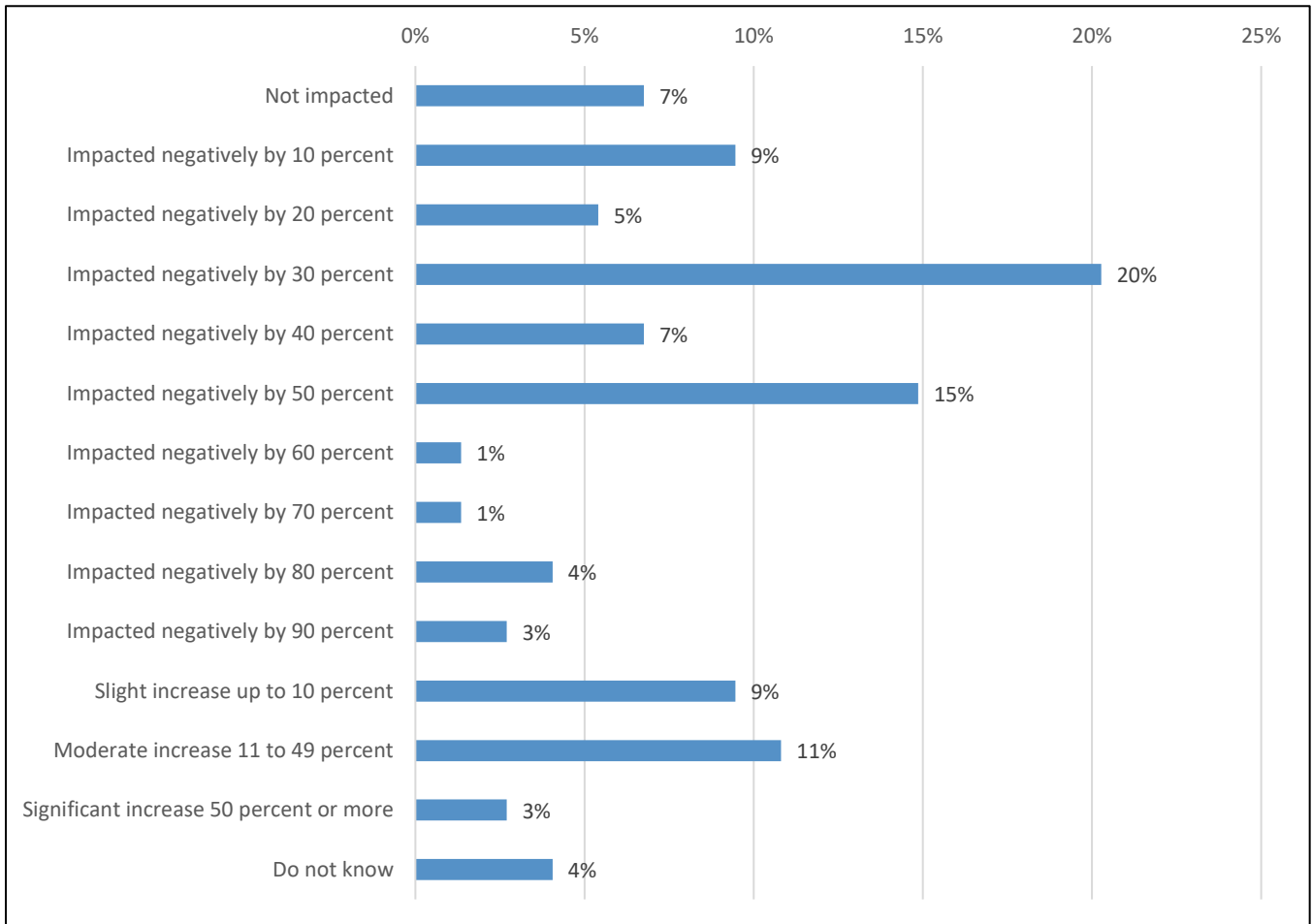
How has COVID19 impacted your business i.e. revenue, supply chain, labour force, hours of operations, etc.?



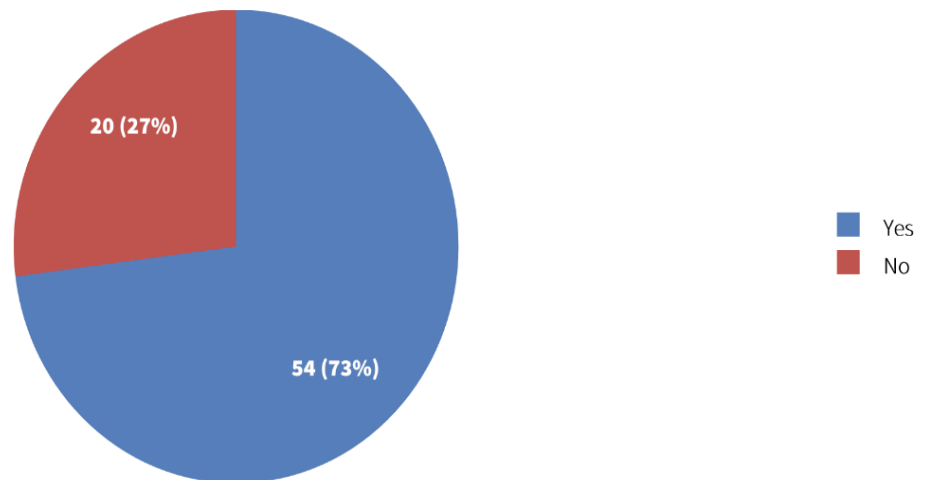
What specific impacts has your business experienced as a result of COVID19?



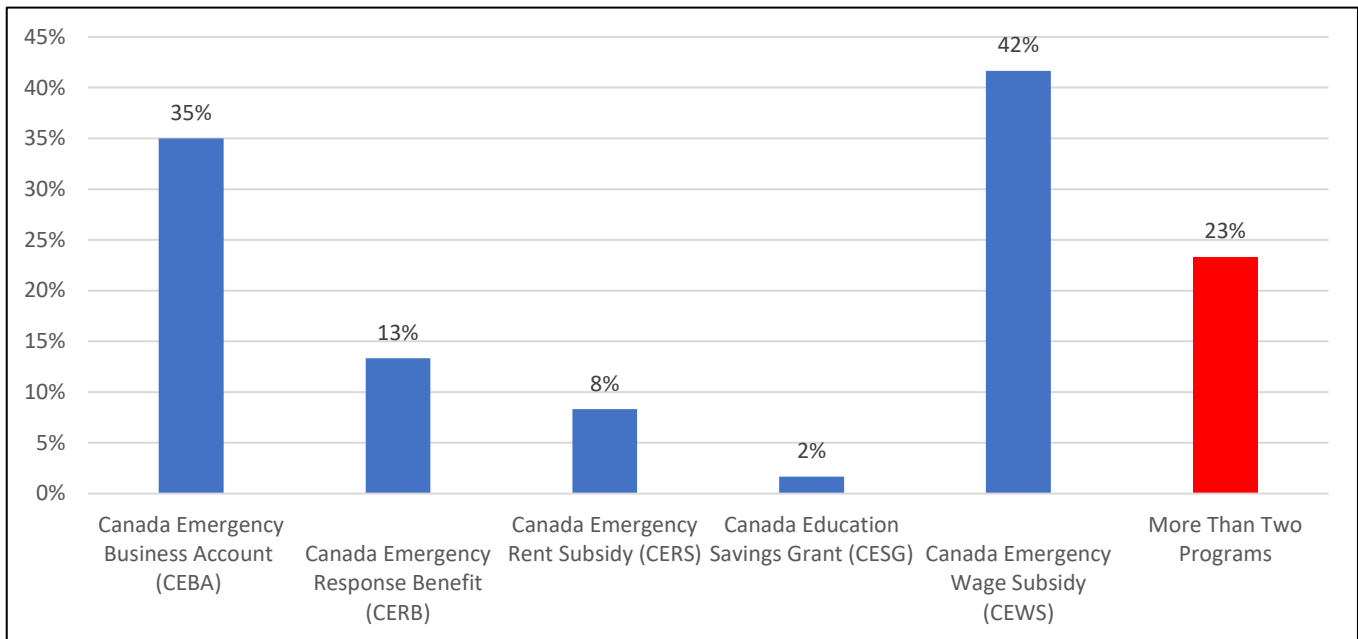
How have your sales/revenues been impacted as a result of COVID19?



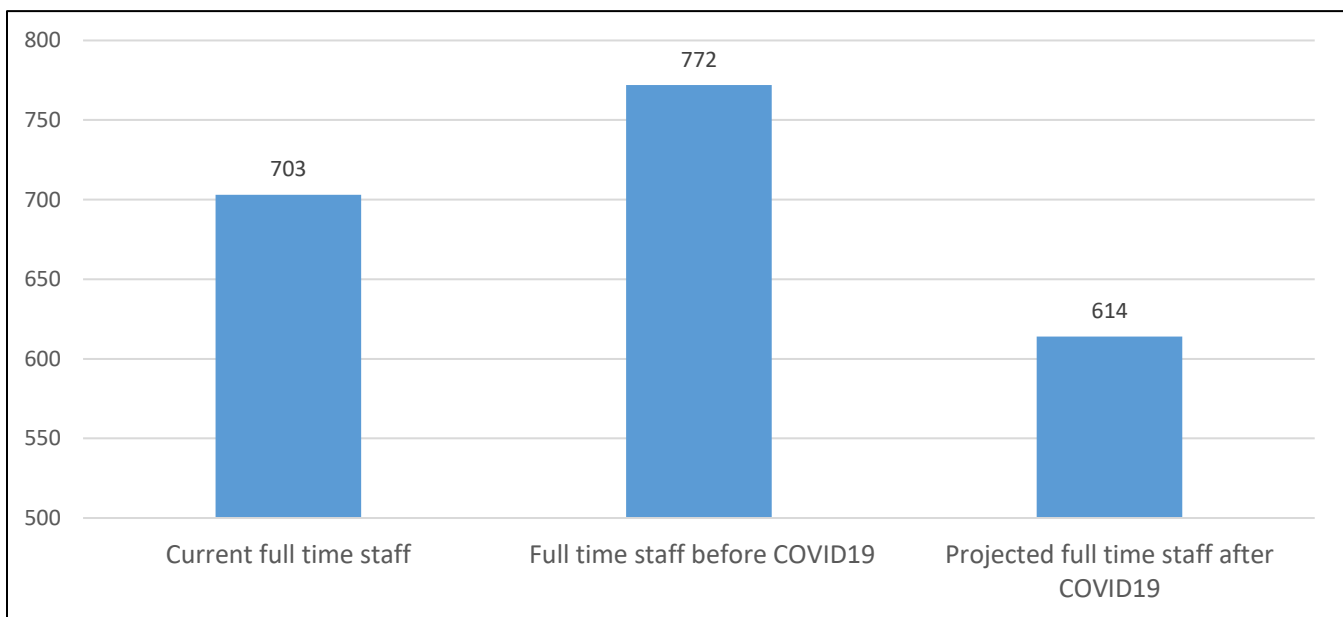
Have you used any of the Provincial or Federal Business Recovery Programs a result of COVID19?



If yes what assistance programs have you used?



Current, before COVID19, and projected full time employees?



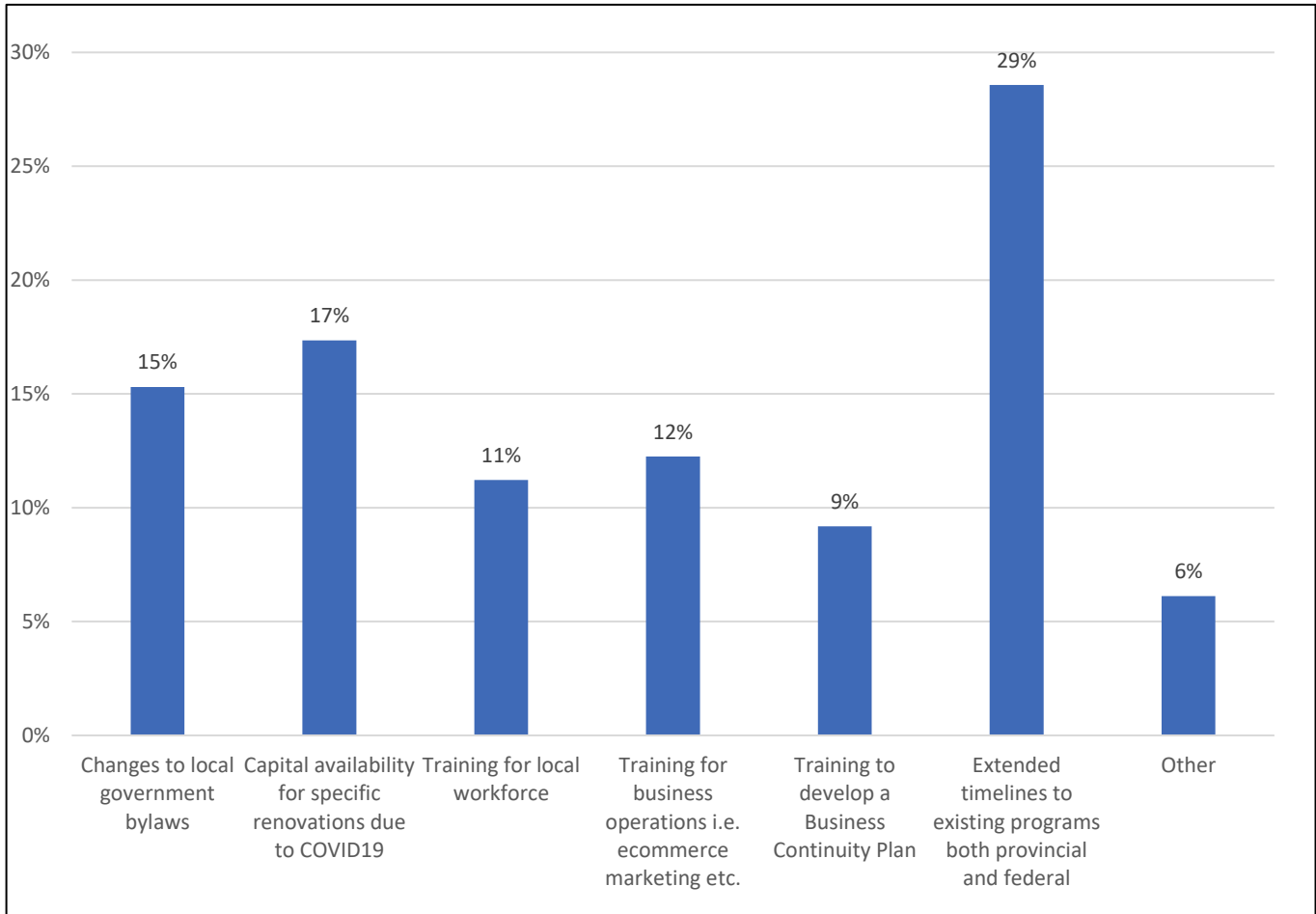
The current full time employees is **9%** less than before COVID19

The projected full time employees after COVID 19 is **12.6%** less from the current number of employees and **20.4%** less from the number of employees before COVID19

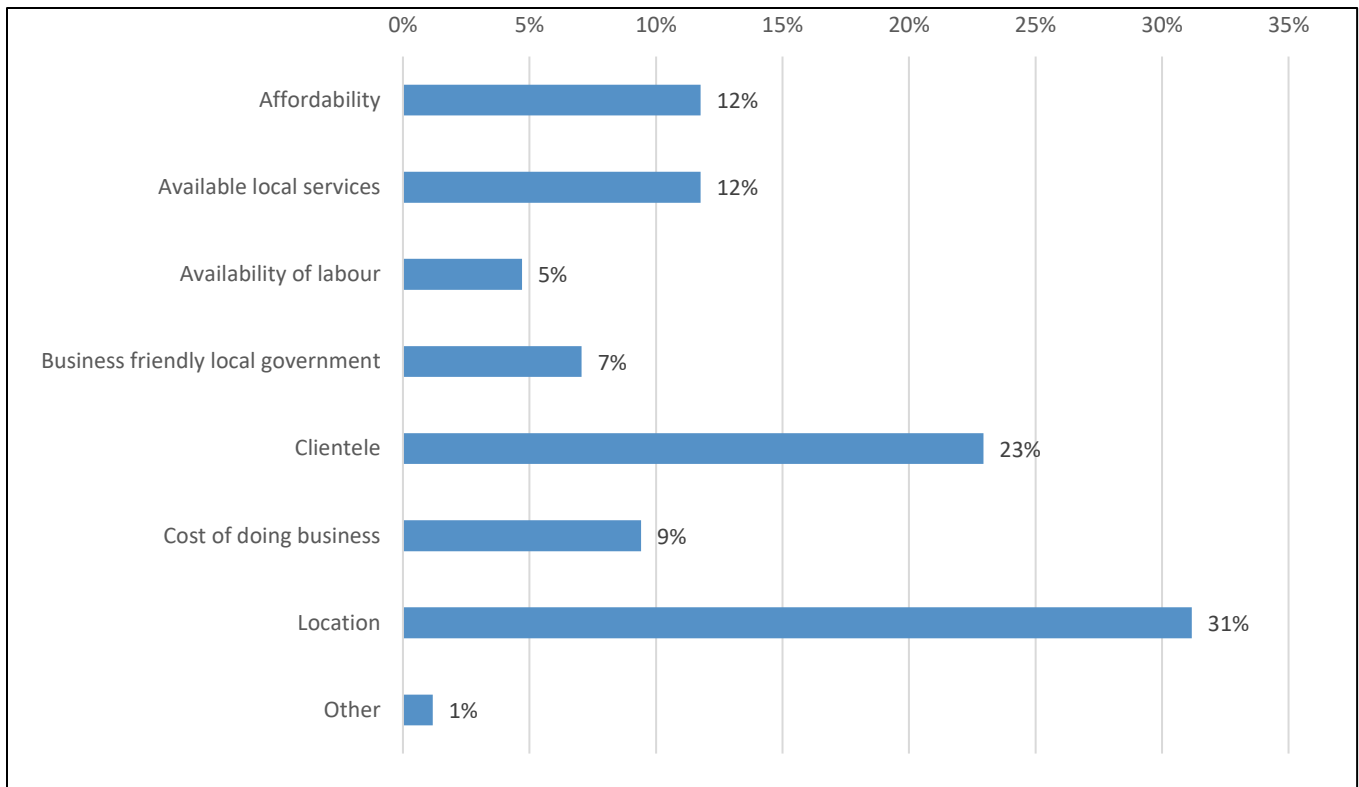
What can be done to help your business thrive?

Ease COVID19 Restrictions	36%
Marketing and shop local campaign	22%
Continue Federal, Provincial and Municipal support programs	13%
Address parking issues (lack of supply, price, over-enforcement etc.)	9%
Speed Up Mass Vaccination	7%
Address safety concerns, homelessness and crime prevention	7%
Streamline City's approval processes and permitting	7%

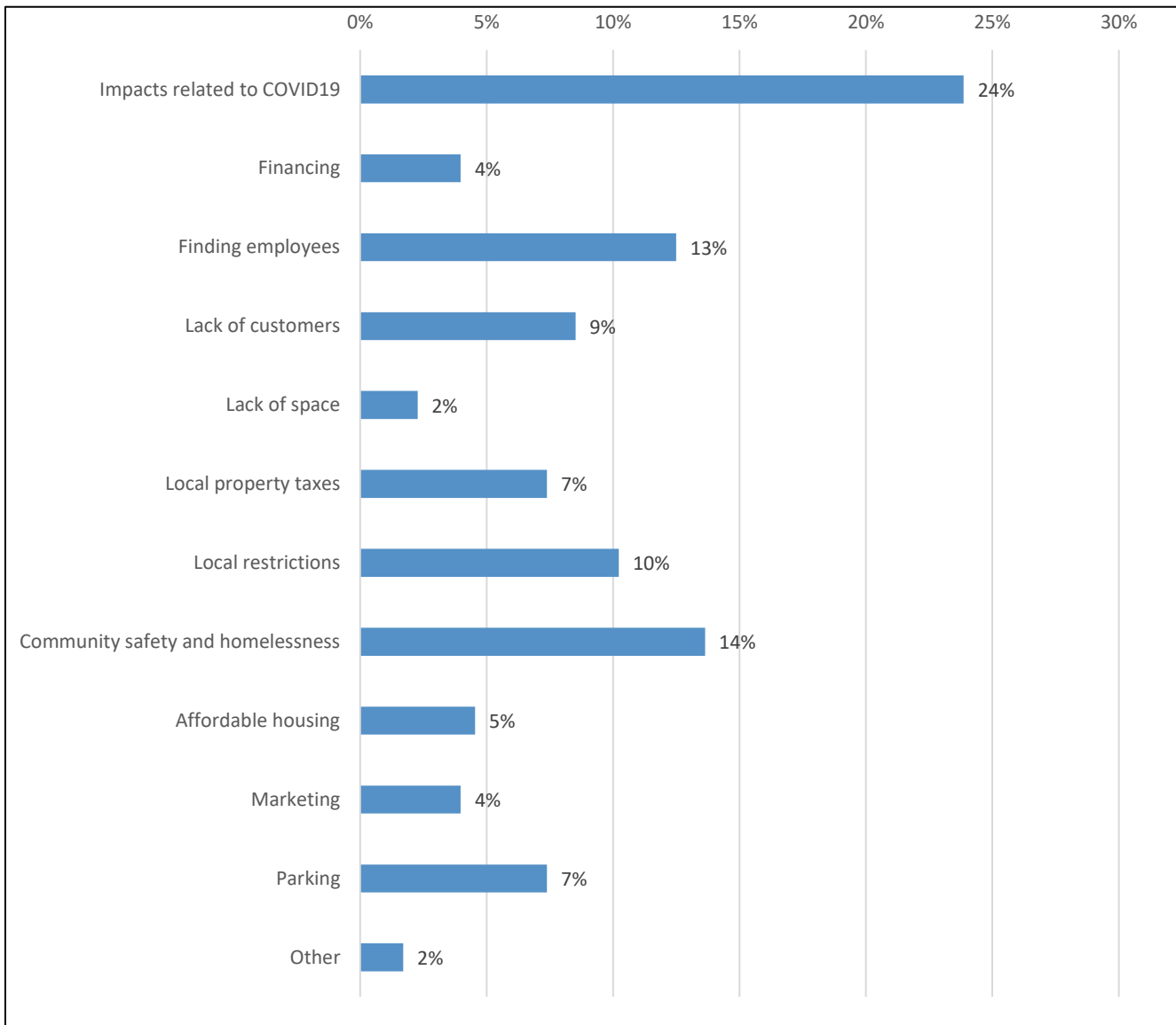
What requirements by local, provincial or federal government is needed to assist you in your COVID19 recovery efforts?



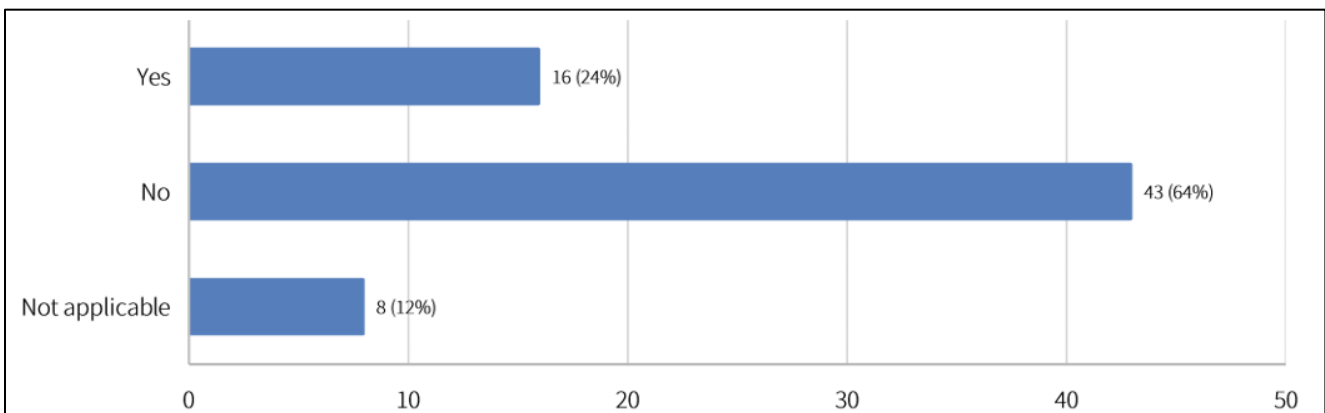
What are the strengths of doing business in this community?



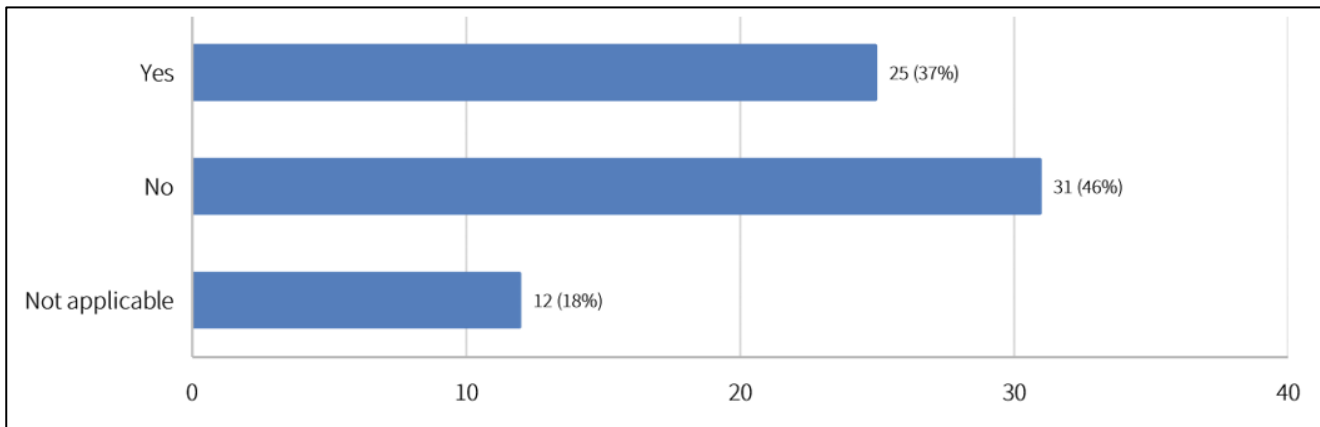
What are your biggest challenges facing your business?



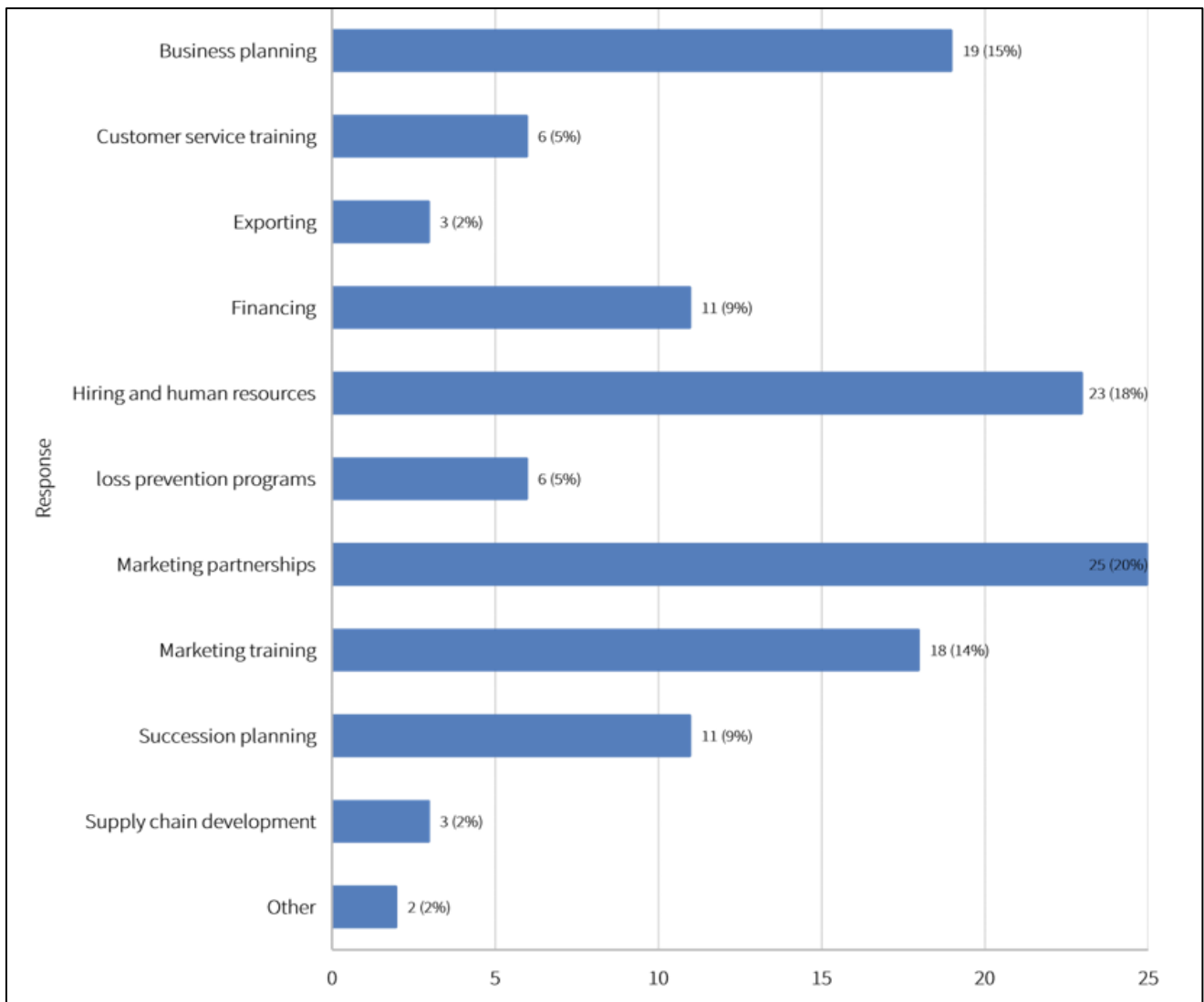
Do you plan to retire or sell your business in the next 5 years?



Do you have a succession plan in place?



What specific information would you like to have access to local?



Would you like someone to contact you regarding any issues?

